

# Guild gets high marks in survey report

Washington—A strong majority of the Guild's membership—ranging from 70 to 85 percent—has a high opinion of the union and its contracts under which they work, according to a report by an independent polling organization distributed to all Guild locals Nov. 24.

The report is drawn from responses of 1,100 randomly selected Guild members interviewed at length by telephone in their residences last spring by representatives of the Wilson Center for Public Research, Inc., of Washington.

The first such undertaking in the Guild's 53-year history, the poll was commissioned by TNG as part of its efforts to gather information to assist the union in organizing as well as to enable it to improve its

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responsiveness to current members.

The number of members surveyed was three times larger than the number many pollsters consider appropriate for a "population" the size of the Guild's membership and should make the poll's findings accurate to within 2 to 3 percent.

Those findings, as reported by the Wilson Center, include:

✓ More than seven out of ten (73.18 percent) said their jobs would be worse to much worse without the Guild. Only 4.35 percent said better to much better.

✓ More than 85 percent said

they consider it important for the Guild to organize non-union workers in the news industry, with 57.8 percent rating it "very important."

✓ Just over 63 percent said they would be willing to pay an additional \$1 a month for increased organizing activities, despite the fact that the complaint about membership mentioned by more of those polled than any other was the high level of dues (30.1 percent).

✓ Slightly more than 80 percent rated the Guild contracts under which they work as good to very good (22.4 percent), with the level of pay listed by 30.8 percent

as their contracts' most satisfactory feature, followed by job security and benefits, each at 17 percent, with the grievance procedure and guaranteed time off next at just over 7 percent.

✓ Nearly 80 percent endorsed the Guild being active legislatively on behalf of its members, but those polled split nearly evenly when asked about the Guild supporting candidates for elective office.

✓ While members gave generally mixed responses when asked about the general appropriateness of the union merging with another, the largest response to a follow-up question (37 percent) was that it

depends on the other union involved.

✓ More than 80 percent said they sometimes, usually or always (41 percent) read the Guild Reporter, and many had suggestions for its improvement.

Said the Wilson Center report about the poll results:

"At a time when many unions are viewed as 'weak and ineffective' by workers they represent, Guild members consistently see their union as capable of addressing on-the-job concerns through success at the bargaining table and through the grievance procedure it has negotiated."

The Guild, the report said, "has achieved a unique blend of support" from those it represents

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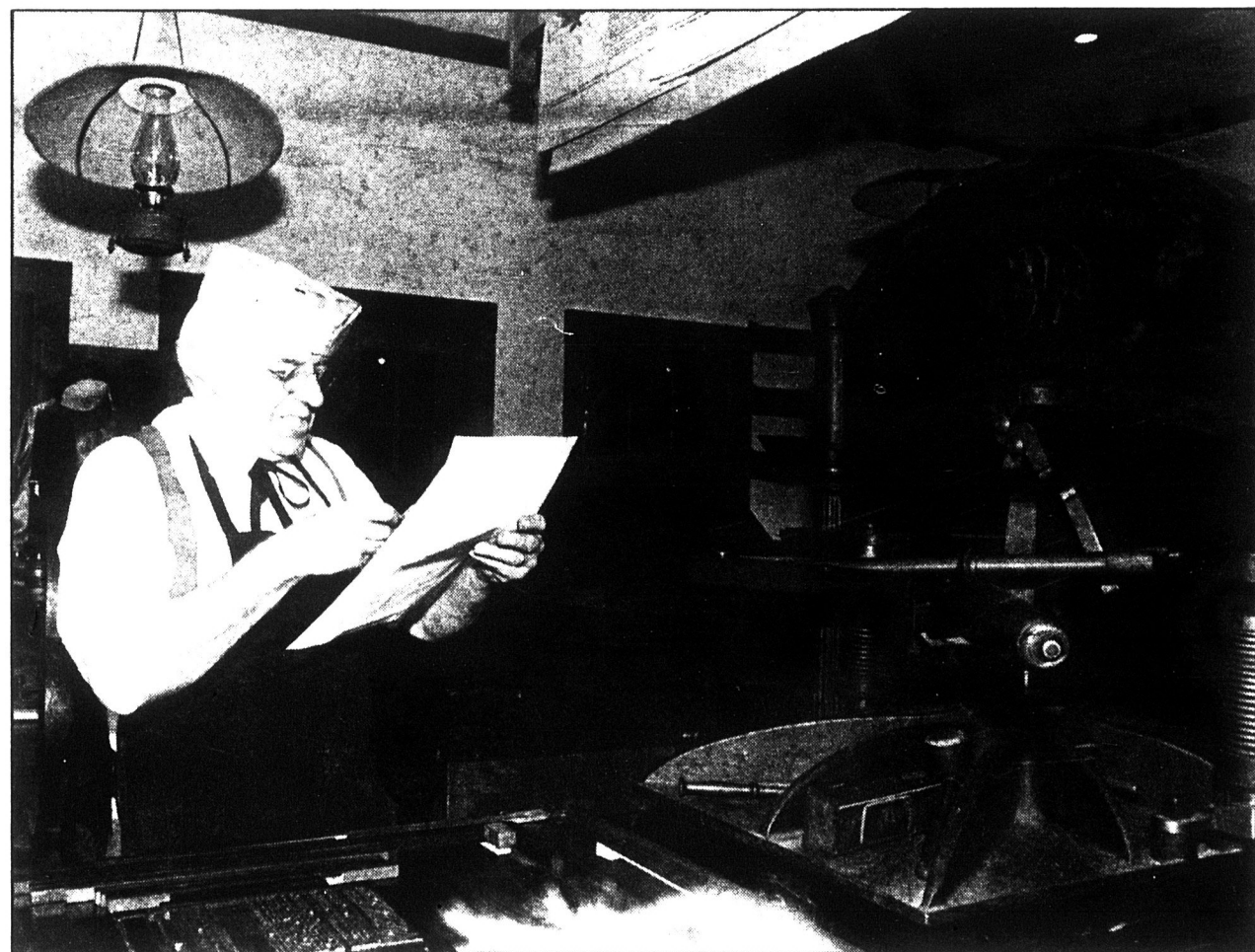
## The GUILD REPORTER

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### AFL-CIO, Smithsonian mark 'A Century of Struggle'

Donald H. Caswell, Graphic Communications Union technical-training representative, proofs a printer apprentice's indenture agreement of the sort used a century ago. He's just "pulled" it from the 125-year-old hand press he's demonstrating to the public during a celebration of the heritage and accomplishments of U.S. workers at the Smithsonian Institution's Museum of American His-

tory Nov. 21-23. He was one of several union people demonstrating century-old crafts during the event, titled "A Century of Struggle: An Exploration of Work, Technology and Culture in Industrial America." It was co-sponsored by the Smithsonian and the AFL-CIO and coincided with the 105th anniversary of the founding of the union federation that evolved into the AFL-CIO.

## News buying spree hits in Sheboygan

Sheboygan, Wis.—Guild members at the Sheboygan Press will join the growing list of Guild-covered employees working on chain-owned papers when Ingersoll Publications completes its takeover of the 30,000-circulation daily in mid-December.

Ingersoll's purchase of the family-owned paper, for an estimated \$25-\$30 million, is but one of an unprecedented number of industry acquisitions continuing in a wave of buying that analysts see accelerating in the weeks and years ahead.

Some analysts look for sales to quicken still further before the end of 1986 as buyers and sellers seek to wrap up transactions before U.S. tax law changes take effect. Others, taking the longer view, are forecasting the trend toward far greater concentration of news industry ownership stretching to the end of the century.

Media properties in the U. S. could be in the hands of about six conglomerates by the year 2000, investment banker Christopher J. H. M. Shaw, chairman of Henry Ansbacher Inc., told a recent meeting of prospective investors, "presstime," publication of the American Newspaper Publishers

Assn., reported in November.

While that outlook was too sweeping for industry analyst J. Kendrick Noble of Paine Weber Inc., he suggested to the same group that "the largest of the media properties may be owned by a half-dozen huge companies by the end of this century," the ANPA magazine reported.

Shaw, who negotiated the sale of the Bingham family's Louisville papers to Gannett and Ingersoll's recent purchase of the New Haven

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## Review panel on bargaining is set to meet

Washington—The special committee appointed to review TNG's bargaining policies and processes will meet in Washington Jan. 24-26.

Made up of 13 Guild leaders with knowledge and experience in the bargaining arena, plus the Int'l Executive Board's six-member collective bargaining committee, the committee will meet during the

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## Free campus-press 'more rhetoric than reality'

By Linda Lenz  
Chicago Guild

Williamsburg, Va.—Earlier this year, the editor and reporters of a high school newspaper in Pennsylvania got a taste of the big time.

They were covering a school board meeting when it decided not to renew the contract of the school system's superintendent.

The young journalists rushed to their office, called the newly ousted superintendent to get his side of the story and put together a complete package for the next day's edition.

The exhilaration of scooping the local newspaper was quickly dispelled, however. The school's principal didn't like what he read and announced to the newspaper's adviser that he would review all copy for future editions.

According to Thomas Eveslage, a journalism professor who related this anecdote during the recent conference here on the First Amendment, such attacks on the free press rights of student journalists are common.

And, according to the 100-plus conference participants, working journalists have a responsibility to bolster

their counterparts on the campus.

The conference, "Schools in a Free Society," was organized by the First Amendment Congress and held Nov. 8, 9 and 10 at the Fort Magruder Conference Center here.

The Congress is a coalition of news industry-associated organizations, including TNG, that is devoted to educating Americans about the rights and responsibilities inherent in the First Amendment guarantee of a free press.

Eveslage, journalism department chairperson at Temple University in Philadelphia, said that the story about

the enterprising young reporters had a happy ending: The newspaper adviser showed his principal a book on student press rights, and the principal backed off.

The professor maintained, however, that in most school newspaper offices, First Amendment rights are more rhetoric than reality.

To help correct that disparity, the Williamsburg Congress, consisting largely of industry and education representatives, unanimously adopted a resolution urging working journalists

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# Free campus-press 'more rhetoric than reality'

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to "play a substantially greater role in supporting and educating student journalists than they do now."

The resolution called such action "an investment in the future—both in recruiting future journalists and in fostering an aware and interested reading and viewing public."

Suggested activities included:

- ✓ Regular critiquing of student papers.
- ✓ Giving student journalists regular opportunities to contribute bylined articles to the local press.
- ✓ Helping student journalists pay their way to press conventions.
- ✓ Mentor relationships between working journalists and students.
- ✓ Regular exchanges where students learn how real-life news problems are solved.
- ✓ Meetings between editors and school administrators and faculty aimed at sensitizing administrators to the function of the press in society.

Eveslage said that an administrator of a public school, being a government employee, cannot stop the publication of a story as easily as can a private publisher.

