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TNG, other unions launch unit to curb chains

Bal Harbour, Fla.—TNG and three other international unions that represent large numbers of newspaper employees have joined forces to promote and protect those members' welfare in the face of increased anti-union activity by some newspaper chains, the four unions announced jointly here Feb. 20.

Initial targets of the new Newspaper Industry Co-ordinating Committee (NICC), they said, are the Copley chain and its San Diego Union and Tribune, the McClatchy

chain and its dailies in Sacramento, Fresno, Modesto and Tacoma, and the Singleton chain and its Denver Post. Locals of one or more of the unions face particular difficulties at each.

The NICC encompasses the Communications Workers (printers and mailers), the Graphic Communications Union (press operators, engravers and paperhandlers) and the Teamsters (drivers and mailers), in addition to TNG.

The committee was formed under the auspices of the AFL-CIO

Industrial Union Dept. and is functioning with the IUD's active participation, the unions and the IUD told a news conference held in advance of the AFL-CIO Executive Council's winter meeting here. The committee is the result of a series of meetings of leaders of the four unions and the IUD that began last year [Guild Reporter, Jan. 13].

"We have taken this step to counter clear efforts by employers in our industry to turn back the clock in labor relations and in union contracts," TNG President

Charles Dale said in a prepared statement. Dale, who was unable to attend the session, was represented by Guild Reporter editor James M. Cesnik, who also oversees TNG's external communications.

The NICC is setting up and working with joint conferences of local unions within the Copley, McClatchy and Singleton chains and is moving to do so within other chains, as well.

Joint and co-ordinated efforts by locals of the international unions

within cities such as New York, San Francisco, Vancouver and Honolulu have been notably beneficial for members of all over the years, GCIU President James J. Norton said.

"It is obvious that as the chains have grown," negative chain-wide union- and employee-relations policies also have increased, making it "only logical that the unions respond with united, chain-wide approaches of their own," Cesnik said.

(Continued on Page 2)

First pact with AFP is ratified

Washington—Across-the-board pay increases of 7.5 percent from this Jan. 1, plus at least 7 percent—possibly as much as 11 percent—next Jan. 1, and a monthly child-care allowance are among the features of the first Washington-Baltimore Guild contract for U.S. employees of the Agence France-Presse office here.

The pact, ratified Feb. 13 by the membership in the AFP's expanded North and South American regional headquarters, also sets minimum pay rates of \$733.41 a week this year and \$784.75 next year for writers, editors, photographers, photo editors, archivists and researchers with at least six years' experience.

It sets starting minimum rates for those in the same jobs of \$426 a week this year and \$456 next year.

Both the minimum and across-the-board raises next year could be more, however, under a contract provision for raises to be increased by 100 percent of any increase in the consumer price index for 1989 that exceeds 5 percent, to a maximum increase of 11 percent.

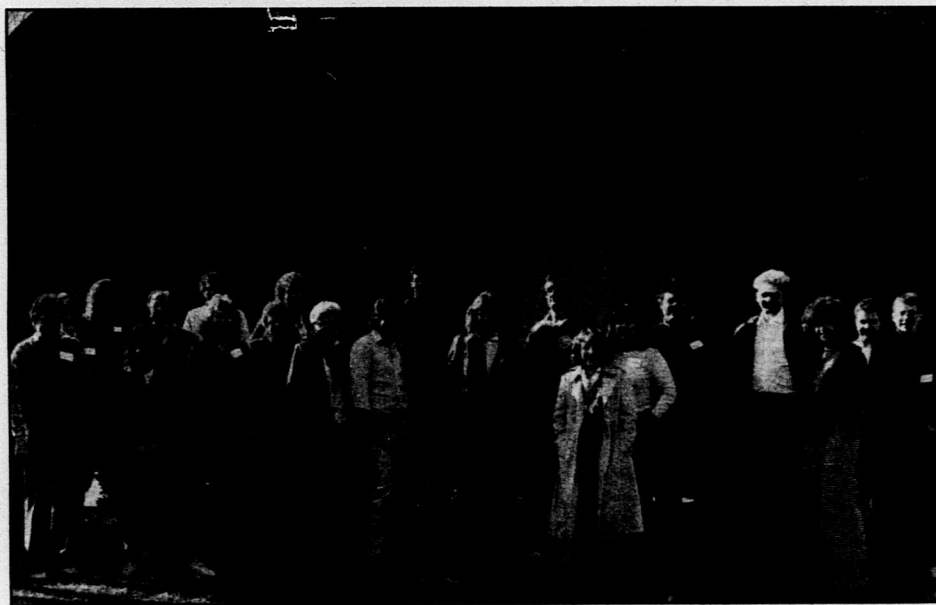
The inflation adjustments could take the key top minimum to \$814 a week, said Lance Compa, the

(Continued on Page 2)

'Class picture' time at 'George Meany U'

Some of 52 participants pose midway through 8th annual seminar for new local officers Feb. 17-20 at George Meany Center for Labor Studies.

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BILL O'MEARA/New York Guild

Wilkes-Barre strikers own Citizens' Voice

Wilkes-Barre, Pa.—Members of this city's newspaper unions at the Citizens' Voice made history—again—here Feb. 11 when they voted to convert the daily they started more than 10 years before as an interim strike newspaper to a permanent for-profit operation incorporated in Pennsylvania.

The vote also means that the approximately 200 members of the Wilkes-Barre Guild, CWA-Typographical Union and Graphic Communications Pressmen's and Stereotypers Unions who struck the Capital Cities/ABC Times Leader on Oct. 6, 1978, or their heirs, are the sole stockholders in Citizens' Voice, Inc., the daily's new, corporate owner.

While other groups of strikers in other cities have published strike newspapers, and a few of them have been converted to for-profit operation, none has operated so long or as successfully as the Citizens' Voice.

The Feb. 11 action also brought the strike officially to an end after 10 years, 4 months and 5 days. (At the Wilkes-Barre Guild's request, TNG ended payment of benefits to strikers at the Citizens' Voice last Oct. 1. Total benefits paid during the 10 years came to just over \$3.7 million.)

At the same time, the 120 strikers still at the Citizens' Voice elected five of their colleagues and three prominent members of the city's business community as the

new corporation's first board of directors.

All of the voting stock in Citizens' Voice, Inc., is held by the 120—248 shares each under a formula allocating two shares per month of active strike duty. Strikers who retired, or their heirs, received nonvoting shares under the same formula. A special, one-time dividend of \$25 per share also was voted. That comes to \$6,200 each for the 120.

The vote for the new status for the Citizens' Voice was 97 to 15. An earlier vote, on Dec. 10 on a somewhat differently structured conversion package, was 59 against to 56 in favor. Details of the conversion were worked out over some eight months.

Transfer of ownership of the Citizens' Voice from the Wilkes-Barre Council of Newspaper Unions also means that for the first time since the strike began employees of a daily newspaper in the city again will work under union contracts, with each of the unions in the council representing employees in their traditional jurisdiction. One of the early agenda

items for the new board of directors was to be action on tentative contracts. During the 10-year strike, each person helping get out the strike paper received the same weekly amount, approximately \$300 toward the end.

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TNG leaders rap 'Verses' threat

Washington—TNG's top officers joined leaders of the National Writers Union, People for the American Way, PEN and other First Amendment activists here, in New York and elsewhere Feb. 22 in calling on Iran's leaders to withdraw death threats to Salman Rushdie for having written the book, "The Satanic Verses."

TNG President Charles Dale and Secretary-Treasurer John C. Edgington were among the signers of a petition delivered to the Iranian Interest section of the Algerian Embassy.

At the same time, hundreds of persons took part in protests outside the Iranian Mission to the United Nations in New York and in other cities across the United States against the death threats emanating from the Ayatollah Ruhollah Khomeini. They also called on President George Bush to provide all necessary protection to writers, publishers and book sellers.

The petition expressed "regret that the topic" of the book "has distressed many people of the Islamic faith," while also pointing to the signers' belief that "the right to free expression is as sacred as the expression of religious faith."



From "Scribble" by Sheldon Meyer. All-American Comics, 1942

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TNG, 3 other unions launch unit to curb chains

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Howard D. Samuel and Elmer Chatak, respectively president and secretary-treasurer of the IUD, pointed out that the IUD has years of experience in helping unions coordinate both bargaining and organizing efforts on the national and international levels.

CWA President Morton Bahr pointed to Singleton's actions at the Denver Post as an example of employer actions that inspired formation of the NICC. CWA-represented mailers have had their wages cut 50 percent despite the fact talks had been underway for 21 months and the mailers' had agreed to a wage freeze.

"The 'real news,'" however, Bahr said, is that more than 25,000 subscribers have responded to a co-operative, multi-union boycott of the Post in which the Denver Jobs With Justice coalition also is involved. That shows that "workers are banding together, demanding their rights and beginning to turn the tide," Bahr said.

The NICC representatives also pointed to San Diego where members of the Guild, the CWA printers and mailers and the GCIU engravers and press operators are working despite their unions' contracts having expired, the Guild's last June 5 and the mailers' more than two years ago. While Guild members continue to be covered by most terms and conditions of the old contract, the company last summer terminated provisions for arbitration of grievances and union security.

