

Merger proposal tops convention agenda

Cleveland—The proposal for merger of TNG and the International Typographical Union tops the agenda of TNG's 50th Annual Convention, set to meet at the Bond Court Hotel here June 27-July 1.

In fact, the preliminary business schedule for the five-day meeting contains little that is not directly associated with the recommendation of TNG's International Executive Board that the

convention join it in ratifying the merger agreement.

The agreement is the product of five years of talks by special committees of the two international unions.

As of June 23, TNG had received credentials certifying that 54 Guild locals from across the United States, Canada and Puerto Rico were sending a total of 227 delegates and alternates to the convention, which also will fea-

ture an observance of the 50th anniversary of the Guild's founding.

More delegates and alternates were expected to be registered by the time the convention takes up the merger question as a special order of business for the entirety of its second day, and whatever time beyond may be necessary.

The merger agreement, approved unanimously by TNG's Special Merger Committee April

9 and by the same margin by the IEB 11 days later, would create a union of more than 70,000 working members and be the largest in North America composed primarily of newspaper employees.

The new union would be named the Media Workers International Union, ITU/TNG.

Convention ratification would be followed by submission of the agreement to the full Guild mem-

bership in a referendum this fall, probably in late September. There would be a simultaneous vote on the proposal by the ITU membership.

If approved by both unions' memberships, the merger would be effective with the new union's founding convention, early in 1984.

The agreement, also endorsed by all six district councils of

(Continued on Page 4)

Two more declare for IEB at large

Cleveland — On the eve of TNG's 50th Anniversary Convention here, Marie Shellock, president of the Youngstown Guild, and Stanley (Stan) Souza, president of the Hawaii Guild, announced that they will seek election as at-large TNG vice presidents.

In doing so they became the second and third nonincumbents and the fifth and sixth Guild leaders overall to announce that they will seek one of TNG's six vice presidencies elected from the membership at large.

Earlier, at-large incumbents William T. Davis of San Jose, Robert C. Holt, Jr., of St. Louis and David M. Mulcahy of New York said they will seek re-election while Carol D. McGarvey of Philadelphia said she is a candidate for an at-large seat [Guild Reporter, April 22]. At the same time, incumbents Dianne M. Martino of Manchester and Joyce Walker-Tyson of Detroit said they will step down when their terms expire in October. One at-large vice presidency currently is vacant.

Formal nominations for all elective TNG offices will take place on the final day of TNG's 1983 Convention, at the Bond Court Hotel here June 27-July 1.

Under TNG's Constitution, contests for all offices are resolved by membership referendum at the end of the summer while uncontested nominees are declared elected by the convention.

Going into this year's convention, announcements of candidacies posed the prospect of a contested election only for the vice presidency elected from Region 2, the U.S. South and Puerto Rico, where incumbent Charlie Ramis of Puerto Rico is not seeking re-election. Both Faye McCracken of Memphis and Thomas Dorney of Puerto Rico have said they will seek to succeed Ramis [Guild Reporters, April 22 and June 10].

Shellock, 32, a reporter with the Youngstown (Ohio) Vindi-

The

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AP agrees to \$2-million settlement of 10-year-old discrimination charges



PRINCIPALS HOLD NEWS BRIEFING TO DESCRIBE JOB-BIAS SETTLEMENT WITH AP

From left: Sidney Reitman, Wire Service Guild counsel; Alane C. Probst, Equal Employment Opportunity Commission trial attorney; Rachelle Cohen, editorial page editor of the Boston Herald; Shirley Christian, Pulitzer-Prize winning Latin American correspondent for the Miami Herald; and Peggy Simpson, economic correspondent for Hearst Newspapers.

New York—A negotiated settlement of nearly 10-year-old charges of race and sex discrimination against the Associated Press calls for the wire service to expend some \$2 million for back pay, an extensive affirmative action program and plaintiffs' attorneys fees.

The agreement, between the company, the Wire Service Guild, seven former AP employees and the U.S. Equal Employment Opportunity Commission, is believed to be the most extensive of its kind in the news industry.

It stems from a Guild complaint of race and sex discrimination filed with the EEOC in September 1973.

A separate settlement of charges that the company has discriminated against persons of Hispanic origin essentially duplicates the Guild settlement's provisions for blacks, except for back pay.

The proposed settlement of the sex and race discrimination case was submitted for approval of U.S. District Court Judge Pierre Leval on June 15. The court had designated the Guild and seven named plaintiffs as representatives of "classes" of women and blacks who had been employed by AP in news positions.

Both the Guild and the EEOC

(Continued on Page 2)

cator, is in her first term as local president after four years on its executive committee, as vice president and recording secretary in 1982 and 1981 respectively.

She also chairs the local's VDT committee, was on its most recent bargaining committee and has been one of its delegates to the

(Continued on Page 6)

'Powerful resurgence' at hand for newspapers, ANPA is told

By Richard J. Ramsey
Executive Secretary
TNG Contracts Committee

Las Vegas—"All the evidence points toward a powerful resurgence of the newspaper in America today," Walter E. Mattson, president and chief operating officer of the New York Times Co., told the June 14 general session of the American Newspaper Publishers Assn.'s Operations Management Conference and Exposition here.

Mattson was one of several conference speakers bullish on the newspaper industry. They predicted a decline in network television advertising due to an erosion of prime-time viewers.

The impact of cable TV has been on television networks, not

newspapers, speakers said, pointing to increased newspaper readership and circulation.

They foresee newspapers competing with direct-mail advertising by Total Market Coverage and similar distribution strategies.

"Newspapers are in an unparalleled position to win back market share from our competitors," Mattson declared.

"Television's share of audience is being reduced by cable and by the myriad other forms of telecommunications available to viewers.

"Magazines and radio are increasingly segmenting their market in order to succeed. And direct mail is in danger of fouling its own nest with the clutter of

its success. No matter in which direction you look, there are opportunities for newspapers. We serve the people who actively buy our papers and actively read our papers. We reach the active, thinking person—not the passive viewer or listener."

Craig Standen, president of the National Advertising Bureau, asserted that "the problem for television is that as cable grows, it increasingly splinters the TV-viewing audience. Cable penetration is now at the 35-percent mark and climbing."

"The hard evidence from audience research," said Standen, "shows that household income is dramatically higher in the heavy newspaper-reading households

(Continued on Page 5)

Two print unions merge July 1 3

Twin Cities, 'voice' get high marks 7

Solidarity Day III alert to locals . . . 6

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LABOR DAY

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SOLIDARITY DAY III

AP approves \$2-million discrimination case pact

(Continued from Page 1)

had filed suit against the company in federal court after earlier efforts to settle the charges had broken down.

The agreement establishes goals for hiring women and blacks in news jobs over the next five years.

It calls for 37 of the first 100 vacancies in the newperson category to be filled with women and establishes a 33 1/3 percent goal for hiring of women in the job thereafter.

Blacks should fill 5 percent of the vacancies in the newperson classification, according to the agreement, which notes that the 5-percent goal "represents AP's minimum commitment."

Through recruitment and training, "AP will endeavor to increase black representation on its news staff beyond the minimum commitment," the agreement also states.

It also establishes goals for placing women into foreign-correspondent, supervisor, executive and managerial positions and calls for efforts to increase the number of women assigned to the

Washington bureau and the New York general desk.

A back-pay fund of \$728,000 is to be distributed among those women who had been employed for a year or more in a news position with AP since Nov. 29, 1972.

A \$100,000 back-pay fund is to be distributed among black news employees on the same basis.

While individual payments will be determined by length of service, attorneys estimated the value of the back-pay award at \$400-\$500 for each member of the "classes," times years of service.

In addition, women employed in news jobs for 14 years or more will share another \$80,000 on the basis of at least \$375 per employee for each year or partial year of service beyond 14.

To train and recruit more black news employees, the agreement calls for the AP beginning in 1984 to conduct 13-week summer intern programs for six black students entering their senior year in college. Interns will be covered by the applicable minimum and

fringe benefits under the Guild's contract.

Interns successfully completing the training program will be offered permanent, full-time jobs as newpersons within four months after graduation and will be paid \$1,500 bonuses upon starting work.

A consultant named in the agreement is to be retained to design the training program and oversee its implementation.

The agreement also calls for company representatives to attend several black journalism conferences annually and to visit colleges to recruit black students.

In addition, it calls for the company to hire a black journalism professor for 13-week periods as a vacation relief or temporary employee for each of five years.

Wire Service Guild President William Morrissey said that in crafting the settlement, the parties had tried to "develop a program that will actually bring more blacks to the Associated Press."

The company is to set aside \$50,000 from which women pro-

moted during the five-year term of the agreement are to be paid \$1,250 each, with any money remaining at the end of the term to be shared by the promoted employees. It also creates a \$50,000 fund to pay for special management training programs for women.