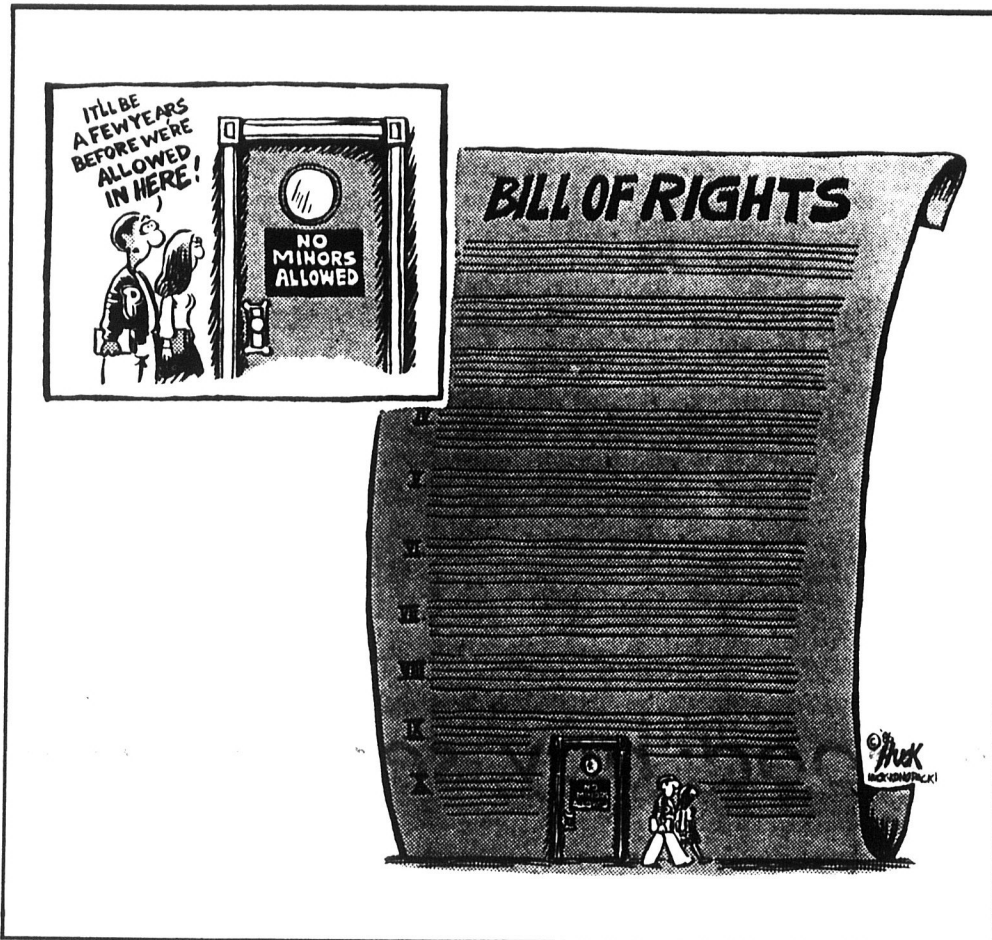
That point met vehement resistance from some educators at the conference.

In most states, administrators can stop publication only when material is deemed potentially disruptive, libelous or an invasion of privacy, Eveslage said. In Illinois, Indiana and Wisconsin there is no so-called prior restraint in student publications, he said.

Other resolutions dealing with the student press called for better recruitment and preparation of journalism teachers

Linda Lenz, an education writer for the *Chicago Sun-Times*, was one of three Guild members representing TNG at a symposium called by the First Amendment Congress to examine free speech issues in public education.

Other Guild representatives were Valeria Russ of the Philadelphia Guild, an education writer for the *Philadelphia Daily News*, and Lucy Dalglish, education writer for the *St. Paul Pioneer Press-Dispatch* and a member of the Twin Cities Guild. TNG is a sponsor of the First Amendment Congress, along with several other news industry-related groups.



and advisers and steps to educate students and the broader community that the First Amendment does not "stop at the schoolhouse gate."

The conference also dealt with the relationship between educators and working journalists and with the censorship of textbooks and library books.

In the former area, the congress adopted resolutions calling for better trained education writers, more prestige for the education beat and more in-depth coverage of education.

"There is an urgent need to develop greater understanding of American education as a fundamental institution in our democracy," the resolution said.

The main resolution on censorship urged school boards to adopt written policies on the selection and retention of schoolbooks and on resolving conflicts over books.

Censorship of schoolbooks is on the rise but usually does not come to the attention of news reporters, several experts said.

This issue was punctuated by a display in the library of nearby College of William and Mary.

From "Encyclopedia" by Denis Diderot, published in the mid-1700s, to "Catcher in the Rye" by J. D. Salinger, published in the mid-1950s, the display showed how once banned books have become classics.

Even Walt Whitman's "The Leaves of Grass," published in 1855, created a scandal in its time.

"The publication shocked American Puritanism and English Victorianism," according to the display. "The Library Company of Philadelphia was the only known library to buy a copy upon publication."

## Potoker at 72, led in N.Y. in '50s

**New York**—M. Michael Potoker, secretary-treasurer of the New York Guild for 14 years before he was appointed a judge in the city and later the state of New York, died here Nov. 11.

Potoker, 72, had retired from the bench of the New York State Court of Claims in 1984.

He resigned his Guild post in 1964 to accept appointment by New York Mayor Robert F. Wagner as a judge in the city's criminal court. He was appointed to the

city's family court the following year where he served until 1974 when he was appointed to the state judicial post.

He was elected to the New York Guild's full-time office of secretary-treasurer in 1950 after serving for two years on the local's staff of representatives.

A graduate of Brooklyn Law School, Potoker helped organize a Guild unit while working as a reporter at the old New York Daily Mirror in the late 1930s. He also



was a reporter on the old Brooklyn Eagle.

While a leader of the New York local, Potoker was a delegate to numerous Guild conventions where he frequently served on the finance committee.

During the same years he served on three committees of Guild leaders assembled to examine ways of building TNG's defense fund and the strike benefits it provides.

As a member of the "special strike policy committees," Potoker was "in the forefront of those committee members who sought to create long-range financial stability" for the union, then TNG Secretary-Treasurer Charles A. Perlík, Jr., said of Potoker in 1964.

Potoker twice served as a Guild delegate to congresses of the Int'l Federation of Journalists and was secretary-treasurer of the old Empire State Council of Guild locals for a decade.

Current and former officers of the New York local were among those who attended a memorial service for Potoker Nov. 13.

## Arbiter orders rehire of photographer in Erie

**Erie, Pa.**—Discharge was too harsh a penalty for a 29-year employee who accepted \$50 for shooting several pictures after finishing an assignment for the Erie Times, an arbitrator has ruled.

After taking assigned pictures of a painter working in the ballroom of the local Masonic Temple, the photographer shot four more pictures of the interior of the ballroom at the request of the painter, for which he received the \$50.

While the photographer was wrong to accept the money, he "did not clearly commit a theft," arbitrator Lewis R. Amis said in an Oct. 17 decision. It was a favor, "pure and simple," Amis said, adding that, as the union suggested, "the money he accepted was . . . an honorarium, a lagniappe, a gratuity, a tip."

Amis also held that the company violated the "status quo" clause in its contract when it fired the man before the dispute was resolved.

In doing so, he issued the most recent of several arbiters' interpretations of the applicability of the provision in a discharge.

The requirement is plain, Amis said: Until a dispute is resolved, conditions are to be maintained as they were before a grievance was precipitated. Discharge grievances are not excluded, he said.

Amis converted the discharge to a 30-day suspension and ordered the photographer's reinstatement with back pay for all but 30 days of the seven months since his discharge.

TNG Int'l Representative Harry L. McCormick presented the local's case before the arbitrator.

## Union reaffirmed in New Zealand

**Wellington, N.Z.**—The membership of the New Zealand Journalists Union has voted by 87 percent to retain a provision in the union's contracts that requires covered news employees to be members of the union unless they receive an exemption from a special tribunal.

When a similar vote was held in 1980, "members voted by 88 percent in favor of retaining compulsory unionism," according to

the September issue of the New Zealand Journalist, publication of the NZJU and the Northern Journalists Union.

In the same referendum, the union's members also approved the NZJU's affiliation with the Int'l Federation of Journalists and with the Council of Trade Unions, the country's central union federation.

The NZJU's membership totals approximately 1,200.

## Guild gets high marks in poll report

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"based on effectively providing 'traditional' union services while at the same time taking a leadership position on matters of unique concern to news industry workers."

In a letter transmitting copies of the report to Guild locals, TNG President Charles A. Perlík, Jr., said TNG intends to put the poll's finding "to full use in shaping our programs and policies" for the short- and long-range future.

The poll gives the Guild its first detailed picture of the membership's composition, its demographics and occupational distribution, he said.

"It tells us what the members think about the Guild, its locals, their employers and their contracts. It tells us how well they think we are doing and what improvements they would like to see in the Guild, their contracts and their jobs," Perlík wrote, inviting local leaders to study the report closely, as well.

## New drug law amends FOI Act

**Washington**—When President Reagan signed into law the compromise drug-control bill that the 99th Congress passed in its last days, he also approved a pair of amendments to the Freedom of Information Act.

One, introduced by Sen. Orrin Hatch (R-Utah), gives law enforcement agencies authority to refuse to provide some documents and even to refuse to confirm or deny that they exist if doing so could reveal targets of investigations or informants' identities. It also permits the FBI to withhold information on classified counterintelligence and terrorism files.

