'Share for all' urged on new systems

Washington — All Guild-covered employees should share in "a substantial" portion of any income their employer might realize from the systems the industry is developing for electronic distribution of news, advertising and other information, TNG's International Executive Board declared during its fall meeting Oct. 20-23.

Accordingly, it will ask the Guild's 1981 Convention to add such a specific guarantee to the union's official bargaining goals, as expressed in TNG's Convention Recommendations on Collective Bargaining, the IEB said in a policy statement on the so-called "electronic newspapers."

In the meantime, locals should "negotiate such guarantees to ensure their members get their rightful share of such income," the IEB said.

At the same time, the IEB reminded locals that existing Guild bargaining goals—as expressed both in convention recommendations and TNG's Collective Bargaining Program—where achieved "provide necessary protections and benefits . . . with respect to both present and prospective electronic distribution systems."

In consultation with TNG, locals should examine their contracts to determine if they contain those protections, the board said, pointing particularly to existing bargaining goals in "the core areas of jurisdiction, job protection and compensation."

The existing bargaining-program provision for jurisdictional protections "clearly applies to electronic as well as conventional distribution systems," the IEB pointed out.

Those provisions call for guaranteeing that only Guild-covered employees do the "kind of work" normally or presently performed by Guild-covered employees, as well as any kind of work similar in skill or performing similar functions, whether by presently or normally used processes or equipment or by new or modified processes or equipment.

Similarly, the existing bargaining-program provision to prohibit dismissals as a result of the introduction of new or modified proc-

(Continued on Page 2)



RAYMOND CROWELL/Merkle Unit/Washington-Baltimore

VICE PRESIDENTS VIEW 'THE SOURCE' DEMONSTRATION

Standing, from left: Vice Presidents Robert C. Holt, Jr., of St. Louis and Carla W. Beck, of Great Falls; at the console, Eric Gagnon of the data service.

THE GUILD REPORTER

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

Vol. XLVII, No. 20 **Washington, D.C.** **November 14, 1980**

Defense, General Funds in best shape in history

Washington—Halfway through the fiscal year, TNG is in the best financial shape in its history—both in its General Fund and its Defense Fund—the International Executive Board's Finance Committee reported to the IEB's fall meeting here Oct. 20-23.

At the end of the six months ended Sept. 30, the General Fund had an operating surplus of $57,273 and the Defense Fund not only had wiped out the remainder of its debts but also held a record amount of cash, with more than $1.5 million available for benefits [Guild Reporter Oct. 10], the committee reported.

The General Fund had an operating surplus of $15,958 for the fiscal year's first quarter, ended June 30, and a $41,315 second-quarter surplus. Principal among factors contributing to the surplus was TNG's operating with a reduced staff, the committee noted.

No international representatives have been added since Charles Dale left the field staff to become TNG's Secretary-Treasurer last year and International Representative Edna Berger retired this summer. In addition, the inside job of collective bargaining and research assistant has been vacant since March.

General Fund income for the first half of the fiscal year was "on target" the committee said. It had receipts of $1,110,335 in the first two quarters. The year's income has been projected to reach $2,222,191.

Expenditures from the General Fund for the first two quarters totalled $1,053,062.

On the committee's recommendation, the board approved a third quarter General Fund budget of $567,055. The budget contemplates filling one inside and one field staff position before the end of the quarter.

Also on the committee's recommendation, the board approved writing off, as uncollectible, a $27,500 Defense Fund loan to the Philadelphia Council of Newspaper Unions during the 1977 Guild strike against the Philadelphia Inquirer and News. The committee reported that efforts by the council to raise funds to repay the loan had been unsuccessful.

In a complex series of votes on a portion of the Finance Committee report, the board left unchanged its policy on TNG payment of IEB-member travel expenses.

The committee reported that it had rejected a proposal by Vice President John B. Mitchell of Gary that would have given vice presidents authority to visit locals within 350 miles of their locals and required TNG to pay transportation costs involved.

First, on a 6-to-10 roll call, the board defeated a motion to refer Mitchell's proposal back to the committee in light of discussion sparked by the committee's report.

The committee reported that it believes the existing policy on expenses is sufficient to cover "situations where the services of a board member would be needed and useful in a nearby local" and could see no necessity for Mitchell's proposal.

Mitchell argued that adoption of his proposal, which contemplated that locals would pay the

(Continued on Page 6)

Merger discussions resumed

Washington — Formal merger discussions between leaders of TNG and the International Typographical Union resumed when the unions' merger summit committees met here the last three days of October. It was their first meeting since early April.

In addition to reaching tentative agreements on some questions and trading proposals on more weighty ones, the summit committees set another meeting for Nov. 17-21, rescheduling a joint meeting of the unions' full merger committees from those dates to Dec. 8 in the process.

The new meeting schedule was made necessary when compelling union business precluded the summit committees meeting the full five days that had been scheduled for their October session. (Two members of each union's summit committee participated in discussions of joint and co-ordinated bargaining at the first day's session of the Middle-Atlantic District Council's fall meeting Nov. 1.) "Not surprisingly, not as much could be accomplished in the shortened meeting as hoped," TNG President Charles A. Perlik, Jr., wrote to the full TNG Merger Committee.

The summit committees will use the November days "to continue work on the unresolved issues," Perlik said.

Besides Perlik, TNG's summit committee members are Secretary-Treasurer Charles Dale and Field Operations Director J. William Blatz. ITU summit committee members are President Joe Bingel, 2nd Vice President Robert L. Wartinger and 3rd Vice President Allan J. Heritage.

The full merger committees last met Feb. 20-29 in Colorado Springs. The summit committees' last previous meeting ended April 4. Formal merger talks between the two unions began in the fall of 1977 upon authorization of each union's convention that summer. Each union's convention in each of the years since has renewed the calls for continuation of merger discussions.

The summit committees' October meeting was held little more than a week after TNG's International Executive Board heard serious concern expressed that the climate for merger of TNG and the ITU may have cooled over the summer.

In a wide-ranging discussion with the IEB Oct. 20, the opening day of fall meeting, TNG officers and merger committee members said they saw evidence

(Continued on Page 2)

$85 pact ends strike by 105 at WAPA-TV

San Juan—The first members of the Puerto Rico Guild's 105-member WAPA-TV unit began returning to work Oct. 31, ending a five-week strike against the television station, after the unit ratified a three and a half year agreement that raises all minimums by $85.50 a week over the term.

The agreement, the Guild's second with the station, is effective Nov. 1 and takes the highest top minimum—that for transmitter engineers—to $300.50 a week.

The $85.50 increase comes in six steps, with $15 on Nov. 1, three increases of $13.50 on next Nov. 1, May 1 and Nov. 1, 1982, and two additional $15 increases on May 1 and Nov. 1, 1983.

In lieu of retroactivity, the settlement calls for a lump sum payment of $300 to each employee —more than would have been produced had the $15 first increase been retroactive to the June 3 expiration date of the old contract.

(Continued on Page 2)

Long Beach unions reject tentative three-year pacts

Long Beach, Calif.—The Los Angeles Guild's unit at Knight-Ridder's Independent and Press-Telegram voted overwhelmingly Nov. 9 to reject a tentative, new three-year contract that would have raised key top news and circulation minimums by $122 a week, to $540.36 and $516.35, with another $11.56 going to fringe benefits.

The Guild unit was the fifth of the six unions at the papers to vote to reject tentative agreements reached in joint bargaining in mid-October [Guild Reporter, Oct. 24].

Graphics Arts Union members coupled their rejection with strike authorization while members of the Typographical and Mailers Unions combined their rejections with requests to the International Typographical Union for permission to take strike votes. Printing crafts' scales would increase by $114 a week under the rejected agreements.

Long Beach Guild members had voted their bargainers strike authority in mid-August. They coupled their rejection vote with a direction to return to the bargaining table.

L.A. Times buying Denver Post — 3 . . . The industry in the '80s—4-5 . . . Reagan pledges press sessions—8

'Share for all' urged in electronic systems

(Continued from Page 1)

esses or equipment where achieved "clearly protects Guild employees from job loss as a result of the introduction of an electronic distribution system," the board said.

Requirements for advance notice to, and prior consultation with, the Guild "likewise apply," the statement said.

Other provisions of the bargaining program, where achieved, "equally clearly protect employees against speedup and imposition of unreasonable duties as the result of the introduction of an electronic distribution system," the board said.

It also pointed out that under existing bargaining recommendations TNG long has held that "employees should share in the financial fruits of automated systems and should receive extra compensation for multiple use of the product of their work."

Both of these provisions "clearly apply to electronic distribution systems," the board noted.

In keeping with a recommendation of TNG's 1980 Convention, the IEB noted, TNG is continuing to monitor and study the impact of developing systems for the electronic processing, storage, retrieval and distribution of information "in our industry, including the increasing number of current experiments in electronic delivery . . . to the home via TV sets and personal computers."

Since the convention forum on the subject [Guild Reporter, July 25], TNG staff has personally investigated two such home delivery systems, compiled extensive information on others and a home computer has been installed in TNG headquarters for direct and regular monitoring of such systems, some of which include library "data bases."

Demonstrations utilizing the home computer at TNG headquarters were made to the IEB during its four-day meeting.

