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NEWSMEN AT WORK

NEWSMEN AT WORK

REPORTING AND WRITING THE NEWS . . .

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Preface

News is often the truth about what is going on. It is the report of current ideas, events, and conflicts which interest people. It is the continuing study of the endless struggle between truth and error.

In a modern democracy, news is a necessity. Men and women, individually and collectively, make vital decisions on the basis of what they know, and much that they know depends upon the news they read and hear.

How do people get the news? Most of it comes to them through the media of mass communication. The newspaper, for instance, has long been recognized as a dynamic social force, and few institutions are so essential to a republic. But America's newspapers, daily and weekly, have no monopoly on the news. Radio stations present news. So do business papers and house organs, farm journals and professional periodicals, newsmagazines, Washington letters, and other specialized media.

Who gathers the news for these media? The men and women who do so may be called reporters, editors, correspondents, special writers, rewrite men, or even public relations men. All of them — the country correspondent and the press association bureau editor — are newsmen at work.

Newsmen at work perform a vital service to mankind. Their social role establishes them as members of one of the most important professions. As responsible reporters they have served the nation well in every crisis and between crises.

Because they are, in a sense, key figures in a democratic society, men and women who aspire to become newsmen should not enter the profession untrained. They should enroll in a school of journalism, preferably one with accredited sequences. There they should qualify themselves to do well as beginning reporters.

Newsmen at Work has been written primarily for those who wish to work for the press and radio. It is not limited to those who are interested in newspapers only. It is for those who want to gather and write news for any medium of mass communication.

The literature of journalism has been enriched by those who have written textbooks on newspaper reporting. These books have made a vital contribution to the profession. They have helped to raise the standards of reporting in the United States. However, many of these books have limited their discussion to newspaper reporting. Little is said of the newsmagazine or business paper, and less is said about the growing importance of radio journalism.

Principles of news gathering appropriate for the newspaper actually are just as appropriate for the farm journal and house publication. Similarly they fit the labor press and foreign language papers. And they apply to radio journalism.

True, news written to be read differs from news written to be heard. That is why the beginning newsman should know how to write it both ways if he hopes to advance rapidly. Obviously he increases his professional assets if he can adapt himself not to one but to several media.

Newsmen at Work, therefore, notes briefly how news written for the air differs from news written for printed media. It does not, of course, pretend to exhaust the subject. Moreover, it does give the greater emphasis to news written to be read.

Reporting textbooks in some instances have over-emphasized the forms of news writing. They have set up rigid standards which at times have seemed academic and artificial. As a result too many news stories are stilted and stereotyped.

Naturally some newsmen have rebelled. They have found greater freedom in reporting sports or writing features. Others have preferred the newsmagazines in which writers are not regimented. And all of them have shown a deepening interest in the readability of their copy.

Then, too, *Newsmen at Work* recognizes the role of pictorial journalism. It stresses the fact that sometimes a photograph can tell the news better than a story. The newsman and the press photographer should know how to work together.

The role of expository journalism, of course, was recognized more than a decade ago. Even so, there still is too little interpretative reporting. The newsman should know how to background the news — to tell what the news means as well as what the news is.

Newsmen at Work also stresses the growth of specialized reporting. That is why it gives extended consideration, for example, to labor, science, business, agriculture, and social problems. Moreover, it gives substantial emphasis to the elements of reporting public affairs.

Newsmen at Work, or so the authors hope, is a teachable book. The authors have presented principles and facts at the point at which the student really needs them. Yet its organization is flexible enough to fit any reporting course. Thus, the reader learns about a specific libel risk when he needs to know about it. Similarly information about public records, specialized references, and historical background is presented where it is most pertinent.

Throughout *Newsmen at Work,* the authors have stressed the need for responsible newsmen. The reporter has a vital social role, one that he cannot disregard. And he dare not disregard it if we are to preserve the freedom of the press.

Media of mass communication, of course, are man-made. They are as good and as bad as the men who determine their policies. Most of the men who guide these policies mean well and most of them do well.

It has become trite to say that America has the best press in the world. That is true; it always has been true. We should be proud of the unparalleled public service the press has performed since the days of Benjamin Harris.

Yet neither pride nor gratitude should blind us to the fact that media of mass communication can be improved. It is the authors' humble hope that *Newsmen*

at Work may be helpful in improving the gathering and writing of news. If it does, even in a small way, the work of writing it will be richly repaid.

Newsmen at Work is wholly the product of the two authors. They must take the credit or blame for the style of writing and the point of view. The book, indeed, is based upon their varied experience as newsmen and teachers.

Even so, the book is enriched by the inclusion of significant comments and appropriate examples. The authors are grateful for permission to use them. Specific acknowledgment is made of the suggestions, counsel, or information.

Among those who assisted the authors in gathering background information, photographs and other relevant material, special acknowledgment is due to the following firms or persons:

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Typical news copy for the eye and the ear, some of it notable for content and some for style, appears in *Newsmen at Work* through courtesy of press associations, radio networks and stations, daily and weekly newspapers, business papers, farm papers, company papers, alumni publications, and other news media.

To improve specific sections in the textbook, the authors have sought the advice of persons qualified to give specialized counsel. Among them are:

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If space were available, the authors would list many of their co-workers, friends, teachers, and students from whom they have received encouragement, counsel or co-operation.

Moreover, if the authors were to dedicate *Newsmen at Work* to anyone, they would dedicate it to Katheryn B. Campbell and Bernice Wolseley. Each author is indebted to his wife for her full co-operation as well as timely assistance in editing and typing the manuscript and reading proofs.

We are fortunate that we live in the United States of America in which books as well as news media enjoy the first freedom — freedom of communication.

LAURENCE R. CAMPBELL
ROLAND E. WOLSELEY

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NEWSMEN AT WORK

Chapter 1

Newsmen in a Divided World

THEIR ROLE AND THEIR PERSPECTIVE

Free and Open Encounter . . . News in Print . . . News on the Air . . . Progress and the Press . . . Progress and the Public . . . Technical Progress . . . Changes in Reporting Methods . . . Progress in Quality

The newsman's role in a free society is a matter of deep concern to many people. Widespread curiosity about the methods used by newsmen and news media to disseminate the news with speed, accuracy, and comprehensiveness may be taken for granted. Searching criticism of the press and radio as factors in social integration may focus attention on their unparalleled service as well as their recognized limitations.

Directly interested in newsmen are the men and women who make the news or who are made by it. Some hope to get into the news; others hope to stay out. Their motives, noble or ignoble, may be detected by the newsmen who cover the ideas they support, the events in which they take part, and the conflicts which they cause. What the newsman reports in some instances may affect seriously their plans for the future.

In 1928 Will Rogers remarked, "All I know is what I see in the papers." If he were alive today, he might include the newscasts. In any event it is true that millions of people make up their minds on current issues largely on the basis of the news they read or hear. The typical news consumer as well as the critic is interested in the quantity, quality, and variety of news which newsmen gather for media of mass communication.

These two groups include almost all the people of our republic, but there still is a third group, one with an intense interest in newsmen and news media. It comprises those who now are reporters and those who hope to be. To a certain extent, they have made the press what it is and will make it what it is to be, but the American people always will be driving in the back seat.

To understand the newsman's role in a divided world, it is necessary to examine the media of mass communication, for which he works. Such a survey should encompass the functions, magnitude, and limitations of press and radio. It then may properly consider his qualifications, education, and responsibilities in relation to the free society of which the free press is an integral part.

Free and Open Encounter

Social action in a free society is enlightened only if the people are adequately informed and morally responsible. Republics are dedicated to the principle that an informed citizenry will make the right decisions at least most of the time. Thus, if the people know the truth and the facts that support the truth, they will safeguard their rights and perform their duties.

"Who ever knew the truth put to worse in a free and open encounter?" asked John Milton in *Areopagitica*. "Error of opinion may be tolerated where reason is left free to combat it," declared Thomas Jefferson in his

Inaugural Address in 1804. Zechariah Chafee, Jr., says:

> One of the most important purposes of society and government is the discovery and spread of truth on subjects of vital concern. This is possible only through unlimited discussion, for, as Bagehot points out, once force is thrown into the argument, it becomes a matter of chance whether it is thrown on the false side or the true, and truth loses all natural advantages in the contest. Nevertheless, there are other purposes of government, such as order, the training of the young, protection against aggression. Unlimited discussion sometimes interferes with these purposes, which must be balanced against freedom of speech, but freedom of speech ought to weigh heavily on the scale. The First Amendment gives binding force to this principle of political wisdom.[1]

Media of mass communication cannot assume the entire responsibility for the spread of truth, but they may tell much of the truth that the public knows about current affairs. Their general objective, as F. S. Siebert says in his chapter in *Communications in Modern Society,* is this:

> To make available to the peoples of the world the kind of communications content which will enable them to maintain a peaceful and productive society and which will also provide them with personal satisfactions.[2]

Three functions are stressed by Harold D. Lasswell in his book, namely:

> Surveillance of the environment, disclosing threats and opportunities affecting the value position of the community and of the component parts within it;
> Correlation of the components of society in making a response to the environment;
> Transmission of the social inheritance.[3]

Five functions for press and radio are proposed by the Commission on Freedom of the Press, thus:

> Today our society needs, first, a truthful, comprehensive, and intelligent account of the day's events in a context which gives them meaning; second, a forum for the exchange of comment and criticism; third, a means of projecting the opinions and attitudes of the groups in the society to one another; fourth, a method of presenting and clarifying the goals and values of society; and, fifth, a way of reaching every member of society by the currents of information, thought, and feeling which the press supplies.[4]

These and other discussions of the fundamental functions of media of mass communication have much in common. Simply stated, they assert that the press and radio should inform, influence, and entertain, subordinating the third function to the first and second. Moreover, the first function, the "spread of truth," may be regarded as the most important, for it is in the news that so much truth about contemporary affairs may be spread. And, unfortunately, it is by the same means that totalitarian governments may attack the free nations of the world.

In a divided world, then, the newsman however humble has an important role. What he writes about current ideas, events, and conflicts may alter public opinion, that is, the social judgments, freely arrived at and freely expressed, of a group upon a controversial issue it faces. It is not his function to influence but the newsworthy information he presents in print or on the air may be the basis for many opinions which added up may equal public opinion.

If the information function is the most important function of press and radio, it is pertinent to examine the machinery which it may use for this purpose. The magnitude of media of mass communications in the United States

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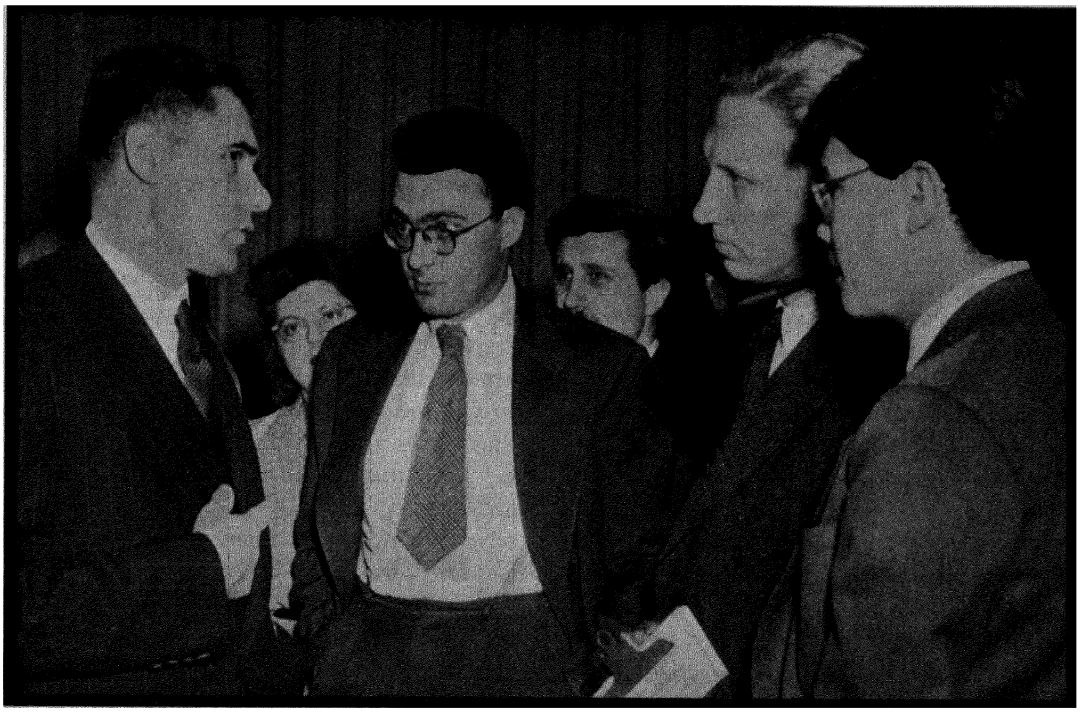
[1] *Free Speech in the United States.* (Harvard University Press, 1942.)

[2] *Communications in Modern Society.* (University of Illinois Press, 1948.)

[3] *The Communication of Ideas.* (Harper & Brothers, 1948.)

[4] *A Free and Responsible Press.* (University of Chicago Press, 1947.)



Newsmen in a divided world cover news wherever they find it. Here Bob Manning, United Press reporter, interviews Andrei Gromyko (left) after a session of the Security Council at Lake Success. (Acme Photo)

is little appreciated outside the profession. American news media today provide a solid bulwark against the foes of democracy.

News in Print

Printed news media no longer have a monopoly on the news. In fact, millions of people rely on the radio for the news they want. Nevertheless the newspapers publish many more news stories and many more details in these stories than are presented in newscasts. This news may be read at the news consumer's convenience, and it may be reread a few hours, months, or years later.

Americans become accustomed to reading news in print at an early age, for thousands of newspapers are published in public and private schools. Each is popular — the *Musette* in Marysville, the *Comet* in Decatur, the *Cannon* in Indianapolis, the *Messenger* in Seattle, and the *Easterner* in Washington, D.C., to name a few. Teen-agers who produce these news media learn how to get and write news and also how to read it.

More than fifty-two million Americans buy daily newspapers, of which there are nearly eighteen hundred in the United States. Sunday circulation is approximately forty-six million. Which daily is best? Each section of the country has its own answer, but among those often mentioned are the New York *Times,* New York *Herald Tribune, Christian Science Monitor* (Boston), Washington *Post,* Baltimore *Sun,* Louisville *Courier-Journal,* Atlanta *Constitution,* Chicago *Tribune,* Chicago *Daily News,* Milwaukee *Journal,* Des Moines *Regis-*

ter, Denver *Post,* St. Louis *Post-Dispatch,* Kansas City *Star,* Portland *Oregonian,* San Francisco *Chronicle,* Los Angeles *Times.* In addition to these dailies, those of the Hearst and Scripps-Howard groups have their followings. At the same time the newspapers that may appear in one list of the "best" may appear in another list of the "worst"!

"The country press has been one of the most vigorous institutions in the New South," wrote Thomas D. Clark in *The Southern Country Editor.* Its impact has been felt not only below the Mason and Dixon line, but also in every section of the United States. There are approximately nine thousand weeklies in the United States, and their circulation is about fifteen million. Few printed news media are read so thoroughly as these weeklies, most of which stress local news.

Newsmagazines have achieved widespread popularity since World War I. Best known are *Time, Newsweek, Pathfinder,* and *United States News and World Report.* Hundreds of thousands of readers rely upon them to understand the continuity of the news which in some instances is interpreted more adequately by them than by many newspapers.

News is dealt with by magazines of comment as well as slick and quality publications. At one time *Harper's Weekly, The Outlook,* and *The Independent* stimulated thinking on current controversies. Today *The Nation, The New Republic, Commonweal,* and even *The New Yorker* are among those magazines whose comments on contemporary affairs evoke widespread interest.

News in pictures is stressed in *Life, Look,* and several other magazines as well as in the foregoing news media. Though not satisfactory as primary sources of news, the picture magazines help readers to visualize history in the making. They are a constant reminder to other news media that frequently a news photograph tells more than a news story.

Business papers or trade journals almost equal dailies in number if not in circulation. The first one in the United States was published before 1800. Some news media like the *Wall Street Journal,* now published in three cities, cover all business news. Others like *Aviation Week, Drug Topics, Textile World,* and *Timberman* may focus attention on a major or minor industry regional, national, or global in scope.

Farm publications, of which there are more than five hundred, serve the nation's number one industry. They are dedicated to the interests of rural America and are read by farmers, their wives, and their children. Since early in the nineteenth century they have published news and information about agriculture and have made a significant contribution to this industry.

News is printed in many other printed media. Organized labor has its newspapers. The Negro press and the publications of various minorities, including some in foreign languages, cover news of interest to their constituents. Religious, educational, fraternal, and professional organizations sponsor publications, some of which publish the news though they may not feature it.

America's first house publication was published more than a century ago. Now there are almost six thousand of them in the United States. Their monthly circulation is estimated at forty million, and their yearly cost is about $50,000,000. Some are internal media for employees; others go to dealers, wholesalers, and agents and are classified as external publications.

Printed news media dominated the field of mass communication until after World War I. They got their start when printing with movable type was developed about 1450. They received a new impetus when the industrial revolution inspired the exploitation of new sources of power and the invention of new machinery, both essential to printing on a large scale.

News on the screen probably cannot be classified as news to be read or heard, although

the theater customer views it and listens to it. Coverage of news by motion pictures is limited for the most part to special events and celebrities. Documentary films to a certain extent attempt to interpret or to background the news and, in some instances, are very effective.

News on the Air

Next to work and sleep, the radio absorbs more of the average American's time than anything else. For three and a half hours daily his radio is tuned in. In 1947 there were one hundred thirty million potential listeners in the United States, and the world's radio audience was estimated at three hundred million.

Consequently the social impact of the radio, particularly as a news medium, merits thorough scrutiny. Discussing this topic in *The Annals* in 1947, Kenneth G. Bartlett, director of Syracuse University's Radio Workshop, asserted that "the growth and influence of radiobroadcasting in the United States is one of the most dramatic chapters in the history of communication."

Radio has fomented a revolution in communication. Describing this revolution, Wilbur Schramm summarizes its development thus:

> The third wave came with the introduction of scheduled voice radio in 1920. This swung the pendulum back across five centuries during which most large-scale communication was by print, back toward the centuries of the spoken word. We are just beginning to realize how the shadow of 1920 is falling down the decades. It has already profoundly affected the information and entertainment habits of all men. It has affected printed media. Now its projection into the new electronic media — frequency modulation, television, facsimile — is carrying the communication revolution farther, and promises to put into the hands of communicators power of influence and accomplishment undreamed of in 1920 when the first tentative broadcasts were going on the air from Pittsburgh and Detroit.[5]

Licensed radio stations on February 1, 1949, totaled 2,076, but there actually were 2,609 on the air. Some of the 1,093 stations with construction permits were granted a temporary special authority to broadcast. Official figures from the FCC were:

	Construction Permits	*Licensed*	*Total*	*On the Air*
AM	251	1,844	2,095	1,849
FM	726	225	951	706
TV	116	7	123	54
Total	1,093	2,076	3,169	2,609

Charnley in *News by Radio* estimates that ninety-four per cent of the families in the United States own receiving sets. In 1948 there were more than sixty million receiving sets besides half a million television sets. There were approximately two-plus listeners for each set.

Standard radio made its first impact upon news dissemination in the decade after World War I. Despite the opposition of the press, it not only replaced the extra edition, but also demanded its share of advertising appropriations previously spent entirely on space in printed media. Gradually it made new customers for the news and features reported and distributed by wire services and mail syndicates. Today about one-tenth of the radio station's time, at least in many instances, is scheduled for newscasts or commentaries.

"FM will be the principal medium of broadcasting, especially in urban areas," Mark Woods, president of the American Broadcasting Company, said several years ago. Albert N. Williams in *Listening* points out that there are frequencies available for five thousand FM stations in the United States. It is evident that each could become a purveyor of news, both local and national.

If FM radio stations continue to increase in number, as they appear bound to do, and

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[5] *Communications in Modern Society*. (University of Illinois Press, 1948.)

are united into chains or groups, they will need more copy prepared especially for them. How soon will this take place? Hugh M. Beville, director of research for the National Broadcasting Company in 1948, said, "It will surely be ten years or more before FM can hope to reverse the picture which we have today and establish itself as the primary system of sound broadcasting."

Commercial development of the facsimile newspaper has begun. The Philadelphia *Inquirer* and Miami (Fla.) *Herald,* for example, have daily facsimile editions. Thus reproductions of news in words and pictures, to be read rather than heard, can be transmitted to homes and hotels, theater lobbies and waiting rooms, retail stores and educational institutions.

Consider television's role in mass communication. Described by David Sarnoff as one of the miracles of science, television came of age shortly after World War II. Early in 1948 it was estimated that thirty million people lived within range of the nineteen operating television stations. Early in 1949 it became possible to telecast simultaneously over a much larger area in the East and Middle West.

Television may force printed news media to use still more pictures, maps, charts, and other kinds of illustrations. But it, too, will need script writers who can dramatize the news for viewers, not only for listeners. If television and facsimile remain largely independent of the present owners of newspapers and magazines, they will find it necessary to hire their own newsmen.

Revolutionary changes in mass communication may be wrought by Ultrafax. Hugh M. Beville describes Ultrafax as "a combination of television, radio relay, and high speed photography," and comments thus:

> Ultrafax can handle the transmission of documents, messages and printed pages at the rate of a million words a minute. Photographs, maps and other illustrations can be flashed through the air at a speed of thirty pages per second. Electronic communications are thus prepared to serve society in an age of even greater potentials — of supersonic speed of travel and of atomic sources of energy.[6]

Progress and the Press

Newsmen are interested in the press of tomorrow as well as in the press of today. Looking ahead, they may speculate on the factors which may accelerate or retard improvements they believe to be essential. Here as in other social institutions they will note the tendencies of some to lag behind and of others to push ahead.

Frank Moore Colby, the essayist and encyclopedist, once observed that "Journalists have always been our most old-fashioned class, being too busy with the news of the day to lay aside the mental habits of fifty years ago."

As the field of mass communication has widened this description has become less and less accurate in its portrayal of general conditions. But it is essentially correct as it applies to the newspaper and the news gathering agencies, which after all are the biggest industries dealing with news as a commodity. Whereas the mechanical department has made some progress, news is being reported for the newspaper in only a slightly more progressive fashion than it was a quarter of a century ago.

Mark Ethridge, publisher of the Louisville (Ky.) *Courier-Journal,* in 1936 declared, "I am afraid I must confess to the feeling that reporting has not kept pace with mechanical and feature changes in newspapers."

When Mr. Ethridge later was the publisher of the Richmond (Va.) *Times-Dispatch,* he noted the consequences of the lag he described. Writing in *The Quill,* he said, ". . . The fact that newspapers have stuck to the old style reporting has given rise to the so-called 'background' columns which have sprung up. . . ."

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[6] *Ibid.*

External factors have been among those which have spurred the press to change its ways. Until the advent of the modern newsmagazine and the insertion in both general and trade periodicals of behind-the-news pages, the same observation might have been made for magazine news handling. For years magazines have imitated the newspaper patterns for news stories, although they have been more ready to explain the meaning of the news in article sections.

Sustained efforts to examine the news in terms of its causes and its consequences are missing in the most popular magazines. Relatively few are given over almost entirely to the analysis of the news as a continuing flow of ideas, events, and conflicts. Major sports and domestic policies have been handled well, but in magazines the responsibility for interpretation of much of the news is taken without uniform seriousness.

Because they are new media of mass communication, radio and television have brought a fresh attitude toward the news function. They have injected original techniques into the methods of presenting the news, although, as Mitchell Charnley observes in *News by Radio,* "much of what radio news does is learned or adapted from the press." At the same time radio newsmen have developed a disrespect for the stereotyped handling of news which newspapers and press services tolerate at times. More important, they have discovered that news must be written one way to be read and another way to be heard.

Progress and the Public

Slowness to change is not explained altogether by Frank Colby's generalization about the press. In the American economic order, press and radio have a greater measure of freedom than under any other way of life; there is little government or political interference. Consequently much of the interference is from within the press itself. Arising chiefly from the fact that it is in the hands of persons who are often, by the nature of things, socially conservative, it is not to be expected that the press and its dependent institutions will change rapidly. A press dependent upon economic self-sufficiency, if it is to remain solvent and operative, must cater to public taste or create a public demand for itself. In so doing the press cannot rise far above the level of the public it depends upon. Consequently the most widely accepted ideas in any area are the only ones supported by the bulk of the press, which cannot afford seriously to offend the mass of the people. Public inertia produces a lag in journalistic development as surely as it creates a lag in general social progress.

This unwillingness to go counter to public opinion except in minor matters prevents the press at large from experimenting drastically with new ways to report and present the news. Occasionally a publisher or editor attempts an innovation, but usually he is rebuffed by the public and by his fellows in the business. A case in point was the New York *Star* during the years when it was known as *PM.* When founded in 1940 in New York, *PM* attempted to improve certain journalistic procedures, including several in the realm of news reporting. All of its news stories, for example, were signed by their writers, usually with no more than initials. Much more basic was the attempt to break away from the summary lead, which was avoided in many stories. Deliberately the reporters sought to learn a lesson from the newsmagazines by trying to give the reader an idea of the meaning or significance of the news. Yet the newspaper readers of New York did not respond heartily, possibly for several clear reasons. *PM's* political viewpoints may have been unacceptable or its lack of typographical orthodoxy may have offended them. Or possibly it may have been because the idea was new and in some respects not too well executed at first or because the paper dealt with old news that was difficult to refurbish. But neither did the other

newspapers copy *PM's* attempt to unlock the news story from its traditional pattern.

Changes that have been made successfully can be found chiefly in the minority of newspapers, both large and small in size. The great body of the press alters its techniques slowly. Readers who are accustomed to a publication do not like sharp and quick changes; newspapers and magazines want their readers to develop the habit of reading them and to establish an emotional relationship which, essentially, is one of loyalty. An ever-changing object does not as easily earn loyalty or constancy as one which remains familiar and homely.

Technical Progress

The main technical progress of the press, that is, of printed news media, has been internal, at points not often seen by the public. The product remains much as it has been for several score years, but the methods of producing it have been improved. High speed color presses, wire transmission of photographs, sending of news stories by radio, and more economical printing methods and devices: these are only a few of the mechanical improvements which have given the reader better service.

The new machinery of journalism, however, will not alter drastically the working methods of newsmen. At present writers for newspapers, radio, wire services, and magazines cover stories at the same time. They ask questions and take notes as newsmen have for generations. They transmit their news through the same media, although at different times or rates of speed, since deadlines vary between types of outlets. The radio newsman taps a typewriter in a setting different from that of a daily news reporter, but each taps a typewriter with the same purpose. Newsmen do no special news gathering for facsimile, but if and when they do, they will follow the pattern long in use by the newspaper for conveying news facts swiftly. Up to 1949, at least, the facsimile newspaper was an imitation of standard letterpress or offset printed newspapers. Its copy will be shorter, but the writing will be much like that in a regular publication. Possibly this should not be so, but so far the core of journalism, the newspaper, has set the pattern for all its printed competitors or supplementary agencies. Television photographs the news as it is happening: the script needed for it resembles copy for the stage rather than for the press. In television the journalistic aspect is provided likewise by newscasters reading news summaries prepared about as they are for radio. If the news is not reproduced directly by camera or re-enacted it must be described. Such describing is the result of using time-honored reporting techniques.

Changes in Reporting Methods

Internal improvements have been made also in the reporting methods in use today, although they are not so significant as the mechanical changes. Coverage of the news is both wider and more intense. In the United States, for example, although the number of newspapers is decreasing, more of them than ever before subscribe to news syndicates of a general or specialized nature. Radio stations are broadcasting local items in greater quantities and more often. They also are beginning to depend upon their own writers and reporters for more original copy. Newspapers, newsmagazines, and general magazines are giving increased attention to research, as well as providing news background. All the journalistic media of communication are offering news interpretation in greater quantities and in greater variety at a higher level of quality through commentators, columnists, and special article writers.

All this is important to the reporter and to reporting. If the trend continues, and all the signs are that it will, inasmuch as the news is becoming more complex and the reader increasingly determined to have an explanation

of it in the simplest possible terms, it will change the working methods of the newsman. He will need to be a more thoughtful and a more thorough craftsman.

Because of the competition from the newsmagazine, radio, and syndicate, many newspapers gradually are changing their methods. For example, they have taken to heart the findings of readership studies, reader interest surveys, and readability analyses. The newspaper is printing shorter stories, asking its reporters to deal more often with specialized news, urging that copy be personalized, and placing more responsibility on newsmen. These are among the principal writing changes that have taken place in recent years, particularly since the depression of 1929 and World War II. Of the thousands of dailies, weeklies, and specialized papers, relatively few, it is true, are following the trends thoroughly or systematically, but year by year these news organs are responding in larger numbers.

It is likely that the press and radio, generally speaking, will depend as never before on the specialist in many news areas. This dependence will be limited only by the unwillingness or inability of the owners of media of mass communication to pay for the experts who should report crime, labor, science, social planning, business, agriculture, and other news specialties. Schools of journalism may prepare beginners for these specialties, but these men and women will be diverted from journalism into industry and the professions unless the world of journalism can provide the working conditions they need. Young people who can double their journalistic salaries by going into scientific laboratories, business life, and research bureaus connected with industry cannot be expected to respond to the appeals for sacrifice from newspapers, newsmagazines, and radio stations.

Progress in Quality

Offsetting this, to some extent, is the growth in self-consciousness of the newspaperman, the writer of the wire services, and newsmen who work in other areas of the journalistic world. This self-assertion and insistence upon improved conditions which have arisen since the first effective manifestation of self-consciousness in city rooms twenty years ago may provide the newsman with the better circumstances which are imperative if he is to continue in journalism. In the larger cities of the United States, wages and working conditions are improving year by year through the efforts of unions or the policies of the minority group of newspaper publishers and radio station owners, newsmagazine publishers, and wire service managers, and others in authority who do not need union pressure to stimulate them. They are becoming better and are more likely to continue to move in the direction of the best despite the occasional failure of either employers or employees to meet reasonable compromises. Since this trend is discernible only in the larger communities, however, there still remain thousands of radio stations, newspapers, and magazines whose employees and entrepreneurs will not benefit. Their clientele will continue to be served by news reporting and news writing which are less than the best.