The McClatchy chain, meanwhile, "after nearly 50 years of good, mutually respectful rela-

tions" with the Guild, in Sacramento, Fresno and Tacoma, has unilaterally implemented "changes in fundamental provisions that effectively would dismantle the Guild contracts" if allowed to stand, TNG's Dale said.

He pointed to company demands during three years of talks at the Sacramento Bee that the Guild waive all but minimal rights in the establishment of pay rates for new employees and that the union forego all rights to bargain for raises for existing employees.

Dale also pointed to McClatchy, when buying the Tacoma News Tribune two-and-a-half years ago, requiring all employees who wanted to stay to re-apply for their jobs and the chain's adamant demand in Guild bargaining since then that third-party resolution of disputes through arbitration be barred. The company is demanding that the publisher be "the court of last resort" in disciplinary and job security disagreements, Dale pointed out.

Thomas J. McGrath, director of the Teamsters Newspaper and Driver Division, said that he foresees the NICC's efforts also focusing on the growth of chains as a threat to the public benefits of the U.S. Constitution's free press guarantee.

"We must use every possible technique, including publicity and congressional hearings, to call public attention to this threat to a free and competitive press," McGrath said, pointing to the recent closing of the Miami News and the proposed joint operating agreement in Detroit between the Gannett and Knight-Ridder chains. He also urged research into the extent of foreign ownership of U.S. newspapers.

The IUD's Chatak told a questioning reporter that he could see chain-wide, co-ordinated bargaining as an "ultimate result" of the efforts of the NICC. A longstanding co-ordinated bargaining program of the IUD currently involves 44 unions representing employees in 80 corporations in four industries.



REPORTERS GET BRIEFING ON 'NEWSPAPER INDUSTRY CO-ORDINATING COMMITTEE' Briefers from left, include: Elmer Chatak of the IUD; James M. Cesnik of TNG; Robert McMichen and Morton Bahr of the CWA, Thomas J. McGrath of the Teamsters; and James J. Norton of the GCIU.

First contract with AFP is ratified

(Continued from Page 1)

Guild local's assistant administrative officer.

A majority of 30 U.S. employees of the AFP-Office of the America's English-language service voted for Guild representation last April. An additional three dozen staffers from France are represented by a French union.

The U.S.-employee group now also includes: clerical personnel (initial top minimum pay rates of \$438.06 and \$468.73 a week); receptionists (\$427.10 and \$457.00); tabulators and technicians (\$576.35 and \$616.70); cable attendants (\$398.80 and \$426.72); copy aides, news assistants and messengers (flat minimums of \$326 and \$349); and senior editors (starting minimums of \$677.53 and \$724.96 a week).

The new contract also sets up a \$50-a-month child-care allowance for each pre-first grade child of a covered employee beginning next year. It also provides 10 months' maternity leave, two months' paid (plus sick leave) and five days' paid paternity leave.

The new contract also includes: Comprehensive health insurance, including dental, fully paid by the employer for both em-

ployee and dependents;

✓ Premium pay of 7.5 percent for work at night or on Sundays or another designated Sabbath; 15 percent for overnight work; 20 percent for working in "the slot;" 10 percent for out-of-town assignments;

✓ A vacation schedule ranging to five weeks per year after nine years' service;

✓ Seven scheduled plus three personal holidays per year;

✓ Annual employer-paid eye exams;

✓ A mandatory union-orientation for new hires and a maintenance of membership provision;

✓ Model grievance, arbitration and non-discrimination provisions. The latter is extended to include a guarantee that promotions will be made without regard, among other things, to criticism of the employer "orally or in print."

It also provides that photographers who choose to use their own, rather than AFP equipment, will receive a \$125-per-month al-

lowance and that reporters will be provided with portable computers where necessary. There also is a \$6 taxi allowance for persons required to work past 11:30 p.m.

Employees who don't have a tuxedo or "evening formal wear" will get \$150 toward the purchase the first time they are required to wear it on an assignment.

In addition, there are to be twice-annual tests of VDTs for emissions, including very low frequency (VLF); a lighting consultant is to survey the offices within three months; the company is to seek expert advice on ergonomically correct chairs for VDT workers; and there are to be annual air-quality tests.

Guild bargainers Compa and Sandra Polaski, local administrative officer, also reported that management agreed during negotiations to expand the bargaining unit to include senior editors and clerical workers, producing a more representative Guild unit.

Muldowney, a former VP

West Islip, L.I., N.Y.—George Muldowney, the first TNG vice president from the Wire Service Guild, who also once was president of that local and long was an activist on behalf of the Guild membership at United Press and then United Press Int'l, died Feb. 12 after a short bout with pneumonia. He was 66.

Muldowney, whose speech and demeanor were those learned in his childhood in Manhattan's Hell's Kitchen, served four two-year terms on TNG's Int'l Executive Board as a vice president elected from the membership at large before stepping down late in 1969. The same year he stepped down after one term as president of his local.

In 1974 he ended more than 32 years' Guild membership when he accepted promotion to a contract-exempt supervisory position with UPI Photos, where he had worked for many years in picture production. He had joined the UP staff in 1941 as a messenger. His supervisory job was eliminated in 1982 after E.W. Scripps sold UPI.

Before the nationwide Wire Service Guild was formed in 1958—



with Muldowney playing a key role—he had a long record of activism in the New York Guild as a voluntary organizer, chairperson of the local's unit at UP and UPI and as a member of the local's executive board.

He continued his leadership roles on the Wire Service Guild's bargaining, grievance, national and executive committees. In 1965, when the Guild's settlement with UPI put UPI newsmen/news-women's top minimum pay rate ahead of that at AP for the first time, Muldowney chaired the local's strike strategy committee. Earlier, he had played a key role in establishment of a negotiated pension plan at UPI.

Guild groups he helped organize included the UPI telephoto engineers, for which he made a cross-country tour and signed up all of them, and employees of UP-Canada—into the Canadian Wire Service Guild.

Survivors include his spouse, Catherine, and two daughters.

Hawaii's Kruse heads unions' council again

Honolulu—Roy C. Kruse, administrative officer of the Hawaii Guild has been elected to a 13th term as president of the Joint Newspaper and Printing Trades Council of Hawaii, the inter-union organization that bargains all newspaper contracts in the state.

Multi-union McClatchy campaign group meets



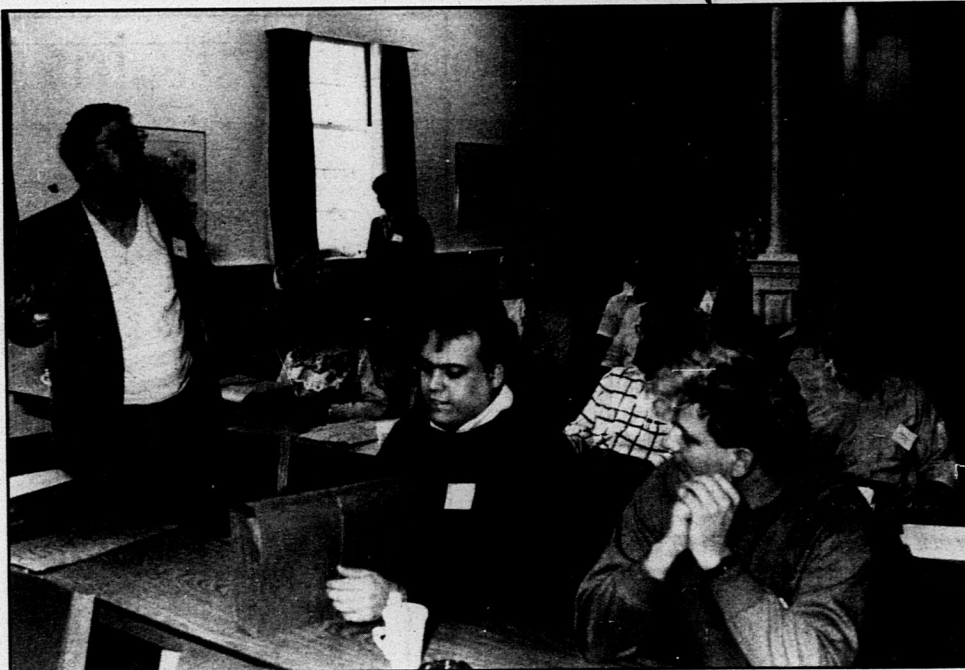
Leaders of local and international unions representing employees of McClatchy-chain papers in Sacramento, Fresno and Modesto, Calif., and Tacoma, Wash., meet Feb. 8 to review and plan activities aimed at securing new contracts at the dailies. Above, from left: TNG's Robert E. Bruner; Joe Uhlein of the AFL-CIO Industrial Union Dept.; Doug Cuthbertson of

the Northern California Guild; Eugene Bryant and William H. McLeman of TNG; and Wayne Cahill of the Pacific Northwest Guild. Below: Graphic Communications Vice President Bill Torrence; Jim McMahon of the Tacoma Pressmen's Union; Jim Faso and Dave Ratto of the Bay Area Pressmen's Union; and Vic Pasche of the Northern California Guild.