The other, added by Sen. Pat-

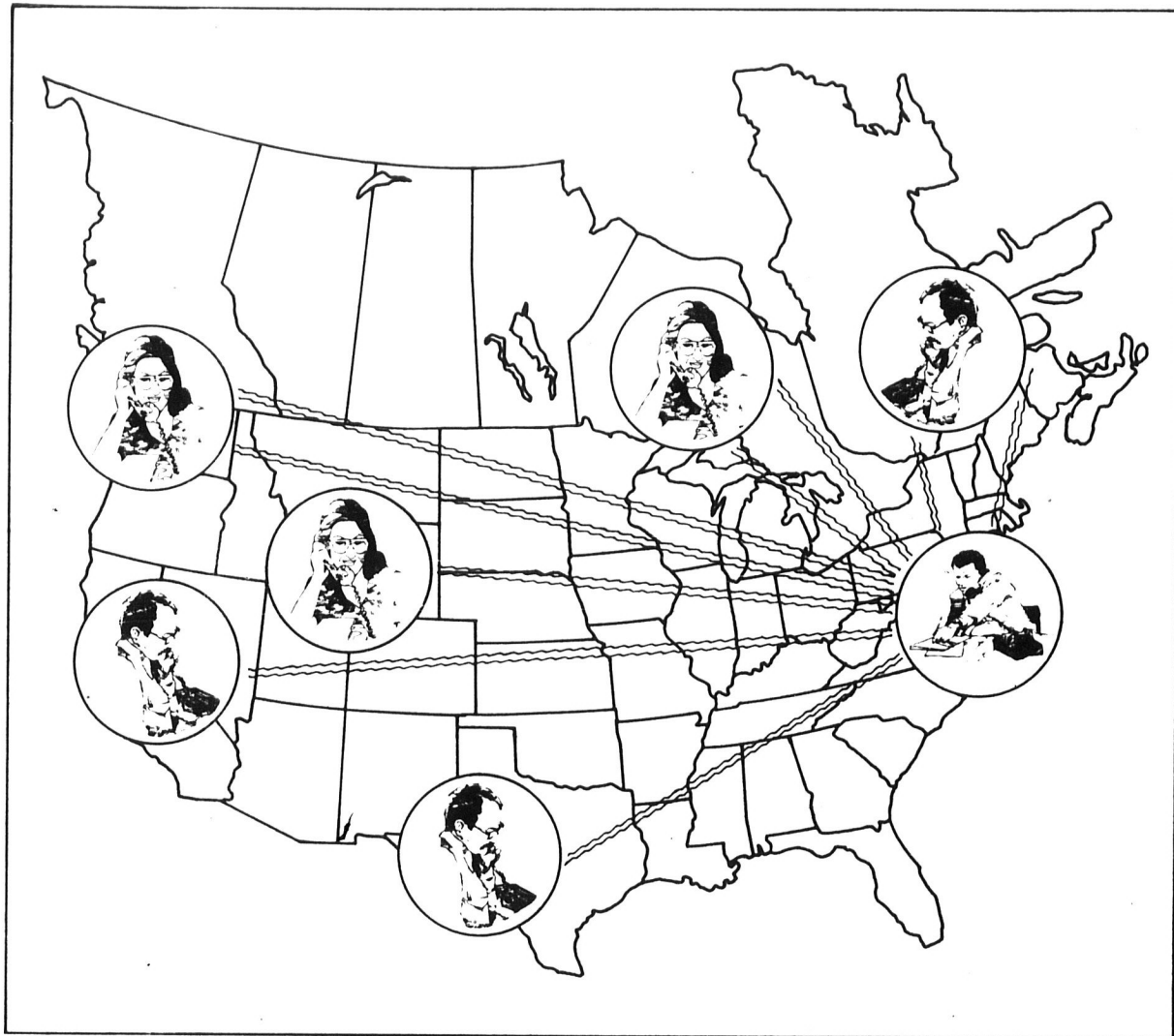
rick Leahy (D-Vt.), exempts "news media" and scientific and educational institutions from document search charges and from document duplication fees if they request fewer than 100 pages of them.

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# The Guild as its members see it



## Contracts? Services? Organizing? Job bias? Endorsements? Dues?

By The Wilson Center for Public Research, Inc.

A **S**IZABLE majority of the overall membership (ranging from 70 percent to 85 percent) views the Guild in quite positive terms. Job protection is the most important perceived function of the union. The Guild's performance in the areas of on-the-job representation and collective bargaining also receives high marks from the members.

Consistent with this theme is the fact that the local union is clearly the members' principal focus. Their understanding of the local union's function is significantly greater than their understanding of the international's. This, however, is quite common among the membership of unions that emphasize local autonomy and in which the principal activity of the international is to provide assistance to local unions rather than to members directly.

Nevertheless, support for broader institutional goals, including increased organizing activities, legislative lobbying and efforts to promote freedom of the press is quite strong.

A potential area of concern, however, is the comparatively high percentage of members (30 percent) who volunteered complaints about the cost of dues. In other membership studies conducted by the Wilson Center, the typical range for this response has been 16-to-20 percent.

Mitigating this reaction is the fact that only slightly more than 4 percent of the members polled felt they would be "better off" if there were no union where they worked. In fact, among those who responded to this key question with a clear opinion one way or the other, only one out of every 23 members felt they would be "better off" without Guild representation.

## Contracts: 80% good; pay, security best

**F**IFTY-EIGHT PERCENT of the members rated their current Guild contract "good" and an additional 22 percent said it was "very good." On the negative side, 13 percent felt their contract was "not very good" and only 2 percent said "not good at all" (the most negative available rating). Less than 5 percent of the sample failed to answer this question.

A subsequent question asked members to identify "the most satisfactory feature" of their contract. The level of pay led their list of responses, with nearly 31 percent, followed by the related concepts of "job security/severance pay," which accounted for an additional 17 percent of the responses. All contractual benefits accounted for another 17 percent, with health benefits specifically mentioned by slightly more than 8 percent. The grievance procedure and vacation/personal days each accounted for an additional 7 percent of the re-

sponses, and pension-related responses accounted for slightly more than 2 percent of the answers. About 14 percent of the respondents gave answers indicative of general dissatisfaction with their contract. This figure is highly consistent with the 15 percent who rated their Guild contract negatively in response to the previous question.

The members also were asked to identify what contract improvement they would most desire. Nearly 12 percent did not answer this question. In this context, a non-response should be viewed as a positive indicator; these members simply couldn't think of any desired improvement in their current contract. An additional 7 percent specifically stated that "no improvements (in the contract) were necessary."

Improvements in pay accounted for 20 percent of the responses to this question. This is

a low figure (compared with other union membership studies conducted by the center). Moreover, it is significantly lower than the 31 percent who indicated that pay levels were the "most satisfactory" aspect of their current contract. The implication is that the Guild is perceived as having done quite a good job for its members in terms of direct remuneration.

A similar pattern emerges regarding job security: 17 percent felt that this was the most satisfactory part of their current contract while only 2.5 percent felt that this was an area in need of improvement.

The response pattern on benefits and vacation/personal days, however, demonstrates a somewhat different situation. In each of these areas, slightly more members felt that improvements were needed than felt that the current provisions were the "most satisfactory" part of the contract.

The greatest disparity in responses about current contract provisions and desired improvements occurred in the area of pensions. While pension benefits were cited as the "most satisfactory" aspect of the contract by only slightly more than 2 percent of the members interviewed, nearly 12 percent felt that pensions, particularly early retirement, was the area in most need of improvement.

The general pattern that emerges is a membership which places comparatively low emphasis on wages, likes its current benefits but sees the need for further improvement and is quite concerned about retirement—none of which is surprising in view of the tenure demography, which, as previously indicated, is skewed to the 15-or-more-years end.

**F**ROM EVERY perspective, job protection is seen as the most tangible and important aspect of Guild membership. In the minds of the membership, job protection is provided by the Guild in two key respects:

- ✓ Protection from economic dismissal through contractual seniority and job-security language and;

- ✓ Protection from arbitrary dismissal through the grievance procedure.

In response to the open-ended question "what do you like most about being a Guild member?" 37 percent volunteered "job security" and an additional 28 percent indicated "representation/protection from management." The next most frequent response, with 16 percent, was "strength in numbers," a concept which in many cases was linked to bargaining strength.

Fewer than 4 percent of the respondents said there was "nothing" they liked about being members and an additional 6 percent did not answer this question.

## The what, when, why of this report

The Wilson Center for Public Research, of Washington, conducted lengthy telephone interviews with 1,100 randomly selected Guild members reached at their residences across the continental U.S. and Canada during late May and early June.

This is the text of the body of the narrative of the center's written report to TNG. The introduction, which is devoted to the poll's methodology, is incorporated herein. The poll was commissioned by TNG as part of its efforts to gather information for organizing as well as improving services to members.

Completed interviews were conducted with more than 95 percent of the members contacted, described by the Wilson Center as "a high completion rate" which, "in concert with the size of the sample, should provide results within 3 percent (plus or minus)" of those which would have been obtained had interviews been conducted with all on the Guild's membership list."

The number of members surveyed—928 in the United States and 172 in Canada—is about three times larger than would be normal for a membership the size of the Guild's, according to Philip E. Comstock, Wilson co-ordinator.

The large sample produces a more valid overall view as well as a more reliable look at "sub-groups," such as minorities, women and members in various job classifications.

Poll tabulations showed that 60 percent of the respondents were male, 40 percent female; 84 percent identified themselves as white, 14.98 percent as racial or ethnic minorities, including 5.54 percent black; 47.81 percent said they worked in news/editorial, 16.63 percent in advertising, 14.44 percent in circulation, 6.09 percent in business offices; 86.18 percent for newspapers, 5.27 percent, wire services, 3.90 percent, magazines.

One factor "may slightly diminish the accuracy of the results," the center reported, pointing to "the possibility of a 'skew' in favor of longer-tenured members" among those randomly selected and interviewed. "It should be noted," the report said, "that fewer than 5 percent of the members polled have been members for one year or less, as compared with more than 34 percent who indicated membership tenure in excess of 15 years." However, "based on demographic estimates provided by the Guild, the extent, if any, of a tenure bias in the sample appears quite small," it concluded.

## In sum, confidence is high; no 'cynicism of the '80s'

**T**HE RESULTS OF this poll should be viewed as a very legitimate source of pride to the Guild.

At a time when many unions are viewed as "weak and ineffective" by the workers they represent, Guild members consistently see their union as capable of addressing on-the-job concerns through success at the bargaining table and through the grievance procedure it has negotiated.

At a time when many unions are struggling to gain acceptance among white-collar workers, the Guild has achieved a unique blend of support from such workers based on effectively providing "traditional" union services while at the same time taking a leadership position on matters of unique concern to news-industry workers.

At a time when an increasing number of union members are fighting to maintain basic standards of wages, benefits and working conditions, Guild members, based on their direct experience, have faith that their union will be able to improve upon the conditions they presently enjoy.

Of particular importance is the fact that the Guild membership overwhelmingly blames management rather than the union for those aspects of their jobs that are a source of dissatisfaction. Since the recession of 1982-1983, the Wilson Center has found a disturbing trend among many members of other unions: They blame the union rather than man-

agement for concessions, for layoffs or for the presence of employment discrimination.

The fact that so many Guild members strongly support efforts to organize the unorganized should be particularly gratifying. The trend in many unions has been for members to become introspective on this subject—to want their unions to expend resources only on behalf of current members. What makes Guild members' views on this subject particularly unusual is the fact that white-collar workers in other center studies have been largely opposed to expansion of organizing activities, especially when such activities require the payment of additional dues.

The Guild appears to have been "insulated" from much of the loss of confidence from which the labor movement has suffered during recent years. The Guild clearly has an effective delivery system for basic services at the local union level. The positive experience which members have had as a result provides the international with ample opportunity to expand its activities in such areas as organizing and lobbying and gives it enhanced credibility in dealing with more sophisticated work-related issues, e.g., helping members cope with stress and effects of the introduction of new technology.

In sum, the responses of the Guild's members reflect labor's optimism of the 1960s rather than the cynicism of the '80s.



# Members' job satisfaction is high; their complaints topped by stress

GUILD MEMBERS are generally satisfied with the jobs they perform. To a significant degree, their satisfaction is a result of the wages, benefits and working conditions they enjoy as a function of union representation.

There are, however, three specific areas which the members feel are in need of improvement. In declining order of importance, these are stress, the physical working environment, particularly "poor ventilation," and discrimination, particularly sexual discrimination.