It also calls for the company to post all job openings, conduct annual employee reviews for merit increases and give employees access to data placed in their personnel files.

The seven named plaintiffs and the Wire Service Guild will share in a \$90,000 pool "for reimbursement of expenses incurred and in recognition of the risks assumed and the efforts expended."

The individual plaintiffs, and their current positions, are: Shirley Christian, Pulitzer Prize winning Latin American correspondent for the Miami Herald; Ginny Pitt, editorial writer for the Portland Press Herald, Evening News and Maine Sunday Telegram; Rachelle Cohen, editorial page editor for the Boston Herald; Peggy Simpson, economic corre-

spondent for the Hearst newspapers; Frances L. Lewine, features editor for Cable News Network; Maureen Connelly, editor with Business Digest, a regional business publication in Maine; and Virginia Tyson, a reporter for the Los Angeles Times.

In 1973 when the Guild first initiated the complaint of discriminatory employment practices, about 7 percent of the AP's news staff was made up of women, while less than 1 percent of the staff was black. Today, women hold about 22 percent of the news jobs and blacks account for about 1.4 percent of the 1,091 domestic news employees of the AP.

The company disclaims that it was guilty of discrimination in the settlement agreement. The charges, however, were supported by analyses of hundreds of thousands of personnel documents that the plaintiffs subpoenaed from the company. The company raised numerous defenses in an effort to keep from turning over the data, including one that national security would be jeopardized if its files were reviewed.

Present and former employees who will share in the back pay awards include an estimated 600 women and 70 blacks.

Previous settlements of charges of discrimination in the news industry include back pay of \$246,000 for 567 women from the Washington Post; \$685,000 in back pay and \$549,000 for recruitment in settlement of race discrimination charges against the New York Times; and \$233,500 for 550 women as part of sex discrimination claims against the New York Times.

"This settlement will change the makeup of the AP's staff and its management to more realistically reflect the diversity of American society," said the Wire Service Guild's Morrissey.

Reports show affirmative action working

Washington—A pair of unpublished studies done by and for the Labor Department while the Reagan administration has been working to relax affirmative-action requirements for federal contractors show that the re-

quirements have been highly effective in bringing blacks, women and Hispanics into the workforce and opening higher-level jobs to them.

The studies were reported by Mary Thornton in the June 20

Washington Post.

The one by the Labor Dept. examined 77,098 businesses' hiring practices from 1974-80 and found that minority employment grew by 20.1 percent at firms with affirmative action programs, compared to 12.3 percent at other firms.

During the same time, employment of women increased by 15.2 percent at the affirmative-action companies, compared to only 2.2 percent at the others.

At affirmative-action firms, the number of black "officials and managers" also increased by 96

percent, compared to 50 percent at the others, while women in management increased by 73 percent, compared to 36 percent. White male managers at affirmative-action companies, meanwhile increased by 6 percent, compared to 7 percent.

The second unpublished report, by Jonathan S. Leonard of the University of Southern California, drew similar conclusions, Thornton reported.

It found that affirmative action has increased minorities "earnings as well as their employment and occupational status."

AP vehement in refusing proposals to forbid bias against homosexuals

New York—While Associated Press was reaching agreement with the Wire Service Guild and the Equal Employment Opportunity Commission settling charges of discrimination against women and racial minorities, it was vehemently rejecting proposals by its employees' unions to ban job bias against homosexuals.

The vehemence of AP's rejection of those proposals provoked severe criticism in the homosexual-advocacy press across the United States and spurred a move toward formation of a caucus of homosexual employees of the wire service.

Both the Guild and the United Telegraph Workers proposed that a ban on employment discrimination because of an employee's sexual preference be added to the contracts during the talks that led to recent tentative agreements. [Guild Reporter, June 10].

Such a ban was added to TNG's Collective Bargaining Program by the 1977 Convention and was added to the Wire Service Guild's contract with United Press International in a settlement reached in January.

The ban was one of seven items in the settlement singled out as "unusual" in a Jan. 17 memo to AP broadcast executives and chiefs of bureau by AP Vice President and Director of Newspaper Membership James

W. Mangan. The memo suggested that AP "members and prospects" for membership would be interested in seeing the items in the memorandum.

For the AP to refuse to ban discrimination against homosexual employees "was bad enough," said Wire Service Guild President William Morrissey, "but for the company then to go out and tell newspapers and radio stations that UPI was not a good company because it did not discriminate is absolutely absurd."

In May, when the Telegraph Workers also proposed to ban discrimination against homosexuals in bargaining that was being co-ordinated with the Guild, an unsigned AP bulletin was posted nationwide attacking the Guild's proposal "because of unanswered questions."

"If the contract included the proposal on 'sexual preference or affectional orientation,' would the AP be barred from discharging a child molester or a rapist?" it asked.

"Last week," it continued, "the AP pointed out that 'sexual preference' indeed could be work-related and, therefore, a legitimate basis for personnel decisions."

"The company posed the hypothetical question of whether a male transvestite—a male homosexual attired in women's clothes—would be the appropriate AP

reporter assigned to the White House," the management bulletin said.

A subsequent letter from three "AP newsmen who happen to be gay" published in the May 18 issue of the Guild's nationwide AP shop-paper, "17," charged that the management bulletin demonstrated "why the gay men and lesbians who work for AP" need the contractual protection.

"We are not child molesters, transvestites or any other fantasy the AP cares to dream up," the letter said, continuing:

"We come to work in business suits and street clothes. We work on CRT terminals next to other staffers, both male and female. In short, we are professionals who are indistinguishable from any other employee in outward appearance or mannerisms."

"Isn't it odd . . . that the UPI White House correspondent has not shown up in drag?" because of the sexual preference portion of the UPI contract, they asked.



STEVE VELASKI/Great Falls Guild

'Media superstars' competition

Sports announcer Steve Schnall of KFBB-TV, Great Falls, Mont., prepares to peddle off in the tricycle relay, one of several events in a "Media Superstars" competition sponsored by the Great Falls Guild June 5. Proceeds from the competition brought the local \$100 towards its scholarship fund. The scholarship, \$200 for a student at the University of Montana School of Journalism, has been made annually for the past 30 years in memory of former Guild member Robert Struckman. Employees of local radio and television stations were matched against Great Falls Tribune employees. The broadcast employees were declared the winners after the final event, a tug-of-war.

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DISCUSSING LATIN AMERICA FREE PRESS STUDY

From left, Kenneth W. Ellingwood of the Council on Hemispheric Affairs, TNG President and COHA Chair Charles A. Perlík, Jr., and Larry Birns, COHA's director.

Merger of Pressmen, GAIU wins overwhelming approval

Washington — Merger of the Graphic Arts International Union and the International Printing & Graphic Communications Union will become effective July 1 following overwhelming approval of the merger by the memberships of each union.

Merger of the two unions into the Graphic Communications International Union (GCIU) was hailed by leaders of both as creating the largest union in the graphic communications industry, with a combined membership of 200,000. A minority is employed in the newspaper industry, however.

Members of the GAIU, who voted between April 20 and May 27, approved the merger by more than 4 to 1—43,872 to 10,286.

Members of the IP&GCU, who voted on May 11, approved the merger by more than 3½ to 1—

49,627 to 13,474 votes.

Official tally of the vote in each union was on June 8.

The presidents of the two unions—Kenneth J. Brown of the GAIU, who will become the merged union's president, and Sol Fishko of the IP&GCU, who will become GCIU president emeritus—signed the merger agreement on June 9.

Under the merger agreement, the product of talks that began in the spring of 1982, the new union will be governed initially by a total of 20 fulltime officers—10 from each union—and 28 part-time, regionally elected councillors—14 from each union. Together they will comprise a General Board. These will be reduced during a nine-year transition period to 10 fulltime officers and 12 councillors, all elected in 1992 without regard to membership in either predecessor union.

The GAIU has for some time had the 14 regional positions but there was no analogous group within the IP&GCU.

Terms of office in the new union will be four years and it will hold conventions every four years as well, the first late in 1984.

The new union will operate from the GAIU headquarters building in downtown Washington. The IP&GCU has been operating from rented space in the building for several months.

Initial per-capita international dues in the new union will be the same as those in each predecessor union.

Current GAIU per capita ranges from \$2.85 a month, for members whose weekly day scale is less than \$125, to \$9.50 a month, for members whose week-

ly day scale is \$700.01 to \$725.00. The entire amount goes to the General Fund.

Current IP&GCU per capita ranges from \$2.87 a month, with \$2.05 going to the General Fund, to \$7.93 a month, with \$4.12 going to the General Fund. The low amount is paid by news vendors and carriers; the high amount by journeymen newspaper press operators.