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MARIANNE KEFFER ZWEIF/Washington-Baltimore Guild

Up front: Bill Novak, Sheboygan; Agustin Torres, Hudson County; Joe Lukach, Canadian Wire Service.

TNG seminar for new officers attracts 52 from 35 locals

Silver Spring, Md.—Fifty-two participants from 35 Guild locals in the United States and Canada took part in TNG's eighth annual seminar for new local officers Feb. 17-20 at the George Meany Center for Labor Studies here.

Forty-two of the participants came from 28 small Guild locals, locals without professional staff, for which the seminar is especially designed. TNG subsidizes the expenses of one participant from each such local.

Participants included local presidents, vice presidents, secretaries, treasurers, executive committee members, unit chairpersons and shop stewards. Two of the participants recently began serving on their locals' administrative staffs.

The evening of the day participants arrived, there was a session that explored the "who and where we are" of the Guild, conducted by TNG Education Director Phillip M. Kadis. He also led a session on membership participation and communication the next day while Secretary-Treasurer John C. Edgington led treasurers through the intricacies of records, reports, "dues" and "don'ts" of local financial operations.

Sessions on bargaining and organizing were led by Director of

Field Operations William H. McLeman and Linda Foley, interim executive secretary of TNG's Contracts Committee.

Int'l Representative Bruce R. Nelson led an afternoon's exploration of the how and why of contract enforcement.

There were evening sessions on the use of the computer in bargaining, led by Eric Geist, TNG research and information associate, and Foley; on women's and minority rights, led by Human Rights Director Anna M. Padia; and on safety and health, led by Research & Information Director David J. Eisen.

Seminarists were joined by the members of TNG's field staff of international representatives midway through the seminar's second full day, and that evening were entertained by Joe Glazer, "labor's troubadour."

Participants in TNG's 1989 seminar for new local officers included the following (listed alphabetically by local):

Albany—Bill Hammond, unit chairperson; **Bakersfield**—Anne Thebeau, steward; **Battle Creek**—Ann McIlree; **Boston**—Richard Rappoli, executive board; **Brockton**—Paul Chuilli and Pat Kilsby, executive board;

Buffalo—Phil Fairbanks, bargaining committee, and James Heaney, unit vice chairperson; **Canadian Wire Service**—Joe Lukach, vice president; **Dayton**—Gail Latham, vice president, and Sherry Cummins, treasurer; **Gary**—Ruth Ann Krause,

executive committee; **Harrisburg**—Karen Castelli, 2nd vice president;

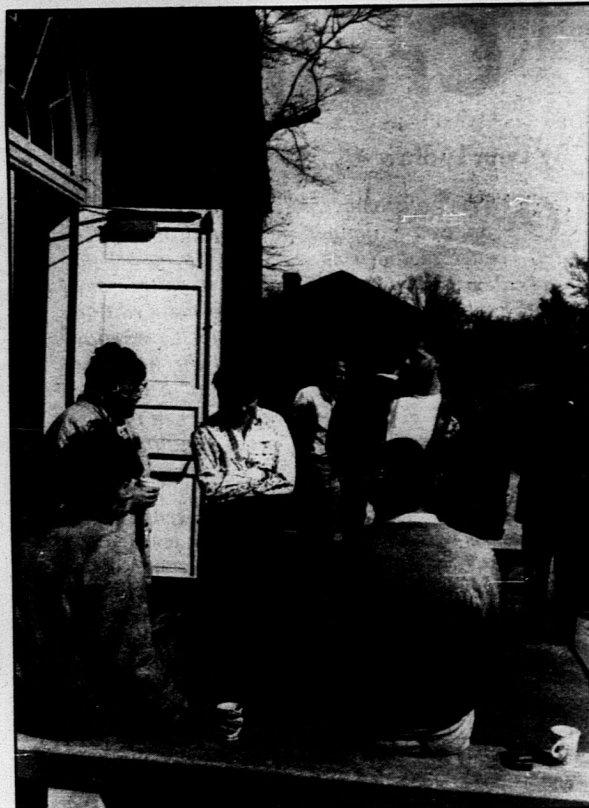
Hudson County (Jersey City)—Agustin Torres, vice president; **Indianapolis**—Judy Wolf, vice president; **Kingston**—Blaise Schweitzer, vice president, and Diane Benincasa, treasurer; **Lake Superior** (Duluth)—Thomas Disrud, treasurer;

Lexington—Mary Ann Stanley, vice president, and Rebecca Krieg, executive board; **Manchester**—Patricia Laflamme, executive board; **Memphis**—Dean Ferguson, 2nd vice president, Nora Williams, recording secretary, and Gerald Saulsberry, executive committee; **Milwaukee**—Michael Jarboe, 1st vice president; **New York**—William O'Meara, local representative, and Nicholas Tetric, executive board;

Peoria—Ann-Perry Washabaugh, vice president, and Toby Eckert, delegate; **Philadelphia**—Michael Comfort, steward, Robin Palley, treasurer, and David Winans, unit chairperson; **Pueblo**—Mark Gassino, vice president; **Rochester**—Ronny Frishman, secretary;

San Antonio—Cynthia Vogt, treasurer, and Diane Robinson, executive committee; **San Diego**—Robert Kemp, administrative officer; **San Jose**—Mel Gauntz, president; **Scranton**—Paul Krupski, treasurer; **Sheboygan**—Bill Novak, president; **Toledo**—Stan Secord, executive board; **Victoria**—Karen Beuker, recording secretary;

Washington-Baltimore—Mary Jo Kraus, treasurer; **Windsor**—Rob Ferguson, editorial vice president, Scott Burnside and Cathy Burnett, executive committee; **Yakima**—Sue Fenich, vice president, and Patty Stanley, steward; **York**—Patricia Diacont, assistant secretary, and Mark Pearson, unit chairperson; **Youngstown**—George Denney and Terry Borovitsky, executive committee.



Cathy Burnett, Windsor; Pat Kilsby, Brockton; Patricia Laflamme, Manchester; Richard Rappoli, Boston; Paul Chuilli, Brockton.



Ronny Frishman, Rochester.



TNG staffer Jim Griffin; Mary Ann Stanley and Rebecca Krieg, Lexington.



'GRADUATION': Judy Wolf, Indianapolis, and TNG President Charles Dale.

Crafting headlines:

By Lynn Ludlow

ON A DAY of summer news, editors at the San Francisco Examiner chose to fill the upper left corner of the front page with a report on ants. It called for an appropriate headline, one of 153 that would appear in the afternoon edition of July 22, 1988. The slot editor, Courtenay Peddle, electronically dispatched the headline order to the video display terminal of George K. "Tommy" Thompson, an old-timer in the demanding but unappreciated art of headline writing.

A COMPUTER REVOLUTION has replaced soft-lead pencils with software programs, but nobody has yet told a video display terminal how to craft a decent headline about anything, including ants. Nonetheless, the creative work of copy editors has escaped critical analysis, serious research and any kind of public recognition. It is misunderstood by critics of the press, treated superficially by journalism scholars and neglected by general semanticists. It can't be taught in a lecture or textbook. Utterly anonymous, headline writers work with a highly stylized prose form as pithy as the epigram and as constrained by form as the haiku.

For newspaper readers who skim, which includes just about everybody, headlines are more than ephemeral signposts in the information swamp. The reader pauses, reads "Ant incursions bother housewives," and moves on to other headlines above the news of the day.

Copy desks on larger newspapers produce from 100 to 200 headlines per day, each of them composed under time pressure according to a complex and largely unwritten batch of rules, traditions, mechanical requirements, guidelines and the quirks of the current managing editor. On Sunday, July 31, the 234 pages and eleven sections of the San Jose Mercury News included 205 headlines. Every year the New York Times will produce about 10,000 headlines, not counting labels and subheads. By a conservative estimate, the 1,695 daily newspapers of the United States will create and publish every year at least four million headlines.

GOOD COPY EDITORS are multi-talented masters of news journalism. They edit stories for grammar, spelling, punctuation and conformity to style rules. In the computer era they also serve as proofreaders, looking for typographical errors and problems with typesetting. They must encode the text in the computer so that it will be set in the correct size, width and type face. As for content, copy editors check facts, fill holes, look for balance, guard against libel, clarify ambiguities, trim superfluous and, sometimes, reorganize the text of a reporter's golden prose.

Then they must compose a headline that will summarize or highlight the salient point, a creative process that relies on a critical analysis of the story as a whole. Generally, however, they are remembered only when they err.

Reporters on larger newspapers rarely learn the names of copy editors but manage anyway to hold them in critical regard. It's an attitude summed up by a framed quotation on the wall behind Thompson's VDT. It's from "The Front Page," the Ben Hecht and Charles MacArthur stage play about a more colorful era in the news business. It's ace reporter Hildy Johnson saying: "If you ask me, you'll all end up on the copy desk—gray-haired, humpbacked slobbs dodging debt collectors—when you're 90."