Of these three principal complaints, discrimination is the one which the members most clearly feel can be addressed through available means—most often by way of more vigilant enforcement of existing contracts.

There is very little evidence that the membership holds the Guild accountable for these problems. By and large management is viewed as the culprit. Consequently, to the extent the Guild can take remedial action, it will be viewed largely as an extra benefit of membership rather than a correction of a past deficiency on the part of the union.

WHEN ASKED "what do you like most about your job?" only 2 percent of the membership responded "nothing" and only 3 percent failed to answer the question. These both are extremely low figures and are consistent with the observation that members are quite satisfied with their work.

The inherent "creativity and challenge" of the work was the plurality response of nearly 47 percent. An additional 8 percent gave the related response of "working independently or with little supervision." "Dealing with people" or "interacting with co-workers" accounted for an additional 18 percent. Clear-cut contractual items, including pay, benefits and job security were volunteered by another 15 percent. Eight percent of the respondents indicated that they liked "everything" about the job.

On the negative side, stress—broadly defined—is the Number One complaint of the membership. Stress-related answers to the question "what do you like the least about your job?" accounted for 38 percent of the responses.

In more precise terms, 15 percent complained about "long hours/irregular schedules," 14 percent identified "(deadline) pressure/hectic pace" as the worst part of the job, 5 percent said "overwork/short-staffed" and 4 percent complained of "paperwork/bureaucracy." A related problem that is arguably an additional source of stress was "boredom/unchallenging (work)/no independence," volunteered by nearly 12 percent of the respondents.

In a subsequent specific question on job-related stress, 20 percent indicated that they experienced the problem "very much" and an additional 36 percent said "somewhat."

Complaints about management treatment came from nearly 14 percent of the respondents. Four percent disliked "low pay and benefits" (a very low figure) and an additional 4 percent identified the "work environment." More than 14 percent of the members said that there was "nothing" they disliked about their jobs and 8 percent did not answer the question.

With respect to desired job-related improvements or changes, responses paralleled the members' principal dislikes, with the goal of reduced stress the largest single focus. "More efficient work practices/better equipment" topped the members' list with 17 percent. Thirteen percent wanted either "a better schedule," "fewer hours of work" or "flextime." Ten percent wanted "more responsibility" or "more independence/variety of tasks." Six percent desired "increased size of staff."

Eight percent wanted to improve "employee-supervisor relationships." Eleven percent opted for a "pay increase" (a low figure), 11 percent said "no changes" were necessary and 11 percent did not answer the question.

WHEN ASKED "how much does the company you work for care about you personally?" 45 percent said "somewhat" and 23 percent responded "very much." Negative answers to this question came from roughly 30 percent of the members, with 22 percent believing that their employer did "not (care) very much" and 8 percent feeling the employer cared "not at all."

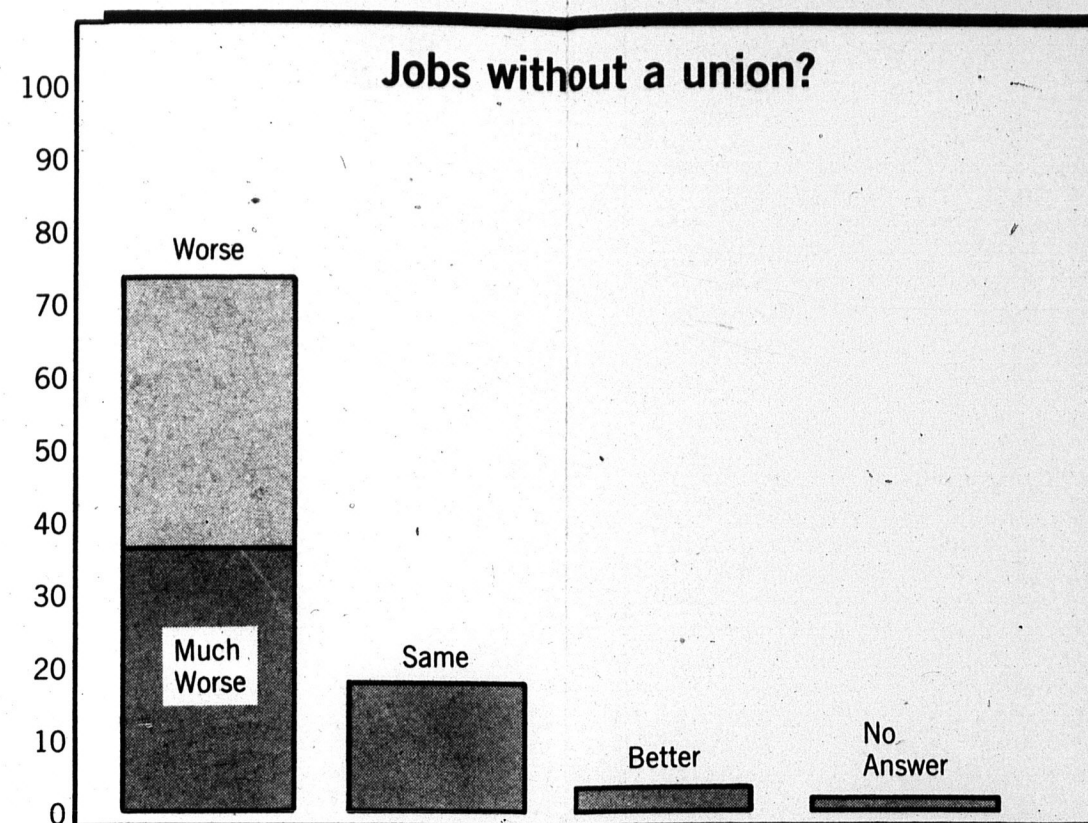
While a majority of the members clearly felt that management cares at least somewhat about them, the ratio of positive to negative responses to this question is less favorable toward the employer than has been typical in other studies conducted by the center. In fact, the positive rating for management in the Guild poll falls about 20 percent below the norm among union memberships having a large percentage of skilled, white-collar workers.

The principal membership complaint about employers is that they are "inept or uncaring." Those who feel management is caring largely reiterated this notion when asked for their principal reason for that judgment. However, members positively disposed toward management often volunteered that this feeling resulted from a "good personal experience with someone in management."

Given the comparatively small size of most of the Guild's bargaining units and the nature of the work performed by many members, personal interaction with supervisors should be quite prevalent. To the extent that such member-supervisor interaction is perceived to be cordial or productive, members feel that the company they work for "cares" for them.

This does not, however, equate with a strong membership identification with the employer as a corporate entity. If this were the case, motivational responses regarding the perceived degree of employer "caring" would be quite different, likely focusing, for example, on such topics as promotional opportunities, the economic viability of the firm and the degree to which management provides creative opportunities or high-quality working conditions or, refrains from arbitrary dismissal, discipline or discrimination.

Not only are such motivational responses absent in the follow-up question on the degree of the employer's "caring," the items listed above comprise the members' principal complaints about their employers' behavior. Consequently, the rating of the employers' degree of "caring" not only is low but is reinforced by consistent complaints about corporate employment policies.



## Bias no significant concern, most in survey tell pollsters

FOR 67 PERCENT of the respondents, discrimination was not a significant concern. Thirty-three percent believed that their employers engaged in discrimination "not at all," 29 percent said "not very much" and an additional 5 percent did not answer the question, in this context an indication that this is not a concern for this small sub-group.

Slightly less than 6 percent said that their employers engaged in "very much" discrimination and an additional 28 percent said their employers were "somewhat" guilty of such action.

The 6 percent who rated their employers' discriminatory propensities in the most vehement terms were concerned most with racial discrimination (27 percent), followed by general sexual discrimination, comparable pay and limited maternity leave (22 percent). "Favoritism" represented 21 percent of the responses among the 6 percent of the sample most concerned with employer discrimination and another 16 percent complained about age discrimination, specifically forced retirement. Another 6 percent of this sub-group indicated that they were "not respected as Guild members."

Based on the data and on interviewer debriefings, the "favoritism" response does not appear to be from individuals who have suffered the type of employment discrimination addressed in Title 7 of the U.S. Civil Rights Act of 1964, but rather appears to be more a function of personality conflicts between individual workers and their supervisors.

Concern about racial discrimination comes disproportionately from black Guild members, who comprised 5.5 percent of the total sample but 28.5 percent of those members who felt that the employer engaged in "very much" discrimination. Somewhat surprising is the fact that concern about employer discrimination among other ethnic and racial minorities in the sample was either proportionate to or lower than the percentage which they comprised of the total sample.

As would be expected, concern about sexual discrimination came almost exclusively from women members and complaints about age discrimination or forced retirement came largely from older members.

Among the 28 percent of the members polled who indicated that their employers were "somewhat" guilty of discrimination, the relative importance of sex and race bias was reversed. Thirty percent of this sub-group identified sexual discrimination, comparable-pay and limited maternity leave as "the most serious" type of discrimination while only 16 percent identified racial bias as the gravest problem. Favoritism and age discrimination each accounted for 12 percent of the responses from this sub-group and bias based on Guild membership made up an additional 8 percent of the answers.

Women members made up a disproportionately high percentage of those who felt the employer discriminated "somewhat." This is consistent with the emphasis members in this response sub-group placed on sex-related bias.

Three common themes emerged among the respondents who were concerned about either race or sex discrimination:

- ✓ First, they are more militant members; they rate the degree of management "caring" significantly lower than do the majority and they believe that in the absence of union representation they would be "worse off" to a greater extent than did the entire sample
- ✓ Second, they blame management, not the Guild, for the presence of discrimination.
- ✓ Third, they believe that "more vigorous enforcement of the existing contract" is the best way to curb employment discrimination.

In sum, the members concerned with sex or race discrimination give positive marks to the Guild and demonstrate considerable confidence in the Guild's commitment and ability to deal effectively with these problems.

Among members concerned about forced retirement, the data is quite interesting. They represent a more "mainstream" segment of the membership. Their responses on the degree of management "caring" and the relevance of the Guild to their on-the-job well-being generally match the data presented earlier in this report for the entire sample. What is intriguing is that a significant portion of this fairly small sub-group identified "early retirement" as the contract improvement they most would like to see.

# Services of locals, TNG are appraised; organizing, dues emerge as concerns

THE MEMBERS' responses to questions regarding their local unions are highly consistent with the importance they attach to job protection and on-the-job representation provided by the Guild. These concepts accounted for better than 53 percent of the responses to the question "what is the most important service provided by your local union?" Bargaining over contract terms was seen as their local's most important service by only 16 percent of the members; providing higher wages or benefits were mentioned by 2 percent and 1 percent, respectively.

The relative importance of job protection is typical of other studies conducted by the center among populations with a large component of white-collar or skilled job titles. What is somewhat unusual, and a particularly positive point for the Guild, is the strong approval rating the local unions receive for their efforts.