The dues structure cannot be changed until after the 1984 convention, to be scheduled between Aug. 1 and Oct. 30, and then only by referendum or convention action.

Throughout the nine-year transition period, through a system of weighted voting, each predecessor union will have equal voting strength at all levels within the new international, from the General Board through conventions.

Both Brown and Fishko predicted that the merger will produce broader horizons for workers in the fast-changing graphic communications industry.

"Now there will be a single union offering even better representation for workers than either one of us could have offered in the past," said Brown.

Fishko said the two unions had "every reason to merge, particularly with the onslaught of today's vast technological advances" in the industry.

Both the GAIU and the IP&GCU are themselves the products of earlier mergers.

The GAIU evolved from the Lithographers, the Photoengravers and the Bookbinders; the IP&GCU from the Printing Pressmen and the Stereotypers.

Hemispheric press freedom tallied

Washington—The governments of El Salvador, Guatemala, Uruguay and Argentina had the worst records as violators of press freedoms among Latin American governments in the past year, the Council on Hemispheric Affairs (COHA) has reported in releasing a survey analyzing Latin American governments' treatment of journalists in their countries.

The 30-page booklet, "A Survey of Press Freedom in Latin America," was issued jointly by COHA and TNG. TNG President Charles A. Perlík, Jr., is chairman of COHA.

The booklet documents widespread mistreatment of journalists in the first of what is to be an annual report on the status of press freedom in the southern half of the hemisphere, COHA said.

Its survey also found the governments of Belize, Bolivia, Costa Rica, the Dominican Republic, Jamaica and Venezuela generally more respectful of press freedom, COHA reported, noting that each of those countries has a civilian, democratic form of government.

COHA singled out the governments of Nicaragua, Mexico and Peru as ones to be watched in the area of press freedom, pointing out that while those governments had "left the press largely unmolested," they recently had "displayed worrisome trends towards a tighter grip over the news."

In an introduction to the report, Perlík said that "in no other part of the world is a career in journalism more dangerous or psychologically debilitating" than it is in most Latin American countries. "It has become almost axiomatic that to report . . . government sanctioned atrocities is to invite similar treatment," Perlík observed.

To practice the craft of journalism in countries such as Argentina, Chile, Paraguay, El Salvador, Guatemala, Haiti and Uruguay "can be done only at great peril," he said, while noting that although "violence is not the usual technique of control in leftist societies, 'press freedom' is a meaningless abstraction in Cuba and Grenada, and is heavily qualified in Nicaragua."

Perlík also pointed to the "quiet and systematic" means employed to control the dissemination of information in Latin

America. Many governments influence the news through economic penalties and incentives such as taxes, bribes, government-sponsored advertising and control of newsprint supplies, he said.

Citing El Salvador and Guatemala as two of the "worst offenders" in abusing the press, COHA cited the killing of 13 journalists in the past three years, "most at the hands of security forces or government sponsored death squads."

Violence in El Salvador "has taken over the role of censor, effectively screening dissent from the domestic press and instilling

fear in the hundreds of foreign reporters who work there," it charged.

Likewise, in Guatemala a reign of terror has enforced "harsh press restrictions," including a prohibition on reporting about the country's civil war except to relay official accounts, COHA said.

Meanwhile, in Argentina and Uruguay the press is "tightly tethered" by government closure of publications, arrests and threats made against journalists, COHA observed.

Stephen L. Baker and Kenneth W. Ellingwood of COHA's staff prepared the report.

Disclosure of So. African abuses urged

Dublin, Ireland—The International Federation of Journalists has called for renewed efforts to inform "world public opinion" of ever-tightening restrictions on news workers, the press and unions in South Africa and has itself pledged to intensify efforts to examine first-hand conditions of journalists, the press and unions in Poland.

At the same time, the international secretariat of unions representing journalists condemned the publication of the spurious Hitler diaries in Germany, England and France as well as so-called "check-book journalism" in general.

The actions were taken by the IFJ Executive Committee at its spring meeting here May 31-June

Units vote strike ok in San Francisco

San Francisco — More than 500 Guild members at the San Francisco Chronicle, Examiner and their joint publishing company voted without dissent June 15 to give San Francisco-Oakland Guild bargainers authority to call them on strike if it becomes necessary to obtain equitable new contracts.

The members have been working under terms of contracts expired since Dec. 31. The local on June 8 charged before the National Labor Relations Board that the managements have been bargaining in bad faith [Guild Reporter, June 10].

3. TNG was represented by its president, Charles A. Perlík, Jr., and by its international chairperson, Harry S. Culver of the Wire Service Guild.

In one of three resolutions on South Africa, the IFJ leaders pointed particularly to "continuing and worsening harassment" of members of the Media Workers Assn. of South Africa, the union of blacks, and condemned the government's banning of its publication, MWASA, "and the further displacement, detainment and torturing of black journalists."

The IFJ leaders also expressed "alarm" over South Africa's new "Protection of Information" law, under which two editors and one reporter have been convicted; the expulsion of one foreign-born journalist and threats to others; and the establishment of a new "media council . . . which could eventually be used in the banning of publications or even journalists."

The committee also pointed to reports that the owner of the Rand Daily Mail is considering changing it in ways that would end its "vigorous role as a defender of press freedom and campaigner for the voiceless and underprivileged."

It called upon South African Associated Newspapers, the owner, to "support the paper to the maximum" and to maintain its character and voice unimpaired.

The South African actions followed a lengthy report on difficulties facing both MWASA and

its counterpart union of whites, the South African Society of Journalists. The difficulties, reported Pat Sidney of the SASJ, are caused both by government actions and publishers' "union-bashing" and resistance to good-faith bargaining with the unions.

On Poland, the committee instructed IFJ President Ken Ashton of Great Britain and Secretary-General Theo Bogaerts of Belgium to aim to have the fact-finding mission completed and a report widely disseminated before the next meeting of IFJ leadership, in the fall. The mission was called for by the IFJ's World Congress last spring.

The forged Hitler diaries were published because "all journalistic care and responsibility towards the public were neglected," the executive committee said in a res-

olution introduced by Darl Geibel of West Germany.

It expressed the IFJ's support for the editorial staff of the magazine Stern "in their fight for journalistic credibility," pointing out that the staff "had no part" in the diaries' publication.

It also expressed the executive committee's support for the efforts of the German unions, Deutsche Journalisten-Verband and Deutsche Journalisten-Union, in the furor over the diaries.

In other action, the executive committee designated repressions of the press in Turkey as the subject for the 1983 IFJ international "day of action" in the fall. Earlier observances were centered on South Africa and Poland.

It also expressed support for Portuguese journalists and their unions in resisting censorship.

OK nuclear freeze, Senate urged

Washington—TNG has called upon Senator Charles H. Percy (R-Ill.) and the Senate Foreign Relations Committee he chairs to set in motion the machinery for approving a resolution calling for a verifiable and bilateral nuclear freeze.

Urging immediate approval of Senate Joint Resolution 2, TNG President Charles A. Perlík, Jr., expressed "deep concern over the threat to our very survival posed by the continued proliferation and stockpiling of nuclear weapons."

He pointed out that delegates to TNG's 1982 Convention, acting on that concern, had issued a call for an "immediate bilateral freeze on the production, testing and deployment of nuclear weapons," an initial step toward "a reduction and elimination of the world's nuclear arsenals."

Perlík urged Percy to give the resolution the highest priority. "All of our futures are at stake," he said.

Merger pact tops convention agenda

(Continued from Page 1)

Guild locals, would merge the structures and operations of TNG and the ITU at the international levels by consolidating and melding the unions' policies, procedures, staffs and other resources.

A four-year transition period of shared leadership from the predecessor unions would begin with a full-time executive council of seven members, four from the ITU and three from TNG, plus a part-time governing board of 32 members, 17 from the ITU and 15 from the Guild.

After the four years of transition there would be a five-member, full-time executive council and a 14-member part-time general board, all elected without regard to the predecessor unions.

In addition:

✓ Dues would not be increased for members of either predecessor union as a result of merger, with the international dues of former ITU members actually reduced to 0.75 percent of straight-time earnings, ITU international dues currently are 1 percent of earnings plus \$1.

✓ While mergers of local unions would be encouraged, they would be matters of local option requiring referendum approval by the membership of each local involved.

✓ Policy-making conventions would be held annually, with each local's votes being the total of its membership plus 50.

✓ International policy would be to respect picket lines, with payment of defense fund benefits to members who do.

ITU President Joe Bingel is scheduled to address the convention during its third day.

The night before, at the traditional convention banquet, there will be an observance of the 50th anniversary of the founding of the American Newspaper Guild.