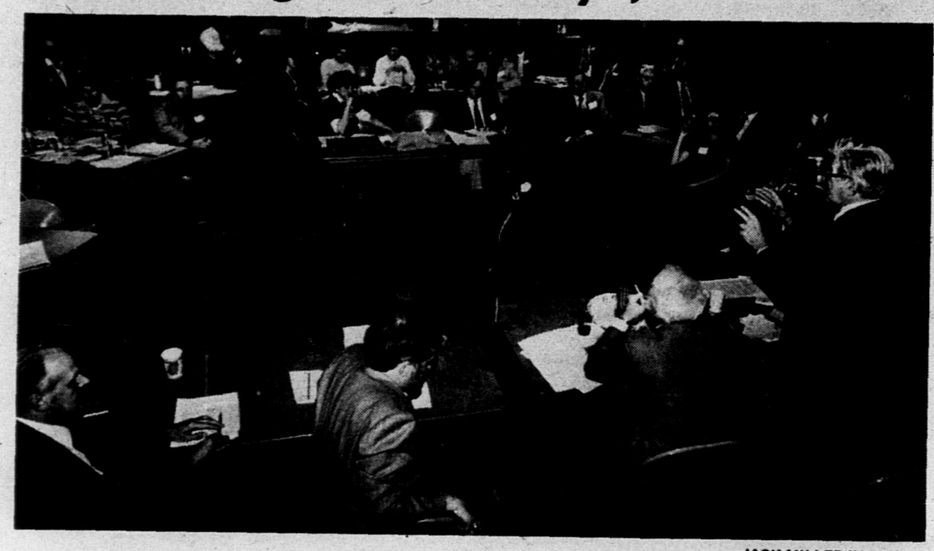
The board said that it realizes that "public acceptance of such electronic home delivery systems . . . as they exist in the embryonic and experimental stages at this time is uncertain," with some viewing it as "the future knocking at the door" and others as "a disaster hunting a victim," as AP President Keith Fuller put it.

"TNG recognizes the value and importance" of experiments with new systems of preparing and transmitting information into homes "as a means of protecting the industry's base," the IEB said.

"TNG expects the news industry to recognize in turn the justifiable and legitimate concerns of its employees," the board said.

Its statement on "electronic newspapers" is the product of a re-examination of Guild bargaining policies that relate to those areas of concern involving "the kinds of matter gathered, produced, processed, maintained and distributed by employees of newspapers, news services and magazines in the Guild's representation," the IEB said.

MADC, guests study joint talks



JACK MILLER/New York

MID-ATLANTIC COUNCIL HEARS TNG-ITU TASK FORCE ON JOINT BARGAINING

In foreground, from left: ITU Vice Presidents Wartinger, Heritage; TNG's Secretary-Treasurer Dale, Field Operations Director Blatz.

New York—All four members of the 6-year-old TNG-ITU Task Force on unity—also members of the unions' merger committees—discussed joint and co-ordinated bargaining with the Middle-Atlantic District Council on the opening day of its fall meeting here Nov. 1-2.

Participants in the session included 29 members of council locals—13 of them from the New York Guild—and 18 leaders of New York's other newspaper unions.

The task force/merger committee members—TNG's Secretary-Treasurer Charles Dale and Field Operations Director J. William Blatz plus ITU Vice Presidents Robert L. Wartinger and Allan J. Heritage—came to the session directly from a three-day meeting of the unions' merger summit committees, which is composed of the four plus TNG President Charles A. Perlik, Jr., and ITU President Joe Bingel [Story, Page 1].

Members of five Guild locals participated, in addition to New York: Scranton, Hudson County (Jersey City), Philadelphia, Wilkes-Barre and Albany. Members of five New York Guild units were there, including the units at the Times, Post and Daily News where the Guild's contracts expire March 31.

Participants from the other unions included: Bertram A. Powers, president of Typographical Union Local #6; Local #6 Vice President David W. Crockett; the chairmen of the Local #6 chapels at the Times, News and Post; Edward A. Mitchell, Mailers' Local #6 business agent; Jack Kennedy, New York Stereotypers' Union president, and Joseph Scimecca, chairman of the New York Printing Pressmen's chapel at the Times' Carlstadt plant. Also Harry Avrutin, secretary of the New York City Central Labor Council.

TNG Vice Presidents in attendance were Patrick Rushton of Wilkes-Barre and Betsy Wade and David M. Mulcahy, both of New York.

Pact settles WAPA strike

(Continued from Page 1)

The company's prestrike offer had been to raise wages by $60 over a three-year period, while the Guild was demanding a $90 increase over three years.

The agreement also includes an extra $25 a month for health insurance and $1 a week for pensions.

The $85.50 increase takes the top minimum for camera operators, lighting and audio employees and booth announcers to $290.50 a week and that for stage hands and messengers to $245.50 a week.

The return to work of 30 employees was being delayed, but all employees are to be returned within 30 days of the settlement.

Organized actors and musicians honored the Guild's picket lines throughout the strike. The company continued to broadcast, however, using video tapes.

Citizens' Voice upheld in tax case

Harrisburg, Pa.—Supplemental strike benefits are not compensation for services performed for the Citizens' Voice and the strike paper is not an employer required to withhold state incomes taxes, an appeals panel of the Pennsylvania Dept. of Revenue has ruled.

The Nov. 3 ruling overturned an assessment against the Wilkes-Barre Council of Newspaper Unions seeking payment of 1979 state withholding taxes.

The council is composed of the four unions—the Guild, Typographical Union, Pressmen and Stereotypers—on strike against Capital Cities' Times Leader. The council publishes the Citizens' Voice.

The panel upheld the council's assertions that:

✓ Supplemental strike benefits derived from the proceeds from the paper are not related to the service a striker performs for the paper.

✓ The amount of supplemental benefits varies only to equalize payments to all strikers after taking into account any strike benefits paid by the striker's international union.

✓ The same benefit is paid whether a striker walks a picket line, runs a strike kitchen, operates a printing press or drives a truck.

✓ Supplemental benefits increased as newspaper revenues increased but always served to equalize the amount paid to all strikers.

✓ The only time a striker would receive no benefit was on refusal to perform strike duty.

✓ Taxes were withheld from nonstriking employees who were hired to supplement the staff working for the paper.



CITIZEN'S VOICE

Support pledged in Wilkes-Barre

J. William Blatz, TNG director of field operations, standing right background, pledges continued TNG support for strikers in Wilkes-Barre at mass meeting Nov. 8 of members of all four unions—Guild, Typographical, Pressmen's and Stereotypers'—that have been striking Capital Cities' Times Leader since Oct. 6, 1978. With Blatz are Jack Wallace, Wilkes-Barre Guild president, plus William M. Brown and James H. Orcutt, TNG international representatives.

Ad top to $379 at Staats Herold

New York—A two-year renewal of the New York Guild's contract with the German-language daily, Staats-Zeitung Und Herold, has raised the top minimum for display advertising salespersons by $44.85, to $379.20, over the term of the agreement retroactive to March 31, 1979.

The top minimum for reporters and rewrite persons was increased by $40.30, to $340.65.

The increases came in two steps.

TNG-ITU merger meetings resume

(Continued from Page 1)

of this on both the international and local levels.

Apprehension and discouragement were expressed at what were described as perceptions of a slowing down of movement toward agreement on still-open parts of a merger proposal and a change of attitude in the day-to-day operations of the two unions at both the local and international levels.

Perlik said during the board's discussion that if the summit committee meeting turned out to be "absolutely nonproductive" he "would not hesitate" to cancel or postpone the joint meeting of the full merger committees.

Printed in U.S.A. 2nd-class postage paid in Washington, D.C. and additional mailing offices, issued semi-monthly, except monthly in February, December at 1125 15th Street, N.W., Washington, D.C. 20005. $10.00 a year. ISSN: 0017-5404



DENNIS ROBINSON/Southern Ontario

'Ontario can work' march

Guild and Typographical Union members join tens of thousands of Ontario union members in march to provincial parliament buildings in Queens Park in mid-October to back Ontario Federation of Labour push for legislative commitment to full employment and enactment of protections against shutdowns, economic dismissals and contracting out of work. From left are: Martin Mittelstaedt, Southern Ontario Guild; Donna Balkan, Ottawa Guild; Bill McQueen, SONG, Doug Grey, Toronto Typographical Union; Murray Campbell and Sharon Bryant, SONG. Theme of march was "Ontario can work!"

L.A. Times buying the Post in Denver

Denver—The Times Mirror Co., publisher of the Los Angeles Times, announced Oct. 22 that it has an agreement to purchase the Denver Post for $95 million.

The Post had been up for sale since June 26 when officials of the paper announced that they had received a "substantial offer" in what some saw as an apparent move to put the paper up for bids.

The Denver Council of Newspaper Unions has requested a meeting to explore possible ramifications from the sale of the paper. The Denver Guild, a member of the council, represents some 750 fulltime employees in the Post's advertising, business, circulation, editorial and maintenance departments.

Payment of the bulk of the $95 million will be deferred. The agreement calls for an initial payment of $25 million, with $55 million paid at the end of 10 years and another $15 million paid over the next 10 years. Times Mirror will make semi-annual interest payments at the rate of 10 percent.

Early speculation had been that Denver oilman Marvin Davis would buy the paper. It had been reported that Davis made an $80 million lump sum offer, but he later withdrew it.

Some newspaper analysts and observers were "flabbergasted" at the $95 million purchase price, according to the Wall Street Journal.

Analyst John Morton of John Muir & Co., calculating that the purchase price discounted to reflect the current cash value of the deferred payments amounts to about $85 million, called the price "fairly high" and said he believed the paper to be worth only $40 to $50 million, the Journal reported.

Other industry analysts, however, predicted that the investment in the Post could produce good returns in the future.

Ninety percent of the Post's stock has been owned by the Helen G. Bonfils and Frederick G. Bonfils Foundations, with most of the remainder held by an employee stock trust.

