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Organizing plan wins councils' support

Three more district councils of Guild locals—the Middle-Atlantic, Midwest and Southern—have endorsed the proposal that this summer's Guild convention revive the Special TNG Organizing Fund by authorizing transfer to it of interest earned by TNG's Defense Fund during an 18-month period.

The actions, taken the weekends of May 14-15 and 21-22, brought

to six the number of councils endorsing the proposal. The Canadian, New England and Western councils endorsed it April 30-May 1, the weekend after the Int'l Executive Board's spring meeting.

It was at that April 25-28 meeting that the IEB voted to recommend the transfer to organizing of interest and investment income earned by the defense fund be-

tween Jan. 1, 1988, and June 30, 1989 [IEB proposes to revive organizing fund, Guild Reporter, May 13].

Meanwhile, delegates to the May 21-22 meeting of the seventh district council—Great Lakes—voted down a motion that they endorse the organizing-fund proposition. The vote came after discussion of whether council delegates'

appropriate role is broader than gathering information for their locals' memberships, leaving up to them any expressions to convention delegates.

The Middle-Atlantic District Council—which acted May 15 at a session hosted by the Scranton (Pa.) Guild—in addition to endorsing the organizing-fund proposal urged that the convention provide

for a study with specific recommendations for a structured organizing program to be presented to the 1989 convention.

The Great Lakes, Midwest and Southern Councils acted at individual sessions during a joint, "Tri-Council" meeting hosted by the Pittsburgh Guild. Participants included TNG President Charles

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Historic 'walks' in Eugene (left) and in Malden

Guild members at the Eugene (Ore.) Register-Guard, left, and at the three dailies published in the Boston suburb of Malden, Mass., put up the first-ever picket lines at those papers—of the informational variety—to let the public know of their frustrations at the publishers' failures to agree to equitable new contracts as talks at each stretch long past expiration of Boston and Eugene Guilds' previous contracts. (Stories and more photos, Pages 3 and 8.)



Hearing concludes on Guild drug-testing charge

Adapted from "The Guild Paper," Twin Cities Guild publication.

Minneapolis—A hearing before a National Labor Relations Board administrative law judge on whether the Star Tribune should have bargained with the Twin Cities Guild before unilaterally imposing a drug and alcohol testing policy ended April 21 after four days of testimony.

Florence Brammer, the NLRB attorney who handled the case for the government, and Barbara Camens, from the office of TNG's counsel in Washington, said they

don't expect a decision for months.

Heard by law judge Wallace Nations, the case will go to the full NLRB for review if his findings are appealed by either party.

The hearing was filled with surprising, often contradictory, testimony.

Publisher Roger P. Parkinson testified that labor is a "bane to my existence."

James Samples, one of two high-priced lawyers the company used, said in his opening statement that the policy adopted did not differ substantially from what the

company had done in the past.

First formal notice to the Guild of the policy, adopted Jan. 1, 1987, came on Dec. 12, 1986, when Bruce Nelson, then the Guild's executive secretary, received a letter about it from John Dennison, vice president for labor relations.

The policy came as a surprise since the Guild less than two months before had reached agreement on a contract with the company after months of bargaining in which the words "drug testing" were not mentioned. The company

refused Nelson's oral and written demands that the issue be bargained.

At one point during cross examination of Nelson, Samples suggested it was the Guild's fault no bargaining occurred because it had not made a counter-proposal nor scheduled bargaining dates.

Nelson's response was that the union doesn't arrange meetings once the publisher has refused to bargain. He also said that unions don't give counter-proposals to non-proposals.

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Industry profits score double-digit gains

PROFIT GROWTH of U.S. newspaper companies climbed back into double digits in 1987, following two years of more modest single-digit gains, while for Canada's newspaper companies 1987 marked the fifth consecutive year of double-digit increases.

Advertising lineage and market share, revenues and circulation all registered pluses that lead to increases in after-tax profits that averaged more than 16 percent among 15 U.S. newspaper com-

This article, and accompanying material on Pages 4, 5 and 6 are adapted from the Industry Section of the Officers' Report to TNG's 1988 Convention. The section annually reviews and analyzes the financial performance of the newspaper and magazine publishing industry in the United States and Canada.

panies and average increases topping 23 percent for five publishing companies in Canada.

For U.S. publishers, the year's gains also were aided by a drop in the ceiling on federal taxes to 40 percent, from 46

percent, under the first step of a two-step reduction in corporate income-tax rates. This year the companies will realize the full benefit of the federal tax reform measure as the ceiling on corporate taxes falls to 34 percent.

The payoffs from the final drop in the tax rate were showing up on the bottom line as first-quarter financial reports from 14 U.S. newspaper companies showed an average increase in after-tax profits of 54.7 percent from the same three-month period of 1987.

First-quarter returns from 18 publishing companies included on Business Week magazine's "Corporate Scoreboard" of 900 companies, showed a 56

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Anti-raiding package adopted by CLC convention

Vancouver — The Canadian Labour Congress has a new, sweeping set of measures to deal with affiliates that raid other unions in the nationwide federation. The anti-raiding measures were adopted overwhelmingly at the CLC's 17th Constitutional Convention here May 9-13.

The new measures give the CLC Executive Council a wide set of sanctions to impose on a union that initiates a raid on another's membership. Penalties range from being denied CLC services to losing representation on the CLC Executive Council, labor federations, labor council executives or executive boards.

In the past, the only sanction available to the CLC governing body was to deny the raiding union an appeal against a raid from another union.

Raiding has been a growing problem for the CLC. The nearly 3,000 delegates heard CLC President Shirley Carr declare in her opening address that "since 1986 there have been 24 internal disputes, involving 32 unions of our affiliates."

What brought the issue to a head for the CLC was the grab by the Canadian Auto Workers for 23,000 members of the United Food & Commercial Workers union in Atlantic Canada. Dele-

gates from the two unions fought bitterly on the convention floor over the raid but supported adoption of the anti-raiding measures.

Other convention actions included rejection of a proposal which would have had the effect of raising monthly per capitas to the CLC by 2 cents. The money would have been earmarked for labor councils, which often are responsible for carrying the CLC's message and programs to the grass roots of the labor movement. Instead, the convention supported the formation of a task force to study how labor councils can operate more effectively.

The convention adopted a resolution supporting the Canadian Broadcasting Corp., where the Canadian Wire Service Guild represents approximately 550 employees. The resolution calls on the Mulroney government to stop harassing the CBC and provide the public broadcaster with the necessary funding to fulfill its legislated mandate. The resolution also calls on the federal government to allow the implementation of the decision that awarded the CBC the license to operate an all-news network.

Two resolutions submitted by the Southern Ontario Guild did not come to the convention floor. Both dealt with the "Canadian Standards of Self-Government" for interna-

tional unions affiliated with the CLC, which by convention action became an integral part of the CLC Constitution.

One of the SONG resolutions would have amended the standards to specifically include "Directors" among Canadian officers who must be elected by the Canadian membership. Commenting on the proposal, the CLC Constitution and Laws Committee said that "if a director is an executive officer of an affiliated union he/she is covered by the present constitution."

The other resolution sought provisions for enforcement of the self-government standards. The committee said an appeal procedure already exists.

In other business the convention:

✓ Opposed the Canada-U.S. free trade deal.

✓ Declared that privatization and deregulation pillage the econ-

omy and threaten jobs and the country.

✓ Called for mandatory affirmative action programs.

✓ Demanded changes in the Criminal Code to crack down on employers who make the workplace unsafe.

✓ Supported the right of women to full access to abortion.

✓ Adopted a wide-ranging policy on child care.

✓ Heard CLC President Carr put the Congress "on a war footing" to defeat the Mulroney government in the next federal election, expected late in the year.

✓ Cheered New Democratic Party Leader Ed Broadbent who promised to throw the Mulroney government out on its ear.

The entire executive council of the CLC was re-elected without opposition. It was the first time in recent memory there had not been a contest for at least one seat on

the council.

Carr was returned as president and Richard Mercier as secretary-treasurer, both for their second terms.

Seven from the Guild were among the 2,833 delegates registered for the convention.

TNG was represented by Lee C. Clifford, vice president from Eastern Canada, and William H. McLeman, Canadian director. (After registering, however, McLeman was called away for bargaining in Windsor, Ont.)

The SONG sent four delegates including newly elected President Dennis Robinson and Vice President Gail Lem. Also from the SONG were Paul Pelletier and Bill Petrie, local representatives.

The Vancouver-New Westminster Guild was represented by Secretary Alice Busby, who also is president of the Canadian District Council of Guild locals.

Tentative contract reached at UPI

Washington—Representatives of the Wire Service Guild and United Press Int'l reached tentative agreement May 24 on terms for a new contract for employees of the news service. Details of the proposal were withheld pending full explanation to the affected members, however.