That observance will include appearances by surviving delegates to the Guild's Founding Convention—in Washington on Dec. 15, 1933—as well as by leaders of the international union and leaders and charter mem-

bers of the host Cleveland Guild, TNG Local #1.

Beyond the merger question, the IEB is making a minimum number of other recommendations to the convention, with the latter restricted to financial and constitutional proposals the IEB considers essential.

Chief financial proposal would extend for another year the 85-15 percentage apportionment of per-capita payments between TNG's General and Defense Funds.

On the convention's final day, there will be nominations for all TNG elective offices: International Chairperson, President, Secretary-Treasurer, six at-large

vice presidents and seven vice presidents elected from geographic regions.

All three incumbent top officers, three incumbent regional and three incumbent at-large vice presidents have announced that they will seek re-election, while two at-large and two regional vice presidents have announced their retirements.

Two persons have announced for one of the regional seats being vacated and one for the other, while three local leaders have announced for the three at-large vice presidencies open because of resignation or retirements [See story, Page 1].

Lines are drawn on ITU council

Raleigh, N.C.—The fifth and final member of the International Typographical Union Executive Council reportedly has declared his position on the proposed agreement for merger of TNG and the ITU and in doing so has made the count on the council three in favor and two opposed.

ITU 1st Vice President Robert S. McMichen announced his opposition to the merger proposal during the spring meeting of the Virginia-Carolinas Typographical Conference here in mid-May, delegates reported.

Even so, he continued in his column in the June Typographical Journal only to raise critical questions about specific provisions of the merger proposal, as

he had in his May column, without stating flatly whether he supports or opposes the agreement. He did, however, pledge to discuss "alternatives" to the ITU-TNG agreement "later."

Earlier, ITU President Joe Bingel, 2nd Vice President Robert L. Wartinger and 3rd Vice President Allan J. Heritage all announced that they support the merger agreement, while Secretary-Treasurer Thomas W. Kopeck said he is as opposed to this agreement as he was to the earlier one. That earlier one was withdrawn from the ratification process in December after Kopeck produced ITU membership projections that made its financing provisions inadequate.

Bingel declared his support in a joint statement with TNG President Charles A. Perlik, Jr., when the two announced jointly in April that a new, amended agreement had been completed, and reprinted the announcement verbatim in his column in the May Journal. He also stated his support in a letter accompanying the agreement text sent to all ITU members.

Heritage and Wartinger have made known their support both in their Journal columns and in meetings with ITU leaders and members across the continent, with Heritage espousing the merger most vehemently and attacking Kopeck's opposition vociferously in both forums.

Heritage was particularly critical in his June column of Kopeck's the month before labelling the initial international dues structure in the merger proposal "an absolute ripoff of Typographical Union members."

The agreement provides that initial international dues for

members of former Guild locals be the same as the per-capita rate in TNG at the time of merger—\$9.64 since May—and increase annually according to the formula in TNG's Constitution.

At the same time, monthly international dues for members of former ITU locals in the merged union would be 0.75 percent of straight-time wages, to a maximum of \$845 a week.

Kopeck ran a short table of examples.

It showed that ex-ITU members earning \$600 a week would pay \$19.50 a month to the new international; those making \$500 a week would pay \$16.25; those making \$400 would pay \$13.

Heritage pointed out that Kopeck ignored the fact that the proposed international dues for former ITU members actually would be a reduction from the amount they currently pay the ITU. ITU international dues are 1 percent plus \$1.

Guild Reporter calculations show that the initial rate in the merged union for ITU members making the amounts cited by Kopeck would result in a dues reduction of 27.8 percent, or \$7.50 a month, for the \$600 a week member; a reduction of 28.3 percent, or \$6.42 a month, for the \$500-a-week member; and a reduction of \$5.33 a week, or 29.1 percent, for the \$400-a-week member.

The merger agreement also provides for further reductions in ITU members' international dues in line with operating-cost efficiencies realized through the merger until, in combination with annual increases in Guild amounts, international dues for members of both predecessor unions become the same.

Letter-signing empties newsroom

Lexington, Ky.—Editorial employees of Knight-Ridder's Lexington Herald-Leader emptied the daily's newsroom for 15 minutes on June 7 in support of the Lexington Guild's quest for a new contract.

Promptly at 5:15 p.m., Guild officers led the employees out of the newsroom while publisher Creed Black and editors watched.

The employees descended two stories to the second-floor cafeteria where they signed a letter to Black urging him to make an equitable offer for renewal of the Guild contract, expired since May 31, 1982.

"You should know," said the letter to Black, "that procrastination . . . in negotiations will not

cripple the Guild. It will result in more anger and more turnover."

The employees—Guild members and nonmembers alike—also gave themselves a round of applause for executing a unified job action. "I turned around and looked as we left the newsroom," said Lexington Guild President Linda Foley. "Except for one or two people, there were no employees left—just dumbfounded editors."

The June 7 job action came after management proposed to take away job security rights for Guild employees in the newspaper's TelePress project. The Guild secured contractual rights for those employees in an arbitration settlement.



Lexington's parking lot saga continues

Latest efforts by the Lexington Herald-Leader to discourage use of the daily's employee parking lot as a shortcut around a nearby, controlled intersection include chains across one of the lot's entrances, above, and, more recently, installation of "speed bumps" inside the lot itself, right. The paper tried the devices after a county judge dismissed some 40 traffic citations issued by city police after publisher Creed Black requested city help in controlling use of the lot [Guild Reporter, May 27]. The daily's latest parking-lot control devices are demonstrated by Linda Smith, secretary-treasurer of the Lexington Guild, one of several employees ticketed earlier.



Dailies

Las Vegas—"In the rapidly changing, ever-expanding world of newspapering," more and more newspapers are "expanding their scope—bringing total communications operations into the 21st century," said American Newspaper Publishers Assn. President William C. Mar-

"Newspapers today are involved in cable television, low-power television, videotext, and satellite communications," Marcell said in his keynote address June 13 to the 55th ANPA Operations Management Conference and Exposition.

And it's "not a passing fancy" involving only a few newspapers, said, pointing to a recent ANPA National Advertising Bureau survey. It showed that 48 percent of responding dailies are now operating or planning to launch new telecommunications ventures in the next five years, said Marcell, who also is publisher of the Fargo (N.D.) Forum.

"There are more than 115 newspaper/cable ventures underway [more] since our gathering in 1978," he said. And you can bet that the time we get to Atlanta next year the number will be even bigger, he said.

A conference symposium, "Telecommunications—A New Market for Newspapers," featured speakers from four dailies and the ANPA.

Three of the former described newspaper's cable-TV projects: the fourth described distribution of news and advertising to personal computers via telephone lines.

Jane Wilson, ANPA telecommunications industry specialist, told several hundred symposium participants that telecommunications ready a \$75 billion a year business is expected to double in 1988.

Carolyn E. Fessler, electronic information services manager for the Las Morning News, explained how she put together a "low-cost video production" for cable-TV by reusing the "underutilized resources" of newspaper's files, drawers and

Production costs for the video-taped, twenty-minute cable program total \$2,500 per show, five of salaries for the two-person department responsible for putting show together, Fessler said.

The program, carried by the school district's educational channel and placed on public access channels of five local cable systems, is composed of news, entertainment, sports features and reviews of restaurants and movies.

Fessler suggested begging for a rowing camera, tapes and editing facilities from cable systems' community access facilities. "We beg

Ad lineage

Washington — Advertising among many of the public news companies was up in April 1983, the fifth consecutive month of lineage, industry analysts John Morton and Bruce Throp report in the Morton Research Newsletter.

Preliminary estimates by the paper Advertising Bureau of advertising volume in the first quarter of 1983, meanwhile, show that expenditures in daily newspapers rose by 12.2 percent, to \$4.4 billion.

The NAB reported gains in categories of advertising in each of the three months of the quarter, with largest gains coming in March.

For the quarter, expenditures on national advertising were up 10 percent, to \$655 million, retail

oom into 'total communications'

promoters to send us film clips for movie reviews. We borrow tapes shot by other news or private organizations," Fessler said.

"We saved a pile of money," she said, "using someone who works at the paper as our on-camera talent."

Although Federal Communications Commission rules governing educational programming "put limits on how often we can exactly say 'The Dallas Morning News' within the program, we have ways of insuring promotional value. We interview reporters, editors, columnists. We use slides of the newspaper. We leave little doubt that this is a newspaper's newsmagazine," said Fessler.

Robert L. Anderson, cable news service editor of the Louisville Courier-Journal and Times, described an experimental teletext system which, by use of a hand-held decoder, permits the viewer to select the programming he or she wants to view.

Anderson said the Louisville teletext test "is riding free on the [newspapers'] cabletext project and newspaper support staff."