Under an agreement with the Bonfils Foundations, most of the Post's profits have been going to the Denver Center for Performing Arts. In 1979 the Post is reported to have earned more than $2.5 million. Its earnings for the first three quarters of 1980 were reported to be $23,000.

Earlier this year, for the first time in memory, Scripps-Howard's morning Rocky Mountain News outpaced the evening Post in circulation. Times Mirror is expected to convert the Post to all-day publication.

The sale to the Times Mirror is subject to the approval of both companies' boards of directors and the Post's shareholders.

Among other newspapers owned by Times Mirror, in addition to the Los Angeles Times, are the Dallas Times Herald, Newsday on Long Island, N.Y., and the Hartford (Conn.) Courant.

Denver Guild Administrative Officer Victor Cuiccio said Guild-covered employees of the Post were relieved by the news of the sale after nearly four months of speculation about who the new owner would be. They are also relieved that the paper will be freed from the "ridiculous predicament" under which most profits went to the Center for Performing Arts, he said.

Limit chains now, Parliament urged

Washington—Declaring that it is "past time for another inquiry" into newspaper concentration in Canada, TNG's International Executive Board has called on Parliament for "early and urgent action" to enact legislation to limit the number of newspapers or the total circulation a single company can control.

Such legislation "might well shave the size and power of Canada's two newspaper empires," the board said. It called the domination of Canadian news by the Thomson and Southam chains "intolerable," and said that legislation placing a ceiling on newspaper ownership is essential if the nightmare of Canada's daily press being controlled by a single chain "is not to become a reality."

The IEB pointed to the two chains having "carved Canada's newspapers into two fiefdoms," while crushing the Ottawa Journal, the Winnipeg Tribune and the jobs of 745 employees and destroying "the last vestiges of competition in Vancouver and the last hope of reviving it in Montreal."

Thompson and Southam took these actions "with exquisite courtesy toward each other's interests and callous disregard for those of their employees and readers," the IEB charged.

The newspaper unions have protested, the government has begun an investigation and a Royal Commission has been appointed, the board noted, but said "protests are not enough, an investigation under existing law is all too likely to be futile and it is past time for another inquiry."

"We are already faced with local news monopolies across Canada. We cannot permit a national monopoly," the IEB declared.

IEB okays N.Y. resignation refusals

Washington — TNG's International Executive Board, acting on the recommendation of its Constitution Committee, approved rejection by the New York Guild of 18 membership resignations submitted by members of the local's Reuters unit between March and August this year.

At the same time, the board ruled that the resignation of one Reuters unit member, who has appealed the local governing body's action to the membership, be returned so the appeal can be processed.

TNG's Constitution requires the IEB to approve local action on resignation requests from members covered by contract.

Gilbreth, former VP, to chair Broun Award contest

Washington—Edward S. Gilbreth, a former TNG vice president from the Midwest region and political editor of the Chicago Daily News for the five years before its closure in 1978, has been named chairperson of TNG's 1980 Heywood Broun Award contest.

At the same time, TNG's International Executive Board at its Oct. 20-23 meeting named two panels of judges for as many intra-Guild awards competitions —the 1981 Guild Service Award and the 1981 David S. Schick Memorial Awards for local publications.



EDWARD S. GILBRETH
Heads 1980 Broun contest

Gilbreth since February has been in charge of the home-district office of U.S. Rep. John Edward Porter (R-Ill.) in the Chicago suburb of Evanston. Soon after the Daily News was closed, Gilbreth became chief administrator of the Chicago office of Illinois' lieutenant governor.

He went to the Daily News from the Hammond, Ind., Times, where he had served two terms as president of the old Hammond Guild.

In his first 13 years with the Daily News Gilbreth worked as assistant national and foreign editor, assistant city editor and on rewrite. He was named political editor in June 1973, just weeks before that year's TNG convention elected him to the International Executive Board, where he served one two-year term.

For the Chicago Guild he served four years as first vice president among his many on the local's executive committee. He was treasurer of the Midwest District Council ten years, through 1969, and was on TNG's International Election & Referendum Committee from 1967 through 1972.

As chairperson of the Broun Award Gilbreth will name the contest judges and preside over the competition's conduct.

The Broun Award is presented annually by TNG for journalistic achievement "in the spirit of Heywood Broun," the Guild's founding president. It carries a citation and a $1,000 prize.

Employees in the Guild's jurisdiction on newspapers, magazines, news services and broadcasting stations in the United States, Canada and Puerto Rico are eligible, wheher or not they are Guild members or working under a Guild contract.

Broun's spirit was distinguished by an abiding concern for the underdog and underprivileged. The award is intended to encourage and recognize individual journalistic achievement in that spirit by working news people, particularly if it helps right a wrong or correct an injustice. Publications as such are not eligible. First consideration is given to entries on behalf of individuals or teams of no more than two persons.

The 1980 Broun Award—the 40th—will be given for work during the calendar year. The winner will be announced on the opening day of the IEB's winter meeting, Jan. 26 in Washington.

Deadline for receipt of entries at TNG headquarters is Jan. 17.

At the same time it named Gilbreth to chair the Broun contest, the IEB appointed Vice President Floyd Tucker of San Francisco-Oakland and John B. Mitchell of Gary, plus Ellis T. Baker, TNG director of administrative operations, to judge nominees for the 1981 Guild Service Awards.

Vice Presidents William T. Davis of San Jose and Joyce Walker-Tyson of Detroit plus James M. Cesnik, editor of the Guild Reporter, were named to judge entries in the 1981 Schick contest.

The service award is presented annually during the IEB's winter meeting to one of the nominees advanced by local membership meetings, executive committees or representative assemblies. It provides a scholarship of up to $1,500 for a course in labor education.

Established in memory of and originally named for Wilbur Bade, an early leader of the Twin Cities Guild and the international union, the service award is open to local members and unpaid officers only. Paid officers and staff are not eligible.

The service award is made to recognize and encourage the development of leadership at the local level.

The Schick Awards, named for the late, long-time administrative officer of the Philadelphia Guild, is financed with interest from a fund established by Schick's family and friends.

Entry deadlines are Jan. 16, 17

Washington—Deadline for receipt of nominations for the 1981 Guild Service Award at TNG headquarters here is Jan. 16.

Deadline for receipt of entries in the 1980 Heywood Broun Award is the next day, Jan. 17.

Broun award entries will be judged the following weekend, Jan. 24-25, and the winner announced Jan. 26.

Service Award judging will take place during the Jan. 26-29 meeting of the Guild's International Executive Board.

Details of the 1981 Schick contest will be announced later.

The technologie$ and . . .



. . . economic$ of the '80$

By DORON LEVIN

This article is reprinted with permission from the fall issue of the Masthead, quarterly journal of the National Conference of Editorial Writers. Levin, a former business writer, now is a general assignment reporter with the St. Petersburg (Fla.) Times. He also has written articles for the Wall Street Journal and the Kiplinger Florida Letter.

THE FELLOWS with the funny wigs who dreamed up the First Amendment wished to protect basic freedoms, not build a foundation for one of the most successful businesses in history. Nevertheless, that's just what happened when people got hooked reading newspapers—a great business was born.

Sure, newspapers do a pretty good job of chronicling the dishonesty of politicians. They fix the spotlight on society's victims. They bring us the late basketball scores from across the country. But the framers of the First Amendment unwittingly assured us much more than just The News. Just as surely as Bernoulli's 18th century discoveries of the behavior of fluids led to the concept of lift and then to airplanes, and to Eastern Airlines, the law against fiddling with the press nurtured a blooming, expanding industry for this country, and inexorably led to firms like the Times Mirror and Gannett, whose profitability on sales today makes that of most oil companies look almost puny.

It's especially fitting, therefore, that a man like Allen H. Neuharth, Gannett's chairman, should be the one to tell stockholders in the 1978 annual report that "the First Amendment made it possible for the successors of Thomas Paine and Benjamin Franklin to print pamphlets or newspapers, under our free enterprise system to do so at a profit, if they wished and were able. . . . That profitability is a key element of our system."

The general profitability of most daily newspapers is not inevitable for the future, though. Changing technology, the aging of the population, new trends in the way people spend leisure time—all contribute to a growing uncertainty about how well newspapers can compete and make money.

Up in the newsroom, editorial writers and reporters don't worry much about such things. They pound away at their VDTs, interpreting world events for readers, confident of their rectitude and indispensability. Now and then, when discussing salaries, travel budgets, new technology or newsholes, they're reminded that the newspaper business is a *business*, after all, not just some constitutional legacy designed to protect personal freedoms.

ON THE OTHER hand, many news executives are persuaded by the time they reach top management that a strong profit performance is quite essential, indeed, for the protection of editorial independence. Only with growing profits, these executives say, may newspapers minimize the inevitable editorial pressure of creditors, the need to economize on news budgets and the impulse to pander to that which makes a quick buck instead of a worthwhile story.

If editorial writers and reporters learn the financial realities of newspapering only as they move through the ranks as editors and managers, there are others—investors, managers, bankers, brokers—who have known about the business as long as there have been advertising rate cards. These are the people who already have a pretty good idea what your paper is going to look like ten years from now, what it will be printed on, what kind of machine you'll be using to gather the news and how much money there will be for pensions and benefits.

Diverse conglomerates deliver information . . . and make money

NEWSROOM types have never been known as whiz kids when it comes to numbers, balance sheets or business issues. Not too many years ago, a noted journalism professor at Columbia University told his classes that he was astounded that so many college graduates didn't know how to calculate percentages, where to put decimal points or why geometry might be important to a reporter. Never mind accelerated depreciation.