The tentative agreement will be submitted to UPI members with the recommendation of the Wire Service Guild's bargaining committee and TNG's top officers.

The Guild has been seeking a new contract with UPI for more than a year. Representatives of Mario Vazquez Rana, the news service's owner, declared contract talks at an "impasse" in November and imposed work rules in place of the local's contract.

The union has unfair labor practice charges pending with the National Labor Relations Board over UPI management's termination of the contract and other actions.

Vazquez Rana turned operating control of the company over to a group headed by Earl Brian and Paul Steinle earlier this year.

Two weeks before the tentative agreement, six UPI members of the Guild local's executive committee resigned their union positions in a dispute over strategies to be pursued in pressing for an agreement with UPI.

Among them were three members of the Guild's UPI bargaining committee, including its chairperson Sean McCormally, plus Dan Carmichael, the local's former secretary-treasurer, and Jim Pecora. Also resigning from the executive committee were Jon Frandsen, David Anderson and Marci Persky-Hooper.

"It is unfortunate," said the local's president, Kevin Keane, that "sharp differences of opinion" that developed among the Guild negotiators were not reconciled.

In a post-resignation statement, McCormally, Carmichael, Pecora and Frandsen said Keane and the local's executive committee refused "to pursue an aggressive strategy to win a contract in the 15-month-old talks." Equity and fairness were being sacrificed for "political expediency by Guild

leaders willing to accept a suicidal deal," they charged.

The local's executive committee "is committed to producing the best possible contract for UPI employees through collective bargaining, not 'roll of the dice' litigation," the local said in a bulletin issued following the resignations.

Two issues in the dispute centered on proposals to file suit to block UPI managers from seeking new investors in the company until there was a new Guild contract and to use the services of financial adviser Brian Freeman. The Guild has the right of first refusal on the sale of any interest in UPI under an agreement with Vazquez Rana.

The local "would not agree to a course of conduct designed to prevent UPI from bringing in money needed to keep the company alive and fund paychecks and benefits for our members," Keane said.

Serving with Keane on the committee that reached the tentative accord were UPI members Al Bruce, Bill Small and Chuck Moody.

High court upholds boycott handbilling

Washington — The U.S. Supreme Court has upheld the right of union members to distribute handbills appealing to consumers to not patronize businesses which do business with a firm with which the union has a dispute.

The court upheld that right in a unanimous 8-to-0 ruling endorsing the finding of a federal appeals court. The decision overturned an National Labor Relations Board finding that a union council violated federal labor law prohibitions against secondary boycotts by distributing leaflets urging customers to not shop at stores located in a shopping mall.

The union council was seeking support from shoppers for its effort to elicit a promise from the mall

owner to use "contractors who pay their employees fair wages and fringe benefits."

Turning aside arguments by the NLRB and the Justice Dept., the court noted that the handbilling was peaceful and no picketing was involved. To prohibit the handbilling in those circumstances would raise serious First Amendment questions, the court said in a decision by Justice Byron R. White.

The union members urged customers "to follow a wholly legal course of action," wrote White. If customers were persuaded not to patronize the businesses it was because they reacted voluntarily not because they were "intimidated by a line of picketers," the decision said.

Knight-Ridder Council gets report on KRI session



Delegates to spring meeting of Knight-Ridder Council of Guild locals hear report on annual shareholders meeting of Knight-Ridder Inc. (KRI) by Lila Roisman of Philadelphia, far right. She was one of five Guild members from three Knight-Ridder cities who attended the session [Guild Reporter, May 14]. Delegates to the April 23-24 coun-

cil meeting, hosted by the Akron Guild, also launched plans to prepare for possible corporate campaign. Others pictured, clockwise from foreground left: Michael Fagan, Philadelphia; Julie Bell and Ted DeGroot, Lake Superior (Duluth); Jane Snow and Terry Oblander, Akron; Mary Birkett, Detroit; and Jean Malik, Philadelphia.



BILL BARRY/Philadelphia Guild

New pact signed at Catholic paper

Detroit—A recent agreement between the Detroit Guild and the Michigan Catholic raises minimum pay rates and employees' pay by 5.5 percent and takes the top minimum for news editors up by \$26.85, to \$515.01 a week.

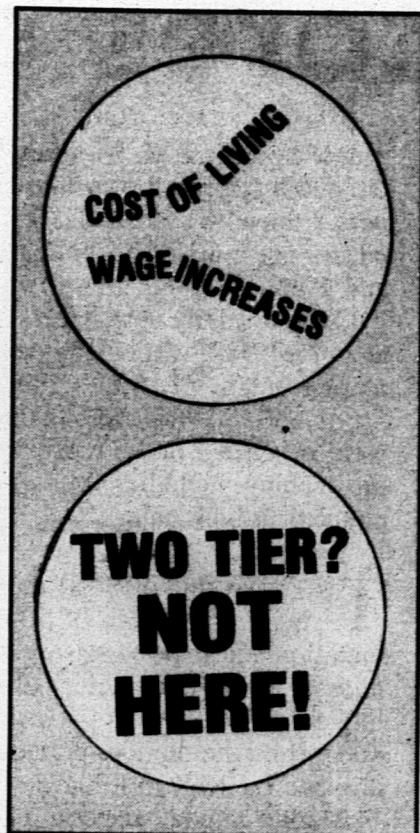
The three-year agreement, retroactive to Dec. 1, calls for resumption of bargaining on wage rates to take effect next Dec. 1 and on Dec. 1, 1989.

Top minimum for advertising sales staff is raised by \$21.26, to \$407.89 a week, while guaranteed weekly expenses paid to sales persons are raised by \$9, to \$69, over the contract term.

Other news room staffers have a \$24.39 increase in their top minimum, to \$467.78 a week.

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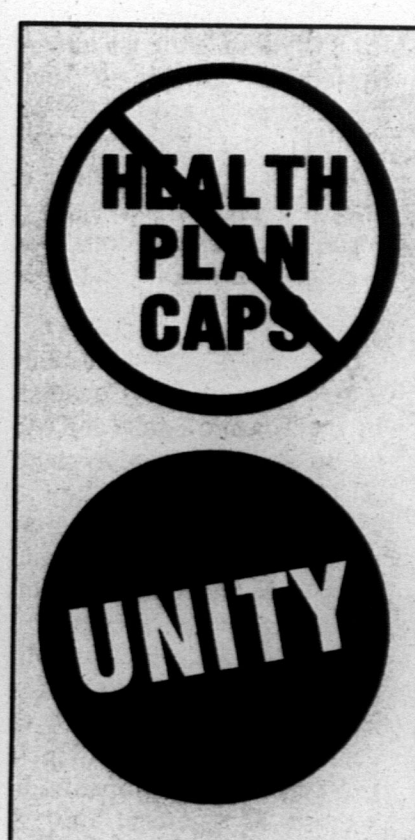
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One of Eugene unions' stick-on slogans, above, far right...



INFORMATIONAL SIGN SAYS IT ALL ABOUT EUGENE CONTRACT TALKS
In foreground, from left, Eugene Guild members Jim Boyd, Neil Cawood, Dave Kayfes, Bob McEwen.



... reportedly found its way to publisher's bathroom mirror.

'Final offer' prompts first-ever picketing in Eugene

Eugene, Ore.—Some 70 employees of the Register-Guard braved a spring rain storm May 16 to launch three days of informational picketing expressing what a representative termed the employees' "frustration, disappointment and hurt" at the daily's "final offer" for new contracts with their unions.

Pickets included members of the Eugene Guild, Eugene Typographical Union (CWA) and a Graphic Communications local union. The three unions have been bargaining jointly through a unity council since last September. The 210 Register-Guard employees they represent have been working under terms and conditions of contracts that expired Nov. 1.

The unions' memberships voted May 15 to undertake the informational picketing after the company announced at a bargaining session May 13 that the contract demands it then had on the table were its "final offer." Two days after the picketing began, the company threatened to post working conditions.

Primary focus of the informational picketing was a company demand to institute a two-tier wage scale for composing room employees which would put rates for new employees 44 percent below those for current workers.

"The unity council believes in equal pay for equal work," Mike Stahlberg, a longtime Guild leader who chairs the unity council, told a picket-line news conference. "Making the fact that someone has a different date of hire the basis for a difference in pay violates every principle of fairness, equality and justice

...," he said, adding: "Surely they [the owners] cannot be that desparate to increase their profits."

Management also is demanding retrogressions in health insurance and sick leave. It is proposing a total pay increase of 3 percent during a 30-month contract.

While Stahlberg said the company's wage proposal did not precipitate the picketing, he pointed out that minimums and pay scales have increased by only 5.4 percent over the last six years at the same time the paper has increased subscription rates by 25 percent and ad rates by 47 percent.

