

150 New York Guild jobs die with Life

New York City—More than 150 Guild-covered employees lost their jobs when Life magazine folded last month.

Life, whose publisher had vowed just a year earlier it would not be allowed to die, succumbed during the Christmas season, as the Saturday Evening Post, Colliers and Woman's Home Companion had before it.

Time Inc. officials, in announcing its demise to stunned employees, cited the burden imposed by rising postal rates and television competition as principal reasons for giving up the ghost. But several observers placed much of the blame on management itself.

Guild-covered employees will receive expanded notice and severance pay under a hard-won contract improvement negotiated only last May. Notice pay ranges from four to 20 weeks in economy dismissals, and severance pay is due at the rate of three weeks per year of service up to \$17,500, then at two weeks to \$20,000 and one week thereafter.

The new terms were bargained after 40 Life staffers were dismissed late in 1971. The cutback, part of a retrenchment that had reduced the staff from 680 to 320 over the past three years, was accompanied by a massive cutback in circulation to make possible lower, more competitive ad rates.

At that time Publisher Gary Valk, in a full-page newspaper ad, denied that Life was going the way of other magazines that had cut their circulations.

"We do not intend to go out of business; we do not foresee going out of business, and we have no contingency plans for going out of business," he declared. "We are conducting ourselves as though Life were going to be around another 35 years."

As late as July, Valk said Life was having its best year since

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The end of Life

Emotions of Life editorial staffers are reflected in their faces as they hear Time Inc. executives an-

nounce the end of the magazine and their jobs at a pre-Christmas meeting.

THE GUILD REPORTER

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

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Absolute-privilege bill put in Senate mill by Cranston

Sen. Alan Cranston of California, acting at the request of the American Newspaper Publishers Association and with the support of other media groups, introduced a sweeping bill last week providing unqualified protection for reporters against forced disclosure of their information or sources on both the federal and state levels.

Support for federal legislation was growing in the face of new jailings of reporters for contempt, and two states, New Jersey and California, strengthened laws providing protection against forced disclosure.

Meanwhile, Supreme Court Justice William O. Douglas yesterday ordered the release of Los Angeles Times reporter William Farr after 45 days in

jail pending action on his appeal by the Ninth Circuit Court of Appeals.

There were these other major developments in the growing controversy over reporters' right to shield their information and sources:

- John F. Lawrence, Washington bureau chief of the Los Angeles Times, was jailed briefly Dec. 19 for refusing to turn over tapes of an interview on the Watergate case to a federal district court; he was saved from the possibility of returning to prison when the paper's source let the tapes be surrendered.

- A contempt citation against Memphis Commercial Appeal Guildsman Joseph Weiler fell by the wayside when the state attorney general ruled that the leg-

islative committee that was prepared to act against him had no legal standing following the November elections.

- In one of the few court cases upholding reporters' privilege, the Second Circuit Court of Appeals ruled that Alfred Balk, editor of the Columbia Journalism Review, did not have to identify the source of a Saturday Evening Post article on racial discrimination in real estate.

- The Wilmington News and Journal appealed to the Delaware Supreme Court against a Superior Court order requiring it to turn over unpublished photographs to Wilmington police.

TNG President Charles A. Ferlik, Jr., greeting the news of Farr's release, said he hoped "this will be the last time he or any other newsman will have to go to jail for refusal to reveal the sources of the news he gathers."

Perlik said Farr's release "will not slacken our efforts to obtain federal legislation to prevent such a thing from happening again" and that TNG "will continue to" (Continued on Page 6)

Ex-AP Guildsman Scali to be U.N. ambassador

Former Associated Press Guildsman John A. Scali will be nominated by President Nixon as the next U.S. ambassador to the United Nations.

If confirmed by the Senate, Scali will be the first ex-Guild member to hold a position of Cabinet rank in the United States. Scali, 54, has been a special consultant to President Nixon on foreign-policy information since April 1971, working with national-security advisor Henry Kissinger.

Scali, a registered Democrat, was a Guild member for 15 years while serving as a war correspondent and diplomatic reporter for AP. He had worked earlier for United Press and the old Boston Herald.

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TNG on move

TNG moved its international headquarters Dec. 28, shifting a block from its old offices at 1126 16th St. N.W. to 1125 15th St. N.W., Washington, D.C. 20005. (Picture on Page 3.)

The headquarters is in a new building owned by the International Brotherhood of Electrical Workers. TNG continues to have the same telephone number—(Area Code 202) 296-2990.

Guild unit strikes for first contract at Wayne Eagle

Wayne, Mich.—Guild members in quest of an initial contract struck the Wayne Eagle Dec. 19 and extended their picket line briefly to the jointly owned Macomb Daily nine days later.

Twenty-six members began picketing in 20-degree weather following the collapse of negotiations. The Eagle was able to continue printing with the aid of strikebreakers from other papers in the seven-member Panax chain, but the paper's advertising, editorial content and circulation were all down sharply.

Pickets closed down the Macomb Daily in Mount Clemens for nine hours in protest against that paper's dispatch of strikebreakers to Wayne. The picket line was taken down when the company agreed to resume bargaining for the first time since the start of the strike.

Both the Wayne and Mount Clemens groups are units of the Detroit Guild. Guild members at Mount Clemens honored the picket line there, as did printers, mailers, pressmen and stereotypers.

The Guild is also seeking to negotiate an initial contract at Mount Clemens. The Guild won representation elections in Wayne last February and in Mount Clemens last July.

Bargaining in Wayne produced a company offer no better than \$179 at the key top-minimum level, compared to \$235 won in an initial contract by another small Detroit unit, at the Royal (Continued on Page 2)

Guild, GAU to explore joint action

TNG and the Graphic Arts International Union have agreed to develop and implement "an exploration of joint bargaining and organizing potential."

The agreement was reached in talks between TNG President Charles A. Ferlik, Jr., and GAU President Kenneth J. Brown in Washington Dec. 19. Additional discussions are scheduled for Jan. 19.

The Guild's International Executive Board authorized the exploration of merger possibilities with the GAU last October.

Perlik and Brown, in a joint statement following the Dec. 19 meeting, said that the exploration of joint bargaining and organizing potential was "the most immediate and demanding" assignment facing the two unions "given the rapid and revolutionary technological developments in the graphic-arts industry."

They said the two unions (Continued on Page 2)

Lowell head joins IR staff; Hanafin to aid in Canada

Leo J. Ducharme, chairman of the Boston Guild's Lowell Sun Unit, has been appointed to TNG's staff of international representatives, and Joseph Hanafin, a leader of the Guild's 1972 organizing drive at the Montreal Star, has been named servicing representative of the Guild's new Eastern Canada Servicing-Organizing Program.

Ducharme's appointment was announced this week by TNG President Charles A. Ferlik, Jr. He will join the staff next week,

working in the Northeast.

Hanafin was named by Canadian Director Robert J. Rupert in an appointment ratified by the Servicing-Organizing Program's board of representatives. He took the position last week and will service the program's four participating locals—Toronto, Ottawa, Montreal and Canadian Wire Service.

Expenses of the program are being shared equally by the four locals and TNG.

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Traveling pickets

Guild strikers from Panax's Wayne Daily Eagle pay a visit to a sister publication, the Macomb Daily, to picket in protest against importation of strikebreakers from the Macomb paper to Wayne. The Macomb Daily was closed down for the day.

Strike for first contract cripples Wayne Eagle

(Continued from Page 1)
Oak Tribune. The Guild is asking \$280.

The Guild represents all departments at the Wayne paper, including production employees who do pasteup and camera work. Printing is farmed out.

The company has been able to publish with the aid of executives and other personnel from Panax papers elsewhere in the state, plus nine bargaining-unit members who are crossing picket lines. It is printing in shops at Mason, near Lansing, and New Boston, in the Detroit area.

The Mount Clemens picket line prevented effective publication of the Macomb Daily for the day, although a few papers were run off after the line was taken down. The company sent word from Wayne that it would agree to "meaningful bargaining" if the pickets returned home.

Negotiations were delayed by a change in general managers,

but a session was held Jan. 5, and the company indicated it would present a new proposal at a meeting called for today.

The Eagle has been printing late, with virtually no advertising or local news and only eight pages, compared to its normal 16 to 32. Circulation is down at least 40 percent, said TNG International Representative Willard Hatch.

Boston membership ratifies dues hike

Boston, Mass.—The Boston Guild membership approved a dues increase last month, enabling the local to continue in the Guild's New England Service-Organizing Program.

The increase from a 5 1/4- to a six-percent dues schedule was approved by 161 to 119 in a referendum. The action reversed a 197-101 vote against the increase in October.

Guild, GALU to sift joint action

(Continued from Page 1)
would also "share information, material, documentation and viewpoints on a continuing basis beginning immediately" in view of their "mutuality of interest."

Perlik and Brown said they had explored "areas of common concern and interest affecting themselves and their memberships in the opportunities and developments so rapidly overtaking the graphic-arts industry."

