

Double digit\$ seen for '84 and beyond

FIRST-QUARTER reports show that earnings growth of publicly traded U.S. newspaper companies averaged 25 percent, bolstering predictions that 1984 will be another year of solid, double-digit performance for the industry.

The first quarter of 1984 was the fifth consecutive quarter of better-than-20-percent earnings growth for the newspaper companies tracked by industry analyst John Morton.

Morton's research team has predicted that solid earnings gains will continue through 1985, forecasting average earnings growth among the newspaper companies of 18 percent

The text of this and accompanying material on Pages 4 and 5 is adapted from the Industry section of the Officers' Report to TNG's 1984 Convention. Prepared by TNG's Research & Information Dept., the section analyzes the business performance of the newspaper and magazine industries in the United States and Canada.

for 1985, as well as 1984, "barring a significant economic slowdown."

In 1983 the newspaper industry had gains in revenue and profits that exceeded projections. It was a year that proved, again, that newspapers not only feel the recessionary squeeze later but recover from it sooner than most industries.

Expenditures for advertising in newspapers in the United States rose by 16.3 percent, to \$20.58 billion, in 1983, according to estimates by the Newspaper Advertising Bureau. Spending for newspaper advertising topped projections by nearly a billion dollars, and the 16.3-percent increase was more than double 1982's 7 percent

rise in advertising expenditures.

Analysis by TNG of the after-tax profits of 14 publicly traded U.S. newspaper companies shows an average increase of more than 29 percent in 1983, bettering forecasts for the year of earnings growth in the 15-to-20-percent range.

The rise in profits of newspaper companies was steady throughout 1983, "remarkably steady," the Morton research team reported earlier this year. Pointing to average earnings growth among the companies they track of 33 percent in the first quarter

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The GUILD REPORTER

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Vancouver 'ok' brings strike end

Vancouver — The Vancouver-New Westminster Guild's 950-member Sun and Province unit began returning to work May 22 after ratifying a new three-year contract with the papers, ending the last of the strikes that had kept the Southam dailies closed since March 28.

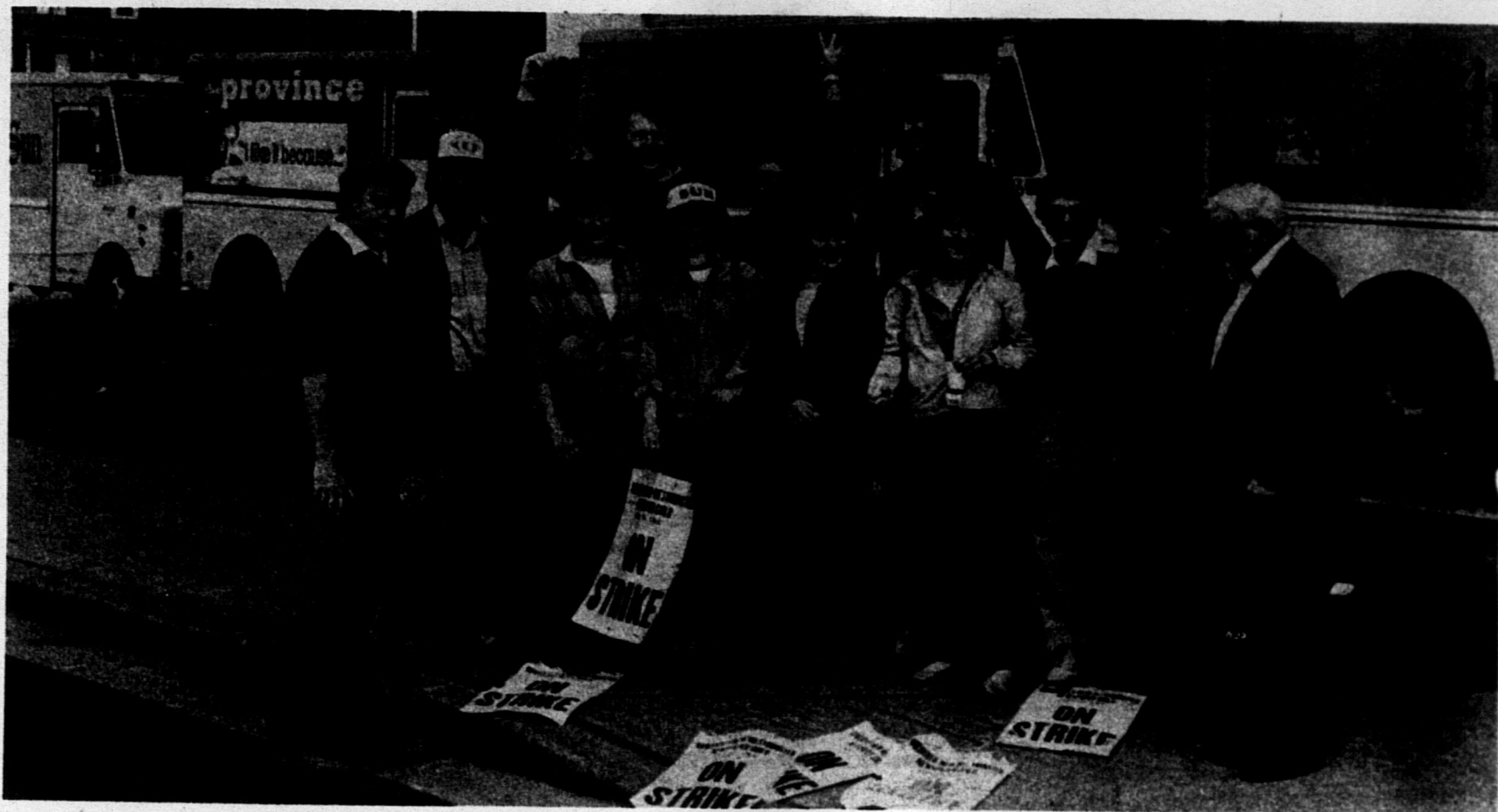
The new contract, approved by 91 percent of those casting ballots in a 26-hour voting period May 18-19, raises the key top minimum by \$126.05 a week over the term, taking it to \$827.59.

Earlier in the week, Guild-unit members had rejected a settlement proposal that would have increased minimums by the same amounts—5 percent in each of the first two years and 7 percent in the third—but failed to address several other areas of concern to Guild-covered employees.

Additions to the proposal that won ratification included a new seniority definition, agreement on a regular program for testing video display terminals and the clarification of several other provisions of the contract.

The economic package is patterned on settlements between Victoria newspaper unions and the Times-Colonist reached April 28.

Vancouver craft unions, which were first to strike the papers, ratified agreements including the same percentage increases May 10.



GUILD MEMBERS DISCARD PICKET SIGNS AFTER NEW PACT RATIFIED AT VANCOUVER SUN AND PROVINCE
Joining Vancouver-New Westminster Guild pickets are TNG Canadian Director William H. McLeman, left; Sec'y-Treas. Charles Dale, right.

Guild members' May 13 rejection of the first proposed settlement followed the recommendation of their bargaining committee that the offer be turned down. The Guild unit had struck the papers April 11 after honoring craft-union picket lines for two weeks.

The \$126.05 increase for reporters, photographers, outside advertising salespersons, computer programmers and circulation district advisors comes in increments of \$35.08, \$36.83 and \$54.14. The first increase, from March 1, takes the top minimum to \$736.62.

The new seniority definition ensures that any staff reductions be in the order of least seniority within job classifications on a plant-wide basis. The seniority definition was a "pivotal point" in the settlement, a local representative said, explaining that plant-wide application of seniority would be a significant factor should one of the papers close in the future.

A ban on dismissals resulting from "organizational" changes, such as the introduction of new processes, is updated to protect

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Vancouver pact cancels higher dues

Washington—Ratification of a new Guild contract at the Vancouver Sun and Province brought an end to the local's strike against the papers and cancellation of a Guild-wide period of full-regular-dues payments that had been set to begin in June.

An end to payments of TNG strike benefits to 950 Guild members in Vancouver came before the assets in TNG's Defense Fund dropped below \$4.5 million, TNG officers explained in a wire to Guild locals notifying them to cancel plans to implement the higher dues.

A period of higher-dues payments among working Guild members is automatically triggered under TNG's Constitution whenever Defense Fund assets fall below \$4.5 million.

Editors tell of pagination and shrinking back shops

By Richard J. Ramsey

Executive Secretary

TNG's Contracts Committee

125 to 4.

82 to 7.

22 to 3.

Those are not the scores of lopsided athletic contests.

They are the scores of printers' jobs lost to automation, including its new-

est wave, pagination — the makeup of pages on a computer terminal — in less than 15 years at three Gannett-owned dailies.

Editors of the small-to-medium sized newspapers boasted of the tremendous cost savings achieved by pagination in presentations May 21 to the New York State Society of Newspaper Editors, meeting in Buffalo.

Pagination cuts the time required to produce a press plate, after copy is released by the newsroom, from 30 minutes to as little as two and a half minutes.

Speedier production of press plates means later deadlines are possible, allowing the newsroom to recapture time lost when deadlines were moved forward in the early waves of auto-

mation. Last-minute makeovers for late-breaking news are more practical with the faster press-plate production. For these and other reasons, the editors touted pagination for adding flexibility and enhancing creativity in the newsroom.

But mostly pagination saves publishers money. Significantly, the edi-

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Delegation issues caution on Philippine press freedoms

New York—An apparent relaxation of press restraints by the government of Philippine President Ferdinand E. Marcos may be short-lived, a delegation of journalists and human rights advocates has cautioned on returning from a mission to study press freedoms in the Philippines.

The emergence of several new, "alternative" publications and stepped-up coverage of political activities in the wake of the assassination of opposition leader Benigno S. Aquino, Jr., last August, "has less to do with freedom than with brinkmanship," according to the report of the five-member delegation distributed by the Committee to Protect Journalists, a co-sponsor of the mission.

Other co-sponsors were TNG and the American Committee for Human Rights.

The "variety and seeming latitude" of publications currently available is largely the result of "a few courageous journalists challenging past taboos and testing the limits of the system," the report said, while pointing out that the Philippine press "looks freer" than it has at any time since martial law was imposed in 1972. Prior to a decade of martial law the country had "perhaps the freest" press in all of Asia, the report noted.

