Industry sees more of 'more' in '85

As 1984 drew to a close, Washington Post Co. President Richard D. Simmons looked back on a year of strong growth in the firm's profitability and told a meeting of securities analysts that more of the same lies ahead in 1985.

It appears now that he could have been speaking as well for the U.S. newspaper industry at large.

Simmons' projection for the Post Co. and his review of a robust 1984 performance is being repeated by other industry executives and analysts who see 1985 as yet another good year after one that is expected to produce average earnings growth of more than 15 percent for the major, publicly held U.S. newspaper companies when all the figures are reported; this on the heels of a 29 percent increase in 1983, over 1982.

The Wall Street Journal, in a report on fourth-quarter profits of major U.S. industries, said that while those of all 503 corporations it surveyed "edged up 3 percent" from the same period in 1983, publishers bucked the trend during the quarter. Profits from continuing operations of the dozen publishing firms it tracked were up by 17 percent in the last three months of 1984, the paper reported.

At least one group of industry analysts—Lynch, Jones & Ryan's Morton Research team—has predicted that newspaper company profits could increase by another "15 percent or so" in 1985, though they hedge it by adding: "barring an economic downturn that many people fear but few will forecast."

The Post Co.'s 1984 performance bettered that 15 percent average, with after-tax profits of $85.9 million up by 25 percent from 1983, on revenue for the year of $984.3 million, up 12 percent. (This on the heels of a 30.5 percent increase in after-tax profits in 1983.)

Spending for advertising in U.S. newspapers rose by over 15 percent in 1984, reflecting linage gains as well as rate increases, Robert J. Coen, senior vice president and forecasting director of McCann Erickson told the same analysts' meeting to which Simmons spoke.

Addressing the annual Media Outlook Conference sponsored by the investment firm of Paine Webber, Coen estimated that spending for classified advertising rose by 25 percent in 1984 and that expenditures for both retail and national ads were up by 10 percent.

Newspaper Advertising Bureau President Craig Standen, who called

(Continued on Page 4)

The GUILD REPORTER

Official publication of The Newspaper Guild (AFL-CIO, CLC)

Vol. 52, No. 4 | Washington, D.C. | February 22, 1985

HEALTH SYMPOSIUM REPORT

ANPA lists steps for VDT 'comfort'

Chicago—The American Newspaper Publishers Assn. appears to have developed its own package of recommendations to enhance the "comfort" of employees who work at video display terminals.

It was outlined to an ANPA symposium here last fall by an ANPA industrial hygenist and covers such areas as lighting, furniture and terminal design.

Many of the ANPA recommendations are consistent with measures the Guild has urged newspaper managements to adopt.

The ANPA's program is "mostly good," said TNG Director of Research & Information David J. Eisen, the union's VDT-safety specialist. He expressed the hope that "publishers will listen."

Work areas must be adaptable to the many sizes and shapes of employees who work at VDTs, Bernadette Pogozelski, an ANPA industrial hygenist, told a health and safety symposium conducted by the publishers' association last fall in Chicago.

To accommodate both tall and short individuals, desks and chairs should be adjustable, she said. [A text of her remarks to the Oct. 10-12 forum was offered by the ANPA through its monthly magazine, "presstime."]

Adjustable tables will enable employees to position terminal keyboards at a height that places "a minimal load on the muscles and tendons of the arms, shoulders and back," she said. Chairs providing adjustability and lumbar support can alleviate operator discomfort and complaints of musculoskeletal pain, she advised.

"Practical chair adjustments" would include back tilt, back incline, seat tilt and adjustable back and seat height, said Pogozelski, underlining the need to instruct employees about the furniture adjustments available and how to perform them.

Work stations should be designed to avoid awkward hand, arm and finger movements, she said, warning that "repetitive motion of the fingers, hands and arms may lead to conditions such as tendonitis, carpel tunnel syndrome, bursitis and ganglion cysts." She also recommended rotating tasks over the work day as a means of preventing such problems and urged that "careful attention" be paid to "early signs of problems such as tingling in the fingers."

Terminals equipped with detachable keyboards "are highly desirable," Pogozelski said, noting however that the feature is often "wasted" in a poorly arranged work area.

The machines should be adjustable both horizontally and vertically to accommodate different viewing heights, she said, and recommended that brightness and resolution controls be easy to reach.

(Continued on Page 4)

PHILADELPHIA GUILD MEMBERS PICKET TO PROTEST CARTOONIST'S DISCHARGE

In foreground, left, is Rob Lawlor, subject of the protest joined by some 125 members of the local

Firing 'wrong number,' Guild says

Philadelphia—The Philadelphia Guild will ask an arbitrator to order Knight-Ridder's Daily News to reinstate prize-winning editorial cartoonist Rob Lawlor who was fired after including the telephone number of his estranged wife in a cartoon that the News published in its Dec. 24 editions.

The cartoon depicted a starving Ethiopian child, thrusting an empty bowl through a computer bar-code imprisoning the child. The unlisted telephone number of Lawlor's wife was included in numbers displayed at the bottom of the drawing.

Lawlor was notified of his discharge several weeks later after an attorney representing his wife contacted News management and alleged that she had received "more than 30 . . . unsettling and harassing phone calls" following the cartoon's publication.

As many as 125 Guild members turned out on a picket line mounted in front of the News Feb. 6—the date Lawlor's discharge took effect. Among them were Lawlor and Tony Auth, the prize-winning cartoonist for the commonly owned and published Philadelphia Inquirer.

In grievance meetings with News management the Guild argued that discharge was far too severe a penalty for the 30-year News employee whose work record had been unblemished.

Acknowledging that he made "an error in judgement" and that "it was a stupid thing to do," Lawlor said he included the phone number in the cartoon as a joke intended for his teenage daughter.

Lawlor's cartoons are regularly reviewed by at least two editors, the Guild points out, noting that the "fail-safe mechanism in the newsroom . . . failed."

The News has refused to accept a half-page advertisement the Guild sought to place in the paper explaining Lawlor's firing.

New local leaders' seminar draws 48

Silver Spring, Md.—Forty-eight persons from 34 Guild locals in the United States and Canada participated in TNG's fourth annual residential seminar for new local officers at the AFL-CIO's George Meany Center for Labor Studies here Feb. 15-18.

Four locals were represented at the seminar for the first time, bringing to 53 the number of locals to have had leaders participate in one or more of the sessions in their first four years. All but eight of the smaller locals for which the seminar is especially intended now have sent at least one leader to at least one of the weekend sessions.

Local presidents, vice presidents, secretaries and treasurers made up 64 percent of this year's participants. Others included executive, bargaining and human rights committee members and unit leaders. Twenty-seven (56 percent) of the 48 participants were women.

As in its first three years, the seminar's opening session—on the

(Continued on Page 2)

TNG's J. William Blatz and Ellis T. Baker—"team-teaching" one more time.

Kim Lukasiak, Buffalo; Cynthia Cheski and John Harte, Bakersfield

TNG seminar for new officers draws 48 from 34 locals

(Continued from Page 1)

Guild's history and the evolution of it purposes and policies—was led by Ellis T. Baker, this time on a consultant basis. Baker, who directed TNG's education programs for 35 years until retiring the first of the year, was primarily responsible for conceiving and setting up the seminars.

Subsequent sessions were devoted to bargaining, contrtact enforcement, local administration, inter-union co-operation, communication and organizing.

Session leaders also included J. William Blatz, director of field operations, Richard J. Ramsey, executive secretary of TNG's Contracts Committee, International Representative Bruce R. Nelson and Secretary-Treasurer Charles Dale.

There also were evening sessions on workplace health and safety, led by Research & Information Director David J. Eisen, and on human rights, led by Human Rights Co-ordinator Anna M. Padia.

Members of TNG's field staff joined participants for the seminar's final sessions.

The seminar is designed primarily for new officers of locals without professional staff of their own and focuses on the basic tools most immediately needed to build and maintain a strong local.

TNG subsidizes, in part, the room, board and travel expenses for one participant from each small local in attendance. Fourteen locals sent more than one participant to this year's seminar.

Frankie Rollo, Los Angeles

Robert Hill, Montreal

Karen Garlogh, Cincinnati

ROSTER OF SEMINAR PARTICIPANTS

Participants in TNG's 1985 seminar for new local officers included the following (alphabetically by local):

Albany—Robert Conner, chairperson, Glens Falls unit; Timothy Schick, treasurer.

Bakersfield—Cynthia Cheski, president-elect; John Harte, vice president-elect.

Battle Creek—Leslie Rardin, secretary; Elaine Kulhanek, chairperson, human rights committee.

Bristol—Anne Cretella, vice president.

Buffalo—Kim Lukasiak—secretary.

Cincinnati—Karen Garlogh, Enquirer unit secretary. Gloria Millner, executive committee.

Columbus—Bonnie Caldwell, acting chair, Dispatch unit.

Eugene—Kevin Miller, president; Robert McEwen, vice president.

Gary—Ernie Hernandez, president.

Hampton Roads (Norfolk)—Sharon B. Young, treasurer.

Hudson County (Jersey City)—Ron Leir, vice president.

Indianapolis—Dorothy Petroskey, president.

Kingston—Thomas G. Wakeman, treasurer.

Knoxville—Jane G. DuBose, president.

Lake Superior (Duluth)—Edwin Pearson, president.

Lexington—Carol (Robin) Luger, recording secretary.

Los Angeles—Frankie Rollo, chairperson, Press-Telegram unit.

Manchester—Jay Luppold, executive board; C. J. McCarthy, steward.

Memphis—Evalynn Carter, recording secretary; Debby Teal, secretary-treasurer.

Milwaukee—Jack Norman, president; Vic Feuerher, vice president.

Montreal—Robert Hill, 2nd vice president; Dolly Shinhat, secretary-treasurer.

Ottawa—Jacquie Miller, executive committee; Pat Bell, human rights chairperson.

Peoria—John Redenbo, president.

Pittsburgh—Angela D. Chatham, 2nd vice president; Barbara Vancheri, 3rd vice president.

Rochester—John Campbell, executive committee; Sharon Applebaum, organizing chairperson.

San Antonio—Mark Linsalata, president.

Sheboygan—Mary Eckardt, president; Janice Hildebrand, treasurer.