"Our industry is prosperous and growing," they said. "Our members want and deserve their fair share of that prosperity and growth. These events can only help achieve that objective."

The two presidents said future

talks will be expanded. TNG Secretary-Treasurer Robert M. Crocker and Field Operations Director J. William Blatz will join Perlik at the Jan. 19 meeting.

Brown, whose union emerged from a recent merger of the Lithographers and Photoengravers International Union and the Bookbinders, has been a strong advocate of unity among graphic-arts unions.

"Merger is the name of the game today," he said in a recent talk with labor reporters.

"One of the major reasons for merger among graphic-arts unions," he told the newsmen, "is the elimination of jurisdictional disputes.

L.A. Guild calls on other locals to help keep Ridenour out of jail

Los Angeles, Calif.—The Los Angeles Guild is asking Guild locals and other unions to join a broad-based campaign to keep Ron Ridenour, a Los Angeles Free Press reporter, out of jail.

Ridenour, a leader in the Guild's recent successful organizing campaign at the Free Press, faces a one-year jail sentence on a conviction of interfering with police. He was arrested while photographing police beating a paraplegic Vietnam veteran during an antiwar demonstration.

The Los Angeles Local, which has joined in an appeal of Ridenour's conviction, termed it "one extremely visible example of the use of political power against the press."

The local, in a letter prepared by its freedom-of-information committee and approved by its representative assembly, asked Guild locals and other unions to

assist a defense committee organized on Ridenour's behalf.

It urged locals to adopt resolutions in support of Ridenour, circulate petitions prepared by the defense committee, contribute money to the defense, invite members of the freedom-of-information committee or the defense committee to speak to their membership and organize efforts in their communities to focus attention on whether state, county or local governments are "actively attempting to suppress the press, labor or both."

The letter noted that Ridenour is also appealing a six-month jail term imposed on a charge of interfering with a strikebreaker attempting to enter a struck lingerie plant in Los Angeles.

At the antiwar demonstration, Ridenour was assaulted by police, who seized his camera and exposed the film. One charge

against him was dropped and he was acquitted on a second, but Municipal Court Judge Armond Arabian, a former policeman, sentenced him to the maximum allowable term despite a probation report recommending a fine.

The fact that Ridenour did not have a press card was heavily emphasized at his trial. Police have refused to issue such cards to Free Press reporters.

George Laine, chairman of the Guild's freedom-of-information committee, scored police control over press cards at a press conference of Ridenour supporters Dec. 12. "We don't need the police to tell us who is an accredited reporter," he declared.

Laine said the Guild is attempting to negotiate a contract clause at the Long Beach Independent and Press-Telegram providing for accreditation by the papers rather than police.

Halberstam hits publishers

Doublethink on 'activism' scored

Minneapolis, Minn.—Newspaper publishers have a double standard on activism—one for themselves and another for their reporters, David Halberstam, former Pulitzer Prize-winning reporter for the New York Times, told an audience at the annual Twin Cities Guild Memorial Lecture.

No one seems to think a publisher is compromised when he joins a special-interest group in his community, Halberstam said. But reporters, he pointed out, are expected to keep themselves "pure" in their associations.

Halberstam said the close relationship between publishers and members of their communities' power structures often interferes with hard-hitting reporting.

"Publishers don't want editors and reporters who might make trouble," he said. "They don't want to offend their buddies."

Halberstam's lecture Nov. 28 was one in an annual series cosponsored by the Guild and the University of Minnesota School of Journalism.

He said even the New York Times doesn't want its reporters to play a consistent adversary role in their reporting but to maintain good relationships with sources.

The "real sources," however, are not top officials but "the people sitting around in the dark corners of the State Department," he said. "From the top people

you get nothing but lies."

The Pentagon Papers were a prime example, Halberstam said.

"When the Times came out with the Pentagon Papers they ran around getting all of these awards and taking credit for this great accomplishment," he recalled. But, he added, "if the thing was worth 60 pages, why didn't the Times have reporters

out researching the thing long before?"

"If they had given four reporters four months, I'm convinced they could have dug up the Pentagon Papers a year before they eventually got them," he said, adding, that the press, by and large, allowed itself to be used by the government in reporting on the Vietnam war.

IT

SEEMS
TO US

YPSL's ban on reporter from Daily World hit

TAKOMA PARK, MD.

Editor:

The New York Daily World, successor to the Daily Worker, reports that its correspondent was barred from covering the convention of the Norman Thomas Young Peoples Socialist League.

Guildperson Donna Ristorucci was told she was barred because the DW is a Communist publication and "we don't recognize you as a part of the press."

This reporter heard those words once before, when an up-state New York politician barred him from a press conference concerning a teachers' strike. The reporter represented the teachers' publication.

There is a temptation to regard the YPSL incident as "partisan hijinks." But given the current Nixon Administration assault on the press, one should expect greater sensitivity from the professedly civil-libertarian YPSL.

How unfortunate that Nixon's assaults should find an echo in an organization that considers itself a friend of the Guild and the labor movement.

JIM WILLIAMS
Former Cochairman
Labor Press Unit
Washington-Baltimore Guild

IEB disputed on opposition to M'Govern endorsement

Editor:

I cannot agree with the assessment of the IEB that the failure

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.

of the Twin Cities petition for a Presidential political-action referendum shows a lack of "underlying opposition" to Guild policies on political action.

This certainly was not the case at North Jersey. There were votes taken against the convention stand at three of our five newspaper units and a local-wide vote by mail ballot against any local political action in the Presidential campaign.

The extent of the opposition surprised me, since past endorsements of the local in Senate and gubernatorial elections had provoked no such reaction. However, I can only conclude that the sentiments of the local have changed and members are more interested in union action to guard the integrity and independence of the press rather than in joining with the publishers to throw our weight around on general political issues.

The local failed to respond to the Twin Cities petition in the belief that a postelection referendum would be an unnecessary expense, since it would just anticipate an action which could be more cheaply taken at the next convention.

GEORGE DAWSON
President
North Jersey Guild

Adrian strike paper fights 'antitrust' suit

Adrian, Mich.—Striking Guild members and printers at Thomson's Adrian Telegram are combating a double-barreled attack on their strike paper.

The Telegram last month filed an antitrust suit in Federal Court and an unfair-labor-practice charge with the National Labor Relations Board, both contending that the interim Maple City Reporter is attempting to put it out of business.

The Telegram, after publishing a shopper, the News Advertiser, twice weekly since early November, resumed publication as a daily this week with the aid of strikebreakers imported from other Thomson papers.

Advertising in the shopper had run far behind that in the strike paper, the Maple City Reporter, and strike leaders said there was no reason to believe the Telegram itself would do any better. Advertisers are being urged to boycott the Telegram until the strike for initial Guild and Typographical Union contracts is settled.

Seeking triple damages, the Telegram's suit in Federal Court, Detroit, accuses the Guild, the Typographical Union and the Maple City Reporter of "attempting to establish and maintain a monopoly in the printing and publication of daily newspapers in Adrian."

The Tecumseh Herald, a weekly on whose presses the Reporter is being printed, was also cited as a defendant.

The NLRB charge accuses the two unions of an unfair labor practice in striking with the alleged intention of putting the Telegram out of business.

A response filed by Sheldon Klimist, attorney for the unions, pointed out that the Reporter was an interim newspaper that will go out of business when the strike is over and termed it a legitimate economic weapon in the strike.

A similar charge was filed by the nearby Toledo Blade and Times during a 1966-67 Guild strike but was dropped when the

strike was settled and the Guild's strike paper ceased publication.

The court suit set forth a long list of specifications, including the fact that the Reporter's "wage scales" are below those being demanded of the Telegram. Employees of the Reporter, as is customary on most Guild strike papers, receive only strike benefits, not wages.

The advertising boycott being waged by the unions against the Telegram was also cited by the Thomson suit as part of what it termed "unfair competition."

The suit charges violations of both the Sherman Antitrust Act and Michigan antitrust laws.

Two other unfair-labor-practice charges filed by the Telegram against the Typographical Union have been dismissed by the NLRB.

One charged the union with refusing to bargain because it had said it would not return to work until the Guild had settled; the other was based on the union's attempt to bargain for stereotypes and pressmen not included in its original certification. A representation petition has been filed by the Typographical Union for the two crafts.

The board did issue a complaint charging the union with insisting on bargaining for the composing-room foreman. The union has settled the complaint by saying it would not bargain to an impasse on the issue.

The company has imported some 20 strikebreakers to put out the Telegram, expanding a force that had been publishing the shopper. The Guild has filed charges accusing the Telegram of violating the state's antistrike-breaking law.

Negotiations with both the Guild and the Typographical Union have been proceeding at a snail's pace. Meetings have been at the rate of twice monthly, although four more meetings were set for January following a session with the Guild Jan. 4.