Fortunately, such ignorance is not pervasive. Some journalists, of course, own calculators and actually know how to use them. Others buy stock, invest in real estate and pay attention to taxation. And there are a few (mostly they write for business sections) who might feel at home in a brokerage house or accounting office.

You don't need much more than a cursory knowledge of decimals and percentages to look at the newspaper business and realize immediately the prime rate at which newspapers are making money. Some coaching from John Morton is helpful, too.

More from Morton later. For the moment, it's enough to say that many people in the newspaper industry think he's the premier analyst of newspaper companies on Wall Street (even though his office is in Washington).

Morton's 1980 profile of the big newspaper companies is out, and it's a wondrous thing to read—particularly if you're a newspaper stockholder who grooves on bigger profits.

What Morton does for the firm of John Muir & Co. is compile the vital statistics of the 12 biggest publicly owned newspaper companies in the U.S. and compare how they're doing financially. These companies, which include the mammoth Times Mirror Co. (publisher of the Los Angeles Times, Newsday and Dallas Times Herald), the august New York Times Co., the Washington Post Co., Gannett, Harte-Hanks and others, publish 24 percent of the U.S. daily and 30 percent of the Sunday newspapers.

These companies, however, do a lot more than just put out newspapers. They publish books and magazines, operate delivery and information services, TV and radio stations, advertising companies and paper mills. All these diverse companies that make up the conglomerates have two important things in common: They tie in somehow to the delivery of information and most of them are moneymakers.

The 12 companies averaged revenues of $561.4 million each and net profits (after taxes) of $54 million. The biggest company—Times Mirror with $1.64 billion revenues and $146.5 million net profits; the smallest—Lee, with revenues of $112.1 million and profits of $15.4 million.

Before the talk of billions and zillions boggles too many minds, perhaps the financial statements can be made a bit less threatening. What Morton has found, reduced to its simplest form, is that the big newspaper chains had a 10.1 percent net profit margin last year—that is, they made a tad more than 10 cents after taxes, on every dollar they took in.

By comparison, the integrated petroleum industry (Exxon, Cities Service, Atlantic Richfield) made 4.7 cents profit on a dollar of revenue in 1978; The Value Line Investment Survey estimated that would rise to 6.5 cents profit in 1979. Fast-food companies made 5.9 cents on the dollar in 1978 and that was expected to drop in 1979. Integrated steel companies made a measly 2.2 cents per dollar of revenue in 1979 and that performance was on the wane. The department store chains made 3.3 cents profit per dollar in 1978, Value Line reported.

Of course, it's not really fair to compare businesses that deal in vastly different amounts of revenue. Every industry has its own standards.

"A successful newspaper needs to have an after-tax profit of between 8 and 10 percent," said R. F. Pittman, publisher of the Tampa (Fla.) Tribune and Times. "To protect editorial independence, newspapers have to stand on their own economic base and realize sufficient profit to provide an adequate return. The profit must be enough to improve the product, to expand news coverage, as well as the purchase of new equipment."

MORTON points out that the stellar financial performance by newspaper groups last year has been a trend for at least the last decade and should be repeated this year. As for the smaller, private papers, their performance is reputed to be as good, if not better than the big ones. Otherwise, why would the big ones gobble them up with such regularity?

Morton thinks the key to strong newspaper profits is that retailers have been spending more on advertising than ever before and they've been concentrating on "price-and-item" advertising—this week's special is high heels for $29.95—a specialty of newspapers. In 1980, newspaper advertising revenues are predicted to hit $16 billion, up 11 percent from 1979. And even if the current recession is worse than predicted. newpapers shouldn't be hurt too badly.

Historically, recessions don't hurt advertising as much as spending levels. From 1972 through 1976, when the country suffered the second biggest recession since WW II and rapid inflation, newspaper advertising revenues increased consistently, from $7 billion in 1972 to $7.6 billion in 1973, $8 billion in 1974, $8.44 billion in 1975 and $9.9 billion in 1976.

When advertising weakens — and depending on its management philosophy—a newspaper may cut its size and fire people to cut losses. That's because—for most newspapers in the 150,000 to 200,000 circulation range —newsprint and personnel account for about 70 percent of the cost of producing a paper. For a newspaper without direct competition, the biggest weapon against economic softness has been its virtual monopoly.

"Fortunately, the newspaper industry has some built-in safeguards against the vagaries of the economy, notably pricing flexibility," Morton recently told a seminar at the Washington Journalism Center. This is a fancy way of saying that when business conditions necessitate, the price of advertising can easily be boosted higher because there's so little competition. And the First Amendment says the government cannot interfere as it has in the pricing of airplane flights, freight, crude oil, electricity, telephones and natural gas.

Yet, with all the constitutional protections and the loyalty of millions of readers, all is not rosy for newspapers. The nature of publishing technology has changed rapidly, as have readers' habits. Newsprint has become expensive and scarce. Energy costs have skyrocketed. Strange new ideas about information, its distribution and sale have been born and are being tested. And finally, there are now competitors: suburban newspapers, shoppers, cable TV, videodiscs.

". . . It could be safely said (in the early 1970s)," Morton recently said to the Institute of Newspaper Controllers and Finance Officers (INCFO), "that almost any small daily newspaper that served as the only daily in its market would be able to show a handsome profit almost regardless of how ineptly it was operated. This is no longer true. Today, ineptly run newspapers are either unprofitable or heading rapidly in that direction because of declining penetration of households and the inability to raise rates due to competing shoppers and weeklies."

TED TURNER, the Atlanta millionaire who just launched an all-news cable TV network, is supposed to have said this about newspapers:

"There's nothing more inefficient than going out and chopping down trees that we're going to need for firewood and making them into paper and printing the damn paper every day. And then . . . driving all over town and sticking these bulky things in everybody's mailboxes. Then we've got to send the garbage truck around and pick them all up."

Turner's perception of newspapers as an energy-intensive industry is a valid one. But newspapers, TV and radio have become somewhat dependent on each other. Broadcast reporters begin their day with the newspaper, just as newspaper reporters end their day with the 11 o'clock news, and the idea that newspapers have become obsolete is absurd. TV steals stories from newspapers; newspapers build circulation by writing about TV stars.

Yet newspaper chains understand the threat of competition from the broadcast media and new technology, and the chains are reacting by buying up all the potential competitors they can. In markets where there is nothing to acquire, they are diversifying with new companies. What kind of companies are they buying? TV and radio stations. Billboard companies. Book publishers. Anything to do with information and communication.

The message these chains are sending to their stockholders is changing, too. On the inside of Gannett's 1978 annual report, the company described itself as "a nationwide newspaper company with 78 dailies in 30 states."

Just a year later, Gannett completed an important $340-million merger with Combined Communications Corp., a move that gave Gannett the Oakland Tribune and the Cincinnati Enquirer and many broadcast and billboard companies. In its 1979 annual report, Gannett told its stockholders it was "a nationwide, diversified communications company, with newspaper, television, radio, outdoor advertising and magazine members . . ."

Other companies are accomplishing slowly what Gannett was able to with one major acquisition. They buy a special-interest magazine here. A radio station there. Or an interest in a new newsprint manufacturing plant. For those companies that diversify, the dependence on one or two or three newspapers, any of which could become a drain, will lessen.

Growth and diversity also give companies greater clout in financial markets and better access to lines of credit, both of which will be crucial for the cash-intensive business of buying space-age presses, pagination equipment, CRT's, satellites and all the other expensive goodies needed to compete as technology improves.

There are other, less-obvious business advantages to being big and diversified. Only if you're the size of a Knight-Ridder, for example, can you afford to spend a few million dollars to test a home electronic information system like Viewtron.

Another advantage to being a big company with a recognizable name is that it's easier to attract the most talented managers from business and professional schools. Increasingly, professional managers seek high-paying positions with opportunities for bigger challenges in the future.

Speaking of professional management, it has become almost a cliche for business school professors to use the railroads as an example for teaching their students that a big reason why businesses fail is their lack of a broad market perspective.

"The railroad companies *thought* they were in the *railroad* business," the professors say. "They didn't understand they were in the *transportation industry*." In other words, managers should avoid viewing their companies from the narrow perspective of what has preceded them.

Instead of merely trying to compete with airplanes by making trains faster and more efficient, the railroads should have understood the changing nature of transportation and how to exploit it profitably. Perhaps they could have developed the airplane or acquired airplane companies. Maybe they should have detected the advent of highways and developed trucking and bus companies of their own. Of course, these lessons come from the past, and it's very easy now to be wise in retrospect. The lessons of the railroad haven't been forgotten by newspapers, however.

THE BOLD newspaper companies aren't trying to *compete* with cable TV, satellite transmissions and advanced communication systems. Instead, the smart communication companies are trying to find some profitable combination of newspapers and advanced technology. To believe that this will work you've got to believe that people don't *necessarily* want newspapers printed with ink delivered to their doorstep at 6 a.m.; they want reliable information about their world, delivered quickly.

"Just pick up your newspaper and look at it objectively," Robert G. Marbut, president of Harte-Hanks, told the 1980 convention of the ASNE. "There's nothing in today's newspaper —either on the news pages or the advertising pages—that cannot be provided by someone else in a nontraditional way."

Several assumptions may be made about which direction technology is moving and what will be the most profitable ways to exploit it. Some of these conclusions will be correct. Even more important than the incorrect conclusions, though, are the ones that come true but were never predicted. John Morton gave this excellent illustration recently at a Washington Journalism seminar:

". . . A decade ago . . . it seemed clear to us that the rising cost of direct mail would mean that a lot of advertising circulars then being delivered by the Postal Service would in time be shifted to newspapers, since the newspaper industry was the only other institution that passed by almost every household.