It's not fair. Recognition comes to writers in many ways, including bylines and awards. Reporters are chosen frequently as role models, literally and literally, for fiction and screenplays. Thus far, however, no screenwriter has penciled in a copy editor as the first-winning protagonist of action films ("Headline U.S.A.," perhaps, or "Copydesk Jones and the Temple of Gloom").

As for awards, the industry trade organ, Editor & Publisher, lists more than 500 journalism citations and prizes for reporting, photography, page design, opinion and cartoons. A few newspapers offer in-house bonuses for well-written headlines, but no national awards now exist for the art of headlining.

Reporters are expected to be assertive, confident, action-oriented and eloquent. Copy editors are perceived instead as shy, semi-reclusive, analytical and self-deprecatory. When complimented on a particularly apt headline, for example, Tommy Thompson will mumble that even a blind pig can sometimes snuffle up an acorn.

This article is condensed, with permission, from the fall 1988 edition of "ETC.let cetera," quarterly journal of the Int'l Society for General Semantics. Lynn Ludlow is an associate editor of the journal, as well as a veteran reporter for the San Francisco Examiner and a longtime journalism instructor at San Francisco State University.

THIS WAS A routine day when Thompson was handling a routine headline order on a routine story. He scrolled through the ant text, which had been written the night before by veteran reporter John Todd. It began like this:

"When Anita Lowry goes to the cupboard to pack a lunch for her kids, it's no picnic."

"Every time she opens the door, the shelves are crawling with ants."

"I've never seen anything like it," the San Rafael housewife said. "There are millions of them. I've almost cried."

"Driven from their nests by the drought and extraordinarily hot weather, armies of ants are marching on the Bay Area."

The headline order came from the news editor, who requested a 1/36/3 with a 1/15 deck, a standard one-column head for the top of a page.

THIS HEADLINE consists of three flush-left lines of bold-face letters in a basic headline font, a plain typeface known as Helvetica. The size is 36 points, or half an inch. It seems bigger because it sits on a cushion of white space. Underneath is a bank (in some shops called a deck, occasionally a readout). It consists of two lines of 15-point medium Helvetica, which is lighter than the bold-face type above.

Thompson couldn't just write whatever words might come to mind, such as "Marching myrmidons molest Marin manors." Aside from informal bans these days on alliteration and obscure terms of classical origin, headlines are all the news that's print to fit. They can't exceed their assigned space. On most newspapers, they must also fill out at least three-fourths of the line.

The width of each standard news column at the Examiner, as in most six-column formats nowadays, is 12 picas plus three points. Each pica is a sixth of an inch. The column width is, therefore, about as wide as two inches and a toothpick. Thompson could barely fit about ten medium-sized characters into each line.

Thompson's job became somewhat more difficult because the 1/36 headline normally appears in a prominent position. Copy editors thus feel a professional obligation to produce a headline of quality, something concise, bright, accurate, clear, fresh, catchy and memorable. This is one of the common symptoms of copydesk madness. From a lifetime of poetry, John William Burgon is remembered for but one line ("A rose red city half as old as time"). Headline writers are expected to come up with rose red cities after a five-second pause for contemplation.

Hmmmm. Give it a try. Three lines of ten counts each followed by two lines of 22 counts each. I came up with this one.

Ants invade households in Bay Area

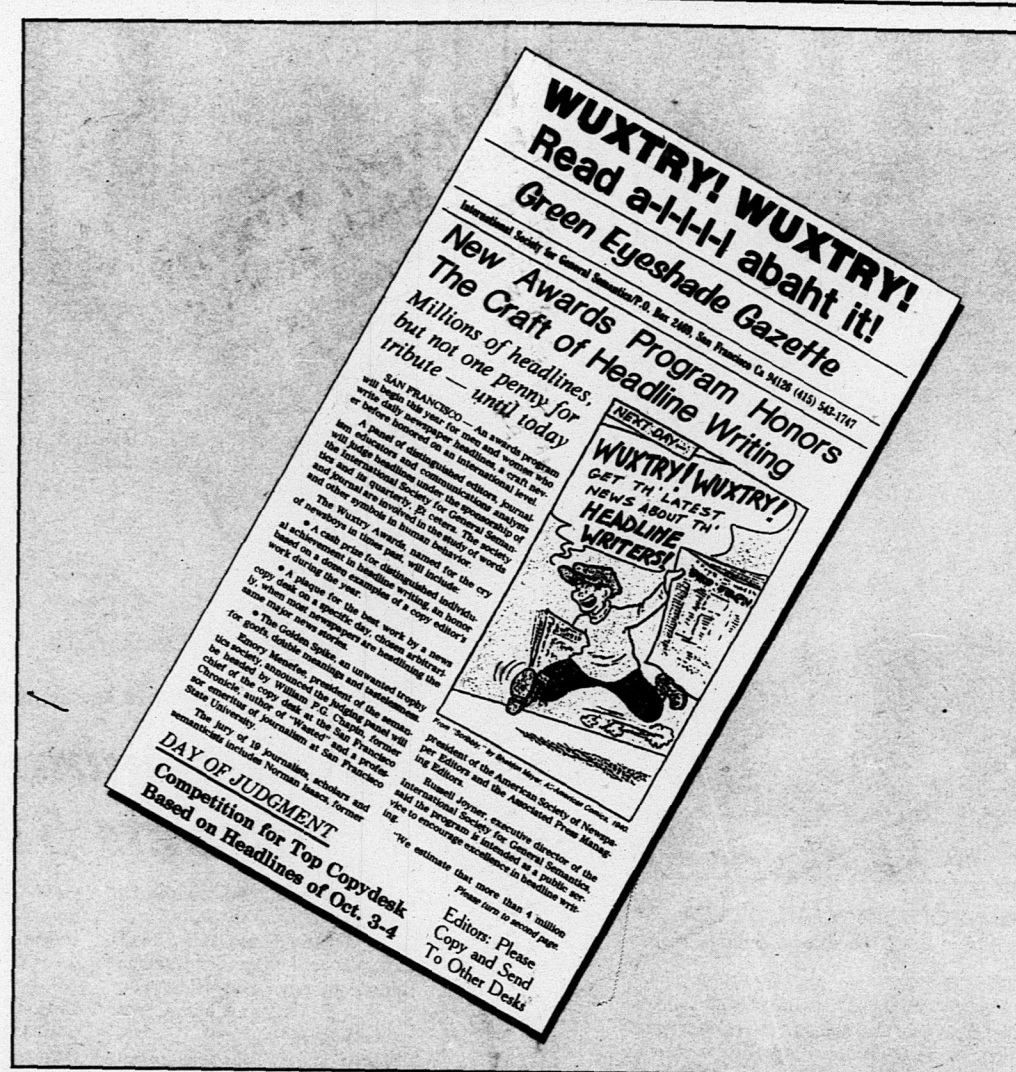
Drought and heat drive pests from their nests

Such a headline would probably satisfy the average copy editor. Thompson is not average. Although 72 years old in a line of work now dominated by intense editors half his age, he is frequently handed the toughest headline orders of the day.

It's been his job for more than 30 years. Thompson began his career on small newspapers in the Midwest and arrived as a reporter in 1941 on the old San Francisco Call-Bulletin, which merged with the News in 1956. He then switched to the copy desk, surviving the newspaper's merger with the Examiner in 1965.

Computers were figments of science fiction when Thompson began writing headlines around the rim of the traditional newspaper copy desk, which was shaped something like a horseshoe. Inside the slot was the chief copy editor, known in the East as the slotman; in the West, as the dealer.

The copy editors of the time, tended to wear fedora hats, smoke long cigars and put the spittoon to frequent use. Many were binge boozers, soaking their creative frustrations in bourbon. Many would work here for a



San Francisco—A new, "Wuxtry Awards" program for the men and women who craft the headlines for the daily, English-language newspapers in the United States and Canada has been announced by the Int'l Society for General Semantics.

Named for the cry of the newsboys of a bygone era, the awards will include:

✓ A \$1,000 cash prize for distinguished individual achievement in headline writing, based on a dozen examples of a copy editor's work during 1988.

✓ A "Top Copy Desk" plaque to the newspaper and a cash prize to the paper's news copy desk staff for the best work by a news copy desk, based on headlines published on the Oct. 3-4, 1988, news day.

✓ A "Golden Spike" trophy for goofs, double meanings and tastelessness, based on a head or heads published during 1988.

Deadline for entries is March 31.

Award ceremonies are being planned for San Francisco in June.

Entry forms and a complete set of rules are available from the society (P.O. Box 2469, San Francisco,

Calif. 94126), or from the society's executive director, Russell Joyner (415-543-1747).

Joyner said the awards are being initiated as a public service to encourage excellence in headline writing. Estimating that more than four million are written every year, he said that "this difficult skill receives virtually no recognition outside the newsrooms" of individual newspapers.

"Few readers appreciate the degree of difficulty required in putting headlines together," said Joyner. "We take for granted the well-written headlines that capture accurately and eloquently, in very few words, the essence of a news article."