The local unions receive positive marks on grievance handling and on general servicing from 67-to-71 percent of the membership. Of the remaining 29-to-33 percent, the largest portion (two thirds) was unable to rate the locals' performance owing to lack of direct experience, usually as a result of being comparatively new to the job or new to Guild membership. Only about 8.5 percent of the respondents gave their locals negative ratings on general servicing; for grievance handling, specifically, the negative rating was 12.5 percent.

Thus, in the areas of most importance to the membership, the Guild enjoys between a 5-to-1 and 6-to-1 ratio of positive responses. While there is room for improvement, compared with other studies conducted by the center these are very good figures.

The specific improvements desired by the members in the operation of their local unions reinforce the importance of job protection and the fact that a sizable portion of the membership is quite satisfied with their current situations. More than 42 members per 100 (42.5 percent) were unable to identify a desired change in the operation of their local union. This is roughly double the average "status quo" response rate found in other center studies and should be viewed as a further indication of the membership's general satisfaction with the Guild's performance.

The responses from members who saw need for improvement in the operation of their local unions fell into two broad categories:

- ✓ Increased involvement of or communication with the membership (32 percent) and;
- ✓ More aggressive or quicker handling of grievances (24 percent).

With respect to their views of the international union (as distinct from its constituent locals), a large number of members are unaware of its functions. Slightly less than 48 percent of the respondents were unable to identify what the international does. Not surprisingly, 56 percent were unable to rate its performance and 58 percent could not answer the question regarding improvements or changes in the way the international operates. Again, in unions such as the Guild, whose structures emphasize local autonomy, these are common response levels.

Among those who were able to rate the international's performance, however, the Guild enjoys largely positive responses (by roughly an 8-to-1 margin).

The principal functions associated with the

international union included "strength in numbers" (11.5 percent); information to local unions (9.5 percent); research and education (8.8 percent); strike benefits (8 percent); lobbying (6 percent); better wages and benefits (2 percent); "maintaining journalistic standards" (1.7 percent) and conducting "the convention" (0.3 percent). Just over 6 percent (6.3 percent) of the respondents volunteered that the international "does nothing except take money."

Among those able to identify desired improvements in the international's operation, more information was the key theme. More than 14 (14.5 percent) gave this response in general terms and an additional 9 percent wanted the international to increase the amount or type of information it provides to the local unions. Roughly 4 percent saw a need for the international to be more aggressive in dealing with major employers.

The data, however, does indicate substantial support for several key functions that are in the international's scope of responsibility. The most important of these is organizing.

NEARLY 58 percent of the members felt "organizing non-union news industry workers" was "very important" and an additional 28 percent said such activity was "somewhat important." Negative answers and non-responses to this question accounted for only 14 percent. On a related question, 63 percent approved the idea of an additional \$1-per-month assessment for organizing purposes, as compared to 31 percent opposed.

The underlying reasons for this measure of support are clear-cut. Organizing the unorganized "strengthens the Guild" and enhances the union's ability to provide the services and collective-bargaining [contract] terms the members desire. Affirmation of the need to organize and support for organizing assessments are substantial even among those who are unaware of the international's functions.

Support for organizing activities is so strong, in fact, that it substantially mitigates complaints over the cost of dues. While 30 percent of the respondents feel that dues are "too high," only 14 percent used this to oppose an organizing assessment.

Another significant plus for the Guild is the significant support organizing enjoys on the basis of pro-union sentiments. Twenty-one percent gave this response. This is an unusually high figure and suggests that in addition to financial support for organizing, the Guild also enjoys a large number of members who may be willing to volunteer time to assist in organizing in their own vicinity.

This is a particularly valuable asset. The center has conducted more than 45,000 telephone interviews among non-union workers in connection with active or proposed organizing campaigns. Invariably, the source of information about unions that these workers most trust has been "union members who do work like my own."

Another area of the international's responsibility which receives a strong approval rating from the members includes First Amendment and freedom-of-information activities, maintaining contact with journalism schools and protesting repression of the press overseas. Fewer than 7 percent wanted to reduce such activities, while 22 percent favored an increase and nearly 62 percent felt the "current level" appropriate.

THE ONE AREA of potential concern to the Guild stems from the extent to which members complain about the cost of dues. As previously indicated, this figure, 30 percent, is relatively high, as is the related finding that slightly more than 23 percent of the members believe that they would be "the same" (19 percent) or better off (only 4 percent) in the absence of union representation.

With respect to complaints about the cost of dues, editorial staffers make up a disproportionately high percentage of this sub-group and, interestingly, clerical and lower-echelon workers comprise a smaller percentage than they do of the overall sample. The fact that Guild dues are related to earnings levels likely accounts for this finding. (Typ-

ically, when union dues are calculated on a "flat rate" basis, complaints over the cost of dues are concentrated among members with lesser-skilled and lower-paying jobs.)

The sub-group that reported dues as the "least liked aspect of membership" nonetheless gave the Guild high marks for the caliber of representation and contract provisions. Only 8 percent of these respondents failed to identify a key benefit of membership in response to the question "what do you like the most about being a Guild member?" Moreover, 71 percent of this sub-group clearly indicated that they would be "worse off" in the absence of the union. In fact, it appears that the majority of this group made this complaint because nothing else was a source of dissatisfaction. Dues, therefore, should not be viewed as a significant problem despite higher-than-normal complaints.

The 23 percent of respondents who did not clearly believe that they were better off with union representation present a different and potentially more difficult problem. On the positive side, only 16 percent of these members believe they actually would be "better off" without a union. (This comprises only slightly more than 4 percent of the overall sample.)

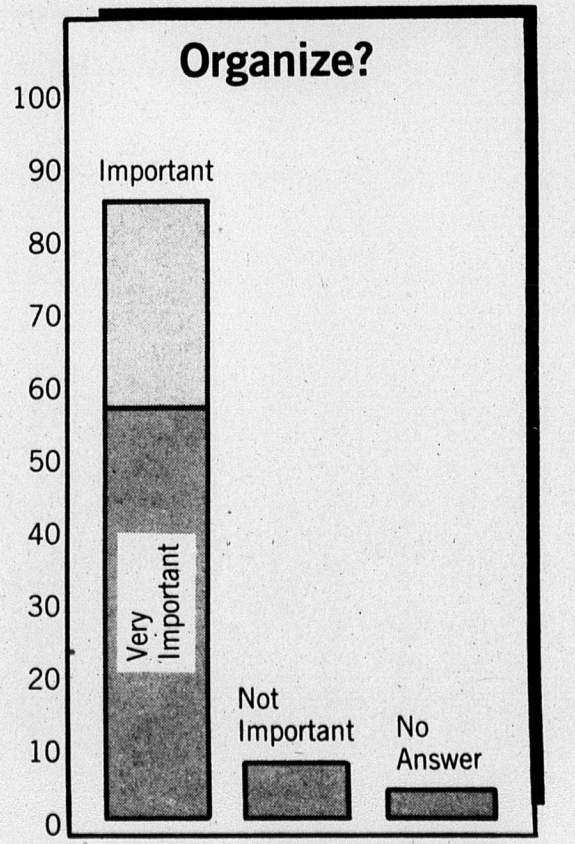
The remaining group, comprising about 19 percent of the total sample, believes that the union "makes no difference" and that without a union "things would be the same."

While complaints about dues were the plurality response among this sub-group regarding what they liked least about being a member, this answer was given only by 34 percent, a figure which is only slightly larger than that for the entire sample. The most important response pattern among this segment was that they either have had no experience with the grievance procedure or have had a negative experience. The most important demographic feature of this membership segment is that it contains a disproportionate number of clerical workers.

A secondary and more speculative danger is that as the older members approach retirement, the less tenured members may prove to be less enthusiastic about the union. Currently those members who most clearly see the union as a necessary part of their jobs are closest to retirement age. The younger, less tenured, particularly those in their 30s, are more ambivalent.

The question is, what happens if and when the Guild's membership-tire demographics change? As indicated above, there is a likelihood that a significant segment of members will retire soon. (More than 1 out of every 5 Guild members polled are currently 55 or older.)

The oldest members are the most pro-union. Assuming that the number of jobs remains fairly constant over the next 4 to 8 years, it is likely that as each member retires, he or she will be replaced by a considerably younger person who has had limited exposure to unions. The pro-union peer reinforcement from older, more experienced members will diminish, while the contingent of younger and perhaps less pro-union members could increase significantly.



## Canadians reveal differences and similarities

IN MOST RESPECTS, the responses of the Guild's Canadian members parallel those of the U.S. segment. Notable areas of difference include the following:

1. The Canadian membership is both younger and less tenured as Guild members than the U.S. membership. The poll itself does not provide any data to indicate the source of this demographic difference. Speculative answers are that retirement age in Canada tends to be younger than in the United States and that organizing is easier under Canadian labor laws, which are more favorable to unions.

The tendency to earlier retirement in Canada is directly related to the membership's younger age and shorter average membership tenure. The comparative advantage that Canadian unions have in organizing may have resulted in the Guild's Canadian locals having brought a higher proportion of their bargaining units under contract in recent years than is the case in the United States. If this is so, the addition of more recently organized bargaining units would have the direct effect of producing a membership-tire figure less skewed to the upper end of the scale.

2. Canadian members are somewhat more supportive of the need for union representation than are U.S. members, slightly more negative toward management and generally confront fewer on-the-job problems.

None of these findings is surprising. The Wilson Center has done several previous studies in Canada and the pattern described above has been demonstrated consistently. The significantly higher percentage of unionized workers and the existence of social legislation favorable to workers are the principal contributing factors.

3. Economic gains in future collective bargaining are important to the Guild's Canadian membership but significantly less so than for U.S. members. A higher standard of living, generally higher pay scales prevalent in Canada and social legislation, particularly in the area of medical care, are most likely to be the reasons.

4. Discrimination is less a perceived prob-

lem among the Canadian membership. To the extent the perception exists, sex discrimination is a much greater concern than racial or ethnic bias. This also is true of French Canadian members as a sub-group.

5. Readership of the Guild Reporter is significantly lower than for the U.S. membership. The two principal reasons given for that lower readership level are that the respondent "doesn't like [the] union" (11.6 percent) and that the Guild Reporter "does not include Canadian news" (9.9 percent).

6. Canadian members are significantly more in favor of biennial conventions than are U.S. members. Forty-five percent of the Canadian members cite "financial savings" as the reason despite the fact that concern over "the high cost of dues" is lower for Canadians than for U.S. members.

7. Canadian members are less supportive of merger with another union. The pattern of responses suggests that a merger, particularly with a large U.S.-based union, may be equated with a loss of Canadian identity.

Of those who responded to the question "how

responsive is the international to Canadian issues?" the majority felt the international was "somewhat" responsive, (27.3 percent of the total Canadian sample) or "very much" responsive (9.9 percent). Nearly 14 percent answered "not very much" and 4.6 percent said "not at all." But the largest group (44.2 percent) gave no answer at all.