Teletext, in the last of its four test phases at Louisville, will be shut down next month, said Anderson, and the next few months will be spent looking at the results, but he shared some of his preliminary thinking with the audience.

"In a few years cabletext will be a fossil," he said, explaining that it is visually "static," frustrating to consumers to have to wait for information, and that its graphics are unsophisticated and "likely to stay that way given the high cost of better graphics in relation to cabletext's revenue potential."

Anderson does not see teletext taking over in the next year or so. It is a "developmental medium," he said. The decoders are currently priced at about \$2,000, much too high for a mass medium.

Operating expenses for a basic teletext business would be about \$500,000 annually plus the cable-channel lease charge, he said.

He estimates that the revenue from teletext could reach about \$4 million, however, assuming 10 percent penetration in the Louisville area—about 25,000 households, each paying \$1.50 weekly.

"If 450 to 500 people a day are paying \$1.10 to put up cable classified ads that at best are likely to reach about 20 percent of 110,000 cable subscribers," Anderson said, "let's assume that double that number would pay \$2.50 to reach teletext users." The revenue would be about \$910,000 a year, he calculated.

Display advertising, although not carried in the experimental Louisville teletext system, could produce another \$1 million in annual revenue, he said.

Newsday operates a 24-hour, seven-day-a-week cable television program of text and video, explained Julie Raynor manager of videotex services for the Long Island newspaper.

The video programming consists of a nightly one-hour news show and five weekly feature and public affairs shows, relying heavily on newspaper staff reports and editors, Raynor said.

Advertising includes 30- and 60-

second spots; classified text ads, as well as display ads created on a Telidon graphics creation terminal.

After a year of allowing personal-computer users access to the Spokane Spokesman-Review and Chronicle's "electronic editions," the papers will begin charging subscribers \$19.95 a month beginning Aug. 1.

"We hope to have 300 users who will pay," said Shaun Higgins, director of electronic publishing for the Spokane newspapers.

The papers ran an article a year ago about the experiment and 100 personal-computer users signed up immediately, said Higgins. The system operates Monday through Saturday, from 6 a.m. to midnight. Ten categories of information have been made available including news briefs, sports scores, weather, consumer items, quizzes, film times and private-party classified ads. Access to the newspaper's computer is via telephone.

According to the newspapers' survey, the audience for the electronic editions averaged 39 years of age, and had annual incomes of \$32,500 or more. The user was likely to be a professional, administrator or technician with "primary interest in hard news" and "secondary interest in advertising,

with employment ads" the favorite. The users showed "virtually no interest in astrology and surprisingly little in sports," said Higgins.

A news editor has been hired to devote full-time to the electronic edition and a "fair share" of the cost of use of the newsroom computer and other basic services will be assessed to the electronic edition.

The newspapers will place marketing materials in computer stores and will encourage salespersons to use the newspapers' service to demonstrate their equipment.

The Spokane system can index more than 720 classifications of information and more than 1.5 million words. Information providers for the system will include the Associated Press, the Spokane newspapers, five farm magazines published by Cowles Publishing Company (owner of the Spokane papers), plus several universities, businesses and other institutions, particularly in the areas of science and medical news.

In the near future, said Higgins, the Spokane system will experiment with transactional services enabling subscribers to order merchandise through the system.

"We are now talking to a bank, a department store, computer outlets—even a pizza parlor—about selling their wares directly through electronic editions."



SYMPOSIUM AT ANPA CONFERENCE EXPLORES MARKET FOR 'ELECTRONIC NEWSPAPERS'

Robert L. Anderson, editor of the Louisville Courier-Journal and Times cable news service, second from right, fields a question.

'Powerful resurgence' predicted for newspapers

(Continued from Page 1)

than it is in heavy TV-viewing households."

"The networks are losing their share of the affluent audience and the business that goes with it."

Pay cable TV "will continue to attract upscale viewers at a higher pace" and video cassette recorders and tape "allow viewers to match viewing hours to their leisure time," Standen said.

"As viewers gain more control over their television environment, the problems for TV advertisers are going to worsen. And that's good for newspapers."

pending grow

by 12.2 percent, to \$2.9 billion, and classified was up by 15.4 percent, to \$1.3 billion.

First-quarter after-tax profits of the 13 publicly traded newspaper companies tracked by the Morton research team rose by 33.9 percent on average. Revenues for the quarter were up by an average of 16.4 percent.

Analysis of the first quarter performance of these publishing companies plus seven others in the U.S. and Canada for the Industry section of the Officers' Report to TNG's 1983 Convention showed an average increase in first quarter after-tax profits of 36 percent. The revenues of the 20 companies in the first quarter rose by an average more than 11 percent [Guild Reporter, May 27].

A good part of the growth of direct-mail advertising "comes at the expense" of newspaper preprint advertising, Standen warned, however.

He complained that the increase in direct-mail advertising is an "aftermath of changes in third-class postal rates."

The U.S. Postal Service this spring set bulk third-class rates at \$74 per thousand pieces—down from \$79 in November 1981—with the weight per piece at 3.91 ounces—up from 3.28 ounces in March 1981.

To send nearly a quarter-pound package of advertising costs a mailing house 7.4 cents, while it costs 20 cents "to write a letter of protest to my congressman," Standen said.

"Remember that the distribution-network newspapers now have in place is a major organizational resource, much like our capacity to manage news and information," he said.

"Many newspapers have launched TMC products of their own, offering ROP (run of press) and insert advertisers the opportunity to extend their reach to nonsubscribers. Some of this circulation is handled by the regular carrier force or by separate distribution companies, but increasingly, newspapers are looking to the Post Office as the delivery agency for these products," according to Standen.

"In 1982, daily newspaper circulation reached 62.4 million, the highest level since 1973, and Sunday circulation is at an all-time high," said Standen.

New technology has paved the way

to brighter, more colorful and more attractive newspapers, he said.

"New technology should also allow us to continue to improve our distribution flexibility. Total Market Coverage is one way. Selective distribution—that is, reaching predefined households in a market—is another. Different advertisers want different distribution options, and we should be the medium that provides them. That's how we'll remain number one."

"So instead of new technology replacing newspapers, newspapers can and are using new technology to give their readers a better product," Standen said.

In a welcoming address to the general session June 13, Earl Johnson, general manager of the Las Vegas Review-Journal, said, "We have utilized advanced technology to increase and improve our productivity. Consider what we have accomplished in just a few years—laser platemakers, pagination, high-speed automated presses, microwave and satellite transmission, and more. . . . We are improving the quality, the timing and the look of our product."

Also in welcoming the registrants, Mike Sharruf, advertising director of the Las Vegas Sun, predicted that "if anything, cable will bury television." Sharruf described the Sun's total market coverage distribution system, which utilizes second-class mail, as a system "no direct-mail firm will be able to compete with."

The New York Times' Mattson called the Standard Advertising Unit

system, endorsed in April by the boards of both the ANPA and National Advertising Bureau, one of several steps for the industry "to take advantage of the greatest opportunity for increased advertising lineage any of us may see in our careers."

The new standards to take effect July 1, 1984, establish a six-column format with each column 2 1-16 inches wide with a 1-8-inch gutter between columns. The inch will become the unit of measure for the depth of newspaper advertising.

"Now, if an advertiser wants to buy space, or if a young hot-shot wants to go out and sell space in your paper, they don't have to know the mysteries of picas, points and agate lines," Mattson said.

Under the new standards, the number of SAUs will increase to 57 from 25.

Mattson urged newspaper executives to begin to prepare to switch to the new advertising standards.

Implementing the standards may require changes in all departments of the newspaper, Mattson pointed out. In the newsroom, a change in page and column width may call for a graphic redesign, and the counts for headlines and captions may change. In advertising, new rates must be set and the new formats sold to advertisers. And, in accounting and electronic systems, computer programs will need to be changed and invoices and contract forms will need to be revised to reflect the new SAUs and measurement of inches, Mattson said.

Sacramento Union key set for \$632

Sacramento — The top minimum for key advertising, editorial and maintenance employees covered by the Central California Guild's contract with the Sacramento Union is raised by \$56.31, to \$632.97 a week, in a new two-year contract.

The \$56.31 increase—for reporters, photographers, artists, desk persons, electricians/machinists and advertising salespersons—comes in increments of \$25.93, to \$602.59 a week, from May 9 and \$30.38 effective next May 7.

An upgrading for sports assistants raises their top minimum by \$81.73 a week, to \$295.08, over the contract's term.

Night differential for employees on shifts beginning after 8 p.m. is raised by \$1.55, to \$3 per shift immediately, and by another \$1 next May 5, to \$4 per shift.

Life insurance coverage is increased by \$5,000, to \$15,000.