Increased production costs, generated by inflation and wars, seem to be here to stay, setting up a further obstacle to better service for the public from the nation's journalistic organizations. General publications are more costly to manufacture and to buy; the public also receives less for its money. Tabloid size newspapers and pocket magazines are becoming more popular; the page area of many publications was smaller in the 1940's than it was in the 1930's. Illustrations of all types are being used in greater quantity than ever before. This trend obviously leaves less space for the newsman's writing. Radio time, that medium's counterpart of space in a printed publication, is limited by the clock. While in 1949 more time could be used for news broadcasts, only the public demand

created by times of crisis is likely to convince program managers that they should unbalance their offerings more than they already do. The nature of the news broadcasts may change, but the number is unlikely to increase greatly.

Thus the new devices may demand more reporting and more reporters and the established media may ask for less copy but insist upon a higher quality of work in producing it.

As the specialist finds a firmer place in America's expanding media of mass communication, news reporting and writing for any and all of them will become more of a career in itself. Political reporters once sought political careers in the end. Police reporters used their jobs to prepare for the law. Business and financial writers hoped to find posts in industry and finance. The salary lure was too strong, in many instances. In others the greener pastures were simply more interesting as an occupation. Such vocational switches never will disappear, but they will become less necessary. Newsmen still must be cautioned to remember that specialization is comparatively new in journalism and that they must be versatile to offset the economic danger of being flexible and narrow.

General assignment reporters, on the other hand, will continue to consider their jobs as preliminaries to city editorships, managing editorships, and the ownership of newspapers, magazines, publicity firms, and other such posts within the fold.

Whenever tomorrow comes, and it is slow in arriving in the world of journalism, the typical newsman will be well educated and trained, capable of specialized reporting, so flexible in his techniques that he can write for any medium of mass communication, and a writer who can report the news and indicate its meaning in effective language.

Today, such are the characteristics of only the best newsmen. The best never are too many. But there are forces at work within journalism which point to an extension of these virtues.

Chapter 2

Yardstick of the Newsman

FOUR IMPORTANT QUALIFICATIONS

Applied Psychologist . . . Resourceful Researcher . . . Facile Writer . . . Responsible Analyst . . . Newsman's Education . . . Newsmen and Authority

Shortly before the California gold rush, the San Francisco newsman had to meet three qualifications to succeed. He had to be "true with the rifle, ready with [the] pen and quick at the typecase," reports John Bruce in *Gaudy Century*. Wells Drury got just one answer when he asked the editor of the Gold Hill (Nev.) *News* for a job in 1874. Alf Doten looked up from his grimy desk and asked, "Can you shoot?"

Reporters in those days were little better than roustabouts with a questionable flair for writing. Journalism today is a profession. The work of newsmen is professional in character for five reasons, according to Dean Kenneth E. Olson of the Medill School of Journalism at Northwestern University. They are:

It is predominantly intellectual;
It is varied in character as opposed to routine mental, manual, mechanical, or physical work;
It requires the consistent exercise of discretion and judgment as opposed to work subject to active direction and supervision;
Their work is of such character that the output produced or result accomplished cannot be standardized in relation to a given period of time;
The profession of journalism is as important to our democracy as are any of the other professions.

Qualifications for success in the twentieth century are different from those even of the so-called Golden Age of journalism. To succeed today, the newsman should be an applied psychologist, resourceful researcher, facile writer, and responsible analyst. In addition, of course, he should have an unquenchable enthusiasm for his profession.

Applied Psychologist

No newsman can be a Robinson Crusoe, living unto himself alone as the monarch of all he surveys. Consequently he should be an applied psychologist, a student of the science of human relations. Much of his success depends upon his ability to get along with people, including his employers, his coworkers, his news sources, and the general public.

To start his career, the newsman must find a job. If his school of journalism has a placement service, he may receive tips on openings. If he has to rely wholly on himself, he may apply by letter or interview, preferably the latter, whether he knows of an opening or not. It is he who must take the initiative even though he may have contacts that give him the inside track.

Naturally the beginner should not apply for a job for which he obviously is not qualified or in which he would be utterly unhappy. Although he cannot be "choosy," he should not work for a firm or employer whom he cannot respect. In other words, if he cannot accept the position with a clear conscience,

he should try to get a job on a news medium whose ethics he approves.

Like other employers, those who employ newsmen prefer to hire men and women who are physically fit, mentally alert, and morally straight. They believe that an attractive personality usually is an asset. They look with favor upon those who are punctual, energetic, and reliable, nor do they object to initiative, curiosity, or courage.

The news executive often thinks in terms of his news gathering team. When he adds a new member to his staff, he wants one who can play the position he has in mind. Thus, he thinks first of the welfare of the news medium and second of the ambitions of the beginner. The cub is employed because his boss hopes he will participate effectively in the over-all program of getting the news.

Newsmen should recognize the foregoing facts when they apply for a job. They should be ready to accept responsibility, to think constructively, to plan their work wisely, to exercise judgment, and to act decisively and independently as the opportunity arises. They should take it for granted that they are not indispensable and that few city editors care to be told how to handle their jobs by the former editor of the state university daily.

Like employees in most business firms and institutions, the newsman seldom approves wholly of his employer. For one thing, there is the recurring problem of hours, wages, and working conditions. Then, too, the city editor, for example, may have flaws in his disposition, temperament, and character as well as execrable taste and wholly insupportable opinions. None of these possibilities need cause employee and employer to part company even if the latter smokes acrid cigars.

Imbued with lofty principles, the cub may disapprove of the editorial policies of the news medium for which he works. His conscience may bother him, although he has no hand in making the policies and, at times, may not really understand them. Unless he is asked to do something unethical, and this rarely occurs, he should not feel that his professional morality is at stake. He can quit his job, or he can recognize the challenge and try to advance himself until he is in a position to correct the evils he deplores.

No formula can be provided for governing the relations between employers and employees of news media. Good advice, however, is offered in the "Code of Ethics" of the American Newspaper Guild. It says:

> That newspaperman shall behave in a manner indicating independence and decent self-respect, in the city room as well as outside, and shall avoid any demeanor that might be interpreted as a desire to curry favor with any person.

The successful newsman should know how to get along with his associates as well as with his employers. He should realize that each co-worker is different and that each one also seeks recognition. He should treat other employees courteously, and consider the other fellow's angle. When teamwork is involved, he should disregard personal differences if he has allowed them to develop.

When the newsman and photographer cover a story together, each should recognize the other's interests. If several newsmen are assigned to cover a train wreck, prison break, or political convention, each should "follow through" with his specific assignment. The lone wolf and prima donna have little place in a profession in which effective teamwork is so essential.

Metropolitan newsmen of competing media often form pools or combines for the sharing of news. Defended by some and deplored by others, this arrangement may save time and energy and reduce the possibility of a scoop. At the same time such collaboration may prove irksome to the man with initiative, especially if he knows he can get a better news story if he by-passes the opposition.

Newsmen get much of their news from people some of whom may be reluctant to co-

operate. The widow whose only son has been killed in a traffic accident may resent the newsman's intrusion. Some humble and modest people regard it as a disgrace to be mentioned in the press, especially if their neighbors hint that publicity is being sought.

Men whose private interests do not coincide with public welfare do not want reporters prying into their affairs. This is true of criminals. It is true, too, of the landlord who violates rent regulations. Moreover, some people are disagreeable by nature, and others who win fame, wealth, or power may have just as bad manners, bad taste, and bad judgment afterward as before.

First impressions are important to the newsman in all his contacts. When he asks for news, he should identify himself promptly and state his business plainly. He should be firm and tactful, courteous and considerate, adapting himself readily to each situation. Seldom should he lose his temper, for he or some other newsman later may want news from the same source.

Now that television is here, a good personal appearance is even more essential than before. The reporter needs no toothbrush smile, but whispers in the mouthwash advertisements should not be about him. Smooth-shaven, he should be neat, clean, presentable, yet not conspicuous in attire. No fashionplate, he may remember reading that Richard Harding Davis lost his first newspaper job because he refused to shed his gloves to write a story. Poised and immaculate, the modern Nellie Bly should adapt her wardrobe to her work and the current mode, stifling any impulse to be flashy, daring, or overdressed.

The newsman mixes with all kinds of people, some of whom may be exceedingly convivial. Back in 1826, when James Gordon Bennett looked for a newspaper job in New York, he commented that newspapermen then were "heavy drinkers." Some are today, but when their drinking interferes with their news-gathering, their value to their employers declines. As Jack Kofoed says in *Leg Man in Seven League Boots,* a "drunken reporter will find himself out of a job permanently."

Unfortunately the Hollywood concept of the typical reporter is accepted widely. In the motion pictures he usually is pictured as a brash young man who enjoys a fabulous and fascinating career, surfeited with glamour, romance, and suspense. He guzzles gin, outsmarts rival reporters, roughs up gangsters, and tells his boss what to do and where to go. Though headed "for hell or Seattle," as Stanley Walker puts it in *City Editor,* the newspaperman never punches old ladies or drowns little babies, but eventually he marries his girl Friday who is witty, elusive, and photogenic.

The typical newsman of the movies is as common in real life as the purple cow. Vital statistics fail to prove that all newsmen, however unique in some respects, come from the same mold. About all that they have in common is the fact that they are employed to get the news with no adventures guaranteed. Some are extroverts; some, introverts. Some are tall, dark, and handsome; others, bald, beetle-browed, and then some. About their only other common characteristic is the fact that they are bipeds.

The young man or woman determined to become an applied psychologist should reexamine his own qualities and characteristics, his habits and mannerisms. He cannot overdevelop his self-control. He should be a good listener yet be able to explain news thoroughly. He should be quick to show appreciation, slow to express criticism of those with whom he works. If he considers the other fellow's interests, he may see even more clearly how he can achieve his own goals in newsmanship.

Resourceful Researcher

When William Allen White was a young newsman working for the Kansas City *Star,* the publisher called White into the office to

give him a special assignment. Glancing up from his desk, William Rockhill Nelson said, "I'll tell you what I want you to do. Read up on gas."

So White read up on gas, and later he wrote about it. A resourceful researcher, he examined the reports of investigators and corporations and he inspected gas plants. He looked into the subject from every angle of interest to Kansas Cityans. Then he was in a position to present the facts and to explain their meaning.

The newsman is a fact-finder, a finder of newsworthy facts. Much of his work may be described as routine reporting, but some of it goes beyond that into the realm of investigative reporting. The newsman who interprets current ideas, events, and conflicts often may document his stories with significant background data.

Some news, it is true, may provide more entertainment than information. Evidence of this is to be found in Robert J. Casey's *Such Interesting People,* Joseph Mackey's *The Froth Estate,* and Frederick C. Othman's *Man on the Half Shell.* Emphasis on human interest, especially on trivia, should be in proportion — a sideshow, not the main tent.

Newsmen live dangerously at times, but usually for short intervals only. Irvin S. Cobb was twenty when he interviewed a wife-murderer wanted in Chicago. As a young man Charles Michelson covered the posse that trailed the Evans and Sontag gang in the High Sierras. Henry W. Grady was no oldster when he reported the Charleston earthquake.

Foreign correspondents today take chances just as they did in the era of Richard Harding Davis and Floyd Gibbons. Paul Scott Mowrer interviewed Abd-el-Krim, John B. Powell rode the Blue Express, and Eric Sevareid crashed in Burma. Their adventures were in the line of duty, for news was their first consideration.

Risks taken by newsmen in World War II are known widely. Both newsmen and newswomen were exposed to enemy fire. More than thirty war correspondents, among them Ernie Pyle and Raymond Clapper, lost their lives. Their achievements are noted in such books as *The World is Their Beat, History in the Writing, New Yorker Book of War Pieces,* and many others.

Resourceful researchers in peace and war, newsmen soon learn that news is a drama best understood in its setting. On his first job the cub should "get the lay of the land." With map in hand, he should explore his physical surroundings, at times roaming on foot through different neighborhoods and nearby territory.

Understanding the terrain of the social environment takes more time and effort. If he is a good listener, the beginner may glean much from veteran reporters. He may consult back files of local newspapers in the public library or newspaper library. Here he may find other sources of background information.

To be efficient, the newsman should keep his own domain in order. His desk should be kept clear and his typewriter in condition. Wherever he goes, he should have his identification card, a supply of sharp pencils, copy paper for notes, nickels or slugs for telephone calls, ready cash for trolley or taxicab fares.

The newsman should be sure that he knows what his news executive wants whether he covers a regular beat or works on special assignment. Usually briefing is unnecessary, but occasionally it saves time. Once the newsman knows what is wanted, he usually should proceed quickly and directly to the news scene, planning his approach on the way.

Bob Letts, news analyst for KNBC in San Francisco, says that a reporter should be as full of ideas as a watermelon is of seeds. He adds that the ideas should be fertile. Thus, the newsman in quest of facts plans his strategy to fit the occasion, adapting his line of questions to the situation.

Responsible newsmen take notes to be sure that they have statements or figures in the

form in which they were presented. It is not necessary for them to master shorthand. In fact, the typical newsman has his own system of shortcuts and abbreviations. He should take notes unobtrusively, recording them in an order which will enable him to write his own story quickly or telephone details to the rewrite man. Eventually he may use a wire or tape recorder more, a walkie-talkie, or, perhaps, a Dick Tracy wrist-watch.

The newsman should be adept in telephoning the news, for many of his stories are relayed to the rewrite man. Speaking clearly, he should sketch the facts of his news story in the order they are wanted. He should exercise particular care in reporting names and numbers. It is good practice for the newsman to note the location of nearby telephones whenever he is covering the news.

To get the news, the reporter may talk to all kinds of people. He is aware of both what they say and how they say it, noting also what they fail or refuse to say. He sees the wink, shrug, scowl, or attempt to slug him. The interaction of groups as well as individuals interests him too, as he covers meetings and parades, riots and trials, games and conventions, ward gatherings and UN sessions.

Essentially a fact-finder, the newsman examines releases, reports, and records. It is a part of his job to know which public records he as a citizen may inspect. He learns to differentiate between news and puffery and propaganda as he sifts facts supplied by the government, organizations, institutions, corporations, and foundations, for such material often reflects the bias of those who prepare it.

News is not always available for the asking. What, then, should the newsman do if he cannot get his news through normal channels? Should he become a peeping Tom or break in to snatch a photograph? Should he masquerade as a repairman or deputy sheriff? Should he resort to blackmail or violent tactics? These questions, of course, have been answered by newsmen off and on the screen.

No doubt there are occasions when a legitimate end justifies an extraordinary means. In such instances the newsman with initiative and imagination may devise a strategy which though unusual is not unprofessional. At the same time the objective should be more important than that of trying to provide sensational headlines to build circulation.

Temptations to tamper with the facts come to newsmen as to all men. Both Mark Twain and Edgar Allan Poe, for example, perpetrated hoaxes. Other newsmen may feel that a few changes in detail will make a more interesting story. These temptations, whether based on good motives or bad, should be resisted, for any form of faking may be a discredit to all newsmen and news media.

Obviously, then, as the American Newspaper Guild's "Code of Ethics" indicates, the newspaperman's first duty "is to give the public accurate and unbiased news reports." "We will put accuracy above all considerations," states the "Oregon Code of Ethics for Journalism." "The Canons of Journalism" of the American Society of Newspaper Editors declares that "by every consideration of good faith a newspaper is constrained to be truthful."

This accent on accuracy is not new in journalism. The newspaper should be "a faithful recorder," wrote John Walker in the salutatory of the London *Daily Universal Register* in 1785. The newspaper should diffuse "correct information," asserted the salutatory of the New York *Evening Post* in 1801. Frank Kent, the columnist, has said that in no other profession, that of pure science excepted, "is the premium on accuracy so high" as in journalism.

The professional newsman, therefore, verifies the facts he gathers. He avoids bias, prejudice, exaggeration, misrepresentation. A competent observer, he weighs the evidence of his news sources carefully, checking them all the more carefully if he suspects that they are unreliable or corrupt. He does not guess at

little details — street addresses, middle initials, football scores, budget totals, traffic violations. He knows that "the story loses fifty per cent of its punch — when the name is misspelled," as newsmen for *The Kraftsman,* a house publication, are warned in "Tips for Newshounds."

Occasionally the newsman gathers facts that may not be disclosed immediately. Investigating graft, corruption, or crime, he may obtain details from sources he may not be in a position to mention. Now and then a newsman is jailed because he refuses to identify his sources. The position of the American Newspaper Guild as stated in its "Code of Ethics" is clear on this matter. It says that the "newspaperman shall refuse to reveal confidences or disclose sources of confidential information in court or before judicial or investigating bodies."

Similarly, newsmen are not supposed to report in the news what is told to them "off the record." Before World War II leaders in public affairs developed the practice of talking "off the record"; that is, of taking reporters into their confidence and telling them background details. This practice in press conferences was helpful, for it helped newsmen to interpret the news later if the information or explanation was released officially.

Since World War II this practice has deteriorated because leaders in city, state, and federal government use this device to suppress the news. To circumvent these invisible censors, as some of them deserve to be termed, Managing Editor Norman E. Isaacs, of the St. Louis (Mo.) *Star-Times,* gives his newsmen sound instructions. Whenever his newsmen encounter a public official who misuses this practice and announces that what he is to say is "off the record," *Star-Times* reporters may say they are sorry and walk out.

If the newsman is to be a resourceful researcher, he must understand the news he investigates. If he covers labor, crime, business, science, or agriculture, for example, he needs more than a superficial knowledge of the subject. In fact, he should be a specialist as well as a general practitioner, for he should be able to talk on even terms with men and women who devote their lives to a specialized activity. At the same time, he should realize that the demand for such experts is not great enough yet for him to forget how to write routine news.

The newsman today should be an adding machine with only a sub-total key. That is how Charles E. Gratke, foreign editor of the *Christian Science Monitor,* describes him. The newsman adds up facts, but his conclusions, like those of the scientist, always are tentative, never final. A skeptic and a realist, he maintains an open mind and welcomes new facts even when they upset earlier calculations. He should be ready to punch in new figures. If he is to keep this perspective, he dare not become sour, cynical, or suspicious, for he might lose his objectivity. Thus, as the newsman adds up his facts, he knows that the sum of today may be changed by the figures he finds tomorrow.

Facile Writer

The successful writer should have something to say, and he should know how to say it. Thomas Babington Macaulay made this point clear more than a century ago in an article in the *Edinburgh Review.* He wrote, "The first law of writing, that law to which all other laws are subordinate, is this: that the words employed shall be such as to convey to the reader the meaning of the writer."

Language provides the most efficient means for the transfer of meaning. It makes it possible for one man to share his experience with another man, for he can tell what he thinks and feels, sees and does. Because each may report his reactions to reality to the other, their joint problems may be solved on the basis of reason rather than by resorting to violence.

There are four principal levels of formality

in language, according to *Current Definition of Levels in English Usage*. They are popular or illiterate speech; commercial, foreign, scientific, or technical English; fully acceptable English; and formally correct English. Presumably utilitarian writing for general reading might be classed in the third or fourth group, whereas literature, at least with a capital L, might be in the upper stretches of the fourth group.

News written for media of mass communication should be fully acceptable and formally correct, yet it is not intended to be literature. Instead, the news story is a form of utilitarian writing, for it conveys the news from the man who knows about it to the man who wants to know about it. Because news is a perishable commodity, there is always the possibility that much may be lost in the telling.

It is not too much to ask of the newsman that he be a facile writer as well as an applied psychologist. He should have a native ability in writing, and this ability should be developed by a study and application of the principles of rhetoric and grammar, spelling and punctuation, readability and semantics. Mastery of the minimum essentials requires hard work as well as good intentions.

Conscientious beginners sometimes are lost in the maze of bewildering rules regulating written expression. For them Thomas Jefferson's confession to James Madison may be helpful. He wrote, "Where, by small grammatical negligences, the energy of the idea is condensed, or a word stands for a sentence, I hold grammatical rigor in contempt." Few copydesks, however, take seriously Mark Twain's objection "to a uniform and arbitrary way of spelling words."

The writer may serve one, two, or three masters. They are himself, the consumer, and the middleman. The man who wants to write as he pleases usually can write only for himself. Many a self-styled poet may prefer to do this, writing in terms so oblique and so obscure that he alone can detect the symbolism and imagery of his lines. So also the short-story writer who scorns pulps and slicks alike may prefer to meet his standards rather than those of anyone else.

Once the writer decides to write for someone else, even one other person, he faces a new problem. This other person is not a carbon copy of himself, although there may be a similarity in tastes, interests, attitudes, and opinions. No two persons look at life through the same pair of glasses; hence, the writer must take into consideration such factors as the sex, race, background, education, occupation, and economic status of those for whom he writes.

The writer who is practical and realistic also must recognize the middleman, the man who decides which copy will go into the media he edits. It is this middleman who upholds the policies, defends the style, maintains the standards, and prays for better writers. Like the writer, the middleman is not necessarily infallible, but he usually exercises enough authority to create that impression. In most instances the beginning newsman has every reason to be humble when his city editor discusses writing as either a science or an art.

Frequently the writer's problem is not to discover what his public should have, but to find out what the middleman wants. In an article in *Journalism Quarterly,* Bryant Kearl reported that "Willard G. Bleyer, for his University of Wisconsin style seminar, totaled up nearly two hundred measurable ways in which writing styles could vary." Aware of these variables, the young writer may be hard put to develop the one style which is acceptable to the editor for whom he works.

News executives, of course, tend to be more positive about what they do not want than about what they want. One editor may prefer an informal style, not casual or conversational, yet personalized and swift-moving. Another may prefer copy devoid of humor, color, or subtlety; that is, a sort of dehydrated journalism. Obviously the constructive policy is for

the news editor to make his preferences clear.

Writing for the press and radio should have three characteristics to be readable. More than a decade ago a readability laboratory at Teachers College, Columbia University, came to the conclusion after a series of experiments that readable copy had three major characteristics: lucidity, comprehensibility, and appeal. These qualities are similar to those inherent in what Frank Luther Mott terms the "modern journalistic style," a style which he says "possesses the three qualities upon which the rhetoricians have always insisted: clearness, force, and beauty."

Unfortunately, the newsman for press and radio, particularly the former, is required to tell the news in a somewhat stereotyped form. Slavish acceptance of rules that now seem artificial and academic may account for the mediocrity of the news stories in so many newspapers. Several years ago Alan Barth of the Washington *Post* suggested that "the contemporary newspaper is something of a literary bargain basement." He referred to the content of the paper, but too often this comment might apply to the news stories of substratum quality. At present there is a growing realization of the fact that in news reporting form should be subordinate to function and, therefore, that news should not be told in one style only, but, rather, in whatever form will effect the most efficient transfer of meaning.

"Writing," says Baker Brownell in *The New Universe,* "is the portal of history." Writing for the press and radio has unlocked the doors of literature to some newsmen. Those who have worked for the newspaper, for example, comprise a long list, a list that includes the names of novelists and humorists, critics and poets. Among them are Walt Whitman, Mark Twain, Carl Sandburg, H. L. Mencken, and Sinclair Lewis. William Cullen Bryant, the poet, was editor and co-owner of the New York *Post* for nearly half a century. These men succeeded, not because they decided one day to create literature, but because they mastered the art of conveying to the reader the meaning of the writer.

Responsible Analyst

The modern newsman should be a responsible analyst as well as an applied psychologist, resourceful researcher, and facile writer. When he reports current ideas, events, and conflicts, he should not only tell the facts, but also explain their meaning. To focus attention on the significance of the news, he may have to gather more facts or to examine them with more discrimination.

An applied psychologist, the newsman recognizes the human equation in the news. Psychological factors interest him as he observes the impact of emotions as well as reason upon social behavior. The electricity of personality and the chemistry of character are shifting variables in the interaction of man upon man and group upon group, especially in a democratic civilization.

As a resourceful researcher, the newsman is adept in investigative reporting. He knows whom to consult and what records to examine. Often a discerning specialist, he draws from his comprehensive knowledge the details to background stories which otherwise might be mere recitals of routine facts. He has an inquiring mind, an objective attitude, a realistic approach, an abiding curiosity — or nose for news.

A facile writer, the newsman is skilled in expository reporting. He does not slant or color, does not editorialize or propagandize. Instead, he explains the meaning of the news by selecting and arranging the facts so they can be understood readily by those who read or listen. The utility of his writing is indisputable, yet it makes no pretense at being literature.

Important as are these qualifications, they are not enough. The newsman also should be a responsible analyst. His ability to interpret has been stressed already, but his responsibility is no less important. Obviously

a responsible press and radio cannot be established or maintained without responsible newsmen to staff them, for few firms or institutions can rise much above those who operate them.

The role of the newspaper has received more widespread attention than any other medium of mass communication. Various codes and creeds outlining the ethics of the press have attempted to define and outline the newspaper's duties to the public. For example, the "Canons of Journalism" of the American Society of Newspaper Editors says:

> The right of the newspapers to attract and hold readers is restricted by nothing but considerations of public welfare. The use a newspaper makes of the share of public attention it gains serves to determine its sense of responsibility, which it shares with every member of its staff. A journalist who uses his power for any selfish or otherwise unworthy purpose is faithless to a high trust.

American newspapermen from early times have recognized their responsibility. In 1836 James Gordon Bennett in an editorial in the New York *Herald* asked, "What is to prevent a daily newspaper from being made the greatest organ of social life?" Other publishers of the nineteenth century asserted that the press should be "untrammeled by sinister influence from any quarter," "always fight for progress and reform," and "give the news impartially, without fear or favor."

Newsmen generally have been slow to proclaim their individual responsibility. Some have been unwilling to accept it, and others have taken it for granted. The typical human being is somewhat self-conscious in announcing his ideals, nor is the reporter often articulate in describing the characteristics he has or should have.

Today there are few newsmen who would cry out, "I will be as harsh as truth, and as uncompromising as justice." William Lloyd Garrison did not retreat from responsibility, nor did Elijah P. Lovejoy, another abolitionist editor and the first American martyr to liberty of the press. The latter declared:

> As long as I am an American citizen, and as long as American blood runs in these veins, I shall hold myself at liberty to speak, to write and to publish whatever I please, being amenable to the laws of my country for the same.

The modern newsman seldom indulges in what he may label as dramatic gestures or literary heroics. Flamboyant and grandiloquent pronunciamentos describing his duties hold little appeal for him, nor do hortatory essays. He even may scorn Walter Williams's "The Journalist's Creed" as old-fashioned patter and Harry Franklin Harrington's "Prayer for Writers" as unadulterated corn.

Does the modern newsman protest too much? Perhaps he rationalizes to cover an elasticity of ethics he does not care to confess. Be that as it may, though the reporter be a person of poise, finesse, and sophistication, he also may have the guts to sandbag sin. The morality of news media will not be much better than the morality of the public, especially if the newsman is so new-fashioned that his conscience hibernates and he tiptoes past his responsibility.

Newsman's Education

"A whale ship was my Yale College and my Harvard," wrote Herman Melville in *Moby Dick*. Many a newsman nearing retirement can paraphrase this statement. He may have spent his freshman year as a printer's devil or copy boy, his sophomore year as a cub reporter, his junior year on the police beat, and his senior year making the grade with a metropolitan newspaper or press association.

Early in the twentieth century, young men and women had to prepare for a journalism career the hard way. There still is no easy way, but the modern school of journalism provides excellent programs of selection, guidance, instruction, and placement. In 1948

there were thirty-five schools of journalism with sequences approved by the American Council on Education for Journalism, and there will be more.

Consequently, the young man or woman who wants to become a newsman for press or radio should attend a good school of journalism, as Palmer Hoyt, editor and publisher of the Denver *Post,* suggests in *Careers in Journalism.* Even so those who contemplate careers in mass communications should be sure that they have the ability to match their interest. This is not something that may be taken for granted.

Actually those who aspire to become newsmen should start their preparation in high school. They should take four years of each of the following: English, one foreign language, social science, mathematics, and physical science. In addition they should develop proficiency in typing and poise in speaking and take advantage of any instruction they may obtain in radio or photography.

Participation in extra-curricular activities is desirable, particularly in publications, debating, and student government. Opportunities to carry newspapers, work in the backshop, or report school news for local newspapers should be accepted with enthusiasm. Yet during this period it is more important for the teen-ager to develop a good general knowledge than to specialize too much in journalism.

Unfortunately, interest in journalism is not always matched by ability in journalism. Both high-school and college students should find out what they can from tests of intelligence, vocabulary, personality, interest, aptitude, and reading comprehension. The young man or woman with marginal ability in journalism should consider shifting to an occupation in which success is more probable. A realistic recognition of one's limitations, though temporarily disheartening, eventually leads to a more satisfactory adjustment.

Occasionally the beginner wonders whether he should enroll in college at all, especially if a job in journalism is dangling before him. Yet if he examines his prospects in long-range terms, he may concede that the person who can succeed without a college education may go even further with it. Most of the positions to which beginners aspire presuppose four years or more of work in a university.

University requirements for the first two years are almost standardized regardless of the profession the student hopes to enter. Consequently, there is little time for work in journalism other than an introductory course or, perhaps, reporting. Almost all the time is used to meet requirements in language arts, social science, physical science, physical education, and military science.

In fact only one-fifth to one-fourth of the student's time in college is set aside for journalism courses. Usually the student chooses one of several sequences and takes required courses, choosing a few electives to fill his program. Some or all of the work in journalism even may be taken after one has received his A.B. degree, although opinions differ as to the merits of this kind of program.

Emphasis in the upper division is not only upon professional training, but also upon a liberal education. The journalism student takes advanced courses related to his interests. Thus, the young man who plans to be a political writer may enroll in political science courses, whereas the would-be business analyst takes a major or field of concentration in economics or business administration.

In the early days newspapermen were somewhat dubious about schools of journalism, perhaps at times with real justification. Even before World War II there were many who were unconvinced. Today they are in a rapidly dwindling minority as this editorial in *Editor and Publisher* (January 4, 1947) indicates:

> As techniques improve in journalism teaching, producing graduates more qualified to step into newspaper jobs, there is an apparent in-

creasing confidence and reliance of editors and publishers on those schools.

Not so long ago it was popular for newspaper executives, especially those who reached the top without benefit of formal college education, to scoff at journalism schools and their graduates. Only the "school of hard knocks" and experience can train newspapermen, they would claim.

Disproving the argument, graduates of journalism schools are winning their spurs in almost every newspaper office and in so doing are raising the prestige of their schools and increasing the chances of success for the graduates to come.