International Representative Willard Hatch reported "slow progress" at that session.



Moving day

TNG receptionist Sharon Alexander and sign-installer Manny Bognovitz hoist a mural depicting the Guild's history into place in TNG's new head-

quarters at 1125 15th St. N.W., Washington. TNG made the move to new offices Dec. 28, shifting from its old headquarters a block away.

Newark's mayor, fishing for daily to replace News, gets 3 nibbles

Newark, N.J.—Two publishers and an investment group have expressed interest in restoring an afternoon paper to Newark, left a Newhouse monopoly by suspension of Media General's Newark

News last September.

They responded to a plea by Mayor Kenneth A. Gibson, who sent a written appeal to 50 newspaper publishers in an effort to give the city a second paper. City officials plan to meet with them and offer full cooperation.

Most of the 30 publishers who have responded said they didn't have the money or the experience to make a new paper into a going proposition here.

Gibson did not disclose the identity of the two publishers or the investment group that expressed interest. But his office said that Ralph Ingersoll, president of the nearby Elizabeth Daily Journal, and John Sengstacke, publisher of the Chicago Defender, a black daily, planned to discuss the possibility of a

Newark venture with their boards of directors.

Before issuing his appeal, Gibson sounded out publisher S. I. Newhouse on whether he planned to start an evening paper to complement his morning Star-Ledger. The publisher's son, Donald, replied that publication of an afternoon paper "would not be economically feasible at the present time."

Several of the publishers who responded negatively did not share this view, even though declining to make the test. John H. Kauffman, president of the Washington Star & News, said he was "sure an evening paper could make a go of it" in Newark but explained that "we have just recently bought out our competition... and have our hands full."

Ottawa scores new council as bosses' voice

Ottawa, Ont.—The press council set up by Ontario newspapers should be more than "a mouthpiece for the business interests of member newspapers," the Ottawa Guild said last month.

The Guild resolution noted that the Ottawa Press Council "purports to be both protector of the public from press abuse and of the press from those who restrict access to news."

Failure to consult with the Guild or involve it in creation of the 21-member council, the resolution said, leads to the "suspicion that the Ontario Press Council has been established to serve primarily the interests of the newspaper industry rather than journalistic ethics or public interests."

A similar resolution passed earlier by the Toronto Guild said that press representatives should be equally divided between publisher appointees and representatives of working journalists and that the Guild should be represented.

Top raised to \$208 in Huntington pact

Huntington Park, Calif.—Top minimums for reporters and display sales are increased \$22.93, to \$208.48, in a two-year Los Angeles Guild contract at the Huntington Park Signal.

The top for outside classified is increased \$21.49, to \$195.34, that for key-punch operators \$16.28, to \$153.98, and that for copy boys \$12.18, to \$110.73.

The company will contribute \$17.50 a month per employee under a new health-and-welfare plan.

TNG dips flag for Pearson, Guildsman who led Canada

Ottawa, Ont.—Lester B. Pearson, former Prime Minister of Canada and a winner of the Nobel Peace Prize, is mourned by "Guild members everywhere," TNG officers wired his widow last week.

"Mike" Pearson, who died at 75, held a Guild card when he wrote a political column for the Toronto Star in the late 1940s.

The TNG telegram, expressing grief "on the passing of a world humanitarian and a great Canadian," was signed by International Vice Presidents Eleanor S. Dunn of Ottawa and Glen Ogilvie of Toronto and Canadian Director Robert J. Rupert, as well as International Chairman James B. Woods, President Charles A. Perlik, Jr., and Secretary-Treasurer Robert M. Crocker.

Pearson was a career diplomat who served as ambassador to the United States and as Canada's External Affairs Minister. He was elected president of the

U.N. General Assembly in 1952 and received the Nobel Peace Prize in 1957 for his peace-making role in the Suez fighting.

A Liberal, he served as Prime Minister from 1963 to 1968.

TNG officers mourn Truman

The Guild expressed its sorrow at the death of Harry Truman in a telegram from TNG's three top officers to the former President's widow.

"Human beings the world around will forever remember and benefit from his vision, his spirit, his determination and his plain, uncommon goodness," wired International Chairman James B. Woods, President Charles A. Perlik, Jr., and Secretary-Treasurer Robert M. Crocker.

Truman was the only President to personally address a Guild convention. He told delegates to the 1950 convention in Washington that the Guild's efforts had improved conditions for the working press.

Guild, feminists urge Nixon to pick woman—and he does

President Nixon named a woman as Presidential counselor last month after a coalition of women's groups and unions, including the Guild, scored his failure to put a woman in his Cabinet.

The President named Anne Armstrong, cochairman of the Republican National Committee, to the advisory post, which has Cabinet rank. She will have re-

sponsibilities in the domestic area, including matters related to women.

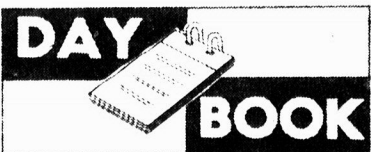
The Guild and 16 other organizations had wired Nixon requesting a conference to discuss the lack of women appointees at the Cabinet or assistant-secretary level.

The National Women's Political Caucus had called Nixon's failure to appoint a woman to the Cabinet "outrageous and a blatant violation of the spirit of the 1972 Republican platform."

Presidential Press Secretary Ronald L. Ziegler, in response to criticism, had said the President "absolutely will not" appoint anyone to a government position for the "purpose of tokenism."

Denver goes Midwest

Denver, Colo.—The Denver Guild executive board voted last month to affiliate with the Guild's Midwest District Council. The local had been considering affiliation with the Western District Council, as an alternative, and had sent representatives to recent meetings of both groups.



Heywood Brown and Guild Service Award contest deadlines, Jan. 20, TNG Headquarters, 1125 15th St. N.W., Washington, D.C. 20005.

Midwest District Council, TNG Regional Institute, "Automation Revisited," Jan. 20 and 21, Peoria-Hilton Hotel, Peoria.

International Executive Board, winter meeting, Jan. 29-Feb. 1, TNG Headquarters, Washington.

Western District Council, winter meeting, Feb. 3 and 4, San Jose.

Great Lakes District Council, TNG Regional Institute, "Automation Revisited," Feb. 10 and 11, Quality Courts North Motor Hotel, Youngstown.

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

NEWSPAPER MENU: AN ELECTRONIC SMORGASBOARD

By DONALD D. ENGDahl

TODAY, THE EMPLOYE-RELATIONS DIRECTOR of the Louisville Courier-Journal recently told other Southern publishers, newspaper management "has its hands full with a smorgasbord of electronic improvements, unbelievably flooding a market which for the greater half of this century was barren and static."

"The result has been change at a rate unprecedented in newspaper history," Cleve Rumble told the annual convention of the Southern Newspaper Publishers Association, of whose production-methods committee he is chairman.

The centerpiece of this "smorgasbord," of course, is the computer—bigger, better, faster and more versatile than ever. Hitherto largely limited to business-office and typesetting applications, it is now surrounded by an increasingly varied assortment of exotic "alphabet soups" that are bringing the electronic revolution into the newsroom and the advertising and circulation departments, as well.

Some of their initials are OCR, ECRM, VDT and CRT, and the unprecedented change they are introducing into the newspaper business is only beginning.

Optical character reader (OCR)

THE OCR IS SIMPLY an optical-electronic scanning device that can "read" specially prepared copy and convert it into a form that can be processed by the computer for reproduction by a line-casting machine, a phototypesetter, a teleprinter or whatever.

It eliminates the conventional tape-punching input operation. A single OCR with a 1,200-word-per-minute capacity can, the manufacturer says, eliminate 30 tape-punching machines.

In addition to reading straight copy, the OCR is programmed to read simple, typed code instructions and translate them into instructions to the computer for various formats, type sizes, etc., as in setting classified or display-ad copy.

Special preparation of the copy means simply typing it on an electric typewriter (the IBM Selectric 711 or 713 appears most popular) with a specified type font, usually triple spaced.

The paper, typically, must be a white bond.

Manual, i.e., hand-written, editing is done with a special pen, using an ink color to which the machine is blind, for the addition or changing of words. Words to be deleted or changed are marked through with a black pen. Words to be added are then typed below (or sometimes above) the line, with the correction words preceded and followed by a slash-bar.

At the same time, simple coding to indicate paragraph indents, italic copy, etc., are typed on the page. (\$PD, for example, commands

paragraph indent and is typed before the first word of the first paragraph).

For extremely "dirty" copy, some publishers report they have to resort to complete retyping, but since the goal is to "capture the original keystroke," the very strong tendency is to require a superior quality of original copy and a minimum of drastic editing.

That, generally, is the description of the operation of one type of OCR, the ECRM Autoreader.

A competitor—Compuscan—offers a machine based on slightly different technology that includes some proofing-during-reading options.