"The employees' standard of living is falling and the company's is rising," he said.

Publisher and editor Tony Baker told a news conference that the Register-Guard is "coming of age" and "going through a difficult time," defending its two-tier pay demands on grounds that other papers around the country have done likewise as they have become more automated.

Management of the Register-Guard several months ago was passed to the third generation of the Baker family, following retirement of former publisher Edwin (Ted) Baker.

Union leaders said it has become apparent during the last six months that the paper no longer is "the family business... [which] treated employees like members of the family."

"It didn't try to pick their [employees'] pockets to increase its profits," Stahlberg said.

The informational picketing—the

first in the newspaper's 121-year history—was one of a series of undertakings by the three unions' members aimed at convincing the company to change its bargaining stance.

Other activities, beginning last year, have included boycotting the company's United Way campaign, with contributions channeled instead to a new United Way effort set up by the Guild, a series of letters to the publisher, a petition signed by 151 employees to the newspaper's stockholders and a series of but-

tons and stickers worn by employees.

Eugene's three television stations as well as the Newhouse chain's Oregonian in Portland and Eugene radio stations covered the picketing, which continued through the afternoon of May 18 with "Burma Shave"-style placards explaining points of difference between the employees' unions and the Register-Guard. At one point, columnist Don Bishoff sprinted among passing cars to hand to their occupants leaflets detailing employees' grievances, as well.



UNIONS' UNITY COUNCIL CHAIRPERSON FIELDS QUESTIONS
Mike Stahlberg, also a longtime Guild leader, held press session as first day of informational picketing got underway.

WANTED:

Executive Secretary

The St. Louis Newspaper Guild is seeking an executive secretary. Must have experience in contract bargaining and a good union background. A working knowledge of the Newspaper Guild also is preferable. Full benefits. Salary negotiable. Job starts Oct. 3. Send application and resume to: St. Louis Newspaper Guild, 1016 Locust St.—#740, St. Louis, Mo. 63101.

Equal Opportunity Employer

Dale commends CLC's boycott policy to Guild locals

Silver Spring, Md. — TNG President Charles Dale has commended to Guild leaders a policy statement on conducting boycotts issued by the Canadian Labour Congress.

The CLC statement "says, as well as it can be, how important it is to ensure" that calling a boycott "is more than a knee-jerk reaction to bargaining problems," Dale wrote May 19.

He urged that readers substitute "Guild" where the statement says CLC and insert "local boycott" where it refers to national ones.

The CLC statement points out that a boycott exposes the organi-

zation conducting it to "a public evaluation of its credibility" and that an action that is "poorly conceived, or poorly executed" can have a devastating effect.

With boycotts, "the old axiom—it is better to have tried and failed than not to have tried at all—does not apply," the CLC says.

A failed boycott, it continues, means not only failure to reach the immediate objective but also damage to a union's standing with the public and to "the potential effectiveness of the boycott weapon to the point of cheapening and trivializing it."

The CLC warns against being

found "in the same position as the boy who cried 'wolf'."

"A boycott is a serious and major offensive and should not be undertaken unless well organized

and with a solid chance of success," the statement concludes, adding: "It is a subtle and complex operation which requires much thought and serious commitment."

Golden, 60, former Detroit leader

Chicago—Harry Golden, Jr., a former president of the Detroit Guild who had covered Chicago's city hall for the Chicago Sun-Times for the last 21 years, died of cancer May 1. He was 60.

Golden had covered the seat of Chicago's city government since 1967, a year after coming here from the Detroit Free Press, which

he joined 10 years before.

He was president of the Detroit Guild in 1963 and 1964 and was a delegate to TNG conventions in 1963, 1964 and 1965.

Golden's late father was the editor of the Carolina Israelite. His columns were collected into a best-selling book, "Only in America."

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percent increase in after-tax profits, ranking 11th among the leaders in profit gains by industry groupings. The average increase in profits for all the companies included on the survey was 22 percent. For 1987, the 900 companies' increases in after-tax profits averaged 15 percent, while 15 publishing companies listed had average profit gains of 24 percent for the year.

A SURVEY OF first-quarter performance of 154 Canadian companies by the Toronto Globe and Mail's "Report on Business" showed average profit gains of 24.5 percent from the first quarter of 1987. Among the companies included on the survey, four printing and publishing companies had increases in after-tax profits averaging 29.2 percent.

Industry analyst John Morton of the investment firm of Lynch, Jones & Ryan, meanwhile, has projected that the full-year earnings of the 15 publicly traded U.S. newspaper companies he tracks will average 32.8 percent for 1988.

Media bosses set records in double digits, too, with a 40 percent increase in median compensation for 1987, the highest of any industry group, according to an analysis by Forbes magazine staff of the sums paid to 800 chief executive officers by a variety of large industries.

Median compensation for media and communications executives included in the survey was \$1.19 million, including a high payout of \$17.4 million in 1987 to Donald Pels, chief executive officer of Lin Broadcasting Corp. of New York, and a low of \$390,000 to John Malone, head of Tele-Communications of Denver.

"With the possible exception of real estate," the media business "has produced more huge fortunes than any other industry," wrote Brian Dumaine in a profile in Fortune magazine of billionaire Walter Annenberg, owner of Triangle Publications.

Why do owners of properties like Triangle's Daily Racing Form and TV Guide, the Wall Street Journal and Newhouse publications make such fortunes? "One reason is newspapers and even some magazines can become virtual monopolies that allow their owners to keep raising prices—and profits—year after year," wrote Dumaine.

That conclusion continues to be repeated frequently by analysts of the publishing industry and by news executives themselves.

"From a competitive standpoint, the local newspaper publisher has less to worry about than, say, the local accountant," Michael Gartner, editor of Gannett's Louisville Courier-Journal, told a conference last year examining the economics of the news business.

As a result of newspapers' competitive advantage, they are editorially sounder and financially stronger than ever before, Gartner told the conference, sponsored by the Gannett Center for Media Studies.

News industry scores double-digit gains in profits

If there is a downside, added Gartner, it is that "the newspaper business is so good that it is quite often resulting in bad newspapers." Buyers are paying such high prices for newspaper acquisitions that they are cutting back on the newshole and the news staff to boost cash flow and cover their investment, he explained.

Newspaper ownership grew more concentrated in 1987 as nearly 50 properties changed hands, according to an analysis by Morton's research staff. Chain-owned daily newspapers accounted for nearly 82 percent of U.S. daily circulation by year's end, with 74 percent of the country's 1,645 dailies part of a newspaper "group."

Dean Singleton's Media News Group was the fastest growing of the chains in 1987, moving to 11th place from 21st on Morton's list. The company acquired both the Denver Post and the Houston Post during the year, along with several small-to-medium-sized dailies, including the York (Pa.) Dispatch, which was acquired by Singleton's Garden State Newspapers.

Media General, the Richmond, Va.-based chain, ranking 23rd on Morton's list, owns a 40 percent interest in Garden State Newspapers.

Singleton's acquisition of the Houston Post, meanwhile, is reported to have left the paper's former owner, Toronto Sun Publishing Corp., with a \$45 million net gain, plus additional payments based on the Post's revenues to be paid over a five-year period.

Flush with cash from the Houston transaction, the Toronto Sun acquired the Financial Post from Maclean Hunter Ltd. for \$46 million and purchased a 60 percent interest in a community newspaper group based in Edmonton, Alberta, for \$28.2 million. It also was reportedly looking for other U.S. properties to purchase.

Other Canadian publishers also were eyeing acquisitions in the U.S., including Torstar Corp., publisher of the Toronto Star, and Maclean Hunter Ltd.

TORONTO-BASED Thomson Newspapers, meanwhile, stepped up acquisitions in the U.S. in the first months of 1988, spending an estimated \$400 million and adding 13 dailies to its U.S. holdings, including the 85,000-combined-circulation Bridgeport (Conn.) Post and Telegram and the 25,000-circulation Olean (N.Y.) Times Herald.

Following the most recent acquisition, Thomson's U.S. holdings included 116 dailies and four weeklies. The company owns more dailies in the U.S. than any chain, and its 116 U.S. holdings outnumber all the daily newspapers published by all companies in Canada (110).

Spending for advertising in U.S. newspapers in 1987 rose by 9 percent, to \$29.4 billion, according to the Newspaper Ad-

vertising Bureau's preliminary estimates for the year. For the fifth consecutive year, classified advertising showed the largest gains of the three advertising categories, with expenditures up by 14.9 percent, to \$10.7 billion. Retail spending was up by 6.4 percent, to \$15.2 billion, while national advertising expenditures rose by 3.5 percent, to \$3.5 billion.

Gains for the year topped those registered in 1986, with the exception of the retail category where the 6.4 percent increase followed an increase of 6.5 percent a year earlier. Spending for advertising rose by 7.2 percent overall in 1986.