Evidence abounds of increasing publisher interest in the schools. Participation of large publisher groups in the accreditation plan to raise the standards of the schools is the most prominent. The Pennsylvania publishers association seeks a half-million-dollar appropriation from the state legislature for the development of the State College Department of Journalism. A survey of journalism schools appearing in this week's issue revealing record enrollments also reports extensive co-operation from newspapers.

Journalism schools have come of age and are being accepted. More than that, editors and publishers realize their potential contribution to future journalism.

The scoffing is becoming mighty quiet.

The newsman's education never ends, although he may have one, two, or three degrees. He learns all he can from books, travel, and people, taking advantage of clinics and seminars sponsored by schools of journalism or by professional organizations. He maintains his contacts with other like-minded newsmen in such organizations as Sigma Delta Chi, professional fraternity for men, and Theta Sigma Phi, the women's organization. He may affiliate with the American Newspaper Guild as well as with various associations which stimulate curiosity about contemporary affairs.

"No one can become a good journalist who does not love the calling," according to Josephus Daniels, late publisher of the Raleigh (N.C.) *News and Observer*. "For me the joy of work has been my chief happiness and reward."

The young man or woman who aspires to become a good journalist or successful newsman should prepare for his future in a college or university that provides superior professional training in journalism. He can take out no better insurance, provided that he has the ability, the interest, and the determination to work hard. Then he may enjoy his work and be happy in the service he performs.

Newsmen and Authority

Newsmen with the qualifications outlined here are wanted only where the press is free. They would be out of place where the people are the slaves of a dictator, royal or military, fascist or communistic. Even in the Thirteen Colonies early newsmen, notably Benjamin Harris, James Franklin, and John Peter Zenger, encountered opposition from those in authority. As a consequence the founding fathers guaranteed free communication in the First Amendment to the Constitution. It says:

> Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition for redress of grievances.

Now taken for granted in the United States, freedom of expression was not won without a struggle. In our own time it has been attacked, as J. Edward Gerald ably reports in *The Press and the Constitution, 1931-1947*. Censorship in effect exists in Russia and its satellites as well as in many other countries, although English-speaking peoples and some others have a free press.

If the press is to play its part in democracy, there should be no handcuffs for newsmen at work. They should be free to have access to news sources. They should be able to move about freely and to meet people, examine records, attend events, and take other relevant steps without undue interference. Otherwise they cannot be expected to report news as the term is defined in a free society.

Similarly, newsmen should have free access to transmission facilities. They should be able to use the telephone, telegraph, cable, and wireless without needless delay or excessive cost. The news channels never should be clogged by the censor's red tape or polluted by the poison of the propagandist.

The news media for which newsmen work should have access to essential equipment, supplies, and personnel. They should not be crippled by discriminatory laws or taxes. They should not have to halt operations to negotiate with employees, yet should avoid causing such extreme action, for the people are entitled to the news uninterrupted and unimpeded by selfish considerations.

Without a free press in the United States, the people would be in fetters, their minds and spirits enslaved. Democratic government would disintegrate. The ministers of God and the servants of science as well as newsmen would be in shackles. There would be no real news, no real news media, just an iron curtain everywhere. Responsible newsmen are dedicated to the proposition that this must not happen here.

Chapter 3

"The Glut of Occurrences"

HOW TO DEFINE THE NEWS

Defining the News . . . What Interests Consumers? . . . News and Timeliness . . . News and Nearness . . . News and Size . . . News and Meaning . . . News Content . . . Kinds of News . . . News Patterns . . . Readership Surveys . . . News Suppression

The proper study of newsmen is news. Traditionally that has been their function, and that is their function today. It is their job, asserted Charles A. Dana, distinguished editor of the New York *Sun* in the era after the Civil War, to "get the news, get all the news, and nothing but the news."

Now as then people want the news. They did in 351 B.C., according to Demosthenes, who reported that the Athenians wandered through the streets asking, "What is the news?" This question is echoed in Shakespeare's *Hamlet,* and it is re-echoed in the twentieth century wherever there are people to read and hear the news.

To be sure, no news is good news, says the proverb. Without news, men are uncertain, insecure. Denied news, a democratic society may disintegrate, whereas a totalitarian régime may prosper, for the latter attempts to keep its subjects in ignorance.

The public is informed "by evil report and good report," for realities, whether agreeable or disagreeable, cannot be by-passed. It is true that "as cold waters to the thirsty soul, so is good news from a far country." At the same time there may be "villainous news abroad" — "news fitting the night, black, fearful, comfortless, and horrible."

Newsmen and news media should examine and explain the "glut of occurrences." This is their prime function, as Benjamin Harris suggested in the first newspaper published in the Thirteen Colonies. In the first and only issue of *Publick Occurrences,* published in 1690, Harris declared that his newspaper would present the "Memorable Occurrents of Divine Providence" and the "Circumstances of Publique Affaires." To expose "that Spirit of Lying," he said he would rely on the "best fountains" for his information.

Wilbur F. Storey, editor of the Chicago *Times* in 1861, also was interested in the "glut of occurrences." "It is the newspaper's duty," he said, "to print the news and raise hell." His newspapers tried to do both, historians say. One of his headline writers wrote this headline on a hanging story — "JERKED TO JESUS."

The modern newspaper is a household necessity, as Kenneth E. Olson, dean of the Medill School of Journalism, Northwestern University, has said. It is a necessity because it prints the news, for its information function is more important than the opinion function or the entertainment function.

The newspaper today no longer has a monopoly on news, for there are many kinds of news media. One of the most important is the radio, on which millions rely for what news they want. Newsmagazines and picture magazines thrive on news, and so do business papers and house publications, farm journals, and the labor press.

News provides the basis for much of this discussion in magazines of opinion. Articles in many general magazines as well as those devoted to women's interests often have their origin in the news. In fact, almost every medium of mass communication focuses attention upon the news or its interpretation.

The newsman at work, therefore, should discover his own formula for identifying the news. He is not born with a nose for news, he must acquire it. He must know what is news when he sees it, hears it, smells it, tastes it, feels it. He must have a working definition of the news and some criteria by which to identify and appraise the news.

Defining the News

What is the news? Ask the layman, and he will offer no abstract definition. To him, the news is Gwen's birthday and Aunt Vera's trip to Lake Tahoe in the column of personals. It is the wedding of Mary Van Guelpen and John Luecke on the society page. It is Northwestern in the Rose Bowl and the Red Sox in the World Series, as reported in the sports section. And it may be the price of wheat, the General Electric wage scale, the bomb test at Bikini, or the community Christmas tree.

Consult the veteran newspaperman, and he may be almost as indefinite. He may refer

Cartoon by Bernard Seaman. (Reproduced by Courtesy of the New York Unit, American Newspaper Guild.)

to specific news stories he and his co-workers have written. If he has studied the history of journalism, he may cite Lafcadio Hearn's accounts of the "Tan-Yard Murder" in the Cincinnati *Enquirer* in 1874. Or he may list the exploits of winners of the Pulitzer prize for distinguished news reporting. Any newsman may know what the news is, yet he may be unable to put it into words.

Someone has said that news is anything that will make a woman gasp. Others prefer John Bogart's definition. Back in 1880, when he was city editor of the influential New York *Sun,* it was he, not his employer, Charles A. Dana, who said, "If a man bites a dog, that is news." There's some truth in each informal definition. Either may satisfy the veteran, but not the beginner. Not ready to rely on intuition, the latter wants a definition he can apply more generally, even if it sounds somewhat academic to the man in the slot.

The word news, it is true, consists of the first letter of the four main points of the compass — north, east, west, south. The truth, however, is that it was spelled *newes* when it first appeared in doggerel reports of the sixteenth century and later in Nathaniel Butter's *Weekly Newes* established in 1622 in London.

Is news "everything that happens" or "anything out of the ordinary"? Is it what people "talk about" or what "readers want to know about" or "a variation of the unusual or normal picture of life"? Is it news because the city editor says so or the newsman "finds satisfaction" in writing it? Attempts to clarify the term have brought forth such suggestions.

Any one of these descriptions may satisfy the seasoned newsman, but not the beginner. For him, then, this textbook definition is provided: *News is the account of a current idea, event, or conflict which interests news consumers and benefits those who present it.*

Consider the characteristics of this account, commonly termed the news story. It should be accurate and truthful, adequate and clear. As C. P. Scott suggested in the Manchester *Guardian* in 1926, "comment is free but facts are sacred." Hence, the story should be accurate in meaning as well as individual details. It should be truthful in that each fact should be true and likewise the total story as the sum of the reported facts.

What is an adequate account? At the most, it should tell all the news the consumer ought to know; at the least, it should tell all the news he wants to know. What is told should be reported in proportion to its importance within the account as well as in proportion to the account's importance as compared with other stories.

The account should be clear. It should be so presented that those who read or those who hear it will understand it readily. If, in addition to clarity, it has other qualities, a sparkle or color or special appeal, it is even more likely to interest those for whom it is intended. Unquestionably the press and radio will fail if they cannot present the news so it can be understood.

All news, of course, is relative, not absolute. It must be considered with reference to a specific medium of mass communication. News in the newspaper and newsmagazine may be similar but never quite the same, and for very good reasons. Indeed, it is vital that each news medium recognize its own role in getting and writing the news if it is to serve effectively those who rely upon it.

What Interests Consumers?

News consumers are not interested in everything that has happened, accounts of which may be history, or in everything that happens, accounts of which may be news. The beginning newsman, therefore, wants to know which ideas, events, and conflicts are most likely to evoke public attention. If he understands the fundamental nature of the typical human being, he may realize why so much that happens is not and need not be reported for press or radio.

Picture the news consumer. He is more

than a large mass of protoplasm; he is an intricate organism. Like other animals, he reacts to some stimuli and not to others. Why? There is an interaction between living matter and its surroundings. Thus, habit systems or behavior patterns develop as a product of those elusive variables, nature and nurture.

Actually self-interest dictates most of the decisions men make, for, as Molière said, "We are all mortals, and each is for himself." Similar observations have been made by Thomas Hobbes, David Hume, Adam Smith, and other social philosophers. Horace Greeley, distinguished editor of the New York *Tribune* a century ago, gave a young newsman this sound advice, "Begin with the clear conception that the subject of deepest interest to the average human being is himself; next to that he is most interested in his neighbors."

Men have few prime interests. Psychologists say that much that men think, say, and do is based upon their interest in personal safety, economic security, social approval, sex gratification, and adjustment to the environment.

First, men must be safe if they are to achieve their goals in life. As a result they form clans, tribes, nations, to protect themselves from the lawless or anti-social persons within the group as well as the enemies in other groups. Thus, both the policeman and the soldier are employees of society and are entrusted with protecting it, yet not at the expense of freedom.

Second, men seek the means of providing food, clothing, and shelter for themselves plus the things and services they may want but may not need. If they can do this in an occupation they enjoy, so much the better. Most men work because they must work to achieve economic security for the present and the future.

Third, almost all men are gregarious; that is, they like to associate with other men. To be happy in this association, they must have the approval of others. To win this approval, they conform to the principles, standards, and conventions without which social approval would be denied them.

Fourth, the sex drive is an important factor in man's life. It impels him to seek the company and approval of the opposite sex and in time to single out the one whose companionship may lead to marriage and a family. Men may live without love, but most of them are not in favor of it.

Fifth, men are curious about the physical environment. That is why they attempt to understand the visible and invisible worlds about them. Some try to determine the meaning of life and death, turning to science and religion in their efforts to feel at home in the universe.

Few men are wholly selfish, for they are interested in the happiness and welfare of their families, friends, and neighbors. They have their joint enterprises — social, cultural, political, and economic — the success or failure of which concerns them. At the same time most of them invest their time and money in "what pays the best, an' then go into it baldheaded," as James Russell Lowell put it in *The Biglow Papers.*

Altruists are in the minority. There are some selfless men who put social goals above personal ambitions. Their efforts to build a humane society are news, although their crusades may not hold the public interest. Some of these men have been newsmen and have been mobbed; others, martyred.

News consumers obviously are more likely to be interested in those current ideas, events, and conflicts which may affect their lives than in any others. The weather, for example, may interfere with a lawn party or mountain climb, the corn yield or a clearance sale, construction of a new home or the restoration of health. Naturally, then, press and radio present weather forecasts. Yet the public is interested usually in the weather by which it is affected, not that of Nigeria, Nepal, or Tasmania.

Often born amid pain and peril, new ideas

interest the public. In fact, as Mr. Justice O. W. Holmes once suggested, "every idea is an incitement." Some have an appeal because they are quaint notions, naïve assumptions, or casual impressions. Others may be the result of years of reflective thinking, yet may have little news value because ordinary people may see little practical value in an abstract theory.

"No army can withstand the strength of an idea whose time has come," said Victor Hugo. Ideas conquer men and nations, for they give birth to events. The revolutions in the Thirteen Colonies, France, and Russia started as ideas and grew into historic events. Achievements of inventors and scientists, artists and industrialists originated as ideas. Religion is the outgrowth of man's attempt to be in tune with the infinite, to understand his role in the universe.

Ideas and events become news frequently because they are related to other ideas and events. Each may be examined with respect to a set of circumstances or a pattern of social behavior. Often the public is interested not in a single idea or solitary event, but in the total situation, particularly if there is conflict. These clashes are inevitable because some men are, as Plato observes in *Phaedo,* "misologists or haters of ideas." Most of their clashes may be attributed to differences in self-interest between men and between nations.

Thus, the beginning newsman soon learns that most if not all the news concerns current ideas, events, or conflicts presented by press or radio because they interest the public and benefit those who present them.

News and Timeliness

Some day the beginning newsman may measure the news value of ideas, events, and conflicts more precisely. At present we have no psychology of communication. What we do have, according to Doctor Carl Hovland, Sterling professor and chairman of the department of psychology at Yale University, are "all the essential ingredients — the research techniques, the concepts and hypotheses, and the problems — to permit developing a genuine science of communications in the coming decade or two."

Meanwhile, those who report the news may consider the elements, factors, or determinants involved in sifting or selecting the news. Actually there are four questions to ask about any idea, event, or conflict. They are: when did it happen? how near is it? how big is it? what does it mean? On this basis the newsman may determine to some extent at least what news to get and write for his news medium and its specific public.

The newsman's job is to inform the public, yet news and information are not synonymous. The latter may have been news at one time, but it may not be news now. Perhaps it was presented in an earlier newscast, earlier edition, or an earlier century.

The latitude of Syracuse, New York, is 43° 2′, and that of Milwaukee is the same. Information, yes; news, no. The area of Texas alone exceeds that of Georgia, Alabama, Mississippi, Louisiana, and Arkansas combined. More information, yes; but not news.

Many years ago Philadelphians read this item in the *Pennsylvania Gazette* of July 10:

> On Monday last, at twelve o'clock, the Declaration of Independence was proclaimed at the state house of this city, in the presence of many thousand spectators, who testified their approbation by repeated acclamations.

That was news — good news — to Americans in 1776, but today it is history. Abraham Lincoln visited Decatur, Illinois, more than a century ago. His trip was news then; it is history now, and it will not be in the news again until related to a current idea, event, or conflict.

News is history only when it is piping hot not when it is stone cold. But not all news is history. The J. E. Gourleys may enjoy a vacation in Yosemite National Park. That may be

news in their home town newspaper, but it is not history and never will be.

News, then, is perishable. Within the smallest interval on the calendar or clock, it may cease to be timely. It may then become information, history, or even truth. Truth itself may or may not be news, for the truth as we report it today may not be the truth of yesterday or tomorrow. Moreover, truthful news may expose lies as well as report truth.

Immediacy, like truth, is relative. It is determined in part by the frequency with which a news medium appears. Readers of farm journals, business papers, and house publications often are satisfied with monthly publications. Those who read newsmagazines and community weeklies want their news oftener. Still others insist on the latest edition of the daily newspaper or listen for the latest newscast.

Suppose a new ambassador to Russia is appointed. Once the news is released, it may be reported in two or three sentences in a radio dispatch. The daily newspaper may give it half a dozen or more paragraphs. The appointment still may be news when it is interpreted in *Time* or *Newsweek,* although the news alone will be of little interest to many news media published less often.

No newsman dares to dally when he gathers the news. It is his job to get the news and to get it now. If he does not, his competitor will. If he does not, his news may cease to be news, for recency is transitory. What is news one moment all too soon may become only interesting information, no longer timely.

News and Nearness

All news is local. News is local in the sense that it is read by a specific person in a specific locality. He considers it in terms of his own interests and in relation to his immediate environment — Knoxville or Chapel Hill, Stillwater or San Jose. Other factors being equal, his interest in the news decreases as the distance from the news increases.

Proximity, then, often is an important determinant in deciding what is the news. The typical news consumer is interested in familiar faces and familiar places, in what happens along main street or in the old swimming hole. The bright sayings of children, the antics of teen-agers, and the notions of octogenarians in his home town have more news appeal, because they are local in origin.

News is where the newsmen find it, but much of it is close to home. Yet as the authors of *Your Newspaper* assert, "the global war changed editors' ideas about what is close to home, and it is hoped the change is permanent." Today Moscow, Russia, may be closer in terms of news values to Moscow, Idaho, than Springfield, Massachusetts, was to Springfield, Illinois, a century ago.

What does close to home mean? It means Los Gatos to readers of the Los Gatos (Calif.) *Times.* It means Missouri and the adjoining states to readers of the St. Louis *Post-Dispatch* or Kansas City *Star.* It means the United States to readers of *Time* and *Newsweek, Life* and *Look.*

Close to home also means the firm for which an employee works when he reads the company paper or house publication. It means Kraft Foods Company to those who read *The Kraftsman* and an important segment of the clothing industry to those who read *Women's Wear.* To American farmers it may mean *Capper's Farmer* or the *Farm Journal, Successful Farming,* or the *Country Gentleman.*

Despite the importance of nearness in judging the news, local ideas, events, and conflicts often are covered inadequately. The surface reporting, both in words and pictures, leaves much to be desired and sometimes even is careless. Routine coverage of local news may provide for an adequate presentation of facts, yet may fail to interpret or to explain them effectively. At the same time local angles on non-local stories receive too little attention.

News and Size

News is not just a matter of time and geography; frequently it is a problem in arithmetic. The bigger the current idea, event, or conflict, the bigger the news. The magnitude of the news often is the most important factor in determining how much emphasis it will be given in print or on the air.

The size of the news may be measured in terms of figures. Consider a few in which figures are significant: accidents — number of persons killed or injured; disasters — value of property destroyed; competitive games — final score; meetings — number present; labor — number of men who may walk out; business — amount of profit or loss; progress — number of persons benefited; warfare — thousands or millions involved in bloodshed or affected by battles.

So much for an incomplete inventory. Sometimes news is so big that the distance is disregarded. In 1871, for example, Americans were stunned by this news in the Chicago *Tribune* of October 11:

> During Sunday night, Monday, and Tuesday, this city has been swept by a conflagration which has no parallel in the annals of history for the quantity of property destroyed, and the utter and almost irremediable ruin which it wrought.

Facts: 250 persons were killed — fewer than in the later disasters at New London, Texas; Port Chicago, California; Boston's Cocoanut Grove. *More facts:* 17,450 buildings were destroyed — more than in New York's fire in 1835 or the St. Louis fire in 1871. In London's great fire 13,200 houses were razed in 1666, but in 1812 the Russians destroyed 30,800 houses when Napoleon's army threatened Moscow.

Size may be measured by the prominence of the persons involved. If the President of the United States goes fishing, it is news in all American newspapers. If you go fishing, you may catch more fish but receive only a few lines, if any, in the local press.

The noted and the notorious get more space than the ordinary and obscure. Anyone who is a celebrity or an authority may get into the news if he breaks a leg, stages a brawl, makes a speech, refuses to talk, or falls in love. The typical news consumer may do the same thing and be ignored by news media.

Prominence and achievement, of course, are not synonymous. Those who are widely known may include statesmen, industrialists, gangsters, scientists, athletes, actresses, and even comic-strip characters. Fame is not limited to human beings, for a Dan Patch or Citation may achieve recognition too.

Size may be measured by unusualness. Consider the columns given by the New York press to the story of the Collyer brothers, eccentric hermits. When one of them was found dead in his home, the story was featured by the New York *World-Telegram* for more than two weeks, until the other brother, who had been missing, finally was found in the same junk-crowded building.

Oddities appeal to so many readers that newspapers occasionally fail to verify them. As a result hoaxes get into print. Thus, the "Winstead Liar," originator of numerous hoaxes, faked many news stories, including those of a tree that grew baked apples, a rooster that stopped a train, and a hen that laid a red, white, and blue egg on July 4.

News may be big or small, then, according to the size of the current idea, event, or conflict. Its scope may be measured in terms of the numbers involved, the prominence of those involved, the unusualness of the story, and, perhaps, in other ways. For example, the consequences of the news also may be significant — so significant that the thorough reporter should examine the meaning of the news.

News and Meaning

Newsmen may measure current ideas, events, and conflicts in terms of their timeliness, nearness, and size, and yet may fail to

meet the news consumer's needs. It is true that the public wants to know when the news happened, where it happened, and how big it is, but that is not enough. It also wants to understand the news; that is, to know what it means in terms of its personal interests and public problems.

News does not occur as the result of spontaneous combustion; it has its causes and its consequences. The ideas, events, and conflicts of today emerged from those of yesterday and will lead to those of tomorrow. Yet many an ordinary citizen will not recognize the continuity in the news unless the newsman relates the present to the past and to the future.

In April, 1865, the New York *Tribune* published these dispatches: "The President was shot in a theater tonight and perhaps mortally wounded," and "The President expired at a quarter to twelve." This event first was an idea in the assassin's mind, and thus it had a cause. The consequences are reported in American history, consequences which still affect us a century later.

Frequently surface reporting may satisfy the public, particularly in news stories about social events, ordinary meetings, and so-called routine happenings. Straight news stories may provide details about minor ideas, events, and conflicts which require little if any expository writing. Even so, the man who hears or reads the news may come back with the question "why?"

Sometimes this question may be answered by providing more information. This may involve presentation of more details about the immediate happening, perhaps an eye-witness account, a description of the setting, a minor incident that illumines the situation. Occasionally background details may be gleaned from history, geography, literature, sociology, or economics. The sidebar or side feature may give concrete evidence to clarify an abstract or general story.

Newsmen who attempt to explain the news should realize that at times it is a mistake to assume that details cannot be reported in chronological order. Occasionally the play-by-play report, not limited to sports reporting, may enable the reader to understand what happened, how it happened, and why it happened. Then he may be able to find the cause and to anticipate the consequences.

Those who cover public affairs frequently have occasion to look into the records of the past, not only for background data, but also for examples of similar situations. Thus, they may compare or contrast the trends of today with those of yesterday. Moreover, they and those who read or hear what they write may realize all the more clearly that what the world is to be, it is now becoming.

Expository reporting may probe deeper, analyzing the aims, methods, motives, and meaning of those who frequently make the news or are made by it. The political writer, for example, investigates the voting record of the politician whose campaign promises embrace too wide a territory. The labor reporter may try to find what leaders in labor and management intend to do or would like to do.

Naturally the background information the newsman may want seldom is to be had for the wanting. He may have to dig deep into public records or follow a phantom fact until he finds proof for it. He may conduct surveys, polls, studies, and investigations of his own to pin down the details he needs to interpret the news, recognizing sociological and psychological factors.

If the investigative reporter is to succeed, he should approach his task as a scientist, subject to the limitations of impending deadlines. Given a current idea, event, or conflict to interpret, he should proceed without prejudices or preconceptions. Yet, though he may be reasonable, he cannot expect people in general to act so much on the basis of logic as on the basis of their emotions. Nor should he expect complex issues to be solved by simple formulas.

What is the meaning of any news? Those who are nearest to it often cannot or will not say. At least it is more likely to be disguised

than disclosed in press releases and propaganda. Nor is it often explained adequately in the platitudes of politicians or in the platforms of political parties. In fact, few persons who engage in special pleading, however sincere, are without bias, whether they are for or against collective bargaining, inter-faith activities, progressive education, or the high cost of living. The newsman himself even must avoid assuming that he has a monopoly on the truth.

News Content

Newsmen work for specific media which serve specific publics; they do not work for the general public. Each news medium is designed to satisfy not everyone but rather a given group of consumers, perhaps those within a limited territory or those who have something in common such as a similar business, occupation, social attitude, or intellectual interest.

Consequently the Baltimore *Sun* and San Francisco *Chronicle* are not interchangeable, for they accommodate different regions. *The Trib,* house publication, appeals to employees of the Chicago *Tribune* for whom it is written, but it carries little news that appears in the *Tribune,* nor should it. Newscasts in Seattle, even on non-local news, are, or should be, somewhat different in Seattle from those in Lexington or Athens or New Orleans.

News in a house publication is different from news in a business paper, and it should be. In *How to Edit an Employee Publication,* Garth Bentley says that one-fourth the space in the company paper should be assigned to personals and another fourth to news of the company, including the employees' activities. Then he would give one-eighth to club news, social activities, and women's features; one-eighth to educational matter and company promotion; one-eighth to sports; and one-eighth to editorials, regular departments, and miscellaneous features.

This breakdown of news content or that of Paul F. Biklen and Robert D. Breth in *The Successful Employee Publication* may satisfy the house publication editor, but neither would be satisfactory for a house publication like *Hardware Age* or *House Furnishing News. Aviation Week,* for example, classifies its content thus: sidelights, headline news, aviation calendar, industry observer, engineering-production, new products, sales and service, briefing for dealers, financial, transport, editorial.

Newsmagazines departmentalize their news under standard headings. *Time* usually has these sections: art, books, business, cinema, education, foreign news, hemisphere, international, letters, medicine, milestones, music, national affairs, people, press, radio and television, religion, science, sport, theater. *Newsweek* and *The Pathfinder* have similar news categories.

Radio stations in their five-, ten-, and fifteen-minute newscasts seldom provide comprehensive coverage, but they may present as much news as some listeners want. The specialized newscasts dealing with sports, agriculture, and women's interests are intended for specific audiences. The commentator or news analyst in some instances may be regarded as an editorial writer of the air rather than an interpretative reporter.

All news media are produced, then, for specific publics who have a common interest in the kind of news presented. The farm, labor, business, and professional publications as well as the Negro press are published with the news content likely to hold the readers. Thus, each newsman gathers, verifies, and writes the news in terms of those who will read it or hear it, and he probably will do his best work when he understands both the news and the specific public's needs.

Kinds of News

Newsmen are like fishermen. They know that every community has about ten good fishing holes for news. Most of the news, if not all of it, comes from these ten "holes," or kinds of news. They are:

1. *Agriculture.* Farming is an integral part

of the economy of almost all American communities. What the farmer does makes news — his crops, his organizations, his co-operatives, his demands on Congress. Those who buy from him and those who sell to him likewise make news. Farmers feed the world, and a well-fed world has a minimum interest in communism.

2. *Business.* Early in 1949 James A. Linen, publisher of *Time,* noted that "business itself has become increasingly important to *Time's* audience." Economic conditions are increasingly important to everyone. In the typical community important news sources may include airports, automobile clubs and dealers, banks, building contractors, bus stations, factories, hotels, mills, motels, railway stations, real estate offices, retail stores, and utilities. In Ames, Iowa, a hatchery may make news, but in Dallas, Texas, cottonseed-oil production interests more readers.

3. *Government.* The city hall, with the police and fire departments, and the county building, with its sheriff's office and courts, always have been important beats. Today both the state and federal governments reach into more communities, often establishing regional offices. Once the post office, and perhaps the weather bureau, were the federal beat, but now there often are many offices to cover, one of the most important of which is the Bureau of Internal Revenue.

4. *Institutions.* A community is known by the institutions it keeps. These generally include churches, schools, libraries, and hospitals. There may be museums for art or historical material. Sometimes there are organizations to support drama and music. Others may be asylums, prisons, and eleemosynary institutions.

5. *Labor.* Workingmen, organized and unorganized, are in the news today, and not only in the growing labor press. They have many routine activities which deserve some notice as well as their occasional differences with management. Adequate interpretation of this news may enable the public to safeguard its interests more effectively and to understand the conflicting views of both the employee and the employer.

6. *Organizations.* Service clubs, fraternal societies, political parties, pressure groups, and many other organizations make news in every community. Among them are the Chamber of Commerce, American Association of University Women, League of Women Voters, American Legion, and others with laudable purposes and some with little purpose at all.

7. *People.* People — children, centenarians, and celebrities — make news. They figure in births, weddings, deaths; in accidents, illnesses, and recoveries; in meetings, speeches, and human-interest stories. Very little news today can be separated from those who cause it or feel its consequences.

8. *Science.* In an atomic age it is evident that news of science has a widespread appeal. It need not be popularized or sensationalized to be understood — if the newsman who covers it understands science. The scientific developments in medicine, industry, agriculture, and warfare affect so many people that they deserve more space in news media.

9. *Social planning.* Those who work for the Red Cross, March of Dimes, Community Chest, and welfare agencies are committed to social plannings. Their efforts, whether preventive or corrective, are intended to make the community a clean and humane place for all people. In some circles there is a tendency to sneer at reformers or "do-gooders," but sneering is out of place in news reporting.

10. *Sports.* Many a community supports no professional sports, but it is interested in amateur sports, both major and minor. In fact, recreational interests and hobbies, athletic or otherwise, are of widespread interest. So also are parks and playgrounds. People have to play as well as work, or they should, so it is news when the home town wins or

loses, or a local barber shoots a moose during his vacation.

This classification should be more or less satisfactory for newsmen who work for newspapers, newsmagazines, radio stations, and the wire services. Those who are employed on more specialized media, including farm, labor, business, and professional publications, may be interested in only a group or two. Yet it is in these ten groups that most of the current ideas, events, and conflicts may be found whether they affect a community of a few hundred people or the world with a population of more than two billion.

News Patterns

News media try to give the public the news it wants or the news it should have. At present there is little significant data available to prove that any news medium has a fool-proof formula. The extent to which the public supports press and radio serves as some indication of its interest in and approval of news presentation.

A content analysis of any printed news medium will show how much space is apportioned to each kind of news and how much emphasis it may receive in terms of page position and headline size. Inspection of newscasts likewise will show how much time is allotted to various kinds of news and how it is placed in the presentation. Such research alone may surprise even those who handle the news.

Newspaper patterns have made no revolutionary changes since 1900, according to Frank Luther Mott, dean of the University of Missouri School of Journalism. He came to this conclusion after making a study of ten metropolitan newspapers at the beginning of four decades — 1910, 1920, 1930, and 1940. There has been a gradual growth in the interest in world affairs as well as in sports, women's activities, and the economic front. If basic human desires are essentially static, he said, no significant change is likely to occur except in a crisis.