It described the current "trend toward a freer press" as a "by-product of unique and perhaps temporary economic and political conditions," citing public outrage over the scant coverage of the Aquino assassination, pressure from the U.S. and other governments for an easing of press restraints and impending national elections.

A flurry of new publications, with coverage focused on the assassination, appeared after public protests over the failure of the established dailies—most with ties to Marcos—to report anything but government versions of the Aquino murder.

Several "have established themselves as reliable forums for news

37½ in half of pacts

Washington—Nearly half of all Guild contracts with daily newspapers in effect late last year provided for a work week of 37½ hours, while more than 20 percent of them had work weeks of less than 37½ hours, according to a study by TNG's Collective Bargaining Dept.

and analysis normally excluded from the mainstream press," the delegation reported, noting that "how long they will be able to keep it up remains unclear."

Philippine journalists are fearful of a government crackdown, they said, citing a then unreleased government report warning of the danger of "a press enjoying unrestrained freedom . . . causing the destruction of its own freedom, if not national freedom as well."

"The Philippines cannot afford the luxury of a free press," one government official told the investigative team.

Marcos has the power through presidential decree to declare journalists or publications "subversive," and thereby seize property and imprison individuals without adjudication. It is a power he has sometimes used to silence opposition views since the lifting of martial law in 1981.

Following the imposition of martial law in 1972, the government forced the closure of all publications and broadcasting operations, permitting only those owned by persons with close ties to Marcos to reopen. This ownership pattern continues today among most of the country's major daily newspapers and broadcast stations, "guaranteeing a non-antagonistic press with minimum overt censorship," the report noted.

It cited other means of government intimidation, including firings, interrogation and libel suits, that encourage "self-imposed taboos" on a range of subjects. "Everyone draws a red line somewhere, although . . . the limits vary considerably. . . . Only the most daring journalists venture to write about the president's health or the army's arbitrary killing of civilians," the report said.

Government officials also seek to influence the scope of news coverage through cash payments to journalists, sometimes in amounts equal to \$14-to-\$35 handed out in envelopes at press conferences, but more often through a "monthly stipend" usually the equivalent of about \$56.

The practice is a routine one that carries "no moral stigma," the report said, noting that one reason it "works as well as it does is that journalists are very poorly paid." It cited monthly pay of \$175 for a "respected" feature writer as being on the "high side" of the pay scale.

Labor unions are "closely allied to management," the investigators reported, and have done little to raise salaries.

An effort to form "a U.S.-style newspaper guild that would share industry wage and employment information and co-ordinate efforts to improve working conditions" drew several hundred journalists to an organizational meeting last year, but the effort was stymied when the chief organizer was arrested on charges of subversion days before the "guild" was to be formed, the delegation reported.

Members of the delegation that embarked on the 10-day visit to the Philippines in April included Tamar Jacoby, deputy editor of the New York Times' op-editorial page; Brennon Jones, executive director of the Interlink Press Service; Spencer Reiss, general editor for Newsweek; Randolph Ryan, editorial writer for the Boston Globe; and Jonathan Fine, president of the American Committee for Human Rights.

In co-sponsoring the mission, TNG made no commitment to "embrace" the group's findings nor any financial commitment, TNG President Charles A. Perlik, Jr., explained during the Int'l Executive Board's meeting in April. Principal funding for the project came from the J. Roderick MacArthur Foundation of Chicago.

Computer cited in upgrading order

New York—The job of copy passer in the inside classified department of the New York Post became more "complex," requiring "greater ingenuity and judgment," following the advent of a computerized system and other changes in the department, an arbitrator has ruled, ordering a one pay-group upgrading for the job.

At the same time, arbitrator Thomas M. Laura also ordered that the job of assistant phone room supervisor be advanced one pay group in order that the minimum for that job remain ahead of that for the copy passer.

In upholding the New York Guild's contention that the copy passer should be upgraded, the arbitrator noted that the employee holding the job is responsible for training and assisting voluntary ad takers and telephone solicitors in using the electronic system.

The addition of that training function to the copy passer's job

was "an important" one, he said, noting that it is an on-going responsibility.

The training of a new employee consumes two to three weeks, and, in addition to initiating employees in the use of the system, the copy passer is the "problem solver" who discovers "solutions to problems within the system," Laura said in an April 10 decision.

The local first sought an up-

grading for the jobs after an arbitrator, in January 1982, ordered an upgrading for classified telephone solicitors, putting them in the pay group with the copy passers.

Laura agreed that the differential between the minimums for the jobs should be maintained, ordering that the upgrading for the copy passer and the assistant phone room supervisor be retroactive to Feb. 15, 1982, when the grievance was first raised.

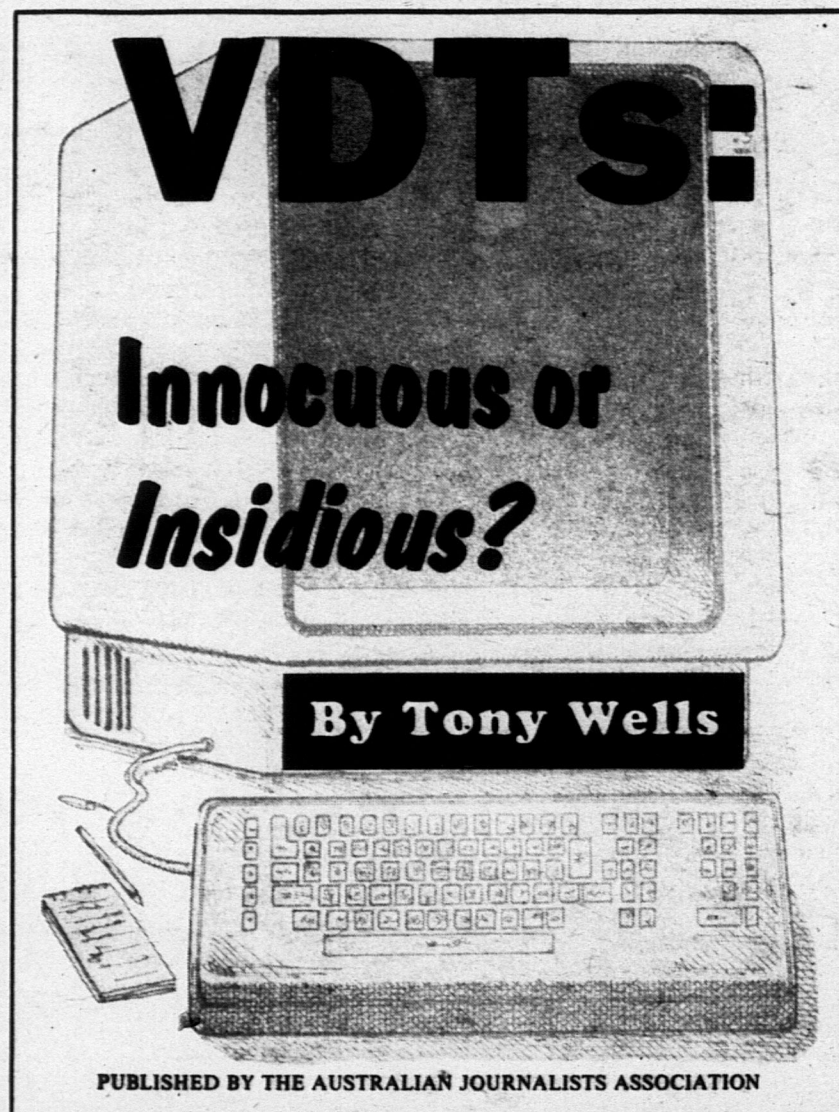
Key up \$95, to \$612, in Columbus

Columbus—A new three-year agreement between the Columbus Guild and Scripps-Howard's Citizen-Journal will raise the top minimum for reporters, photographers, copy editors and artists by \$95, to \$612 a week.

The \$95 increase comes in six increments over the three-year term, with a \$10 increase, taking

the top minimum to \$527, retroactive to Nov. 1. Additional increases of \$20, \$15, \$15, \$30 and \$5 come each May 1 and Nov. 1 thereafter, through the agreement's Oct. 31, 1986, expiration date.

The top minimum for editorial clerks is raised by \$41.25, to \$255.25 a week.



A view from 'down under'

This cover graces a 64-page booklet published recently by the Australian Journalists Assn. (union) "not to scare members" about VDTs but "to keep them informed about the health and safety issues involved." Among those whose assistance in the project is acknowledged is TNG's director of Research & Information, David J. Eisen. The booklet's first page is given over to a 1980 quote by an anonymous Australian editor's exclamation that "these machines are beautiful . . . I promise you, they'll knock your eyes out."



Examining the Swedish view of child care for children of working parents

Panelists and participants discuss the response in the United States and Sweden to the growing need for care outside the home for the children of working parents. Day-long Washington conference was sponsored by the Swedish Embassy and Swedish Information Service in co-operation with the Coal-

ition of Labor Union Women. Henry Persson, Swedish labor counselor, introduces panelists, including, from left, Sandra Porter, executive director, National Commission on Working Women; Berit Rollen, under-secretary, Swedish Ministry of Labor; Gloria Johnson, treasurer, Coalition of Labor Union

Women; Soren Kindlund, division chief, Swedish Ministry of Social Affairs; and Helen Blank, child-care director, Children's Defense Fund. Participants included TNG Human Rights Co-ordinator Anna M. Padia. Discussions included segments on family and work patterns in both countries.

Greater ties urged with NAACP units

Washington—Co-operation between the Guild and the NAACP can further the efforts of both organizations to eliminate workplace discrimination and enhance employment opportunities for blacks in the news industry, TNG President Charles A. Perlik, Jr., said in a letter to U.S. Guild locals urging a revitalization of relations with local chapters of the civil rights organization.

To encourage such joint efforts, Perlik reported that he and TNG Human Rights Co-ordinator Anna M. Padia had met with Benjamin L. Hooks, executive director of the National Assn. for the Advancement of Colored People.

That meeting, May 17, "began what we expect will be significant talks and mutually beneficial actions" to advance the rights and interests of minorities on newspapers, magazines and wire services with Guild contracts, Perlik said.

Boycotts of several papers called by black community leaders, including the boycott of the Baltimore Sunpapers which led to an agreement between the papers' management and the local chapter of the NAACP, plus other ac-

tions, including employer hesitance and the indifference on the part of enforcement agencies, "prompted our initiative," Perlik explained.