The 45-year-old, San Francisco-based society is devoted to "the study of language, meaning and improving human evaluations."

A jury of 20 journalists, scholars and semanticists will serve as judges for the awards, projected to become an annual event. Heading the panel is William P.G. Chapin, former copy desk chief at the San Francisco Chronicle and journalism professor emeritus at San Francisco State.

The early newspapers of the United States headed their columns with "Diurnal Occurrences" or "The Great Rebellion." On April 10, 1865, the Chicago Tribune told its readers:

THE END
The old flag
vindicated
LEE AND HIS WHOLE
ARMY SURRENDERED
YESTERDAY

Present-tense verbs burst into headlines near the end of the 19th century, when the new-fangled rotary press brought mass circulation dailies into urgent competition for readers.

Editors began to talk of banners, screamers, skylines, ribbons, wrap-arounds, snappers, kickers and eye-brows. Headlines were staggered, hung, stepped, indented, centered, boxed or shaped like a V. The language of headlines was shorn of auxiliary verbs, conjunctions, prepositions and articles. Verbs, ignored in caption days, became queens.

The copy editor's language favored staccato yelps: rap, pit, foe, rid, tie, cap, pry, ebb, cut, nip, nab, vow, rip, set, din, bid, aid, jar, try, act, rid, aim, fix, due, ban, jam, row, etc.

Perhaps a student of general semantics will someday attempt to analyze the subconscious effects on genera-

Unappreciated art

Headlines and semantics

"General semanticists, with their study of abstractions, their scrutiny of verbal practices that condense, summarize or otherwise reduce the subject of attention, should have a consuming interest in the creation of news headlines," a sidebar to Ludlow's article points out.

"Journalistic practices that produce headlines reveal details of the abstracting process unobservable elsewhere," it concludes.

tions of newspaper readers assaulted each day with a headline vocabulary of Anglo-Saxon terms chosen for brevity and violent impact: Fray, whip, rout, stun, raid, curb, howl, lash, spur, rout, slap, lash.

Strangely, considering that copy editors live by the printed word, the lore of headline writing is passed down from one generation to the next by way of oral guidelines, mostly negative, mostly barked.

No, says the dealer, I never want to see "set" used again in this paper; it makes it too easy.

No, don't write heads with acronyms unless the story is about acronyms. In the Seattle Times: You CETA Words but They Have NOAA Meaning

No, don't use overworked pun plays: Jane is Fonda exercise

No, "may" is unacceptable; someday, pigs "may" fly.

No, avoid abbreviations. No, avoid officialese. No, avoid jargon. No, avoid clichés.

William P.G. Chapin, former chief copy editor at the San Francisco Chronicle, adds more oral tradition:

"It helps to have a dirty mind if you're a headline writer. If you don't, you may in haste write headlines that are inadvertently smutty and sometimes downright obscene. I once let this headline slip past me:

Sex Crimes Laid to Soft Penal Policy

"And then, minutes later, I rushed out to the composing room to retrieve it before it got into the newspaper."

Another worry is the prohibition against the crime known as a bad split, particularly if it appears to cast a verb as a noun.

These are far from trivial issues to mild-mannered copy editors, who tend to become crazed with argument over such questions as the "label headline." Some veterans of competition wars insist that headlines without verbs don't supply enough speed or action to lure readers into the story. Others, like Chapin, dislike inflexibility.

"Sometimes the verb does this, and sometimes it just eats up space that could be used to good advantage in another way," he said. "If you have a headline that says 'TOTAL WAR IN EUROPE,' it has no verb but sounds pretty damned active to me."

The rule, formerly accepted at most newspapers, appears to be losing force. Nine of 16 managing editors in the Liebes survey disagreed with the statement that headlines "must have verbs." Not a single predicate can be found in entire feature sections of some newspapers. Of the 194 headlines in the national edition of the New York Times on Aug. 2, 1988, 42 appeared without predicates. At the top of the front page, in a one-column format, was a headline that no verb could improve:

FOR PALESTINIANS, THE SENSE OF JOY AND ABANDONMENT

It's exceptionally apt, but it will never appear in a golden treasury of well-crafted headlines. Such an anthology would offer all the excitement of a compendium of solutions to crossword puzzles. We tend to forget the honest, exciting and accurate headlines of the day. Instead, we remember the goofs, catastrophes, and double entendres. These stand out as:

✓ Amazingly two-faced: DEAD BABY NAMES RACKET (San Francisco Examiner, 1974).

✓ Famously wrong: DEWEY DEFEATS TRUMAN (Chicago Tribune, 1948).

✓ Appallingly ignorant: More of us will live to be centuries (Dover-New Philadelphia Times-Reporter, 1987).

✓ Apocryphally possible: Illini Face Northwest-ern with Peters Out (Champaign-Urbana News Gazette, 1929).

So many flubs are produced these days that editors

of the Columbia Journalism Review get about 300 contributions from readers for every dozen examples that appear in each edition's amusing collection, "The Lower Case."

The best have been collected in a gift booklet, "Red Tape Holds Up New Bridge." Among them:

Jerk Injures Neck, Wins Award

FORMER PRESIDENT
ENTERS DINAH SHORE

Newspaper
to recieve
seven awards

Gates asks
Reagan to
recall name

Belfast man
charged for
Harrods bomb

Copy editors just shrug. Instead, when they order another round of beverages, they tend to recall favorite examples of word play: Willys Peck in the San Jose Mercury, No streetcar name desired (on a story of the rejection of an official nickname for a new transit system); Fred Faour in the Houston Chronicle, OOOOOOOOOOOO-rioles do it!; John Woolard in the Los Angeles Herald Examiner, Odds Man Out as CBS Analyst.

Although wire stories have brought a kind of uniformity to the nation's press, headlines are individually written at each newspaper. Perhaps, ahem, a well-traveled copy editor will snag an idea from one paper and offer it anew at the next stop. That may explain why newspapers coast to coast have headlined diet stories with, A waist is a terrible thing to mind.

Same-day duplication is a bit more rare. DeWitt Scott, a copy editor and consultant at the San Francisco Examiner, recalls that in 1956, as Princess Grace waited to give birth, he wrote this headline in the Los Angeles Times: Monaco Forecast: A Little Rainier. On the same day in New York, a copy editor on the old Mirror had a longer head count but came up with, Monaco Forecast: A Little Rainier in February.

Headlines are remembered also for flamboyance, as on the Chronicle's story about the quality of restaurant coffee: A Great City Forced to Drink Swill

And for sarcasm, as in an Examiner sports headline when the baseball team was performing poorly: Giants get runner to 2nd

And for impact, as with the famous New York Daily News headline that probably helped President Gerald Ford lose the 1976 election. When he refused to approve bailout funds for New York, the front page screamed: Ford to City: DROP DEAD!

And for semantic confusion, as in two headlines collected by Russell Joyner, executive director of the Int'l Society for General Semantics. Both are based on a United Press Int'l dispatch from Nashville: Eight maximum-security inmates of Metropolitan Jail became intoxicated with 'Jailhouse Julep' Friday night and broke into the women's section, where six of them had sexual relations with women prisoners.

The San Francisco Chronicle: Sex Orgy Fueled by Jail Julep

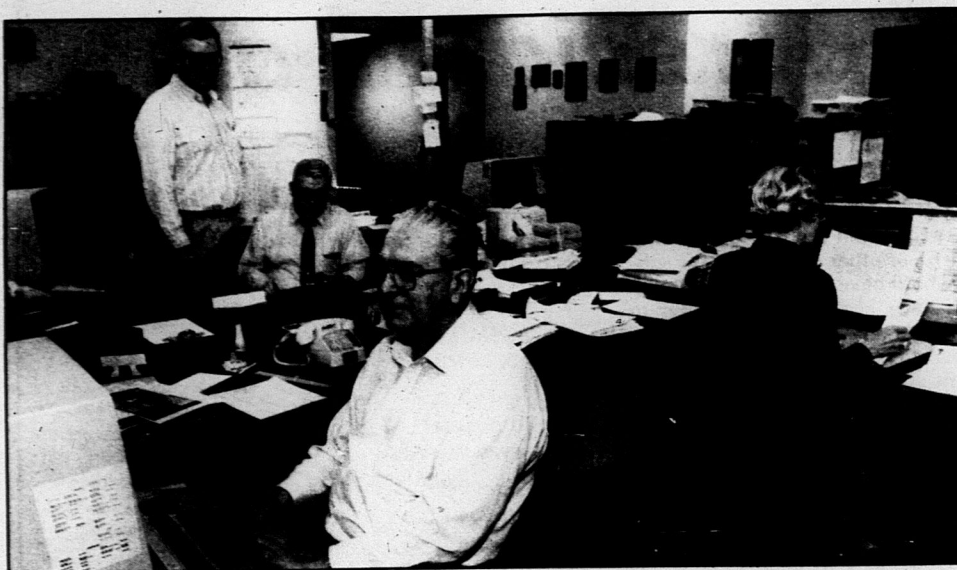
The San Francisco Examiner: Jailbreak ends when male cons reach women's prison

TOMMY Thompson contemplated the ant story, a nice diversion from the usual workload of politics, crime and catastrophe.