World War II was such a crisis. News of that conflict and related activities took priority. Yet other categories of news changed negligibly in their relative importance. This was evident, for example, in the findings of Ralph O. Nafziger, director of the University of Wisconsin School of Journalism, who made a study of the Red Wing (Minn.) *Republican Eagle.*

Readership Surveys

What news does the reader want? What news should the reader have? Newsmen have answered these questions for years. Few of them have stopped to ask the readers, although such a practice at least has worthwhile possibilities. It is true that newsmen have listened to praise and blame when they have heard it. They have read letters of approval and disapproval. A few have devised questionnaires to elicit information from news consumers.

More scientific is the readership survey originated by George H. Gallup. It involves interviews with a sample of the public; that is, a typical cross-section of those who read the printed news medium. Factors considered in making the cross-section may include income and occupation, sex and race, politics and religion, education and war service.

Interviewers visit the homes of the men and women in the cross-section. They take the most recent issue of the newspaper being studied and go through it with the reader to find out what he actually read. The data gathered in such a survey, if tabulated and interpreted carefully, may be useful to both editorial and business executives.

Readership surveys have their limitations. They reveal only what the readers read, but they do not tell why. The reader may be interested in the news in the account or in the way it is written. He may happen to read it because of its location in the paper, its position

on the page, the size of the headline, its nearness to a photograph, or for other reasons. Some of the news may be by-passed merely because the reader could not find it. Moreover, such studies do not show what *news* the public would read — if it were printed.

Despite these limitations, readership surveys are exceedingly worthwhile. Among the best known are those conducted for the Continuing Study of Newspaper Readership organized by the Bureau of Advertising Research for the American Newspaper Publishers Association. More than a hundred surveys have been made, the results of which have been unusually significant. Schools and departments of journalism, including those at Stanford University, Syracuse University, and the University of Minnesota, also have made similar investigations of newspaper readership.

News Suppression

News is not assembled as are the attractions of the smörgåsbord in a Swedish restaurant. It comes in a "flowing stream," as Casper S. Yost says in *Principles of Journalism*. Seldom in the press or radio is news seen as a whole, for it must be selected or rejected as it comes along.

Sometimes the news is not reported in time for it to meet a given issue or edition or newscast. Occasionally transmission facilities fail. The pressure of news at one source may be so great in time of emergency that telephone, telegraph, cable, or wireless may not accommodate all newsmen adequately.

Because of the newsprint shortage, now somewhat less acute, there often is not enough space to print all the news, even that which may be deemed fit to print. The New York *Times,* for instance, often receives a million words a day, yet may publish only one-eighth of them. Almost all news media have more news than they can present in the space or time available.

Some copy that poses as news comes from the press agent, publicity expert, or public relations man. Some of it is legitimate news, and some of it is not. Instead, it may be an effort to "grab space" for free advertising, a project in promotion which neither benefits nor interests the public.

Propaganda sneaks into the newsroom. Disguised as news, it tries to distort, pervert, misrepresent, and falsify. Newsmen learn to recognize it. They know the propagandist's devices as listed by the Institute for Propaganda Analysis in 1938, namely: name calling, glittering generalities, transfer, testimonial, plain folks, card-stacking, and bandwagon.

News often is not pretty. It presents negative as well as positive reactions to Christian principles. It concerns the anti-social actions of men -- those who are ignorant, stupid, desperate, perverted, or even insane. And it encompasses much that they do or try to do, tragic acts that lead to insecurity and unhappiness.

Confronted with man's inhumanity to man, as well as his ingratitude, the newsman may feel the urge to assign responsibility for an accident or crime. He may be tempted to judge as well as to report. He may be impelled to rush into print before he is sure of all his facts. Yet if he defames a person, he may impair both his own reputation and that of his victim.

Defamation in the press and radio is libel. The person defamed may sue the news medium which circulates derogatory reports. The newsman also may be sued and, therefore, studies libel laws, a topic discussed elsewhere in this book, to be sure that he involves neither himself nor the firm that employs him in needless risks.

Newsmen also encounter iron curtains, for dictatorships rely upon censorship to perpetuate fascism, communism, or some other ideology that reduces the individual to serfdom. After World War II more people were affected by news blackouts than enjoyed freedom of the press. Even in republics, eternal

vigilance is the price of liberty in the news in print and on the air.

Censorship, voluntary or involuntary, apparently is unavoidable in wartime. But in peacetime it is inexcusable. Consequently, in the English-speaking countries and the few others in which the press actually is free, newsmen often take the leadership in opposing official or unofficial efforts to prevent the publication of news the citizens should have.

To sum up, then, no news medium can publish all the news — not even all the news it gathers. The editors may expunge the defamatory story, cast the propaganda into the wastebasket, weed out the trivial. Still there may be too much news, and some must be selected; the rest, rejected.

What shall be the basis for rejection? News that is indecent or indelicate should be reexamined. So should that which relates to a first offense, a juvenile offender, or the reputation of a girl or woman. Sometimes nobody benefits by the publication of such news. When this is true, it may be set aside.

Suppose the news hurts someone's feelings, a local business, or the community. Suppose the news is morbid or unpleasant. Suppose that it antagonizes readers and even alienates some subscribers or advertisers. None of these reasons alone warrants withholding the news.

News should be selected or rejected in terms of news values, not as a favor to someone with influence. The newsman should ask: how recent is it, how near is it, how big is it, and what it means. Then he should choose the most recent, the nearest, the biggest, and that which means the most in terms of those who rely upon his specific news medium.

If the newsman disregards this policy, he may be guilty of suppressing the news; that is, he may "kill" a story which the public wants to know or ought to know. And whatever his motives — and fear may be a factor — he usually renders society a disservice when he suppresses the news.

What is the difference between rejecting news and suppressing it? News is rejected when, compared with other news, it is not important enough to crowd out something else. News is suppressed when, despite its importance, it is excluded to keep the public from knowing what it should know.

No newsman should be an invisible censor, for he has no right to withhold news that should be known. He does have the right to use judgment and discretion in deciding what news should be presented in the time or space available for his specific public. The responsible newsman, therefore, understands the difference between suppressing news and rejecting it.

Sometimes, of course, both the press and radio provide too little space for the news. Instead, they stress entertainment or advertising to such an extent that the conscientious newsman may wonder if he should collect alligator feathers instead of getting the news. The responsibility for any policy that de-emphasizes news in news media often must be assumed by the publisher or owner.

Responsibility for American journalism, of course, cannot be monopolized by those who have invested their cash in it. Some of the responsibility must be shared by those who invest their time in it, the readers and listeners. Thus, as the authors of *Your Newspaper* suggest, "What our press may become lies in the hands of the American people. The press is their baby; they are its ultimate trustees."

Chapter 4

The News Team

HOW TO GATHER THE NEWS

News in Print . . . Newspapers . . . Managing Editor . . . City Editor . . . Beat Reporters . . . Assignment Reporters . . . Rewrite Man . . . Co-workers of the Newsman . . . Telegraph Editor . . . Non-Local News in Print . . . Picture Editor . . . Newsmagazines . . . News on the Air . . . News Staff Organization . . . Network News Coverage . . Co-workers of Radio Newsmen . . . Cash Register Music

Newsmen are employed by news media to get and write the news. Each is hired to play a specific position on the news team. If he is to succeed, his efforts must be synchronized with those of other newsmen. In turn, the whole machinery of presenting the news must be geared to the operations of the newspaper or radio station, including those related to both advertisers and consumers.

The beginner, it is true, is not responsible for co-ordinating his work with that of anyone else. At the same time his own sense of timing may be developed if he realizes that the deadlines he must meet are not set to satisfy an arbitrary editor, but rather to mesh with the activities of the mechanical and advertising staffs on a printed news medium.

The newsman will make more rapid progress in his first job if he understands the functions of various executives. He also is more likely to qualify himself for advancement if he sees his own position in perspective. In fact, if he is to develop as an applied psychologist, resourceful researcher, facile writer, and responsible analyst, he should orient himself quickly when he goes to work.

Organization patterns vary in different news media. Usually they are adapted to the general requirements of that medium and the specific conditions which it has to face. Titles differ as do the precise duties of each position, for the dynamic executive absorbs new duties just as the ineffectual editor sloughs them off.

News-gathering activities of the newspaper are more standardized than those of the radio station or network. As FM, facsimile, and television develop, news executives of radio through experiment and experience will devise staff machinery fitted to their needs. Fortunately, they can consider the methods which news media have devised to gather the news essential to public opinion.

News in Print

News consumers hear the news and read the news. They may find newscasts satisfactory for a quick survey of spot news and they may rely on news analysts for an interpretation of the news. Unquestionably, news on the air plays an important role in mass communication, for local as well as non-local news is being covered more effectively than it was before World War II.

News in print, however, always will be an important means of mass communication. The consumer may re-read the news story in

the newspaper, but he cannot conveniently re-hear the story on the air. News in print is there to read whenever the consumer wants to read it, and it provides details in words and pictures not yet available when news is heard.

To provide news with speed, accuracy, and comprehensiveness, the news medium must have an efficient organization adapted to its peculiar problems. The beginning newsman will understand his role more clearly if he recognizes the relationship between his efforts and those of other men on the staff. That is why this chapter deals with some aspects of editorial staff organization.

Beginners often are familiar with the staff organization of amateur enterprises such as school and college newspapers. Usually the editorial staff is responsible for the information, opinion, and entertainment functions, whereas the business staff tries to finance the publication. Guided by a competent sponsor, such a newspaper benefits both the staff and the school.

Staff organization of press and radio is considered in this chapter, the greatest attention being given to the newspaper. The business paper's staff is noted briefly in the chapter on news of industry just as the farm publication's staff problems are considered in the chapter on news of agriculture. The house publication usually has an editor under the supervision of the personnel manager or advertising manager. He relies chiefly on voluntary reporters for his news, although he may have secretarial assistance.

Newspapers

Newspapers are important because they are news papers. There are about nine thousand weeklies in the United States with a circulation of about fifteen million. There are about eighteen hundred dailies with a circulation of approximately fifty-two million daily and forty-six million on Sundays. Rising costs of production make it probable that the number may decline, although circulation may be maintained.

Covering news for a weekly may be a one-man job. The owner may be the only full-time worker; hence, he may be in charge of editorial, business, and mechanical activities. His wife may keep the books and write society news. With the aid of a few country correspondents, he may gather all the news his public wants, especially if he includes copy written by school news staffs.

Three-fourths of the weeklies are published in towns with a population of five thousand people or less. Their owners cannot afford huge payrolls. One weekly in nine is published in a big city, for more than one-fifth the circulation is in big cities. Staff organization of these papers resembles that of the dailies, but it is geared to weekly production.

The daily newspaper provides for a definite division of labor. Preparation of editorial content is supervised by the managing editor, although editorial writers may be outside his orbit. The business manager usually is in charge of those who handle accounting, advertising, circulation, purchasing, promotion, and, frequently, mechanical operations.

News-gathering activities are local and non-local. The former are in the hands of the city editor who may have special assistants in charge of sports, society, and business. The latter on small dailies are in the hands of the telegraph or wire editor, but on large dailies there may be a cable or foreign editor. It is the managing editor who co-ordinates the various news staffs.

Managing Editor

The managing editor manages more than he edits. Like the manager of a baseball nine, he has to keep his team happy. He tries to see that each man from the cub to the city editor is doing his job well, that he likes the job well enough to stick to it, and that he has a chance to handle the job in his own way yet not impair the newspaper.

Often the managing editor is a part-time personnel director. He may hire and fire editorial employees, usually with the advice of departmental editors. He may promote men, pass on requests for pay raises, and consider the complaints. At all times the publisher expects him to have a well-balanced lineup and to get the maximum results.

The managing editor also is an umpire. He arbitrates the disputes over allocation of space to local or non-local news. With the makeup editor, he decides what news should be played up. This involves conferences with the city and telegraph editors and, perhaps, with the picture editor too.

How does he decide? To begin with, he is interested in news that is new and true, interesting and important. In addition he prefers something that is exclusive. Moreover, he tries to preserve a balance of content — so that the front page will not be devoted wholly to politics, crime, or accidents.

Among the managing editor's chores are those of providing entertainment in the newspaper. Thus, he helps to select the syndicate material, including comics. He works with the Sunday editor and sees that the magazine section and special sections keep within specified budgets.

Nor can the managing editor ignore business operations. The advertising department may be space-hungry. The circulation manager who reads readership surveys, too, may want to throw out crossword puzzles. Now and then external factors may necessitate new deadlines which affect newsmen as well as backshop employees.

The managing editor meets the public, too. Often important people come and stay too long. So do others — cranks, job-hunters, and friends. And there always is the recurring problem of keeping a well-defined news policy clear in the minds of the staff as it changes from year to year and faces new problems.

City Editor

The city editor is the daily's key executive in gathering local news. He works under the supervision of the managing editor and in cooperation with the telegraph editor — and the cable editor if there is one. He mobilizes his reporters and rewrite men to get the stories to the copydesk and on the presses to fit each edition's deadlines.

Years ago, according to Eric Allen, first dean of the University of Oregon School of Journalism, local news coverage was supervised by the "hell-roaring city editor, who prided himself on his ability to curse out a reporter and his willingness to 'fire' him on very slight provocation." They went into "perfect paroxysms of rage." Stanley Walker in *City Editor* says the city editor today actually "appears to be very much like other men."

Charles E. Chapin, it is true, fired one hundred and eight reporters in the twenty-some years he was city editor of the New York *Evening World.* He was successful but not typical. Today the city editor cannot act like a "boss stevedore," says Joseph G. Herzberg, city editor of the New York *Herald Tribune,* in *Late City Edition,* for "without the respect of his reporters no city editor can hope to achieve the kind of news coverage he dreams about."

The modern city editor is a human being, not a machine. He has to eat and sleep. He has bills to pay. He has his personal problems. And he remembers when he was a cub, how he got ahead, and how often he guessed wrong — but not at the wrong time. Because he wants to succeed on his job, he wants his newsmen to be successful too.

The city editor should be a "quick thinker, resourceful, and cool-headed." So wrote John L. Given of the New York *Evening Sun* in *Making a Newspaper* early in the twentieth century. This is still true. No prima donna, he cannot control others if he cannot control himself, for his success depends not upon temperament but efficiency.

Usually a former reporter, the city editor knows his town inside out. He knows the people who make the city a throbbing organ-

ism. He knows the anatomy of the city, its scabs and scars included. He knows that what happens today grows out of what happened yesterday, a year ago, a decade ago. He knows the news that has been printed and some that cannot be printed.

Each day the city editor goes about his work systematically. He knows, of course, what local news was covered in his daily and other dailies the day before. He glances at the schedule, the future book, clippings, holdover copy or proofs. He confers frequently with his newsmen.

His local staff consists of beat men, leg men, and rewrite men. The beat men cover specific runs — courts, for example. The leg men are sent on special assignments. The rewrite men stay in the city room to take news on the telephone and rewrite it to meet edition deadlines and to fit space requirements.

Sometimes the city editor is inundated by the flood of unsolicited news. People call up to tell about a meeting or an engagement. News releases pour in from public relations men. On other days the flow is reduced to a trickle, yet the city editor must be prepared, even if he has to resort to time copy dug from the morgue or reference library.

The city room is his domain. It may be about the size of a living room or as vast as the New York *Times* city room. The latter, accommodating some one hundred and fifty reporters, is so big that the city editor uses a one-way public address system to summon reporters to his desk. In fact, he needs opera glasses to see what his newsmen sitting almost a block away are doing.

Be it big or small, the city room is the city editor's headquarters. Here he plans the day's strategy. And from it emerge the newsmen who will cover a speech, the boat races on the bay, and all that goes on in every home town in America.

Beat Reporters

Like firemen, beat reporters are stationed at the city's strategic points. If news breaks out, a newsman is there to cover it — in the city hall, the police station, the courts, the wholesale district, and so on. And the newsman is there because news often does break out where he stands ready.

While he is on his beat, the newsman makes a thorough check of all news sources. He may do this once a day or several times a day. When he goes to work Tuesday, he recalls what happened Monday. Thus, he takes care of unfinished business as well as new business, so that the continuity is maintained from day to day.

If he works for a small daily, the beat reporter may return to the city room to write his story. Then he may be sent out to cover special assignments. In larger cities the beat reporter, or district man, seldom is seen by the rest of the staff, and he may gather lots of news yet seldom write a news story.

From time to time during his shift the beat reporter telephones routine news to the rewrite man. When a big story breaks, he telephones the city editor who may rush reenforcements — assignment reporters and press photographers — to the scene. Then all newsmen work as a team to speed the news to the rewrite man who may write the story.

To succeed on his beat, the newsman should know his way around. That is, he should know not only who has authority and responsibility, but also who can tell him the news. He should know the background, traditions, history, and procedure of the news source he covers. He should be aware of current conflicts likely to develop into news.

The suburban correspondent's job is similar to that of the beat reporter. Instead of covering a few square feet in a building or a few blocks in town, he usually covers many square miles, perhaps an entire county. Moreover, his day is never done, for he is expected to cover his beat twenty-four hours a day.

Big dailies employ suburban correspondents, but small dailies rely on country correspondents. The latter are not full-time employees. They are housewives, teachers,

high-school students, and others who write personals and short items about their rural neighborhoods. They are paid usually on the basis of the space they fill.

Assignment Reporters

The successful city editor has his assignment reporters sized up. Some of them are specialists — on science, on labor, on aviation. Another knows a feature when he sees it. And then there are the cubs getting a start, tagging along sometimes to see how the veterans do it.

General assignment stories fall into three categories, says Peter Kihss of the New York *Herald Tribune* in his chapter in *Late City Edition*. First, there are action stories — a meeting or trial, murder or disaster. Second, there are situation stories — the round-up, crusade, or analysis of a labor-management controversy, for example. Third, there are personality stories, usually interviews or obituaries.

If there is time, the assignment reporter may write his story. When he is too far from the office, he telephones the details to the rewrite man, perhaps for a first edition story. It is the assignment reporter, of course, who has a better chance to get a byline; that is, a story preceded by his name to indicate the authorship.

Rewrite Man

If the newsman could be twins, one would be out on the beat or assignment getting the news and the other would be in the city room writing the story. The rewrite man is the stand-in for the twin in the office. Robert B. Peck, a successful rewrite man himself, tells about the job thus:

> It's just a matter of fitting words to facts. The snugger the fit, the better the story. The rewrite man doesn't even have to get the facts. Somebody else digs them up and sends them in. All the rewrite man has to do is to marshal them, dress them up, and let them march. It is a pleasant job for anybody who likes to write.[1]

Who digs up the facts? First, reporters, suburban correspondents, and others who telephone the news. Second, press associations whose stories need to be localized or individualized. Third, publicity men whose news releases may carry excess baggage.

When the newsman telephones the news, he should have his facts organized. This will make it possible for him to outline the details so that the rewrite man can hold his questions until the reporter is finished. Some have suggested that more reporters should learn how to dictate their stories, a practice few follow at present.

Chief assets of the rewrite man are speed and a nose for news. Moreover, he is expected to write stories to fit a prescribed length — perhaps a few lines, perhaps a column. He knows when to keep the city editor informed about a major story and when not to bother him with trivial details.

"The rewrite desk is the metropolitan newspaper's last bulwark against disaster," says Frank S. Adams of the New York *Times*. He notes that rewrite men know how to go after stories too — with a telephone. Citing examples, he says:

> From the rewrite desk in The Times Building on Forty-third street, I have seen a rewrite man cover a train wreck in Georgia and a shipwreck off Cape Cod. . . . In my own rewrite days I have covered such stories as the entrapment of miners in a Nova Scotian mine, a spectacular kidnapping in Denver, Colo., and an earthquake in Santiago, Chile, by telephone. . . . Harold Denny . . . covered a revolution in Brazil by telephone and beat every other newspaper and news agency hollow. . . .[2]

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[1] From *Late City Edition* by Joseph G. Herzberg and members of the New York *Herald Tribune* staff. Used by permission of the publishers, Henry Holt and Company, Inc. Copyright, 1947, by Joseph G. Herzberg.

[2] *The Newspaper: Its Making and Its Meaning.* (New York: Scribner, 1945.)

Co-workers of the Newsman

Newsmen cannot afford to forget that they are not the only employees of the newspaper, magazine, or business paper for which they work. In fact, they are not the only editorial employees. The editorial writers, cartoonists, photographers, specialists, and the Sunday editor, to mention just a few, play important roles.

So do the men who promote and sell subscriptions and advertisements. Sometimes they are better paid than the newsman, probably because it is easier to measure the income brought in by an advertisement than a news story. The newsman who wants to get ahead will try to understand just how the front office operates.

The newsman knows, of course, that his news is sent from the copydesk to the backshop. Here it is set in type, proof-read, assembled in the chase, perhaps stereotyped, and finally printed. The operations of the backshop and the editorial rooms are geared to meet deadlines so the paper will be delivered promptly.

Look into the backshop of any newspaper, in Boston, Minneapolis, or Reno. Here are the men whose faces may be smudged with ink, whose overalls may be smeared with grease. Each may be a specialist — operator, compositor, or pressman — but each has a hand in speeding news to the consumer. The wise beginner respects these men and learns what he can from them.

Telegraph Editor

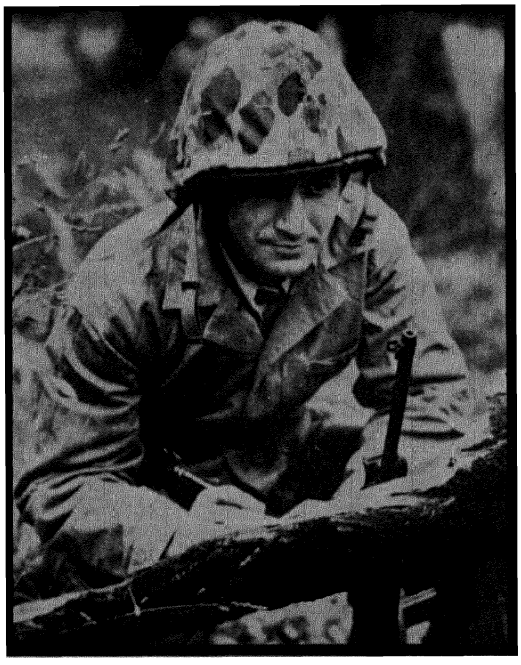
What is the boundary between local and non-local news? Every newspaper has its own answer. The typical daily may include news happening within fifty miles or so. Some metropolitan newspapers use the local staff to cover not only city news, but also news in adjoining states.

Sometimes a state editor or regional editor provides for additional coverage. He may have part-time correspondents in some communities — newsmen on small weeklies or dailies. In some instances he actually is a roving reporter. Frequently the political reporter moves to the state capital during sessions of the legislature.

News beyond the reach of the local staff is selected, copyread, and headlined under the supervision of the telegraph or wire editor. On larger newspapers he may supervise national news only. In that event, the foreign news is edited by the foreign or cable editor and his staff.

Non-Local News in Print

The modern newsman yearns for no seven-



Writing the news sometimes must be done under difficulties, as it was during World War II by S-Sergt. John W. Black, Marine Corps combat correspondent shown here. A former South Jersey newsman, he covered the activities of a veteran Marine artillery regiment. (Official U. S. Marine Corps Photo)

league boots, no magic carpet. The telephone will link him with the county seat or world capitals. The transoceanic telephone has been available since 1927. Global centers from which radiate more than 115,000,000 miles of wire are connected by long-distance circuits. Swift trains, airplanes, and ships carry the newsman to remote news beats.

Non-local news comes from several sources. First, it may come from the newspaper's own bureaus at home and abroad. Second, it may come from the press associations. Third, it may come from the syndicates, some of which cover non-local news, though not so fully as press associations.

Founded in 1900, 1907, and 1909 respectively, the Associated Press, United Press, and International News Service are the three major press associations in the United States. The first is a non-profit organization owned by member newspapers which pay for the cost of co-operative news-gathering on a *pro rata* basis. The other two are private enterprises which sell their news services to subscribing newspapers.

The Associated Press is a twenty-million-dollar operation, according to Robert McLean, president. It served 1713 newspapers and 935 radio stations in the United States in 1948 and 1283 in foreign countries. After World War II it extended its overseas operations from thirty-seven to fifty-five countries in two years.

In 1948 the United Press provided direct service to 2997 newspapers and radio stations. In addition, 1330 other newspapers and radio stations received news through radio networks and client wire services. In 1947 the United Press recognized the news needs of television stations.

International News Service in 1948 served more than 2400 newspapers and radio stations and an audience of more than 250,000,000 people. INS in co-operation with International News Photo and Telenews Productions, Inc., provides a television news service. It includes news reels, still news photos, and teletype news.

How do the press associations work? Take the Associated Press, for example. It has one hundred bureaus in the United States, one or more in each state and one in each state capital with perhaps three exceptions. Describing the bloodstream of the news, the *A.P. Reference Manual* puts it this way:

> Well, the heart of The AP is the General Desk in New York. The veins are the channels by which the blood (or news) is fed into the system: the staff men around the world, and the member newspapers, and the telephones, telegrams, radiocasts and cables which are the channels of communication. The arteries are the news wires, the main stream of the system, which carry the news to more than 3400 AP outlets. And the capillaries are the stringers, the men whose names seldom figure in the report but are vital nonetheless in their sensitive alertness to every development in places off the beaten path.
>
> To carry the vast amount of news developed, the AP uses nearly 300,000 miles of wire within the United States alone, including the coast-to-coast Wirephoto network moving pictures for nearly 300 member newspapers. . . .
>
> The mainspring of the AP in the United States is the "A" wire, the transcontinental trunk circuit that links the Atlantic and the Pacific and fans north and south from Maine to Florida, from Minnesota to Texas. During the day and evening hours, this circuit is split at Kansas City and that bureau takes over the responsibility as the main East-West relay point.
>
> Various primary supplementary circuits parallel the "A" wire. There is the radio news wire which extends from coast to coast. There is the "B" connecting AP bureaus, the "D" or financial news wire (which extends south to Washington and Louisville and west to Omaha), and the Sports Wire. Then there are regional circuits, such as the state requires. . . . In addition to these news wires, there are various special circuits. . . . (Not all AP papers receive their news by wire. Many smaller members get "pony" reports by telegraph or by telephone, calls ranging generally from 15 minutes to an hour, and some weeklies get only a brief call on "hot" bulletins on their press days.) . . .

Kansas City, headquarters of the Southwestern Division which embraces Missouri, Kansas, Oklahoma, and Texas, is the Continental Divide of The Associated Press.

Twenty wire circuits pour an average of 1,000,000 words into this relay office every 24 hours. Here, where the eastern trunk wires terminate and the western trunk wires start, this tremendous load of news matter is cut and edited to meet the needs of the trunk, regional, and state wires serving all parts of the country.

This sorting, editing and transmission job requires a staff of more than 60 persons. . . .

The news of the world outside the United States is gathered for the Associated Press by a staff disposed in 40-odd bureaus and offices around the globe, ranging in size from the big establishment in London to one-man posts in remote capitals. AP correspondents work in all continents and in almost all countries.

The nucleus of the staff is a corps of American newsmen, trained in AP methods and standards, normally numbering between 80 and 100 workers. Working with these are scores of nationals of the countries in which the AP operates. . . .

AP foreign news flows into the United States by three main channels: across the Atlantic into New York from Europe, Africa, Australasia, and half of Asia; from the Pacific area into San Francisco; from Latin America into New York. . . .

Three other bureaus receive lesser files of news of other lands: Dallas edits a daily grist of Mexican news for southwest regional wires: news from Alaska and the northern Pacific flows into Seattle; Miami, Fla., is the intake for news from the Bahamas and keeps close watch on travelers who bring word of troubles, natural and political, in the Caribbean area.

A number of foreign press associations were liquidated during World War II. A few like Tass in Russia and Reuters in Great Britain survived. In most instances such associations are under strict regulation if not actual control by the government, which may use them to spread propaganda rather than to tell the truth.

Some syndicates provide their clients with spot news as well as news features. In fact, they market almost any type of editorial content — comics, serials, poetry, crossword puzzles, and guidance columns. The Western Newspaper Union concentrates on the weeklies. The NEA, King Features, and many others offer almost anything a daily will buy. Among the more notable syndicates that provide news service are the North American Newspaper Alliance, Women's National News Service, Worldover Press, Science Service, and Religious News Service.

Newsmagazines and business in some instances use the news gathered by wire services. Frequently they also have their own bureaus scattered where news of importance may occur. In key cities newsmen and press photographers are available to cover the news for a business paper or newsmagazine whose headquarters are thousands of miles away.

Picture Editor

Printed news media since World War I have become increasingly picture-conscious. Millions buy *Life, Look, National Geographic Magazine,* and slick magazines that feature photographs. Readership surveys, notably those in the *Continuing Study of Newspaper Reading,* prove, "there's a lot of difference between say-so and take-a-look." Television may awaken the dwindling number of editors of the "type only" schools who use photographs as fillers or to decorate a page.

Picture editors on newspapers are much like the city editor. They assign their press photographers to cover local news, indicating deadlines. When the photographs are developed, they weigh the news value of each picture, cropping it if it is to be made into a halftone by the photoengraver. They also prepare the cut lines and, of course, co-ordinate their work with that of the city staff and the Sunday editor.

Non-local pictures may be obtained from press associations or syndicates. Among the latter are Black Star, Acme News Pictures, and Underwood & Underwood. Public relations men of business firms and social institu-

Photog Harold Norman, one of the Chicago *Tribune's* 38 lensmen, receives from the city editor in the *Tribune's* newsroom an assignment over his two-way car telephone. Three *Tribune* photographers have two-way phones in their cars. Four have radio buzzer systems to notify them to telephone at the next opportunity to the city desk for further assignment. (Chicago *Tribune* photo by Russell V. Hamm)

tions flood newspaper offices with photographs. Others may be obtained from some libraries, museums, government agencies, and commercial studios.

Journalistically a photograph is good if it has news value. Technically it is good if it is in sharp focus, has good detail, provides plenty of contrast, and will reproduce satisfactorily on newsprint. In fact, it should have the same qualities as those of effective advertising layout or newspaper makeup; namely, unity, balance, contrast, proportion, and rhythm.

News photographs may be used in several ways. First, the photograph may be subordinate to the written story; second, the written story may be subordinate to the picture; third, the photographs and news story may be on a co-equal basis. The first approach is most common and least effective. The third, known as the picture story or photo sequence, so far has been used very little in newspapers.