Terre Haute—Pamela Sue Doty, secretary-treasurer.

Toledo—Eric Bates, executive board.

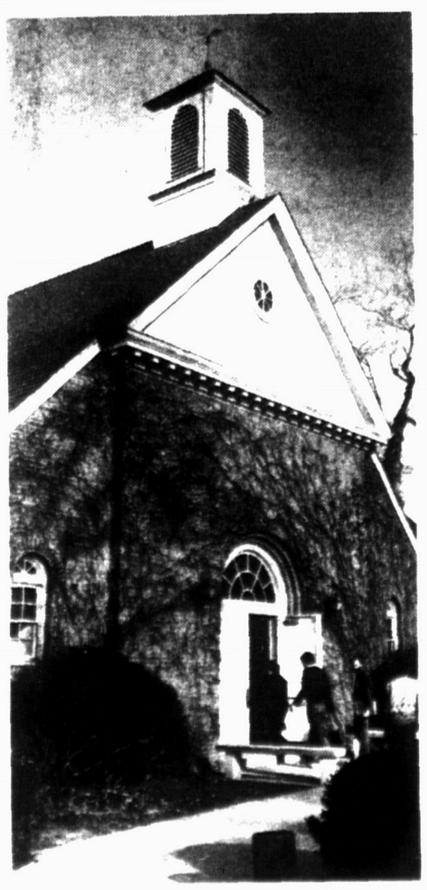
Windsor—Doug Millar, circulation vice president; Mary Mackay-Black, vice president.

Woonsocket—Debra E. Gauthier, executive board.

Youngstown—Bob Fields, executive committee.

In addition, Larkie Gildersleeve, recently hired local representative of the Central California Guild, and Laura DiStefano, recently hired assistant executive officer of the Canadian Wire Service Guild also participated in the seminar.

Bonnie Caldwell, Columbus



Lecture hall is a former chapel.

TNG staffers G. Richard Pattison, Phillip M. Kadis, Richard J. Ramsey

Laura DiStefano, Canadian Wire Service; Jack Norman, Milwaukee

ITU and GCIU set same-day merger votes for April 10

Both the Int'l Typographical Union and the Graphic Communications Int'l Union now have set for April 10 simultaneous votes by the memberships of each on the proposal for merger of the two printing crafts unions.

At the same time, six officers of as many ITU locals identifying themselves with an ad-hoc "Coalition for Merger," have petitioned a federal court to stop the ITU referendum on merger with the GCIU and clear the way for an ITU vote instead on a proposal for its merger into the Teamsters.

A federal judge early last year blocked a referendum on the Teamsters' proposal in the face of a pending rerun election of ITU officers held under supervision of the U.S. Labor Dept. A pro-Teamsters ITU Executive Council majority was replaced in that rerun by a pro-GCIU majority.

For the ITU, the April date is a change from March 27, the date set by its executive council majority in mid-January after it had voted approval of the GCIU proposal [Guild Reporter, Jan. 25].

The council majority rescheduled the ITU referendum "to permit a simultaneous vote" in each union, a representative said. The GCIU General Board early in February approved the referendum by that union's members.

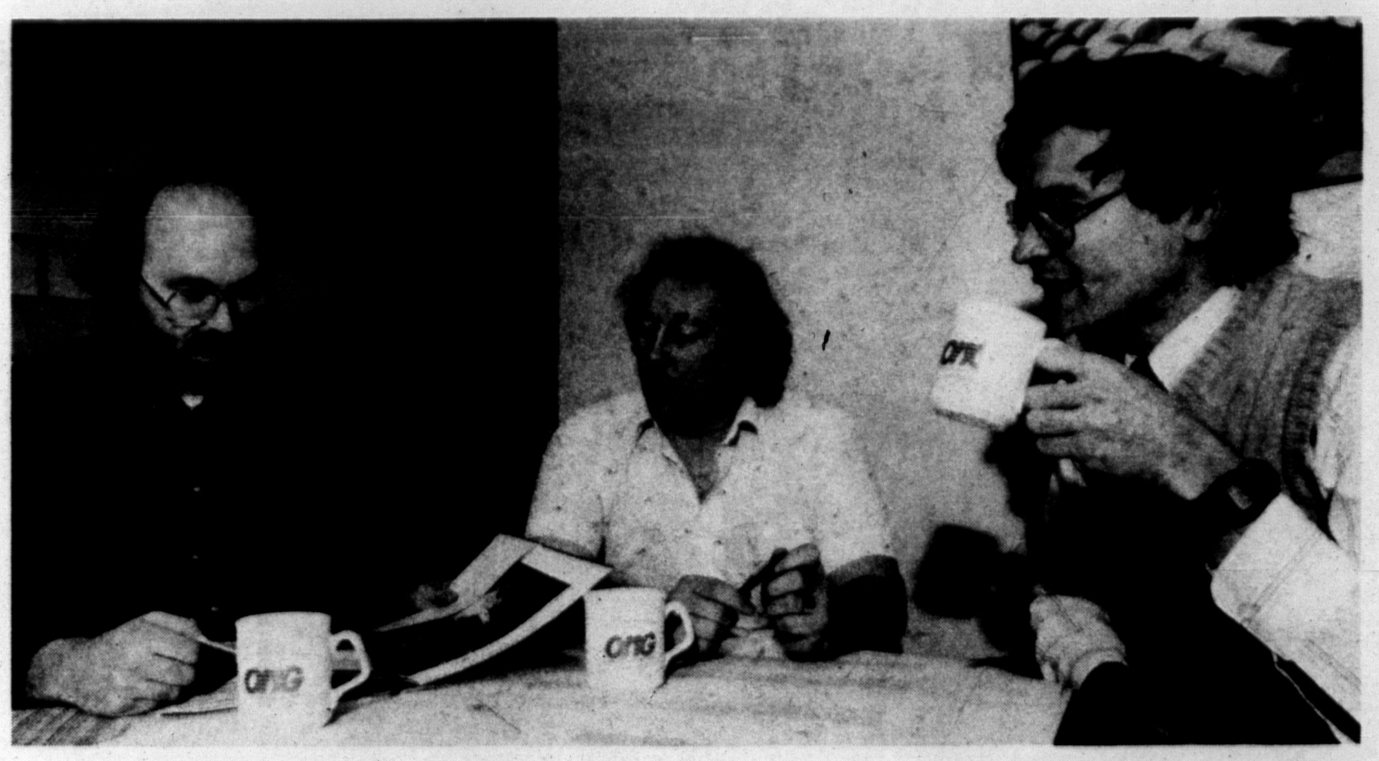
While the GCIU board's action came on a vote of 24 to 16, Financial-Recording Secretary James J. Norton told the AFL-CIO News that the "mood of the board was in favor of a merger" and that the vote reflected the need for clarification of information on some aspects of the ITU-GCIU proposal.

Just before the board met, each of its members received a copy of a letter from ITU Secretary-Treasurer Thomas W. Kopeck to the secretary-treasurer of the Philadelphia Typographical Union. Its president is on the steering committee of the Coalition for Merger.

In that letter, Kopeck, a proponent of the Teamsters merger, said he feels "strongly that the ITU-GCIU proposal . . . is not financially sound."

At the same time it reset the ITU-GCIU merger referendum date, the current ITU Executive Council majority—President Robert S. McMichen and Vice Presidents Billy Joe Austin and William Boarman—also authorized publication of a special issue of the ITU Review to be devoted to the ITU-GCIU merger proposal. Equal space is to be made available to proponents and opponents.

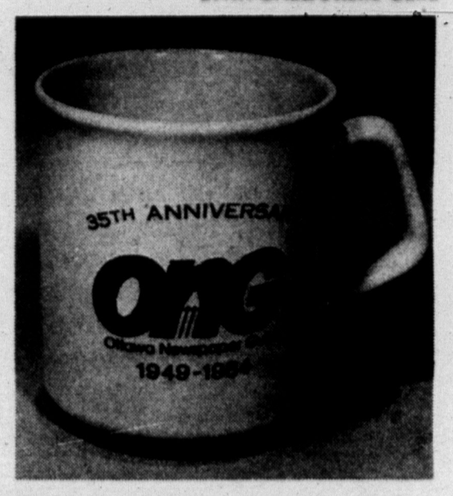
In seeking to stop the ITU referendum on merger with the GCIU, the Coalition for Merger charges that the executive council failed to meet deadlines for completing that merger proposal and is therefore obligated by action of the union's 1984 convention to hold a vote on the Teamsters-merger proposal instead.



LYNN BALL/Ottawa Guild

Ottawa's in its . . .

Ottawa Guild officers enjoy a coffee break with the local's 35th Anniversary ONG coffee mugs while they discuss contents of new kits to be distributed soon to members. From left: President Tony Coté, Vice President Dave Elder, Secretary Doug Yonson. The Ottawa Guild was chartered on Dec. 1, 1949. The new member-kit, a heavy pocket-file folder with the ONG logo stamped on it, will contain each unit's contract booklet as well as local by-laws, information on company benefits and how to claim them, pamphlets on government, labor and worker-protection laws and other information.



Arbitration okayed in MS firing

Vancouver—The 1983 discharge of a probationary employee following the discovery that she has multiple sclerosis can be challenged by the Guild under arbitration procedures provided by its contract with this city's dailies, the British Columbia Labour Relations Board has held, affirming an earlier ruling by an arbitrator.

The discharge sparked protests and petitions in the fall of 1983 from other employees of the Vancouver Sun and Province as well as from other persons and groups concerned over discrimination against an employee because of illness.

Fired from the Province's photo department, where she was working as a laboratory technician, was Susan Martin, then half-way through a four-month probationary period.

Representatives of Southam's Province argued before the labor board that the discharge was not arbitrable since its contract with the Vancouver-New Westminster Guild specifies that probationary employees have no right to appeal a discharge "for inability to perform . . . the duties of the position."

A contract may "limit the scope of arbitral review" into the discharge of a probationary employee, but under provincial labor law a blanket prohibition on arbitration of the issue cannot be imposed "even where the scope . . . may be so limited" that the "review is illusory," arbitrator Bruce H. McColl had said last April 18.