He sat at one of the VDT tables arranged in no particular form within a windowless room crowded with other tubes. He pecked at his keyboard and snuffled up an acorn:

Ants, ants, ants, ants, ants, ants

Their tiny armies march
into Bay Area households



JACK KELLEY/Citizens' Voice

IT'S BUSINESS AS USUAL FOR NEW OWNERS OF WILKES-BARRE CITIZENS' VOICE
In news room, from left: printer John Deuser; day city editor Don Keatley; Stanley Kiesek, ass't day city editor; features writer Leonarda Maslowski; features editor Loraine Luke.

After 10 years as strike paper, Citizens' Voice goes permanent

(Continued from Page 1)*

The first edition of the Citizens' Voice was published on Oct. 9, 1978, three days after the unions struck the Times Leader. It had been purchased a few months before, just as contract-renewal talks were getting under way, by the Capital Cities chain (ABC was then not yet a part of its holdings).

The new Capital Cities management demanded sweeping concessions. As the expiration dates of the unions' contracts approached, Capital Cities had an eight-foot fence topped with barbed wire erected around the Times Leader plant and its parking/loading areas. It brought in employees from other chain properties around the U.S. to familiarize them with the Times Leader operations. A profusion of Wackenhut guards appeared. (They later would spray striking pickets with water from fire hoses and dump containers of unidentified, smelly liquid on pickets from the roof of the struck daily.)

Ten days into the strike, the

Times Leader resumed publication but had great problems selling the paper. At one point in the strike's early years, the Audit Bureau of Circulation refused to certify its circulation-sales claims. Capital Cities, meanwhile, launched a series of unsuccessful legal attacks on the Citizens' Voice.

The chain admitted losing more than \$25 million on the Times Leader before claiming to finally have operated it in the black in the last quarter of 1986. Much of its spending has gone to expensive circulation promotion. In a 1985 subscription drive, for example, it gave away a fully furnished home, with a \$13,000 swimming pool in the back yard and a new car in the drive way.

The Citizens' Voice, meanwhile, built its six-day-a-week circulation to the 50,000 range while each of its operations was housed

in a different location, spread over a 10-mile area.

In 1984, the unions consolidated it all in a refurbished building that had been a warehouse, located across the street from the back of the back of the Times Leader's plant. It was all bought and paid for with proceeds from the Citizens' Voice's operations.

Both the Citizens' Voice and the Times Leader, which publishes seven days a week, now have circulation of just under 50,000, with the Voice out-selling the Times Leader in Wilkes-Barre itself, however.

Elected directors of Citizens Voice, Inc., Feb. 11 from among the paper's employees were:

William DeRemer, currently a circulation district manager who also has been a reporter and copy editor, a Guild member; **Robert**



CITIZENS' VOICE PLANT OPENED IN FALL OF 1984

First six years saw production in locations spread over 10 miles.

Stankiewicz, press room foreman, a member of the GCIU Pressmen's Union; **Carl Schwab**, recently named the Voice's controller, a veteran of 29 years as a business, circulation, advertising and editorial department employee, treasurer of the Wilkes-Barre Guild for 17 years; **Eugene Cameli**, a printer and member of the CWA-Typographical local; and **Harry Eckert**, Citizens' Voice credit manager, a Guild member.

Elected directors from the Wilkes-Barre business community were:

William Mainwaring, president of First Eastern Corp. and president and chief operating officer of First Eastern, N.A.; **Ian Richardson**, executive vice president of Offset Paperback Mfgs., Inc.; and **William Umphred**, senior vice president for administration and external affairs for C-TEC Corp.

Subsequently, the board elected **Umphred**, chairperson; **Cameli**, vice chairperson; **DeRemer**, secretary; **Mainwaring**, treasurer; and **Schwab**, assistant treasurer.

The also named **Robert Manganiello** as acting publisher of the Voice, and appointed a subcommittee of **Richardson**, **Manganiello** and **Eckert** to develop a job description for a publisher and to recommend appointment of a search committee for a publisher and a marketing director. **Manganiello** said he will not be a candidate to continue as publisher.

TNG Int'l Representative **William M. Brown** had been acting publisher for the inter-union council for the last four years it published the paper.

Paul Golias, managing editor of the Voice, was named spokesperson for the corporation and the paper.

Hiltz new NEDC president

Salem, Mass.—Tom Hiltz, of the Boston Guild was elected the new president of the New England District Council during its winter meeting here Feb. 11-12.

He won the post, vacant since late last year when **Mike Millett** of Portland was promoted to a Guild-exempt job, in a 22-to-8 roll-call vote over **Charles D. Walker** of Providence. Walker had been the council's secretary-treasurer.

Dale King of Pawtucket was elected new secretary-treasurer and **David Rousseau** of Manches-

ter was re-elected vice president, both without contest.

During the concurrent annual meeting of the directors of the New England Servicing-Organizing Program, **Tom Thibault** of Manchester was elected chairperson, replacing **Jim Schaufenbil**, who left Manchester to be the Philadelphia Guild's new administrative officer. **Shirley Rajala** of Brockton was elected NESOP's secretary-treasurer.

Delegates to the council meeting also heard reports from TNG President **Charles Dale**, Secretary-Treasurer **John C. Edgington**, Field Operations Director **William H. McLeman** and **Rousseau**, who also is TNG vice president from the U.S. northeast.

IT

SEEMS TO US

Emblen of the N.Y. Times respected for tenacity

N. EASTHAM, MASS.

Editor:

Battles, in particular union battles, are won or lost in the trenches. One of those who fought in those trenches with all his heart all his newspaper career was recently killed in an automobile crash on his way to work one night.

He was **Frank J. Emblen**, the 49-year-old late-night editor of the metropolitan desk of the New York Times. Frank's wife, **Mary**, and their two sons, his mother and his stepfather are joined in mourning by all who worked with him, but especially by Guildsmen and Guildswomen.

Always outspoken, Frank never rose to high office in The Newspaper Guild; controversy seemed to buzz constantly around him. He fought many losing battles. He

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.

won some, too, and as our shop steward he won our respect because he never quit.

Frank never hesitated to do battle for fear of making powerful enemies. His integrity and his dedication to the ideals of The Newspaper Guild were not matched by anyone I ever knew in the 38 years I spent on newspapers.

NATHAN ANTHONY
Times unit 1962-84
New York Guild

Editor's note: Emblen also was a New York Guild delegate to TNG's convention in 1979.

DAY

BOOK

Night-Rider Council, spring meeting, March 11-12, Gary, Ind.
TNG headquarters, Silver Spring, Tenn.
Inland Council of Guild Locals, spring meeting, April 1-2, Philadelphia.
Int'l Executive Board, spring meeting, April 24-27, TNG headquarters, Silver Spring.
Western District Council, spring meeting, April 29-30, Sacramento.
Southern Council of Guild Locals, spring meeting, May 5, Concord, Calif.
Canadian District Council, spring meeting, May 6-7, Courtyard Inn, Victoria.
Great Lakes, Midwest and Southern District Councils, joint spring meeting, May 13-14, Sheraton Memphis, Memphis.

Int'l Executive Board, pre-convention meeting, June 16-17, Desmond Americana Hotel, Albany, N.Y.
56th Annual Convention, June 19-23, Desmond Americana Hotel, Albany.
Int'l Executive Board, post-convention meeting, June 23, Desmond Americana Hotel, Albany.
Int'l Executive Board, fall meeting, Oct. 23-25, TNG headquarters, Silver Spring.
Western District Council, fall meeting, Oct. 28-29, Eugene, Ore.
Midwest District Council, fall meeting, Nov. 11-12, Denver.
57th Annual Convention, June 25-29, 1990, New York City.
58th Annual Convention, Montreal, 1991.
59th Annual Convention, Chicago, 1992.

DAY

BOOK

Akron
Jane Snow, president; **Terry Olander**, 1st vice president; **Ted R. Schneider, Jr.**, 2nd vice president; **Roger Mezger**, secretary; **Larry Pantages**, treasurer.

Pueblo
Judy Hildner, president; **Mark Gassino**, vice president; **Nick Nasch**, secretary; **Betty Carnes**, treasurer.

Survey shows unhappiness in 3 dailies' news rooms

Adapted from "The Guild's Paper,"
the San Jose Guild publication.

A STUDY published by San Jose State University reveals that news-room employees at three San Francisco Bay Area papers are highly dissatisfied with both their jobs and editorial management.

More specifically, the study found the employees resent lack of autonomy, believe they are consistently demeaned and consider editorial managers to be "cruel" and "cocky."

Surveyed were news staffs at the San Jose Mercury News, the Monterey Herald and the Palo Alto Times Tribune.

The study was conducted as a graduate thesis by Laury D. Masher of Albany, Calif., who received her master's degree from San Jose State in August.

The object of Masher's study was to determine and compare job satisfaction of Bay Area journalists and public relations practitioners. She distributed 395 extensive questionnaires to journalists and an equal number to PR people.