Guild locals, he said, should rebuild or initiate co-operative efforts with local chapters of the NAACP and reacquaint the organizations' leaders with the goals and history of the Guild's human rights program.

In doing so, he noted repeated expressions by Guild conventions encouraging locals to associate with groups like the NAACP in an effort to further the Guild's human rights objectives.

The NAACP is the nation's oldest and largest civil rights organization, he pointed out, noting that it has 1,700 local units and some 450,000 members.

Its programs include lobbying for civil rights legislation, monitoring the enforcement and application of existing laws and conducting voter registration and education programs.

Locals should keep Padia advised of their contacts with NAACP chapters and other organizations, Perlik said.



GUILD REPRESENTATIVES TAKE THEIR MESSAGE TO GANNETT STOCKHOLDERS

From left, Kinsey Wilson, Rochester; John Shelton, Philadelphia; Dena Bunis, Rochester; Ben Brown, Barbara Heiser, Lou Thompson, Gayle Dillon, Debbie Lehman and Frank Gleeson, Philadelphia.

Guild leaders among shareholders attending Gannett's annual meeting

By Bill Barry
Philadelphia Guild

Rochester—Representatives of several Guild locals and other unions that have contracts with Gannett newspapers attended the

company's annual stockholders' meeting here May 22 to challenge the company's anti-union policies.

They handed out leaflets in advance of the meeting telling how those policies affect employees of Gannett newspapers.

The Philadelphia Guild, representing circulation department employees at Gannett's Wilmington News-Journal, explained how the company has pressed a "unit clarification" petition before the National Labor Relations Board seeking to exclude 33 district managers from contract coverage.

Guild representatives from Rochester, N.Y., and Rockford, Ill., where the locals represent editorial employees at Gannett dailies in those cities, handed out leaflets telling of a company that refuses to "bargain in good faith," claiming that improvements are too costly, while boasting of record profits.

After leafleting outside, union representatives took their place among the stockholders to challenge company officials directly.

John Shelton, chairperson of the Philadelphia Guild's Wilmington unit, told how the company is

violating its long-standing contract with the Guild in Wilmington in trying to exempt district managers from union protection.

Dena Bunis, president of the Rochester Guild, challenged company officials to improve wages for its editorial employees and exchanged views with Allen H. Neuharth, the company's chairman and chief executive.

Neuharth abruptly closed the meeting, however, when he saw that other union officers were prepared to make statements.

Earlier, a representative of the Philadelphia Guild attended the annual meeting of Knight-Ridder Newspapers, Inc., in Miami.

How much of the proceeds from Knight-Ridder's profitable Philadelphia Inquirer and Daily News will remain in Philadelphia to benefit the employees, Lila Roisman, secretary of the Guild's representative assembly and an employee in papers' promotion department asked company officials.

The answer: "PNI (Philadelphia Newspapers, Inc.) are just one link in the chain. Money is for the good of all," Roisman reported.

Rejection urged on NLRB nominee

Washington — The AFL-CIO has asked the Senate to reject President Reagan's nomination of Rosemary Collyer to serve as general counsel of the National Labor Relations Board.

Collyer, currently chairman of the Mine Safety and Health Review Commission, was nominated April 5 to replace William A. Lubbers whose appointment expired April 23.

Nothing in Collyer's "background suggests that she is the proper legal representative of those aggrieved employees" who rely on the NLRB's general counsel to issue unfair labor practice complaints against employers who violate federal labor law, AFL-CIO Sec'y-Treas. Thomas R. Donahue told the Senate Labor and Human Resources Committee May 23.

Collyer's labor law experience was limited to representing employers over several years following her 1977 graduation from law school and before her appointment to the Mine Safety Commission in 1981, Donahue said.

Sen. Donald W. Riegle, Jr., (D-Mich), a member of the committee, said even that description of Collyer's experience appears exaggerated. Riegle said that the Denver law firm where she had worked reports that she handled only nine matters involving the board during her employment and acted as the principal attorney in only one of the cases.

As head of the Mine Safety Commission, Collyer "has consistently ruled for the employer position," Donahue said.

Calling her background "consistent" with the Reagan administration's "contempt for employee rights" as evidenced by its first three appointees to the NLRB — members Robert P. Hunter, Patricia Diaz Dennis and chairman Donald L. Dotson — Donahue urged the Senate panel to "call a halt to the continuing erosion to employee rights" and reject the nomination.

The Dotson board has displayed "a mean-spirited hostility toward the needs and aspirations

of employees," he said.

From September through March — the first six months that Reagan appointees controlled the agency — the NLRB issued one decision finding an employer guilty of an unfair labor practice for every three such decisions issued by the board under the chairmanships of Democrat John Fanning and Republican Betty Murphy during comparable periods of time, Donahue reported.

According to analysis by the AFL-CIO, the Dotson board has issued one ruling favoring unions in representation cases for every three such rulings by the Fanning board in the period between September 1979 and March 1980, and one decision for every nine such rulings by the Murphy board between September 1975 and March 1976.

The backlog of unfair labor practice cases before the NLRB is currently 300 percent greater than that facing the Fanning board in 1980 and 400 percent larger than that facing the Murphy board in 1976, Donahue said.

AFL-CIO calls NLRB 'tool of employers'

Washington—The National Labor Relations Board's latest reversal of established board policy typifies the anti-union bent the board has adopted, the AFL-CIO has charged, pointing to a recent three-to-one ruling in which the majority held that "under no circumstances" would it issue a bargaining order absent a showing of majority support for the union.

The Supreme Court has ruled "that an employer should be ordered to bargain with its employees if that employer has so poisoned the well with unfair labor practices that a fair election is not possible," but that protection has been diluted by the Reagan-appointed board majority, the federation observed.

"In case after case, the NLRB continues to operate as a tool of employers," it said.

The ruling involves Gourmet Foods, Inc., a St. Paul, Minn., food distributor that committed a series of unfair labor practices during an organizing campaign. The company threatened to fire the workers and close the plant.

A bargaining order should be issued, the union argued, due to the company's "outrageous and pervasive" retaliation.

Reversing its precedent for issuing remedial bargaining orders, the board said that the principle of majority rule is paramount and fundamental to the right of workers to pick their own unions, and must be followed even in the most "exceptional" cases. Members Patricia Diaz Dennis and Robert P. Hunter joined Chairman Donald L. Dotson in the decision, while Member Don A. Zimmerman dissented.

Zimmerman, an independent who was appointed to the board during the Carter administration, pointed to the 1969 Supreme Court decision involving the NLRB and the Gissel Packing Co. that identified a class of unfair labor practices so coercive in nature that they prevented union elections from being held.

In that case, he noted, the justices agreed with a lower appellate court about "the possibility of imposing a bargaining order, without need of inquiry into majority status on the basis of cards or otherwise."

If the NLRB does not exercise its power to correct "exceptional" employer abuses, Zimmerman said, it fails in its obligation to "preserve employee rights to self-organization and free choice of a bargaining representative."

Proposed labor code gets nod from CLC

Ottawa — While expressing some disappointment about its scope, the Canadian Labour Congress has welcomed the introduction of a bill by Canada's Labour Minister, Andre Ouellet, that would amend the federal labor code.

The proposed legislation would consolidate federal health and safety laws and extend protection to federal public employees.

The bill would also increase the current 17-week optional maternity leave to a total of 41 weeks and extend the leave to men as well as women for child care. "By recognizing the role fathers have been assuming at the time of birth or adoption . . . we are beginning to see the code conform to the reality of everyday life," the CLC commented.

Firms falling under the jurisdiction of the federal labor code include companies in the broadcast and transportation industries, and others not covered by provincial labor laws.

The CLC said that it had hoped the proposed amendments to the code would include a major rewriting of technological change provisions to ensure that the introduction of new equipment and processes improves working conditions and makes operations more effective, as well as provisions to bar the use of strikebreakers and repealing a "signing fee" required in union organizing drives.

Improvements in the health and safety sections of the code include recognition of an employee's right to refuse to perform hazardous work and provision for a federal advisory council on health and safety.

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Double digits projected for 1984 and beyond

(Continued from Page 1)

of 1983, 23 percent in the second quarter and 26 percent in each of the final quarters.

AMONG ALL U.S. corporations, on the other hand, the year's profit picture was a skewed one, with sluggish performance in the first half of the year followed by an upsurge in the final two quarters as the economic turnaround took firm hold.

After-tax profits of U.S. industry declined by 4.1 percent in the first quarter of 1983, followed by increases of 8.4 percent in the second quarter and 23.7 percent and 25.9 percent in the third and fourth quarters, the Commerce Department reported. Overall, industrial net profits rose by 13.5 percent in 1983.

Figures for the first quarter of 1984 are likely to show a 40 percent rise in industrial net profits, Business Week magazine predicted in reporting that its analysis of the financial performance of 900 large companies showed a 45 percent increase in after-tax profits in the first quarter of this year, due in part to a poor first quarter in 1983, the magazine noted.

Available first-quarter reports from 13 U.S. newspaper companies, meanwhile, show another quarter of steady gains, with after-tax profits up an average of 27.8 percent. Adding the first-quarter results of the Tribune Co., a newcomer to the list of public publishers, would boost the average increase in after-tax profits for the quarter to more than 90 percent. The Tribune Co., regaining momentum after "restructuring" operations at its New York Daily News, posted an 844 percent increase in after-tax profits for the first quarter of 1984.

The after-tax profit-to-revenue margins of the 14 U.S.-based public newspaper companies (excluding the Tribune Co.) averaged 9.9 percent for 1983, up from 9.1 percent in 1982. The companies' revenues for the year rose by an average 14 percent, compared to an average 29 percent gain in net profits.

In comparison, after-tax profit margins for all U.S. manufacturing concerns averaged just 4 percent in 1983, according to figures compiled by the Census Bureau.

Expecting the economy to continue its upward swing, industry analysts and executives have predicted that newspaper profits will rise by 15 to 25 percent in 1984. They do so with little hesitation, citing "bullish" feelings about prospects for the industry.

"Good newspapers and good television businesses are thriving," Times-Mirror Chairman Otis Chandler told a

gathering of journalists this spring. "Unless there is some unexpected glitch this year, 1984 will be the best year in the history of these media."