For instance, one model reads the input copy until it reaches a character that it is uncertain about. That character—and those immediately surrounding it—are flashed on a screen, with the character in doubt in a larger face. For instance, if the character on the copy has a defect and the machine can't decide whether it is an "S" or an "8" but thinks it is probably an "S," it will display it as "S." The operator then keys in the correct letter.

The machine also stops when it hits an editor's change, and the operator then keys in the change. The machine also allows corrections to be written on a separate sheet of paper—coded by the line to be corrected—and the machine will integrate the changes with the original copy.

At the cheaper end of the scale, there is at least one OCR on the market (Compugraphic) that reads a special coding under the typewritten characters; these are placed during the typing operation by a special type ball for an IBM electric typewriter. The coding is a series of small vertical bars of varying width and spacing; the OCR does not actually read the typewritten characters.

Generally, publishers tend to introduce the electric typewriters in advance of the OCR and use a variety of inducements to get copy creators to use them and to improve the quality of the copy. One publisher (at the Long Beach Independent and Press-Telegram) says: employees were given their old standard typewriters as a reward for reaching proficiency on Selectrics.

Several syndicates are now producing features in OCR-ready form. And a teletype printer that produces OCR-ready wire copy is being field-tested by the Associated Press.

Video display terminals (VDT)

WHILE THE OCR WAS (and is) often an early newspaper application, the automation trend includes examples of systems that do not use OCRs but use VDTs exclusively; in other cases, both devices are used in a complementary system.

Typically, the VDT, as used in newspaper and wire-service operations, consists of a display terminal much like a television screen (although not necessarily a cathode-ray tube, as used in a TV set) and a standard typewriter keyboard augmented by varying numbers of special command and typesetting controls. Display terminals that do use the cathode-ray tube are called CRTs.

New and more sophisticated versions now being developed and perfected display ad layouts and page dummies on video screens so that makeup can be done electronically.

Earliest intensive use of display terminals came in wire-service operations; AP uses them widely for both copy editing and copy origination. United Press International uses them in three key bureaus.

Early newspaper applications include classified advertising and circulation. Generally, such VDTs are smaller versions of the editing VDT and allow the user to work interactively with the central computer while in the process of taking ads or making circulation starts and stops; as information is fed into the computer, the computer simultaneously can inform the operator of such data as credit rating, precise ad lengths and costs, etc.

When the transaction is completed, the information displayed on the operator's screen (classified ad text, circulation information) is pumped into the computer, which then processes it. In the case of a sophisticated automated classified-advertising system, for example, the computer revises each day's batch of ads, alphabetizes or performs other pre-specified tasks, then instructs the phototypesetter to set the classified-ad copy.

In the newsroom, the VDT can be used to perform several functions.

In an editing function, the operator calls up from computer storage (or from prepunched tape) a given story, which appears on the video screen. The operator can then correct words, reverse paragraph order, delete or revise directly on the screen—all of the normal editing functions. When the editor is satisfied with the final form of the story, he or she punches a button and places the result back into the computer.

Some users believe that editing directly on the VDT is slower than the traditional pencil technique, but most justify VDT use on the ground that it fits with the "system" manufacturing process—and in over-all terms lowers operating costs by eliminating manpower further down the production line.

Another application is to use the VDT simply as a proofreading device to insure that the copy is in shape for final reproduction: proofreading "before the fact." Typically, this is done on wire-service copy that has already

been stored in digital-computer form or on tape.

With a "video typewriter," a reporter sees his copy appear on the screen as he operates the keyboard. Again, the VDT allows the writer to make corrections and changes (a new popular term is "massage" the copy) before dumping it into computer storage. From that storage, of course, the VDT-equipped editor can call it up for copyreading, proofing and editing.

(Another input system not directly related to the VDT is the use of a "hard-wired" typewriter. With such a device, every keystroke—including errors and false starts—is faithfully fed to computer storage, then called up on a VDT and cleaned up through editing.)

The next most sophisticated level of VDTs now being developed allows an operator to visually create display advertisements—block them out, insert actual-size copy, vary relative copy positions and type sizes and finally feed the finished product to a computer, which then instructs a phototypesetter to reproduce the material.

Another machine also being perfected is one that allows nearly complete page makeup. Once information such as display-ad size and identification and news-copy length and identification is stored in the computer, the operator calls up a page dummy on the screen and proceeds to make up the page electronically, using (in present systems) a "light pen" on a dummy table located beside the video unit. While somewhat complex electronically, the process essentially goes like this:

Alongside the displayed dummy on the VDT is a "menu" of display ads designated for the selected page. The operator moves a bright dot (a "cursor") on the screen to a point beside the first ad to be used. (He moves it by moving the "light pen" in his right hand over the table-top dummy beside the video tube). He then pushes down on the pen, and that ad is selected for first-in ad makeup.

Next he moves the cursor to points on the video dummy, defining the corners of the area in which he wants the ad placed, identifying each corner. He proceeds similarly, ad by ad, until the page ad layout is finished.

The next step is to call up the news copy "menu," and the process is repeated. If the operator makes up the space too long or too short, the machine displays the amount of error at the bottom of the screen.

When the process is completed and the page completed, the result is fed back to the computer, which can then talk to the phototypesetter. The phototypesetter produces a hard-copy photo of the entire page, minus half-tone pictures. (The limitation is only one of computer capacity; if enough storage is available, the photographs can also be included in the print-out, ready for engraving camera. Otherwise, only the half-tones have to be "stripped in" as the final act of what is now paste makeup of cold-type pages).

The pagination device just described represents what is presumably only an interim step in the full page-makeup process.

During the course of the Guild's investigation of the state of the art, an experimental program was viewed at Massachusetts Institute of Technology's new-processes laboratory, in which the computer actually performs all the display-ad page makeup.

The computer program involved storage of display ads—by name and size. The computer then followed some simple rules derived by MIT engineers from study of several newspaper practices—such as no coupon ads back to back, pyramidal makeup, rules against certain types of ads on obituary pages and other prohibitions.

A keyed command, and the computer—in milliseconds—created an ad layout for a 30-page, eight-column paper. With another command, it displayed a tabular location of all ads and the ones, if any, it could not insert in accord with the preprogrammed rules.

Each page was then quickly viewed on the screen to see how the computer did; in one case, it left a half inch of white space in one corner. A quickly keyed command shifted the offending ad to a better location.

The total computer time was just over half a minute.

Systems arrangements

THE OCR, VDT AND COMPUTER, combined with a typewriter, form the basic building blocks for the new newspaper.

Examples of existing automated papers (or those in the process of automation) reveal that the blocks can be assembled in a variety of combinations.

The "all-electronic" large daily much mentioned in current literature is the Cocoa (Fla.) Today, a near-50,000 circulation Gannett Group daily near Cape Kennedy.

It expected to have in operation by this year a system involving VDT inputs and VDT editing only; the \$250,000 system is to initially include nine of the new "video typewriters" at a cost of \$5,000 each. Editing is to be done on a larger VDT, and, according to the publisher, no tapes will be involved; the equipment is to be all "hard-wired" or directly and electronically connected.

At the other end of the spectrum is the Worcester (Mass.) Telegram and Gazette, a combined 150,000-circulation operation that pioneered the use of OCR without VDT.

Some papers use both. A minixample of an all-electronic operation is the Taylorsville (Ill.) Breeze-Courier, a 9,000-circulation daily that converted in one weekend to a fully electronic and offset operation.

The Taylorsville paper uses one of the less expensive OCRs—the type that reads a "bar code" typed below the text created on an IBM Selectric. It also uses an editing VDT but has no separate, general-purpose computer; the hyphenation and justification is done by a minicomputer in the photosetter.

Another type of system assembly is the Daytona Beach News and Journal operation, where typewriters are "hard-wired" to the computer and VDTs are used for editing of both local and wire copy from computer storage.

A fundamental fact that has a profound influence on the shape of automation in the news industry is that, by and large, the new systems are being proposed and created by people from outside the traditions of the industry.

When Ottomar Mergenthaler developed his Linotype machine in 1886, he was attempting to mechanize only one aspect of the printing operation—the hand-setting of type—and his invention was in response to a specific need.

Most of the more dramatic devices in the electronic automation explosion of the '70s, however, come from people examining the news-production problem as they would any other manufacturing process and applying ideas originally developed for use in other applications.

The program sponsored by the American Newspaper Publishers Association at MIT to explore advanced ideas, for example, is being run by electrical engineers who five years ago had little or no knowledge of traditional newspaper processes. They regard this situation as an advantage on the argument that they do not seek to improve present methods but rather to solve the problems from an original viewpoint.

Because of this engineering "systems" approach to the production of newspapers, traditional craft jurisdictional boundaries that have grown up with the industry are being ignored. The new technology tends to slice across such traditional boundaries, imposing far-reaching changes on long-standing divisions of tasks in the production of the product. It also slices across some Guild-craft lines.