By coincidence, 177 journalists and 177 PR practitioners responded, a 44 percent return.

The journalists included Guild-covered reporters, editors, photographers, copy editors, and graphics artists at the Mercury News and the Herald. Distribution of the questionnaire at the Palo Alto paper included editorial management.

One of the most striking results was that of the 177 journalists who responded, only one "offered a positive feedback" about editorial management.

Wrote Masher: "Although not all of the derogatory comments about editors were included in this synopsis, the one positive comment was all inclusive of the opposing viewpoint."

Among the highlights of newsroom job dissatisfaction:

More than one-third complained "that editors were either 'cruel,' did not trust them, interfered too much, were 'lousy' or 'incapable'."

Respondents characterized their editors as being 'unenlightened,' lacking in respect for reporters and/or their skills, being mundane and unimaginative in their story assignments, showing poor judgment, using employees' time inefficiently, showing poor attitudes towards thinking, displaying little or no positive reinforcement, being too young or inexperienced, lacking in compassion or understanding, having 'cocky attitudes' and taking responsibility beyond their level of competence.

One journalist "said one of the most frustrating aspects of newspaper reporting is the heavy responsibility reporters are given with no control over their own time. 'Many reporters, at my paper and elsewhere, are frequently assigned stories they don't think are good stories. Yet, they are expected to churn out credible and convincing copy. It's like being a performing monkey'."

"With a nearly equal fervor, reporters complained about managers from out of town whom they said make no effort to know the community. 'Newspapers are being driven too much by editors who never get out into the community,' one journalist said. 'Reporter input and ideas don't carry equal weight.' There are 'too damn many editors in glass cages,' a colleague commented."

One reporter was quoted as saying, "There is an unsettling irony in loving a job and doing it well, but hating the place because you are not allowed to do the job you were hired to do. Editors who were once good reporters aren't always good managers and often try to hide their ignorance with authoritarian, counter-productive tactics, not realizing that the intelligent people they hired can see right through it and resent it."

"Another reporter cited an 'extremely negative attitude of upper management,' and a 'control-freak mentality that is just plain mean and senseless—

very counter-productive'."

"Most editorial people are 'very unhappy' with middle-management's games, according to one journalist. The same individual least liked 'working under mercenary, Machiavellian middle management.' Another employee cited 'demonic, self-serving, immature, narrow-minded and cruel editors.'"

"Erratic hours make it impossible to plan anything," journalism has become a big business full of bureaucrats; "I hate having to deal with all the inept bureaucracy inflicted on us by Knight-Ridder."

Masher's study also drew distinctions between the two Guild papers and the non-Guild Times Tribune. She notes in a summary of the 115-page thesis:

"Although journalists at the Guild newspapers in this study are not as seriously troubled by salary issues, journalists at the non-Guild newspaper are still struggling with the effects of low pay and nonexistent benefits packages."

Masher also discovered that PR people work dramatically more overtime hours than journalists, but attributed the difference to the Guild. "Since all but 38 of the 177 journalists in this study work under a Guild contract, the results of this (overtime) test undoubtedly are affected by the contractual agreements."

At the same time, Masher noted that PR pays considerably better. Nearly half the PR people reported more than \$60,000 a year, but none of the journalists.

About half of the PR respondents were former news-room workers. Of those, 78 percent "said they are more satisfied working in public relations."

They left newspaper work for various reasons, but primarily for more money and better conditions.

Promotional opportunities apparently had little to do with the exodus, according to Masher, because promotions "are not valued highly by reporters." She quoted one as saying, "you must understand that

for most reporters/writers, there is no such thing as a promotion. There is simply the occasional desire for change—to a different beat, for example'."

"Public relations practitioners have far fewer complaints about their supervisors," stated Masher. "Nine times as many journalists complained about their editors or management."

THE STUDY was conducted last spring with limited co-operation of the San Jose Guild. The local executive committee authorized providing Masher a list of journalists' names, but not addresses, on the condition that a copy of her study be supplied to the local.

Names of Times Tribune news employees were provided by the Palo Alto paper's news editor.

Asked his impression of the study, San Jose Guild Administrative Officer William T. Davis said:

"While the Guild had no control over it, the proposed survey appeared sound. Nearly 40 percent of our members work in editorial, so it seemed there was some value in finding out what they think."

"As it turned out, the results confirmed much of what we already believed, but we didn't expect the depth of frustration."

"To be fair, however, a lot of the disgust and despair probably came from the Times Tribune, where employees don't have any recourse from shabby treatment; unlike our members, who work under union contracts."

"It also should be noted the survey does not break down the results among the three papers. It's a total package."

"Nevertheless, our members comprised the bulk of respondents. And, because the negative reaction to management was so overwhelming, we have to assume the results apply very much to the Herald and the Mercury News, particularly the latter."

Copy editors' rates top reporters' in 58 contracts

MINIMUM WEEKLY pay rates for experienced copy editors are higher than those for experienced reporters under nearly half the 119 Guild contracts for editorial department employees at daily and Sunday newspapers in the U.S., Canada and Puerto Rico, according to TNG's Collective Bargaining Dept.

There are copy-editor differentials under 58, or 48.7 percent, of the 119. The differentials range from \$3 to \$67 a week. Twelve of the 58 also include minimums for rewrite staffers that are

higher than those for reporters. In 11 of the 12, the rewrite differential matches that for copy editors.

In 19 of the 58 agreements under which higher minimums are provided for copy editors, less experience is required to reach the copy-editor top rate, while in four, more experience is required for the copy-editor top minimum than for the reporter top rate. In another eight, the higher copy-editor minimum is a "flat" rate.

In five other contracts—New York Daily News,

New York Post, New York Times, Philadelphia Inquirer and Daily News and the Vancouver Sun and Province—the top minimums for reporters and copy editors are the same but less experience is required to reach the copy-editor top.

Listed below in alphabetical order are comparisons of the top or flat minimums for copy editors with the reporter top minimums from the 58 contracts where the rates differ. The listing is as of Feb. 1 and does not reflect deferred increases or settlements effective since then.

Weekly top Minimums

	Copy editor	After	Reporter	After	Copy editor Differential
Allentown Call	\$602.48	—4 yrs.	\$588.02	—4 yrs.	\$14.46
Baltimore Sun and Evening Sun	\$820.00	—6 yrs.	760.00	—5 yrs.	60.00
Battle Creek Enquirer and News	\$349.00	—5 yrs.	346.00	—5 yrs.	3.00
Boston Herald	657.91	—2 yrs.	649.81	—4 yrs.	8.10
Brantford Expositor	698.44	—2 yrs.	680.01	—4 yrs.	18.43
Bristol Press	475.00	—5 yrs.	465.00	—5 yrs.	10.00
Brockton Enterprise	608.04	—1 yr.	574.78	—4 yrs.	33.26
Buffalo News	\$735.91	—5 yrs.	727.81	—5 yrs.	8.10
Chicago Sun-Times	\$895.45	—5 yrs.	866.03	—5 yrs.	29.42
Denver Post	\$753.00	—5 yrs.	738.00	—5 yrs.	15.00
Denver Rocky Mountain News	790.00	—5 yrs.	783.00	—5 yrs.	7.00
Detroit News	\$660.84	—4 yrs.	649.54	—4 yrs.	11.30
Eugene Register-Guard	688.30	—6 yrs.	672.75	—5 yrs.	15.55
Fall River Herald-News	651.90	—1 yr.	638.14	—4 yrs.	13.76
Hamilton Spectator	853.00	—4 yrs.	820.00	—4 yrs.	33.00
Harrisburg Patriot and News	594.50	—4 yrs.	579.50	—4 yrs.	15.00
Jersey City: Jersey Journal	\$611.13	—flat	582.03	—4 yrs.	29.10
Kenosha News	692.00	—5½ yrs.	635.00	—5½ yrs.	57.00
Lansing State Journal	\$581.87	—5 yrs.	567.10	—5 yrs.	14.77
Lowell Sun	616.37	—1 yr.	579.00	—4 yrs.	37.37
Lynn Item	623.65	—flat	608.00	—4 yrs.	15.65
Malden News, Medford Mercury and Melrose News	539.25	—flat	514.25	—3 yrs.	25.00
Manchester Union Leader	690.75	—6 mo.	680.75	—3 yrs.	10.00
Monessen Valley Independent	500.00	—3 yrs.	433.00	—5 yrs.	67.00
Monterey Herald	722.00	—6 yrs.	707.00	—6 yrs.	15.00
Montreal Gazette	\$977.00	—5 yrs.	940.00	—5 yrs.	37.00
New Brunswick Home News	555.70	—1 yr.	548.20	—4 yrs.	7.50
Norristown Times Herald	559.27	—5 yrs.	546.51	—5 yrs.	12.76
Ottawa Citizen	850.21	—2 yrs.	810.49	—5 yrs.	39.72
Pawtucket Times	607.73	—1 yr.	601.00	—4 yrs.	6.73