The company contended that a 1975 amendment to the labor code had opened the way to permit a bar against arbitration of a probationary employee's discharge, but the labor board disagreed in its Jan. 10 ruling.

While the law permits a "different standard for dismissal and discipline of probationary employees," it also requires that "all disputes" be subject to contractual dispute resolution procedures, the board pointed out.

No appeal was filed to the board's ruling and the Guild and the Province were selecting dates for an arbitration hearing into the issues of the case, a local representative said.

Vote on Guild set At Salinas daily

Salinas, Calif.—Employees of the Salinas Californian will vote March 6 on whether they want the San Jose Guild to represent them for purposes of collective bargaining with the Gannett-chain daily.

The election among about 100 of the 23,000 evening circulation paper's employees will be supervised by the National Labor Relations Board. The group includes employees from all departments except the composing room, where employees are represented by a local of the Typographical Union.

The San Jose Guild currently has contracts covering employees in Monterey, at Block's Peninsula Herald, and in San Jose, at Knight-Ridder's Mercury-News.

Kingston loses election among 4 in circulation

Kingston, N.Y.—The Kingston Guild lost a bid to represent four additional outside circulation employees of the Kingston Daily Freeman when the employees voted 2-to-2 on union representation in a Feb. 13 election supervised by the National Labor Relations Board.

A union must win a majority of the eligible votes cast to be certified as the bargaining representative for a group of employees. The local has a contract covering inside and outside circulation employees, as well as employees in the advertising, business office, editorial and maintenance departments.

The Guild Reporter (ISSN: 0017-5404) is issued semimonthly, except monthly in July and December, at 1125 15th St. NW., Washington, D.C. 20005. $20 a year. Second-class postage paid in Washington, D.C. and additional mailing offices. Printed in the U.S.A.

Postmaster: Send address changes to The Guild Reporter, 1125 15th St. NW., #550, Washington, D.C. 20005.

Pair of Canadian forums set for April

Ottawa—Representatives of Canadian Guild locals will gather here April 27-28 for a pair of meetings:

- The 1985 Canadian Policy Conference and;
- The first meeting of a reactivated Canadian District Council of Guild locals.

The Canadian Policy Conference has been meeting annually during the weekend preceding the opening of yearly TNG conventions since 1973. It was established by the 1972 Convention as a body "with authority to express itself autonomously on Canadian social and legislative issues and to advise the Int'l Executive Board and the convention on matters of internal Guild policy as they affect Canadian members and locals."

Delegates to last summer's session voted thenceforth to hold meetings of the policy conference seperately from the convention, citing schedule conflicts with other pre-convention activities and forums.

The conference delegates also called for reactivation of the Canadian District Council of Guild locals, which had disbanded in the early 1970s.

The district council is to meet in the spring and the fall of each year, with the location of the meetings rotating among Canadian cities where Guild members work. The policy conference will meet annually in conjunction with the spring council meeting.

LOCAL ELECTIONS

Bakersfield

Cynthia Cheski, president; **John Harte,** vice president (Harte,55; Kent Miller, 28); **John Bryan,** secretary (Bryan, 40; Brad Pollard, 24; Robb Lightfoot, 17); **Eileen Ferenchak,** treasurer.

Kenosha

John Krerowicz, president; **Kay Jones,** vice president; **James Casper,** secretary; **Bernice Nagy,** treasurer.

Peoria

John Redenbo, president; **Elaine Hopkins,** vice president; **Judy Howard,** secretary; **Bob Grimson,** treasurer.

Pueblo

John Norton, president; **Chuck Valentish,** vice president; **Judy Hildner,** secretary; **Neal Perkins,** treasurer.

Wilkes-Barre

John J. (Jack) Wallace, president; **William Jones,** vice president; **Esther Mager,** secretary; **Carl B. Schwab,** treasurer.

Eugene

Kevin Miller, president; **Bob McEwen,** vice president; **Diane Pishioneri,** secretary; **Mike Stahlberg,** treasurer.

Central California

Mary Sanchez, president; **Mary Ellen Driscoll,** vice president; **Rosalie Reed,** secretary; **Chris Cage,** treasurer.

Gary

Ernie Hernandez, president (interim election).

Canada's price elevator

The table below records the ascent of Canada's Consumer Price Index over a 24-month period following a 0.2-point increase in the index in October to 123.2, up 3.0 points from October 1983, and 9.6 points from October 1982. The first column lists the index for each of the last 12 months, the second the percentage increase over the same month of the preceding year and the third, the percentage increase over September 1982.

		Percentage over	
	Index*	Same month prior year	October 1982†
November, 1983	119.2	4.2	4.9
December	119.6	4.5	5.3
January, 1984	120.2	5.3	5.8
February	120.9	5.5	6.4
March	121.2	4.7	6.7
April	121.5	4.9	7.0
May	121.7	4.8	7.1
June	122.2	4.1	7.6
July	122.9	4.2	8.2
August	122.9	3.7	8.2
September	123.0	3.8	8.3
October	123.2	3.4	8.5

*1981 = 100 †Index = 113.6

ROBERT A. STEINKE/St. Louis Guild

A check for a 'Red Neck'

St. Louis Guild President Robert C. Holt, Jr., passes a contribution to "Red Neck Charities" to Al (Red Neck) Schroeder who, with his wife Betty, has operated a St. Louis food relief program the past 10 years. Schroeder was recipient of the St. Louis Guild's annual Page One Civic Award for 1984. Last year the Schroeders collected and distributed some $25,000 worth of food to homeless and elderly persons and institutions serving needy children, much of it purchased with their own funds, the local said in making the award. Schroeder is a disabled mechanic. Kim Plummer of the local's Globe-Democrat unit, right, was chairperson of the 1984 Civic Award Committee for the local's Page One Awards celebration.

HEALTH SYMPOSIUM REPORT

ANPA lists VDT 'comfort' steps

(Continued from Page 1)

Noting that many older terminals "cannot be economically replaced," she suggested that adaptions be made to improve them and recommended that employees participate in the selection of new terminals.

"Keyboard height, color, finish and layout are crucial to operator comfort," the publisher's representative said. She recommended that terminal cabinets be a medium, neutral shade with a matte finish. Keyboards should have a slope of 7 to 15 degrees. Keys should be concave of a neutral, matte finish with black characters, she suggested and also recommended a black border around the terminal screen

To reduce complaints of eyestrain and fatigue she recommended that lighting levels be reduced to a range of 35 to 55 foot candles, through bulb replacement, installation of diffusers or indirect lighting where "proper architectural conditions exist."

Drapes or vertical blinds can help reduce glare and reflections, while glossy paint and desk surfaces should be avoided in VDT work areas for the same reason, she advised.

"Screen filters often do little more than add to the complexity of the lighting problems in a facility," she said.

Employees who operate VDTs should have their eyes examined to detect any undiagnosed problems and ensure that prescription lenses are correct, Pogozelski said, noting that "attention will need to be given to individuals that wear bifocal and trifocal lenses."

The ANPA has instituted an ergonomic environmental study service, Pogozelski told the gathering, noting, however, that "ergonomics does not stop . . . at the physical environment but enters into providing a workplace that is concerned with the emotional wellbeing of the worker."

Respond to VDT concerns to beat regulation—ANPA

Chicago—"The best way to defeat legislation" to regulate the design and operation of video display terminals is to demonstrate that employers are responding to the concerns of their employees, Claudia James, counsel for the American Newspaper Publishers Assn., told an ANPA health and safety symposium last fall.

She suggested "inexpensive changes" to make the VDT work "environment more comfortable and more productive," along with employee handbooks and seminars on the subject.

Publishers should let legislators know what steps their papers have taken to improve working conditions, James said, explaining: "Perhaps its new lighting or maybe it has been an ANPA ergonomic review or radiation test."

"We do not need legislation," she said, but warned that with many states considering it, "we are up against difficult odds."

"It is important to assert the positive" when discussing VDT regulation with legislators, James told the group.

She addressed the same forum that heard an ANPA industrial hygienist outline recommendations for improving the VDT environment.

A Different Voice/Rochester Guild

IT SEEMS TO US

Separate Broun Award for broadcast endorsed

OTTAWA, ONT.

Editor:

I would like to endorse the suggestion of the Broun Award judges that the award be split into two categories with separate awards for print and broadcast reporting.

Over the years, I have been pleased and impressed that the judges have avoided a big-city-media bias. This year's award, to Arkansas Democrat reporter Mike Masterson, is another good example of that. But I have noticed that few, if any, broadcasters have won the award.

As someone who represents television reporters (at CJOH) and is also in the business of judging journalism (for the Centre for Investigative Journalism's annual anthology of the best Canadian work), I am very aware that broadcast stories need to be judged according to their different strengths. Broadcasting generally outdoes print in capturing nuance and atmosphere, while print is usually superior in explaining complex events or transactions, particularly of a legalistic kind.

I urge the International Executive Board at its April meeting to consider the judges' suggestion.

WENDY JACKSON
Executive officer
Ottawa Guild

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.

Industry sees more good times in 1985

(Continued from Page 1)

1984 "a spectacular year" for the newspaper business, has reported similar gains in spending for newspaper advertising last year—a 25 percent rise in classified, 10 percent in national and 12 percent in retail.

Standen projects that 1985 will see advertising expenditures rise by 9-10 percent in the separate categories and 9 percent overall, while Coen has predicted an overall rise of about 10 percent.

Knight-Ridder's vice president for marketing, Edward T. Parmelee, meanwhile, told the analysts that he expected newspaper advertising revenue to rise by a minimum of 10 percent in 1985, "given a scenario in which the economic recovery stays on track."

A 10 to 12 percent increase in newspapers' 1985 profits was forecast by A. H. Belo's executive vice president, James P. Sheehan, who also foresees "a moderate margin improvement . . . on top of the margin expansion already experienced."

SHEEHAN, WHOSE company owns the Dallas Morning News, said that he had included a 6 to 8 percent rise in labor costs and an increase of 6 to 7 percent in newsprint prices in making his projections for 1985.

A 7 percent increase in newsprint prices has been announced, but Sheehan noted that "considerable conjecture" exists over whether the increase will stick given "excess producer capacity."

The U.S. Commerce Dept., meanwhile, in its "Industrial Outlook" for 1985 reports that revenue of U.S. newspapers rose by 11 percent in 1984, to a total of $26.7 billion.