NAB officials declared themselves "bullish on 1988" during a marketing conference early in the year, as they projected segmented gains of at least 8 percent in retail, with classified rising by 9 percent. After the year's first quarter, however, the NAB revised its retail projection downward by 2 points after an unexpected softness developed.

Newspaper and advertising executives expect a slackening in competition for retail advertisers as a result of a hike in third-class postal rates that will lessen the appeal of mail delivery of pre-print advertising as an alternative to newspapers.

Newspapers' share of national advertising, meanwhile, has "no place to go but up," according to Leo Bogart, the NAB's executive vice president and general manager. With the proliferation of television programs available through cable systems and the increasing instances of viewers by-passing ads on programs they record for later viewing, newspapers are certain to become a more attractive medium for national advertisers, Bogart said. He projected a 7 percent increase, compared with 3 percent in 1987.

Newspaper advertising lineage rose in 1987, along with expenditures, with newspapers owned by 13 of the public companies tracked by the Morton researchers registering a 5.8 percent increase in lineage for the year.

In Canada, expenditures for newspaper advertising rose by 8.8 percent, to \$1.8 billion in 1987. Spending for local advertising was up by 9.3 percent to \$987 million and national advertising expenditures rose by 9.4 percent, to \$373 million. Classified advertising expenditures increased by 8 percent, to \$446 million, according to the Canada Daily Newspaper Publishers Assn.

Advertisers in both the U.S. and Canada continued to spend more money for newspaper advertising than for advertising in any other medium and in both countries newspapers' share of advertisers' budgets improved slightly.

In the U.S. newspapers claimed 26.8 percent of advertising expenditures, up from 26.4 percent in 1986. In Canada newspapers accounted for 24.5 percent of all advertising expenditures, compared to 24.4 percent last year.

Television accounted for 22.2 percent of advertising expenditures in the U.S. and 16 percent in Canada, while radio drew 6.6 percent of spending for advertising in the U.S. and 8.9 percent in Canada.

General-interest magazines in Canada accounted for 3.1 percent of all advertising expenditures, while in the U.S. 5 percent of advertising expenditures went to magazines.

Overall, U.S. daily newspaper circulation rose by 0.5 percent, to 62.8 million, nearly matching an all-time high of 63 million set in 1984. The number of dailies, however, declined by 12, to a new post-World War II low of 1,645, Editor & Publisher reported.

Sunday circulation increased by more than 2 percent, topping 60.1 million. The number of Sunday papers rose by 18, to

a new high of 820. Morning papers increased by 12, to 511, while evening papers dropped by 22, to 1,166; 32 all-day papers are counted in both the morning and evening fields.

Canada's daily newspapers held steady at 110 in 1987, while daily circulation set a new high of 5,690,589, up from 5,681,850 in 1986. Among the dailies 32 were published in the morning and 82 in the evening, including four all-day papers counted in both categories.

THE NUMBER of U.S. dailies with a single copy price of 50 cents more than doubled in 1987, rising to 21, from nine in 1986. The number of dailies selling for 35 cents a copy rose by 98, to 400, while the number priced at 25 cents dropped by 100, to 1,024.

Among Sunday papers, a single-copy price of 75 cents became most prevalent as the number selling at that price rose by six, to 260, while the number of papers priced at 50 cents dropped from 262, to 226. Sunday papers selling for \$1 rose by 38, to 182.

An estimated \$8.2 billion was spent on advertising in U.S. magazines in 1987, an increase of about 4 percent, the Commerce Dept. reported in its annual "Industrial Outlook." The rise in subscription circulation of consumer magazines moderated at about 1 percent, while newsstand circulation was expected to show an increase for the first time since 1978, rising by about 1 percent.

General-interest magazines in Canada generated advertising expenditures of \$228.3 million in 1987, down from \$233.4 the prior year, according to preliminary estimates.

Magazines' circulation receipts in the U.S. were expected to have increased by 4-to-5 percent in 1987, mostly through rate hikes, the Commerce Dept. reported.

The federal agency forecast faster growth for U.S. magazine publishers in 1988, predicting revenue gains of about 2.4 percent, after adjusting for inflation. A strong economy in 1988, coupled with advertising generated by the Olympic Games and federal elections should produce additional growth for all advertising media, the agency said.

For the newspaper industry, 1988 is expected to produce revenue gains of 9.8 percent, to \$34.7 billion, according to the Commerce Dept.'s estimates. Adjusting for inflation, that represents a 2.3 percent increase in constant dollars, it said.

Over the next five years, newspapers' revenues are likely to increase annually by 2 to 3 percent in constant dollars, the agency said, revising last year's forecast of growth of 1.5-to-2 percent over the coming five-year period.

EMPLOYMENT in the U.S. newspaper industry rose by about 1 percent, to 462,200 in 1987, according to preliminary estimates from the Labor Dept. The proportion of women employees also rose by about 1 percent, to 42.6 percent, according to the government figures.

Available financial-performance reports for U.S. and Canadian publishers for 1987 and 1988's first quarter follow:

Knight-Ridder Newspapers, Inc., had a 10.8 percent increase in after-tax profits, to \$155.2 million, for 1987. Revenues for the year rose by 8.5 percent, to \$2.07 billion, for an after-tax profit-to-revenue margin for 1987 of 7.5 percent.

In the first quarter of 1988, the company had after-tax profits of \$33.8 million, up by 18.2 percent from the first quarter of 1987. Revenues for the quarter were up by 5.3 percent, to \$514.9 million. Profit margin for the quarter was 6.6 percent.

Gannett Co., Inc., had revenues of \$3.08 billion in 1988, up by 9.9 percent, and a 15.6 percent increase in after-tax profits, to \$319.4 million. Its after-tax profit margin for the year was 10.4 percent.

The first quarter of 1988 brought a 41.0 percent increase in the chain's net profits, to \$74 million, on revenue of \$757.9 million, up by 7.8 percent. First quarter profits included the proceeds from an extraordinary pre-tax gain of some \$45 million from sale of the company's 20 percent interest in Cowles Media. Profit margin for the quarter was 9.8 percent.

Southam Inc. reported after-tax profits up by 23.6 percent in 1987, to \$82.7 million. Revenue rose by 13.5 percent, to \$1.45 billion. Profit margin for the year was 5.7 percent.

The company, which owns newspapers with combined circulation of 1.65 million—or 27 percent of Canada's daily circulation—had an 18.4 percent gain in after-tax profits in the first quarter of 1988, to \$22.4 million, on revenue of \$420.7 million, up by 19.5 percent. The profit margin was 5.3 percent.

Thomson Newspapers Ltd. reported after-tax profits for 1987 of \$230.6 million, up by 14.9 percent. Revenues were up by 6.6 percent, to \$1.09 billion, for a profit margin of 21 percent.

In the first quarter, the company reported after-tax profits of \$52.7 million, up by 15.8 percent, on revenues of \$275.2 million, up by 12 percent. The profit margin was 19.1 percent.

The New York Times Co. had after-tax profits of \$160.3 million in 1987, up by 21.3 percent, on revenues of \$1.69 billion, up by 8 percent. Its profit margin was 9.5 percent.

Revenues in the first quarter of 1988 rose by 5.2 percent, to \$430.4 million, while after-tax profits of \$45.5 million were 10.7 percent higher than in the year-earlier period. The profit margin for the quarter was 10.5 percent.

Washington Post Co. reported revenues for 1987 of \$1.315 billion, up by 8.3 percent, and after-tax profits of \$132.4 million, up by 32.2 percent, exclusive of extraordinary after-tax gains of \$54.3 million from the sale of cellular telephone and cable television interests. Profit margin for the year was 10.1 percent.

In the first quarter, the company reported a 56 percent increase in after-tax profits, to \$29.1 million. Revenues rose by 7.7 percent, to \$321.2 million, for a profit margin of 9.1 percent. Results for the quarter excluded a one-time after-tax gain of \$115.7 million from the sale of cellular telephone holdings.

Times Mirror Co. reported \$266.5 million in after-tax profits for 1987, down by 34.7 percent from earnings the previous year when the company had extraordinary pre-tax gains totaling \$222.2 million from the sale of assets. Profits for 1987 were depressed by a \$41.5-million pre-tax loss from the sale of the Denver Post in the final quarter of the year.

Excluding the extraordinary items in 1986 and 1987, the company reported earnings gains of 23 percent for 1987. Newspaper earnings contributed significantly to those gains, it said. Revenues from newspapers were up by 16 percent, to \$2 billion, for the year, and pre-tax profits rose by 14 percent, to \$377.9 million.

In the first quarter of 1988, the company reported a 29.1 increase in after-tax profits, to \$75.1 million, on revenues of \$797.1 million, up by 11.4 percent. Profit margin for the quarter was 9.4 percent.