Earlier Knight-Ridder's vice president for marketing, Edward Parmalee, told a media-outlook conference that "in the last six years, I don't think I have ever felt as bullish about newspapers as I do right now."

In Canada, where a recessionary economy lingered into 1983, newspaper companies ended the year with substantial profit increases. Like their counterparts in the United States, Canada's newspaper publishers began recovering from the recession's impact while many other industries were still facing red ink.

After-tax profits of four Canadian-based, publicly traded companies rose by an average of 62.8 percent in 1983. Revenues of the companies increased by an average of 7 percent, and the companies' profit margins for the year averaged 6.8 percent up from 4.9 percent in 1982.

Advertising linage in Canada's daily newspapers is estimated to have risen by 4 percent in 1983 after a 12 percent decline in 1982. While the increase in newspapers' revenue from the linage gains was small, "it flowed straight through to the bottom line," the Toronto Globe and Mail reported in February, citing boosts in advertising rates and cost-cutting measures instituted during the recession that enhanced the publishers' profit gains.

The Canadian Daily Newspaper Association has forecast further linage gains of 5-to-6 percent in 1984.

EXPENDITURES for advertising in Canadian dailies rose by 10.2 percent in 1983, to \$1.2 billion, according to statistics compiled by the publishers' association and the MacLean-Hunter Research Bureau.

Expenditures for retail advertising in Canadian dailies rose by 13.8 percent, to \$717 million, in 1983. Spending for classified advertising increased 7.4 percent, to \$290 million, and national advertising was up 3.5 percent, to \$238 million.

A major factor in the 16.3 percent rise in advertising spending in U.S. dailies was a 23.8 percent increase in spending for classified advertising, to \$6.01 billion in 1983. Spending for retail advertising rose by 14 percent, to \$11.8 billion, and national advertising rose by 11.5 percent, to \$2.735 billion, according to preliminary estimates by the Newspaper Advertising Bureau.

The Bureau estimates that newspaper

advertising rates rose by an average of 10.1 percent during 1983, with increased volume accounting for the remaining portion of increased advertising revenues.

The Morton researchers report an average 4.9 percent advertising linage gain among 12 of the public newspaper companies they track. Increased volume coupled with rate hikes produced an average 11.3 percent increase in advertising revenue for seven of the companies in 1983, the researchers reported.

They have projected similar revenue gains from advertising in 1984, noting that increases in the first half of the year will outpace those in the second half, when the comparisons will be against strong-performance quarters of 1983.

BEARING OUT that forecast, the Morton Newsletter of March 31 reported a 12.2 percent gain in advertising linage in February from prior-year levels, producing an average 17.9 percent revenue increase for the public newspaper companies that month.

Projections for 1984, the Morton researchers noted, anticipate "continued slowness in retail and continued growth in preprints. Any slowdown in the shift to preprints could provide a welcome boost to retail revenue and make our overall advertising-revenue growth projections too modest," they said.

The shift by retail advertisers to preprints, which it is currently estimated account for 8 to 10 percent of newspaper advertising revenues, strikes one of the few cautionary notes in the industry forecast. With preprinted advertising inserts priced on a piece-rate rather than a linage-rate basis and with those preprint rates tempered by competition from direct-mail advertisers, further shifts by retailers from the news pages to inserts could be a drag on advertising revenues.

In an effort to counter the "marriage mail" offered by direct-mail advertising firms, in which advertising circulars from several retailers are mailed as a single piece, the American Newspaper Publishers Assn. has asked the Postal Rate Commission to revise its rate structure for third-class mail. The ANPA is seeking a postage rate based on the number of pieces included in a single mailing to replace the present rate system based on weight.

Expenditures for advertising in newspapers in both the United States and Canada grew in 1983 at a greater rate than for advertising in any other medium, increasing the lead of newspapers

in both countries as the dominant advertising medium.

In the United States, expenditures for television advertising rose by 12.6 percent and spending for radio advertising increased 12 percent, compared to newspapers' 16.3 percent. In Canada expenditures for television advertising rose by 7.4 percent and radio spending was up 5.9 percent, compared to newspapers' 10.2 percent.

Magazines placed second among the media in advertising gains in the United States. Expenditures for magazine ads rose by 13.5 percent, to \$4.2 billion, in 1983. In Canada, spending for magazine advertising increased by 7.3 percent, to \$236 million.

The Publishers Information Bureau has reported that magazine advertising revenue for 1983 among its member publications rose by 14.9 percent, to \$3.9 billion, with advertising pages for the year up 9.4 percent, to 133,047.

Among the top 50 revenue-producing magazines, only four experienced declines in advertising revenues in 1983, the bureau reported, noting that Time magazine led the list with an estimated 16 percent gain in advertising revenue, to \$298.6 million, for the year.

In the first quarter of 1984 the bureau reported a 14.8 percent average increase in magazine advertising revenue and a 5.7 percent gain in advertising pages.

Meanwhile, a study of the 200 leading consumer magazines by the Gallagher Report, an industry newsletter, showed that their average paid circulation rose by 1.4 percent, to more than 268 million, in the second half of 1983.

There were 1,699 daily newspapers in the United States in 1983, down from 1,711 the year before, while the number of morning and "all-day" papers rose by seven, to 441, according to preliminary figures released by Editor & Publisher. The data shows that the number of evening papers declined by 19, to 1,258.

WHILE EVENING papers by far outnumbered those published in the morning, the morning papers accounted for 54 percent of total daily circulation of 62,611,741 for 1983, according to Editor & Publisher's figures. Daily circulation for the year was up by nearly 2 percent, but the addition of Gannett's USA Today, with circulation now put in excess of one million, accounted for most of that increase.

The number of daily newspapers in Canada declined by one, to 115 in 1983, while total daily circulation was down by 31,905, to 5,546,381, according to data from the Audit Bureau of Circulations and the Canadian Daily Newspaper Publishers Association.

While newsprint prices in the United States were lower through much of 1983 than they had been the year before, the price by year's end had returned to \$500 a metric ton, and several producers had announced a seven

percent price hike, to \$535 a metric ton, beginning July 1.

U.S. newsprint consumption rose by 4.7 percent in 1983, to a record 10.6 million tons. Newsprint can account for one fifth to one third of a daily newspaper's operating costs.

The individual performance records of publishers in the United States and Canada for 1983, plus first-quarter results for many of them follow:

Affiliated Publications Inc., publisher of the Boston Globe, had revenue of \$293.8 million, up 13.2 percent, and after-tax profits of \$22.2 million, up 41 percent, in 1983. The after-tax profit-to-revenue margin for the year was 7.6 percent, up from 6.1 percent in 1982.

For the first quarter of 1984 the company reported revenues of \$77.3 million, up 19 percent, and after-tax profits of \$4.6 million, up 48 percent, for a first-quarter profit margin of 5.9 percent.

A. H. Belo Corp., citing a "strong performance" by its Dallas Morning News, reported after-tax profits for 1983 of \$31.2 million, up 35.1 percent, and revenues for the year of \$242.6 million, up 19.2 percent. The profit margin for the year was 12.9 percent, up from 11.4 percent in 1982.

After-tax profits in the first quarter of 1984 were up 25 percent, to \$7 million, on revenues of \$75.4 million, up 45 percent. The profit margin for the quarter was 9.3 percent.

Capital Cities Communications, Inc., reported after-tax profits for 1983 of \$114.7 million, up 19.1 percent, on revenues of \$762.3 million, up 14.9 percent. The year's profit margin was 15 percent, up from 14.5 percent in 1982.

In the first quarter of 1984, after-tax profits rose by 28 percent, to \$27.1 million, and revenues, at \$206.8 million, were up 22 percent, for a profit margin of 13.1 percent.

Dow Jones & Co. Inc., publisher of the Wall Street Journal, had after-tax profits of \$114.2 million in 1983, up 29.6 percent on revenues of \$866.4 million, up 18.6 percent. The profit margin for 1983 was 13.2 percent, up from 12.1 percent in 1982.

In the first quarter of 1984, after-tax profits rose by 31.5 percent, to \$30.9 million, and revenues, at \$228.7 million, were up 16.2 percent. The profit margin for the quarter was 13.5 percent.

Gannett Co. Inc. was the only one of the public newspaper companies with after-tax profits for 1983 in single digits. Net profits for the year rose by 6.2 percent, to \$191.7 million, on revenues of \$1.7 billion, up 12.1 percent. The profit margin for the year was 11.3 percent, down from 11.9 percent in 1982.

Profits for the year were modest due to losses associated with the company's new national newspaper, USA Today, estimated at \$107 million, the Morton Research Newsletter reported.

In the first quarter of 1984 the company reported after-tax profits of \$34.8 million, up 8 percent, and revenues of \$425.2 million, up 9.9 percent, for a profit margin of 8.2 percent.

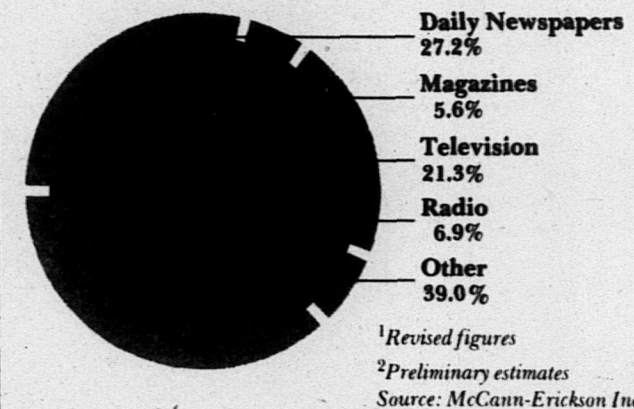
Harte-Hanks Communications Inc. had after-tax profits for 1983 of \$33.3 million, up 22.1 percent, and revenues of \$43.6 million, up 12.5 percent. The profit margin for the year was 7.5 percent, up from 6.9 percent in 1982.

In the first quarter of 1984 the company's after-tax profits rose by 18.2 percent, to \$5.8 million, on revenues of \$111 million, up 13.5 percent, for a profit margin of 5.3 percent.