It projects "steady increases" in newspapers advertising revenues over the next five years. After adjusting for inflation, the Commerce Dept., forecasts revenue growth averaging 2.5 percent over the five-year period, with a 3.2 percent inflation-adjusted increase in 1985.

Employment in the newspaper industry rose to 427,200 in 1984, a 3.7 percent increase from 1983, and the Commerce Dept. predicts it will rise to 435,000 in 1985.

Payroll costs accounted for 52 percent of the industry's expenses in 1984, down from 59 percent in 1974, while expenditures for materials rose from 41 percent in 1974, to 48 percent in 1984, the federal agency reported.

Magazines also "recorded sharp gains in 1984," according to the Commerce Dept. It reports that advertising expenditures for all U.S. magazines rose by 14 percent last year, while spending for ads in consumer magazines, alone, rose by 15 percent, to $4.9 billion.

A substantial increase in the number of advertising pages carried by magazines coupled with rate increases, produced the gains, according to the Commerce Dept. Among consumer publications, advertising pages were up by 8 to 10 percent in 1984, it reported.

After adjusting for inflation the magazine industry realized a 6 percent gain in 1984, the agency said. It predicted inflation-adjusted increases of better than 4 percent in 1985 and foresees revenue growing at a 3.5 to 4 percent rate on average over the next five years.

YEAR-END RESULTS for publicly traded U.S. and Canadian newspaper and magazine publishers include:

- McGraw-Hill, Inc.—Revenues for 1984 up by 8.2 percent, to $1.4 billion, and after-tax profits of $144.2 million, up 14 percent. The margin of after-tax profits-to-revenues for the year was 10.3 percent.
- Gannett Co. Inc.—After-tax profits for 1984 rose by 17 percent, to $223.9 million, while revenues of $1.96 billion were up by 15 percent. The profit margin was 11.4 percent. All this despite operating losses at USA Today reported to have been $100 million last year.
- Time Inc.—Revenues of $3.1 billion were up by 14.8 percent, and after-tax profits of $216.4 million were up by 28.1 percent. The profit margin was 7 percent.
- A. H. Belo Corp.—Revenues were up by 46 percent, to $354 million, while after-tax profits for the year rose by 74 percent, to $54 million, including a $25.5 million gain from the sale of some assets.
- New York Times Co.—After-tax profits of $100.2 million were up by 27 percent, while revenues for the year of $1.2 billion, were up by 12.7 percent. The profit margin was 8.4 percent.

The Times itself and the company's 28 smaller papers set advertising and circulation goals.

- Media General Inc.—Revenues of $547.7 million were up by 7.9 percent, and after-tax profits of $39.8 million were up by 10.7 percent. The profit margin was 7.3 percent.
- Times Mirror Co.—After-tax profits of $232.7 million were up by 16.6 percent, while revenues of $2.8 billion rose by 12 percent. The profit margin was 8.3 percent.
- Quebecor Inc.—After-tax profits of $11.5 million were up by 49.3 percent, on revenues of $278.9 million, up 26.4 percent. The profit margin was 4.1 percent.
- Dow Jones & Co. Inc.—Revenues of $965.6 million were up by 11.4 percent, while after-tax profits of $129.1 million rose by 13.1 percent. The profit margin was 13.4 percent.
- Tribune Co.—Revenues for 1984 of $1.79 billion, were up 13 percent, while after-tax profits for the year rose by 49 percent to $103 million. Excluding an $8 million third-quarter gain from the sale of New York real estate, the company's after-tax profits for the year were up by 37 percent, to $95 million, for a profit margin of 5.3 percent.

Although it reported record 1984 revenues and pre-tax profits among its newspapers, including the New York Daily News and the Chicago Tribune, the company said that earnings in the group were tempered by employee buy-out and termination costs and other unusual expenses that "should enhance" the company's "long-term growth and profitability" in 1985 and future years.

- Capital Cities Communications, Inc.—After-tax profits of $142.8 million were up by 24.5 percent and revenues for 1984 of $939.7 million rose by 23.3 percent. The profit margin was 15.2 percent.
- Knight-Ridder Newspapers Inc.—After-tax profits for 1984 were up by 17.9 percent, to $140.8 million, on revenues of $1.66 billion, up by 13.2 percent. The profit margin was 8.5 percent.

The company's senior vice president for finance, Robert F. Singleton, predicted that 1985 would be the company's 10th consecutive year of earnings growth.

- Scholastic Inc.—For the six-month period ended Nov. 30, the first half of the company's fiscal year, it reported after-tax profits of $1.7 million, compared to a $5.1 million loss in the same period of 1983. Revenues for the period of $78.3 million were up by 14.5 percent.
- Meredith Corp.—The publisher of Better Homes and Gardens magazine, among others, had after-tax profits of $23.6 million for the first half of its 1985 fiscal year, which began last July 1. That was a gain of 10.4 percent. Revenues for the six-month period rose by 6.5 percent, to $235 million.

Meanwhile, **News America Publishing, Inc.**, Rupert Murdoch's U.S. operating company, had after-tax profits of $17.99 million (Australian) in its fiscal year ended last June 30, up 18 percent from the year before, according to the annual report of Murdoch's Australian firm, News Corporation Ltd.

The 18-percent profit increase came on a 50.8 percent boost in revenues and a 34 percent hike in before-tax profits, though the profit margin slipped to 5.4 percent, from 6 percent, Morton Research reported.

Morton also said that the annual report showed that profits increased at Murdoch's San Antonio Express & News—by 12.7 percent, to $7.6 million after taxes—at New York magazine—by 33 percent, to $175,000—at the weekly Star—by 37.8 percent, to $6.9 million—and for News Group Publications, which includes the Village Voice and the New York Post—by more than 22 percent (the amount was not reported by Morton).

In the loss column, the report said the Boston Herald's were cut in half, though figures showed a drop of only $658,000, to $3.2 million, Morton reported. The Chicago Sun-Times lost $2.3 million after taxes for the approximate half of the fiscal year Murdoch owned it, and the Sun-Times Syndicate lost $1.9 million, Morton reported.

Prices for newspaper, magazine firms astonish many

PRICES BID and paid in recent months for U.S. newspaper and magazine properties—more than $200 million for the Des Moines Register & Tribune Co.'s two dailies and two weeklies, a total of more than $700 million for two dozen special interest magazines and $150 million for the New Yorker magazine—reportedly have astonished many in the worlds of finance and publishing.

For its winning bid in the auction for the Des Moines firm's papers, the Gannett chain is getting the 240,000-circulation Des Moines Register, the 35,000-circulation Jackson (Tenn.) Sun and the two weeklies.

The dailies become the 86th and 87th in the chain—largest in the U.S.—and the Register becomes the second largest property in terms of circulation among the chain's dailies, topped only by its USA Today.

Gannett's bid was the highest of five considered by directors of the largely family-owned Register & Tribune Co. at their Jan. 31 bid-opening meeting. The next highest, from the Hearst chain, was reported to not have come close. Other bidders were the Washington Post Co., the Tribune Co. and the Lee chain.

The directors put the company up for bids after rejecting several offers of up to $156 million last fall. The initial offer came from Dow Jones & Co. and four Iowa investors, including two top executives of the Register & Tribune Co.

Those officials, Michael Gartner, president, and Gary Gerlach, executive vice president and publisher of the Register, were placed on a paid leave of absence after the group made its $112 million offer for the entire company, including radio and TV properties.

The company also has announced that it has agreements to sell its Moline, Ill., ABC-affiliated television station to the New York Times Co. for $26 million, and two television stations in Hawaii to Burnham Broadcasting Co. of Chicago for an undisclosed sum. The Hawaii stations were estimated to have a value of $30 to $45 million.

Still to be liquidated is the company's 14 percent interest in Cowles Media Co., owner of the Minneapolis Star & Tribune and the Great Falls (Mont.) Tribune, plus several broadcast properties.

Directors of Cowles Media, chaired by David Kruidenier, who also chairs the Register & Tribune Co., have voted to extend their 44 percent voting interest in the Minneapolis-based company to more than 50 percent in an effort to stave off any moves by outsiders to take over Cowles Media.

That action has been challenged in court by another stockholder who controls 17 percent of the Minneapolis firm.

One reason for the surprise at the size of Gannett's winning bid reportedly was the low profit margin of the Register & Tribune Co., only 2.6 percent in 1983 ($2.3 million on revenues of $88.5 million).

Newsweek said one publishing-industry analyst estimated that the purchase "will dilute Gannett's 1985 profits by five cents a share."

The magazine also reported that Gannett chairman Allen Neuharth allayed fears of some Register staffers that personnel cuts might be in the offing when he told them that the Register already had fewer editorial-department employees for its size than the average paper in the chain.

Earlier Ziff-Davis Publishing Co.'s sale of its two magazine groups brought $362.5 million from the CBS Publishing Group, for the 12 consumer publications, and $350 million from Rupert Murdoch's News America Publishing Inc., for the dozen trade publications.

The transactions, which set records in the magazine industry, were considered by many analysts to be lucrative ones for the buyers as well. Each of the magazine groups was said to have produced profits in the neighborhood of $32 million in 1984.

Among the magazines included in the CBS deal are Car and Driver, Modern Bride, Popular Photography and The Runner.

News America will acquire The Official Hotel & Resort Guide, Travel Weekly, Aerospace Daily and Business and Commercial Aviation, among others.

The sales were announced in November.

More recently, Samuel I. Newhouse, Jr., through Advance Publications Inc., has offered $124 million, or $180 a share, for the 691,000 outstanding shares of the New Yorker Magazine, he doesn't already own.

Advance Publications made the bid in a filing with the Securities and Exchange Commission on Feb. 12. Shares in the company had been trading for about $170 each.

Advance acquired a 17 percent interest in the New Yorker in November for $26 million. At that time Newhouse described the purchase as an investment and said he had no plans to seek control of the company or influence its management.

Advance Publications already owns seven magazines, through its Conde Nast group, including Mademoiselle, Vogue, House and Garden and Vanity Fair.

Among other recent transactions involving newspaper companies:

- Ingersoll Publications, Inc., through its Blackstone Valley Newspaper Group, purchased the Woonsocket Call from the members of two local families who had owned the paper for nearly a century.