"Well, that, in fact, happened, and delivery of preprints became a major factor in the daily newspaper business in the 1970s. There was an underappreciated development growing out of this as well, however. If rising postal rates made newspapers a more attractive delivery medium than the Postal Service, then higher rates also made private delivery of preprints a more attractive business.

"A result of that has been the rise of private delivery systems such as Consumer Communications Services, owned by H&R Block. . . . Harte-Hanks in 1977 acquired a market saturation delivery system that covers a large part of Southern California . . . Knight-Ridder last year bought a private delivery firm in the Minneapolis market and has since expanded its operations to markets in the west."

Many newspapers, in turn, have been forced to deliver their own giveaway newspapers to persons who don't order the regular newspaper—all so that newspapers can offer complete market penetration before someone else does.

Another example of unintended results (A leads to B, but unexpectedly to C!) is the development of advanced photocomposition. Newspapers predicted that offset and cold type would cut production costs drastically, and they did. But the development of offset also allowed small suburban papers, specialty magazines and shoppers to get into business for a small investment, and these competitors have been chipping away successfully in many markets.

The changing nature of daily newspapers assures their profitability and survival

The march of new technology will lead to pagination, that is, the automatic layout of a page on the screen of a CRT. Classified ads already are being handled in this manner at some newspapers. Stock tables might be next. So far, a stumbling block to full pagination of news pages has been the development of electronic half-tones; but this is on the way, the researchers tell us, and so is the fully automatic laser-drive platemaking machine. Perhaps the platemaking machines will even be mounted on the presses, with low-cost, replaceable mats that can be changed in minutes.

When production technology reaches this level, as many futurists believe it will by the end of the century, its main advantage won't be its cheapness. By then, most of the personnel savings will have been realized. Composing room workers will have been gone for years. The new wave of technology will push forward a new wave in marketing with incredible specialization for advertisers. And by that time, some say in the late 1980s, newspapers and cable TV systems may be intertwined.

By then, newspaper production will have changed dramatically. Walter E. Mattson, president of the New York Times Co. and chairman of the ANPA Production Committee, believes newspapers will get even better in the next decade "because less time will go into the mechanics of the editorial process, leaving more time and energy for research and creativity."

Some of Mattson's predictions sound as if they were sprung full-blown from the pages of a science fiction novel: Digital cameras that "speak" to computers. Electronic newspaper morgues. Computers that recognize reporters' voices.

TV screens will probably take over some of what is now advertised on paper. "Not only will an advertiser be able to zone an ad by neighborhood," Mattson predicts in a recent issue of [ANPA's] *presstime*, "but the ad can be field-designated so that a prospect will be able to ask for all the 'three-bedroom ranch homes with fireplace, pool and two-car garage under $100,000 in southeastern Centerville'."

WHAT ARE the implications of technology for editorial writers and reporters? As pagination becomes more widespread, more and more printing and engraving functions will move into the newsroom. Paste-up will be gone. Many engraving functions will be gone. The editor will set type, lay out pages, digitize pictures and perhaps even produce press plates —all from one CRT.

As Mattson and others predict, newspapers will serve even smaller zones than they do today with more local news. Advertising will become more fragmented. Local retailers won't be interested in paying to attract customers outside their geographical area or demographic profile.

"The key term for advertisers in the 1980s will be 'target marketing'," said Marbut. "They will expect us to become more effective at telling them how we can help them reach specific market segments. Since they will not want to reach anyone but their own prospects, and since they will be able to measure this (by computer), they will be less understanding about 'wasted bullets'."

If advertising becomes more narrowly defined by geographical area or by affluence level or by age—it follows that the news and comment will have to become more credible and relevant to deliver satisfied customers to the advertisers.

"This means better blocking and tackling," Marbut said. "Improved reporting, sharper writing and crisper editing.

"Making the newspaper relevant is also important. Doing that means identifying the reader's needs, learning how to speak his language, packaging the product for the reader's convenience, and pricing, promoting and distributing it harmoniously."

Reporters cringe at the idea they are merely "packaging the products" for someone instead of finding good stories and telling them well. But no one would argue that telling the story well means better writing and more relevant reporting.

Indeed, Morton believes that relevant reporting equals better local reporting and if newspapers don't do that, he says, they face serious competitive challenges from other media. Ironically, some serious competition could come from just the type of newspaper that big-city newspapers look down their noses at.

"Those emerging suburban publications that I mentioned earlier did not come about in such great numbers by accident," Morton said.

". . . What we have found is that a significant number of suburban residents are relying on their local newspaper for coverage of strictly local community events and on television for national and international events.

". . . We think these smaller papers, mainly suburban, will become much more formidable competitors for readers' attention and advertising dollars," Morton told the INCFO.

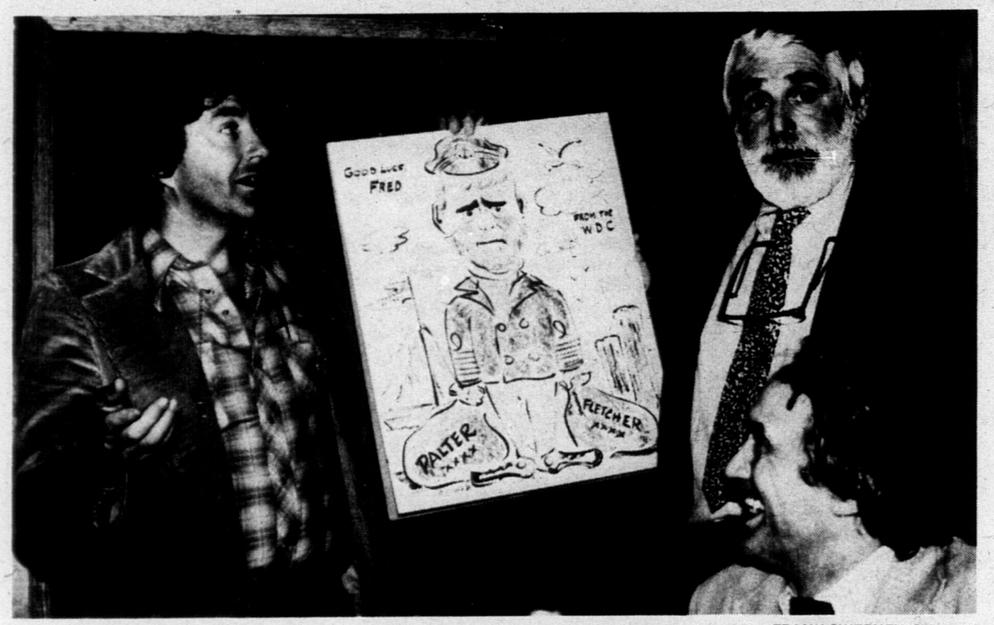
For daily newspapers to compete well, Morton believes, they will have to keep spending as much as they dare on reporting and commenting on the news, that is, to produce a fine product. Today, that means spending from 12 to 14 percent of revenues at good small and middle-size newspapers and 8 to 9 percent at not-so-good newspapers. Those percentages are smaller at the bigger newspapers, Morton said. What these percentages will be in the future are anybody's guess, but the desirability of spending as much as possible won't change.

"The interesting thing we've found about these kinds of (quality) newspapers is that they don't often have trouble with shoppers or weeklies or fading circulation," Morton told the INCFO. "They've become necesary to the lives of those who live in the market. . . . Good newspapers are necessary to the lives of the people. The newspapers that fail to make themselves necessary will be replaced by others that do."

NO MATTER what the shift in newspaper economics, and despite the inevitable flood of electronic information systems, no one has been able to dream up an electronic or mechanical replacement for the reporter, or the editorial writer.

The changing nature of the daily newspaper probably assures its profitability and, therefore, its survival. Journalistic purists will never get used to conversing with machines, let alone writing with them. But the next generation grows up, and it's not bothered much by what preceded it.

Think about this: A generation of editorial writers has been born that probably will never use a standard Roval typewriter to write an editorial. In the next generation, writers who remain ignorant of the changing economics of publishing will fail their employers and their profession.



FRANK SWEENEY/San Jose

WESTERN DISTRICT COUNCIL SAYS, 'BON VOYAGE' TO FRED FLETCHER

Gerald L. Schultz, Western District Council president, makes presentation to Fred Fletcher, San Francisco-Oakland's retiring executive secretary; Jose Stell of San Jose, looks on.

Western Council fetes retiring 'Cap'n Fred'

Sacramento—The Western District Council wished "bon voyage" to one of its long-time stellar leaders during its fall meeting here Oct. 25-26.

Fred D. Fletcher, executive secretary of the San Francisco Oakland Guild for the last 18 years, is retiring at the end of the year.

The council presented Fletcher with a cartoon caricaturing his love of sailing while friends in the council gave him a "float jacket" and tape libraries of operas and symphonies.

TNG's International Executive Board during its fall meeting the week before also paid tribute to Fletcher, a former TNG vice president. The IEB said Fletcher had made a lasting mark on the Guild "as a voice of seasoned counsel, a bulwark of leadership and an architect of policy at conventions" and through the scores of contracts he bargained, "many of them landmark ones for the Guild as a whole, including the latest citywide agreement incorporating extensive health and safety provisions on VDTs."

The IEB said the San Francisco-Oakland Guild and the international "will be measurably poorer" after Fletcher retires.

The Western District Council, at its business session, authorized payment of expenses for its president and secretary-treasurer to attend a meeting of the Far Western Typographical and Mailer Conference in February to discuss the conference's suggestion for a joint meeting of the bodies.

The council also pledged "all possible assistance" to the Phoenix Guild in its continuing quest for a contract with Pulliam's Republic and Gazette.