The typical newsman does not take pictures, but the beginner will find it to his advantage to study press photography. Though he may seldom carry a camera, he may work with the man who does. Their efficient cooperation can save time and enable both to do better work in getting the news.

Newsmagazines

America's leading national newsmagazines are *Time, Newsweek, Pathfinder,* and *United States News and World Report. Time* was founded in 1923 and *Newsweek* was established ten years later. The two other magazines are somewhat different in form and content from the original publications. The fourth stresses its coverage of the federal government, thereby limiting its content more than the others.

Time is published in Chicago, but its advertising headquarters are in New York. Top executives are the editor-in-chief, president, and editorial director. Major editorial positions are those of editor, managing editor, executive editor, and assistant managing editor. In addition there are the senior, associate, and contributing editors as well as the researchers. The United States and Canadian news service of *Time* has its own chief, bureau heads, and domestic correspondents. *Time's* foreign news service has its chief, with bureau staffs in London, Paris, Berlin, Rome, Istanbul, New Delhi, Nanking, Shanghai, Tokyo, Buenos Aires, Rio de Janeiro, Mexico City, the Near East, and Central America. *Time* stressed for years its "curt, concise, complete" coverage of the news. Today its circulation leads the newsmagazine field.

Situated in New York City, *Newsweek* prides itself on three-dimensional reporting in which current news, background, and significance are stressed. The editorial board consists of the chairman, executive editor, editorial editor, and director of foreign affairs. Next come the assistant executive editor, contributing editors, associate editors, the news editor, international editions editor, Pan American editor, special projects editor, and executive assistants. In addition there are department heads, assistant editors, and editorial assistants. Bureaus are in Washington, Chicago, Detroit, London, Paris, Berlin, Frankfurt, Rome, and Tokyo. Its slogan is "a well-informed public is the world's greatest security."

News-gathering operations of *United States News and World Report* are centered in Washington, D.C. The board of editors consists of the editor (David Lawrence), executive editor, managing editor, general news editor, and art editor. There are associate editors, news editors, and assistant news editors. The world staff is supervised by the directing editor and has bureaus in London, Paris, Moscow, Frankfurt, Rome, Tokyo, and Buenos Aires.

To accommodate their subscribers across the continent, newsmagazines correlate closely the activities of all departments, including those concerned with news, advertising, and mechanical operations. *Time* uses teletypesetters to speed the news to the plants in which the magazine is printed. *Newsweek* and *United States News and World Report* relay news by teletype to Dayton, Ohio, where both newsmagazines are published.

Newsmagazines have spurred some newspapers to take a greater interest in interpreting the news. Many subscribe to more background columns than heretofore. Others stress investigative and expository reporting more, especially in national affairs. A few issue reviews of the week in their Sunday editions, thus trying to reduce the inroads of the newsmagazine on newspaper circulation. Newsmagazines, however, sometimes fail to distinguish between editorial interpretation and editorial comment.

News on the Air

Radio has effected a revolution in news dissemination. In 1920 its potential role as a news medium was unrecognized. Today it is

one of the most important media of mass communication, one that may make even a greater impact upon public opinion as television evokes widespread approval.

Describing the evolution of this medium, John H. Thompson, manager of news and public affairs for the National Broadcasting Company in San Francisco, says:

> Broadcasting to the public in the United States started with a news program — a night-long report of presidential election returns back in November, 1920. This pioneering beginning was symbolic of the role that journalism was to play in radio in later years — a constantly developing role that during the war and today is achieving its mission of informing the American people of news, issues, and opinions vitally affecting our way of life.
>
> Surveys show that more Americans depend on radio for their news than on any other medium. The number of stations in operation — both standard and FM — has been increasing tremendously. And radio's child, television — prodigious in its ability to attract and hold audiences as it spreads across the nation — is challenging journalists to make the most of its potentialities for news dissemination.

This assertion that "radio news leads," made by Ken Miller, news editor, KVOO, Tulsa, in 1947, is supported by significant evidence. Data gathered by the National Opinion Research Center and published in *The People Look at Radio* indicate that 61 per cent of the people get "most of the daily news about what is going on" from newscasts. News programs rank second only to musical programs in popularity according to reports of six hundred directors in a poll conducted by *Radio Daily*.

Local news programs are welcomed by listeners more than anything else, according to a poll conducted by *Broadcasting Magazine* in 1947. Radio stations have increased their emphasis on local and regional news. Every newscast should be built for a particular audience, suggests Bruce Palmer, news editor, WKY, Oklahoma City, for, as he says, "It's just as easy to tailor a newscast for your listeners as to slide off a gabled roof. And it pays."

Radio stations and networks no longer rely wholly upon press associations or affiliated newspapers for all of their news. Many of them employ their own newsmen. In fact, many of them need what Buryl Lottridge, vice-president, WOC, Davenport, Iowa, describes as a "professional radio news man."

How can the beginner qualify? William F. Brooks, vice-president in charge of news and special events for the National Broadcasting Company, says that radio newsmen "must be fast, competent writers — able to distinguish at a glance the significant from the insignificant — and then translate the news agency reports into smooth, conversational prose." Wilbur F. Schramm, director of the Institute of Communications Research and formerly on the National Council on Radio Journalism, asserts that "at the top of their requirements for radio news writers, the wire services put news sense."

Speaking at a radio clinic in 1947, Buryl Lottridge said:

> We think he should be trained in college or at the university. He should be trained to know: A. What is news. B. How to write that news — in his own style. C. How to edit that news. D. How to present that news — in his own personal style.

Radio newsmen today should be qualified to cover news just as ably as the reporter for any printed news medium. They should be able to get, verify, and write the facts in the news, not merely edit or rewrite them at the radio station. Some of them at least should be capable of doing much more than this.

"Perhaps no phase of radio journalism offers a more promising and fascinating future than special events reporting," says Baskett Mosse, assistant professor in journalism, Northwestern University, in *Careers in Journalism*. Planned coverage of special events in-

cludes athletic contests, political conventions, and similar on-the-scene newscasting. Unplanned reporting of special events involves spot news such as a fire, wreck, or flood.

Some radio newsmen arrange wire-recorded programs, some of which are popular. As early as April, 1946, Chicago's WMAQ was broadcasting daily a program called "News on the Spot." Radio newsmen armed with portable wire or tape recorders go to the scene of the news to record eye-witness interviews and descriptions to broadcast at the time most convenient for listeners.

New York's WOR records public hearings — for example, a subway fare dispute. The wire recorder may be used to cover bank robberies, fires, and disasters. Eventually it may cover trials, council meetings, and other public affairs. Incidentally, reporters for printed news media may use wire or tape recorders in gathering news.

When an explosion rocked Texas City, Wichita's KFBI sent its mobile equipment to the flaming city to cover the disaster. A tornado ripped Woodward, Oklahoma, and Higgins, Texas, and again the mobile equipment was rushed to the scene. Other stations have used similar equipment to cover the news.

If "radio news leads," then those who get and write the news for the air should recognize their social role. Baskett Mosse, in his *Radio News Handbook,* says, "Radio's responsibility to the public is to present both sides of every argument fairly and as accurately as possible and to permit the listener to draw his own conclusions."

News Staff Organization

Top man on the radio station's news staff is the director of news. Equivalent to the newspaper's managing editor, he supervises all local newscasts and special events programs. He works with network officials and with individuals or organizations which want to present programs on the air. He represents the station at public functions and makes it a point to know community leaders.

The senior news editor or news room manager is the radio station's city editor. Obviously he is in charge of the news room. His duties at Washington's WRC are described thus in a mimeographed bulletin:

> The duties of his job include making the schedules for the other news editors, making assignments for local and network news and special events coverage, checking incoming wire and local news copy, answering telephone inquiries, reading and checking the four local newspapers, making suggestions for local and network news shows and special events, checking news shows prepared by local news editors and commentators, filling in for the news editor's job, both in the office and on assignment, as needed, heading the news and special events department on holidays or when the director is out of the city.

Newsmen on the air frequently are called news editors rather than reporters. Some cover regular beats and special events for local and network shows, preparing both local and wire copy. In some instances they appear on radio news programs, but often newscasters and commentators present the news on the air.

The local station should have two objectives, says Wayne H. Cribb of Hannibal's KHMO. First, it should cover its own community completely, and second, it should have correspondents in the important nearby communities. The regional station serves a bigger territory, and therefore may need more newsmen.

Local news programs should be built to fit a particular audience. For example, the 6 A.M. broadcast is more likely to be heard by farmers than urban dwellers. An hour and a half later the city people are up and ready to hear the news before they go to work. Late in the morning the news program may be directed primarily toward the women, particularly housewives.

Local news is divided into three groups at

Spokane's KNEW. Jack Fahey, news editor, outlines these groups thus:

Group One includes offices we contact daily in person: all departments of the city and county administration; state, county, and municipal police; chamber of commerce; courts; associated industries and central labor council; and the city and county fire departments.

Group Two includes offices contacted daily by telephone: weather bureau, funeral parlors, and the United States and state forestry services during fire season.

Group Three is composed of offices contacted either on regular meeting days or when the need arises: city and county planning commissions, city retirement board, and so on.

Three newsmen handle the news for KNEW. Two divide the city's beats, and the third sits at the desk, telephones, and covers special events. The staff relies to some extent on handouts, for it develops friendly contacts through sound public relations policies. Some news is taken from the weekly newspapers, all of which get credit lines.

Newsmen at Evanston's WEAW cover local news in the light of these suggestions:

1. Get as many names as possible in all stories.
2. Get the correct pronunciation as well as the correct spelling of the name.
3. Ask all sources to call the news room when they have a story they consider worth using.
4. Inform the news source when his story is most likely to be used. But never promise that any story will be used.

Network News Coverage

History is made, and a few minutes later millions may know about it. What makes this possible? The radio network with its newsmen covers the world, reporting both routine events and dramatic crises. Proud of its record, the National Broadcasting Company in its annual review for 1945-46 reported thus:

Typical of the network's war coverage were John Mac Vane's exclusive reports of the junction of Russian and American armies near Berlin, and of the capture of Goering; W. W. Chaplin's eye-witness account of the surrender of Germany; Max Jordan's "scoop" from Switzerland of the news that Japan's message of capitulation was on the way; Robert St. John's 80 broadcasts during his 117-hour vigil at a microphone in the NBC newsroom awaiting verification of surrender; and Merrill Mueller's running account from the deck of the battleship *Missouri* of the signing of the Japanese peace terms.

History now, all this once was news, news awaited by millions of peace-hungry Americans. In disseminating it, all major networks cancelled regular programs when necessary to present the news without delay. Today they provide regular and special programs on domestic and foreign news.

The section of the National Broadcasting Company responsible for this service is the news and special events department. Its administrative staff includes a vice-president in charge, a manager of operations, two assistants to the vice-president, and news managers in San Francisco, Denver, Cleveland, Washington, and the central and western divisions.

The manager of operations has a staff which includes his assistant, foreign broadcast monitors, commentators, an office manager, a news librarian, news desk supervisors, and news writers. The foreign director has newsmen in London, Paris, Basle, Moscow, Cairo, Stockholm, Shanghai, Havana, Buenos Aires, and other key news centers.

William F. Brooks, vice-president in charge of news and special events, sums up the policy of the National Broadcasting Company in these words:

We must not attempt to preach or crusade for causes. Ours is the job to report, and to report accurately and impartially. We are determined to establish in the minds of NBC listeners the fact that when they hear news over this network it is accurate and uncolored by private or personal motive.

Radio networks rely upon press associations for complete coverage. News is provided for radio by the Associated Press, Press

Association, International News Service, News Story Worldwide, Inc., Radio Capitol Services, Inc., Transradio Press Service, Inc., United Press, *The Christian Science Monitor,* British United Press, Ltd., Press News Limited, and Reuters, Ltd.

Columbia Broadcasting System, Mutual Broadcasting System, and the American Broadcasting Company likewise recognize the importance of news on the air. In fact, all the major networks have outstanding news analysts and reporters. Public interest in news on the air may rise as television enables the people to see some of the news as it happens.

Co-workers of Radio Newsmen

Radio stations and networks employ men and women to perform editorial, business, and mechanical duties. In addition to them are those employed on the administrative and clerical staffs. It is evident that the personnel requirements vary according to the size of the station and the scope of its services.

The small station, for example, may be managed by the owner, whose secretary takes care of accounting, billing, and correspondence. The manager may devote much of his time to general business, particularly to selling time on the air. The editorial activities may absorb most of the time of four or five persons — a program director, newsman, production man, announcer, and women's program director. One or two of these employees may help the manager with sales. The mechanical division, termed engineering in radio, will employ an engineer and operator and, perhaps, a part-time engineer.

Radio networks generally have administrative, program, sales, engineering, public relations, station relations, and office management divisions. The news and special events department is in the program division. So are production, script department, public service department, announcing staff, music staff, and program sales staff. The network also has its engineering division including specialists in studio and field engineering as well as in research and development, maintenance engineering, and transmitter engineering.

Cash Register Music

Reporting news in print and on the air costs money. Where this service to the public is provided by private enterprise, it is affected by all the economic factors that make an impact on the typical business firm. As production costs rise and profits dwindle, the news medium either must curtail its services or increase its charges to the advertisers or the consumers.

The newspaper, for example, has to pay its bills just as does any ordinary citizen. Labor costs a huge sum of money, for the men in the backshop are unionized and so are some editorial employees. Then there are big bills for taxes, rent, overhead, equipment, supplies, wire services, and other expenses. These bills have risen rapidly in the past decade.

Consider some of the costs of producing the New York *Times.* To produce the six hundred thousand copies it issues daily, the mechanical department uses two tons of ink and five carloads of newsprint. Some thirty-five hundred persons have a hand in the job, and each one probably would accept a 10 per cent increase in his pay check, but any wage boost involves more than pushing a button.

Ultimately the pay scale of the newsman as well as other employees depends not only upon the value his employer puts on his services, but also on the value the public puts on the news medium. There is a limit beyond which the advertiser will not go to buy space in print or on the air. There is a limit beyond which the consumer will not go to pay for subscriptions to newspapers or magazines.

In communities in which there may be only one newspaper, there usually is only one newspaper because the public will not support two. The responsibility for this situation rests more upon the public than upon the press. The growth of newspaper groups, sometimes de-

scribed as empires, has brought about a concentration of control, but it is the result not of a conspiracy but of the same economic factors which have been at work in all industry.

If the American public wants better news media, it will have to foot the bill. Men who operate the media of mass communication have no Midas touch, nor can they be expected to lead where readers and listeners are unwilling to follow. Thus, if the public wants its news interpreted by specialists, it will have to pay enough for its news media to enable private enterprises to pay such experts adequately.

Government operation or ownership of press and radio, of course, would not solve the problem, for the taxpayer still would have to foot the bill. If the local city editor were appointed on recommendation of the congressmen, the newspaper would become wholly a political propaganda sheet. The newsman then would have to belong to the right party and might have no other qualifications.

Some have suggested that newspapers might be conducted by private foundations organized on a non-profit basis. Perhaps this would be possible, although there is not enough evidence to warrant sweeping changes. Moreover, there is no oversupply of philanthropists ready to endow the press or radio for experimental purposes, for taxes siphon wealth that might otherwise be available into the public treasury.

Newspaper co-operatives in which employees and consumers alike share control merit consideration. Here, too, the problem is that of finding enough such people with the ready cash needed to acquire and maintain a newspaper. If such an experiment were undertaken, it would be fraught with difficulty, for few armies win battles when everyone is a general.

The beginning newsman can do little if anything about the economic status of press or radio. He should make it a point to study the "box office" as well as the backshop, particularly if he hopes to become an executive or to own a newspaper. If he tries to understand the financial problems of presenting news in print or on the air, he may realize why he is not entitled to expect an automatic increase of ten dollars in his wages each week.

Chapter 5

Write the News

JOURNALISTIC ENGLISH AND STRUCTURE

The Trend is Toward Similarity . . . Journalism is Not Literature . . . Usages Peculiar to Journalism . . . Style in Journalism . . . Readability . . . Semantics . . . Basic English

In a period when the similarities, rather than the differences, of writing for different journalistic media are being emphasized, the individual journalist has two main writing problems. One is the task that has faced writers since communication was entirely through signs and pictures: to write clearly, accurately, and attractively. The other is to be so competent a craftsman as to be able to do well any writing job in journalism. Competent journalists now expect to handle several related techniques such as newspaper feature article and magazine article writing, news writing for a wire service and for a local newspaper, or news writing for a daily paper and for a radio station.

Journalists who specialize in subject matter find it wise not to specialize in writing techniques. General assignment newspaper reporters can do more than write news and feature pieces for their papers. Such newsmen contribute free-lance articles to magazines, are correspondents for wire services, and write columns for syndicates.

Novices, frightened by such responsibility, are puzzled to know how they can be expected to master several applications of writing skill when they are fearful of failure in performing with a particular one. Yet the skillful wordsmith is the master craftsman of literature as well as journalism. Chesterton was journalist, essayist, playwright, novelist, and poet. Galsworthy wrote short stories, novels, essays, plays, and poems. Hemingway can turn his hand to foreign correspondence, magazine articles, novels, travel books, and short stories. Bernard Shaw, over a period of more than sixty years, wrote plays, novels, music criticism, general articles, books on economic and political problems, and essays. John Hersey, within the space of a few years, wrote novels, news stories, short stories, and magazine articles, all of high caliber. Countless other writers in English are equally as facile as these if not always so capable of achieving first quality. Rare is the prominent writer who balks at departing from the writing form in which he is most eminent. He may, as a novelist, avoid the magazine article form, not because it is a form, but because he may not consider himself an authority on the subject to be treated.

Why, then, should the journalist equip himself solely to be a newspaper news writer? Or why should the journalist fail to associate the different writing tasks of journalism by thinking of each as in a separate, unrelated pigeonhole?

The Trend is Toward Similarity

The similarities between writing news for newspapers, newsmagazines, trade magazines, house publications, radio and television news programs, and press associations and syndi-

cates are greater than the differences. The sharpest differences are between pieces of copy written for the eye and materials written for the ear. The differences can be learned and adjusted to, but the adjustment is not so great as it is, for example, for the dramatist who wishes to convert his story into a novel. Such shifts in technique appear to be more difficult for the newsman because the time in which to do the work is limited, as in all journalism, and the person who does the writing is not, as a rule, a writer trained in more than one writing phase of his occupation.

The trend is toward similarity because the demand for diversified ability in the newsman leads him, while on the job, to search for material useful to different media at the same time. A newsman, when he sits before his typewriter to prepare a publicity release for newspapers in a certain agricultural area, for instance, will retain whole paragraphs from the article he has written on the same news for a farm magazine. This is not laziness; it is common sense. He has discovered, as all alert newsmen do eventually, that *where* it is printed is becoming less and less important to both writer and reader. Most important — and this provides the second reason for the trend — is the effectiveness with which the information is conveyed to the reader. Effectiveness is the common denominator of journalistic writing. An axiom of journalistic writing is that the only sin to fear is dullness. Timing, length, vocabulary, and emphasis may vary between media, but readability (in printed news) and listenability (in broadcast news) are of far greater importance. Without readability the newspaper or magazine reader turns to another page because the one before him looks dull and difficult to penetrate. Without listenability the radio fan switches off his set, dials in another station or ignores what is being said.

Journalism is not Literature

Matthew Arnold defined journalism as literature in a hurry. Occasionally it achieves such distinction. Henry Ward Beecher came closer to a sound generalization when he said that "Newspapers are the schoolmasters of the common people." Few schoolmasters are writing geniuses; even by substituting "journalism" for "newspapers" in the quotation the quality of the journalistic product is not raised to a constantly high literary level. But it can and does reach that level.

In one sense in which the word literature is used, the product known as journalism qualifies undoubtedly. In that sense it means the direct mail advertisements of insurance companies and manufacturers of carpet sweepers, the campaign leaflets of politicians, and the catalogues of book companies and colleges.

The classic use of the word is embracing more and more of the writing published today as journalism, especially if we take all media into consideration. The magazine, for example, is traditionally the repository for literary writing. That kind of publication has more room and more need for fiction. Consequently H. G. Wells and Thomas Hardy first published their work in magazines; Hardy's novels appeared as serials in such periodicals as *Tinsley's, Harper's, Macmillan's, Longman's,* and the *New Review*. Magazines were the first to be hospitable to Samuel Johnson, Sir Walter Scott, Coleridge, De Quincey, Lamb, Hazlitt, Shelley, Keats, Wordsworth, George Eliot, Thackeray, Longfellow, Mark Twain, and Poe, among many others less famous. Today the quarterlies, the little magazines, and the experimental publications are performing the same function for new writers.

Literature is writing that is imaginative, artistic, perfectly formed, distinctive in style, unimportant as information and unconcerned with utility. As our journalistic outlets take the long view on affairs of the day, they print or broadcast more and more writing which meets most of these qualifications. Sometimes journalistic writing meets them only inci-

dentally or accidentally. The vast bulk of copy in the thousands of newspapers and the scripts for most radio news broadcasts do not and cannot be expected to meet such standards.

The news account, of the many types of content in modern journalistic media, cannot by the nature of things easily approach literature in the belles-lettres sense. A teacher may read a section of Browning's "The Ring and the Book" over his home town radio station. Radio at that moment is disseminating literature. In the same community a weekly newspaper may reprint an essay by Emerson. It is presenting literature to its readers. But the news story beside that essay, an account of the Grange meeting of the week before, is not likely to be reprinted years hence as an example of mid-twentieth-century literature. It is not imaginative, if it is an honest piece of reporting. It is not artistic or distinctive in style, for it is prepared according to a mechanical, rigid pattern. It may be perfectly formed, according to the outlines of that pattern, but it probably is not even that, for the quality of journalistic writing is highly variable. It is utilitarian, and at least momentarily it has importance as information.

Journalism has another purpose than to be literature. Those persons who produce it rarely are capable of the concepts or the techniques possessed by litératteurs. Novices, nevertheless, should not assume that they are ruled out as literary contributors because they write for the press. When journalism coincides with literature, it does so because the writer was working in the unusual circumstances that give rise to such material or because he was gifted far beyond his fellows.

Literature, being vague and undefinable, is not a fixed category into which certain pieces of writing may be placed with world-wide agreement on their right to occupy the position. Public acceptance is no more a sure judgment of the validity of the label than critical applause. What may be considered journalism today, therefore, may become literature tomorrow, for the standards may change. In Dickens's day his stories, some of which appeared first in newspapers and magazines, had no standing as literature. His *Pickwick Papers* commenced as a series of sketches in a magazine. *A Tale of Two Cities* was given to the public through a magazine called *All the Year Round.* In the middle years of this century these writings and all others by Dickens are accepted as literature. Like Scott's work and that of the eighteenth-century playwrights, the novels of Dickens were written for utilitarian purposes. Whatever literary qualities they possess are, in purpose, by-products. Thus, some of the modern journalistic work may achieve the standing of literature in time. If it were not customary to depend upon the standards of another day or upon the debatable judgments of critics, such work would be more widely acknowledged as literary soon after publication.

Literature is the work of a sincere craftsman; journalism is the work of a craftsman who may be sincere but often is not. The newsman writing about an accident is detached from his subject, actually callous about it. He rejoices in the magnitude of the disaster because it offers him a bigger news story. The literary writer suffers with his characters, is lost among them and even controlled by them. When the sincerity and the craftsmanship coincide in journalism, the result may be both literature and journalism. An instance of this in our own time is John Hersey's long article on Hiroshima, originally published as journalism in *The New Yorker* magazine and later as a book. Such writing, as well as some done during recent wars and other large-scale disasters, is put in a twilight zone called *reportage.*

Usages Peculiar to Journalism

Journalistic writing is given to practices which interfere with its hopes of becoming literature. It also is characterized by some

which quicken the possibility, but the majority tend to limit the imagination, stiffen the form, debase the style, and impoverish the artistry.

Yet newsmen, since journalism also has the vitally important schoolmaster function, must learn many rules of writing. Most of these rules are those for the production of good English with modifications demanded by the conditions of publication.

Beginners in journalism can practice nearly all they have learned about writing the language. When a new reporter is hired, it is understood that he knows how to write sentences and paragraphs, that he has a better-than-average vocabulary, that he is interested in originality of expression, and that he realizes that his words should represent the non-verbal facts he witnessed. The city editor or the radio station manager has no time to review the lessons in composition which the new employee presumably learned in his school days. It is assumed in this chapter, for example, that the reader examines its content against a background at least of high school, if not college, training in English composition and rhetoric.

Brevity not only is the soul of wit but also of journalistic writing. Radio listening, television watching, the volume of copy, and the reduction in space all demand it of the writer for print. Time limits make brevity necessary for the writer for broadcasting.

Briefness begins with the length of the whole story, extends into the paragraph and sentence lengths, and ends with the word selection.

Printed news stories, a century before news was heard via radio, often occupied half a large newspaper page. Examining any old newspaper will show a reader few brief stories and many long ones. Deep rather than wide coverage was the aim and necessity when Horace Greeley and William Cullen Bryant were editors of dailies. Today a front page will carry from twenty-five to fifty different stories, and little in the rest of the paper runs longer than a column.

Paragraphs

Prodded by the findings of readability experts, editors also are shortening paragraphs and sentences. Paragraphs, in carefully written and edited copy for either print or broadcast use, are within a four to six typewritten line range. Their construction violates the familiar rule of unity of idea learned in school. Journalistic paragraphs are physically determined. Sense and meaning are not regarded seriously as determinants. The writer seeks to keep the copy easy to read from the optical rather than the content viewpoint. No matter what news material he is writing for press association, radio program, or newspaper, he forms a new paragraph when the limit of paragraph thickness has been reached. News matter for magazines is not so roughly treated; most general and technical periodicals follow the standard English composition rules on paragraphing, but trade papers and other publications that give considerable space to news prefer journalistic paragraphing.

Sentences

In recent years the sentence has been the center of attention. Reformers of journalistic writing place a heavy burden on it. By adjusting its length they hope to achieve both brevity and variety of tone. In modern times, however, the journalistic sentence has been relatively short. Not infrequently writers of creative materials have used sentences ranging from forty to one hundred words in length. The need for crisp and brisk writing in journalism was realized a half-century ago. Both the best editors on the one hand and the best writers on the other have sought to follow this important aid to brevity: the short sentence.

What is the theory behind the use of short sentences? It is the belief that readers are easily distracted and are likely to become entangled in a long sentence to their own disadvantage as well as to that of the sense of the sentence. Listeners also are thought unable to retain all the parts of a long sentence. As a

consequence, the meaning is distorted. Also the short sentence looks more inviting to the eye. If the short paragraph is less formidable than the long one, by the same reasoning the short sentence is not so likely to frighten the reader as the complex, winding one. Another virtue attributed to the short sentence is its effect upon the pace of the writing, which is to increase its speed. Compare these two short paragraphs:

> This is the day on which, if you buy a package of cigarettes, which already is taxed for most of the amount between the manufacturer's price of six cents and the eighteen or nineteen cents you pay at the tobacco counter, you will not have to pay a sales tax; but if you purchase a cigar, you do.

> But where do we get the answers? Our news editors can't be experts on every subject. That's true. But they should know where the experts are, and it's usually no trick to get them to talk. But the editor has got to work fast.

What, however, is a short sentence? How short is *short?* Readability experts recommend an average of less than nineteen words as a test of shortness. All sentences need not be nineteen words long. An occasional long one should be compensated for by a very short one. Making all sentences any one length produces monotonous writing.

Journalistic sentences to be printed are regular in structure, whatever their length. They have subject, verb, and object; fragments of sentences are permissible in fiction, but in presentation of news for the eye they force the reader to halt, so as to clarify the meaning. Simple, declarative sentences communicate most efficiently to both the eye and the ear. Readers and listeners are seeking information first. They do not wish the writing technique to provide an impediment.

Yet in journalism all sentences need not be constructed in exactly the same way. Too often for printing they are started with *A* or *The* or *It* or *This,* yet this opening word is entirely suitable for radio. Journalistic writers seek to vary sentence beginnings without using the freakish inverted structure so long associated with *Time* magazine's earlier years. Connectives, while they are useful, are still weak and dull words and are kept in the middle of printed sentences to allow picturesque nouns to start the sentence. Newsmen also check what they have written to be sure that key words or phrases are not too soon repeated, but they do not sacrifice meaning for the sake of such variety.

Words

If the short paragraph and the short sentence are admirable for journalism, it stands to reason that the short word likewise is more suitable than the long one.

Clarity and simplicity are achieved, not only through use of short words, but also with words generally understood by readers of newspapers and magazines and listeners to radio programs. *Mores* and *éclat* are short words, but are less clearly understood by average users of journalistic media than the slightly longer *customs* and *success.* Not only the short but also the right word must be selected if the journalist is to communicate with least interruption to the flow of information.

Inasmuch as journalism is aimed at readers with both special and general vocabularies, one other rule can be set up about word choice. It is: use the vocabulary of the group of readers to which you are writing. Readers of *Harper's, Yale Review,* and *The Nation* can understand more complex words than the readers of the New York *Daily News* and *Captain Marvel Comics.* The skilled craftsman in journalism will know when to indulge in utterly simple writing and in somewhat erudite composition. The most accomplished journalist, however, has a naturally simple style which offers little difficulty to those with only average word knowledge and does not, on the other hand, offend the better educated by oversimplicity. Journalism is the great middle

ground that is inhospitable both to the illiterate and to the tonguetied specialist who thinks and speaks almost completely in the jargon of his occupation.

Highly technical words, expressions borrowed from other languages and not commonly understood, and word trickery are avoided by newsmen, but not altogether. Insofar as the press is a schoolmaster, it can teach words and enrich the language. Instead of eliminating useful technical words from journalistic copy altogether, newsmen will explain such terms before completing a sentence. Newsmagazines and popular science periodicals for years have thus solved the vocabulary problem. *Time* magazine's method is to mention the technical term after it has been explained:

> On three sides, a sloping roof (called penthouse) was a memento of the monastery's cow sheds. . . . If the server . . . hit the ball into either of two small openings (the grill and winning gallery), it counted. . . .