Many publishers freely admit that automation has been applied first—sometimes on a "pilot-project" basis—in nonorganized or partially organized plants simply to avoid jurisdictional problems.

While the possibilities of system assembly are many, the stated goals of manufacturers and publishers are twofold:

1. To reduce manpower involved in the production of the newspaper. The primary purpose of virtually all the new automated equipment is to eliminate jobs now performed by the crafts, with particular emphasis on the typographical and stereotype departments and—through introduction of automated and semi-automated plate-making machines—the engraving department. What the impact will be on Guild jobs remains to be seen.

The ultimate, as seen at this point, would be



Wire Service Guildsman Patrick Sullivan edits story on one of UPI's video display terminals.

the development of an electrostatic or ink-jet press that would be directly driven by a digital computer as it operates, a step that would eliminate photo (or other) typesetting and engraving processes entirely.

2. Improvement in the "quality" of the newspaper. The publishers' definition of that phrase should be taken to mean primarily reduction in the error rate (although some—including some ANPA spokesmen—are preaching over-all quality improvement, as well).

The goal of reducing errors through automation is to be reached, it is said, by the "original keystroke" process because it eliminates error-introducing rehandling of copy. An OCR, it is said, can be expected to make one error in "tens of thousands" of characters and is thus regarded by manufacturers (and some users) as essentially "error-free."

There is some evidence that these statements are indeed true. The Saginaw News, for instance, says studies show its error rate has dropped to around four "typos" per page and is expected to go lower.

The premise is that the system—OCR, VDT and computer—generally either works perfectly or it does not work at all.

Things to come?

FAR MORE SERIOUS in terms of quality are the implications in some of the research and thinking being done about next steps in automation.

For example, a project at the ANPA-sponsored program at MIT dealt with what might be called predigesting of wire copy for a newspaper on the Cambridge campus.

Editors of the paper were first interviewed on their attitudes toward types of news, such as items pertaining to MIT officials, MIT itself and certain alumni. Then the paper was studied statistically—via computer—to further develop a preference profile.

Then a computer—taught to categorize stories by the simple expedient of scanning the first paragraph for proper names (capitalized)—was fed all the inputs from AP and UPI and told to sort them according to the preference profile that had been developed.

The results, the researchers reported, were excellent; in almost every case, the computer's choices were what the editors chose as priority copy.

Another implication of the new technology application has been mentioned in connection with restrictions placed on the editing function by the VDT and, more particularly, the OCR.

The VDT limitation arises, for example, in editing wire-service copy. Typically, the material is stored in the computer and called up on the VDT for editing. Early-model machines can only display one input at a time. Thus, while extensive editing of, say, a UPI story could be done on the screen, it would be impossible to merge elements of the UPI story with an AP story on the same subject, even though the AP story is also stored in the computer.

The OCR editing limitation is certain to be one of economics. If the goal (and economic reason) for use of OCR devices is to "capture the original keystroke," it seems logical that constraints will be placed on editors to keep editorial changes mechanically simple so that corrections can be typed in on the original piece of copy.

Thus it seems unlikely that heavy editing—including considerable transposition of para-

graphs and words—will be encouraged in an automated newsroom if such editing results in retyping of the story.

An alternative, of course, would be editing on a VDT after computer input via OCR, a technique being used on some papers.

Another, perhaps more nebulous effect on the content of a news story might come from the use of automated library systems.

The MIT "predigesting" system discussed above was an outgrowth of the initial MIT project under ANPA sponsorship: development of a computerized library system.

The engineers first developed a system of automatic filing in which the computer would examine the first paragraph of a story for key names and words—those normally capitalized.

Operation of the system is simple: The researcher merely tells the computer, via keyboard and video screen, what key words he or she is looking for. The computer immediately comes back with a list of stored material.

Told to display the stories, the computer calls up its material and in series displays the images on another screen. If desired, the operator can then ask for hard-copy prints of the stories or sections of stories in which he or she is interested.

The quality implication in all this goes back to the basic system of computerized filing. The MIT engineers are delighted with the classic system of pyramidal composition, where the writer tries to get all the facts in the first paragraph.

(It would not work, obviously, with that classic in short leads:

"Dead.
"That's what John Smith was yesterday when . . .")

If such an automated library system were to operate in a newspaper, it could mean severe style restrictions on news writing.

However, the MIT engineers—as systems analysts—tend to talk in terms of "trade-off"; if you want an efficient, fast library system, you trade away some of the freedom of writing style.

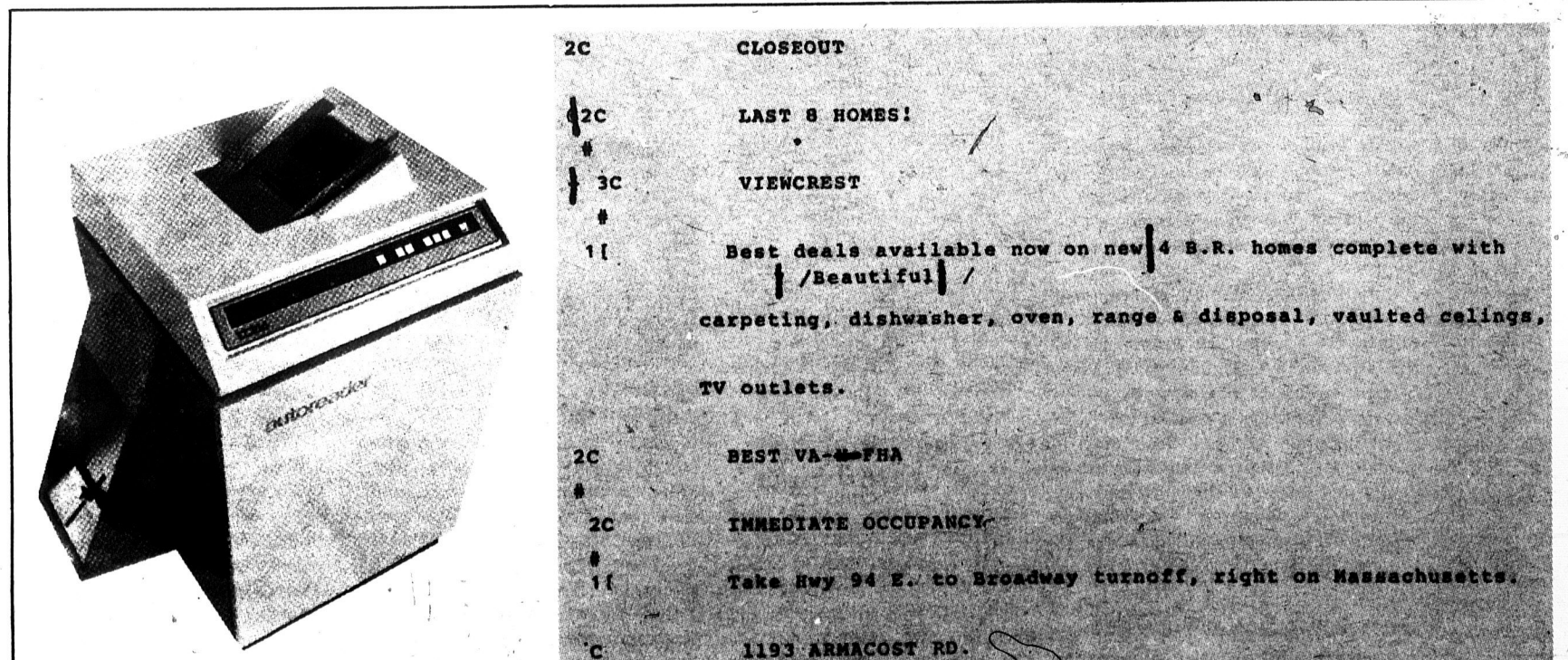
For the time being, at least, there appear to be what one study describes as "severe technical limitations" on the use of direct voice input to a computer. If it is used, the Battelle Memorial Institute says, "It will be far into the future before it is an economically feasible approach. At best, very limited speech input might be possible sometime after 1975."

In terms of union bargaining power, Dr. Walter Buckingham of the Georgia Institute of Technology has this to say about the effects of automation:

"There is some reason to expect that automation might increase bargaining power. First, automatic plants cannot afford work stoppages. . . . Second, as labor costs fall as a percentage of total costs, workers gain in strategic importance. When wage increases become a smaller portion of total costs, they become easier to grant."

Donald D. Engdahl, former chairman of the San Francisco-Oakland Guild's Santa Rosa Unit, served on TNG's staff for four months last year to study new developments in newspaper technology and help prepare an automation forum for the Guild's 1972 Convention.

The first of a series of postconvention TNG regional weekend institutes on newspaper automation will be held in Peoria Jan. 20 and 21.