The new management has agreed to honor the Woonsocket Guild's contract covering the paper's advertising, inside circulation, editorial and maintenance employees. Three editorial department employees have accepted buyouts offered since the ownership changed Dec. 3.

- The New York Times Co. has announced plans to buy three small southern dailies from the Washington-based Public Welfare Foundation for an undisclosed price.

The Times Co., meanwhile, has sold six acres in Manhattan between 62nd and 65th Sts., once occupied by a Times printing plant. The site was described as "one of the last remaining tracts of its size available in midtown Manhattan." Though no price was disclosed, it was anticipated that the proceeds would be "sizable enough" to be reflected in the company's first-quarter earnings.

- The Hearst Corp. announced plans to buy several newspapers in Texas and Florida from the Jefferson-Pilot Corp. The acquisition would raise Hearst's newspaper holdings to 16 dailies and 40 weeklies.
- Times Mirror Co. announced a pre-tax gain of more than $32 million from sale of its holdings in the Commerce Clearing House publishing company. Times Mirror also announced plans to sell its art and graphic products group for $55 million.
- Multimedia, a publicly traded company with broadcast properties, newspapers and snydicated television productions, including the Phil Donahue show, has received a leveraged buyout proposal valued at $825 million. It comes from a group of investors, including top company officials. Among them, Wilson C. Wearn, chairman, and Walter E. Bartlett, president and chief executive officer.

A similar management-led investor group completed a leveraged buyout of Harte-Hanks Communications, Inc., last fall—for $717 million—and turned that communications conglomerate into a privately held firm.

After such buyouts, the firms involved no longer are required to make public financial reports.

Register buy inspires sympathy move

Cincinnati—When newsroom staffers at Gannett's Cincinnati Enquirer learned that the chain was the winning bidder in the Des Moines Register & Tribune Co.'s auction for its newspaper properties, the hat was passed to send a wreath to their counterparts at the Des Moines Register.

It was a spontaneous move "to prepare the newest members of the chain gang for what they might expect," said Paul Furiga, Cincinnati Guild president and a reporter with the Enquirer. Gannett bought the Enquirer in 1979.

Furiga said he understands that the hat came up a few dollars short of the $80 or so needed and no effort was made to actually send a wreath.

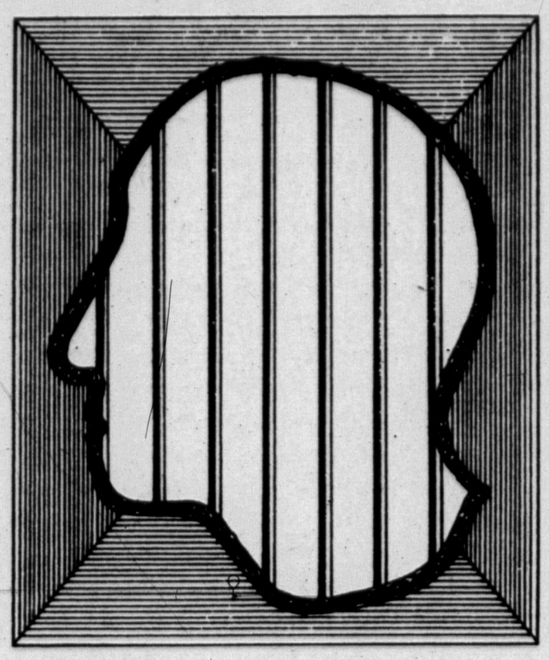
Enquirer management had gotten wind of the collection, in the meantime, and at least one newsroom supervisor telephoned Des Moines to inquire whether anything had been delivered from Enquirer employees.

Crisis in Chile for the press, journalists

On Feb. 2, Chile's military government extended for another 90 days a three-month state of seige that has included a virtual black-out on the press.

Four days later, as part of a new wave of action against dissenters, police raided the headquarters of the national Union of Journalists. There they confiscated typewriters, files, a copying machine and an entire edition of a daily newsletter the union had been putting out since six opposition publications were closed by the government in November.

Early in December, a two-person team from the Committee to Protect Journalists and four persons from the Inter-American Press Assn. spent five days in Chile examining the situation of the press first hand. Co-sponsors of the CPJ team—Barbara Koeppel, CPJ executive director, and David Hamilton, an assistant managing editor at Newsday—included TNG. [TNG President Charles A. Perlik, Jr., is a CPJ director.] This report by Hamilton is reprinted from the January/February issue of CPJ Update, the committee's bimonthly newsletter.



LAST NOVEMBER 10, at 4 a.m., helicopters flew in low over Campamento Silva Enriquez, squatter's home to 20,000 of the city's poor and unemployed. Officers of the army, air force, military police, uniformed police and detective branches sealed off the mud streets, and launched a door-to-door search for men aged 15 to 65.

In all, 3,000 were trucked to a soccer stadium for processing. By nightfall, 400 or so were still held, and eventually between 150 and 160 were "relegated" to Pesagua, an oceanside internal exile camp notable for the sandy beach its inmates are required to move from here to there and back again.

A reporter and photographer raced to the neighborhood to cover the raid, despite their editor's warning of danger. They mixed with the residents until the photographer sought a vantage point atop one of the flat wooden roofs.

Caught, he was marched past the reporter at gunpoint. "Hey, he's with me," the reporter shouted, waving press credentials. Caught too, she marched with him until they were stopped and strip-searched in the neighborhood square.

One agent of the secret police (CNI—"our own little Gestapo"—an editor called it) recognized her. "You're the one with the little girl, aren't you? You shouldn't be here. It's not safe for you, or for her."

In this anecdote, (the details are constructed from four conversations) are elements of the quandry of Chile's press:

✔ Something is happening. Chile's human rights organization reported 1,864 arrests between November 6, when the Chilean government imposed a state of seige, and the visit by the combined CPJ-IAPA delegation in December, and 443 relegations to Pesagua, 103 of them for political reasons. The Catholic Church calculated that by December, arrests were running at about 900 a month, four times the normal number.

Reporters are detained, harassed, threatened . . . jostled by police . . . a few are beaten.

✔ None of it is reportable. The editor knew that no matter what his reporter and photographer returned with, it could not be printed. Decree No. 121, in the words of the government's general secretary, "suspends the freedom of information and opinion . . ." It is worded so ambiguously, says Alejandro Gonzalez of the Catholic Vicaria de la Solidaridad, that "everything is possible."

The government won't specify what is exactly off limits, but from a series of telephone conversations with the general secretary, Radio Cooperativa's president, Genaro Arriagada Herrara, has constructed this list:

"No politics. No political activities. No strikes. No student activity. No protests. No terrorism. No critique of the situation. No reports of foreign or outside criticism."

REPORTERS ARE detained, harassed and threatened. Raul Cuevas, a cameraman for Visnews/London and officer of the Foreign Press Association, estimated that 70 percent of the 150 non-Chilean cameramen have been detained.

Many are jostled by police officers while on assignment. Some have had their cassettes confiscated. A few are beaten.

Tim Frasca, a reporter for the Canadian Broadcasting Corporation, was detained for about two hours after a human rights meeting in La Victoria, a neighborhood in Santiago.

"We were one Chilean and eight foreigners, and we were all let go after ID checks and the like. You couldn't help thinking what could have happened if we were not foreigners."

He told of two other incidents, a similar one involving himself and nine Chilean journalists, and the second involving two Chileans, a Frenchman and himself when two gunshots that killed a preist were fired over their heads.

Then there are notes from a conversation with another reporter: "Shot at, notebook gone, two rolls of film stolen, break-in at apartment."

In interviews with more than 60 persons representing 20 organizations, the stories are outrageous, repetitious, and finally numbing.

Says Emilio Filippi, director of Hoy, "They threw the rotted head of a pig in my yard, along with a note: 'Filippi, rotten Communist pig. This is the way your head will roll.' "

The note was signed by the same right-wing group that authored a note found on the body of a CNI agent whose explosive device detonated prematurely in a parish house in Punta Arena. Filippi invites the obvious conclusion.

"As in any country where you have secret police with no social, legal or ethical restraint for 10 years, you don't know who is throwing the bombs," one journalist said.

Reports of the brief abduction in late December of the editor of La Nación, a newspaper operated by the goverment, consequently came with out specualtion or claims of responsibility.

Jorge Donoso, editor of Fortin Mapocho, was detained for two days by CNI agents, blindfolded, dressed in a kind of jumpsuit, and interrogated on personal, union and political matters.

The newspaper's owner, Jorge Lavandero, remains deaf from a near-fatal beating.

Juan Pablo Cardenas, editor of Analisis, has been jailed three times on charges like "disturbing the public" and "offending the armed forces."

Publications have been harassed and finally, banned. Fortin Mapocho, Cauce, Apsi, Analisis, Pluma y Pincel and La Bicicleta were suspended in November when the state of siege was imposed. Hoy must submit its material to censors prior to printing.

Radio Cooperativa has been warned its stations will be permanently closed if they broadcast any of the items on the forbidden list.

Add to this a dreary list of threatened advertisers, threatened printers, threatened news stand operators, tailed reporters, telephone threats, silent telephone calls, and agents in the office, or parked outside for days at a time.

Writers of political columns have stopped writing. "This is the most difficult of times," said one editor of a large, mainstream paper. "We print a lot of sports."

THE STATE of siege proved no problem for the visiting CPJ and IAPA delegations; outside of a 1 a.m. curfew there were few outward signs of the extraordinary. The heavy schedule of making and receiving visits for five days dominated.

The IAPA delegation's contacts lay largely with the established and government-connected journals, CPJ's with the reporters and the banned publications.

The result was access to a broad range of viewpoints: the directors and editors of El Mercurio and La Tercera, the two largest newspapers; the U.S. Ambassador, James D. Therberge; the general secretary of the Chilean government, Francisco Javier Cuadra; the National Press Assn. and the Chilean journalists' Colegio; the editors of banned publications; and church and human rights spokesmen.

Given their diversity, their opinions were strikingly similar. Most fear that the government will issue a new state of siege when this one runs out February 4, or will codify newer, more stringent controls on the press.