Improvements in health insurance include a boost in lifetime maximum benefits to \$1 million, from \$100,000, addition of a \$75 allowance toward the cost of a biennial physical examination and a \$200 per year allowance for diagnostic tests, with major medical applying beyond \$200.

A third health maintenance

organization option is added and the company's payment toward the cost of HMO coverage is increased. A pre-paid dental plan option is also added.

A change in the pension plan provides for accrual of pension benefits through age 69, up from 64, and provision is added for voluntary payroll deduction for Individual Retirement Accounts.

Provision also is added for consulting with an employee before making major changes in a by-lined story when time permits.

The agreement also calls for Guild-company consultation before purchase of any new video display terminals.

Other increases and resulting new minimums include:

Advertising telephone salespersons—Up by \$38.58, to \$442.25 a week, in increments of \$17.28 and \$21.30.

Maintenance II — Up by \$43.54, to \$495.59 a week, in increments of \$19.70 and \$23.84.

Library and editorial copy clerks, messengers — Up by \$24.90, to \$295.08 a week, in increments of \$10.61 and \$14.29.

Advertising and service department clerks, amusement desk persons — Up by \$36.81, to \$423.18, in increments of \$16.42 and \$20.39.

Union reports circulation overstated

Sacramento—While the Central California Guild was bargaining a new agreement with the Sacramento Union, the Scaife-owned paper announced in a page-one article that it had "discovered apparent irregularities in its reporting of circulation figures."

The company said it had asked the local district attorney to investigate and requested a special audit of its circulation figures by the Audit Bureau of Circulation.

Subsequently, the company an-

nounced that its daily circulation for the six months ended March 31 was 87,660, down from the average daily circulation of 111,650 reported to the ABC for the six months ended last September 30.

The Sacramento Bee has reported that current and former employees of the Union have said that home delivery dealers were regularly furnished 200 to 300 extra copies of the paper which they were expected to dump at recycling centers.

Locals urged to ready for Solidarity Day III

Washington—U.S. Guild locals have been urged to begin making preparations immediately for participation in Solidarity Day III events being planned for Labor Day by local labor federations with co-ordination by the AFL-CIO.

Parades, rallies and other demonstrations will be held in more than 130 locations across the country; some in conjunction with traditional Labor Day parades.

Like Solidarity Day I—the September 1981 march on Washington—and Solidarity Day II—the November 1982 march to the polls—Solidarity Day III will give union members the opportunity to demonstrate their united support for the labor movement's domestic political goals.

It will begin labor's "mobilization for the 1984 elections" and be the "first step in building the organizational structure . . . to carry a united labor movement into the primaries and caucuses and . . . on to victory in the general elections," AFL-CIO President Lane Kirkland said.

TNG President Charles A. Perlik, Jr., meanwhile, has called on U.S. Guild locals to appoint a representative to local AFL-CIO city and state federations or cen-

tral bodies planning events in their locales and to begin planning "now to assure a big Guild turnout."

"Guild locals responded in gratifying fashion to Solidarity Day I, many turning out sizable delegations for the Washington demonstration," Perlik wrote to U.S. local leaders June 9. "Solidarity Day III will be observed much closer to home, and we hope for a turnout many times larger."

Cities in which there are Guild locals and in which Solidarity Day III demonstrations are planned include:

Indianapolis and Terre Haute; Chicago and Rockford; Detroit; Minneapolis and St. Paul; Madison, Sheboygan and Kenosha, Wis.; St. Louis; Baltimore; Cleveland, Columbus and Cincinnati; Wilkes-Barre and Philadelphia; San Antonio; Knoxville and Memphis; San Francisco and Los Angeles; Buffalo and New York; Boston and Worcester; and Providence.

Bumper stickers, buttons, posters and T-shirts carrying the message "Across America—We Will Be Heard," are available from local AFL-CIO bodies, as are six-minute promotional films.



Getting 'the news' at the New York Post

Edwin R. Egan, New York Guild executive vice president, right foreground, brings New York Post unit members the news June 8 that the paper agreed to reinstate a circulation employee it fired twice within a week over the same alleged breach of an unwritten company

policy [Guild Reporter, June 10]. Unit members were gathered in the Post newsroom seeking information about the discharge from Joy Cook, unit chairperson, center foreground, gesturing. The grievant, Thomas Maher, is standing between Egan and Cook.

Two more declare themselves for at-large vice presidencies

(Continued from Page 1)

Great Lakes District Council since early 1980.

A Guild member since joining the Vindicator staff in 1977, Shellock also was a participant in TNG's first residential seminar for new local officers in 1982 and has been a delegate to the last three TNG conventions.

Souza, 49, is an ad salesperson for the Honolulu Star-Bulletin and Advertiser and has been president of the Hawaii Guild for 15 years. He has been on the local's executive committee for 22 of his 24 years as a member of the local.

He also is in his third year as vice president of the Western District Council and is in his 15th year as one of his local's delegates to the six-union Hawaii Newspaper and Printing Trades Council. He has attended most of the annual TNG conventions since 1969.

Other announced candidates going into the convention include: TNG President Charles A. Perlik, Jr., International Chairperson Harry S. Culver and Secretary-Treasurer Charles Dale, all seeking re-election to their respective offices.

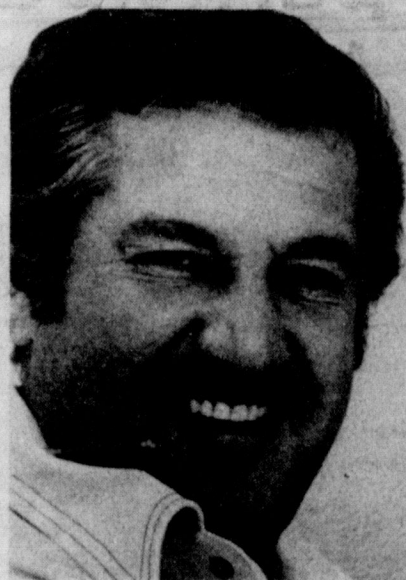
Following the Souza and Shellock announcements, Linda Foley of Lexington, chairperson of the Guild Unity Committee which endorsed all six winning candidates for at-large vice presidents two years ago, said she expects McGarvey, Shellock and Souza will join Davis, Holt and Mulcahy, Culver, Perlik and Dale as the group's endorsed Guild-wide candidates this year.

For the other vice presidencies elected regionally, Larry D. Hatfield of San Francisco-Oakland, the U.S. West; Richard M. Peery of Cleveland, the Midwest; and Thomas R. Hiltz of Boston, the Northeast are all seeking re-election—and Lee C. Clifford of the Canadian Wire Service Guild will seek the seat from Eastern Canada being vacated by John M. Lowe of Southern Ontario (Toronto).

In addition, Region 5 (New

York City) incumbent Barbara Yuncker has announced she will not seek re-election [Guild Reporter, June 10]. There has been no candidate announced to fill

that seat nor the seat from Western Canada, held by Roger L. Stonebanks of Victoria, who has not revealed his own intentions in this year's elections.



Stanley (Stan) Souza
Hawaii Guild president



Marie Shellock
Youngstown Guild president

IT

**SEEMS
TO US**

Absence of Perlik visage disheartens this member

FAIR OAKS, CALIF.

Editor:

After repeatedly perusing my May 27 Guild Reporter, I was disheartened to find no photo of Charles A. Perlik, Jr., in it. Heretofore there had always been one (1) and quite often two (2) Perlik pix to sustain me. I did spot his name in a couple of headlines, but it's just not the same somehow.

I'm hoping that you share my understandable concern at this oversight and will see to it that it doesn't happen again.

JERRY W. JACKSON
Sacramento Bee Unit
Central California Guild

Editor's note: "Understandable concern," indeed. And ours in-

creased immeasurably when we checked the 22 issues during the preceding 12 months and discovered that there was no photo of Perlik in seven of them (31.8 percent), that his photo appeared on Page 1 in only three of them, if you count the back of his head in one issue, and that he did not appear in 187 (89.5 percent) of the 209 photos published in those 22 issues overall.

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.

Letters relating to elections or referenda to appear in the issue immediately preceding distribution of ballots and subsequent issues preceding the voting shall contain no new charges.

'Voice' gets high marks in Twin Cities

By Marilynn J. Taylor
Twin Cities Guild

Minneapolis

THE TWIN CITIES Guild gets strong approval from its Minneapolis members for its worker participation program at the Minneapolis Star & Tribune and it gets high marks from both Minneapolis and St. Paul members for its overall effectiveness as a union, according to a recent survey.

The survey, which sought to evaluate the worker participation program and assess its effects on the union, was conducted last July by Thomas A. Kochan, a professor of industrial relations at the Massachusetts Institute of Technology's Sloan School of Management. The response rate exceeded 50 percent. It is part of a larger study of worker participation and local unions being done in co-operation with the Labor Policy Institute of the AFL-CIO's Industrial Union Dept.