Dow Jones & Co. reported a 10.7 percent increase in after-tax profits in 1987, to \$203 million, on revenue of \$1.3 billion, up by 15.8 percent. The profit margin was 15.4 percent. The company reported a 2.3 percent drop in advertising lineage in its Wall Street Journal, reflecting a "sharp downturn in financial advertising following the October stock market crash."

In the first quarter, advertising lineage was off by 8.6 percent in the Journal and by 10.3 percent in the weekly financial tabloid Barrons. After-tax profits, meanwhile, rose by 55.3 percent, to \$103.6 million, including a one-time \$64.5 million gain from the sale of a book publishing subsidiary. Corresponding earnings figures for the first quarter of 1986 included a one-time gain of \$29.4 million from the sale of assets.

Torstar Corp., publisher of the Toronto Star and the Metroland chain of suburban papers, reported a 42 percent increase in after-tax profits for 1987, to \$78.7 million. Revenues for the year rose by 13 percent, to \$903.6 million. The profit margin was 8.7 percent.

Earnings figures for 1987 and 1986 included extraordinary losses incurred during the period, the company reported.

"SUBSTANTIALLY higher advertising volumes" at both the Star and Metroland newspapers contributed to the company's strong performance. It reported a 12.2 percent increase in advertising lineage at the Star and a 31.4 percent increase in advertising revenues from the Metroland chain.

After-tax profits of \$24.25 million in the first quarter of 1988, were up by 26 percent from the year-earlier period when earnings included an extraordinary \$617,000 gain. Revenues in the first quarter rose by 14.7 percent, to \$226.4 million. Profit margin for the quarter was 10.7 percent.

The Tribune Co., publisher of the New York Daily News and the Chicago Tribune, among other papers, reported a 51.7 percent drop in after-tax profits for 1987, to \$141.5 million, following a \$11 million charge for severance pay incurred in staff buyout plans. Revenues for the year rose by 6.4 percent, to \$2.16 billion. The profit margin for the year was 6.6 percent.

In the first quarter of 1988, after-tax profits rose by 92.8 percent, to \$32.2 million, on revenues of \$522 million, up by 9.4 percent. The company attributed much of the gain to enhanced revenues and labor savings at the Daily News and predicted that the paper will turn a profit in 1988 for the first time in four years.

Capital Cities/ABC Inc. reported a 53.4 percent increase in after-tax profits, to \$279.1 million, for 1987. Revenues for the year of \$4.4 billion rose by 6.8 percent, for a profit margin of 6.3 percent. Publishing revenues rose by 3.7 percent, to \$1.006 billion.

In the first quarter, the company's after-tax profits nearly tripled, rising to \$70.3 million, due mostly to accounting gains. Revenues rose by 34.5 percent, to \$1.29 billion, for a profit margin of 5.4 percent.

Media-General reported a 150.9 percent increase in after-tax profits, to \$42.9 million, for 1987. Revenues for the year rose by 12.7 percent, to \$715.3 million, producing a profit margin of 6 percent.

What the company called its "strong positive growth trend" continued into the first quarter of 1988 as it reported after-tax profits of \$11.4 million, up by 42.6 percent, on revenues of \$186 million, up by 11.3 percent. The profit margin for the quarter was 6.2.

McGraw-Hill, Inc., the publishing company that includes Standard & Poor's financial services among its holdings, had revenues for 1987 of \$1.75 billion, up by

11.1 percent, and after-tax profits of \$164.8 million, up by 7 percent. The profit margin was 9.4 percent.

Park Communications had a 14.4 percent increase in after-tax profits for 1987, to \$17.1 million, on revenue of \$149.4 million, up by 9.1 percent, for a profit margin of 11.4 percent.

Time Inc. reported an 11.5 percent increase in revenues for 1987, to \$4.2 billion. After-tax profits of \$250 million were down by 33.5 percent from 1986 when the company incurred substantial non-recurring gains. Operating income from its magazines increased by 75 percent in 1987, the company reported.

After-tax profits for the first quarter rose by 43.5 percent, to \$66 million, on revenues of \$1.06 billion, up by 13.4 percent. The profit margin for the quarter was 6.2 percent.

Maclean Hunter Ltd., publisher of Maclean's magazine, and owner of a majority interest in the Toronto Sun newspaper chain, reported a 22.4 percent increase in after-tax profits, to \$84.8 million, in 1987, before extraordinary gains of \$50.5 million that boosted after-tax earnings to \$135.3 million. Revenue for the year of \$1.12 billion was down by 2.3 percent. The profit margin was 7.5 percent exclusive of extraordinary gains.

In the first quarter, after-tax profits rose by 34.5 percent, to \$19.5 million, and revenues increased by 15.4 percent, to \$295.5 million. The profit margin was 6.6 percent.

Toronto Sun Publishing Corp. had after-tax profits for 1987 of \$18.3 million, up by 15.6 percent, exclusive of extraordinary gains totaling \$43 million. Revenues rose by 17.3 percent, to \$181.3 million. The profit margin was 10.1 percent.

After-tax profits of \$4.9 million for the first quarter of 1988 doubled from the year earlier period, and revenues rose by 38.3 percent, to \$55.6 million. Results for the quarter reflect the company's majority interest in the Financial Post, which it purchased in 1987, converting it to a daily publication in February. Profit margin for the quarter was 8.8 percent.

While the company reported strong earnings gains from its Toronto and Calgary Suns, it said the Financial Post lost money, as anticipated, in its first months of daily publication. Interest from the sale of the Houston Post last year also contributed to the strong first quarter.

Reuters Holdings PLC, registered a 35 percent increase in after-tax profits for 1987, to \$207.1 million, on revenues of \$1.6 billion, up by 40 percent from 1986. The profit margin was 12.6 percent. The company's financial information systems and services have become its primary interest, with news services to publishers and broadcasters accounting for only 9 percent of revenues in the first half of 1987.

Pulitzer Publishing Co., reported an 11.6 percent increase in revenue in 1987, to \$367.3 million. After-tax profits for the year of \$15.3 million were down by 6.7 percent. Profit margin for the year was 4.2 percent.

McClatchy Newspapers Inc., in its first financial report after going public in February, reported that after-tax profits rose by 33 percent in the first-quarter of 1988, to \$4.4 million. Revenue for the period of \$82.8 million was up by 10 percent from the year-earlier period, for a profit margin of 5.3 percent.

News Corp., Rupert Murdoch's worldwide media company, reported after-tax profits of \$213.2 million in the first nine months of its fiscal year that ends June 30, an increase of 42 percent from the comparable period of last year. Revenue for the three quarters was \$3.15 billion, up by 25 percent.

In the most recent quarter, the company reported a \$17.9 million loss stemming from extraordinary costs associated with new businesses, including Fox Broadcasting. Revenue for the period rose by 22 percent, to \$1.05 billion.

The company's U.S. operations accounted for 45 percent of revenue and 41 percent of profit in the first nine months of the fiscal year.

E. W. Scripps Co., in a prospectus prepared in advance of its first public offering of stock, set for June, the company reports that its publishing interests produced revenues of \$818.2 million in 1987, up by 9 percent, and pre-tax profits for the year of \$140.2 million, up by 54.8 percent. Pre-tax profit margin was 17.1 percent.

In the first quarter of 1988, publishing interests, including newspapers, book publishing, syndication and news services, produced pre-tax profits of \$28.85 million, up by 10.6 percent, and revenues of \$195.5 million, up by 4 percent.

All segments of the company produced revenues of \$1.15 billion in 1987, up by 10.6 percent, and pre-tax profits of \$149.7 million, up by 33.7 percent. In the first quarter of 1988, revenues rose by 7.4 percent, to \$280.1 million, and pre-tax profits were up by 25.6 percent, to \$36.8 million.



Guild drug-testing charges heard by NLRB judge

(Continued from Page 1)

Dennison testified to various office rules relating to chemical abuse which have been in place for several years.

For example, he testified, there is an office rule that employees cannot carry loaded guns to work.

The 1987 policy replaced those policies, he said. (Apparently the old gun policy remains in place.)

The rules came as a surprise to Nelson, John Carmichael, the local's executive secretary from 1955 through 1985, and Marilyn Taylor, a former Star Tribune employee and assistant and acting executive officer for the local. Officers of the Guild unit at the paper, in the habit of being surprised by the company, were surprised by the rules, too.

It was clear through examination of Dennison that the posted drug policy is not the one that is followed. He said two supervisors and a Guild representative would be notified before a current member was asked to take a test. (This is not mentioned in the policy.)

He also said the progressive discipline policy is not followed but rather used as guidelines on a case-by-case basis. (Not mentioned in the policy.) A current employee would not be disciplined for refusing to take the test but only for the underlying behavior that led to the request. (Not mentioned in the policy.)