During the first quarter of 1984 the company announced that a group of investors, including some members of the families who took the company public in 1972 and members of senior management, had proposed to acquire the company in a leveraged buyout of com-

Newspapers' Share of Advertising Revenue

1982 and 1983 Sales and Percentages



		1982 ¹ (millions)	% of Total	1983 ² (millions)	% of Total	% of Change
Daily Newspapers	Total	\$17,694	26.6	\$20,582	27.2	+16.3
	National	2,452	3.7	2,734	3.6	+11.5
Magazines	Total	15,242	22.9	17,844	23.6	+17.1
	Local	3,710	5.6	4,210	5.6	+13.5
Television	Total	14,329	21.5	16,136	21.3	+12.6
	Network	6,210	9.3	7,017	9.3	+13.0
Radio	Total	4,360	6.5	4,796	6.3	+10.0
	Spot	3,759	5.6	4,323	5.7	+15.0
Farm Publications	Total	4,670	7.0	5,230	6.9	+12.0
	Local	255	0.4	305	0.4	+19.6
Direct Mail	Total	923	1.4	1,015	1.3	+10.0
	Local	3,492	5.2	3,910	5.2	+12.0
Business Publications	Total	148	0.2	155	0.2	+4.7
	Local	10,319	15.5	11,765	15.5	+14.0
Outdoor	Total	1,876	2.8	1,876	2.5	0.0
	Local	465	0.7	520	0.7	+11.8
Miscellaneous	Total	256	0.4	285	0.4	+11.3
	Local	13,113	19.7	14,921	19.7	+13.8
Grand Total National	Total	37,785	56.7	42,305	55.9	+12.0
	Local	28,795	43.2	33,375	44.1	+15.9
TOTAL—ALL MEDIA		\$66,580	100.0	\$75,680	100.0	+13.7

Reprinted from "84 Facts About Newspapers," published by the American Newspaper Publishers Assn.

mon stock. Plans for such a buyout were proceeding.

Knight-Ridder Newspapers Inc. reported a 16 percent increase in after-tax profits, to \$119.4 million, for 1983. Revenues for the year were up 10.9 percent, to \$1.47 billion. The profit margin was 8.1 percent, up from 7.8 percent in 1982.

In the first quarter of 1984 the company had after-tax profits of \$26.9 million, up 36.7 percent, and revenues of \$390.7 million, up 15 percent. The profit margin for the quarter was 6.9 percent.

Lee Enterprises Inc. ended 1983 with after-tax profits for the year to \$23.3 million, up 13.8 percent, on revenues of \$175.2 million, up 7 percent. The profit margin for the year was 13.3 percent.

In 1984's first quarter revenues rose by 12 percent, to \$42.9 million. After-tax profits of \$3.2 million were up 14 percent, for a profit margin of 7.5 percent.

McGraw-Hill Inc. reported a 15 percent increase in after-tax profits, to \$126.5 million, for 1983 on revenues of \$1.3 billion, up 8.5 percent. The profit margin for the year was 9.8 percent, up from 9.2 in 1982.

Revenues in the first quarter of 1984 were up 8.8 percent, to \$300.2 million, and after-tax profits rose by 17 percent, to \$26.7 million, for a profit margin of 8.9 percent.

Media General Inc. reported after-tax profits for 1983 of \$35.9 million, up 10.4 percent, and revenues of \$507.8 million, up 18.3 percent. The profit margin for the year was 7.1 percent, down from 7.6 percent in 1982.

In the first quarter of 1984 the company had after-tax profits of \$9.5 million, up 11.4 percent, on revenues of \$130.3 million, up 8.8 percent. The profit margin for the quarter was 7.3 percent.

Multimedia Inc. had a 21.4 percent increase in after-tax profits, to \$35.2 million, in 1983 on revenues of \$269.7 million, up 19.6 percent. The profit margin for the year was 13 percent, up from 12.9 percent in 1982.

In the first quarter after-tax profits were up 23 percent, to \$7 million, on revenues of \$65.9 million, up 13 percent. The profit margin was 10.6 percent.

New York Times Co. had its first billion-dollar year in 1983, with revenues up by 16.9 percent, to \$1.09 billion, and after-tax profits, at \$78.7 million, up 45 percent. The profit margin for the year was 7.2 percent, up from 5.8 percent in 1982.

Pre-tax profits for 1983 from the company's newspapers rose by 104.1 percent, to \$130.7 million, on revenues of \$833.2 million, up 23.6 percent. The company credited higher advertising and circulation revenues, coupled with lower newsprint prices, with the "significant

increase" in profits from the newspaper group.

In the first quarter of 1984 the company had after-tax profits of \$24.5 million, up 23.7 percent, on revenues of \$297.3 million, up 15.1 percent. The profit margin for the quarter was 8.2 percent.

Post Corp. of Appleton, Wis., which entered an agreement on acquisition by Gillett Communications Inc., late in the year, posted after-tax profits for 1983 of \$6.6 million, up 74.1 percent, on revenues of \$95.3 million, up 13.4 percent. The profit margin for the year was 6.9 percent, up from 4.5 percent in 1982.

Quebecor Inc., had after-tax profits for 1983 of \$7.7 million, up 59.8 percent, on revenues of \$220.8 million, up 6.3 percent. The profit margin for the year was 3.5 percent, up from 2.3 percent in 1982.

Southam Inc. reported a 99.7 percent increase in after-tax profits in 1983, to \$41.2 million. Revenues for the year were up 10.9 percent, to \$898.3 million, for a profit margin of 4.6 percent, up from 2.6 percent in 1982.

In the first quarter of 1984 the company's after-tax profits rose by 53 percent, to \$13 million, while revenues, at \$262.7 million, increased 24.1 percent. The profit margin for the quarter was 4.9 percent.

Thomson Newspapers Ltd. with dailies in both the United States and Canada, had after-tax profits for 1983 of \$126.1 million, up 35 percent. Revenues for the year were \$705.2 million, up 5.8 percent, for a profit margin of 17.9 percent, up from 14 percent in 1982.

After-tax profits in the first quarter of 1984 rose by 22.7 percent, to \$30.4 million, on revenues of \$183.4 million, up 15.3 percent. The profit margin for the quarter was 16.6 percent.

Time Inc. had after-tax profits for 1983 of \$168.9 million, up 10.3 percent, on revenues of \$2.7 billion, up 14.6 percent. The profit margin for the year was 6.2 percent, down from 6.5 percent in 1982.

The company reported that pre-tax profits from continuing operations in its magazine group rose by 39 percent in 1983, while magazine revenues were up 20 percent.

Times-Mirror Co. reported a 42.7 percent increase in after-tax profits, to \$199.6 million, in 1983 on revenues of \$2.5 billion, up 12.7 percent. The profit margin was 8 percent, up from 6.3 percent in 1982.

The company credited its newspaper group with "leading the way in our earnings resurgence." Pre-tax profits from the newspapers were up 49 percent, to \$222.9 million for the year, on revenues of \$1.27 billion, up 11 percent.

In the first quarter of 1984 the company had after-tax profits of \$43.3 mil-

lion, up 47.2 percent, on revenues of \$669.6 million, up 18 percent. The profit margin for the quarter was 6.5 percent.

Torstar, publisher of the Toronto Star, had after-tax profits of \$5.3 million, up 56.5 percent, and revenues of \$562.5 million, up 4.9 percent. The profit margin was 1 percent, up from 0.6 percent in 1982.

Pre-tax profits for the year from the company's newspaper and printing interests rose by 130 percent, to \$40 million. Torstar cited record advertising linage in the Toronto Star, coupled with lower operating costs, as prime contributors to record profits.

Early in 1984 the Star added an extra run of its Saturday paper and expanded it to nine sections in order to accommodate additional advertising, the company reported. After-tax profits nearly doubled in the first quarter, rising by 97.2 percent, to \$4.35 million. Revenues for the quarter were up by 4.6 percent, to \$134.2 million, for a profit margin of 3.2 percent.

Tribune Co., rebounding from several years of losses at its New York Daily News, had after-tax profits in 1983 of \$69.3 million, up 189.6 percent, and revenues of \$1.6 billion, up 10.8 percent. The profit margin for the year was 4.4 percent, up from 1.7 percent in 1982.

In the first quarter of 1984 the company reported a 844 percent increase in after-tax profits, to \$10 million, and revenues of \$394.4 million, up 12.5 percent.

Washington Post Co. had after-tax profits for 1983 of \$68.4 million, up 30.5 percent, on revenues of \$877.7 million, up 9.6 percent. The profit margin for the year was 7.8 percent, up from 6.5 percent in 1982.

In the first quarter of 1984 the company reported after-tax profits of \$9.1 million, up 47 percent, on revenues of \$219.5 million, up 12 percent. The profit margin for the quarter was 4.1 percent.

Reuters Ltd., the British news agency, had a 35 percent increase in revenues, to \$340.2 million, in 1983. After-tax profits of \$16.8 million were down 64.4 percent from 1982 due to a steep increase in taxes and an extraordinary charge for deferred taxes, the company explained. It is preparing to make a first public offering of stock later this year.

Rupert Murdoch's privately held News Corp. realized a 466 percent increase, to \$18.7 million, in profits before taxes and interest expenses from its U.S. publishing interests in 1983, Newsweek magazine reported. It put the company's profits before taxes and interest expenses from its British newspapers at \$61.5 million for 1983, up 497 percent, and proceeds from its Australian interests at \$68.3 million, down 8.9 percent from 1982.

Publishers advance on Fortune 500

TWELVE of the public publishing companies were included in Fortune magazine's listing of the 500 largest U.S. industrial corporations in 1983.

All but two of the companies—Harte-Hanks Communications, a newcomer to the Fortune 500 in 1983, and Media General, returning for the second year, ranked among the top 200 companies by after-tax profits, and each of the companies returning to the list bettered its profit standing.

The companies' profit margins—after-tax profits as a percentage of revenue—brought most even closer to the top of the list. All but Time Inc. and the Tribune Co. ranked among the top 100, with Capital Cities Communications, Inc., taking fifth place, up from seventh in 1982.

Each of the companies bettered its position by sales volume.

Among the 27 industry groups represented by the Fortune 500 companies, the printing and publishing category ranked second behind Pharmaceuticals

by return on sales, placed first by return on stockholders' equity, and ranked second behind motor vehicles by sales growth.

Over a 10-year period the printing and publishing group ranked third behind aerospace and apparel by total return to investors.