**95% of the total sample
wanted a say in the way
work is done and its quality**

Worker participation started in Minneapolis a little over a decade ago with the establishment, through the Guild contract, of joint labor-management committees in the newsrooms of the Star & Tribune. The committees dealt with non-contractual issues, ranging from the installation of bike racks and consultations on appointments of supervisors to a complete redesign of the Star.

The level of support for the program and for the union expressed in the survey was encouraging to local Guild officers, since just three months

Taylor, a veteran of 11 years with the Minneapolis Star and Tribune before their merger in April of 1982, has spent the last year studying under the University of Minnesota's Hubert H. Humphrey Institute Reflective Leadership Program, working on a book and working as a free lance.

before it was taken the Minneapolis members went through the sudden and traumatic merger of the two papers which seriously threatened the worker participation program.

Newsroom members of the Guild in Minneapolis and at the two St. Paul papers were sent questionnaires, and several Guild officers and members of the Minneapolis Worker Participation Committee (WPC) were interviewed for the MIT study.

St. Paul newsroom members were included as a comparison group because they did not have an active WPC at the time. (A provision for such committees was negotiated into the St. Paul contract in 1976; one was established in the clerical departments, and one in the newsroom just now has been organized.)

The survey focused on four areas:

✓ How much say members wanted in quality of work life (QWL) and other employment issues;

✓ How much they thought they actually had;

✓ How they felt about their jobs;

✓ How they viewed the Guild's overall performance.

Both groups desired some or a lot of say in QWL issues. For example, 95 percent of the total sample wanted a say in the way work is done and its quality.

The two groups also showed strong interest in

influencing decisions on traditional bread-and-butter issues, such as wages and grievance handling.

The Minneapolis members showed greater preference than St. Paul for participating in the strategic issues of hiring managers and supervisors, promotions, salaries and the investment of profits and other spending.

For both groups, the perception of actual influence on these issues was less than the desire for influence. For example, about half of the total sample said they have some or a lot of say in how work is done and the quality of it, compared with 95 percent who said they wanted a say.

BOTH GROUPS expressed high general satisfaction with their jobs, an attitude worker participation processes are often expected to enhance. That the majority of newsroom Guild members are in jobs that by their nature provide a good deal of autonomy could account for the lack of difference between the two groups.

Finally, members were asked to rate the Guild's performance on QWL, bread-and-butter, strategic and administrative issues.

More than 80 percent of all respondents said they are satisfied or very satisfied with the Guild's overall effectiveness and feel the union is doing a good or very good job in representing its members on the bread-and-butter issues. The union also got similarly strong approval for informing members about the local's activities and for giving them a say in how the union is run.

On QWL and strategic issues, the Guild received much stronger approval from Minneapolis members than from St. Paul members. Some examples:

✓ Getting management to listen to workers' suggestions, 77 percent in Minneapolis compared to 36 percent in St. Paul;

✓ Representing worker interests in management decision-making, 78 percent compared to 46 percent;

✓ Getting workers a say in how they do their jobs, 58 percent compared to 29 percent;

✓ Getting workers a say in the business, 57 percent in Minneapolis compared to 16 percent in St. Paul.

These differences indicate that the Guild's

**Worker participation . . .
'is an important channel
for union influence'**

ability to represent its members in management decision-making is perceived as greater in Minneapolis than in St. Paul, where there was not a worker participation program.

THIS SUGGESTS, according to the MIT survey report, that the worker participation program in Minneapolis "is an important channel for union influence, and . . . is most likely responsible for some, if not most, of the differences" between the responses of the two groups of members.

The report concludes that the Minneapolis Worker Participation Committee "is a long-standing labor-management participation committee that has survived several threats to its existence and has proven to be an effective supplement to the collective bargaining process."

Worker participation system survives Minneapolis turmoil

Minneapolis

WORKER PARTICIPATION continues at the Minneapolis Star & Tribune, though events of the past year have not made it easy.

First came the merger of the Star and the Tribune in April of 1982. The turmoil of that had barely subsided when more layoffs were announced on Oct. 6, and Charles W. Bailey, who had been editor of the Tribune for more than nine years and who was a major supporter of worker participation, resigned in protest.

Less than a month later, publisher Donald Dwight was fired by John Cowles, Jr., chief executive officer (CEO) of Cowles Media, which owns the newspaper. Cowles then became publisher.

But on Jan. 28, Cowles himself was fired from his positions as CEO and publisher by the board of directors, and Roger Parkinson was promoted to publisher from deputy publisher. Parkinson had been publisher of the Buffalo Courier-Express, which the Cowles organization bought in 1979 and folded in 1982.

Finally, on March 21, Joel Kramer, the former executive editor of the Buffalo paper, was named executive editor of the Star & Tribune.

During all of these changes and since, numerous reassignments of supervisors and staff have been made in the newsroom, further roiling the waters.

Still, the Worker Participation Committee (WPC) has been meeting and working on such things as the possibility of using so-called quality circles.

And, before Kramer was named editor, a Guild committee that included a number of WPC members met with the new publisher to discuss the kind of editor the staff would like. Worker participation came up during the discussion. Parkinson mentioned he had been co-chairman of a labor-management committee in Buffalo, which had representatives from all the unions in the plant. He said the experience had been interesting and useful, according to John Carmichael, Twin Cities Guild executive secretary.

Kramer attended his first WPC meeting in Minneapolis about two weeks after he came to the paper. Steve Brandt, a reporter and co-ordinator for the Guild side of the WPC, said Kramer responded to some Guild concerns "probably more actively" than some other managers would have.

IN ADDITION, a half-day conference is planned during which the whole WPC will talk about the participation process.

However, Brandt cautioned, the jury is still out on how committed the new management is to the process.

Meanwhile, a labor-management committee has been organized in the newsroom at the Knight-Ridder chain's St. Paul Dispatch and Pioneer Press.

Improved communication was on the agenda of the first meeting. David Hall, executive editor, two managing editors, the editorial page editor, and several other editors attended from management.

Bruce Nelson, president, and John Carmichael, executive secretary, attended the meeting along with ten other Guild members on the labor-management committee.

Perlik, Carmichael study 'QWL'

Cambridge, Mass.

TNG PRESIDENT Charles A. Perlik, Jr., and John Carmichael, executive secretary of the Twin Cities Guild, were among some three dozen union leaders who participated in a conference here June 19-21 which examined preliminary results of several studies involving "industrial relations systems in transition."

Among the studies examined was one on the "quality of work life and the union movement," which included the survey of Twin Cities Guild members at the Minneapolis and St. Paul dailies

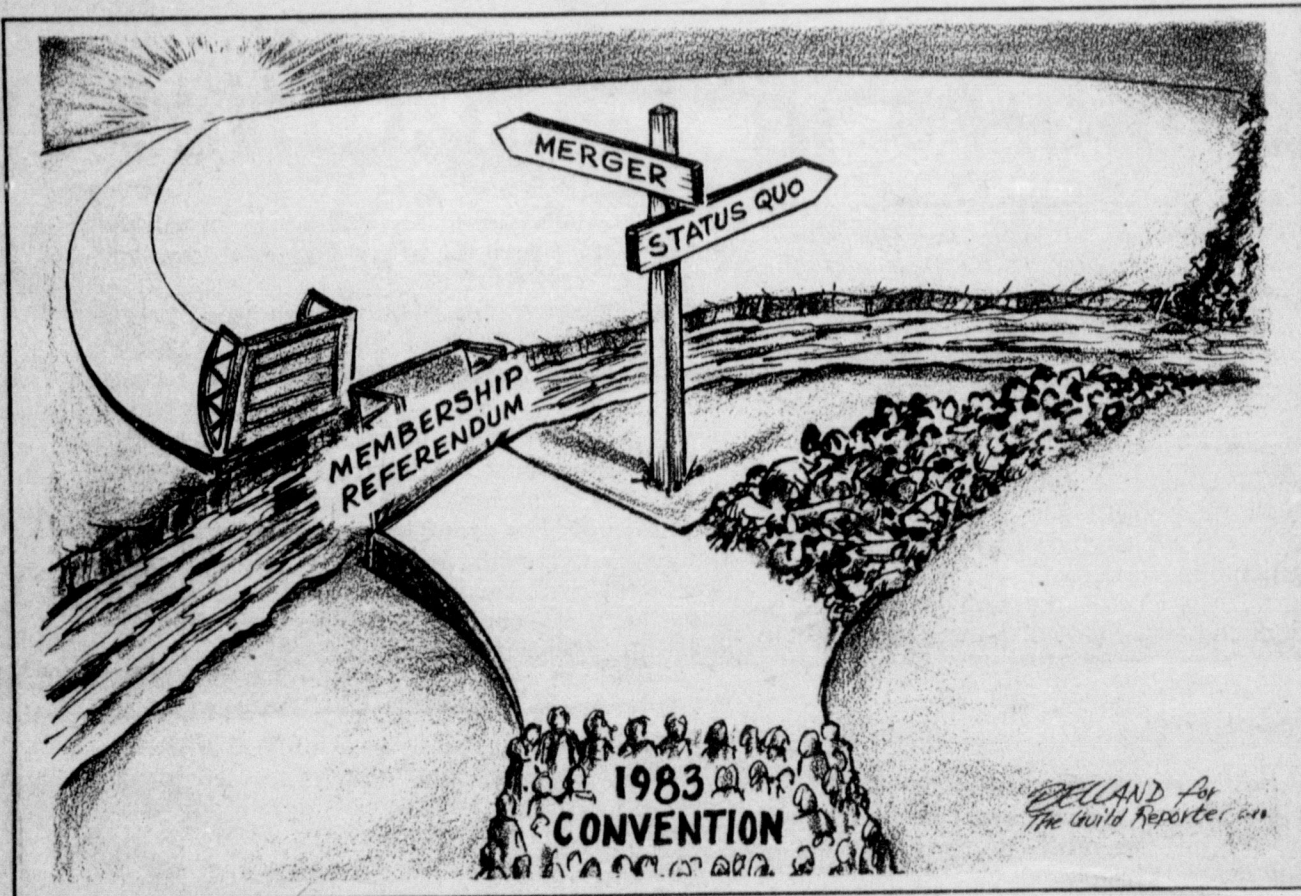
conducted last summer.