The Chilean journalists expressed their dilemma thus:

"Chile is suffering an attack of appendicitis. You know when it starts; you don't know when it ends. We don't have a lot of experience in handling a situation like this. In 1973 (when a military coup overthrew the civilian government of Salvador Allende) we knew the rules of the game. Now we don't."

"The problem isn't the press—it's political; no congress, no voices for groups in the society. The press has become the spokesman for opposition or for attack—so the government ends the press to end the political problems it raises. The terrorists are in no position to threaten the stability of the government. They are merely an excuse.

"This is the most serious situation since 1973. The government aim is the destruction or the very strict control of the press."

"The government suspends basic rights now more so than ever before. In 1973, it was in violation of the law. Now it is within the law."

Permission to see General Secretary Cuadra is granted. Twice during the 45 minutes he emphasizes that the state of siege is temporary.

The banned publications aided the terrorists, he says. With freedom comes responsibility. Chile's reputation is damaged by false and scurrilous reports.

First Raul Kreselburd for IAPA importunes, then Barbara Koeppel for the CPJ argues for a free press. "Debate leads to democracy and democracy defends itself. Surely Chile looks askance at Poland's state of siege?"

A woman shouts to us, 'We're living in misery . . . can't buy clothes . . . selling hot dogs!'

"I share your concerns," the minister says.

In news reports Cuadra is quoted as saying he agreed with the delegates that Chile is going through an exceptional period. The committees did not ask that the measures be lifted, he said.

THIRTY-SIX of the journalists thrown out of work by the bannings gather in a room to question the committee. The answers—that there are no changes, that this group can force no changes, that there is no financial support to be offered, that the international owners' group (IAPA) cannot will its Chilean members' behavior—cause the air in the room to grow heavy.

Finally a woman in the rear shouts in exasperation, "We're living in misery! We can't afford to buy clothes! We're out selling hot dogs!"

And from the front, another concludes the session: "You must help us!"

CPJ representative urges aid to Chileans

New York—The executive director of the Committee to Protect Journalists has suggested that North American news-industry employees provide financial assistance to the approximately 100 journalists and others who have been deprived of their livelihoods since Chile's military government closed six magazines early in November.

Barbara Koeppel, CPJ executive director and one of its delegates to Chile in December, said that a meeting then with about 60 of the jobless revealed that for many of them "there is real suffering."

"We were told that some were selling hot dogs, and the lucky ones are picking up whatever work they can. The majority are hurting badly," she said.

Their union, the Colegio de Periodistas, is trying to raise funds for the most needy by, among other things, selling posters and arranging cultural events, she said, but with the Chilean economy in a "desperate state," fund raising is most difficult.

The union's four-page, underground daily—closed by a police raid on Feb. 6—was being distributed free, "simply to get out the news that is now censored."

Stating that she considered the Chilean journalists' plight in many ways to be worse than that of Polish journalists' after the imposition of martial law there, Koeppel suggested that checks, made out to the union, be sent to:

Colegio de Periodistas, c/o Ignacio Gonzalez, president, Amunategui 31, 5° Piso, Santiago, Chile.

BLS reports $102 advantage for union members

Washington—U.S. union members had median earnings of $405 a week in 1984, $102 more than nonunion employees' $303 a week, according to figures compiled by the U.S. Labor Dept.'s Bureau of Labor Statistics.

The findings, derived from monthly government employment surveys, were included in the agency's first analysis of union members and their earnings since 1980. The reports were curtailed, along with several other BLS surveys, as a cost-cutting measure early in the Reagan administration.

The new report also showed:

The median earnings of male union members were $444 a week, compared to $362 for nonunion men, an $82 difference, the agency reported.

Among women, union members had median earnings of $326 a week, $75 more than the $251 reported for nonunion women.

Black union members' weekly median earnings of $357 were $121 more than nonunion blacks, who had weekly earnings of $236, according to the BLS data.

Median earnings of Hispanic union members were $351 a week, $113 a week higher than the $238 reported for nonunion Hispanic employees.

Among white men, the BLS reported weekly earnings for union members of $451 a week, $75 more than the $376 reported for nonunion white men.

For white women, the median was $338 a week among union members and $253 among nonunion employees, an $85 difference.

The same $85 differential existed between the earnings of union and nonunion black women: $303 for union members vs. $218 for nonunion employees.

Black men who are union members had median earnings of $399 a week, $146 a week more than the $253 a week reported for nonunion black men.

Median earnings for union-member Hispanic men were $383 vs. $254 for nonunion employees, a difference of $129 a week.

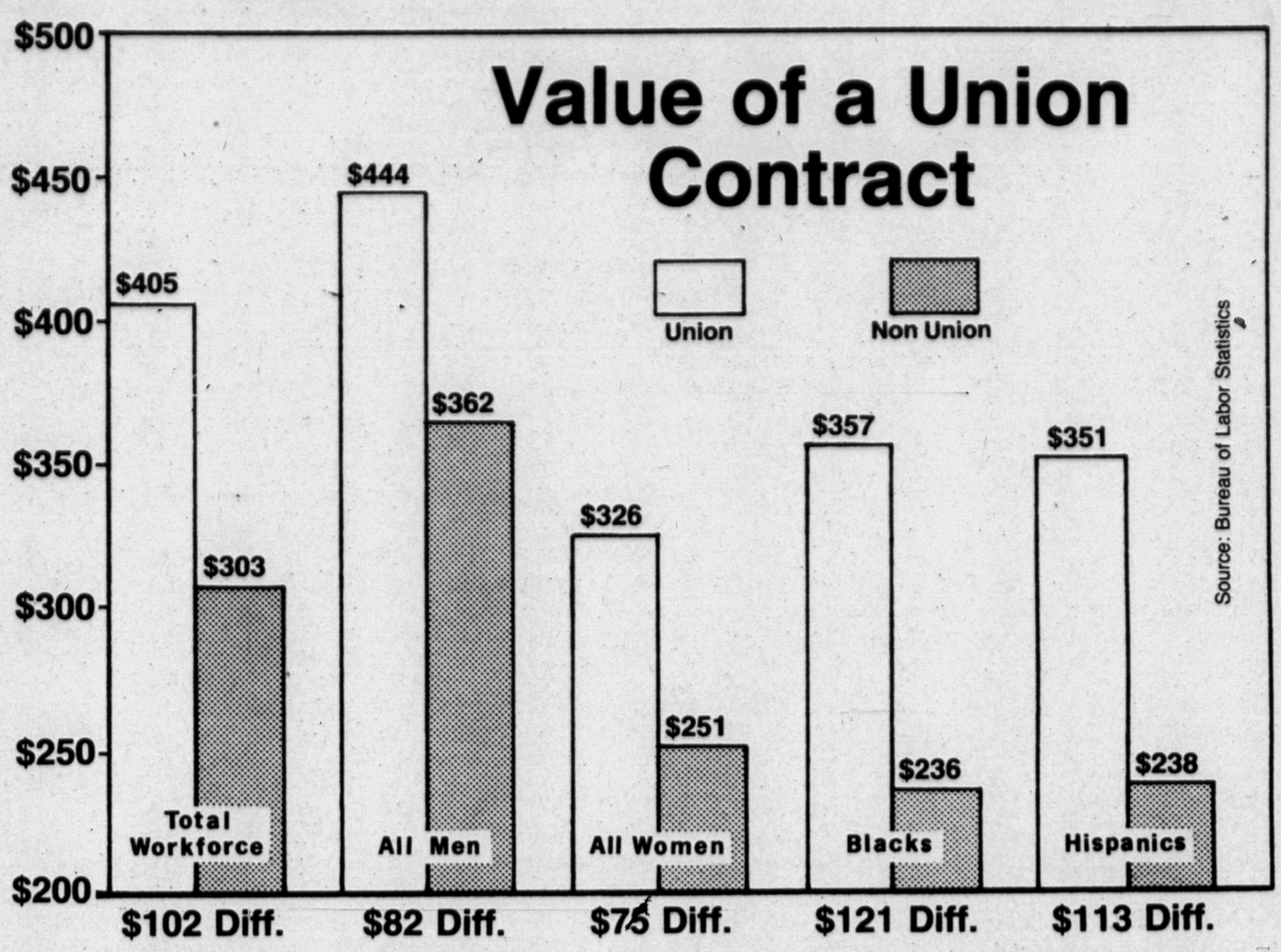
Among Hispanic women, union members had median earnings of $293 a week, $83 higher than their nonunion counterparts, who had median earnings of $210 a week.

Overall the earnings of union members were 33 percent higher than those of nonunion employees, the BLS said.

Union members accounted for 18.8 percent of the workforce last year, while 21.6 percent of the nation's 92.2 million wage and salary earners were covered by union contracts, according to the government statistics. Union membership as a percentage of the total workforce was down from 23 percent in 1980.

The BLS reported that the median earnings of all employees who worked under union contracts in 1984—members and free riders alike—were $404 a week, $1 less than the median earnings reported for union members alone.

Questions about union representation and membership are included each month on about 15,000 employment survey questionnaires distributed by the BLS as part of its Current Population Survey, from which employment statistics are garnered. Previously the BLS collected information about union membership during just one month a year.



Guild steward's extra pay restored

Philadelphia—A Guild shop steward was treated disparately when he was removed from a Guild-covered supervisory position and the 15 percent differential provided for the job eliminated from his pay, an arbitrator has ruled.

Ordering the differential restored retroactively, arbitrator S. Harry Galfand held that the Philadelphia Inquirer and Daily News committed "a clear act of discrimination" in violation of the prohibition in their contract with the Philadelphia Guild against singling out an employee because of his or her membership or activity in the Guild.

The company's concern over a conflict between the grievant's role as a Guild steward and his supervisory duties in the electronic data processing department of the Knight-Ridder dailies arose because of additional functions the company assigned to the contract-covered position, Galfand said. He pointed out that a Guild-covered supervisor in another department serves as a shop steward without objection from the company.

Responsibilities added to the contract-covered supervisory job—employee evaluations, training and scheduling among them—led, Galfand found, to the company's issuing an ultimatum that the grievant relinquish "your supervisory assignment or your union position."

When he did neither, he was removed from the supervisory job and the 15 percent pay differential eliminated.