Clichés and trite expressions offer the newsman another problem. What if many of his readers, as constantly is true, can understand clichés better than original combinations of words? Is not avoiding the cliché a deliberate scrapping of a valuable method of communication? On the surface the cliché appears to be useful. If the writer says "cool as a cucumber" he presumably is communicating quickly. But the expression is a farm reference; city dwellers have no reason to think a cucumber is cooler than any other vegetable. "Cool as an ice cube" would convey the impression of coldness to them far more convincingly. Insofar, then, as a cliché misrepresents reality, it is not an effective word or group of words. Believing that readers become more and more discriminating as they increase in literary and educational background, the newsman tries to avoid the trite. Stale, threadbare, graybearded language not only is unappealing to the reader but also denies him the pleasure of seeing striking, clever, and picturesque words at work.

Newsmen need big working vocabularies; they should have a wide and deep knowledge of words. But it is as important to know when and when not to use unusual and extraordinary words as it is to know the words themselves. A newsman who has an amazingly large command of words but does not know their suitable use can be impeded by his vocabulary. He is tempted to parade his knowledge or to assume that his readers have vocabularies equal to his own. The college graduate without the discipline of competent journalism school training often is guilty of using big words for the sake of impressing readers or listeners.

Words are the stock in trade of the newsman; he should know as many as possible so that he can read all kinds of documents and converse with all sorts of human sources of information. He need not insert his technical words into his copy. Newsmen must recognize that each reader has three vocabularies. They are for writing, for speaking, and for reading. The last is the largest, by far, and sometimes is called the recognition vocabulary. None of the three is marked for its accuracy, for the average person has only a vague concept of the meanings of many words, and often confuses those that look or sound alike; as, for instance, *temerity* and *timidity*.

Parts of Speech

Newsmen take special care in the use of the eight parts of speech. Understanding the functions of these elements, from adjectives to verbs, will help the news writer, although he must not become a slave of grammar.

Adjectives have been unpopular in the journalism of the United States for more than half a century. They conflict with the generally observed standard of keeping opinion out of news accounts. Yet in feature and descriptive writing they are used, albeit sparingly. *Hor-*

rible may describe how the automobile accident looked to the reporter, but specific facts about the injuries to human beings and damage to the vehicles convey the horror more scientifically and convincingly. When adjectives are used, they should be necessary, accurate, and original. Each news category invites an incorrect, unsuitable, or worn-out use of the adjective: newsmen writing disaster stories are tempted to say "gruesome spectacle"; a wedding anniversary will suggest writing that the couple is "a happy pair" and that the man and woman, despite old age, are "hale and hearty."

Adverbs, like adjectives, are unnecessary in most copy for press and radio. But when they are suitable they should be accurate as well as necessary; the novice newsman borrows from loose speaking habits expressions like "completely destroyed" and "painfully cut."

Conjunctions are being blackballed. They encourage the linking of parts of ideas that might stand as separate sentences. *As, if, but* and their mates have positions in literary writing, but in journalism, if he is generous with the use of them, they obstruct the writer who wishes to write short, direct, and snappy sentences. When employed, they should not be confused with similar words that are not conjunctions (*like* frequently joins the family and does not belong in it). They are weak and uninviting words with which to start or end sentences, so they are best kept in mid-sentence. Newsmen also must beware of relying too much on disguised conjunctions, as in the sentence beginning thus: "Speaking of writing good English, we ought . . ."

Interjections are used mainly in feature stories, in reproducing conversation. Newspaper and magazine personal columnists rely on them to give informality to their writing. Conversational radio copy employs them, as both a connective and interjection, but they are used modestly in all journalistic writing.

Nouns are the draft horses among the words used by newsmen. They are the name words which, if carefully selected, make needless the fancy writing, stereotyped expressions, and ludicrous inventions of phrases of the unimaginative or vocabulary-poor writer. In recent years news writers for the press have introduced another fault: using the noun as an adjective, as in "The Texas Christian bid for the Rose Bowl game was being considered here today. . . ." On the positive side, however, the alert newsman incorporates in his copy fresh nouns growing out of the times.

Prepositions offer the journalist two main problems. One is how to avoid using them unnecessarily. On re-reading his copy he is likely to find that he has used the preposition twice, as in the sentence: "A situation at which the speaker hinted at was one created by . . ." Or that he has written "rose up" and "sat down." The other problem, less easy to solve, is knowing which preposition to use with which word. Is it disgust *at,* disgust *with,* or disgust *of?* A newspaper, magazine, or radio office may have a style sheet giving guidance on this point or may refer its writers to one of the accepted style volumes and writing guides mentioned later in this chapter. Newsmen handling accident and obituary copy, for example, will want to settle the matter of whether a person suffers *with* or suffers *from* a particular illness. That long-debated question about ending a sentence with a preposition has had little attention in recent years. Ending a sentence thus is undesirable, not because it is incorrect, but because it is awkward. Whatever causes a reader to stop to retrace his way through a sentence in search of meaning is bad journalistic writing. Listeners to radio shows have not even that opportunity to establish meaning, so this usage must be avoided.

Pronouns help a news writer attain variety in his language. But they create an awkward problem for the radio newsman; listeners have no way of checking on the beginning of a sentence to see the prior reference of a pronoun at its end. Therefore the writer for print can use pronouns to avoid repeating nouns

constantly. The writer for the ear should use them only when he can place them close to the original noun; he should repeat the noun when the second or later reference is widely removed.

Next come the *verbs*. In news work they are more vital even than nouns as major working words for their particular purposes. In journalism, verbs should be active rather than passive, for they give life and motion to sentences. The passive voice cannot be ruled out, for at times it is inescapable, but it is less attractive to the reader or listener than the active. A fistful of active verbs will give strength and variety to copy. Newsmen with a love of words are eager to use graphic verbs in place of sodden ones. A beginner will write: "The drunken man walked unsteadily and then nearly fell as he collided with Jones, who was coming in the opposite direction." A more experienced writer would deal with it by saying: "The drunken man lurched into Jones. . . ."

Style in Journalism

Style is the way newsmen write and also the set of rules for abbreviating, capitalizing, and settling other matters of usage of words and type.

In considering the first definition of the word, it can be said that journalistic style exists most prominently in two kinds of writing: the unsigned, anonymous news account and the signed, individualistic special article, column, or editorial. Scholars disagree over the assertion that all writers have style. If a critic says a writer has style, he means to compliment him. Therefore style has a favorable connotation, some of which it has also received from other and more general uses of the word, as from the fashion world, for example. Yet there must be both good and bad styles.

News stories for print have less style than news stories for the air, although as the conventional patterns slowly are being challenged by newsmen the stylistic differences between these stories decrease. Copy that must be prepared hastily and according to an order of writing insisted upon traditionally in journalism cannot have distinction in style. If well prepared it is likely to be in a concise, communicative style. But the last upon which news is made makes for sameness, not originality. News style, therefore, is anything but the expression of the personality of the writer, often thought of as a clue to style.

By-lines are coveted by newsmen, not only because they bring publicity and responsibility, but also because they free writers from the rules of style imposed by anonymity. When he signs his copy, the journalist can more readily write what he pleases and in his own style. He can express himself through his writing.

Until he becomes a professional, the neophyte in journalism is likely to reflect — but not express — himself in his writing, especially in the preparation of features, general articles, and all copy that is forced into the patterns of news structure. Undisciplined, style is the essential man — or woman. Disciplined, style is the trained, experienced writer.

Newspaper, magazine, press association, and syndicate journalism demands flexibility of style. Able craftsmen can shift from the dignified to the jocular on demand. Journalism for print needs both. Radio imposes almost no discipline on the natural inclinations of the writer, even in the composing of news scripts. Radio newsmen are encouraged to write as they talk, a stricture which a few writing-for-print newsmen are hearing also from such a journalist as Basil Walters, executive editor of the Knight papers.

Listeners do not want to be reminded that radio news is being read to them. They want to believe that they are being told the news. That is why carbons of news stories written for print do not make satisfactory radio news broadcast items. They were intended for the eye, not the ear.

Ear appeal, as radio writers call it, is one of radio style's objectives. Such appeal is

obtained by informality, naturalness, ease, familiarity of vocabulary and tone, reducing to the minimum the need for memory and close attention on the part of the listener. The less the radio news writer is guided by a pattern, the more he will possess these virtues, which are wasteful of time on the air and of space in print but essential to communication in broadcasts. Radio, in other words, is willing to communicate less news for the sake of communicating more dependably what it does broadcast. The press still believes in quantity rather than quality; patterns permit speed, regularity, and conciseness — and similarity of style.

Magazines are more emancipated from the rigors of journalistic style than newspapers, wire services, and syndicates. They print less anonymously written material, they give less space to news than to views or to various types of factual articles that are informative rather than timely. They encourage writers with individualistic styles to express themselves, so as to build followings for them. Thereby they obtain a transfer of loyalty to the periodicals at the same time. They are not so much in a hurry as a daily paper covering a city or as a press association assembling news from throughout the globe.

Style in the second sense also works its way into the newsman's daily routine. All publications and other journalistic media adopt an attitude toward this kind of style. Badly run papers, magazines, and radio stations are anarchistic. They allow disorder and chaos to rule, with resulting inefficiency. Others attempt to regularize and standardize their practices. Newspapers and a few magazines follow a brief collection of style rules, usually a pamphlet prepared by a staff member or obtained from a school of journalism. Magazines generally rely on the University of Chicago *Manual of Style* or the Government Printing Office *Style Manual.* Wire services and syndicates have their own style guides. Radio is only now setting down in print its preferences, using such guides as the *INS Style Manual* or the *Radio News Handbook* by Baskett Mosse. In Appendix II of this book is a typical collection of style rules for journalistic use.

No two publications, unless they happen to select the same guide from among the scores available, and are equally faithful in following it, have identical rules for the use of titles, names, and figures. Nor do they have them for abbreviating, capitalizing, punctuating, or quoting; and other style elements. Newsmen who shift from one editorial office to another in a change of jobs will have to adjust to different rules. Such variation in practice between publications or services does not invalidate style rules. Three major reasons exist for enforcing regulations:

1. *To help avoid errors in copy.* If there is uniformity, error is more easily avoided. Typesetters who can understand copy readily because it is consistent will work faster and more efficiently. Readers from copy, as in radio, are less confused. Few corrections are needed. For example: if in the same story the news writer has written "Maj. James Stevens" and "Major J. Stevens," or "John Jones, 8, 1890 Fremont Av.," instead of "John Jones, 8, of 1890 Fremont Ave.," there can be trouble, possibly even a libel suit.

2. *To avoid confusing the reader of printed material.* He is annoyed if newspaper or magazine spelling and writing are not uniform. Style makes for rapid reading, which is important in a day of trying to coax the reader to look at something he may not care to read. The average time spent reading a newspaper is about thirty minutes, for example. None of this should be wasted by the reader in trying to determine what is meant by the writing's appearance.

3. *To achieve a pleasant typographical effect.* Put together, the style rules produce a more attractive publication when those rules are observed rather than ignored. They polish and finish a printed document. For example,

a publication that tends to capitalize many words or to use caps haphazardly looks spotty or spotted. Its lines, above and below the letters, are so irregular and frequently broken that the reader is unconsciously influenced to dislike the typographical effect. Readers sometimes say that they "just don't like the looks of a paper." The style may contribute to that in a small way.

Use of short words, sentences, and paragraphs and maintenance of an objective tone were not always the vogue in American journalism. There was a time when the reverse was true. Here is a specimen from the New York *Herald* when James Gordon Bennett the elder was editor:

MOST FOUL AND ATROCIOUS MURDER

Our city was disgraced on Sunday, by one of the most foul and premeditated murders, that ever fell to our lot to record. The following are circumstances as ascertained on the spot.

Richard P. Robinson, the alleged perpetrator of this most horrid deed, had for some time been in the habit of keeping (as it is termed) a girl named Ellen Jewett, who has for a long period resided at No. 41 Thomas-street, in the house kept by Rosina Townsend.

Having, as he suspected, some cause for jealousy, he went to the house on Saturday night as appears, with the intention of murdering her, for he carried a hatchet with him. On going up into her room, quite late at night, he mentioned his suspicions, and expressed a determination to quit her, and demanded his watch and miniature together with some letters which were in her possession. She refused to give them up, and he then drew from beneath his cloak the hatchet and inflicted upon her head three blows, either of which must have proved fatal, as the bone was cleft to the extent of three inches in each place.

She died without a struggle; and the cold-blooded villain deliberately threw off his cloak, cast the lifeless body upon the bed **and set fire to that.** He then ran down the stairs unperceived by any person, went out of the back door, and escaped in that manner.

In a short time Mrs. Townsend was aroused by the smell of smoke — she rushed up stairs and saw the bed on fire and the mangled body of the unfortunate girl upon it. She ran down, raised the alarm, and the watchmen rushing to the spot, rescued the body and preserved the house from being consumed.

Robinson's cloak was in the room, and at once they suspected the murderer. Mr. Noble, the assistant Captain of the Watch, instantly went and aroused Mr. Brink. They received such information as the horror-stricken inmates could afford them, and proceeded on their search. On Sunday morning, at seven o'clock, Robinson was arrested in bed at his boarding house, No. 42 Dey-street,and brought at once to the house where had been committed the foul deed.

On seeing the body he exhibited no signs of emotion, but gazed around and on his victim coldly and calmly.

The Coroner was summoned, a Jury formed, and on a patient examination of the testimony, they returned a verdict, that "she came to her death by blows upon her head inflicted with a hatchet, by Richard P. Robinson."

Robinson is a native of one of the Eastern States, aged 19 and remarkably handsome, and has been for some time past, in the employ of Joseph Hoxie, 101 Maiden-lane. **But his conduct upon this occasion, must stamp him as a villain of too black a die for mortal. Of this there can be no doubt,** for he took the hatchet with him, with which the murder was committed, and the deed done, he attempted to destroy all evidence of his guilt, by firing the house, and thus induce the public to believe that she had perished in the flames. He was very well and highly connected, and the sad news that must soon reach his parents' ears may be fatal to them.

Ellen Jewett, was a finely formed, and most beautiful girl — a girl about twenty years of age, and endowed by nature and education, with talents and accomplishments which should have saved her from her ignoble situation.

On his examination before the

> Coroner's jury, Robinson denied himself and his name, and asserted that he had not been in the house that night; but a woman was brought from his boarding house, who swore positively to his cloak. The fact of his having carried the hatchet with him, is substantiated, by there being a piece of twine attached to his button hole, which tallied precisely with a piece attached to the handle of the hatchet. On leaving the house yesterday, he leaped lightly into the carriage which was to carry him to Bridewell, his countenance clear, calm, and unruffled, and on being put into his cell, his last request was for some segars to smoke. The remains of the poor unfortunate victim will be interred this day.

Editors used that style because it was the writing habit of the day. They had not yet thought, in 1836, of challenging the fashion, or, if they thought of it, they did not dare to revolt. Such journalism was considered revolutionary and comparatively simple English in its day. Writing for the press was even more simplified in the century that followed, until by the 1940's editors thought they were giving readers plain English prose. But that was before close study of the journalistic writing in the United States was made by the readability experts.

Readability

Such analysts of journalistic writing as Robert Gunning and Rudolf Flesch have been testing readability and have shown editors that they had not achieved satisfactory simplicity. Readability, not legibility, is the problem. Readability is concerned with the ease with which the mind grasps the meaning of a written passage. Legibility has to do with the ease with which the eye identifies letters and patterns of letters as symbols of meaning.

A simple diagnosis of journalistic writing was made in 1945 for the United Press Associations under the direction of Earl J. Johnson, vice-president and general news manager of that press service. The analysis was made by Robert Gunning, director of Readable News Reports, an organization hired by newspapers and other journalistic agencies to test the readability of their copy.

The United Press reports for January 2 and February 19, 1945, were analyzed. The wire service reports were tested because some local newspapers had reported that their readers were having more difficulty reading the wire than the local news stories.

Professor Roscoe Ellard, associate dean of the Graduate School of Journalism of Columbia University, summarized the analysis in *Editor & Publisher:*

When a story comes out of this organization's laboratory it has a number on it. The number ranges from 6 to 17 plus. The figures correspond to the number of years of education a person would need for reading the story easily. A story graded 9 can be understood on first reading by a person with nine years of schooling — roughly a freshman in high school. Seventeen plus is the highest score used because 17 years of schooling would mean that a reader had a college degree or its equivalent.

"According to the 1940 census," Mr. Johnson points out, "the average education of persons in the United States is nine years. Publications most widely read in this country are all within that level. The average material in *Reader's Digest* tests 7."

Popular literature is written on a reading level of 6 to 7. *Strange Fruit* and *A Bell for Adano* score 6. Of course there are human experiences in *Strange Fruit* which might require an eighth grade adventure with life to comprehend.

Ernie Pyle grades slightly under 8. Mr. Johnson says that when this readability yardstick is used on newspapers, one discovers that much of what is printed proves difficult reading for all except a small percentage of the people, mainly because of the way the stories are written.

"Of course," he explains, "writing style is not wholly responsible for this. The complex subjects that papers deal with are partly to blame. But the complex subjects are often the important ones."

And newspapers should be able to write them so they can be understood by the largest possible number of readers.

Mr. Johnson emphasizes that the score of

readability does not indicate the intelligence level of the reader or the reportorial ability of the reporter. It indicates the vocabulary and background familiarity of readers and the stylistic complexity of reporters.

Three tests are used in analyzing news stories: the sentence pattern, the fog index, and the human interest factor. The pattern refers to the average number of words of the sentences. Material in which sentences average more than twenty words begins to be hard reading. *Time* magazine sentences average 16 to 18 words. *Reader's Digest* averages 18.

"This does not mean that there should be a dead level of 20-word sentences," Mr. Johnson warns. "It is all right to have a 30 or 40-word sentence, provided it is clear. But the long sentence should be balanced by sentences of even shorter than 20 words."

An even simpler yardstick has been developed by Dr. Rudolf Flesch, a teacher, writer, librarian, researcher, and editor, whose proposals are set forth in his book, *The Art of Plain Talk*. His method is simple. Actually it is an extension of one already used, in a limited way, in schools of journalism: it analyzes and probes the anatomy of writing.

To understand Dr. Flesch's methods one must present, in highlight fashion, the background against which he offers it. He does not present this formula as a magic tool or key to journalistic or oratorical success. Dr. Flesch's method rests chiefly on the study and treatment of sentences. He uses it because he believes that language consists of sentences rather than words, although most people believe the opposite. Illustrating with examples from *The New Yorker,* various newspapers, the writing of Damon Runyon, the work of Alexander Woollcott, among other sources, he evolves a set of standards for writing plain sentences.

First, sentence length is measured in words because they are the easiest units to count, he explains. But, he reminds us, we should not forget that we might count syllables, thus obtaining a more nearly exact idea of sentence length. For example, a sentence of twenty-one syllable words would then appear shorter than a sentence of ten one-syllable words and six two-syllable words.

Second, under the heading, "Gadgets of Language," Dr. Flesch considers the kinds of words to put into sentences. Just as he set up a table for sentences, so he sets up one about the use of affixes (prefixes and suffixes). Affixes in words merely complicate the language and make it more difficult to understand. Later, however, this readability expert abandoned the counting of affixes as a test because determining the affixes was much too complicated for the average user of his formula.

Third, he adds a positive element to achieve plain talk: the number of personal references in the writing. Dr. Flesch points out that the human-interest element is present in much widely read modern writing. His examples are from an eye-witness war report, the interview technique in gathering general news, a local suicide story from a newspaper, the report of a speech, the dramatization of a Congressional committee hearing, and a *Time* magazine biographical sketch.

He indicates not only the appearance of the human element, but also the manner in which it is approached. It sometimes appears to be hidden, but it is the logical, not the grammatical subject of the sentence even if below the surface. From this he evolves another table based on the finding of the number of names, pronouns, and human-interest words per 100, by which the degree of human interest can be checked. Dr. Flesch explains that the standard of six personal references per 100 words is found in the feature articles of popular magazines. Very easy prose, he finds, runs to about 20 such words in each 100. Every fifth word, therefore, refers to a person.

The original Flesch formula declared that three things make for simple language — short sentences, few affixes, and many personal references. As the formula gained attention, it was applied by International News Service, *National Publisher* magazine, and many other wire services, magazine companies, advertis-

ing agencies, and newspapers. The Associated Press in 1948 received from Dr. Flesch a revised formula. It measured readability in four, not three ways:

1. The length of the average word.
2. The length of the average sentence.
3. Percentage of words with human interest.
4. Percentage of sentences with human interest.

He provided a five-part table of standards. After measuring the lengths and percentages of any given unit of 100 words or more of writing, the analyst can find its readability rating by comparing it with these tables:

Readability	*Syllables per 100 Words*	*Words per Av. Sentence*	*% Personal Words*	*% Personal Sentences*
Standard	Less than 150	Less than 19	6 or more	12 or more
Fairly poor	151-162	20-23	3-5	5-11
Poor	163-186	24-47	1-2	1-4
Very poor	186 or more	47 or more	None	None

The new formula, it will be noted, counts syllables instead of affixes. Syllables are readily determined through the dictionary. Both personal words and personal sentences are considered. Counting the number of words to a sentence is retained from the original formula.

Dr. Flesch had criticized Associated Press copy as being "below standard by each of the four counts and rates poorest as measured by its vocabulary." After one month of a readability campaign throughout the wire service leads were much simpler. For example, the AP handled a heavy Department of Agriculture report thus:

> America's meat-on-the-hoof supply has dropped to the lowest level since 1939.

Semantics

Ease of communication is achieved not only by simplicity in writing. Accuracy of expression also has an important part in the process. Such accuracy is aided by understanding semantics.

The word semantics itself roots from *sema,* a sign, a Greek word also encountered in semaphore. It is the name given to the study of the uses and the meanings of words. This is the sense in which it is used here. But there is another term, general semantics, with which semantics should not be confused. General semantics has been defined thus in the literature of the Institute for General Semantics:

> It is a method of study which seeks to bring together in one related whole the results of scientific investigation and knowledge in the various fields of learning in such manner as to give the student a new approach to the problems of existence.

The Institute goes on to explain that "the word 'semantics' has been used by linguists and others for the past 50 years or so to refer to the meanings of words and their symbolic use. The general semanticists broaden the term and give it 'general' significance which covers the whole of human experience and the ways in which we interpret the meaning of its several aspects in relation to one another."

Semantics, alone, however, is directly valuable to the journalistic writer. For it is the study of the uses and meanings of words. It covers more than grammar, phonetics, rhetoric, or the other usual phases of English composition. It delves into certain problems of language, as seen through words, such as accuracy of expression, definition, language habits, the symbolism of language, misunderstandings created by language or its use, propaganda, prophecy, and prejudice, and the results of word use.

Semanticists say that words are to be considered as pointers, indicators, or forms of

representation. These pointers are intended to correspond to anything that may exist, or that may be experienced, or that anyone may want to talk about.

We live in two worlds at all times, the semanticists say. One is the world of words and the other the world of not-words. The universe of discourse, they insist, is not the world of experience. Professor Irving Lee of Northwestern University suggests that doubters of this try keeping warm by wearing the word *coat*. Language, he says, will have maximum usefulness when "it properly corresponds to what it is supposed to represent"; that is, when the world of words and the world of not-words correspond most nearly. Words and facts must correspond if the words are to be understood accurately as a substitute for the facts.

Although journalistic writers understand that words and facts must correspond, they must remember also that words cannot be used or manipulated independently without any reference to or correspondence to non-verbal facts. Alfred Korzybski, the leading general semanticist, represents this simply in his book, *Science and Sanity,* by talking about maps. There is nothing, he says, to stop a map-maker from circulating a map which shows this relationship between three of our major cities:

New York San Francisco Chicago

Likewise, there is nothing to stop anyone who speaks English from arranging his words in such a way as to distort or misrepresent the facts, and not be a good word map-maker. Journalists might, then, think of words as maps and what those words stand for as territory.

A certain degree of unreliability exists, therefore, in what is said by persons using words in speaking or writing. There should be less unreliability in writing because there is more chance to shape and fashion the writing so that it represents the facts more nearly. Here, again, is why editors expect writers to take the pains to use the right words, to spell them correctly, and arrange them in an order which will most nearly represent the facts they seek to convey. Communication is difficult enough without these obstacles, most of which are removable, getting in the way.

Next it is necessary to realize that single words have multiple meanings. Take the word *fast,* for example. It can be used thus:

The Kentucky Derby was won by a *fast* horse
She is a *fast* woman.
To *fast* is to go without food.
A horse is *fast* when he is tied to a hitching post.
I like this dye because its colors are *fast.*

The writer's attention must be fixed, then, since words can be used inexactly and with multiple meanings, on what the words represent, what they are intended to stand for. The non-verbal facts are what is important, not the words. Professor Lee uses the sentence "What is propaganda?" as an illustration of the overattention to words rather than proper attention to non-verbal facts. A question like that, he says, deflects attention from what people are doing when we label their talk as propaganda. This word merely keeps track of utterances and actions and centers its attention on the word itself. The word *propaganda* is not an exact copy of the thing it represents. To ask "What is propaganda?" therefore reveals that the questioner may not have an understanding of what propaganda is or he never would confess his lack of knowledge of the actualities. This is like the question asked by a naïve young woman of her friend: "Do you like art?" Art was a jumble to her. In that word she lumped sculpture, painting, music, the dance, and literature. Even if she had asked, "Do you like literature?" she would not be using a word as an accurate representative of a fact, for the non-verbal representation of literature is not representable by any one book or poem. *Finnegan's Wake* is

advanced as literature at the same time that *The Tempest* is so classified.

The writer's job, then, is double: (1) To avoid being confused himself, and (2) to avoid passing on his confusion to his reader or to avoid confusing his reader by not representing his ideas accurately through words. There are external as well as internal causes for the confusion. The words the journalist uses may not necessarily convey the meanings he allots to them. To be sure that they do — or at least to do what he can to assure that they do — the newsman explains what meaning he has for words that may be confused. One writer, George Cornwall Lewis, puts it this way: "Where all people talk on the same subject, they should be agreed about the vocabulary with which they discuss it; or, at any rate, they should be aware that they are not agreed."

Professor Lee builds on this a further idea valuable to newsmen: people sometimes assume that words have fixed ways of being used and that other persons have the same meanings in their minds that the speaker or writer may have in his.

A conversation illustrates this. Says the first man: "I love fish." In his mind is a polychromatic specimen in an aquarium tank. "So do I," says the second man, and his mental picture is of a steaming pompano *en papillote*, with a glass of ruby wine beside it.

The journalist needs, then, to throw into his manuscript examples which will explain what non-verbal image the writer expects his reader to have upon seeing a certain word or group of words.

The writer asks himself: What do *I* represent by these terms? The reader asks: What does *he* represent by these terms? When they most nearly coincide, communication improves, and journalism has some chance of serving a clarifying function.

Basic English

Another proposal for the improvement of communication through words is Basic English. This system was developed by two scholars, C. K. Ogden and I. A. Richards. It was devised primarily as a simplified and more efficient method of teaching English to foreigners. It was successfully used by Dr. Richards for this purpose in China, and by many others since then in other countries. A later use of Basic English is as a semantic device for testing the meaning of standard English. Basic has a vocabulary of only 850 words. Since there are only eighteen verbs, sentence formation often sounds awkward to native speakers of English. But translating regular English into Basic does test rigorously the success of the writer in conveying meaning.

Winston Churchill urged Basic as an international language. Some journalists have thought it might be a way of simplifying and improving journalistic style. However, its usefulness to the newsman is likely to be very limited. Occasionally it might be a salutary experience for any writer to translate some of his paragraphs into Basic to test the logical structure of what he has written. But no writer who speaks English and is addressing others who likewise speak it, will ever want to sacrifice the richness and flexibility of his native language for the logical exactness of the restricted Basic vocabulary.

The study of semantics, the application of writing formulas, and the stiffening of the language through Basic English are not cure-alls for the ills and weaknesses of journalistic writing. There is no cure-all, nor should there be. If ever one is found, it will imperialize the language.

Chapter 6

Starting and Building the Story

PRESS AND RADIO PATTERNS

The Principal Patterns . . . A Newsman Builds a Story . . . Changes in News Presentation . . . Kinds of Leads . . . Lead Length . . . The Lead and Structure of the Story . . . Examples of Leads . . . Story Patterns for Radio . . . Story Structure . . . Radio Leads are Warmups . . . Timing . . . Copy Specifications . . . Interpretation of the News . . . Rewriting

Ever since someone first brought together a few directions about how to build a news story, the standard type of organization of the content of such a news account has been suggested by a geometrical figure. Usually it is some variation of the pyramid or a series of rectangles which, when put together, approximate a pyramid.

Relatively few of the many thousands of small-town weeklies use other than the pyramid pattern. The exceptions are papers whose editors make little attempt to follow any pattern and follow various schemes, usually formless. Every one of the approximately eighteen hundred daily newspapers and all the wire services cleave to the standard geometrical patterns.

It is likely that the newsman's first job in journalism will be on a paper or with some other news medium that still follows the conventional forms. Therefore he should master those forms. The experimenter or reformer should first learn how the job is being done. Then he can try to modify the present way or take a whole new approach. But at least he knows what has gone before. So it is with attempts at doing a better job of writing the news for print.

The Principal Patterns

An architect uses blueprints. They help him see the floor plans clearly, the relationships of rooms, and the proportions between units of space set aside for specific purposes. Back in the days when women generally found it cheaper to make their own dresses than to buy them, they depended upon patterns in cutting the cloth. Only the most skilled dressmaker can take four yards of dress goods, spread it on a table, and know just where to divide it to produce sleeves, skirt, and a top with a suitable neckline.

Newsmen also need blueprints and patterns in building their stories. Their folds of copypaper, scrawled with notes on stories, are their raw material. Those notes, if they are to communicate the news swiftly to the reader, need organization. Which blueprints or patterns are most effective?