The conference was sponsored by the Massachusetts Institute of Technology's Alfred P. Sloan School of Management.

Other areas explored included the state of union organizing efforts, the nature of the non-union company, concession bargaining and unions' involvement with world-wide businesses.

Other participants included leaders of the AFL-CIO, its Industrial Union Dept., the Auto Workers, Machinists, Steelworkers, Clothing Workers, Communications Workers and the Mine Workers.

DECISION '83



DATELINE: OTTAWA

Publisher huffing is failing to deter chain-control legislation in Canada

By HUGH WINSOR, Canadian Wire Service Guild

DESPITE A LOT of huffing from publishers and some death-bed conversions to press councils, James Fleming, the Canadian cabinet minister responsible for newspaper policy, is pushing ahead with legislation that will have a major impact on Canadian newspapers, especially the two major chains, Thomson and Southam.

While it is likely the proposed legislation will be a long time gaining parliamentary approval, the details of the government's policy will probably be made public within the next two weeks.

It will be the government's response to the Kent Royal Commission on Newspapers, initiated after Thomson and Southam simultaneously closed the Ottawa Journal and the Winnipeg Tribune and rearranged the ownership of the Vancouver dailies.

Mr. Fleming has been a favorite target for publishers ever since he outlined his general policy thrust over a year ago. They have attempted in the public debate to equate freedom of the press with the freedom of publishers, and with some limited success.

The publishers have not hidden their distaste for any government scrutiny or involvement in their operations.

For his part, Mr. Fleming has raised the level of rhetoric, referring to the publishers' "club" as a group more concerned about profits than about quality journalism. He has accused them of wanting to be judge and jury in their own case.

Mr. Fleming's increasingly aggressive tone suggests he is now

confident he has the cabinet behind him at least for the proposal to limit the growth of newspaper chains.

Even Mr. Fleming, though, admits that the 20 percent limit applying to the chains amounts to closing the barn doors after most of the horses have fled.

(The chains can not acquire any more daily newspapers as long as they control newspapers totaling 20 percent or more of the average total daily circulation in the country.)

Newspaper chains now control 77 percent of the readership in the English media and 90 percent of the readership in the French dailies. "But, at least we will put the chains on notice they can't go any further," Mr. Fleming says.

THE CANADIAN Newspaper Bill also will have a provision to discourage non-media conglomerates from expanding into daily newspapers.

At the least, the bill will attempt to separate editorial direction from a conglomerate's commercial interests, but Constitutional restrictions make this part of the legislation almost unworkable. It will have more psychological than legal value.

There already have been three hearings involving a part of the policy to limit further cross-ownership between broadcasting and publishing interests. (This policy did not need legislation to be implemented.) But there have been no decisions yet on renewed broadcast licenses for the three major companies involved.

The part of the policy that still

has the most question marks, however, is the Fleming proposal for a national press advisory council, made up of equal representation by publishers, working journalists and the public.

While the publishers want no part of the proposed council, journalists have been less hostile, though they still are concerned. Many Canadian reporters agree with much of the criticism in the Kent Report, but have been reluctant to speak out because, as Mr. Fleming has noted, "they're scared stiff for their jobs."

Nevertheless, they do not want a government presence in journalism that could eventually lead to pressures on what they write or that could bleed off credibility.

On the surface, Mr. Fleming's proposed council would limit government's role to financing and to appointing a chairman if the journalists and the owners cannot agree. But the fear is that any legislated council could be the edge of the wedge of direct government involvement.

Mr. Fleming has been ambiguous about whether the national council will go ahead if the various provincial, publisher-inspired councils are beefed up. Clearly the publishers see them as a way of forestalling a legislated council.

EVEN THE Globe and Mail, which has a long history of disdain for press councils, has joined one.

Most Canadian journalists wish Mr. Fleming well and many have been prepared to meet him privately and offer advice. But they see the overwhelming constraint on better journalism to be publisher stinginess on editorial budgets, an area where no government can or should have much influence.



International Executive Board, fall meeting, Oct. 24-27, Toronto.
Middle-Atlantic District Council, fall meeting, Nov. 5-6, New York.
Western District Council, fall meeting, Nov. 5-6, Bakersfield, Calif.

As they put it

Heywood Broun's dream

The Guild's 50th Anniversary Convention may be its most fateful.

Delegates who assemble in Cleveland, home of the Guild's Local No. 1, will be voting on perhaps the most critical question to face the Guild in its history—merger with the International Typographical Union.

The merger agreement on which delegates will vote—and which will go before the Guild's membership in a referendum if the delegates approve—is the product of five long years of difficult negotiations and hard thought. It provides, we firmly believe, the formula for a viable new union that will be able to effectively meet the challenges of new technology, advance its members' economic interests and organize new sectors of our industry.

With 70,000 working members, it would be the largest union in North America made up primarily of newspaper employees. And it would bring us a giant step closer to the realization of the dream of Heywood Broun, the Guild's founder and first president, who looked forward to the day when "we will have a union in newspapers in which we will have complete organization up and down the line, everybody in the city room, in the mechanical departments and in the business office, as well."

As an anniversary year . . . 1982-83 was a good one for Guild members as well as the union as a whole. Despite the recession, average money gains and the average increase in the reporter top minimum were the second best in Guild history.

Organizing was on the upswing, too, with 16 new groups, containing more than 600 employees gaining representation. . . .

—From the Officers' Report to TNG's 1983 Convention.

A more perfect union

The message that we ought to take home . . . is that all of us are going to do everything possible to work with our brothers and sisters to form a more perfect union.

We take home a renewed commitment to bring all workers a voice in their economic and political fate and, through a union, a degree of industrial democracy on the job.

We pledge that the struggles of our brothers and sisters are our struggles. Whatever they need, we will provide—through picket line assistance, through boycotts, through rallies, through other forms of support.

We pledge to end discrimination of any type at all worksites. And we will have an Equal Rights Amendment.

We pledge . . . to put an end to the double-breasted contractor and the union-busting consultant.

We pledge to be ever mindful that what is won at the bargaining table can be lost in the halls of Congress or in the legislatures. . . .

Together, we can build a more perfect union and a more perfect nation.

—AFL-CIO Secretary-Treasurer Thomas R. Donahue concluding 1983's AFL-CIO regional conferences, June 10, Kansas City.

The Guild Reporter



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Independent rates up \$50

Wilkes-Barre, Pa.—A new two-year agreement between the Wilkes-Barre Guild and the Sunday Independent raises all minimums and salaries by \$50 a week.

The across-the-board increase comes in two increments of \$25 each, with the first retroactive to Dec. 26 and the second effective Dec. 25, 1983.

The \$50 increase takes the top minimum for reporters and dis-

play advertising salespersons to \$509.75 a week.

The top minimum for bookkeepers is raised to \$417.75 a week, that for clerks, typists and "general help" rises to \$395.10 a week and that for office, copy and proof messengers goes to \$377.85.

The company's payment to the pension plan is raised by \$5 a week, to \$15, over the contract's term.

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