Weekly top Minimums

	Copy editor	After	Reporter	After	Copy editor differential
Pittsburgh Post-Gazette	\$769.00	—3 yrs.	760.00	—4 yrs.	9.00
Portland Press Herald and Express	641.90	—3 yrs.	634.86	—4 yrs.	7.04
Pottstown Mercury	631.20	—flat	595.64	—5 yrs.	35.56
Providence Journal and Bulletin	742.24	—4 yrs.	727.85	—4 yrs.	14.39
St. Louis Post-Dispatch	806.87	—6 yrs.	794.37	—4 yrs.	12.50
Salem News	587.20	—5 yrs.	568.72	—5 yrs.	18.48
San Antonio Light	\$506.05	—flat	502.99	—4 yrs.	3.06
San Diego Union and Tribune	788.26	—2 yrs.	750.00	—5 yrs.	38.26
San Jose Mercury-News	824.73	—6 yrs.	787.34	—6 yrs.	37.39
Scranton Times	626.09	—6 yrs.	591.09	—6 yrs.	35.00
Seattle Times	683.69	—flat	678.34	—3 yrs.	5.35
Seattle Post-Intelligencer	695.85	—5 yrs.	690.85	—5 yrs.	5.00
Sioux City Journal	473.12	—5 yrs.	456.14	—4 yrs.	16.98
Tacoma News Tribune	672.85	—3 yrs.	664.60	—5 yrs.	8.25
Terre Haute Tribune-Star	420.92	—5 yrs.	400.88	—5 yrs.	20.04
Toledo Blade	\$759.95	—2 yrs.	725.77	—4 yrs.	34.18
Toronto Globe & Mail	882.03	—5 yrs.	870.79	—5 yrs.	11.24
Toronto Star	906.68	—6 yrs.	881.16	—6 yrs.	25.52
Victoria Times-Colonist	906.03	—2 yrs.	866.70	—5 yrs.	39.33
Washington Post	\$697.57	—4 yrs.	664.35	—4 yrs.	33.22
Waterbury Republican and American	526.15	—1 yr.	490.83	—5 yrs.	35.32
Waukegan News-Sun	659.14	—5 yrs.	653.56	—5 yrs.	5.58
Wilkes-Barre Sunday Independent	619.75	—1 yr.	612.25	—4 yrs.	7.50
Windsor Star	820.84	—5 yrs.	806.98	—5 yrs.	13.86
Woodbridge News Tribune	590.22	—2 yrs.	574.24	—4 yrs.	15.98
Woonsocket Call	543.36	—4 yrs.	540.07	—4 yrs.	3.29
York Daily Record	503.69	—flat	488.94	—5 yrs.	14.75
York Dispatch	490.28	—flat	478.00	—4 yrs.	12.28

*Rewrite top or flat minimum pay rate is identical to copy desk rate in these contracts except slightly lower at the Jersey Journal and the rewrite minimum at the Toledo Blade is a flat rate.

BUSH APPOINTS MOSTLY WEALTHY WHITE MEN
TO HIS CABINET...



'Compliments' in the work place put-downs to working women

By Louise Brown

I CAN HEAR the backlash already: "Can't feminists take a compliment?"

"Can't you even tell a woman at work she's looking good any more, without getting your head bitten off?"

No—not if your comment makes her uneasy, says U.S. sociology professor Cheris Kramarae, who spoke at York University about "compliments and other insults."

She's right, you know. There are times when you feel weird when a man at work says something that technically *should* be taken as praise. Not that it's leering. Not that it's suggestive. Not that it's truly sexual harassment.

BUT IF IT'S not the sort of comment you feel you could make back to the man comfortably, then it's not a true compliment, says

This column is reprinted with permission from the Jan. 17 edition of the Toronto Star. Louise Brown is a columnist on the paper's staff and a member of the Southern Ontario Guild.

Kramarae, and you shouldn't have to put up with it.

Like the boss who welcomed a male business contact into his reception area, then asked his secretary to come around to the front of her desk. She thought she was going to be introduced.

Wrong. As she stepped forward, he said to his visitor, "And she can type, too."

Sort of like prancing out your show-dog, no? Note the fine bone structure?

Or the male sales rep who said to his female colleague, with a wink, "Now how did you *really* close that deal?"

Or the college secretary who was bending over to pick up a projector when her boss, a professor, walked by and said, "Lookin' good today, Mary."

Or the female professor who asked a colleague to leave so she could finish a project she needed to "save my ass," only to have him reply, "There's no other ass I'd like to save."

Or the woman who called her mechanic to ask about her car, to have him say over the phone, "Gee you have a sexy voice." Her answer was telling, "Thank you, I guess."

These are just some of the dozens of "problematic" compliments collected in recent years by Kramarae, a specialist in speech communication, author of *A Feminist Dictionary* (1986, Pandora Press), and currently director of the University of Oregon's Center for the Study of Women in Society.

"Problematic compliments are the ones handed out, however unintentionally, in a way that reminds the woman that she is still a woman, and that men are still free to judge her in a way that reinforces the power gap, the status gap, between them," Kramarae told me.

If it seems trivial, as if feminists

are fussing over something that's just part of office life—remember, that's what they said about sexual harassment 10 years ago.

IT SEEMS to me Kramarae is drawing a new line for us, as we try to refine the way men and women relate as equals at work.

We all agree, at least in theory, that men and women should not harass each other with unwanted sexual demands. It's time now to move on to more subtle ground, to the less overt ways in which men keep women "in their place."

The trouble with the old "lookin' good" line in today's work place is that it draws attention to a woman's looks, just when women are trying to draw attention to other traits and skills, says Kramarae. She likens it to street harassment of women, to the wolf whistles and "hey, baby" jeers tossed at women by strangers.

They both remind women that they can be judged, evaluated, at any time.

"It's done, both on the street and in the office, by men of all ages, classes and races, and even young boys are trained to feel they can pass comment on women who are older or above them in the company, in a way that shows they're not taking the women seriously."

Not that it's a conscious decision. Not that any man thinks to himself, "Gee, I think I'll tell Mary she's looking good, to remind her that I'm superior."

IN FACT men react in amazement when corrected for such compliments, says Kramarae.

"They say, 'I was only trying to be nice,' and call us ungrateful or strident feminists, and say we have no sense of humor."

In fact, there's lots of room for men and women to compliment each other in the office, she says—even on looks. A true compliment from someone who respects you will make you feel good, not awkward or embarrassed.

But with women on all rungs of the corporate ladder demanding to be taken seriously, hit-and-run flattery becomes the uncompliment.

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Editorial

A kinder, gentler NLRB?

FINLEY PETER Dunne's Mr. Dooley observed back around the turn of the century that, "No matter whether th' constitution follows th' flag or not, th' supreme coort follows th' illiction returns."

Looking over some decisions from the National Labor Relations Board of late could lead one to think that that might apply today to that body; that the current members of the NLRB and several regional directors and law judges for the agency might have taken to heart the inaugural pledge by George Bush of "a kinder, gentler" nation.

For example, there was the full board late last year upholding a law judge's order to the Scaife Newspapers' Sacramento Union that it rehire and "make whole" the four-member Guild bargaining team it fired back in October of 1987 [Guild Reporter, Nov. 18].

At about the same time, an administrative law judge ordered Cowles' Star Tribune in Minneapolis to bargain with the Twin Cities Guild over drug and alcohol testing policies the company unilaterally imposed two years ago. (The full board will hear oral argument on the company's appeal in mid-March.)

More recently, another law judge ordered the Central Maine Morning Sentinel in Waterville to grant Guild-represented employees the scheduled 4-percent raises it withheld from them in February of 1988 after Guild bargainers refused to agree to not seek additional raises.

More recently still, in early February the NLRB's regional director in Fort Worth rejected a move by Hearst's San Antonio Light to deny continued Guild representation to the paper's city circulation district managers on grounds they are either supervisory or managerial employees. They are neither, he held. [Guild Reporter, Feb. 10.] It was the latest in a series of rulings on efforts by that management dating back nine years to end the group's Guild representation.

Each of the decisions, plus others, was a far cry from the kind of action—and inaction to the detriment of aggrieved employees and their unions—that had been the rule just a few years ago during the Reagan administration, particularly its first four years.

The nine-year saga of the San Antonio district managers, for example, includes a five-year period from 1981 to 1986 when an appeal by the Light moldered in the lap of the Reagan board. All the while, the Light was able to avoid bargaining to replace a contract that expired in mid-March of 1980.

Trouble with the Mr. Dooley theory, however, is that none of the recent "kinder, gentler" rulings has come from a Bush-administration labor board. Each of the NLRB's current members was appointed by Reagan and, unlike the early ideologues, a majority now seems to be more interested in administering the law fairly as it exists rather than rewriting it more to their liking.

Three of the members are so-called interim appointees and have never been confirmed by the Senate. The same right-wingers that produced the early Reagan board reportedly are urging that Bush replace the three with persons more in keeping with the early Reagan choices. We should soon see rather tellingly what George Bush means by a "kinder, gentler" administration.

The Guild Reporter

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JAMES M. CESNIK, Editor

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