IEB: Defense and General Funds in best shape ever

(Continued from Page 1)

cost of a visiting board member's lodging, was "vital for small locals" and that it would give locals the option of having a nearby vice president meet with local members and discuss problems with local executive boards. Such visits would "serve as personal reminders that their international cares" and could "help convince managements . . . that TNG is always ready and willing to assist local members," his proposal said.

Opponents of the Mitchell proposal argued that it would permit vice presidents to make trips at will at partial TNG expense. They also pointed out that the present policy for vice presidents assigned or authorized to travel at TNG expense is broader and not limited just to transportation costs.

Proponents, on the other hand, argued that the vice presidents would travel only by invitation of locals and that the funds would be well spent.

Voting against the motion to refer the proposal back to the committee for reconsideration were TNG President Charles A. Perlik, Jr., Dale, Chairperson Harry S. Culver, Vice Presidents Elwood B. Bigelow of Portland, William T. Davis of San Jose, Robert C. Holt, Jr., of St. Louis, David M. Mulcahy of New York, Patrick Rushton of Wilkes-Barre, Floyd Tucker of San Francisco-Oakland and Joyce Walker-Tyson of Detroit.

Voting for the motion were Vice Presidents Carla W. Beck of Great Falls, John M. Lowe of Southern Ontario, Mitchell, Roger L. Stonebanks of Victoria, Carlos J. Sutton of Washington-Baltimore and Betsy Wade of New York.

Subsequently, the IEB took the following actions on related motions dealing with its expense policy:

✓ Defeated on an 8-to-8 roll call a motion to adopt the Finance Committee's recommendation against changing the expense policy.

Voting to adopt the committee recommendation were Perlik, Dale, Culver, Bigelow, Davis, Holt, Mulcahy and Rushton.

Voting against adopting the recommendation were Beck, Lowe, Mitchell, Stonebanks, Sutton, Tucker, Wade and Walker-Tyson.

✓ Defeated on a 7-to-9 roll call a motion to adopt the Mitchell proposal modified to require advance clearance from TNG and a specific invitation from a local.

Voting for the motion were Beck, Lowe, Mitchell, Stonebanks, Sutton, Tucker and Wade.

Voting against were Perlik, Dale, Culver, Bigelow, Davis, Holt, Mulcahy, Rushton and Walker-Tyson.

✓ Defeated on an 8-to-8 show of hands a motion to delete a once-a-year limitation from the present expense policy's provision permitting TNG to authorize attendance at meetings or functions—other than district council meetings or Guild-sponsored programs.

In other actions, the IEB adopted a resolution giving the secretary-treasurer authority to open and close bank accounts when in his judgment circumstances warrant and specifically authorizing the closing of TNG's Defense Fund trust agreement with the National Bank of Washington and opening accounts with the Amalgamated Bank of New York and with the First American Bank of Washington.

Dale said that recent reports about decision-making in the executive suite of the National Bank of Washington had given rise to concern about limitations on his authority to move quickly to protect TNG funds.

The board also approved a contract settlement between TNG and the Office and Professional Employees International Union covering TNG's office staff. The agreement, calling for increases of 8 percent in each of two years, was reached in the early hours of Oct. 23 after the OPEIU unit had set a strike deadline for later that day.

Acting on the recommendation of its Collective Bargaining Committee, the board also directed TNG to study the applicability of U.S. and Canadian tax laws to severance pay or other payments to employees under Guild contracts in lump sums or installments.

Cleveland Press purchase closed

Cleveland—Joseph E. Cole, Cleveland industrialist and a former national treasurer of the Democratic Party, bought the Cleveland Press from the E. W. Scripps Co. Oct. 31.

The sale came just two days before the 102nd anniversary of Press, which had been the flagship paper of the Scripps-Howard chain.

Although Cole would not reveal the purchase price, a story in the Press announcing the sale said it had been reported to exceed $20 million.

Announcement of the sale had been expected since early in October when each of the nine unions representing employees of the paper had reached agreement with Cole on a package of concessions, including a year's wage freeze and some staff reductions. [Guild Reporter, Oct. 10.]

Scripps-Howard had maintained that it would close the financially troubled paper if unable to sell it.

IT SEEMS TO US

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. Deadline, Friday before publication.

Textile Workers leaders say thanks for Stevens aid

NEW YORK, N.Y.

Editor:

On behalf of the thousands of workers at the J. P. Stevens Co. and the union as a whole, we want to express our appreciation for the great help the Guild provided during the long struggle for a union contract at Stevens, which has finally been achieved.

It is our view that the consumer boycott, the corporate campaign and the other elements of the public campaign which required constant support from organizations such as yours, were an essential part of this success. It is heartening to know that a broad coalition of conscience can still be mobilized to pursue an issue of basic justice.

The victory for the workers at Stevens will serve two very important functions. First, it tells the rich and the powerful that the laws of the land cannot be ignored. Second, it tells unorganized workers, in the South and elsewhere, that tactics of fear and abuse of their rights will not prevail.

Please convey our thanks and congratulations to everyone in your organization who contributed to this effort.

MURRAY H. FINLEY
President
JACOB SHEINKMAN
Secretary-Treasurer
SOL STETIN
Sr. Executive Vice President
SCOTT HOYMAN
Executive Vice President
Clothing & Textile Workers Union

Elizabethan praises action on Wilkes-Barre pensions

NEWARK, N.J.

Editor:

I'm delighted to see that the Guild is going to bat for the pension rights of the Wilkes-Barre retirees.

Now how about the Guild going to bat for the pension rights of Robert Isley, an artist at the Daily Journal for 28 years! He was "terminated for economic reasons" in September, 1975, the week of his 54th birthday.

Later he was told that he would have no pension rights. The Labor Dept. tells me differently. Why doesn't the Guild take action?

JEAN-RAE TURNER
Elizabeth Unit
New York Guild

Professor calls editorial of Sept. 26 'misleading'

WASHINGTON, D.C.

Editor:

The editorial of September 26 is misleading in some of its facts.

Grant was the Republican presidential nominee in 1872. Greeley was the nominee of the Liberal Republicans and of the Democrats. He carried only Missouri, Kentucky, Maryland, Tennessee, Texas—not strong labor states.

Also on the ballot was an anti-coalition Democratic ticket of Charles O'Conor of New York for President and John Quincy Adams of Massachusetts for Vice President. They were on the ballot in twenty-three states. Prohibition candidate James Black was also on the ballot in many states.

Eugene H. Roseboom, author of *A History of Presidential Elections*, says of the 1872 election: "Never in American history have two more unfit men been offered to the country for the highest office." Roseboom wrote before the 1972 election.

ROBERT C. WILLSON
Journalism professor
George Washington University

Editor's note: Although other candidates were on the presidential ballot in some states in 1872, Greeley was the only candidate opposing Grant nationwide—in all the 37 states.

And, while it's now academic, the fact remains that Reagan's Labor Day claim—without modifiers or qualifiers—to being "the only president of a union ever to be a candidate for president of the United States" was false, something Reagan himself apparently recognized late in the campaign.

Greeley, the first president of the New York Typographical Union, did carry six states; the five mentioned by Willson plus Georgia. Greeley was a founder of the Republican Party and gave it its name, but broke with it to run against Grant. He was endorsed by the Democratic Party as well.

Puerto Rico settles with El Mundo

San Juan—The Puerto Rico Guild has reached a new three-year agreement with the financially troubled El Mundo, one of three Spanish-language dailies on the island.

Wages are frozen for the first six months of the agreement, effective Aug. 1, with salaries and top minimums going up by $27 a week over the remaining two and a half years of the term, taking the top for reporters, photographers, advertising salespersons and artists to $309.

The $27 increase comes in six increments, with $3 on Feb. 1, $4 each on Aug. 1, 1981, Feb. 1 and May 1, 1982, $5 on Feb. 1, 1983, and $7 on May 1, 1983.

The top minimum for circulation delivery managers goes to $277, that for printers, press operators, photoengravers, computer operators and cashiers goes to $257, while that for telephone operators, clerks, utility janitors and clerk-typists goes to $212.

The agreement guarantees a job without reduction in pay for all regular mechanical department employees in the event that the number of mechanical jobs is reduced.

A joint committee is created to study the working conditions of employees whose principal activity involves working on a video display terminal. The committee is to identify employees working on VDTs for a duration sufficient to justify an ophthalmological examination. The company is to pay for the examination and for the cost of glasses prescribed by the examining physician if the need for glasses was caused by operating the VDT.

The company payment to the pension fund is increased by $1, to $8.20 a week, and its monthly payment toward the cost of family health insurance is raised by $48, to $96 a month, over the term of the contract.

TNG's auditor examined the paper's books during prolonged bargaining for the new contract and confirmed company claims of substantial losses.



JOHN B. MITCHELL/Gary

'Electronic newspapers' in print

Norma Roth of Rockford, Susan Chicoine of Chicago and Judy Hildner of Pueblo examine literature on the emergence of experimental "electronic newspapers" following a seminar on the subject at the Midwest District Council's fall meeting Oct. 25-26 in Rockford. Ellis T. Baker, TNG administrative operations director, lead the session, as well as a similar one two weeks later at the Great Lakes District Council's quarterly meeting, in Cincinnati. At the end of the Midwest meeting, Roth announced her resignation from the council's presidency, effective immediately, for personal reasons. She had led the council since 1978. The council's annual elections will be at its winter meeting, Feb. 21-22 in St. Louis.

Southern Council re-elects leaders

Morgantown, W. Va.—Officers of the Southern District Council were re-elected without opposition during the council's fall meeting Nov. 1-2.