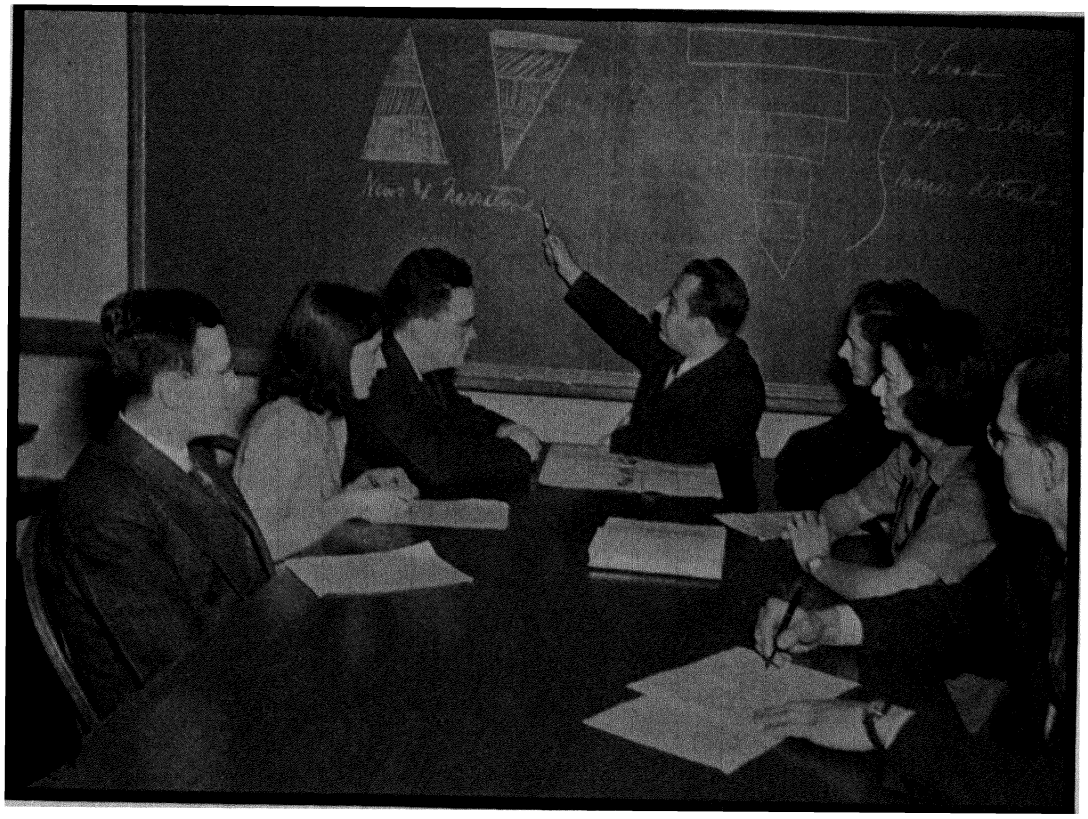
Analysts of journalistic writing like Carl Warren and Curtis MacDougall have drawn upon geometry boldly for the patterns they suggest that newsmen follow in their story building. For years students of journalism in the United States have watched their teachers draw triangles and rectangles on blackboards and seen the facts of the news arranged to fol-

low those geometrical figures. Men and women on the job, without much conscious realization, have used such patterns.

Three principal figures are most helpful to the beginner in planning his writing and to the reader in seeking the information from the press. These are the upright triangle, the inverted triangle, and the rectangle. Although, as will be explained in detail further on in this chapter, the content of certain areas of these figures is changing, the general arrangement or order remains much as it has been in the press for two decades.

The most commonly used pattern of the three is the inverted triangle (the figure standing on a tip). A broad side is at the top: this represents the summary lead or the essential information of the story; that is, the facts the reader desires first. The sides of the triangle then begin to narrow. Likewise the information should become narrower; that is, more detailed and decreasingly important, so that useful but not imperative facts can be shaped away from the tip on which the figure rests.

Most of the well-prepared news stories are constructed on this pattern by writers for modern American newspapers, magazines, wire services, or publicity offices. Here, then, is a blueprint for telling the news economically and quickly. The climax of the news is con-



Geometrical figures are standard patterns for distinguishing between the structure of the news story and the fictional account. Here is a journalism teacher emphasizing the difference by pointing to the patterns for news and for narrative.

veyed to the reader at once; he does not have to read many paragraphs, as is necessary with a short story, to find out what happened.

Such news construction has numerous advantages to reader, writer, or editor, including:

1. *It can be read quickly.* The reader needs to glance over only the opening paragraph to obtain the news.

2. *It avoids repetition in writing.* If the essence of the story is crowded at its top, the news writer can hang the rest of it on a simple structure, since he has established clearly the Who, the What, the When, the Where, the Why, and possibly even the How.

3. *It makes the editing easier.* A story in this pattern can be copyread swiftly, since the deskman can check it quickly, knowing where to expect each element.

4. *It can be headlined easily.* A good summary lead provides the content of a successful headline. The copyreader's job of bringing the essence of the news into a small area already is done for him.

5. *It can be contracted or expanded readily.* Having been built with its most important material first, the news story can be cut from the end without much harm, as the end contains the least important details. Likewise it can be expanded easily by adding details at any point.

6. *It can be written swiftly,* a virtue of any pattern for writing.

By comparing two versions of the same story these advantages can be illustrated. One is written in common, news-story form on the inverted triangle pattern; the other was written by a newsman who did not learn from the geometry of newsdom.

(Following the Pattern)

A gloomy picture of the world's future — that of a rapidly increasing population and slowly increasing food supply — was described yesterday by Dr. Eduard C. Lindeman, a professor at the New York School of Social Work, Columbia University.

Starvation, disease and war are the only methods of population control today, Dr. Lindeman said, and they will continue to be the only methods until the aims of physics and biology become merged with the aims of psychology and the social sciences.

He was a speaker at a symposium at the Hotel Roosevelt marking the anniversary of the Community Service Society of New York and the fiftieth anniversary of the New York School of Social Work.

The world's lack of over-all social policy with respect to food resources, Dr. Lindeman continued, "makes a normal, healthy diet for the world's population utterly impossible. Without a social policy concerned with population control, we are caught in an endless frustration since each increase in food supply will be followed by a corresponding increase in population."

He stated that the world's population of 2,250,000,000 is increasing at the rate of 50,000,000 every ten years. The food-population dilemma, and many other problems, he said, will not be solved unless "science and philosophy are harnessed as collaborators in the interest of human welfare."

The symposium was an all-day affair, with Sir Raphael Cilento, M.D., director of the United Nations Division of Social Affairs, and Irwin Edman, professor of philosophy at Columbia, among the other speakers.

Yesterday's meeting was the second session of the third centennial symposium held this year by the society. The third session will be held today at the Academy of Medicine, 2 East 103d Street. The final anniversary observance of the Community Service Society will take place tonight at the Waldorf-Astoria, with Dr. James B. Conant, president of Harvard, and Dr. Brock Chisholm, executive secretary of the World Health Organization Interim Commission, as principal speakers.

(Ignoring the Pattern)

An all-day symposium was held yesterday at the Hotel Roosevelt to mark the anniversary of the Community Service Society of New York as well as the fiftieth anniversary of the New York School of Social Work. Among the speakers was Dr. Eduard C. Lindeman, a professor at the New York School; Sir Raphael Cilento, M.D., director of the United Nations Division of Social Affairs, and Irwin

Edman, professor of philosophy at Columbia University.

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The writer who prepared the story that ignores the triangular pattern might have asked himself certain questions. What will make my story most interesting to the reader? What is the most important section of my notes? What did the reader not know before he saw the story? He was told in yesterday's paper that there would be such a symposium. A symposium is heavily given over to speaking. Would my reader be interested first of all in what was said? Which speech was the most important? Which speaker the most important? Had he thus examined his materials the newsman might have avoided the too general approach he used. Keeping a diagram in mind helps the writer to avoid this mistake.

The example used here is a temperate one, typical of an assignment a beginning newsman would face. Arranging the news elements of a fire, a street accident, an obituary, or some other standard event even more easily falls into the pattern of the inverted triangle. The problems raised by the principal kinds of news are considered in the chapters of this book that discuss news by subject.

Turning the triangle around to its normal position, resting on one of its three bases, suggests a pattern that invites the reporter to begin his story, not with the climax but with a detail, for the point is at the top.

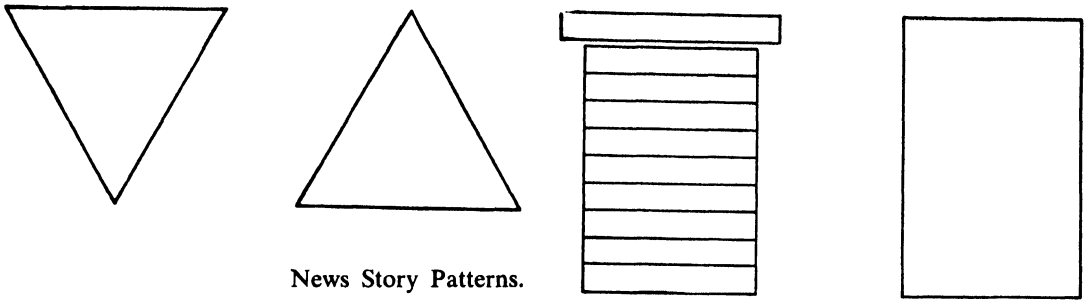
Since the objective of the inverted triangle pattern is to convey the essential news at once, the aim of the story based on a normally positioned triangle is to delay the news core. Such delay is safe only if the essential news is unimportant. Thus, the second diagram is most suitable for the feature handling of news. The reader is not yearning to know this news, especially. The publication can emphasize humor, novelty, human interest, or some other element than the main facts in the news. All publications welcome such treatment of the news when it is feasible, because it provides copy that is a relief from the normally direful nature of spot news. For example:

(Following the Pattern)

By ROBERT PECK

Train No. 470 of the Long Island Rail Road, which in monotonous years of travel never had got to the south shore of Long Island, almost made it Monday night. Only the vigilance of a passenger, habituated to every switch joint on the Port Washington division, foiled the headstrong train.

The train is due to leave the Pennsylvania station at 5:39 p.m. and reach Port Washington on the north shore thirty-five minutes later. It was 6:19 before the train departed Monday night. Windows were obscured by steam and the commuters settled themselves with their news-



News Story Patterns.

papers for the run to Port Washington.

After almost half an hour of travel one of them, whose hearing was delicately attuned to the rhythm of switch points and culverts, sensed an alien harmony. He rubbed his window clear and peered out. The train was just leaving Jamaica, a station on the way to the south shore and not on its schedule.

Accustomed as he was to the intricate awkwardnesses of the Long Island Rail Road, the traveler suspected this time something was seriously wrong. It was possible, he thought, that the engineer had forgotten his compass. He consulted a trainman, who peered incredulously at diminishing Jamaica and sought the conductor.

The conductor consulted the engineer, but by that time the train was two stations beyond Jamaica and well on the way to Long Beach. No reports on the engineer's remarks were obtainable, but the train was backed eight miles to Woodhaven Junction, where it was able to take a branch connecting with the Port Washington division. It reached Port Washington a little before 9 p.m. and did not have the appearance of a completely frustrated train.

Passengers said that a representative of the railroad went through the cars on the train's second passage through Jamaica, apologizing as he went.

"A towerman must have been looking at the moon," he was quoted as saying.

There was a possibility, it was said, that the towerman had mistaken No. 470 for No. 866, which leaves at about the same time and goes to Long Beach. So far as could be learned, however, No. 866 got to Long Beach more or less as usual.

—New York *Herald Tribune.*

(Ignoring the Pattern)

Train No. 470 of the Long Island Rail Road, which runs from Pennsylvania Station to Port Washington on the north shore of Long Island, was incorrectly routed last night and traveled the north shore route for several stations before the error was discovered.

Rail officials said there was a possibility that a towerman had mistaken No. 470 for No. 866, which leaves at the same time, bound for Long Beach, on the south shore.

The train was backed eight miles and then on to a branch connecting it with its original route.

The triangle, however, is not a good figure to represent a news story in which all the elements are of about the same importance. As the trend of the day is more and more toward brevity, the descending order of importance scale for details is becoming less useful as a guide. Where all the news is significant, nothing can be cut from any portion of the story. Also, as the press, having lost some of its spot-news value to radio, seeks to explain or interpret the news as well as report it, a pattern is needed for the writer who uses space to tell the meaning of the news.

A rectangle or oblong standing on a narrow end is a helpful blueprint for this type of story. Where the spot news and interpretative material are to be combined, two rectangles, one horizontal, for the lead, and the other vertical, for the body of the story, represent the relative order of the content. All paragraphs

but the first are of about equal importance to the reader; he does not obtain the full story unless he reads the entire account. In this instance the story is not all fresh news, but background facts, tie-backs, and a minimum of documented opinion. Here is an example:

By JAMES MARLOW

WASHINGTON (AP)—Nice baby, full of trouble, right in Congress' basket: parity and farm price support.

They may sound like Greek to city people. But they're important to farmers. Here's an explanation.

Parity simply means equal. And price support means only that the government will buy up crops, if necessary, to keep farm prices from falling too low.

The law says there's parity (equality) between farm prices and other prices when—

A farmer can buy, with the money he gets for his crops, the kind and amount of things he could buy in some past time. What past time?

In most cases it's the period of 1909-14, called a base period. Here's an example of parity:

Say wheat sold for $1 a bushel in 1909-14. And in that period for $50 a farmer could buy a certain kind of suit, or tools.

Say now wheat sells for $2 a bushel but that suit or those other things sell for $100. That's all right. There's parity.

The price of the suit was doubled. But so has the price of wheat.

When there's real equality like that between farm prices and the price of things farmers buy, the government says parity is 100 percent.

Say now that 100 percent of parity for a bushel of wheat is $2. What happens if the price of wheat falls below $2?

The government says that if the price falls below a certain point under $2 it will step in and buy the farmer's wheat or lend him money on it. How far below?

Right now, in the case of a crop that is covered by the support program, the government steps in if the price goes below 90 percent of parity. In this case it would be 90 percent of 2 (parity), or $1.80.

Now, for example, say the actual price of wheat drops to $1.50 a bushel. The government will step in through one of its agencies called the Commodity Credit Corporation (CCC). The CCC does one of two things:

1. It will buy the farmer's wheat for the government at $1.80—90 percent of parity.

2. Or the CCC makes him a loan of $1.80 on each bushel and holds the wheat for a certain time. If the farmer doesn't pay off the loan within that certain time, the government keeps the wheat.

But doesn't the government sometimes wind up with a lot of farm products on its hands and a lot of money spent? Yes.

The government tries to get back the money spent by selling the crops for what it can get. Last year it wound up losing $42,000,000 although it spent many millions more than that through price support.

Congress passed the laws setting up the price supports. But not all crops get it. For instance, there's no price support for citrus fruits.

But here are two big kinds of farm products that get price support:

1. Corn, wheat, cotton, tobacco, rice, peanuts. These are so-called basic commodities.

2. Hogs, milk, eggs, chickens, potatoes, sweet potatoes, soy beans, dry beans, and some others.

The government started its price support program in 1933 by supporting those basic commodities in No. 1 at between 52 and 75 percent of parity.

During the war, to encourage farmers, the government raised the price support for the items in No. 1 to 90 percent of parity.

That wartime boost — 90 percent of parity for those items in No. 1 — ends Dec. 31, unless Congress votes to continue it.

Unless it does, the price support will go back to the pre-war level of 52 to 75 percent of parity.

The items in No. 2 were given price support only during the war, but also at 90 percent of parity. That wartime boost for them also ends Dec. 31 unless Congress acts to protect them further.

Unless Congress does act to continue price support for those items in No. 2, the government won't have to support them at all.

So Secretary of Agriculture Anderson has asked Congress to decide, by law, what it wants to do about supporting farm prices after Dec. 31, 1948.

—Associated Press

A Newsman Builds a Story

If we follow a reporter's procedure in building a news story we can see how the inverted

pyramid structure helps him to present his news effectively.

Our newsman's beat, as general reporter for a small weekly in northern Illinois, includes the schools of the area: primary, secondary, and higher education. Stopping at the office of the president of Lake Forest College, in Lake Forest, Illinois, he picks up several stories, including some handouts about meetings to be held at the college the following week. Announcement of an appointment, a story that he has been awaiting — about an assistant to the director of admissions — is confirmed by Robert Amaden, the director. Mr. Amaden gives the reporter the new staff member's name, his background, and other details on which the reporter takes notes. He inquires if there is a picture available and is told that one will be provided later.

Only a reporter with no training whatsoever and one who has read newspapers without observing their way of presenting the news would begin chronologically when he sets out to write the story. This might be the natural manner in which to communicate news: "I called on Mr. Amaden over at the college this morning and he gave me the news of his new assistant," our reporter might say to the boss back at the office. But if he wrote it thus he would force the reader to read mechanical details first. That often impatient reader might never get to the core of the news; in this instance the core is the *Who*. Written chronologically (and therefore improperly for either press or radio) the story would run this way:

> Robert Amaden, director of admissions at Lake Forest College, has announced the name of the person who will serve as his assistant.
>
> Mr. Amaden stated several weeks ago that the announcement would be made before March 1. The position is a new one and the person filling it will be known as an admissions counselor and will travel in the interest of the college.
>
> The person who has been appointed, Mr. Amaden said this week at his office in the college Administration building, is George B. Schum, Jr. Mr. Schum was graduated from Wheaton College... (the remainder is biographical details).

But if the newsman follows the inverted pyramid pattern, he arranges the elements of the story in descending order of importance, so that the reader can obtain the essence of the news promptly. In standard news form, then, the information will be presented in this order:

> George B. Schum, Jr., will be assistant to the director of admissions of Lake Forest College, it was announced this week by Robert Amaden, director.
>
> Mr. Schum, a former Chicago Park District, Boy Scout, and Wheaton College recreation or sports director, will travel for the college and serve as admissions counselor, Mr. Amaden said.
>
> He will move to Lake Forest in time to take up his new duties on March 1. He is resigning as field man for the Chicago Council of the Boy Scouts of America.
>
> Mr. Schum was graduated from Wheaton College in February with a B.S. in physical education. He spent more than four years in the army air force as a first lieutenant in special service. As such he arranged for army entertainment and athletic facilities.
>
> Particularly interested in sports, Mr. Schum was director of intramurals at Wheaton. He played baseball and football for Wheaton and managed the track team. While at the college he worked for four years on the college paper. He also held the post of athletic instructor in the recreation division of the Chicago Park District.
>
> Interested in youth guidance work, Mr. Schum was program director of the Kankakee, Ill., YMCA. He also was a gym teacher in the Chicago public school system.
>
> He is married and has two children, George and Claudia Jean.

Into the portion of this story that the reader sees first, the lead (pronounced *leed*), the reporter has put what the reader wants most to know. To do this with dispatch he has answered other questions which the reader naturally brings to bear on the information. Here are all of them:

1. Who has been appointed? (*George B. Schum, Jr.*)
2. What has he been appointed to? (*assistant to the director of admissions*).
3. Where was he appointed? (*at Lake Forest College*).
4. When was he appointed? (*this week*).
5. Why was he appointed? (*to assist the director and serve as admissions counselor for the college*).
6. How was he appointed? (*by whatever routine procedure that exists at the college*).

These six questions — Who, What, Where, When, Why, and How — are asked of all news events by readers and listeners, not consciously and deliberately in all instances nor by all readers. Press and radio have answered them in the traditional fashion known as the summary lead for so many years that in the United States this sequence is accepted by journalist and reader alike.

Every news account can use the system. The more important, recent, and compellingly interesting the news, the more the newsman must rely upon it to communicate that news swiftly. Newsmen can test the thoroughness of their work by asking these six questions of every story they write, thus making sure that they have covered all angles.

Not all six, however, can be provided in every story, either in a summarizing, opening paragraph or two or in the full length of the account. The Who may not exist in a story relating an incident occurring to inanimate objects, such as a house tumbling down a Pittsburgh hillside when the earth shifts because of geological adjustments underground. So few stories do not have a human figure in their center, however, that the Who occurs in most assignments. The What always occurs, because it is the action of the story. Without the What there is no news. In the run-of-the-mill news story the Who and the What are the principal characters.

The Where and When also appear unfailingly, but are of less importance. To have occurred at all, a news event must have taken place somewhere and sometime. But rarely does either match Who or What in importance or interest to the reader. News is reported so quickly by the many media of communication that the majority of events of any one day are conveyed to the world on that same day or not later than the next.

The Why and How are questions less frequently answered because the answers are either not known or are not revealed to reporters. Newsmen can describe how an automobile accident took place, but do not venture to tell why, for that is placing the blame. Why also may be someone's personal business, and only public figures are justly shorn of the protection from general curiosity. How the event occurred frequently is too difficult to learn or may be too routine to be worth mentioning. Exactly how an airplane disaster took place can be determined only after thorough and official investigation. Exactly how a new high-school teacher was appointed would bore the reader if he were told of the routine by which such appointments are completed in the school system.

Increasingly, however, press and radio are coming to believe that they should work harder to tell readers and listeners the Why of the news. For why an event occurred can be far more important and significant than the isolated news itself. Journalism can offer a service to society if it discovers the Why of the news accurately. Take, for example, the reporting of juvenile delinquency cases in any American community. A police reporter may turn in to the desk, week after week, stories of the arrest of boys and girls for vandalism, stealing, and other law-breaking acts. If he takes the pains to report why these acts occur, he may help to correct the conditions that created them. By going more deeply into these news events, he may discover inadequate housing conditions, broken families, and lack of parental supervision to be the causes (the why) of the acts. Presenting the Why in a series of reports on conditions in the area

where delinquency is most rampant has led, in some communities, to the clearance of slum or blighted areas. This, in turn, has helped reduce the number of violations.

Changes in News Presentation

All these patterns are not as useful as they once were, with radio disseminating spot news all around the clock. The flash, except in the most unusual instances, is more of a warning to editors than a source of copy. The advantage of summarizing the news is not as important as it used to be because on many stories the reader already knows what has happened. If his radio knowledge is disregarded, he is inclined to skip a story as old stuff. The press has the job of giving him interpretation, new information, and anything else which will let the reader know that his interest, already aroused by radio, can further be gratified in the news story. The summary lead does not lend itself to such interpretation, although it does to new information.

Also, the regular news-story construction is unnatural, as a way of organizing information, to both writer and reader. Although it is easier to grasp the news through this pattern, the unnaturalness of the arrangement of the materials prevents some readers from reading a story that another structure might otherwise make more attractive. The inverted triangle pattern puts the highlights first. But suppose the reader is not interested in those highlights? Opponents of the conventional news story say that every yarn can be made appealing if it is written properly. Since few readers are interested in most subjects, having all they can do to keep up with several only, it is not enough to throw a summary of the news at them.

What is being suggested? Basil Walters, executive editor of the Knight newspapers, a group which includes the Chicago *Daily News,* long known for its concern with good journalistic writing, is a proponent of what he calls "talking a story on paper." While editor of the Minneapolis *Star,* he noticed that a reporter would come up to the city desk and describe a story he had gotten. As he talked, the story would sound attractive. Then the newsman would go to his typewriter and write the piece in the same old stereotyped fashion, pouring his stuff into a mold. It came out looking and sounding like every other incident, accident, meeting, divorce, or whatever story it happened to be.

So Walters encouraged reporters to forget the conventions of journalistic writing enough to use a more conversational tone. When he moved to Chicago to direct the policies of the *Daily News* and the Knight papers in Akron, Detroit, and Miami, he urged the same change. Here is an example of the result:

In an issue of the Akron *Beacon-Journal* appeared a first-page story about action taken by the state assembly which affected the city. Ordinarily the reporter might have begun it this way, in standard descending-order of importance.

> The Stoddard bill, which will permit Akron to vote more operating funds for Akron Municipal university, was passed today by the state legislature by a vote of 86 to 49, while four other measures were dealt with at the special session in Columbus.

Instead, the news writer produced this much more direct, shorter, and simpler lead, which is entirely adequate to the story:

> The legislature today passed a bill which permits Akron to vote more operating funds for the city's veteran-swamped municipal university.

"The legislature" is enough because above the headline is a fairly recent device known as the tag-line, which reads "Assembly." And certainly "veteran-swamped," while not exactly conversational language, is an idea more likely to be in the reader's mind than the exact vote or the desire to know just how many other measures were considered.

These advantages, it may be thought, do not offset the loss of the brevity and maneuverability of the other pattern. The answer is that every news story is written with the intention that it be read. If the present pattern does not attain maximum reading, the advantages of the old style are unimportant. It is much like the situation of an editor who has ten columns of copy to put into eight columns of space and does it by setting it in type so small no one will read it. Had he printed eight legible columns his copy would be more likely to command readers.

Until the proposals of Walters and other experimenters are more generally accepted, reporters will have to use the existing patterns.

Kinds of Leads

On the job, the newsman decides upon what kind of lead he will use on a story, although now and then the boss will ask for a specific type of treatment. Neither the writer nor the editor, however, will designate the lead selection by a scientific name. Leads can be classified like butterflies, but around the newsroom no one talks about "clause leads" and "past participial leads." If a handle is used, it may be some expression like "summary lead" or "1-2-3-4-lead."

Yet the writer who understands the different lead construction possibilities will have variety in his writing and will not be so much in danger of falling into a rut. After all, he wants the public to read his story. The opening paragraphs are likely to invite or discourage the reader from going on, although it must be recognized that the heading functions ahead of the lead and conditions the reader toward the story. Inasmuch as headlines and titles for journalistic copy are shrinking in size and tending toward the label in content, the burden of stimulating interest is more heavily than ever on the lead passages.

At first the newsman who is learning lead construction by using different types will think of them, consciously, by their rhetorical or technical names. But as he can toss the lead forms about in his mind, he types the lead on his copypaper without thinking through each step in the arrangement of words. An experienced artist does not think: "This is to be a landscape. That is the vertical view. This is how it looks horizontally. By using deeper color in the background I can represent the distance that house is from the street. By outlining that tree on the left I can emphasize it and bring it closer to the foreground." He may do all these things, but he does them without such elementary tracing of step upon step. He knows, without reminding himself before he starts each painting, that color will emphasize distance. Likewise the skilled writer will know that of the many lead possibilities certain ones are more effective than others. He exercises judgment and in so doing reveals the quality of that judgment. But he cannot be a judge of what is right or wrong, effective or ineffective, in leads without understanding them. Academic or theoretical classifications, such as presented in textbooks like this one, therefore are a distinct aid.

Until the readability experts descended upon the press of the United States during the 1930's and 1940's, newspapers and magazines used several dozen types of leads, with the Who lead dominating all others. When Flesch and Gunning pointed out that long sentences impeded readability, many of the several dozen others became unpopular, particularly the grammatically complex leads.

Consequently the Who lead reigns more firmly than ever, since it allows for simple construction. Because other types have not been discarded completely, however, and are valuable for occasional use, the newsman should be aware of their characteristics.

All leads that seek to transmit the essence of the news at the outset of the story are called summary leads. The more important or newsworthy the story, the more serviceable is this type of beginning, especially if the news is presented in a neat, round bundle. Summary

leads are avoided when the writer deliberately wishes to delay the communication of the essential news, as in the feature story.

Summary leads have these principal subclassifications, based on the nature and tone of the sentence or sentences that form the lead:

Astonisher	Question
Cartridge	Quotation — direct
Literary	Quotation — indirect
One-two-three-four	Situation
Parody	Tabulated
Punch	

Feature leads are informal, conversational, and free-swinging. They are far too numerous to be readily classified.

Understanding the grammatical form of the lead sentence also is a guide to lead production. But since leads composed of simple, declarative sentences are easiest to read, the remaining grammatical forms are counter to the trend of news writing in this era of American journalism. At least these still are being used in the newspapers and magazines of the day:

Substantive clause	Past participial
Conditional clause	Prepositional phrase
Present participial	Infinitive phrase

Whatever the grammatical construction or pace of the lead, the newsman will find it helpful to study the value of emphasis in this opening portion of his story. A guide to emphasis is the set of six questions which readers ask of the news story in general. Just as certain of these five W's and the H are of less importance in the total story, so the same ones are of minor importance for highlighting the lead. Yet all six are being emphasized by the press, with the Who and What dominating. Thus we have a third classification, by emphasis:

Who	When
What	Why
Where	How

Lead Length

Although usually they are only a sentence or two in length, leads are not necessarily only one sentence long or even only one paragraph in size. The lead should be conceived of as the essence of the news, regardless of the depth it covers in the story.

Successful leads are short, attractively and originally phrased, and informative, fulfilling thereby their two chief functions: to win the reader's attention and to tell the reader the news. News-story introductions, therefore, are not easy to write well, for they must be utilitarian as well as attractive. Experienced newsmen spend far more time on framing their opening sentences than on any other portion of the news story of equal length.

Reporters who also have done their turn on the copydesk are most sympathetic with the plea for brief, expressive leads. They have tried to write headlines on stories with word-choked openings. Good leads will help the desk produce crisp heads rapidly. If the lead information is elongated, spread carelessly into the body of the story, or buried at its end, the headline writer must construct a new lead or prepare a heading that is as inadequate as the reporter's writing. Newsmen can test their leads by asking not only if they are attractive and informative, but also if it will be possible to construct headlines from them easily.

Compare these two lead treatments of the same news:

> On Wednesday evening, November 26th, Thanksgiving Eve, the four Protestant churches of the village will unite in a Thanksgiving service at 8 o'clock in the Baptist Church. Rev. William R. Robbins, rector of St. Peter's Church, will preach the Thanksgiving Sermon, and the other pastors will participate in the service.

> Casenovia's four Protestant churches will unite for the Thanksgiving Eve service in the Baptist Church.
>
> The Rev. William R. Robbins, rector of St. Peter's, will preach...

Studies of news leads made in recent years show that their length in words has a wide range, excessive length occurring in the Chicago *Tribune* and the New York *Times* and extraordinary brevity in the Chicago *Sun-Times* and New York *Daily News,* among widely known dailies. Extremes ranged from fifty-five words on the one hand and seventeen on the other, as average lengths.

The Associated Press sought, at one time, to keep all leads to thirty words or fewer, suggesting informally to its writers that they aim at that goal. Rules of this sort cannot be hard and fast, and are based on the common misuse of the word lead as meaning the first sentence or paragraph of the story. A more realistic and desirable rule would be to ask reporters to keep their opening paragraphs to thirty words when possible, whether the paragraph embraces the lead entirely or not.

An aid to writing brief leads is the omission from the opening paragraph of unimportant names. Known as the *blind lead,* this delays indicating not only the full name, but also the age, address, occupation, and other identifying details. Such a device is an especially happy solution to the problem of avoiding excessive lead length for writers of wire copy and of stories to appear in big city papers. In a metropolitan area few persons are known to any large number of readers; their names are not newsworthy in themselves. Here are two leads in which greater brevity (although not necessarily enough) has been achieved by using the blind-lead technique:

> A lawyer formerly in charge of tenant selection for Stuyvesant Town and Peter Cooper Village was accused yesterday of shaking down eleven doctors for $28,000 before leasing them offices in the two Metropolitan Life Insurance Company developments.
>
> None of the physicians and dentists...

> A thirteen-year-old boy who lowered himself into a cave in Central Park yesterday afternoon in an exploring expedition got himself wedged tight and was trapped for almost three hours before he was rescued.
>
> It was a boy-sized hole into which the youth, Morris Deschesne, of...