Publishers' 1983 Rankings Among the Fortune 500

Company	By Sales Volume		By Assets	By-After-Tax Profits	By After-Tax Margin		By Return On Stockholders' Equity
	1983	1982			Rank	Margin	
Time, Inc.	91st	106th	142nd	92nd	216th	4.2	62nd
Times Mirror	154th	176th	136th	76th	60th	8.1	77th
Gannett	203rd	229th	181st	82nd	20th	11.3	59th
Tribune Co.	218th	237th	189th	180th	209th	4.4	289th
Knight-Ridder	234th	246th	228th	116th	58th	8.1	143rd
McGraw-Hill	255th	262nd	252nd	114th	37th	9.8	39th
New York Times Co.	281st	307th	296th	169th	80th	7.2	54th
Washington Post Co.	323rd	342nd	342nd	184th	65th	7.8	33rd
Dow Jones & Co.	326th	360th	312th	124th	11th	13.2	11th
Capital Cities							
Communications	356th	384th	251st	122nd	5th	15.1	67th
Media General	453rd	495th	375th	281st	85th	7.1	217th
Harte-Hanks							
Communications	485th	—	372nd	294th	73rd	7.5	181st

Editors speak of pagination, shrinking staffs

(Continued from Page 1)

tors began their presentations on that point.

Pagination saves money by eliminating printers and their salaries and benefits.

The greatest reduction of printers among the three newspapers, from 125 in 1970 to four in 1984, occurred at the Utica Daily Press and Observer-Dispatch, which early last year began producing newspapers printed on press plates electronically engraved on the command of advertising and newsroom computers.

Executive Editor Donna Hagemann Donovan explained that pages of advertising and news copy are made-up separately on page-layout terminals and are untouched after being released by the advertising or news department until a press plate is produced. Only art is pasted-up in the composing room.

A less sophisticated system in operation at Niagara Falls and Saratoga Springs, N.Y., was demonstrated in a slide show by Niagara Gazette Managing Editor Mark Francis.

Eric Wolferman, former managing editor of the Saratogian, described the steps to be taken in developing a successful pagination system.

Francis outlined the decline of printers' jobs at the Gazette from a total of 82 before the advent of cold-type, which the Gazette introduced in 1972. With that first wave of automation, the number of printers dropped to 48 or 49. When the optical character reader, or scanner, came along in 1975, the number of Gazette printers dropped to 38.

The decline continued after a VDT system was installed in 1978 so that by 1983, when pagination was introduced, the Gazette had 17 printers. That number had dropped to seven by this spring and is expected to be reduced to six by July 1 and to five by the end of the year, Francis said.

The four printers for Utica's morning, afternoon and Sunday operation paste-up art and page-one logos on a dummy as positioned by the newsroom. That page is entered into the computer system by a laser-scanner.

News copy and headlines are written and edited on the VDT system, as before. Pages of news and headlines are made-up on page-layout terminals and, when completed, the page of copy is electronically sent to be read by the scanner and merged with the art page already in the system.

The system takes 30 seconds to read the made-up news text and another two minutes to merge the text and art pages and produce a press-ready plate. A page of agate type might take six minutes from release by the newsroom to production of a press plate, Donovan noted.

Graphics have been entered onto the same page as news text but the quality has been "terrible" and the process too time-consuming at 8-to-20 minutes per photograph, Donovan said. A graphics machine, Imagitek, recently installed in Utica, might help to eliminate both of the problems.

At all three newspapers, news pages are laid-out on a specially designed layout terminal using the terminal keyboard and a "joystick" similar to that used with video games to position text and headlines, rules and boxes and to designate the position for graphics. Once that is completed, the page is sent via computer to a typesetter and, in Niagara Falls and Saratoga Springs, it comes out in two vertical halves.

The two halves of the typeset page are pasted together. Graphics and advertising, if any, also are pasted on the page in the composing room. The pasted-up page is then sent to the camera for a press plate to be made.

After the newsroom makes-up the page, the paste-up and plate-making processes take a total of five minutes contrasted to 30 minutes or more before the introduction of pagination, Francis told the editors, noting that pagination requires "extra effort on the editor's part."

Wolferman said that initially it would take an editor two to three hours to make-up an open news page on the layout terminal. In about four weeks, the editor would need only a half hour or less, he said.

The three newspapers, plus Gannett's Westchester-Rockland, N.Y., string of dailies, 1981 pioneers of pagination, all use the Hastech system, which uses a two-screen terminal; one for editing and entering headlines and the other to layout pages.

The Knight-Ridder chain's Pasadena Star-News, which in early 1982 introduced pagination, uses equipment manufactured by Information International, Inc. The III pagination terminal is used only for page layout. Another VDT is needed for editing and headline writing. Another difference between the two systems is that graphics have been integrated with text in the III system.

Wolferman, noting that manufacturers of the Harris VDT system are "chomping at the bit" to get into the pagination field, said he would like to adapt the Harris system for pagination at Gannett's Lansdale (Pa.) Reporter where he is currently executive editor.

No big-city daily is producing news pages by pagination. A number of them, the New York Times, Philadelphia Inquirer, St. Louis Post-Dispatch and Washington Post, to name a few, have used the VDTs for "area composition," composing news pieces to fit in an area of the page complete with headlines, rules, boxes and other typographical devices.

In February, Dow Jones announced that it had agreed to make an \$8.8 million purchase of III equipment that will result in computer-to-plate pagination of the Wall Street Journal and Barron's magazine to be completed by 1986.

To the extent that they will be able to reduce composing room jobs by 97 percent, as in the case of the Utica newspapers, or even altogether, big-city newspapers increasingly will move to pagination.

Wither go the composing room and the printer.

No gain seen in news staff

Buffalo — At the end of their presentations to the New York State Society of Newspaper Editors on pagination systems and the number of printers' jobs eliminated as a result at their newspapers, the three editors were asked if editorial employees were added to handle the extra tasks required by pagination.

They looked sheepishly at one another.

Then, one volunteered: "You must remember, we're all with Gannett."

Instantly, the roomful of editors attending the conference burst into laughter, knowing the answer clearly was, "no."

After the laughter subsided, the managing editor of the Niagara Gazette said his newsroom is losing an employee. He said he thought with pagination he could use the equivalent of another employee half-time.

The executive editor of the Utica Daily Press and Observer-Dispatch, where the Guild represents editorial

employees, said the newsroom staff is down seven employees from a year ago. The fewer editorial employees has nothing to do with the pagination system, the editor pointed out. She estimated that an additional one and one-half employees could be used to operate a recently installed graphics machine and that a part-time clerk would be a useful addition to the copy and city desks.

The former editor of the Saratogian opined that a "good pagination system" should not require additional employees. If a machine dictates the way the paper is run, don't buy the machine, he said. Pagination should have "very little impact if any on the newsroom."

In another presentation to the NYSSNE, Christine D. Landauer, personnel director for Gannett-Rochester Newspaper, and Richard J. Ramsey, executive secretary of TNG's contracts committee, squared off on the value and purposes of employee performance reviews.

Vancouver pact ok'd, strike ends

(Continued from Page 1)

all permanent employees as of March 1.

Unchanged in the Guild's contract is provision for the mediation of jurisdictional disputes, despite company efforts to replace the standing mediator.

The agreement calls for the company to train and equip a team of Guild and company representatives to conduct tests of video display terminals and their environment. If providing the proper testing equipment is not feasible, the company is to hire a contractor to perform the tests on a regular basis.

Other increases and resulting new top minimums include:

Inside sales representatives—Up by \$73.20, to \$480.59 a week,

in increments of \$20.37, \$21.39 and \$31.44.

Computer operators—Up by \$100.48, to \$659.66 a week, in increments of \$27.96, \$29.36 and \$43.16.

Retail advertising makeup assistants—Up by \$90.31, to \$592.91 a week, in increments of \$25.13, \$26.39 and \$38.79.

Classified advertising clerks, ad takers, clerk-typists, circulation service clerks—Up by \$71.08, to \$466.64 a week, in increments of \$19.78, \$20.77 and \$30.53.

Editorial assistants—Up by \$112.48, to \$738.48 a week, in increments of \$31.30, \$32.87 and \$48.31 a week.

Janitors—Up by \$73.78 a week, to \$484.42, in increments of \$20.53, \$21.56 and \$31.69.

Key station operators—Up by

\$73.20, to \$480.60 a week, in increments of \$20.37, \$21.39 and \$31.44 a week.

The agreement also calls for the minimums of Guild-covered "trade" employees, including painters, carpenters and air conditioning operators, to retain their relationship to craft-union scales.

The company had sought to freeze wages in the first year of new contracts with its unions, a not uncommon pattern in union contracts being settled in British Columbia, a local Guild representative noted.

TNG Canadian Director William H. McLeman assisted the local in the bargaining. He was joined by TNG Sec'y-Treas. Charles Dale in the final days before ratification of the new agreement.

The local reported contributions to its strike fund from other Guild locals totalling \$7,680 on May 30, including:

Victoria Guild	\$1,000
Southern Ontario Guild	1,000
Scranton Guild	50
Pacific Northwest Guild	500
Detroit Guild	200
Hawaii Guild	200
Puerto Rico	100
Canadian Wire Service Guild	2,000
Portland Guild	50
San Diego Guild	250
St. Louis Guild	50
Ottawa Guild	200
Akron Guild	200
San Francisco-Oakland Guild	1,000
Pittsburgh Guild	100
Albany Guild	30

\$12.44 on March 20, 1985, and \$14.95 on March 19, 1986.

Maximum benefit under the pension plan is increased by \$30, to \$185 a month.

The top minimum for city district managers is increased by \$38.20, to \$428 a week, while that for librarian-clerks and news clerks is raised by \$21.80 to \$244.14.

\$442 key set in Sioux City

Sioux City, Iowa—A new three-year agreement between the Sioux City Guild and the Sioux City Journal raises the top minimum for reporters and photographers by \$39.47, to \$442.20 a week.

The \$39.47 increase comes in three increments, with the first \$12.08, taking the top minimum to \$414.81, retroactive to March 21. Subsequent increases are

IT

SEEMS
TO US

Canadian disputes choice, supports endorsements

MONTREAL, QUEBEC

Editor:

The IEB's report on "The case for political action" [Guild Reporter, May 4] and earlier endorsement of a candidate in the United States presidential election are timely and appropriate. The board has made an eloquent and necessary re-statement not only of the fundamental rights of trade unionists (including all Guild members) but of their duties to fellow unionists, to the unorganized, the unemployed, the poverty-stricken and the oppressed.