They are David Poling of the Mountaineer Guild, president; Alfredo Gonzalez, Jr., of Puerto Rico, vice president; Faye McCracken of Memphis, secretary, and Harold Julian of Knoxville, treasurer.

A $200 donation was approved to the Puerto Rico Guild for the recently concluded WAPA-TV strike and strike preparations in connection with San Juan Star negotiations. The council also voted to purchase a full page ad in the 1981 TNG Convention booklet being put together by the Memphis Guild, as the host local.

Keith Dix of the West Virginia University Institute for Labor Studies spoke on how to attract employees to membership and maintain members' interest in the Guild, emphasizing the need for an early and personal approach to new employees to gain their membership. Membership meetings should include a program that offers members an "opportunity for personal growth, a chance to learn something," Dix said, suggesting locals use films widely available on a variety of labor topics from the AFL-CIO, area labor councils and university labor-studies institutes.

Richard J. Ramsey, executive secretary of the IEB Contracts Committee, pointed out in a discussion of joint and co-ordinated bargaining that TNG conventions have urged increased interunion co-operation or joint or co-ordinated bargaining every year since 1965, except for 1974 when TNG's wage conference called on locals to initiate co-ordinated bargaining. This consistent policy is based on the fact that year in and year out the best Guild settlements are produced by joint or co-ordinated bargaining, he said.

The council scheduled its winter meeting for Lexington, Ky., some time in February.

$2,500 voted to Polish workers

Washington — TNG's International Executive Board voted a $2,500 Defense Fund contribution to the AFL-CIO Polish Workers' Aid Fund during its fall meeting.

That contribution, combined with those from nine locals, one district council and an individual member brought the total Guild contribution to the fund to $3,530 as of Nov. 11.

Board members approved the $2,500 contribution on a voice vote with no recorded dissent, though Vice President Roger L. Stonebanks of Victoria during discussion of the contribution questioned TNG's officers closely about it.

The total includes contributions from the San Francisco-Oakland Guild ($50), Buffalo Guild ($50), Manchester Guild ($50), Wilkes-Barre Guild ($30) and Albany ($25) Guild, $100 from the Midwest District Council and a $25 individual contribution, plus $700 from four other locals, reported in the Sept. 26 Guild Reporter.

The IEB also approved the following General Fund contributions during its fall meeting:

$350 to the Labour College of Canada; $290 to aid the Wyoming labor movement's effort to repeal that state's so-called "right-to-work" law; $100 to the Coalition of Black Trade Unionists; $150 to the Committee of 100—the NAACP's Legal Defense and Educational Fund; $125 to the American Civil Liberties Union, $100 each to the United Way of Ottawa and the United Way of Washington, D.C.; $50 to the League of Women Voters and $25 to the AFL-CIO Industrial Union Dept.'s "Made in USA" program.

The $100 for the United Way of Ottawa was added to the list of contributions on motion of Stonebanks. The other contributions were made on the recommendation of the board's Finance Committee.

Board members also voted to disburse their $200 "tardy fund" in contributions of $50 to each of four Guild units affected by strikes. Contributions were made to strikers in Wilkes-Barre, Vallejo and the Puerto Rico Guild's WAPA-TV unit and to members of the Boston Guild's Waltham News-Tribune unit who were fired last July when they refused to cross the picket line of striking ITU printers. The latter case is before the National Labor Relations Board.

TNG Secretary - Treasurer Charles Dale reported that since its summer meeting the IEB, by mail ballot, had approved contributions of $500 each to the National Urban Coalition and to the Council of Hemispheric Affairs. Board members authorized the contributions by a vote of 9½ "yes," one "no" and one-half "abstain," Dale said.

He also reported that TNG, locals and members have contributed a total of $3,381.72 to the AFL-CIO's Cambodia Crisis Campaign Fund. In a letter to Dale, John J. McManus, assistant director of the AFL-CIO's Community Services Dept., congratulated Guild members "for a fine piece of work" in contributing to the fund created to help ease the suffering of Cambodian refugees.

IEB backs boycott of Michelin

Washington—An international boycott of Michelin products was endorsed by the TNG's International Executive Board during its fall meeting.

Noting that both the Canadian Labour Congress and the AFL-CIO have "branded Michelin as 'unfair'," the board urged all Guild members and their families to boycott Michelin tires, Michelin-made Sears Allstate radial tires and all other Michelin products, including its travel guidebook.

The multinational tire company has declared that it intends to operate nonunion plants in the U.S. and Canada and has "gone to extraordinary lengths to beat back a United Rubber Workers organizing campaign in Nova Scotia," the IEB said.

They noted that Michelin had put pressure on the provincial government of Nova Scotia to enact a series of antiunion laws, "including one that requires a union to organize employees at all of a company's Nova Scotia plants, if they are 'interdependent,' before it can represent employees at any one of them." In the case of Michelin, the plants are separated by nearly 200 miles, the board said.

The IEB urged that Michelin's products be shunned "until the company deals fairly with employees seeking union representation."

IEB urges FOI enactment in Canada with little delay

Washington — TNG's International Executive Board has called on Canada's Parliament to enact "with minimal delay" the Freedom of Information bill introduced by the Liberal government of Prime Minister Trudeau.

The board, acting at its fall meeting, called the Liberals' introduction of the bill, similar to one introduced by the former Progressive Conservative government, "a welcome turn" and said it "goes a long way toward filling" Canada's need for legislation "opening up the files of government to public view."

The bill is "particularly noteworthy," the IEB said, for allowing "recourse to the courts when requests for information are denied."

The IEB noted that although the bill "is not without its flaws, including a burdensome fee system and an unduly long transition period that would allow five years for the law to become fully operative," the main concern is "early passage . . . in order to enshrine the freedom-of-information principle in Canadian law."

As the bill moves through Parliament, it should be possible to address its objectionable provisions, the board said.

3 days missed in Sudbury

Sudbury, Ont.—The Sudbury Star failed to publish Oct. 21 and Nov. 5 and 6 when most of the paper's employees—including 26 represented by the Northern Ontario Guild—spent their workshifts in meetings inside the plant.

All the employees' unions—the Guild, Typographical and Pressmen's—have been bargaining jointly with the Thomson paper since last spring.

The Guild and Typographical Union contracts expired April 30 and the Pressmen's agreement expired June 30.

A Guild representative said the company has made "no substantial responses" to any of the unions' proposals.

When two days of bargaining following the union members' Oct. 21 job action were unproductive, the 54 members of the three unions "acted" on Nov. 5 and 6.

After arriving at work, they gathered in the pressmen's lunchroom, where, following membership meetings, they studied, did homework and otherwise passed the time until the end of their shifts. Their paychecks were docked accordingly.

No bargaining sessions have been held since Nov. 5.

U.S. issues new booklet on noise

Washington—A new booklet describing the hazards of noise in the workplace and ways to minimize adverse effects is available from the Occupational Safety and Health Administration of the U.S. Labor Department.

Titled "Noise Control," it can be obtained from the Occupational Safety and Health Administration's Publications Office, Room S1212, U.S. Dept. of Labor, Washington, D.C. 20210. Single copies are free.

The warning that became a prophecy

REAGAN'S VICTORY A RERUN?

By HALE CHAMPION



This is reprinted, with permission, from the Nov. 6 Washington Post, which reprinted it then from its Aug. 15 editions because "it is even better the second time around."

Champion, now with the John F. Kennedy School of Government at Harvard, was for a time an undersecretary of Health Education & Welfare in the Carter Administration. A former reporter and Guild member in Madison, Milwaukee, Sacramento and San Francisco, where he chaired the Chronicle unit, he was a judge of TNG's 1978 Heywood Broun Award contest.



THE CONVERSATION about the presidential campaign this fall takes me back—in more ways than one. I once was an executive aide to the original Gov. Brown of California—Pat, not Jerry. In June 1966, Brown had been nominated for a third term. . . . The Republican nominee was a former actor and Goldwater fan named Ronald Reagan, who had just won a surprisingly easy primary victory over one George Christopher, a moderate-to-conservative Republican mayor of San Francisco.

Brown and his staff, myself included, were upset that the Democratic primary hadn't been more decisive. But we were all very pleased that Reagan was the Republican candidate. . . . That was because we feared Christopher could take the center away from us in the general election, and we didn't think Reagan could. Moreover, while we knew we were behind, we were sure we could count on Reagan to help us overcome our problems. You may have heard some analysis of the forthcoming presidential campaign that sounds like what we were telling ourselves 14 years ago.

You know the line: *Reagan is shallow, doesn't know anything about government. . . . That will get him in real trouble when we go after him in the campaign. . . . He uses nutty statistics and simplistic arguments. . . . The press will expose them and him. . . . He's so tied to the right wing as a former Goldwater and General Electric spokesman that he will be seen as demagogic and threatening by most Americans.*

You've already heard or read the rest at greater length. To complete the story line, I will add only that Reagan beat Pat Brown by more than a million votes. (This, of course, was the same Brown who had turned back the driving, slick, canny Richard Nixon by almost 300,000 votes fours years earlier.) And, at the same time, Reagan helped elect a lot of other Republicans who hadn't been given a chance.

We bused a lot of true-blue Democratic voters (and not all blue-collar ones, either) to the polls that fall and, as a result, we simply helped pile up the vote against us in areas where we wouldn't have believed it possible.

HOW DID this fellow do it? First, by not being stupid, by being what my mother used to call kitchen smart about what matters to voters and what does not—and by doing the homework that counts, as against trying to memorize the political and governmental encyclopedias. . . . He also proved himself as a quick, if temporary, study back then.