The traditional handwritten clutter of marks designating type face, size and placement, as well as handwritten corrections, insertions and deletions, have no place on advertising or editorial copy to be read by an optical scanner, such as the ECRM Autoreader at left. Instead, the copy has an almost antiseptic appearance, as demonstrated by the typical classified ad at right, prepared for the OCRs

in use at the San Diego Union and Tribune. Typesetting instructions are transmitted by the code in the column to the left of the ad copy. The numeral "1" designates agate type, "2" calls for 10-point and "3" for 14-point; each "C" calls for the line beside it to be centered; the "#" symbols designate lines of white space, and the left brackets indicate a normal, flush-left-and-hang style.

Absolute-privilege bill goes into Senate hopper

(Continued from Page 1)
press vigorously to try to persuade Congress to pass such a law, so that the public's right to learn what is going on will be safeguarded."

Cranston, a former newsman, introduced his privilege bill, "The Free Flow of Information Act," on the second day of the new Congressional session.

It would prevent anyone from being required to disclose, in any state or federal proceeding, the source of any published or unpublished information obtained in the gathering or processing of news, as well as any unpublished information.

The bill was introduced at the ANPA's request after representatives of a dozen other media organizations, including the Guild, participated in its drafting over a period of 4½ months.

In addition to the ANPA and the Guild, the American Society of Newspaper Editors is supporting unqualified privilege and Sigma Delta Chi has gone on record in favor of the principle while agreeing to work for something less immediately. Both organizations were represented on the ad-hoc coordinating committee on reporters' privilege that worked up the bill.

The ANPA board of directors, after a three-year study of the problem, said that it had "failed to find any other legislative solution except unqualified privilege which would solve the complex problem."

A bill providing lesser protection has been introduced by Sen. Lowell P. Weicker of Connecticut. It would provide absolute immunity from forced disclosure of sources before grand juries, legislative committees and government agencies but only limited immunity in the courts.

Under the Weicker bill, reporters could be forced to disclose their sources in cases involving major crimes if the source was "of direct relevance" and the information was not "reasonably available by alternative means." Information, as opposed to sources, would not be protected at all unless it would tend to identify the sources.

Although the ASNE and Sigma Delta Chi, as well as the Radio-Television News Directors Association, now favor unqualified privilege, the Joint Media Committee, on which they constitute a majority, last month reaffirmed its goal of qualified privilege. The other two members are the Associated Press Manag-

ing Editors and the National Press Photographers Association.

In New Jersey, a bill described by its supporters as the strongest in the country was awaiting Gov. William T. Cahill's signature.

The measure, backed actively by the North Jersey and Hudson County Guild locals, gives reporters the right to refuse to divulge any information or news source to a grand jury or other investigative body. Had its terms been in effect, they would have saved former Newark News reporter Peter Bridge from a jail term last fall for refusing to answer questions on a news story before a grand jury.

It passed the Senate 32 to 0 and the Assembly 63 to 4 after rejection of several weakening amendments.

In California, Gov. Ronald Reagan signed a bill extending the state's protection against forced disclosure of sources to the proceedings of grand juries and other agencies with subpoena powers. The law was formerly limited to courts and legislative and administrative bodies.

Assemblyman William T. Bagley, who sponsored the bill, said he would seek to close another loophole by introducing a new bill to limit the use of subpoenas to obtain information obtained by news gatherers.

The drive for state legislation is being pushed by several Guild locals.

The Detroit Guild's political-action committee is seeking to have the Guild's model privilege bill introduced in the Michigan Legislature, and the Pacific Northwest Guild is working for the introduction of privilege legislation in Washington.

The St. Louis Guild executive committee last week urged the Missouri and Illinois legislatures, as well as Congress, to enact legislation to protect newsmen "at all levels in their obligation to bring the truth to the public in accordance with the rights and privileges of the First Amendment."

The Weiler case has prompted a push for legislation in Tennessee. Several members of the legislative committee that had moved to cite Weiler for contempt said they would introduce protective legislation.

The Senate's Committee on General Welfare and Environment had scheduled a hearing for Dec. 11 to consider a contempt citation after Weiler refused to divulge the sources of a story on child abuse at a state hospital for the mentally retarded.

Weiler had said he would go to jail rather than disclose the source, although a radio reporter, Joseph Pennington, had complied with a demand for the source of a similar story. But the legislative committee canceled the hearing after the attorney general's office ruled that the com-

mittee had gone out of existence with the election of a new legislature.

Farr, who had been behind bars since Nov. 27 for refusing to disclose the sources of a story on the Charles Manson case, appealed to Douglas for freedom while his appeal is being argued.

The petition, filed after the Ninth Circuit Court of Appeals denied a habeas-corpus writ, said Farr's continued imprisonment was pointless since disclosure of his source would do "no more than serve the idle curiosity of the court" this long after the Manson trial.

Farr's attorney, Mark Hurwitz, said California Superior Court Judge Charles H. Older, who ordered Farr jailed until he agrees to testify, had originally told Farr he was under no compulsion to testify because of California's privilege law. He declared Farr "had every right to rely" on that advice.

A suit filed by three Los Angeles newsmen challenging Farr's imprisonment as an illegal expenditure of public funds because it violates his constitutional rights was thrown out in Superior Court.

The Los Angeles Times turned over its tapes in the Watergate case after Alfred C. Baldwin, 3rd, a key government witness, released it from a pledge of confidentiality.

The release saved Lawrence

from a possible return to jail, where he was scheduled to return in 24 hours unless the U.S. Supreme Court acted on his appeal. But Jack Nelson, one of two Times newsmen who conducted the Baldwin interview, said it was "a sad commentary" when a news source had to give up protection to keep a journalist out of jail.

District Court Judge John J. Sirica had ordered Lawrence jailed forthwith when, acting on the Times's behalf, he refused to surrender the tapes in response to a subpoena by Watergate defendants.

Even Henry Rothblatt, attorney for the defendants, voiced indignation at the precipitous jailing of Lawrence, declaring that Lawrence had "the right to assert an important constitutional right and have an appellate court review it" before being jailed.

The U.S. Court of Appeals for the District of Columbia ordered Lawrence freed. But the court said after a hearing the next day that it would not continue the stay of sentence for more than two days if the Supreme Court did not act.

Baldwin's agreement to release the tapes was obtained by the government, acting on a suggestion by Appellate Judge Harold Leventhal during the hearing. His attorneys emphasized that the action was being taken

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Contempt victims at L.A. meeting hit trend



Photo by Anthony Korody, Fourth Estate Press

Five cases in point

Central figures in five freedom-of-the press cases join on the platform of a protest meeting sponsored by the Los Angeles Guild and Sigma Delta Chi. Sen. Alan Cranston of California, sponsor of immunity

legislation, addresses the gathering; sitting by are, from left to right, Alan Levine of the American Civil Liberties Union, Ron Ridenour, Peter Bridge, Vi Murphy, Earl Caldwell and Joseph Weiler.

IFJ condemns U.S. jailings

Brussels, Belgium—The International Federation of Journalists' bureau last month deplored the jailing of U.S. newsmen for refusing to disclose their sources and hailed the Guild's efforts to achieve legislative protection against it.

The bureau, meeting here, Dec. 7 through 9, said the rights of U.S. newsmen and women "have suffered serious erosions" as a result of the growing number of contempt citations.

The bureau said it joined U.S. journalists in "condemning those responsible for this departure from the historic traditions which have made freedom of the press one of the hallmarks of American democracy."

Los Angeles, Calif. — The growing nationwide trend to jail reporters who refuse to disclose their sources was denounced Dec. 12 at a meeting sponsored by the Los Angeles Guild's freedom of information committee and Sigma Delta Chi.

The meeting heard a panel of five reporters, two of whom had been jailed for protecting their sources and two more of whom faced citations for contempt.

The speakers included Sen. Alan Cranston, who has introduced a bill providing an unqualified reporters' right to protect sources and information.

The panel included Peter Bridge, former Newark News reporter jailed for three weeks last fall for refusing to answer question before a grand jury; Vi Murphy, who served a 30-day

sentence in 1961, while working for the Colorado Springs Gazette Telegraph, for refusing to answer a judge's questions; Earl Caldwell, New York Times reporter whose contempt-case appeal was rejected by the U.S. Supreme Court last summer; Joseph Weiler, Memphis Commercial Appeal newsmen cited for contempt by a Tennessee legislative committee last fall, and Ron Ridenour, Los Angeles Free Press reporter who is appealing a conviction on a charge of interfering with police while taking pictures at an anti-war demonstration.

One chair stood empty, for jailed Los Angeles Times reporter William Farr.

Cranston told the audience that protection against disclosure was vital to safeguard the press's role as a watchdog over government

and other institutions.

The panel of reporters said the press has become a scapegoat for vindictive judges and government authorities and blamed the media for not taking a strong enough stand to defend them.

"We are an embarrassment to the news media, like an aunt who spills coffee on the rug," said Murphy, who now works for the San Diego Union. "They won't kick us out of the family, but they wish we hadn't spilled the coffee."

She said she had been unable to get a job for months after she was jailed.