"The risk that a Guild-covered supervisor might assume union office" is one that the company accepts when it decides to assign supervisory work to an employee covered by the contract, rather than assign it to an exempt supervisor who cannot perform other work covered by the contract, the arbitrator pointed out.

The grievant lost the additional income "that he had come to expect" because his Guild activities appeared to the company to conflict with the additional supervisory duties it had assigned, Galfand said.

Expressing understanding of the company's concern, while not "necessarily" sharing it, Galfand said that he would leave to the company's discretion the question of whether to return the steward to the supervisory position.

Restoration and continuation of the differential lost by the company's discriminatory action is an "appropriate remedy," he ruled.

The Guild's contract with the papers requires a minimum 15 percent differential for employees assigned to one of several supervisory jobs covered by the agreement.

UPI reports 4th quarter cash surplus

Washington — United Press Int'l has reported that its revenue during the last quarter of 1984 totalled $25.4 million and exceeded its expenses for the period by $1.1 million.

The news service has been restructing its operations in an effort to move into the profit side of the ledger. The wire service reportedly last realized an operating profit in 1963. It had a loss of $6.5 million in 1983's fourth quarter.

Employees covered by the Wire Service Guild's contract with UPI agreed last fall to a package of cost-saving measures, including an initial 25 percent pay cut to be restored over a 12-month period. The cut applied to the salaries of non-Guild employees, as well, including management. The pay cuts were reduced to 15 percent at year's end, under the first of the scheduled restoration steps.

The quarter's positive cash flow was reported as an operating profit. UPI President and Chief Operating Officer Luis G. Nogales explained that the excess cash was being "applied to long-term payout agreements with vendors" like AT&T, the American Newspaper Publishers Assn.'s "presstime" magazine reported.

Meanwhile, UPI co-owners Douglas F. Ruhe and William E. Geissler, who took over UPI in mid-1982, are reported to have reached an agreement for sale of their interest a Joliet, Ill., television station.

The price was not announced.

Nor was is known whether proceeds from the sale of the station, WFBN-TV, would be invested in operation of UPI. Ruhe and Geissler have said they would "sell off every asset we own," to save the wire service.

DM top minimums exceed $500 in half of pacts

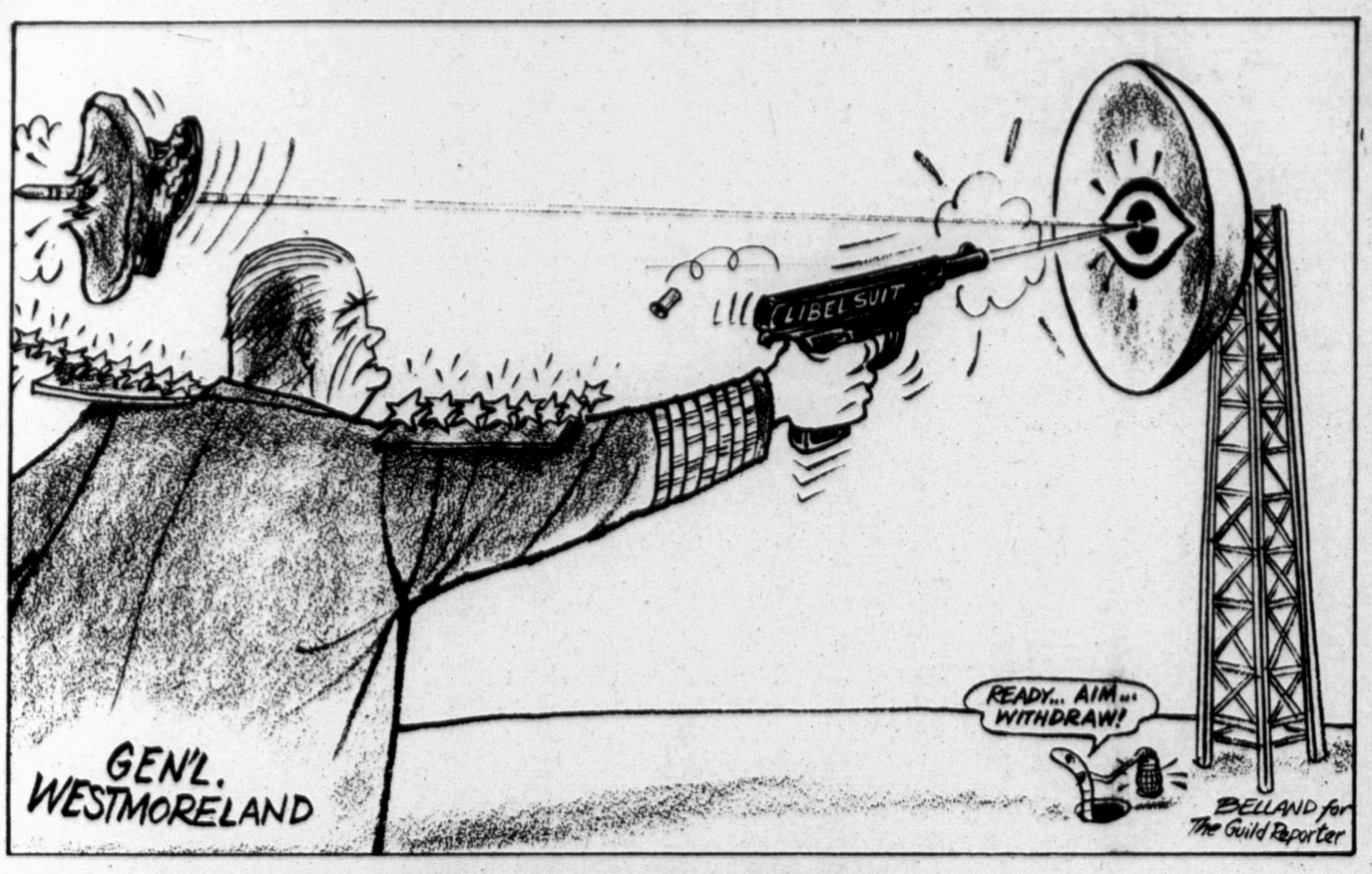
TOP MINIMUMS of more than $500 a week were being paid to circulation district managers under 53 percent of the Guild contracts with daily newspapers covering the job as of Feb. 1, according to TNG's Collective Bargaining Dept.

A tabulation of the minimum salaries for experienced district managers in effect under the 60 contracts also shows that top minimums of $600 or more were being paid under 18, or 30 percent, of the contracts, while four had top minimums of more than $700 a week.

There was top-minimum parity for circulation district managers and reporters in 22 contracts that cover both jobs.

	Minimum	After
New York Times	$843.26	4 yrs.
Montreal Gazette	793.00	5 yrs.
New York Daily News	767.73	6 yrs.
Vancouver Sun and Province	736.62	5 yrs.
Victoria Times-Colonist	699.71	5 yrs.
St. Paul Pioneer Press and Dispatch	662.00	5 yrs.
Toronto Star	660.17	4 yrs.
Seattle Times	658.10	4 yrs.
Denver Post	[1]646.00	4 yrs.
Denver Rocky Mountain News	646.00	4 yrs.
Minneapolis Star & Tribune	645.00	5 yrs.
Windsor Star	644.03	5 yrs.
Ottawa Citizen	642.45	5 yrs.
Toronto Globe and Mail	641.40	4 yrs.
Stockton Record	607.00	5 yrs.
San Diego Union and Tribune	[2]604.73	5 yrs.
Toledo Blade	604.54	4 yrs.
Brantford Expositor	600.20	4 yrs.
Monterey Peninsula Herald	594.00	6 yrs.
Eugene Register-Guard	586.50	5 yrs.
Long Beach Press-Telegram	573.00	4 yrs.
Delaware County Times	546.42	5 yrs.
Bakersfield Californian	544.05	5 yrs.
Pottstown Mercury	535.99	5 yrs.
New York Post	[3]531.55	3 yrs.
Portland Press Herald and Express	531.00	4 yrs.
Erie News and Times	521.50	5 yrs.
Scranton Tribune	518.10	3 yrs.
Maui News	515.20	5 yrs.
Hawaii Tribune Hearld	509.88	5 yrs.
Buffalo Evening News	508.47	3 yrs.
Boston Herald	503.57	3 yrs.
St. Louis Post-Dispatch	492.96	5 yrs.
Wilmington News and Journal	487.97	4 yrs.
Youngstown Vindicator	484.00	5 yrs.
Duluth News-Tribune & Herald	[2]483.00	5 yrs.
Albany Times-Union and Knickerbocker News	482.70	8 yrs.
Peoria Journal Star	477.00	5 yrs.
Manchester Union Leader	463.00	3 yrs.
Salem News	462.99	2 yrs.
Great Falls Tribune	456.00	5 yrs.
Brockton Enterprise	427.32	3 yrs.
St. Louis Globe-Democrat	419.32	4 yrs.
Fall River Herald-News	415.85	2 yrs.
Yakima Herald-Republic	413.25	4 yrs.
Sioux City Journal	401.49	4 yrs.
Columbus Dispatch	401.14	3 yrs.
Kingston Daily Freeman	[2]397.15	3 yrs.
Pueblo Chieftain	397.00	3 yrs.
Canton Repository	390.57	5 yrs.
Oshawa Times	367.84	3 yrs.
York Daily Record	365.61	5 yrs.
Terre Haute Tribune-Star	359.88	5 yrs.
San Juan Star	329.63	4 yrs.
Massillon Independent	317.19	3 yrs.
San Juan: El Vocero	310.00	2 yrs.
Monessen Valley Independent	285.50	4 yrs.
Morgantown Dominion-Post	284.83	4 yrs.
San Juan: El Mundo	277.00	5 yrs.
San Antonio Light	265.80	5 yrs.

[1]$5-41 per week extra for designated bonus districts.
[2]Plus bonus or commission system.
[3]Applies to hires on or after 3/31/82; if hired on or before 6/11/81, $596.70.



REMEMBER TOM PAINE, BEN FRANKLIN?

No taint for press people in politics

By James Reston

Washington

IN THE LAST few days, two prominent journalists have left their jobs here to join the Reagan administration as advisers on public relations. They are Bernie Kalb of CBS, who became assistant to Secretary of State Shultz, and Pat Buchanan, an independent TV and newspaper columnist, who became the new White House communications director.