Whereas we had embarrased Nixon with local knowledge or complicated fiscal policy questions in 1962, in the general election we almost never caught Reagan with his mental briefing book closed, whether the planted question was about a dam in Yuba County or educational bond financing. We never thought his stock answers were better than ours, but sometimes they sounded a lot better to the voters. And even if he didn't recognize Giscard d'Estaing's name right away on national television earlier this year, who is to say enough people outside Washington care so that it will make any difference this fall? There are a lot of people even in Washington, in fact, who think that may sometimes be the best way to deal with the French.

Perhaps more important, Reagan almost always refuses to be threatening or to let his opponent make him look threatening. He doesn't attack head-on very often. He much more frequently makes wisecracks or pokes fun.

Most of the cracks aren't very fair, and some of them aren't very nice. But they work off the predictable resentments and emotions of his audiences, without requiring him to be harsh or abrasive. He is up there acting pleasant and reasonable while reaching, almost jocularly, for the resentments and emotions that hard times bring to the surface. Some of his hearers are quite ready to think uncharitable, sometimes even ugly, thoughts of their own, but his role is just to get them started, to give them the opportunity.

In 1966, he had Watts and Berkeley to run against in California, but he did it in a remarkable understated way. He got every single white vote there was to be had from the searing racial tensions that surrounded the Watts riot, before and after. He also got all the benefit of the social unrest about what was happening on the campuses, particularly at Berkeley. I can't remember his ever asking for them in any explicit, demanding way, however. Oh, he was firm and parental as well as jocular, but he was always quite nice about it.

If you've seen him shake his head, sometimes smiling, sometimes sad, about the incredibly imbecilic mistakes of big government off there in Washington, you've had the message. It is more in sorrow than in anger that he tells us about it, but it is quite understandable, even respectable, for the voter to be in a rage. Reagan sometimes gets a little indignant, as in the debate fiasco with George Bush in New Hampshire. But who wouldn't when he is being denied what he has paid for?

But what about those wrong figures, those odd, usually irreconcilable statistics? Won't he get clobbered in a national campaign? Well, the Los Angeles Times did a very nice piece on Reagan's use and abuse of figures in the primaries in describing how idyllic life was in California when he presided in Sacramento or from the ranch. I don't know on what page the original Los Angeles story ran, but the reprint was well in the back of the Boston Globe, and I haven't heard anything much about that sort of thing on the network news. The reality is that Reagan is about to suffer as much from quoting the Reader's Digest as the Digest has from publishing the stuff in the first place. The Digest makes a lot of money, and Reagan gets a lot of votes.

Ronald Reagan's strength is that he is the Reader's Digest of American politics. In both cases, their statistics and illustrations have a folklore character. They are, if I may use a nonword, factitious. The figures aren't very good, they often don't prove anything and sometimes they are barely tangential to the issue at hand. But they sound great, and they seem to strengthen the message by making it seem more real, even concrete. Further, like dates and nuts in otherwise not very edible bread, they make it go down better.

WHAT REAGAN did against a weakened foe in a restless, disillusioned time in California 14 years ago, I fear he can do nationally this year.

He either knows instinctively or has learned that you can get away with being a thundering conservative if you don't thunder.

He knows that he can even be reassuring to people whose interest or interests he may be threatening implicitly if he doesn't sound threatening or explain the consequences of his proposed actions in explicit detail.

And he knows that he doesn't need to be fiery about what the voters don't like, only to remind them of what makes them fiery—and to associate those disturbing ideas and attitudes and events with his opponents. . . .

The evidence both of the present and of 14 years ago is that Reagan isn't going to make it easy for us as Democrats.

Reagan pledges 'fairly regular' presidential press conferences

Los Angeles — President-elect Ronald Reagan said during his first post-election press conference here Nov. 6 that after he takes office "we'll do our utmost" to have press conferences "on a fairly regular and consistent basis," though he did not say how often that might be.

As he did so frequently during his campaign, when asked "how often" he will hold press conferences as president, he first said that that was a "detail" not yet settled, then pointed to his record as governor of California.

"If you look back at the record, we were—and I was—quite available as governor to the press, and consider this as a part of letting the people know what's going on in government."

Two days later, Ed Meese, 3rd, Reagan's chief of staff, told a Washington Star reporter that there will be no single press secretary in the Reagan administration, as there has been under President Carter and other recent Reagan predecessors.

Meese, who held a high position under Reagan as governor, said he sees four associate press secretaries with one an expert on national security, another on economic affairs, another on human services and another on resources and development.

"The press secretary now, because he is the principal spokesman, has become a power in his own right," Meese said, adding that "Jody Powell has become the second most powerful man in the White House. It won't be that way with us."

About the same time, Lyn Nofziger, who has been Reagan's official and unofficial representative with the press since the mid-1960s, said that his role will end Nov. 30.

"I had a discussion with Mr. Meese," Nofziger said, "and we made a deal. I will stay around until the 30th of November if he will leave me alone after that."

Nofziger had been thrust into a somewhat comic role at the end of Reagan's post-election press conference.

As the Washington Post reported it:

"In keeping with White House practice, Nofziger had asked a wire service reporter, in this case Terry Hunt of Associated Press, to end the news conference. Hunt tried, but Reagan, whose hearing has been diminished by an early movie accident, couldn't hear him.

"At Nofziger's gesture, Hunt tried again to say 'thank you, governor,' this time into a microphone. But the mike wasn't turned on and the show continued.

"Finally, Nofziger flung himself in front of the podium and told the new star and his supporting actor, Bush, that their time was up."

AP reported simply that Nofziger "stepped" forward and announced that there would be "no more questions," characterizing it as a "style . . . familiar to reporters who covered the Reagan campaign."

DAY BOOK

TNG and ITU Merger Summit Committees, joint meeting, Nov. 17-21, Washington.

TNG Special Merger Committee and ITU Merger Negotiating Committee, Dec. 8-12, Washington.

Middle-Atlantic District Council, winter meeting, Jan. 31-Feb. 1, Philadelphia (tentative).

Western District Council, winter meeting, Jan. 31-Feb. 1, Seattle.

Midwest District Council, winter meeting, Feb. 21-22, St. Louis.

International Executive Board, winter meeting, Jan. 26-29, TNG headquarters, Washington.

International Executive Board, spring meeting, April 27-May 1, TNG headquarters, Washington.

48th Annual TNG Convention, Rivermont-Holiday Inn Hotel, Memphis, June 29-July 3, 1981.

The Guild Reporter

CALM ACPS

LABOR PRESS AFL-CIO CLC

JAMES M. CESNIK, Editor

BARBARA E. NELSON, Assistant Editor

Published by The Newspaper Guild (AFL-CIO, CLC) twice monthly (generally second and fourth Fridays, occasionally two other Fridays after published advance notice), except monthly in February and December. $10.00 per year. Single copies, 50 cents.

Guild Reporter deadlines at 1125 15th St. N.W., Washington, D.C. 20005: News, Monday before publication; features and letters, Friday before publication. Letters limited to 200 words by TNG convention action.

POSTMASTER!—'Notice to Publisher Form 3579' should be sent to The Guild Reporter, 1125 15th St. N.W., #835 Washington, D.C. 20005. Publication #231580

ISSN: 0017-5404

Vol. XLVII, No. 20 November 14, 1980

The Newspaper Guild

1125 Fifteenth St. N.W., Washington, D.C. 20005

Area Code 202—296-2990

INTERNATIONAL CHAIRPERSON: HARRY S. CULVER

PRESIDENT: CHARLES A. PERLIK, JR.

SECRETARY-TREASURER: CHARLES DALE

AT-LARGE VICE PRESIDENTS: Elwood B. Bigelow, 28 Brentwood Rd., Cape Elizabeth, Maine 04107; William T. Davis, 4950 Cherry Ave., #126, San Jose, Calif. 95118; Robert C. Holt, Jr., 433 Dickens Ave., St. Louis, Mo. 63122; David M. Mulcahy, c/o Standard & Poor's Corp., 25 Broadway, New York, N.Y. 10004; Floyd Tucker, 570 El Dorado Ave., Oakland, Calif. 94611; Joyce Walker-Tyson, 19736 Littlefield, Detroit, Mich. 48235.

REGIONAL VICE PRESIDENTS: Region 1—Patrick Rushton, 74 Prospect St., Wilkes-Barre, Pa. 18702; Region 2—Carlos J. Sutton, 8528 Acorn Circle, Vienna, Va. 22180; Region 3—John B. Mitchell, 1115 N. St. Joseph St., Gary, Ind. 46403; Region 4—Carla W. Beck, 520 46th St. S., Great Falls, Mont. 59405; Region 5—Betsy Wade, 96 Park Terrace W., New York, N.Y. 10034; Canadian Region: East—John M. Lowe, 144 Broadview Ave., Toronto, Ont. M4N 2G2; West—Roger L. Stonebanks, 407-1571 Mortimer St., Victoria, B.C. V8P 3A7.

DIRECTOR OF FIELD OPERATIONS: J. William Blatz.

DIRECTOR OF ADMINISTRATIVE OPERATIONS: Ellis T. Baker.

EXECUTIVE SECRETARY, CONTRACTS COMMITTEE: Richard J. Ramsey.

CANADIAN DIRECTOR: William H. McLeman.

DIRECTOR OF RESEARCH & INFORMATION: David J. Eisen.

HUMAN RIGHTS CO-ORDINATOR: Hannah Jo Rayl.

INTERNATIONAL REPRESENTATIVES: William M. Brown, Leo J. Ducharme, Willard Hatch, Fred W.S. Jones, Harry L. McCormick, Luis Montanez, Jr., James H. Orcutt, G. Richard Pattison, Marshall W. Schiewe.