"Everyone thinks this is a press fight," said Bridge. "Actually, what we are talking about is the free flow of information to the public."

Weiler said the legislators

seeking his source for a story on child abuse at a hospital for the mentally retarded, told him "they were after the people who had started the trouble."

"To them," he said, "the exposure of child abuse was the trouble."

Caldwell said many people are afraid to talk to the press as a result of the Supreme Court's decision in his case.

"In effect," he said, "the government is using me to go places it can't go itself," he declared. "It is saying, 'You must be a spy for us.' If the government asks me for information, I should have the right to tell them it's none of their business."

The meeting was held at the University of Southern California in cooperation with its journalism school.

150 New York Guild jobs are entombed with Life

(Continued from Page 1)

1968 and denied that its cancellation of paper orders for the last quarter signaled a preparation for closing.

Two committees have been set up to find new jobs for the magazine's displaced employees. One, composed of Time executives, is seeking jobs within the corporate structure; the second, consisting of staff members, is looking for jobs both inside and outside the company.

But the Guild charged this week that the company was forcing out Time magazine employees to make room for favored Life employees.

Local Executive Vice President John E. Deegan said Time employees have been subjected to

"a campaign of harassment, intimidation and wholesale violations" of the Guild's contract.

Andrew Heiskell, Time Inc. chairman, said in announcing Life's suspension that the company planned to start one or two specialty magazines during the year. A few days later both Time and Newsweek magazines announced expansion of their European editions.

Hedley Donovan, Time Inc.'s editor-in-chief, said Time, Fortune, Sports Illustrated and its new magazine, Money, were all doing well.

There were several abortive attempts from outside to save Life after its death was announced.

An attorney in Hazleton, Pa., filed suit in the name of six mil-

lion Life subscribers to head off the suspension, contending that Life was bound to honor its subscription contracts. Several publishers, including Joe Azaria, publisher of the Police Gazette and the Montreal-based Sunday Express, offered to buy the magazine, but Time Inc. refused even to sell the name.

At the same time that it folded Life, Time Inc. sold its interest in a paper mill at St. Francisville, La., which had been feeding paper to the magazine, at a loss of more than nine million dollars. And shortly afterward it sold its last radio station, in San Diego.

The shutdown of Life is expected to cost the company seven million dollars, but Time Inc. stock bounded upward on the

New York Stock Exchange with the suspension announcement, rising 10 points in two days. And Business Week predicted company profits would amount to \$3 a share for 1972 despite the losses—only 11 cents below 1971.

Heiskell and Donovan, in a joint statement, said Life had been published at "substantial deficits" in 1969 and 1970 and smaller ones in 1971 and 1972. Projections for 1973 indicated "a resumption of heavy losses," they said, and the outlook for 1974 was even more unfavorable.

The statement said Life's circulation cut from 8.5 million to 5.5 million, together with an increased price to subscribers, had been offset by a prospective 170-percent increase in postal rates

over the next five years. It noted that the Nixon Administration had "exempted the Postal Service but not the press from price controls."

Many magazine-industry officials joined Time executives in terming postal-rate increases the principal culprit. But others said Life's own management bore a major share of responsibility.

Alvin R. Kracht, a New York advertising executive, said Life's management "was unable to sense or see" the nature of the problems it faced, noting that the magazine's readers were never asked whether they would be willing to pay the price necessary to keep the magazine alive.

Philip H. Dougherty, writing in the New York Times, said Life was "the victim of an outmoded publishing philosophy" that called for virtually giving away the magazine in order to attract advertisers by swollen circulation rolls. While Life cut back its subscriptions by more than 20 percent when economic disaster threatened, ad rates were cut only 15 percent, he pointed out.

And Shana Alexander, writing in Newsweek, termed the cries of rising expenses and postal costs, television competition and changing U.S. life styles "conventional pieties, the cover-ups and tongue-clackings of bad doctors as they decently pull the sheet up over the remains."

"Life died because of a failure of management action and nerve," she declared, stating that "once the downward slide began," Life "never did anything."

"Not only did they fail to move," she said. "They stopped other people from moving. The new economic reality required bold creative steps that they were too timorous to take."

Industry leaders see magazines healthy

Despite the demise of Life magazine and the earlier folding of Look, the consensus of industry leaders is that the magazine business was never healthier.

They view Life as the last of the dinosaurs, doomed to extinction because of its failure to adjust to environmental changes that new and more adaptable magazines have found conducive to growth.

Many periodicals are reporting a record year for advertising, and the Magazine Publishers Association says the figures are "strong evidence that advertisers are rediscovering magazines."

Sunset Magazine, in recent full-page newspaper advertisements, quoted industry sources as reporting magazine revenues up 88 million dollars, or nine percent, in the first 10 months of 1972. Revenue figures for major monthly magazines were up 13 percent.

"Life's collapse is like the cancellation of a long-running TV show," said Joseph Hanson, the publisher of Folio, a new trade journal for the magazine industry. "Because 'Bonanza' is on its

way out doesn't mean the TV industry is dying; as for magazine publishing, it's never been healthier."

An analysis in the Commerce Department publication Printing and Publishing says essentially the same thing in slightly more restrained tones.

"Despite the demise of some major mass publications," it said, "the magazine industry appears to be healthy and enduring."

An article in Folio's preview issue sought to lay to rest what it termed "the persistent myth" that magazine publishing is "a high-risk, low-profit business."

In an article entitled "Stop Worrying, Magazine Publishing is a High-Profit, Low-Risk Business," Folio noted that there are today more magazines—about 3,750—and more magazine-publishing companies—"in the hundreds"—than there have ever been.

Data compiled by the Magazine Publishers Association tends to obscure the profit picture because it is heavily weighted by large magazines, such as Life and Look, that have been in fi-

nancial difficulties, Folio said. In addition, it said, the figures do not include data from a number of large, successful magazines or from business magazines.

"It is not unusual for a successful magazine to earn 25-30 percent of its revenue before taxes," Folio said.

Advertising Age quoted officials of both Time and Newsweek as satisfied with their 1972 performance and optimistic about 1973. Time's domestic advertising revenue is expected to be up eight million dollars, and Newsweek's by five percent.

The third member of Time Inc.'s "Big Four," Fortune, estimated a revenue increase of more than three million dollars, to \$19,500,000, and Triangle's TV Guide reported revenues up \$13,800,000 in the first 10 months.

U.S. News and World Report

is predicting a 15-percent increase in ad volume, Advertising Age reported, and advertising revenue of the Reader's Digest is up 16 percent, to a record \$71,870,000.

The New York Times's Family Circle reports a 48-percent increase in revenues, and its Golf Digest increased ad pages 13 percent. Woman's Day reported a 32-percent gain.

Hearst's Cosmopolitan expects revenues of 13 million dollars, up \$1,500,000, it was reported, and two other Hearst magazines, House Beautiful and Town & Country, also were expecting to finish ahead of 1971.

Other magazines reporting 1972 gains included McCall's, Better Homes & Gardens, Redbook, True Story, Photoplay, True, Esquire, Outdoor Life, Mechanix Illustrated and Popular Photography.

Privilege bill put in Senate hopper

(Continued from Page 6)

voluntarily, without consultation with the Times.

In upholding Balk's right to withhold the source of his magazine article from black plaintiffs suing Chicago real-estate dealers, the appellate court said that compelling the disclosure of confidential sources perils reporters' ability to obtain information.

"Though a journalist's right to protect confidential sources may not take precedence over that rare overriding and compelling interest," the court said, "we are of the view that there are circumstances, at the very least in civil cases, in which the public interest in nondisclosure of a journalist's confidential sources outweighs the public and private interest in compelled testimony."

In Wilmington, the News-Journal is seeking to prevent police from subpoenaing pictures taken at an antibusing rally to identify a person accused of abusing police. Superior Court Judge Robert C. O'Hara, in ordering compliance, cited the Supreme Court's ruling in the Caldwell case.

Another head-on clash between law-enforcement officers and the media was temporarily averted in Los Angeles when the Los Angeles County district attorney's office backed off from a demand for tapes and notes in connection with a bail-bond investigation.

Arthur A. Schreiber, general manager of radio station KFWB, had announced it would refuse to yield the unaired material on in-

terviews with a judge and two bail bondsmen.

In Tennessee, meanwhile, Supreme Court Justice Chester Chatin reversed an appellate-court ruling freeing Chattanooga talk-show host Harry Thornton from jail pending a hearing before the Supreme Court on his contempt conviction. But the judge who sent him to jail for several hours Dec. 5 reversed himself and agreed to bond.

Thornton was cited for refusing to disclose the identity of a telephone caller whose remarks on a grand-jury investigation of judicial corruption were broad-

cast on his show.

And in San Francisco, the Ninth Circuit Court of Appeals threw out a contempt charge against Thomas Miller, a freelance writer for radical publications who refused to appear before a federal grand jury probing radical activities in Tucson.