The most outrageous witness was Dr. Robert DuPont, a chemical abuse expert from Washington. Camens and Brammer both tried

to keep his testimony out on grounds that national policy on drugs was irrelevant to the issue of whether the Star Tribune should have bargained with the Guild.

[Guild representatives stressed that the use of drugs is not the issue. Rather, it is the obligation of the employer to bargain with its employees' union on terms and conditions of employment, the St. Paul Union Advocate pointed out in its report on the hearings.]

DuPont painted a picture of people who work in the media as highly susceptible to chemical abuse because they are creative and many are in the 30-to-40 age group most likely to abuse substances. Such activity is likely to lead to drug dealing in the workplace and criminal behavior to get

money for drugs, he said.

However, on cross-examination he admitted a policy is more effective when there has been employee input.

Parkinson said factors that led to the policy included allegations of problems, no standardized policy, and helping people. He also said that journalists should be held to higher standards than others in society. (But that's not to be confused with higher pay.)

Human resources manager Michael Seraphine said Guild members had not been given physicals from late 1983 until the 1987 policy was in place.

He also said that Guild jobs always have been contingent on passing the physical. (No one explained what condition a person would have had prior to 1987 that would have caused failing the test.) Even if a person had moved to the Star Tribune from another part of the country and had worked for several days before taking the physical and failing, that person would have been fired, he said.

Six persons hired into Guild-covered jobs prior to 1983 testified they had not taken urine tests. In the cases of four for them, the company produced medical records indicating such tests had been given.

A female and a male Guild member testified to their experiences with the drug test as job ap-

plicants. The female member had a very negative experience which Seraphine later testified shocked him.

[The Union Advocate reported that the woman testified that after being examined by a doctor she was given a container and escorted to a public bathroom to provide a sample of her urine for testing. She was required to keep the door to the stall open while a nurse watched her give the sample.

"[The point that she made to me was that she in essence needed to see that the sample originated from my body," the woman said. "I was supposed to keep my hands at my side so she could see I had not carried in a sample."

[The entire experience was very humiliating, the woman testified. When, because of nerves, she was unable immediately to provide a sample, she started to worry that she would be denied the job.

"[I wondered, 'If I at this point say I just can't do this, what happens to me?'," she said. Eventually, she was able to provide the sample and passed the test.]

All 36 Guild applicants who have taken the drug test have passed and no current employee has been given the test.

Support urged for Harvard program

Silver Spring, Md.—Costs of attending the Harvard Trade Union Program are rising, but "it is money well spent," Jerry MacDonald, administrative officer of the Canadian Wire Service Guild and recent alumnus of the program, told TNG's Int'l Executive Board during its spring meeting.

MacDonald, who attended the 10-week course in union education early this year as recipient of TNG's Irving Leuchter Memorial Scholarship for 1987, urged TNG and Guild locals to continue to support the program. At the same time, MacDonald announced a \$250 contribution from his local to the scholarship fund in memory of former IEB member Joseph F. Collis.

Future of the Harvard program is uncertain, however, following its transfer two years ago from the Harvard Business School to the temporary custody of Harvard's

John F. Kennedy School of Government where it continues to be reassessed. With the transfer came the termination of a \$500 annual contribution from the Harvard Trade Union Alumni fund to TNG's scholarship fund, MacDonald and TNG Education Director Phillip M. Kadis, reported to the board.

The IEB is asking the 1988 Convention to endorse a call to locals, particularly those whose members

have received the award in the past, to make regular contributions to the scholarship fund.

Last year, locals contributed \$1,550, including \$500 from Twin Cities, \$250 from Denver and \$200 from San Jose. In addition, \$600 was contributed in memory of Collis, a founder of the Wilkes-Barre Guild and a former TNG president and vice president, with \$500 coming from the Wilkes-Barre Guild.

Locals form Scripps-Howard Council

Pittsburgh—Beth Tamke, veteran leader of the Memphis Guild, was elected president of the newly formed Scripps-Howard Council of Guild locals during its first formal meeting here May 23. Bill Dockery of the Knoxville Guild was elected secretary-treasurer.

The council was formalized during a meeting held in conjunction

with the joint meeting of the Great Lakes, Midwest and Southern District Councils. Representatives of the Cincinnati, Denver, Knoxville and Memphis locals met in Denver a month before to explore formation of the council.

The council decided at its first meeting to encourage members of its locals to purchase Scripps-

Howard stock which currently is being made available to the public for the first time. Even though stockholders' voting rights will be restricted, Tamke said, it will be to Guild-represented employees' advantage to purchase shares with an eye to uniting for as much impact as possible on corporate policies that affect their lives.

Councils back IEB proposal for organizing

(Continued from Page 1)

Dale, Secretary-Treasurer John C. Edgington, Int'l Chairperson Peter E. McLaughlin of New York and seven TNG vice presidents:

Richard J. Brandow, of New York; Robert C. Holt, Jr., of St. Louis; Luther P. Jackson, 3rd, of Detroit; Faye McCracken, of Memphis; David M. Mulcahy, of New York; David M. Rousseau, of Manchester; and Marie A. Shellok, of Youngstown.

The organizing-fund revival proposal flowed from a study by the IEB Finance Committee ordered by the full board after a proposal to create a permanent organizing fund through a \$1 dues increase was rejected in a membership referendum last fall.

The permanent fund was to replace a special fund that was created through a pair of special assessments in 1984.

TNG's Defense Fund, which had a net worth as of March 31 of more than \$8.6 million, had interest and investment income totaling \$597,454 during the fiscal year ended on that date.

Publishing profits ranked on 500 list

TWENTY PUBLISHING and printing companies included on Fortune magazine's annual list of the 500 largest U.S. industrial corporations had a median increase in after-tax profits for 1987 of 15.6 percent.

Among the 27 industry groups represented by the Fortune 500 companies, publishing and printing ranked second by return on sales, with a median after-tax-to-revenue margin of 8.4 percent.

Publishing and printing also ranked second by average return to investors over

the past 10 years, with a median return of 22.8 percent. It ranked third by return on assets, at a median of 8.5 percent, and fourth by return on stockholders' equity, with a median of 18.9 percent.

The industry had a median gain of 10.5 percent in sales for 1987, ranking 13th among the industry groups.

Thirteen of the publishing and printing companies are newspaper or magazine publishers, including Affiliated Publications, publisher of the Boston Globe, a new addition to the Fortune 500 list.

Listed below are the newspaper and magazine publishers and their Fortune 500 rankings.

The same companies, with the exception of Harte-Hanks, plus six other newspaper and magazine publishers were on Business Week's tally of the Top 1,000 U.S. companies ranked by stock-market valuation.

Joining the Fortune 500 publishers on the Business Week list are Capital Cities/ABC, Lee Enterprises, A.H. Belo, Multimedia, Park Communications and Pulitzer Publishing.

Publishers' 1987 rankings on the 'Fortune 500'

Company	By Sales Volume		By Assets	By After-Tax Profits	By After-Tax Margin		By Return On Stockholders' Equity
	1987	1986			Rank	Margin	
Time Inc.	104th	98th	81st	88th	176th	6.0	114th
Times Mirror	136th	133rd	116th	82nd	93rd	8.4	97th
Gannett	141st	138th	102nd	71st	57th	10.4	82nd
Tribune Co.	181st	176th	134th	159th	158th	6.6	128th
Knight-Ridder	188th	189th	173rd	145th	124th	7.5	160th
McGraw-Hill	211th	217th	201st	139th	73rd	9.4	176th
New York Times Co.	215th	219th	194th	141st	72nd	9.5	175th
Washington Post Co.	263rd	263rd	242nd	126th	26th	14.2	219th
Dow Jones & Co.	264th	272nd	179th	115th	19th	15.4	170th
Media General	388th	403rd	313th	304th	175th	6.0	307th
Meredith Corp.	427th	453rd	379th	329nd	191st	5.7	317th
Harte-Hanks	452nd	435th	322nd	455th	—	—	480th
Affiliated Publications	486th	—	397th	117th	2nd	41.0	323rd

NoCal endorses organizing move

San Francisco — A joint meeting of the Northern California Guild's membership and representative assembly has endorsed the proposal to transfer 18 months' interest from TNG's Defense Fund to the Special TNG Organizing Fund.

The action was taken unanimously on a motion devoid of rhetoric offered from the floor during a meeting on May 21.

Guild makes its mark at Family Day Celebration

Washington — As not infrequently is the case, the Guild's numbers here on the Mall May 14 were relatively insignificant but its impact was far from it.

The occasion was the American Family Day Celebration, sponsored by the Coalition of Labor Union Women (CLUW) and supported by 150 minority-rights, religious, senior-citizen and women's organizations.