When asked their reasons, most (56.4 percent) did not reply. Just under 20 percent said the international was "unaware/not concerned with Canadian issues/interests," 10.5 percent said the international is "competent/helps with problems" and 5.2 percent cited "few articles concerning Canada in the Guild Reporter."

Asked what is the most important service the international provides, 42.4 percent did not respond, 18 percent said "job/security/support/strength in numbers/unity," 12.8 percent said it provides "information to locals and between locals," 9.9 percent said they were unfamiliar with the international, 9.3 percent said strike benefits, 2.9 percent said "lobbying/represents members on national issues," 2.3 percent said

(Continued on Page 6)

## Physical workplace conditions are top concern for 34%; VDTs, 22%

THE CONCERN expressed by the membership with regard to job-related stress has been noted previously. Consequently, this section will focus on concerns over physical working conditions.

The most serious concern of the membership regarding physical working conditions is "poorly ventilated/poorly lit/dirty" workplaces. This response accounted for nearly 34 percent of the responses to the question "what is the most serious safety or health-related problem?" Another 28 percent told the interviewers that they are confronted by no safety or health problems at work.

The next most serious problem was related to the use of VDTs (22 percent), with eyestrain the most common specific complaint in this sub-group. No other response accounted for as

much as 5 percent of the responses to this question.

Among those who use VDTs frequently (at least three hours daily), complaints about associated physical hazards increase sharply, the responses show clearly.

For example, among members who reported VDT usage of eight hours per day, fully 53 percent volunteered that VDTs were the most serious safety or health problem they confront on the job. Specific VDT-related health problems were identified by 65 percent of this high-exposure group, with eyestrain accounting for 54 percent of all complaints, "more serious eye problems/diminished vision" for an additional 28 percent and "dizziness/headaches" the principal complaint of 10 percent (in the high-exposure group) who suffered problems. Thirty-five

percent of those with eight hours exposure daily indicated "no problems."

Members who use VDTs five to eight hours daily are a particularly important group. This is the largest category of exposure, accounting for nearly 35 percent of the entire membership sample. It would appear from that high number among respondents that this frequency of VDT exposure is fairly common among Guild members and for this reason their responses should carry considerable weight.

The five-to-eight-hour daily exposure group experiences difficulties with VDTs only slightly less severe than the eight-hour group. Forty percent of the five-to-eight-hour sub-group volunteered that VDT usage was the most serious safety or health problem they confront on the job. Sixty percent of these members identified

specific problems with VDTs. Once again "eyestrain" and "more serious eye problems/diminished vision" were the leading complaints, accounting respectively for 53 percent and 16 percent of responses among those experiencing difficulty. "Headaches and dizziness" made up an additional 10 percent of responses. Forty percent of the large group of members with five to eight hours of VDT exposure daily reported "no problems."

Twenty-six percent of those members with three to four hours' exposure daily volunteered that VDTs were the "most serious" job hazard. Again, eyestrain and diminished vision were the most common specific complaints, 51 percent and 13 percent, respectively, among those experiencing a VDT-related problem. Dizziness/headaches accounted for 11 percent of spe-

cific complaints among this sub-group. In the three-to-four-hour daily exposure sub-group, however, a majority (53 percent) reported no difficulties with VDT usage.

Below three hours per day exposure, the perception of VDT-related health problems dropped off significantly.

Irrespective of the nature of the problem, as in the case of race or sex discrimination, the affected members demonstrated a high degree of confidence in the Guild's ability to rectify the problem via existing grievance procedures. Unlike those concerned with sex or race discrimination, however, members concerned about safety problems also felt that the Guild should expand the scope of its contract language in order to provide more protection for members in these areas.



# Questions about Guild Reporter elicit suggestions

**T**HE FREQUENCY of readership of the Guild Reporter is reasonably high: 41 percent of the members indicated that they "always" read the publication, 23 percent "usually" read it and 18 percent "sometimes" read it, while 12 percent said "rarely" and 5 percent said they "never" read it. Only 0.27 percent failed to answer this question.

Questions of this type sometimes elicit "halo" responses, i.e., answers that are motivated by what the respondent believes is appropriate rather than what is truthful. In this case, however, the pattern of responses to the follow-up questions and the distribution of frequency-of-readership responses among the identifiable demographic sub-groups appears highly consistent. Consequently, the objective responses regarding frequency of readership should be viewed as valid.

Among those who always read the Guild Reporter, 90 percent are motivated by "the desire to keep informed and interest in local and national news" affecting the Guild and their jobs. Four percent of this sub-group specifically referred to the fact that the "paper has information on contracts."

The motivations for the sub-group that usually reads the Guild Reporter are almost identical to those of members who always read

the paper. Eighty-four percent of this sub-group gave the response, "the desire to keep informed and interest in local and national news" affecting the Guild and their jobs and 3 percent referred to "contract information."

Among those who sometimes read the Guild Reporter, a majority (57 percent) are motivated by the desire to "keep informed . . ." and 3 percent referred to "contract information." In this sub-group, however, two negative responses emerge that figure prominently among the reasons those with the least frequent readership fail to read the paper.

The first of these responses is "no time to read," accounting for 14 percent of the motivational answers among the "sometimes"-reads sub-group. The second negative response is (respondent) "does not like the union/not interested in union," which accounted for an additional 9 percent.

In the "rarely" reads the Guild Reporter sub-group, the desire "to keep informed . . ." drops very significantly to 6 percent. "No time to read" accounts for 22 percent and negative responses to the union increase dramatically to the 50 percent level. Seven percent of this sub-group complained specifically about limited coverage of Canadian news. (This latter

response came exclusively from Canadian members.)

Those who never read the union's paper demonstrate very similar motivations. Once again, 50 percent indicate that they do not read the Guild Reporter because they "do not like the union/are not interested in the union." Lack of time to read the paper accounted for 10 percent of the motivational responses from among this sub-group. Nineteen percent refused to provide a rationale for their failure to read the Guild Reporter and the perception that Canadian news is inadequately covered accounted for 8 percent of the responses from those who "never" read the paper.

In terms of desired improvements or changes in the Guild Reporter, two interesting response patterns emerge. The level of the most positive response, "no changes needed," remains fairly constant among those who always, usually or sometimes read it. The range for this response is 43 percent ("always" read category) to 34 percent ("sometimes" read category.) This response, however, accounts for only 14 percent and 5 percent, respectively, of the "rarely" and "never" read categories.

The propensity of members not to answer this question is inversely related to frequency of readership. Only 13 percent of those who

always read it gave no answer to the question regarding changes or improvements while 57 percent of those who never read it did not answer this question.

Among those with more frequent readership, a "no answer" response likely indicates general approval of the current format of the Guild Reporter.

There are two general improvements almost uniformly desired across all categories of frequency of readership. The first is to make the union's newspaper "more interesting," which accounted for about 14 percent of all responses. The second is "more local coverage," an answer which came from about 10 percent of all respondents.

On the surface, the members' desire to make the union's newspaper "more interesting" appears ambiguous. However, computer-generated data correlations do offer several specific issues that members probably would find interesting.

The first is news about organizing. Irrespective of their current frequency of readership, lop-sided majorities of all sub-groups deemed organizing non-union workers "important." The range is from 88 percent of those who "always" read to 71 percent among those who "never" read the Guild Reporter.

News about the Guild's efforts to secure favorable legislation is a second area which members are likely to view as "interesting." In this case, support for the union's lobbying efforts ranges from 83 percent among those who always read it to 64 percent among those in the never-read-it category.

General workplace safety-and-health issues are a third area of interest. Concern over the effects of VDTs, in particular, is fairly uniform among all of the readership sub-groups.

On-the-job stress is another issue likely to be viewed by members as particularly newsworthy. Approximately 20 percent of all sub-groups based on frequency of readership indicated that they experience stress "very much," about 30 percent, "somewhat."

**I**N TERMS OF the demographics, there is a very clear correlation between length of membership and frequency of readership. The longer a member has belonged to the Guild, the more likely he or she is to be a regular reader. The distribution of frequency of readership by age follows the pattern for length of membership.

In terms of job titles, the data on frequency of readership is a little surprising. Photographers and artists have the highest frequency of readership, with 52 percent indicating they "always" read it, followed by those who work in distribution, maintenance, advertising and as computer programmers.

Writers and reporters were at the lower-to-middle part of the spectrum, with 36 percent indicating they always read it, a frequency of readership comparable to that of clericals and slightly lower than truck drivers. The factor which most accounts for the comparatively low frequency of readership among writers and reporters is that this job title has a fairly large contingent of less tenured members (who, as noted above, had lower readership.)

The distribution of frequency of readership on the basis of sex is statistically "normal," i.e., the percentage of men and women in each category parallels the male/female ratio among the sampled membership.

There are no significant differences in frequency of readership among ethnic or racial groups, except that readership is lower among the Canadian members.

## Merger? 'Mixed;' Biennials are favored

**A**T THE TIME of the poll, 55.5 percent of the respondents were in favor of biennial conventions, as compared with only 25 percent in favor of retaining yearly conventions. (Nineteen percent, principally younger, less tenured members did not answer the question.)

The reasoning of the two groups is fairly straightforward. The largest portion of those in favor of biennial conventions cited "financial savings" (32 percent) and the balance of the supporters felt either that there was "no need" for annual conventions (11 percent) or that holding the convention every two years would actually be "more productive" (10 percent). The proponents of annual conventions take a "traditionalist" viewpoint, asserting that yearly meetings are "necessary and useful," often adding the ancillary comment, "besides, that's how we've always done it."

At the time of the poll, among those who voiced an opinion biennial conventions had a clear 2-to-1 ratio of support. The bulk of the currently "undecided" are, as previously mentioned, younger, less tenured members. These members, without the experience common to the "traditionalists" and with a concentration

of those most concerned over the cost of dues, are more likely to become supporters than opponents of biennial conventions.

With respect to the issue of merger with another union, the poll results are mixed. More than 18 (18.5) percent of the respondents supported the concept of a merger "very much" and 24 percent were "somewhat" supportive. Eighteen percent felt that the idea of a merger was "not good at all" (the most negative of the available response choices) and an additional 11 percent chose the "softer" negative category, "not very much." Twenty-eight percent of the respondents did not answer this question.

The principal motivation among the supporters of a merger was that such action "could strengthen the Guild" (21 percent). Among those opposed to a potential merger, two key reasons emerged: "The Guild is (currently) strong enough" (8 percent), and "the Guild is a unique organization," whose organizational character would be lost or diluted in the event of a merger, reasoning that also accounted for 8 percent of the responses.

The largest response category to the follow-up question, however, was "it depends on which (other) union is involved" (37 percent). This response came principally from those who were initially undecided regarding the general appropriateness of a merger as well as from some of the respondents from the soft-negative or soft-positive response categories.

When asked with which other union, if any, they would most like the Guild to merge, the substantial plurality response (23 percent) was the Typographical Union, followed by the Teamsters (10 percent) and the Graphic Communications Union (9 percent).