Guild members who complain of compromised editorial integrity should look first to their publish-

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.

ers. Can their "professional" community of interest with the publisher be greater than with their union, or their devotion to the pursuit of objectivity? But it would be wrong to blame Guild members when in the past Guild leadership has not effectively countered the doctrine of "professionalism" which publishers now wield so effectively.

The IEB went awry only in endorsing Walter Mondale, who may be pro-union but offers only weary nostrums as the labor movement comes under ever sharper attack. Better the IEB had endorsed Jesse Jackson, who appears from here as the only candidate fully committed to the fight against racism and for world peace.

FRED REED
Montreal Guild

Central California Guild	100
New York Guild	100
Los Angeles Guild	25
Cleveland Guild	100
San Jose Guild	300
Philadelphia Guild	200
Boston Guild	50
Bristol Guild	25

Local strike funds supplemented TNG strike benefits by about to \$50 a week. The local also paid striking members' health insurance premiums.

Arrest of LaPrensa journalist draws protest to Nicaraguans

Washington — The Nicaraguan government's arrest of a reporter for LaPrensa, the country's sole opposition newspaper, has drawn a protest from TNG urging the journalist's release.

News of the arrest of Luis Mora Sanchez, who also worked as a correspondent for Impacto radio of San Jose, Costa Rica, is "a discouraging development," TNG President Charles A. Perlik, Jr., said in a letter to Tomas Borge, Nicaragua's minister of the interior.

The reporter was arrested April 29 for "counter-revolutionary activities." He is reportedly accused

of broadcasting false news and disseminating news abroad that affects Nicaraguan security.

Officials of the Nicaraguan government have asserted that the U.S. Central Intelligence Agency is financing Impacto radio and that it is staffed by Nicaraguan exiles who oppose the current Nicaraguan government.

Charges against the reporter "appear to be contradictory," Perlik wrote. "It is difficult to see how false reports could affect national security — only true reports could conceivably be capable of doing that," he said, noting that "information truly dam-

aging to security" more likely would be "dispatched covertly than broadcast."

Governments that seek to suppress press freedoms are often quick to charge journalists with spreading false reports, Perlik observed, pointing out that while the U.S. government may accuse those who sympathize with the Nicaraguan government of "spreading false reports . . . no one would . . . countenance their suppression, much less their arrest."

Noting TNG's expressed opposition to the U.S. government's aid to groups fighting the Nicaraguan government, Perlik called on Borge to obtain the release of the LaPrensa reporter absent any "specific charges" beyond those involving his news reporting, "regardless of how offensive your government may find the thrust of that reporting."

The owner of LaPrensa, Pedro Joaquin Chamorro, meanwhile, told a group of Stanford University students that his paper faces daily government censorship. The current Nicaraguan government "uses the same techniques" that the former government of Anastasio Somoza employed, he said, noting that his father, then a newspaper editor, was murdered during the Somoza regime.

Since the Sandinista government came to power nearly five years ago, LaPrensa has been closed by government censors seven times, and 22 other times censorship has been so heavy that the paper was not published, Chamorro told the students April 25.

He said that government closure of 22 independent radio stations in 1982 has left LaPrensa as the country's only "independent medium."

'Ghettos by sex' raise fears, ANPA forum told

Montreal — Recent litigation over the issue of equal pay for work of comparable worth "scared me," Gannett's director of labor relations told a meeting during the American Newspaper Publishers Assn.'s annual convention here early in May.

Newspaper employment patterns have created "ghettos by sex," Wendall J. Van Lare told the group examining trends in employment-discrimination cases, the ANPA's "presstime" magazine reported.

He cited the practice of hiring mostly women to staff the inside classified department, while men have typically filled higher-paid outside sales jobs.

A comparable-worth study of newspaper wage scales could prove costly, Van Lare warned the publishers.

Pointing to a federal court's ruling upholding the concept of

equal pay for work of comparable worth in a case involving Washington state employees, Van Lare said "if this is going to be the law of the land, then there is trouble down the road and newspapers had better get ready for it."

The three major candidates for the Democratic Party's presidential nomination all endorse the concept, he noted.

Gannett's vice president for labor relations, John B. Jaske, told the group that a comparable-worth case could be made under existing law for an executive secretary paid less than a janitor, "presstime" said.

Van Lare also pointed to disparate pay between women supervising departments staffed primarily by women and men in nonsupervisory positions in other departments as a potential problem area.

HUM THIS PAGE when you go shopping

Whistle it. Sing it. It'll put spring in your step and American-made clothes in your closet!



If union families don't give a hum, who will?

If the government gets rid of us "there will not be any need for censorship, and they will lift it completely," Chamorro speculated. "As long as there is a form of censorship needed, there is a free man behind the typewriter," he said.

TNG has also called on the government of Ghana to release the former publisher of the daily Free Press, Thomas Quarshie Thompson. Arrested last June, apparently because of reporting critical of the government, Thompson has since suffered a stroke.

"Ordinary considerations of human and civil rights alone" would

warrant his release, Perlik said in a letter urging proper medical treatment and immediate freedom for Thompson.

In a letter to Lt. General Agosto Pinochet, head of the Chilean government, Perlik has expressed "shock and alarm," at news of the arrest of the editor of Analisis, reportedly inspired by an article relaying Chilean public opinion.

"We are alarmed" at the lack of information about the safety of Analisis editor Juan Pablo Cardenas, Perlik said, calling for his immediate release and an end to all government efforts to interfere with the distribution of publications.

\$504 leads minimum list for data entry jobs

HIGHEST MINIMUM among 43 for experienced key punch operators, data entry clerks and employees in related jobs covered by 34 Guild contracts with daily newspapers and wire services is \$504.93 a week for employees classified as "TTS" per-

forator operators under the Ottawa Guild's contract with Southam's Ottawa Citizen.

Two other minimums for the jobs exceeded \$450 a week, while a total of six were \$400 a week or more, according to a tabulation of the mini-

mums in effect on April 1 by TNG's Collective Bargaining Dept.

Nineteen of the minimums, or 44 percent, were \$350 a week or more, and 31, or 72 percent, exceeded \$300 a week.

Only two of the minimums were

lower than \$250 a week, both at dailies in San Juan.

Following are the top and flat minimums for the 43 jobs as of April 1. The results of settlements since and deferred increases effective in the interim are not included.

	Minimum	After
Ottawa Citizen		
TTS perforator operators	\$504.93	—1 yr.
Toledo Blade		
Key punch operators	481.16	—3 yrs.
Key punch clerks	384.91	—1 yr.
New York Times		
Data entry operators	409.94	—2 yrs.
Vancouver Sun and Province		
Key station operators	407.40	—1½ yrs.
Key system supervisors	491.00	—flat
Toronto Star		
Key punch operators	391.80	—3 yrs.
Senior key punch operators	436.12	—4 yrs.
San Mateo Times & News Leader		
Key punch operators	388.20	—3 yrs.
Seattle Times		
Key punch operators	387.50	—3 yrs.
San Francisco Chronicle and Examiner		
Key punch operators	375.19	—2 yrs.
Supervising key punch operators	394.76	—2 yrs.
San Jose Mercury-News		
Key punch operators	375.19	—2 yrs.
Supervising key punch operators	394.76	—2 yrs.
San Diego Union and Tribune		
Key punch operators	372.92	—3 yrs.
New York News		
Key punch operators	367.65	—3 yrs.
Honolulu Advertiser and Star-Bulletin		
Data entry operators	366.62	—3 yrs.
New York Post		
Key punch operators	*352.35	—3 yrs.
Denver Post		
Key punch operators	336.00	—3½ yrs.
Boston Herald		
Key punch operators	334.61	—3 yrs.
Memphis Commercial Appeal		
Key punch & verifier clerks	333.35	—5 yrs.

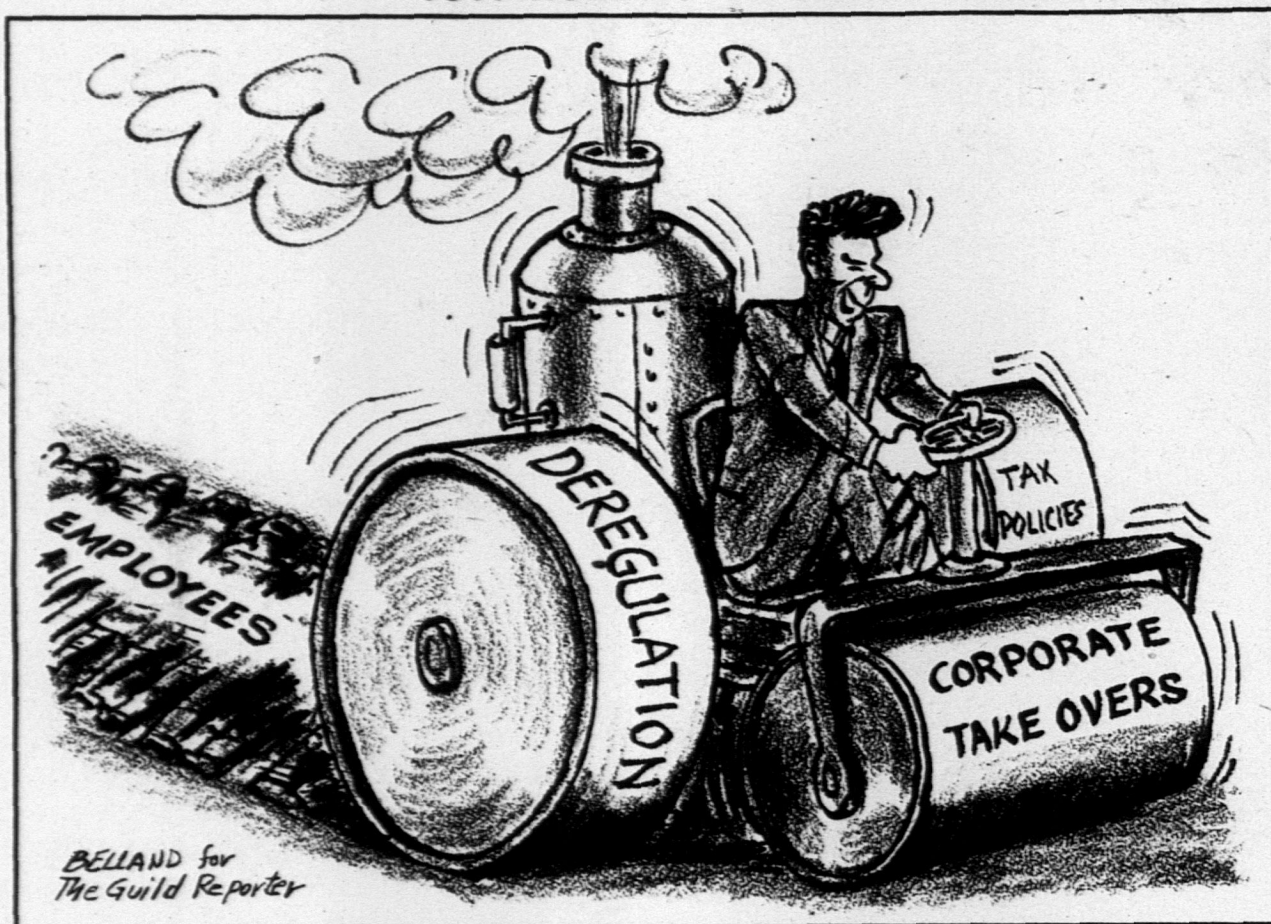
	Minimum	After
Baltimore Sun and Evening Sun		
Key punch operators	331.00	—3 yrs.
Providence Journal and Bulletin		
Key punch operators	330.00	—2 yrs.
Lead key punch operators	372.50	—3 yrs.