It drew tens of thousands of persons—most of them union members and their friends and family members. Unofficial estimates of participants ranged as high as 40,000 persons, or more.

Some two dozen Guild members from eight locals were identified at the union's booth in the midst of the crowds enjoying nature's perfect spring day and the celebration's music, speeches and other entertainment along with the spirit of old-fashioned inter-union solidarity that permeated the area. Other Guild members said "hello" while covering the event for their employers' papers and magazines.

One Guild member told of interviewing a middle-aged Auto Worker couple who said they never before had participated in any sort of union rally or march and expressed the hope that more such low-key events would be forthcoming in the future.

Almost constantly surrounded, touched, posed with and whispered to by children of many ages was TNG's "Care Bear," Secretary-Treasurer John C. Edgington

in a cuddly, black and white panda-like costume.

The event was organized to provide people an opportunity to show support for national programs to help working families meet their responsibilities for child and elder care, to improve health care for all and to have a good time, family style.

Petitions were circulated for a variety of causes, including a CLUW document calling on Congress to support legislation for family and medical leave and quality child care for working parents.

Some 350 signed up at TNG's booth for a drawing for a cash award of up to \$400 for up to two weeks of child or other dependent care.

Even more picked up literature on the Guild and its policies and programs that aim to benefit families, minorities and women. Dozens talked to staffers and members about the boycott of Consumers Union that aims to help convince its management to agree to an equitable new contract with the New York Guild. Many filled out cards to cancel their subscriptions to Consumer Reports magazine. Others said they wished they subscribed so they could.

At 4 p.m., TNG's "Care Bear" drew a care-card from a barrel of them on the stage of the open-air Sylvan Theater and TNG President Charles Dale read to the assemblage the name of the winner: Dorothy Wiedow of North Mankato, Minn.



TNG PRESIDENT CHARLES DALE, AT MIKE, ANNOUNCES 'CARE DRAWING' WINNER TNG 'Care Bear,' left, and Human Rights Co-ordinator Anna M. Padia, seated right, applaud.

A vice president of her State, County & Municipal Employees union local at the state hospital in St. Peter, Minn., Wiedow said she came to Washington just for the Family Day observance. She said she'd "never won anything before in my life" and "surely never expected I'd win this" but filled out the card and "just dropped it in anyway."

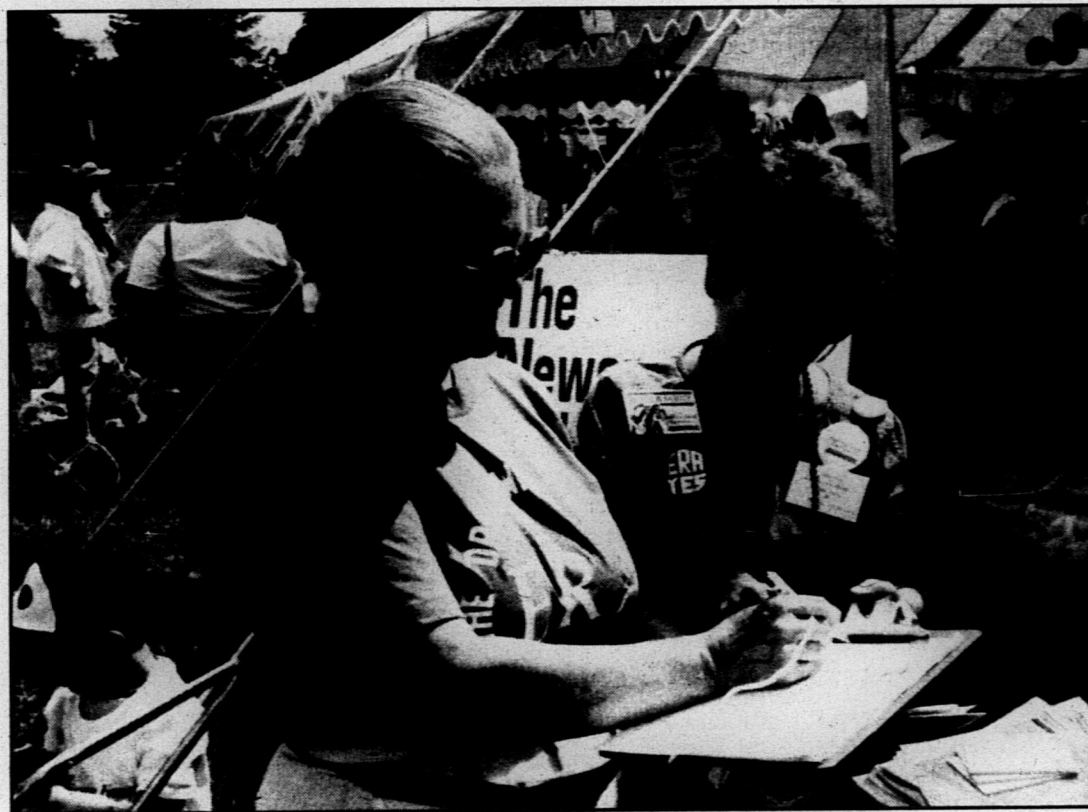
A 25-year employee of the hos-

pital, she said she didn't have a child-care need herself any longer since "now my kids have kids," but she would use the prize money to help them with theirs.

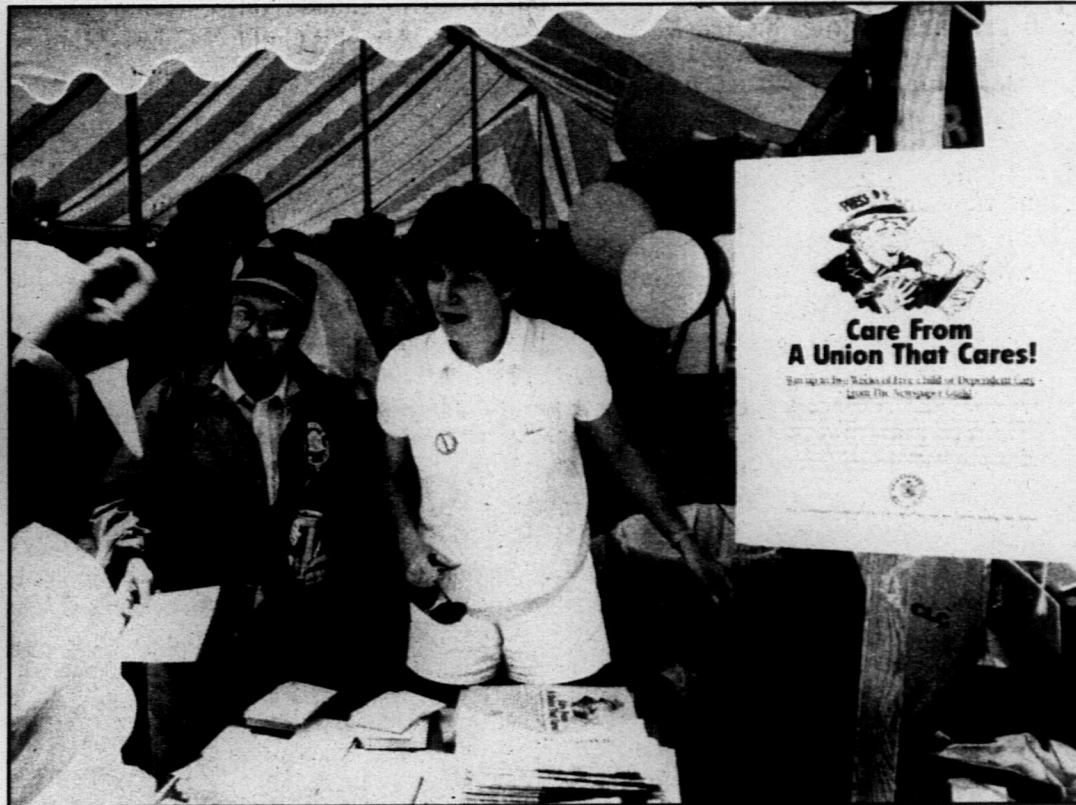
In addition to the Guild, AFSCME and Auto Workers, other unions represented at the celebration included the Ladies' Garment Workers—the ILGWU Chorus sang in English, Spanish and Chinese—Teachers, Team-

sters, Letter Carriers, Clothing & Textile Workers, Office Workers, Steelworkers, Communications Workers, Graphic Communications, Farm Workers, the building and construction trades, and scores more.

Guild members were there from Detroit, Hudson County (Jersey City), Manchester, New York, Philadelphia, Washington-Baltimore, Twin Cities and Chicago.



NOW's MOLLY YARD, LEFT, CANCELS CONSUMER REPORTS National Organization for Women president aided by TNG's Anna Padia.