Seven percent of the members favored merger with other unions, no one of which received enough support individually to be statistically significant. As a group, however, these other unions had a common characteristic: None have their principal jurisdiction in the newspaper industry. Nearly 34 percent of the members did not respond to this question

and an additional 18 percent volunteered that they "wanted no merger."

While a plurality of 42 percent was in support of a merger (in response to the initial question), even this level of support is conditioned on the crucial question of which other union is the intended merger partner. The specifics of a potential merger will determine the degree to which support solidifies among this group and among the additional 28-to-36 percent who were undecided. Hard-core opposition to a merger came from only about 18-to-20 percent of the membership.

**T**HERE IS NO overwhelming pressure from the membership to seek a merger partner at the present time. Nor, on the other hand, is there strong opposition. Basically, the membership is taking a "wait and see" stance.

The type of merger partner that likely would receive the most support from the membership would be another of the "traditional" news-industry unions. However, as previously noted, the Teamsters and the group of "other unions" (unrelated to the news-industry) accounted for 17 percent of the members' choices.

The poll data indicates that to garner substantial support, a potential merger partner would need to demonstrate three key characteristics:

✓ First, it would need to have considerable membership and financial resources. These aspects would be well regarded by the 21 percent who favor merger on the grounds that it would "strengthen the Guild."

✓ Second, it would need to insure a measure of separate identity for the Guild's membership. This structural consideration would diminish some of the concern about losing the "unique character of the Guild."

✓ Third, it would need to have a demonstrated record of success in organizing the unorganized. This characteristic would not only reinforce the merger-related "strengthen the Guild" concept but also would fit in neatly with the demonstrated concern of the membership about the need to organize.

## ... Canadians

(Continued on Page 4)

"nothing/takes money" and the same percentage said "better wages and benefits."

A majority (57.5 percent) again did not respond to the question of "how good are the services provided by the international?" An overwhelming majority of those who did, however, responded positively: 23.2 percent said "good" and 14.5 percent said "very good." Only 3.5 percent responded "not very good" and 1.2 percent "not good at all."

Asked why they felt that way, 62.2 percent failed to respond, while 8.7 percent said the Guild "fights for and protects workers/job security," 8.7 percent said the Guild is "a strong and effective union," 5.8 percent answered "past experience/Guild's past record," 4.6 percent termed the Guild "weak/ineffective" and 3.5 percent cited "good communication/informative."

When asked "how would you improve the way the international serves you?" 63.4 percent did not answer, 16.9 percent said "improve/increase information/communication," 7 percent said "provide more frequent support to local," 4.6 percent said "not familiar with the international," 2.3 percent replied "none/no improvements needed," 1.7 percent said "more power," 1.7 percent said "eliminate it/reduce its size/cut budget/reduce dues" and 1.2 percent said "don't protect lazy worker."

Fifty-four percent of the Canadian respondents knew that the Guild has a Canadian headquarters, almost the same percentage (54.6 percent) were aware that it has a Canadian director, but only 45.9 percent knew that it has Canadian vice presidents.

## Legislative action by Guild is supported

**I**N THE AREA of political and legislative activities, the data shows a mixed response.

There is substantial support for the Guild playing "an active role in seeking the passage of legislation to further the interests of its members." Nearly 38 percent felt this was "a very good idea" and an additional 42 percent said active involvement in legislative activity was a "good" idea. Fewer than 10 percent were negative on this issue; an additional 11 percent did not answer the question.

With respect to Guild support for individual candidates, the membership is almost evenly split, but opposition was skewed to the most negative response category while the largest segment of those favoring it chose the "softer" of the two available positive answers.

Nearly 30 percent of the respondents felt

that Guild support for political candidates was "not a good idea at all," the most negative choice available. An additional 17 percent said such activity was "not very good." Nearly 30 percent said that support for political candidates was a "good idea," the less enthusiastic of the two positive options, and 18 percent felt it to be "a very good idea." Fewer than 6 percent failed to answer this question during the interviews.

The factors motivating these two groups on this issue are clear-cut. Among the respondents favoring support of selected candidates, the principal motivation comes first from the belief that it is proper for the Guild to be politically involved, and second from the belief that political endorsements enhance the Guild's legislative lobbying efforts. The oppo-

nents of political endorsement believe that the Guild "has no business getting involved in politics" (19 percent); that the members should "make up their own minds" (15 percent), or that "journalists should be unbiased" (8 percent).

In recording members' verbatim comments on why the Guild should or should not support political candidates, it was found that those opposed were much more vehement than those in favor. However, the most interesting aspect of the members' perspective is the disparity in levels of support for legislative and election activities. A significant portion of those members vehemently opposed to Guild support for political candidates were nonetheless supportive of Guild involvement in legislative lobbying.



# Industry acquisition spree spreads to Sheboygan

(Continued from Page 1)

Journal-Courier, relayed how banker and newspaper owner Joseph Albritton once said of Shaw: "You'll never be happy till you sell everything into one big company and then retire."

Another representative of the Ansbacher firm, meanwhile, was projecting that 1986's "frenetic" pace of newspaper acquisitions would heighten before the new year brings less favorable tax laws.

The firm's senior vice president, Richard Cohen, told Editor & Publisher magazine that sellers can keep more of the proceeds and

buyers pay less for news industry properties while the current tax law is still in effect.

Other industry transactions announced thus far in 1986's final quarter include:

✓ Knight-Ridder Inc.'s purchase of the State-Record Co. of Columbia, S. C., for an estimated \$300 million. Knight-Ridder acquires six dailies and two weeklies in South Carolina and Mississippi as well as a pair of commercial printing companies in the deal.

✓ Gannett's \$51 million purchase of the 167-year-old Arkansas Gazette.

✓ Acquisition of Worcester Telegram & Gazette Inc. by Chronicle Publishing of San Francisco for about \$200 million, including its five dailies, a dozen weeklies and commercial printing facilities.

✓ Thomson Newspapers Ltd.'s \$9 million purchase of the Daily Gazette of Sterling and Rock Falls, Ill.

✓ A joint venture in which Time Inc. will acquire a half interest in McCall's magazines plus Working Woman Inc. and its two monthly magazines. While no purchase price was disclosed, Time said it would invest \$44 million in the joint venture with the owner of Working Woman.

Earlier, Time Inc. announced plans to buy the textbook publishing company of Scott, Foresman

& Co. for the sum of \$520 million.

✓ Worrell Enterprises Inc.'s purchase of 25 newspaper-related properties from Harte-Hanks Communications for an undisclosed sum. Included in the sale are seven small dailies in Texas, Georgia and Arkansas and 16 non-dailies.

Harte-Hanks had announced plans to sell the newspaper properties along with a television station, a group of cable systems and several other holdings in a major divestiture intended to strengthen the company's performance—a total of 56 "operating units" for approximately \$200 million.

Meanwhile, a \$626 million bid by Affiliated Publications Inc., publisher of the Boston Globe, for the Milwaukee Journal and Sentinel was rejected late in October

by officials of the Journal Co.

Slated for the sales block is Rupert Murdoch's Boston Herald, which he must divest within 18 months under the Federal Communications Commission action approving Murdoch's acquisition of a Boston television station. The FCC approved the television deal in mid-November.

Representatives of the Ingersoll chain, meanwhile, have agreed to honor union contracts at the Sheboygan Press, including the Sheboygan Guild's agreement covering the paper's editorial and commercial department employees that runs until February 1988.

Addition of the Sheboygan Press to the Ingersoll chain brings to 11 the number of Ingersoll dailies with Guild contracts.

## Initial Glens Falls pact raises pay 8 percent

Glens Falls, N. Y.—Pay of Guild-covered employees of the Glens Falls Post-Star is raised by 8 percent with agreement on an initial contract between the Albany Guild and the Howard Publications-chain daily.

The increase is retroactive 60 days prior to the signing of the one-year agreement, which runs through October 1987.

A key gain in the contract, which covers the paper's advertising, business, circulation, editorial, maintenance and mail room employees, is the extension of benefits to part-time employees, a unit leader said.

Employees of the paper voted

44 to 11 for Guild representation in an August 1984 National Labor Relations Board-supervised election.

The agreement includes an "upper-level" minimum for reporters, photographers and copyreaders of \$375 a week and a top minimum for outside salespersons and circulation district managers of \$280 a week plus bonuses. The highest minimum hourly rate for part-time mail room employees is \$4.50.

The number of paid holidays is increased to eight, from seven, and the agreement provides for annual vacation ranging up to four weeks, for employees of 15 years.

## Bargaining panel meeting called

(Continued from Page 1)

three days preceding the start of the IEB's winter meeting here, TNG President Charles A. Perlik, Jr., and Secretary-Treasurer Charles Dale said in a Nov. 21 letter. Perlik and Dale will serve as ex officio members of the committee.

The panel was appointed at the direction of last summer's convention, which called for a "thorough review" of TNG's constitutional framework governing collective bargaining and strikes, as well as the bargaining goals set forth in TNG's Collective Bargaining Program and the Convention Recommendations on Collective Bargaining.

The convention also called on the committee to examine the bargaining materials developed by TNG and to explore the development of guidelines for joint or coordinated bargaining with other unions.

The IEB appointed the committee during its fall meeting Oct. 19-22 on Perlik's nomination. Earlier in the meeting he had described the current bargaining climate facing Guild locals as one verging on the "greatest bargaining crisis" in the union's history.

The convention, too, had pointed to the hostile bargaining environment in calling for appointment of the committee.

Employers today are "more prone to use their economic clout to deny adequate wages and work-

ing conditions that they easily can afford. They are banding together in increasingly expanding chains and conglomerates, concerned only with bottom lines and not the needs of the working men and women responsible for producing their tremendous wealth," the convention had said in its Collective Bargaining report.

The convention committee recommended creating the special bargaining review committee after rejecting by nearly two-to-one a motion to reduce the number of bargaining goals included in TNG's Bargaining Program. Locals must include the goals enumerated in the program in their initial contract proposals.

Appointed to the committee are: Pat Bell, vice president of the Ottawa Guild; J. William Blatz, TNG's director of field operations; Harry S. Culver, TNG's Int'l Chairperson and a leader of the Wire Service Guild; William T. Davis, administrative officer of the San Jose Guild; John Edgington, administrative officer of the San

Diego Guild; Kim Klesty, president of the Buffalo Guild.

Also: Barry F. Lipton, president of the New York Guild; Gerald Maraghy, administrative secretary of the Boston Guild and director of the New England Servicing-Organizing Program; Gerald J. Minkinen, executive director of the Chicago Guild; John Mitchell, president of the Gary Guild.

Plus, Bruce Nelson, executive secretary of the Twin Cities Guild, who is on leave of absence from TNG's staff of international representatives; Richard J. Olive, an administrative officer of the Northern California Guild; and Sandra Polaski, administrative officer of the Washington-Baltimore Guild.