Both are of sound mind and limb and respected by their colleagues, so maybe this justifies an explanation.

As everybody knows, it's more fun to spout your own ideas than to peddle somebody else's. And it is equally obvious that the last thing Ronald Reagan needs is instruction on the arts of public persuasion, now being demonstrated at 1600 Pennsylvania Avenue here to the envy of Madison Avenue in New York.

There used to be two arguments against "crossing the line:"

First, that if a reporter jumped the fence into the federal trough, he would be obliged to swallow the official garbage on the other side.

And second, that once having done so, he would have lost the confidence of the public when he came back to his typewriter, assuming such old-fashioned machines then existed.

James Reston is a veteran columnist with the New York Times, working out of its Washington bureau. This column is reprinted, with permission, from the Times issue of Feb. 13.

So why, for the love of Pat and Bernie, did they do it?

One possible reason is that if you're hooked on television, you can get more time on television in politics than you can get on the networks or the weekend shows.

Bernie got more space to report the news when he was at the New York Times than he got at CBS, which gave him only a minute and a half occasionally to explain the Reagan administration's policies. Now as spokesman for the State Department, he will be on television explaining it all the time. This may or may not be an advantage.

Pat Buchanan has a different problem. Unlike Mr. Kalb, he's not a reporter but a preacher, and a darn good one too. But also unlike Mr. Kalb, he will not be the spokesman at the White House—it has a very good Speakesman. Pat will be the image-maker for the president and the press, both of which he has criticized in the past without excessive modesty.

Still, there's something to be said for reporters going into government for awhile, provided they don't inhale the poison on the other side. And provided also they and their bosses know what they're doing.

President Eisenhower was the guy who figured this one out. Ike trusted Jim Hagerty, his press secretary, to know what was going on in the White House, even to read the daily cables when necessary, and know what was on the president's mind. Ike didn't worry about his "image" any more than he worried about his syntax, but he relied on Jim to tell him one thing: What the headlines would be in the morning papers if he said this or that.

SINCE THEN, it's amazing how dumb smart presidents have been about anticipating the public consequences of their decisions. Most of the time they've been as ignorant as swans.

If Kennedy had asked Ike's Hagerty question before the Bay of Pigs invasion . . . if Johnson had asked it before he plunged deeper into Vietnam . . . if Richard Nixon had asked it before many of his spectacular Watergate blunders . . . if Jimmy Carter had asked Jody Powell before he staggered into the Iranian desert . . . it might have avoided untold suffering.

So maybe it's useful to have a few old battered reporters wandering around the corridors of power, if anybody listens to them. All good reporters ask innocent, children's questions, even when they work in the White House: What are you doing? And why did you do that? That's precisely the simple and useful service Bernie Kalb and Pat Buchanan can deliver in their new jobs, and they don't have to worry about coming home if it doesn't work.

Ed Murrow, John Chancellor, Jim Hagerty, George Reedy, Pierre Salinger, Bob Manning, Andrew Berding and many others "crossed the line," representing the government to the press and vice-versa, and then in later years went back and wrote with the utmost independence and sincerity, having benefited from what they learned on both sides of the fence.

AFTER ALL, it's really a new idea that reporters and officials should be separate. The pamphleteers had the idea of this Republic before the politicians, and old scribblers like Tom Paine and Ben Franklin were down in the pit and on the barricades fighting for it while writing their fiery editorials.

The only difference is that if you read Paine on his 248th birthday on Jan. 29, he wrote so much better than anybody does today.

©1984 by The New York Times Company. Reprinted by permission.

NEW ADDRESS?

Please use this form so the Guild Reporter will move with you.

Type or print name, new address, and name of your Guild local in space provided below.

Mail to: Guild Reporter, circulation, 1125 15th St. N.W., #835, Washington, D.C. 20005.

Name

New Address

City State/Province

Zip/Postal Code Guild Local

ATTACH OLD MAILING LABEL HERE

If you are receiving duplicate copies, please attach both labels.

(Allow 4-6 weeks for change to become effective.)

DAY BOOK

Southern District Council. winter meeting, March 1-3, Chamberlin Hotel, Hampton, Va.
Int'l Executive Board, spring meeting, April 22-26, TNG headquarters, Washington.
Canadian District Council, founding meeting, April 27-28, Ottawa.
Great Lakes, Midwest and Southern District Councils, joint spring meeting, May 4-5, Toledo.
Western District Council, spring meeting, May 11-12, Hacienda Inn, Los Angeles.
Middle-Atlantic District Council. spring meeting May 18-19, Wilkes-Barre.
52nd Annual Convention, June 24-28, William Penn Hotel, Pittsburgh.
Midwest District Council,. fall meeting, Oct. 26-27, Milwaukee.

As they put it

Regulating the press

The federal government's campaign to regulate the press goes steadily forward. So far, the litigation has been aimed at financial reporting and publishing, and the government's lawyers have suggested that they only want to tidy up a few loose details in the rules that protect the securities markets. But if they prevail in the cases now moving through the courts, they will establish principles with implications reaching far beyond securities trading.

The Reagan administration keeps emphasizing its burning commitment to reduce regulation. But which is the real and operative policy—those promises, or the persistent efforts in one courtroom after another to impose new regulatory authority on various aspects of the press?

The solicitor general, Rex E. Lee, told the Supreme Court a few weeks ago that the government has the authority to license publishers of financial periodicals just as it licenses lawyers and barbers. He was arguing an appeal by a newsletter publisher named Christopher L. Lowe; the Securities & Exchange Commission is trying to enjoin him from putting out his newsletter on grounds that he has been convicted of several crimes.

Doesn't it violate the First Amendment to prohibit anybody, criminal record or not, from publishing? Don't worry, says the SEC—licensing rules will only apply to newsletters, because the government considers them investment advisers and has no interest in standard newspapers and magazines. Really? That cheery assurance won't survive the Winans case.

R. Foster Winans is the former Wall Street Journal reporter who wrote a stock gossip column and, the government charges, made money speculating on the column's impact on the stocks he mentioned. If he actually did that, he committed a gross violation of ethics and he betrayed his newspaper. But the government goes much further to say it was also a criminal violation of the securities laws. That is an enormous expansion of any previous concept of securities fraud, and if the courts accept this claim, it will subject wide areas of reporting and editing for the first time to federal regulation. The Reporters' Committee for Freedom of the Press, joined by other press organizations [including TNG], has filed an amicus brief that illuminates these larger concerns sharply.

The First Amendment wasn't written to benefit the publishing industry. It was written to ensure an unimpeded flow of news and commentary to the citizens of a great democracy. No doubt the government's lawyers will protest that they are only trying to keep the undesirables out of the news business. One of these cases revolves around a convicted felon, the other around a spectacular scandal. But the erosion of civil liberties typically begins with cases involving people who are difficult to defend.

—The Washington Post, in an editorial, Feb. 1.

The Guild Reporter

CALM ACPS

JAMES M. CESNIK, Editor
BARBARA E. NELSON, Assistant Editor

ILCA International Labor Communications Association · AFL-CIO/CLC ·

Published by The Newspaper Guild (AFL-CIO, CLC) twice monthly (generally second and fourth Fridays, occasionally two other Fridays after published advance notice), except monthly in July and December. $20.00 per year. Single copies, $1.00.

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

POSTMASTER!—'Notice to Publisher Form 3579' should be sent to The Guild Reporter, 1125 15th St., N.W., #550, Washington, D.C. 20005. Publication #231580.

ISSN: 0017-5404

Vol. 52, No. 4 **February 22, 1**

The Newspaper Guild
1125 Fifteenth St. N.W., Washington, D.C. 20005
Area Code 202—296-2990

INTERNATIONAL CHAIRPERSON: HARRY S. CULVER
PRESIDENT: CHARLES A. PERLIK, JR.
SECRETARY-TREASURER: CHARLES DALE

AT-LARGE VICE PRESIDENTS: Robert C. Holt, Jr., 433 Dickens Ave., St. Louis 63122; Carol D. McGarvey, 325 Green Lane, Philadelphia, Pa. 19128; David M. cahy, c/o Standard & Poor's Corp., 25 Broadway, New York, N.Y. 10004; Marie She 208 Broadway, #6, Youngstown, Ohio 44504; Stanley Souza, 45-430 Lupo Kaneohe, Hawaii 96744; Gene Turner, 219 E. Park 2, Stockton, Calif. 95202.

REGIONAL VICE PRESIDENTS: Region 1—Thomas R. Hiltz, 181 Lebanon St., den, Mass. 02148; Region 2—Faye McCracken, 3059 Kingsley Ave., Memphis, 38127; Region 3—Richard M. Peery, 2886 Chadbourne Rd., Shaker Heights, 44120; Region 4—Larry D. Hatfield, 16 Jewell St., San Rafael, Calif. 94901; R 5—Peter E. McLaughlin, 3 Norlen Ln., New City, N.Y. 10956; Canadian Region: E Lee C. Clifford, P.O. Box 3032, South Postal Station, Halifax, Nova Scotia B3J West—Roger L. Stonebanks, 5050 Lochside Dr., Victoria, B.C. V8Y 2E9.

DIRECTOR OF FIELD OPERATIONS: J. William Blatz.
EXECUTIVE SECRETARY, CONTRACTS COMMITTEE: Richard J. Ramsey.
CANADIAN DIRECTOR: William H. McLeman
1755 Courtwood Crescent, Suite 202-B
Ottawa, Ont. K2C 3J2.
DIRECTOR OF EDUCATION: Phillip M. Kadis
DIRECTOR OF RESEARCH & INFORMATION: David J. Eisen.
HUMAN RIGHTS CO-ORDINATOR: Anna M. Padia.
ORGANIZER: James Schaufenbil.
INTERNATIONAL REPRESENTATIVES: William M. Brown, Eugene Bryant, Janet David, Leo J. Ducharme, James H. Griffin, Willard Hatch, Harry L. McCormick, Luis Montanez Jr. (on leave), Bruce R. Nelson, G. Richard Pattison, Hannah Jo Rayl, Marshall W. Schiewe, Frederica Wilson.

CUS 91000248 7
XEROX UNIV MICROFILMS
300 N ZEEB ROAD
ANN ARBOR MI 48106