PASSING OUT ENTRIES FOR 'CARE DRAWING' AT TNG BOOTH Ron Leir of Hudson County, in cap, and TNG staffer Linda Foley.

NLRB law judge raps WPIX as 'unfair'

New York—Management of the Tribune Co.'s WPIX-TV has been ordered to resume bargaining with the New York Guild on a new contract covering the station's news room employees and to make them whole for any losses suffered as a result of the company imposing the terms of a contract it was demanding last spring.

In a May 12 ruling, National Labor Relations Board Administrative Law Judge Eleanor MacDonald found that the company violated federal labor law when it declared an "impasse" in its bargaining with the Guild.

She ordered the company to reinstate the terms and conditions of employment set out in the

local's expired contract and to revoke changes the company had imposed, other than wage or benefits increases.

"The conclusion seems clear that there was no true impasse" between Guild and company bargainers when management declared an impasse last April 1 in talks for a contract to replace the Guild's agreement that expired in June 1986, MacDonald said. The terms of that contract had remained in effect under an "evergreen" clause.

"The fact that the parties were not close on many issues does not indicate that the negotiations were deadlocked," said MacDonald, who noted that the company de-

clared the impasse following a bargaining session in which progress was made by the parties "in bringing their positions closer."

At the end of the April 1 session, "the union wanted to negotiate further" and indicated a willingness to "move," while the company's chief bargainer, who wanted to meet the next day, declared talks at an impasse when it became clear the union committee could not meet again for three weeks, MacDonald recounted.

The proposal unilaterally implemented by the company eliminated a half hour's overtime payment for employees who work a regular shift without a meal-break, as many of them did. The "skipped

meal" payment added an average of 6 percent to the pay of employees in the unit. The proposal included a 2 percent pay increase and gave the company discretion in moving employees into top pay rates.

MacDonald also found the company guilty of unfair labor practices for its refusal to implement step-up increases due employees under the Guild contract for a six-month period prior to declaring the bargaining impasse. An arbitrator ordered the company to make the payments retroactively in a May 1987 ruling.

At the same time, MacDonald dismissed allegations that the company made contradictory proposals

and threatened to repudiate an agreement on a new medical and dental plan unless the Guild withdrew a grievance.

The company is expected to appeal MacDonald's ruling to the NLRB in Washington.

The Guild, meanwhile, was preparing to object to the Federal Communications Commission's renewing the station's broadcast license. The Guild would do so, said local President Barry F. Lipson, under a commission rule that permits objections to renewals to broadcasters that have been found guilty of unfair labor practices.

TNG Int'l Representative Leo Ducharme, who served as the local's chief bargainer in the final months of the talks, also assisted in presenting the union's case in the NLRB hearings last fall.

No contract in 17 months inspires Malden rally

Malden, Mass.—After working quietly for nearly 17 months without a contract, Boston Guild members at the three Brickman-family papers published here made their frustration public May 10 with an hour-long rally and informational picket line at the dailies' plant.

Three dozen Guild members from the suburbs were joined by a dozen persons from other community unions, including teachers, firefighters and traffic supervisors in the first-ever picket line at the papers.

The 6,000-circulation Malden News dates from 1892; the 4,600-circulation Medford Mercury, from 1880; and the 1,400-circulation Melrose News, from 1908.

When contract talks resumed nine days later, management made its first proposal that contained any kind of pay increase for the papers' Guild-represented advertising, business, circulation, editorial and maintenance employees: 1.9 percent. Current top rate for key news and ad jobs is \$514.25 a week.

Guild representatives said the issues that sparked the May 10 demonstration span the full 17 months since the previous contract.

At the first contract-renewal session, the Guild acceded to a company request that talks be recessed pending completion of sale of a minority interest in the papers.

After a year of postponements, the company returned to the table only to propose an across-the-

board pay cut of 25 percent and other concessions that Guild leaders said would have undercut rights guaranteed by law.

Financial problems cited by the company were the result of "unusually bad business decisions," the Guild said, and offered to consider any cutbacks only if the company agreed to give the union a voice in future decisions. Management declined the Guild's offer.

Three months later the company announced plans to sell the papers. It then signed contracts with the unions representing its typographical and press room employees containing improvements the Guild valued at more than 16 percent an hour, including a four-day, 30-hour week.

Meantime, for the first time in its history the company hired a corporate attorney to talk to the Guild and proposed a new contract maintaining the status quo. The attorney was not available for more talks, however, until May 19, the Guild

said, because he was vacationing in San Diego.

Guild members' patience was further strained by what the local described as the company's practice of not transmitting dues withheld from members' pay and not paying health care premiums on time, resulting in claims delayed and denied. The Guild was preparing court action on both counts.

Representatives of the Guild and the dailies were holding further talks May 25 and 26. Some Guild leaders believed that completion of the papers' sale was contingent on a new Guild contract.



Reuters' 'seniors' to top \$1,000

Toronto—The minimum wage for senior reporters, photographers and deskpersons under the Canadian Wire Service Guild's contract with Reuters of Canada will top \$1,000 a week in the third year of a new agreement.

The settlement, reached in just eight Guild-management meetings, is retroactive to April 1 and raises the flat minimum for the senior editorial jobs by \$152.64, to \$1,001.57 a week. The increase comes in increments of \$50.93, taking the minimum salary to \$899.86 a week, from April 1, \$49.49 a week next April 1 and \$52.22 a week on April 1, 1990.

Top minimum for other reporters, photographers and deskpersons is raised by \$143.13, to \$939.14 a week, in increments of \$47.76, \$46.41 and \$48.96.

A number of jobs and employees are upgraded, including several technicians who are promoted to the job of senior technician and several secretaries who are reclassified

in a new job of administrative clerk.

Administrative clerks are slotted under the same minimum salary schedule as accounting clerks, with a top minimum of \$490.83 a week on April 1, rising to \$546.31 a week over the contract term.

The upgradings produce increases of as much as \$116.25 a week for secretaries at top minimum who are upgraded to administrative clerk. Upgradings from the technician's top minimum to a flat minimum—one that covers all employees in the job regardless of experience or tenure—for senior technician produces an increase of \$171.86 a week over the term.

Top minimum for technicians is raised by \$131.37, to \$805 a week, in increments of \$43.37, \$43 and \$45, while the flat minimum for senior technicians is raised by \$128.86, to \$845.49, in increments of \$43, \$41.78 and \$44.08.

Employees in the two technician classifications make up about half

the 34-member unit. The company has a growing business selling and installing computer systems.

The top minimum for secretaries, meanwhile, is raised by \$77.32 in the new pact, to \$507.38 a week, in increments of \$25.80, \$25.07 and \$26.45.

Pay for working on a holiday is raised to double time, from time and one-half, and eye-care insurance coverage is raised to a maximum reimbursement of \$100 every two years, from \$60.

An extra five weeks of severance pay is added for employees with at least 15 years' service who might be terminated in a reduction in staff. That payment is added to regular severance pay of up to 52 weeks' pay calculated at one week's pay for each six months of service.

The mileage reimbursement for employees who use their cars on company business is raised to 45 cents, from 40 cents.

The grievance and arbitration procedure is streamlined to provide, among other things, for a single arbitrator selected by Guild and company representatives in place of a three-member panel.

Other jobs upgraded and new top or flat minimums include:

Customer service operators—Up by \$88.28, to \$517.56 a week, in increments of \$35.72, \$25.58 and \$26.98.

Junior clerks—Up by \$58.28, to \$333.91, in increments of \$24.37, \$16.50 and \$17.41. A new job of **senior clerk** has a top minimum of \$425, going to \$473.04, over the term.

The Guild Reporter



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

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The Newspaper Guild

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DAY



BOOK

New England Servicing-Organizing Program, pre-convention meeting, June 12, Boston.
Int'l Executive Board, pre-convention meeting, June 24-25, Hotel Vancouver, Vancouver.
Conference of District Councils, noon, June 26, Hotel Vancouver.
New Delegate Forum, 3 p.m., June 26, Hotel Vancouver.
55th Annual Convention, June 27-July 1, 1988, Hotel Vancouver.
Int'l Executive Board, post-convention meeting, July 1, Hotel Vancouver.
Int'l Executive Board, fall meeting, Oct. 24/26, TNG headquarters, Silver Spring.

Canadian District Council, fall meeting, Oct. 29-30, Sudbury, Ont.
Midwest District Council, fall meeting, Oct. 29-30, Minneapolis-St. Paul.
Western District Council, fall meeting, Oct. 29-30, Monterey, Calif.
Great Lakes District Council, fall meeting, Nov. 5-6, Terre Haute, Ind. (tentatively).
Knight-Ridder Council, fall meeting, Nov. 12-13, Hyatt House, San Jose.
Middle-Atlantic, New England and Southern District Councils, joint fall meeting, Nov. 12-13, New York City.

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