	Minimum	After
Detroit Free Press		
Key punch operators	329.64	—3 yrs.
Associated Press		
Key punch operators	343.66	—3 yrs.
United Press International		
Key punch operators	307.93	—3 yrs.
Lead key punch operators	314.49	—flat
Philadelphia Inquirer and Daily News		
Key punch operators	307.77	—4 yrs.
Unit record machine operators	353.86	—4 yrs.
St. Louis Post-Dispatch		
Key punch operators/verifier operators	306.32	—3 yrs.
Washington Post		
Key punch operators	297.40	—2 yrs.
Great Falls Tribune		
IBM machine operators	285.00	—4 yrs.
Duluth News-Tribune and Herald		
Data entry clerks	273.00	—4 yrs.
St. Louis Globe-Democrat		
Key punch operators	269.10	—3 yrs.
Albany Times-Union and Knickerbocker News		
Key punch operators	255.95	—3 yrs.
Brockton Enterprise		
Key punch operators	255.44	—2 yrs.
Pueblo Star-Journal, Chieftain		
Key punch operators	252.00	—3 yrs.
Buffalo News		
Data entry	250.49	—3 yrs.
Data entry advanced	269.72	—3 yrs.
Senior data entry	284.21	—3 yrs.
San Juan: El Mundo		
Key punch operators	235.00	—3 yrs.
San Juan Star		
Data entry operators	225.27	—4 yrs.

* Applies to hires after 3/30/82; if hired before 6/11/81 —\$398.25.

JUST ROLLING ALONG



Court's Bildisco ruling sent signal many companies wanted to hear

By Ray Denison
Washington-Baltimore Guild

WORKING PEOPLE, under pressure to accept declines in their earnings and living standards, are haunted by the question of fairness. They read about tax bonanzas to the rich, ketchup for school children and leftover cheese for the poor. They read about profit-taking on Wall Street and astronomical bonus-taking by corporate executives.

Now, the Supreme Court has joined the administration on management's side of the bargaining table in interpreting and administering laws in ways that favor employers and injure working people and their unions.

In the recent case of the National Labor Relations Board v. Bildisco & Bildisco, the court in effect repealed the provision of the 1935 National Labor Relations Act that forbids either party to repudiate a freely negotiated labor-management agreement before its expiration.

The result is to give employers carte blanche to tear up union contracts merely by filing a bankruptcy petition, without waiting for a court hearing. Management then is free to slash wages, fire employees at will, cancel group and health insurance and eliminate pensions and work rules. Under this rule of the jungle, every contract, every protection negotiated and agreed to in good faith, means nothing.

The Bildisco decision was the signal that scores of companies had been waiting for, permitting them to follow the lead of Continental Air Lines, the most notorious practitioner of union-busting via Chapter 11 bankruptcy reorganization.

THIS AIRLINE was not broke. It had assets and cash. Continental employees, aware that their security and future were linked to the company's solvency, many times demonstrated a willingness to sit down and work out revised contracts and make concessions. But the airline acknowledged no such link.

Management filed for bankruptcy, fired two-thirds of its union workers, cut wages and benefits by 50 percent, terminated

This column by AFL-CIO Legislative Director Ray Denison is reprinted with permission from the op-ed page of the May 16 New York Times. Denison is a member of the Washington-Baltimore Guild.

pension plans and seniority agreements—and then reopened for business.

Does anyone believe that Continental managers, who did not hesitate to break a contract and throw their employees out on the street, will be more considerate of the safety of their passengers? Already there have been gross incidents of cutting corners. For example, "the New Continental" flew a 727 aircraft for three days before an employee of another airline happened to notice that the plane had a cracked fuselage.

SO EMPLOYEES lose, consumers lose, and, furthermore, competing companies lose when one outfit in an industry misuses bankruptcy law to cut costs, and reduces the common denominator to an unhealthy level.

The effect is also felt in towns and cities where employees live. When a company uses bankruptcy reorganization to break contracts, throw employees out of work and cut wages, health care and pensions, the communities must pick up the slack.

Suddenly, there is less income to be spent in stores, a smaller tax base to pay for services and a greater demand for those services. Employees who once had health insurance now turn to public hospitals and Medicaid. Once-productive members of the community are reduced to dickerings with creditors. Savings institutions must begin costly mortgage foreclosure battles.

Some may applaud a company for its "free enterprise" as it beats its workers into submission, but those same persons complain when they must make up for lost tax revenues or provide for social and economic help to underemployed or jobless neighbors.

No one denies that companies sometimes are forced to make cutbacks. But under the court's Bildisco ruling, the burden is not shared fairly. In the case of a

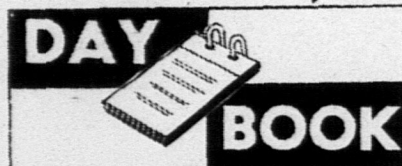
large meat-packing company that recently filed for Chapter 11, workers were forced to take a 45 percent cut in pay and benefits, but business creditors were paid 100 cents on the dollar.

SUPPLIERS OF everything from paper clips to telephone service, if their bills go unpaid, can look for business elsewhere—and the loss of one debt is rarely fatal. Matters are otherwise for the workers whose livelihood is tied to one defaulting employer. Yet, because of the Supreme Court's tolerance of unfairness, every other kind of creditor is being paid fully while many employees of "bankrupt" firms face eviction from their homes and are forced to sell what they can.

The Supreme Court has issued a faulty interpretation of Congress' 1978 bankruptcy law. It is therefore the responsibility of Congress to pass new legislation clarifying its intent.

Abrogating union contracts should be a last resort; all creditors should share equally in the burden when sacrifice is needed; and bankruptcy judges—not employers—should decide when bankruptcy must be allowed. It should be permitted only when the alternative is demise of the firm and loss of all jobs.

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Int'l Executive Board, pre-convention meeting, June 15-16, Caribe Hilton, San Juan, Puerto Rico.
51st Annual Convention, June 18-22, Caribe Hilton, San Juan.
Int'l Executive Board, post-convention meeting, June 22, Caribe Hilton, San Juan.
Gannett-chain Caucus, summer meeting, Michigan State University, East Lansing, Mich., Aug. 10-12.
Ingersoll Chain Council, fall meeting, Oct. 13-14, Philadelphia.
International Executive Board, fall meeting, Oct. 15-18, TNG headquarters, Washington.
Western District Council, fall meeting, Oct. 20-21, San Francisco.
Southern District Council, fall meeting, Oct. 27-28, Lexington.
Great Lakes District Council, fall meeting, Nov. 3-4 (tentative), Terre Haute, Ind.
52nd Annual Convention, June 24-28, 1985, William Penn Hotel, Pittsburgh.
53rd Annual Convention, Buffalo, 1986.

As they put it Policies of enrichment

Instead of investing in new plants and machinery and creating jobs for the future of America, corporations have gone on a take-over binge and have engaged in leveraged buyouts, stock speculation and wild bidding wars.

These actions are designed to achieve enormous profits for the already rich without adding a single additional job. They do nothing to improve the competitiveness of American firms in the international arena but rather amount to little more than executive mud-wrestling. Tax policies and bank lending policies fuel the craze for the buying and selling of corporations.

In these takeovers, no account is taken of the interests of the employees involved. Employees are traded and bartered as chattel in the corporate wars for control and fast profits. Workers' wages, working conditions, pensions and even their jobs are threatened by divestitures and takeovers.

The takeovers are encouraged by the Reagan administration's deregulation fever, and the failure to rigorously enforce antitrust laws. In the oil industry, takeovers have substantially reduced competition, leaving consumers at the mercy of a few large conglomerates.

Takeovers have changed the make-up of financial institutions. Bank and thrift holding companies engage in interstate banking, as well as in brokerage activities, savings and loans, insurance and other activities all intermingled in a new conglomerate operation.

In the media, concentration of ownership threatens the promise of a free press.

Executives have devised special protective devices to take care of themselves—so-called "golden parachutes"—that provide large bonuses and buyouts if a firm is sold or merged.

The new tax law's accelerated depreciation provisions encourage the acquisition and divestiture of assets strictly for tax avoidance, not for investment purposes. Some firms are being bought solely for their tax losses, to be used to reduce tax liabilities.

Banks aid and abet the takeover mania by extending tens of billions of dollars in credit to competing takeover aspirants. These credit commitments tend to raise overall interest rates and limit the ability of banks to make other, more productive loans. In the leveraged buyout schemes, a few executives obtain bank loans collateralized by the corporation's assets to purchase controlling stock interest in a corporation.

The laissez-faire policies of the Reagan administration encouraging takeovers and cannibalization of corporations must be changed. The interests of employees and consumers must be taken into account. The tax policies and credit policies that favor takeovers need to be changed.

—From a statement adopted by the AFL-CIO Executive Council, May 9, 1984.

The Guild Reporter



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