Members of the IEB's Collective Bargaining Committee are: Vice Presidents Lee C. Clifford of the Canadian Wire Service Guild; Gene Turner of Northern California; Doug M. Louth of Vancouver-New Westminster; Carol McGarvey Rothman of Philadelphia; Robert C. Holt, Jr., of St. Louis; and Faye McCracken of Memphis.

## Cincinnati seeks arbitration

Cincinnati — The Cincinnati Guild plans to appeal a judge's ruling that the local does not have the right to insist that Gannett's Cincinnati Enquirer arbitrate a grievance under the contract of an independent union that affiliated with the Guild local three years ago.

The Guild contends that as the successor union to the Enquirer Editorial Employees Professional Assn. (EEEEPA) it has the right to arbitrate under the former union's contract with the Enquirer.

Guild bargaining for a new contract covering the paper's editorial department employees has been prolonged by company demands to eliminate basic provisions, includ-

ing the right to arbitrate grievances.

In an Oct. 27 ruling, U. S. District Court Judge Carl Rubin granted the Enquirer's motion for summary judgement and held that the Guild is not EEEEEPA's successor. In doing so, he cited the labor-board-supervised election in which employees in the unit confirmed the vote of EEEEEPA members to affiliate with the Guild.

The local is seeking an arbitrator's ruling on the validity of the Enquirer's having fired a photographer with 25 years service following a dispute over scheduling. The grievant was discharged in January.

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### Report lacked style, Montreal leader says

MONTREAL, QUE.

Editor:

The substance of the report on the Montreal meeting of the Canadian District Council in October is somewhat offset by the lack of style.

Montreal was proud to host CDC, and made welcome President Perlik and all those other fulltime staffers mentioned in your report. ['Canadian Council backs Windsor women's push,' Guild Reporter, Oct. 31.]

The workshops were a welcome addition to the CDC format and the delegates made it clear that time must be blocked for such educational events at future meetings. They weren't the main events, however.

The people who should have got

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.

credit for the great success of the CDC meeting weren't even mentioned: Tony Coté, president; Paul Pelletier, secretary; Alice Busby, treasurer. I had a bit to do with it as president of the host local, but as CDC vice-president, it was a breeze.

The Montrealers who contributed to the organization and success of the "convention" will be thanked by me in an appropriate way.

**LARRY McINNIS**  
President  
Montreal Guild

## News top to \$547 in Oshawa pact

Oshawa, Ont.—The key news room top minimum in the Southern Ontario Guild's contract with Thomson's Oshawa Times is raised by \$41.27, to \$547.05 a week, over the 25-month term of a contract signed this summer.

The agreement, effective July 3, guarantees all employees increases of at least \$29 a week over the term, coming in increments of \$14.50 each on July 3, 1986, and August 3, 1987.

The \$41.27 increase in the top minimum for reporters, photographers, desk persons and several editors comes in increments of \$20.23 and \$21.04.

Top minimum for outside display salespersons is increased by \$39.83 over the term, to \$527.94 a week, and that for circulation representatives by \$31.30, to \$414.91 a week.

## TNG Jacket Offer

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## ACLU joins AFL-CIO unit in drug forum

Silver Spring, Md.—Measures to protect employees against the abuses inherent in random drug screening programs were recommended by panelists in a day-long forum on workplace drug testing co-sponsored by the AFL-CIO's Food & Allied Service Trades Dept. and the American Civil Liberties Union.

The introduction of workplace drug screening programs has soared, with an estimated 4.5 million workers in the U. S. tested for drug use in the past year, some 130 participants in the Nov. 10 conference at the George Meany Center of Labor Studies here were told. TNG Education Director Phillip M. Kadis was among the participants.

Thirty percent of the "Fortune 500" companies had drug screening programs in place in 1985, up from three percent in 1982, FAST President Robert Harbrant said.

Employers are eager to spend millions of dollars on mass testing of employees and job applicants without regard for the reliability of the tests or their effect on workers' lives, panelists said.

Urine screening for evidence of drugs is merely a "surveillance device for off-the-job activity," while the rights of innocent workers are violated, said Ira Glazer, executive director of the ACLU.

Drug testing can be used "as a pretext for political firings," warned Glazer. He cited the case of a safety inspector at a nuclear power plant who was fired for failing a drug test after she had reported safety violations to the Nuclear Regulatory Commission.

Dr. John Morgan, director of the pharmacology program at the City University of New York Medical School, focused on whether drug tests actually work. Because urine samples can be switched or altered, the collection of urine for testing "must be accompanied by humiliating observation—there is no other way," Morgan stressed. (Morgan also was one of the speak-



### Kheel counsels councils on mediator's role

Theodore Kheel, the independent mediator who often has assisted in New York City newspaper bargaining, standing right, speaks on his view of a mediator's role in bargaining during joint fall meeting of the Middle-Atlantic, New England and Southern District Councils, hosted by the New York Guild. Second to left of Kheel is Kenneth Kowalski of the Federal Mediation & Conciliation Service, who also

spoke. Meeting is in host New York Guild's Broun Room. Others in photo include, reading to the left from Kheel: Tom Pennacchio, New York Guild secretary-treasurer; Kowalski; Barry Lipton, New York Guild president; David M. Mulcahy, a vice president of both TNG and the New York Guild; Charles Dale, TNG secretary-treasurer; Charles A. Perlik, Jr., TNG president; and Tom Hiltz, Boston president.

ers at a similar forum at TNG's convention last summer.) Citing the firing of workers for failing drug tests or refusing to submit to tests, Harbrant outlined guidelines for limiting abuses in drug testing programs. Employees and their representatives should be involved in developing and administering the programs, he said. He also called for limiting tests to employees who exhibit symptoms of impairment on the job.

High-quality laboratories should be utilized and tests repeated at a second facility when results are positive, he said. Rehabilitation, not discharge, must be the remedy for employees with

drug problems, said Harbrant.

Rather than institute drug testing, Lewis L. Maltby, vice president of Drexelbrook Controls, Inc., of Horsham, Pa., told the conference that his company chose to "take the time to learn about employees, watch their job performance and help them when it starts to slip. It works—not just in preventing workplace drug abuse, but in creating a committed and productive workplace."

A system of "peer referral" to employee assistance programs can reduce adversarial barriers between employees and management, Barbara Feuer, director of employee assistance programs for

the Flight Attendants' union said, while the director of a treatment program stressed the need for a holistic approach to combatting drug abuse. Training, education and prevention are the keys to eliminating workplace drug problems, according to Melody Heaps of the Illinois Treatment Alternatives to Street Crime.

The Nov. 12 ruling of a federal district court judge in New Orleans

holding the U. S. Customs Service's drug testing program unconstitutional, meanwhile, is but one of several similar decisions. A review of rulings on the issue of drug tests among public employees shows that most courts to consider the question have found that random testing violates the Fourth Amendment guarantee against unreasonable search and seizure, the General Accounting Office said.

## Winans' conviction raises 1st amendment concerns

Washington — The conviction of former Wall Street Journal columnist R. Foster Winans for violating federal securities laws should be reviewed by the U. S. Supreme Court, TNG has said in joining other news industry-associated groups in a "friend-of-the-court" brief.

The appeals court ruling in the Winans' case raises First Amendment problems and constitutes a "major expansion" of federal securities laws by applying them "for the first time . . . to a complete market outsider," the brief asserts.

Winans' conviction "rests solely" on his violation of the Wall Street Journal's internal ethics policy, the brief points out, noting that the ruling authorizes the government to enforce a news organization's ethics code.

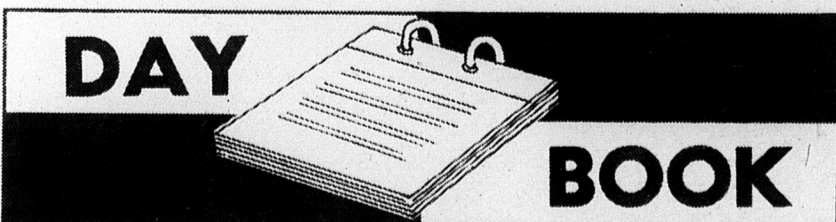
"Codes of ethics are not written like criminal statutes and their violations are not intended to result in criminal sanctions," parties to the brief add. In addition, the district court has sanctioned the gov-

ernment's effort to impose on reporters a requirement that they made unspecified disclosures to their editors, said the brief led by the Reporters Committee for Freedom of the Press. Such a requirement, it said, could influence decisions about what to publish.

In adopting federal securities laws, Congress did not intend them to apply "to pure 'outsiders' . . . or to aid newspapers in enforcing their code of ethics," it said.

The government's position in the Winans case, moreover, "results in the irrational outcome that a publisher or reporter in a news organization without clear ethical rules may engage in conduct identical to Winans' without being subject to prosecution," said the brief.

Other parties to the brief are the National Assn. of Broadcasters, the Newsletter Assn., the New York Financial Writers Assn., the Media Institute, the Radio-Television News Directors Assn. and the Associated Press Managing Editors.



1986 Heywood Broun Award, entries deadline, Jan. 9, TNG headquarters, Washington.  
Guild Service Award, entry deadline, Jan. 12, TNG headquarters.  
Special TNG Collective Bargaining Committee, Jan. 24-26, TNG headquarters, Washington.  
Int'l Executive Board, winter meeting, Jan. 27-29, TNG headquarters, Washington.  
Western District Council, winter meeting, Jan. 31-Feb. 1, Bakersfield.  
Great Lakes District Council, winter meeting, Feb. 7-8, Cleveland.  
Middle Atlantic District Council, winter meeting, Feb. 7-8, Philadelphia.  
TNG residential seminar for new local officers, Feb. 13-16, George Meany Center for Labor

Studies, Silver Spring, Md. (suburban Washington).  
Int'l Executive Board, spring meeting, April 20-24, TNG headquarters, Washington.  
Canadian District Council, spring meeting, April 25-26, Vancouver.  
Middle Atlantic District Council, spring meeting, April 25-26, Albany.  
Western District Council, spring meeting, April 25-26, San Diego.  
54th Annual Convention, June 22-26, 1987, Hyatt Islandia Hotel, San Diego.  
55th Annual Convention, June 27-July 1, 1988, Hotel Vancouver, Vancouver, B.C.  
56th Annual Convention, Albany, N.Y., 1989.

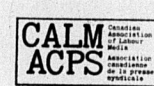
## Perils of passive pot smoke proven

Washington—Inhaling marijuana smoke without smoking the substance can produce a positive finding for marijuana in urine screening tests, researchers at the National Institute on Drug Abuse have confirmed.

In a published report, the chief of the institute's Laboratory of Chemistry and Drug Metabolism said that the urine of volunteers proved positive for marijuana use on a sensitive drug screening test after they had been in an unventilated room in which a machine smoked the equivalent of four marijuana cigarettes in an hour.

The room in which the study was conducted was unusually small and the test more sensitive than the usual one, Edward J. Cone added in reporting the findings in the September issue of Clinical Pharmacology & Therapeutics.

## The Guild Reporter



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

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### The Newspaper Guild

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