The Justice Department claimed that Miller's radical advocacy and free-lance status disqualified him as a newsman, but the court avoided that issue. It agreed with a defense contention that the case was moot because the grand jury had been dissolved.

Lowell head joins IR staff; Hanafin to aid in Canada



LEO J. DUCHARME

(Continued from Page 1)

Hanafin was a reporter for the Montreal Star before taking a public-information position with the Post Office six months ago. He was one of several Star editorial employees who formed the nucleus of the Guild's successful organizing drive in the Star newsroom last spring.

Hanafin covered the labor beat for the Star for several years and took a course in industrial relations.

Ducharme, an outside classi-



JOSEPH HANAFIN

fied-advertising salesman for the Lowell Sun, has been Guild unit chairman there for the past five years. He was instrumental in reviving the unit, whose numbers had become depleted, and in quintupling its membership in the past few years.

Ducharme was a leader in the Guild's 1960 organizing drive at the Sun and served on the unit's first negotiating committee. He was elected unit vice chairman on his return from military service in 1963.

Scali, ex-AP Guildsman, to be U.N. ambassador

(Continued from Page 1)

Scali was chief diplomatic correspondent for the American Broadcasting Co. from 1961 to 1971. He won headlines in 1964 when it was disclosed that he had played a key role as an intermediary between the Soviet Embassy and President Kennedy during the Cuban missile crisis. He was approached by a Soviet official at the height of the crisis to serve as a go-between for sensitive messages to Kennedy.

Scali had become known to Nixon when he covered the then Vice President's 1959 trip to the Soviet Union, including the celebrated "kitchen debate" with Soviet Premier Nikita S. Khrushchev. He accompanied Nixon to Moscow again last May.



JOHN A. SCALI



No slack season

Detroit Guild members join other unionists in urging shoppers to scratch Farah slacks off their Christmas lists at a demonstration in front of the J. L. Hudson Co., the city's largest department store. From left, Local Vice President Si Alpert, Executive Secretary Helen Fogel, William Allan,

Karl Mantyla, chairman of the local's Community-Labor Unit; Jerry Dale, and Bobbie Barbee. The picket line was part of a nationwide demonstration of support for the Amalgamated Clothing Workers' strike-connected boycott of the Texas pants manufacturer's products.

Guild seen winner in Fairfield, but challenges delay verdict

Fairfield, Calif.—The San Francisco-Oakland Guild appears assured of winning a Dec. 7 representation election at the Fairfield Republic when the National Labor Relations Board disposes of seven challenged ballots.

The Guild was ahead, 20 to 16, when from forced ballots were taken before the vote. Five of the challenges were by the company, two by the Guild.

The two votes challenged by the Guild would not be sufficient to affect the outcome should the

challenges be overruled; if the five challenged by the company are overruled, they would presumably be registered in favor of the Guild.

The Bay Area Typographical Union, which conducted a simultaneous organizing drive, won its representation election, 18 to 14, on Nov. 28.

The Guild challenged the vote of Publisher Dan R. Hancock's 15-year-old daughter, who it said comes to the office only to pick up her allowance, and of a golf-

ing friend of Hancock's who at one time wrote an occasional golfing column. The company challenged a photographer who it claimed is a free lancer and four mailroom inserters who it claimed are independent contractors.

Guild withdraws charge, Ypsilanti loss certified

Detroit, Mich.—The National Labor Relations Board last month certified the Detroit Guild's 24-to-19 election loss at the Ypsilanti Press after the Guild withdrew a charge that the result was produced by improper company conduct.

The Guild withdrew the charge after the NLRB indicated it would be dismissed. The Guild had cited misleading company statements, the discharge of three activists, unilateral changes in working conditions and coercion of employees.

Erie Guild loses bid in Warren election

Warren, Pa.—The Erie Guild lost a representation election Dec. 14 among employees in all nonmechanical departments of the Warren Times-Mirror & Observer.

The Guild lost by 22 to 7 although it had obtained signed cards from a majority of the affected employees. A key Guild leader quit the paper 10 days before the election.

Telegraph scratched, N.Y. organizes Racing Form

New York City—A representation election will be held Feb. 7 on the New York Guild's bid to represent 65 employees of the Daily Racing Form in Hightstown, N.J.

The Racing Form is owned by Triangle Publications, which shut down its Morning Telegraph in New York last April after a brief printers' strike, leaving 80 Guild-covered employees jobless. The company had been enlarging its operations in Hightstown at the expense of the Telegraph.

TNG International Representative Edna Berger, who has been assisting the New York Guild in the campaign, said a substantial majority of the employees have signed authorization cards.

The unit sought includes employees in the advertising, business,

circulation, editorial and wire-room departments—including racing handicappers. Some of them are Guild members shifted to Hightstown after the Telegraph folded.

The company has paid former Telegraph employees, including those transferred to Hightstown, \$947,000 in severance and other benefits following settlement of a Guild grievance on the plant's closing.

It had balked for a time at making payment pending settlement of an unfair-labor-practice charge filed by the Guild over dismissal of an ex-Telegraph employee who led in Guild organizing efforts at Hightstown. A National Labor Relations Board decision on the case is being awaited.

Ridder paper found guilty of sex bias

Denver, Colo.—Ridder's Boulder Camera was found guilty of sex discrimination last month in what is believed to be the first decision of its kind against a U.S. newspaper.

A Colorado Civil Rights Commission examiner ruled that the 20,000-circulation daily discriminated against its women employees in both promotion and pay.

The examiner, Natalie Ellwood, ordered the Camera to

cease its discriminatory practices, establish a program for the promotion of women and prepare written guidelines on salaries, pay raises and promotions.

She directed the Camera to fill the first promotion opening from a beginning-reporter position with a qualified woman.

Although finding the Camera guilty of general job bias against women, Ellwood rejected the specific appeal of the woman who brought the action, former

Camera librarian Patricia Hodgins.

Hodgins, who resigned, after being denied promotion, had asked for back pay as a reporter and an opportunity to fill the first reporter vacancy. But the examiner said there was no evidence she had been discriminated against.

The Camera said it would appeal the ruling to the full commission, although it was ordered to implement it promptly.

Scanner to cost ITU half San Diego jobs

San Diego, Calif.—Printers at the San Diego Union and Tribune face a 50-percent reduction in force by midyear as the result of the papers' introduction of an optical scanner for reading advertising and editorial copy.

It is believed to be the first major staff reduction on a U.S. newspaper resulting from introduction of the scanning device, which can transform copy into cold type in seconds when linked with a computer and phototype-setting equipment.

No Guild jobs are being eliminated, but the Typographical Union is challenging the company's use of Guild-covered employees to code the copy for input to the computer through the scanner. The Guild is defending its jurisdiction over the work as part of an operation traditionally performed by its members.

Up to now the scanner has been used only to feed a computer that produces tape fed to a line-casting machine; it has been operating principally on classified ads. But they will be combined with photocomposition, eliminating tape, when the Union and Tribune move into a new ultra-modern plant in August.

At that time, the printers have been notified, the composing-room staff will be reduced from 228 to 115.

The printers have submitted a five-point proposal involving operation of the new equipment and protection of their jobs and pensions. But the company has rejected it, offering only severance pay of \$200 for each year of service to employees laid off.

Relatively little editorial copy is being processed by the scanner at present, but editorial use will be expanded with the cold-type operation. Ultimately, the scanner and computer will be linked with video display terminals for electronic page makeup.

The scanner "has accomplished something that neither employee complaining, nor the collective process has been able to achieve," noted John Edgington, executive secretary of the San Diego Guild.

"It has brought cool air to the composing room. The machine refuses to operate if the temperature is more than 78 degrees."

Court ends VDT dimout in Detroit

Cincinnati, Ohio—A federal appellate court here has lifted an injunction that barred the Detroit News from printing copy generated through a video display terminal.

The Detroit Typographical Union contended that the use of the equipment for newspaper production violated its contract with the paper.

A federal district judge in Detroit granted a temporary injunction prohibiting the paper from using the process for publication pending an arbitration decision on whether the contract had been violated. But the Sixth Circuit Court of Appeals reversed the ruling.

It said the record showed no evidence that the union would suffer "irreparable harm" if the electronic editing equipment were used but that the publisher would suffer "substantial injury" from continuing the injunction.

The appellate court said, however, that an arbitrator should consider the dispute and determine whether there was a contract violation.

N.Y. Guild bargains 1st pact with WPIX

New York City—The New York Guild has negotiated an initial contract for 15 editorial employees of WPIX-TV, the New York Daily News's station.

The two-year contract, retroactive to June 25, 1972, will produce increases of up to \$112. The highest minimum is \$319.14, for the news editor.

The agreement also provides for a nine-out-of-10 Guild shop.

The Guild Reporter

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JAMES M. CESNIK, Editor
and
Director of Research & Information
DAVID J. EISEN, Associate Editor



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