The Lead and Structure of the Story

The lead determines to some extent the structure of the entire story. If the opening is an unwieldy, cumbersome one, like the longer of the two church leads quoted above, the bulk of the story will be repetitious. The thrice-told tale type of structure for news-telling went out of fashion long ago. But inexpertly written and edited publications still print news accounts that tell the reader what happened through the headline, through a wordy, inclusive, and detailed lead, and through a repetition of facts spread through the rest of the story.

A neatly tailored lead will reduce the second telling of those three to a minimum. The recapitulation from the second paragraph on then can present all the details and need do so once only. This will make for a shorter story as well as a brisker lead paragraph.

Newswriters might think of their material for the lead as being in sections. The most important could be called the primary lead, and presented first, in a brief paragraph. The next portion of the material would, in the old-fashioned cumbersome lead, have been considered of major value but now is subordinate. This area could be called the secondary lead. The remainder of the story would be an elaboration or expansion of, first, the primary lead and then the secondary lead. The story, as usual, can be cut from the bottom without doing major damage, since the last portion of the expansion of the secondary lead is of minor importance. Here is an instance:

Publishers of 400 American magazines were urged yesterday to teach the American people the faith in their own beliefs and destiny which is needed to win the "war of ideologies." — **Primary lead**

This appeal, made by Herbert Mayes, editor of "Good Housekeeping" keynoted the final luncheon session of the second annual forum of the National Association of Magazine Publishers at the Waldorf-Astoria. Mr. Mayes was one of five editors who discussed the "Challenge to Editors," after a morning session devoted to the "Challenge to Business." — **Secondary lead**

"It is a great part of the editorial job today to tell our readers that they can be patriotic without embarrassment, that in assessing our program and prosperity, our personal freedom and opportunity, they can be exuberant as well as humble," Mr. Mayes said. — **Elaboration of primary lead**

"No greater war was ever fought than the current war of ideas and ideologies. To win it, there must be fervor in our own beliefs, boundless confidence in our own system, sureness about our own destiny. The quality of our faith can communicate itself to nations abroad."

Raymond Moley, editor of "Newsweek," said American magazines could be the expediters of world understanding. A single example of America's better way of life, such as a good magazine, automobile, or refrigerator, provides better propaganda than lectures on constitutional government, he said. — **Expansion of secondary lead**

Wheeler McMillen, editor of "The Farm Journal," said magazines must help their readers "exercise the eternal vigilance that is ever the price of liberty," and offer facts with which to combat anti-democratic propaganda. The sifting of truth from propaganda in modern fiction was described by Walter Davenport, editor of "Collier's," as one of the major challenges facing editors.

The educational function of trade magazines was stressed by Julien Elfenbein, editorial director of the Haire Publishing Company's home furnishing group.

Examples of Leads

The lead types discussed in this chapter can be used for all news written to be printed. Radio leads are being explained in another portion of the chapter and there are compared with newspaper-type story beginnings. Except for minor adjustments, however, each type is used interchangeably in the general daily newspapers, general weekly, specialized newspaper, such as a house publication or club paper, general magazine carrying news stories, newsmagazine, association, or other specialized periodical, wire service, syndicate that distributes copy by mail, or any other type of news service eventuating in the printed word.

Illustrated first are leads classified by writing tone and nature of the material.

Astonisher

A lead of moderate length (from twenty-five to thirty-five words), this is intended to arrest the reader's attention by presenting surprising, unexpected material but not news of world-rocking importance.

> The home of a Brooklyn school teacher was bombarded at 10 o'clock last night by someone who drove along the street and fired at least 30 rifle shots.
>
> The shots were aimed at the home of . . .

Cartridge

As its name suggests, this is brief and goes right to the point of the story, presenting its news with high concentration.

> WASHINGTON — Senate leaders called for a new housing showdown today.

Literary

Chiefly of value to the feature writer, the literary allusion lead can be used to give life to a routine news story or an oddity in the news.

> NEW YORK — The old saw about "Live and Learn" has been switched to "Sleep and Learn." Max Sherover, 59-year-old New Yorker, has invented a device which will teach, by means of recording, anything a person wants to learn while slumbering. . . .

One-two-three or One-two-three-four

To avoid a cumbersome opening a newsman can divide the main parts of his lead and give them to the reader with a number for each principal part. He precedes this series of units with a general statement to indicate the nature of the story.

> In the most militant mood in its history, the Authors Guild, under the new administration headed by Paul Gallico, has embarked on a program to seek numerous new benefits for writers and to correct a number of alleged disadvantages.
>
> Sweeping in its aims, the program would:
>
> 1. Lease, rather than sell, film rights to stories.
> 2. Eliminate publisher participation in motion picture rights.
> 3. Establish outside date of publication for purchased magazine material.
> 4. Enable magazine writers to obtain copyright in their own name.
> 5. Adjust authors' income-tax basis.
> 6. Fight the "restrictive" activities of the House Committee on Un-American Activities.
> 7. Hold the line against efforts of publishers to cut royalties.
>
> For perhaps the first time, the Guild will aid the "young . . ."

Punch

Milder than the astonisher or cartridge, this lead has vigor, but is neither as short as the cartridge nor as long as the astonisher. It is widely useful for a concise presentation of the news that is not inherently exciting or sensational.

> DAYTON, O. — The Air Force had three new planes here for tests today. One was the famed XF11, a two-engined photo reconnaissance craft.

Question

Featurish in tone, it fits well with unusual or routine stories that need an informal tone as well as with those that deal with matters of interest to all readers, such as the weather.

> Did you ever hear of a low pressure area in reverse?
>
> This phenomenon occurred yesterday and that's why there was no frost last night.
>
> The low pressure area moved . . .

Quotation — direct

Easily overdone, this type of lead is handiest in writing about speeches, sermons, reports, and other news material allowing for quotation from a source. If a short and striking quotation is used, such a lead is effective.

> CHICAGO — "We want no subsidy from the government," the Chicago Tribune said Tuesday in an editorial on proposed increases in second-class mail rates for newspapers and magazines going outside the county of publication.

Quotation — indirect

Instead of using the speaker's actual words, because the idea conveyed by them may be expressed verbosely in the original or because permission to quote directly has not been obtained, the reporter can paraphrase and put the material into his own words. Credit must be given to the speaker. This device permits the newsman to crowd the lead more than he can with a direct quotation.

> By FRANK O'BRIEN
>
> ROME — (AP) — George Santayana, 84, poet, philosopher, teacher and novelist, wonders whether the real meaning of Abraham Lincoln's Gettysburg address is known.
>
> The question — a subtle one probing for what exactly was in the great president's mind — arises in connection with what Santayana calls his final book, a task in political philosophy at which he thinks death may overtake him.
>
> The philosopher charges much of the world's troubles to a lack of great men. "There are no great men today," he said in an interview. "Napoleon was a great man . . ."

Situation

Sometimes called the picture lead, this one presents in words a picture of a situation which backgrounds the news. Useful in both

news features and straight stories of not too much spot news importance, it ignores or submerges the news peg.

> WASHINGTON (UP) — The Veterans Administration's campaign to find physicians for its hospitals is slowly succeeding.
>
> This has been due in part, the VA said today, to Army-Navy cooperation in extending until July 1 the services of training program doctors.

Leads classified by complex grammatical construction, it can be seen from the following typical examples, run to more wordage than those just presented, which are all simple, declarative sentences.

Substantive Clause

> Although the cold weather put a damper on outdoor cleaning activities during the week, the Clean Up Week Campaign, sponsored by the Junior Chamber of Commerce, has shown good progress, John B. Redmond, chairman, reported today.

Conditional Clause

> If the views of thirty-five members of the Women's National Republican Club can be considered straws in the pre-convention wind, it must be said that candidate Harold E. Stassen and undeclared candidate Arthur H. Vandenberg have made some inroads into Thomas E. Dewey's home-state preserve.

Present Participial

> Unleashing a heavy attack in the second and third innings, St. John's downed Queens College, 14 to 2, yesterday at Dexter Park. This was the ninth victory for the Redmen in twelve starts.
>
> Don Novak, who went the route...

Past Participial

> KANSAS CITY, Mo. — His throat slashed, Michael D. Kellett, 52, a brother-in-law of Democratic political leader James Pendergast, was found dead in the bathroom of his home today by his wife. Mrs. Kellett said...

Infinitive Phrase

> To raise money for overseas food packages, a spring dance will be given by the Sisterhood of Congregation Ahavath Achim May 9 in the temple social hall, 805 Almond st.

Prepositional Phrase

> By one vote, George Daigneault won the election for president of the Men's Student Government at Syracuse University yesterday.

The five W and H leads, so designated because they emphasize the Who, What, When, Where, Why, and How regardless of grammatical structure or the tone of the material, give a news writer a guide to putting the most important information first in the summary lead.

Who

> GREENWICH, Conn. — Mrs. Bernard F. Gimbel, wife of the president of Gimbel Brothers, Inc., New York department store, suffered a compound fracture of the right wrist and possible broken ribs yesterday when she fell 15 feet into an empty concrete swimming pool at her home, The Chieftans, in Greenwich.

What

> NEWARK, N. J. — A steel scaffolding erected for filming of a scene from Jimmy Stewart's new movie collapsed yesterday at Newark airport, injuring at least nine persons.

Where

> In Dallas' Mercantile Bank auditorium last week, stockholders crowded in for the first annual meeting of Lone Star Steel Co. Texans were anxious to know how their first home-owned heavy metal industry was doing...

When

> Wednesday will be Career day at Central, Vocational, and Eastwood high schools.
>
> The entire morning will be...

Why

DENVER, Colo. — Promoted by tourists' requests for silver dollars — or "cartwheels" — as reported by hotelmen, the Denver Post took steps to put more of them in circulation by meeting an entire week's payroll with silver in place of usual checks.

How

Felled by an extension ladder while walking in Lodi st., this morning, Mrs. Violet Como, 34, of 702 Kirkpatrick st., was taken to Onondaga General Hospital with head and arm injuries.

Story Patterns for Radio

"Tune in again to WSYR at this time tomorrow night for a summary of local news gathered and written by Bud Stapelton."

Reporters for the press also gather and write the news and are granted by-lines. How then does the newscaster's work differ from the reporter's on the *Post-Standard* in the city of Syracuse, New York, to use a typical situation?

Their reporting methods are about the same. The only essential difference is that the newscaster picks up fewer stories and mainly large ones, for he has no "space" for the many inches of routine copy printed in newspapers.

Their news writing differs in the construction of leads, the building of stories, and the selection of content.

Their presentation differs because one's copy goes into print; the other's is read into a microphone.

The radio newsman's job may be lighter, quantitatively, at least, on the gathering end but heavier on the presenting end. The writer who must put his news on the air needs to be concerned about preparing his copy for reading, be able to speak clearly, and know how to speak accurately and attractively. The writer for print leaves this aspect of presentation to the mechanical department. Type, pictures, and charts dress up his copy for him.

Television can combine all these elements. If it does not report the news event directly by throwing it on a screen as it takes place, it focuses on a newsman who is seen as he tells the listener about the news and can pull maps and graphs into the camera's range as he speaks.

Radio also reports from the scene. Its ability to do this has been increased in the mid-forties by the use of recording machines. Radio newsmen take these devices with them when they conduct interviews, hear speeches, or ask for statements from central figures in big news stories. Later the recordings are played back as part of a radio program.

Broadcasts direct from the news scene are only one of the half-dozen ways in which radio presents the news. Others are dramatizations, interviews with news figures brought to the studio or scene in their own locales, straight newscasts, roundtables, and commentaries and newscasts combined.

International News Service, one of the major wire services originally for newspapers only, classifies the straight newscast, which is the most important and common of all types, into two kinds: the rapid-fire dateline and the news roundup. Their nature is obvious from their names.

Included in the dateline form is a series of brief dispatches, with a dateline source clearly indicated for each. Radio officials disagree over the best way to use the dateline. (*Washington* is a dateline in radio copy; *Washington, Oct. 15,* is a dateline in copy for print, plus the log or credit symbol of the transmitting agency.) Network broadcasts generally integrate the place of origin with other material in the first line or two of copy; local broadcasts that are based simply on the reading of wire service dispatches not originally intended for radio sometimes begin by naming the city from whence the news came.

The news roundup is a running story, frequently undated and with little emphasis on geographical source, telling what has taken place in a given area of the globe, either world-wide or in only the station's own listen-

ing area, during a given news period. Such a period may be any length of time from the preceding twenty-four hours to the preceding hour. ("Sources in Washington revealed this afternoon that . . ." is a typical opening.)

Radio has no visible headlines with which to catch the reader's eye, although news writers can use them as reading matter at the beginning of a program to gain interest and summarize the high spots of the news or at the program's end to recapitulate the news as an aid to the listener. Lacking this important asset to the newspaper and magazine, radio news writers therefore must phrase their stories artfully and build their programs carefully. Whoever reads this copy, be it the original reporter or an announcer for whom the material was prepared, must make up for the inability to display the material. The voice is the typographical dress of radio.

Story Structure

Writers of news for the press concentrate on individual stories. Writers for radio think of stories in groups. They emphasize the building of news programs rather than the presentation of any one unit of a broadcast. Since the ordinary news program is made up of from six to ten brief items, the emphasis on the whole instead of any one part is natural. Yet the newsman must chisel out of his notes an attractive series of news stories. He must show concern for the lead of each, the transitions, and the relationships between units.

Straight news on the radio is constructed, story for story, much as news for print is assembled. A newspaper front page can be visualized as a mosaic of triangles and rectangles. Most of the triangles are standing on their tips and are of differing sizes. A radio news program is a string of triangles, with possibly only the last standing normally on its base. The longer the program the greater the likelihood of rectangular patterns finding their way into the series.

Individual radio news items are so short that the triangle is shallow and squashed. Comparing a story handled by both radio and newspapers makes this graphically clear. In the following example the radio station could not have spared the time to provide as much detail as the newspaper story contains. Assuming that the newspaper did not overplay the story, the permanent record value of the press is proved by such a comparison. Also the longer story, having strong narrative ingredients, provides the reader with interesting reading matter that radio has not, in so little time, been able to match. For the persons who have no strong interest in the incident, however, the radio version possibly is entirely suitable.

(The Radio Version)

A two-year vigil by Federal Authorities was ended about noon today when a post office inspector arrested a man alleged to have been pilfering mail from mail boxes since 1945.

The man under arrest is Robert F. Ryan -- 33-years-old -- of 413 Elliott Street. He was taken into custody by Post Office Inspector Edward J. O'Neill after the officer had watched him rifle mail boxes in two apartment houses in the 600 block of University Avenue.

According to O'Neill, Ryan has admitted the thefts, totalling 25-hundred dollars in checks, which he forged and cashed at local banks.

The inspector adds that none of the banks questioned the identity of the man in cashing the checks.

O'Neill followed Ryan up University Avenue late this morning and stopped him for questioning. Ryan told the officer his name was -- of all things -- O'Neill. The inspector allowed the suspect to move along and watched him enter the two apartment houses.

Then, as he tried to make the arrest, Ryan started running. However, O'Neill pulled his revolver and the chase ended right there. Two unopened letters were found in Ryan's pockets.

The arrest caused quite a commotion among bystanders, one of whom phoned police and reported that a man with a gun was pushing another man up the street. This brought several prowl cars to the scene, and the arrest was secured.

Ryan is now at the office of U.S. Commissioner A. Van W. Hancock awaiting arraignment on charges of theft of mails and forgery.

- WFBL, Syracuse, N.Y.

(The Newspaper Version)

By EDITH SCULLY

A two-year vigil for a persistent letter box thief ended yesterday with apprehension at gunpoint of Robert Francis Ryan of 413 Elliott st., by Postoffice Insp. Edward J. O'Neill, after a block-long chase in University Ave.

Later, Ryan admitted theft of letters containing about $2,500 worth of checks, an unestimated amount of cash and an insured parcel slip, which he used to obtain the package, later selling its contents during the period, the inspector said.

Chased With Gun

The chase began when O'Neill identified himself to the suspect, who broke into a run going north in the 600 block of University Ave. Drawing his .38, O'Neill ran in pursuit. He called to Ryan to halt, but didn't fire for fear of hitting bystanders.

The capture came when Ryan ran up the back stairs of a house in Harrison St., around the corner from University Ave., and finding his way blocked, surrendered.

Call for a police car was put in by O'Neill from a store at the corner of E. Genesee St. and S. Crouse Ave. and Ryan was taken to the Federal building for questioning. In his pockets, according to the postal inspector, were two unopened letters bearing University Ave. addresses.

Pointed Out By Carrier

Final break in the case that also has been under investigation by Syracuse police and U.S. Secret Service agents, came yesterday noon as O'Neill was about to conclude a three-hour watch in the University section, where complaints had been centered in recent months.

A postoffice letter carrier pointed out Ryan to O'Neill, who kept watch and saw the man enter and leave two apartment houses. The postal inspector approached him and asked if he could help. Ryan replied that he was looking for a family named Quinlan and when asked his own name told the inspector it was "O'Neill."

Still keeping watch of Ryan, who fitted almost exactly a description sent out in warning by the postoffice department that was widely circulated among apartment house occupants and store owners, O'Neill saw him enter a third apartment house.

Ryan Makes Break

When Ryan left the building, the inspector stopped him again and

asked for identification, at the same time identifying himself as a post-office inspector. It was upon hearing this that Ryan made his brief run.

Ironic turn of the chase was that police were warned thru a citizen's call about "a man with a gun."

O'Neill who came to Syracuse in July of last year has been working on the case steadily along with Louis A. Lieb, assigned to the inspector's office; Det. Michael Kennedy of the Syracuse police department; and secret service agents.

Signatures Checked

About 45 to 50 checks were taken from Syracuse letter boxes and cashed in local stores during the slightly more than two-year period and in that time the investigators checked thousands of signatures on various local records in their search. In addition, many of the checks, which included Federal, state, county and personal checks, were sent to the FBI Washington bureau, and the state bureau of correction for comparison with the handwriting of known forgers.

Many times the investigators, who had been looking for the mail thief daily, arrived in response to a call concerning someone answering the description sent out, only to find they had just missed him.

For the past four months, a close watch had been kept in the University area beginning at times as early as 7:30 or 8 a.m. An unofficial theory, the past few days, had been possibly that the man sought, described as a blond, had dyed his hair a different shade.

More than 100 suspects had been eliminated since the first check theft in the series in February, 1945.

Ryan waived a hearing when arraigned yesterday afternoon before U.S. Commissioner A. Van W. Hancock on a charge of theft of mail from house letter boxes and bond was set at $5,000. According to O'Neill, Ryan signed a statement admitting the series of mail thefts.

U.S. Attorney Irving J. Higbee was notified and said the case would be presented to the grand jury meeting at Albany, Wednesday, June 11, in connection with the June Federal court term.

Cashed Checks Easily

O'Neill said that Ryan, employed as a laborer by a local construction company, related he had never had any difficulty cashing the checks, since he had been asked for identification only once.

At that time, it was said, Ryan, who had a pair of pliers in his pocket when apprehended, presented a card from a toolmakers' union, having previously stolen the card and changed the name to conform with the one on the check.

Ryan told investigators, it was reported, that he had just walked along until he came to a "good" apartment house, preferably one with a foyer or lobby, and that the letter boxes were usually in bad shape, although he had never found one open.

Threw Letters Away

He also stated he disposed of the letters and envelopes by tearing them into small pieces, which he put into trash cans at the curb, it was said.

One hundred penlights were obtained by Ryan when he presented a stolen insured parcel notice at the postoffice and claimed the package, according to O'Neill, who said Ryan then sold them for 50 to 75 cents apiece.

Only one of the lights was recovered yesterday at Ryan's home, where he lives with his wife and four children, when he voluntarily accompanied investigators there.

—Syracuse (N. Y.) *Post-Standard.*

Transitions in radio news writing become doubly important because the separate news stories are short. Without them, some authorities on writing copy for broadcasts declare, the program will sound choppy and disconnected. Other writers on this point, some of them widely experienced radio newsmen, disagree and oppose too obvious attempts to link the units because, they say, they are distracting to the listener and discourage him from listening further. As in newspaper and magazine writing of news, newsmen in radio at first will do what they are told by their superiors and later decide on the merits of each view as they learn from experience.

Radio Leads are Warmups

Basil Walters' advice to his reporters, mentioned in the section of this chapter that considers writing the news for print, is common counsel for radio writers. William F. Brooks, vice-president in charge of news and inter-

national relations for the National Broadcasting Company, for example, phrases it thus: "Write it the way you would say it aloud to a group of people." He recommends, in his book, *Radio News Writing,* "conversationalizing" news that originally was written for print.

Naturally this policy will affect the radio news-story lead or introduction in the same way that it influences the news story to be read. Because the news actually is heard through the human voice, the conversationalizing is achieved not only by word choice but also by inflection and tone. Radio leads can sound like natural speech because that is exactly what they are at their best.

Such informality narrows the types of leads used on the air. Shortened versions of the five W and H leads are effective, but the grammatically classified leads are *verboten* and contrary to radio writing's simplest rules. Most of the newspaper leads classified by tone may be used by radio writers except the direct quotation and the Who. These can be altered simply by loosening them with a few extra introductory words to keep them from being stilted. The newspaper or magazine full summary lead is far too complex for radio. It is unwieldy to speak and confusing to listen to.

Professor Baskett Mosse, head of the radio journalism courses at Northwestern University's Medill School of Journalism and an experienced radio news writer, counsels his students to keep their leads short, recommending that they use twenty-five or fewer words. Thus he has echoed the basic advice of all experienced radio journalists. Listeners cannot backtrack as readers can. He also advises neophytes to avoid the dependent clause beginning, never to tack the identification of the source at the end of the material, and to abhor label leads (those that tell the listener what to think about the quality or magnitude of the story, as in "Here's an interesting yarn from Minneapolis . . ."). On the positive side he advises beginners to use the present tense so as to keep news fresh and to employ only direct sentences.

Another of the few analysts of this type of journalism is Carl Warren, radio news editor of the New York *Daily News* and supervisor of the staff which prepares copy for the news broadcasts over New York's WNEW. He has discovered six common types of leads or warmups: source, locale, time, contrast, question, and epigram. Mr. Warren favors a somewhat more gradual approach to the news than Professor Mosse. Source, scene, and time, he says in his *Radio News Writing and Editing,* are the heart of the story. A lead may begin, then, with "A spokesman for the textile manufacturers says . . ."

Source leads begin by crediting the person or other source of the news and therefore sounds like the newspaper lead of the same construction:

Newspaper — Governor Mitchell Manley announced today the appointment of . . .
Radio — Governor Manley said this morning that he had appointed . . .

A lead which plays up the locale in radio is an imitation of the newspaper's Where beginning. The time lead of radio is pressdom's When; the question lead is identical in both media. Newspapers and magazines handled the contrast lead in exactly the same manner as radio. The epigram lead ("There is no glory in outstripping donkeys. Arthur Robertson was ready to believe that this epigram is true today when . . .") is suitable to either medium, for by its nature it is short.

Radio adds to these familiar journalistic constructions what Mr. Brooks calls the *tie-in* lead. It is one which picks up an idea from a preceding story with which to launch the next one: "Nor is that all the news from Atlantic City . . ." or "Elections also were in the news in California today . . ."

Blind leads are popular with radio writers because listeners might not hear or understand a name the first time it is spoken. The device

also permits the listener to clinch the name with the identification, as in this example from the script of a KMBC program heard in Kansas City, Missouri:

Today on the Heart of America news front, here in Kansas City, a bandit kidnapped a meat salesman. He robbed him of a thousand dollars in cash; a nine hundred dollar diamond ring, and a wrist watch. The victim, Carl Belari, of 917 Benton, was taken to the Northeast reservoir after the bandit entered his car at 13th and Park.

As with the large newspaper, the wide-area radio broadcast does not feature the names of relatively unknown persons. Thus press and radio solve a technical problem of lead wording in the same way.

Timing

Radio's space is time. The newspaper or magazine or press association writer has a somewhat flexible arrangement with his publication; depending upon the season, the time of week or day, or the general volume of the news, he may handle similar value stories differently. Some will be long and others, even if of the same importance at another time, short. The free-lance writer, unless he writes his copy wholly to order, writes to a length generally used by the publication at which he is aiming. When space is linear, length is rarely absolute or measured to the exact word. At deadline time it is, of course, but on the great majority of the newspapers and magazines published in the United States any one piece of writing usually can vary in predetermined length from ten to several hundred words. The city editor of a big metropolitan paper gives reporters only an approximate wordage. Beat men will consult him before writing any extraordinary story; routine stuff is kept down, as a matter of course, and may be one, two, three, or four paragraphs long at the discretion of the writer for print. On the small-town weekly the writer is much on his own and determines the length of his copy himself. His publication or that of a magazine writer has several hours of reading in it.

But the radio news writer must think in terms of small units — at most fifteen minutes and often only five, unless he is using the roundtable type of news program to bring out the news. But roundtables are not a common manner of reaching the public with first-hand news.

Time rates or scales are not available, since few radio news writers will work at exactly the same speed. What preparatory work they must do varies by program. More time may be needed, for example, to write this morning's eleven o'clock program than last night's eleven o'clock offering because one may require more verification, rewriting, or elaboration than the other.

Radio journalists rarely have as much time as they want or need to tell the news. Opening and closing commercials, spot announcements, and station breaks, copy for which is prepared by someone else on the staff of a moderate-sized or large station or by themselves on very small ones, will take from one and a half minutes of a five-minute program to three minutes of one fifteen minutes long.

The writer learns from the experience of preparing his copy how long he will take to write enough high quality, varied, and timely material. Some writers are so nimble-minded or careless that they can seize a handful of publicity releases, teletype sheets, and newspaper clippings and go on the air with no further preparation than rough sorting. Carefully prepared straight news programs, however, are planned and written as meticulously as is copy for printing.

Such background work is not thought of when first considering timing, which appears to apply only to the actual minutes when the news goes out over the air waves. But a ten-minute news summary, for example, may need as much as four hours for preparation — if the work is done thoroughly and conscientiously. A fifteen-minute program, depending upon many factors, is preceded by from three to six hours of such work. Late news developments then may ruin hours of preparatory study and research and testing of content. Radio news activity, being against the clock, therefore is just as nerve-straining as that on a big daily around deadline time, and far more perishable.

In this time before the copy is read, the writer must arrange the script's projected contents, write the units (individual stories) to be in each, and copyread (verify, improve language, mark for reading, check for style, and generally supervise) or have it copyread by other persons. If the newsman prepares the material for others to read, he will need to use extra care about details and meet an earlier deadline than if he were using the material himself.

The longer the news show the faster the writing, because it will contain more of the original source material, much of which may be lifted in whole blocks. Thus, there is less time consumed in digesting, condensing, and rewriting. Contrariwise, the shorter the program the more tedious its preparation, because its strands are more tightly woven.

Copy Specifications

Radio journalism is even more disorganized and varied on copy specifications than printed journalism. A fistful of sample scripts from widely separated stations will reveal few that follow the same specifications. Most common standard is upper- and lower-case typing at ten words to the line. Frequently copy is typed all caps (all teletype copy and also some home-prepared material is so written). Sometimes it is typed with the lines only half a page wide. Other line widths in use are two-thirds or three-fourths of a page.

Professor Burton L. Hotaling of Rutgers University School of Journalism has suggested several specifications on the basis of the ten-words-to-the-line standard. He suggests counting half lines as full and ignoring those that are less than half a line long. A table based on his explanation in his *A Manual of Radio News Writing* might be set up for sponsored programs thus:

Program Length	*Number of Lines in Copy*
5 minutes	52-53
10 minutes	112-120
15 minutes	175-180

Sustaining news programs allow more time and therefore longer copy. An additional fifteen to twenty lines might be added for every minute's gain in time. The increase is not, for a fifteen-minute program, three times that of a five-minute broadcast, however, but only twice as much.

Radio news writers on small-station staffs actually have to be both writers and editors. Therefore, it is necessary for them to learn something about editing procedures, an operation beyond the scope of this book.

Interpretation of the News

As with newspaper and magazine news work, radio journalism does not stop at spot-news coverage and presentation. It also seeks to help the public understand the meaning of the news. Such analysts of varying quality as Raymond Swing, Gabriel Heatter, Edwin C. Hill, and Drew Pearson perform the interpretative function for the networks. But the average-size station long has felt the responsibility to provide such guidance and generally has a staff member capable of regular news analyses. Writing in *The Newscaster,* publication for radio newsmen issued by International News Service, Professor Mosse outlines the situation clearly when he says:

What radio news needs is more interpretation. To get it, we have to do a lot of "digging," but the resulting improvement in our news programs is worth the effort.

Just what is interpretation?

Simply this: explanation and clarification of complex events presented in the simplest of language and designed to make the news more understandable. Call it "backgrounding" the news or discussing cause and effect, if you wish.

It's something the news services can't always provide as quickly as we may need it. To do the job as it should be done, we must interpret the news when it breaks, not several days later. For example, when an important story appears on the wire we should be able to supply interpretation as well as report the straight facts on that story in less than an hour.

The recent break in commodity prices begged for quick interpretation. The first story broke unexpectedly early one afternoon. We had the facts that grains had fallen the legal limit. But what did it all mean? The first stories — written in the technical language of the market — left a lot of questions unanswered. Maybe it was too early to answer all of them, but that didn't alter the fact that the listener wanted them answered.

But where do we get the answers? Our news editors can't be experts on every subject. That's true. But they should know where the experts are, and it's usually no trick to get them to talk. But the editor has got to work fast.

He then goes on to describe how Jack Fahey, news editor of KNEW, Spokane, Washington, has worked out a system to provide quick interpretation on complex subjects. A group of Spokane businessmen and other persons recognized as leaders in their fields comprise a board of experts. When a story breaks, a radio writer calls the one whose field it concerns and obtains his comment, especially the local application.

I have one gentleman [the Spokane newsman explains] who is well versed in industrial development in this area and one who knows the power story inside out. I have another man who can tell me about mining, but so far I have no one who will give me reliable interpretation of agricultural news because they all seem to have axes to grind.

We have had favorable comment on our use of this kind of interpretation from listeners who had heard KNEW explaining a story that had been nothing but facts and figures before.

This is a unique system, but one which staff members can at least in part replace as radio draws more experts of its own to its microphones: young men and women who have been trained not only in radio work, but also in industry, business, labor, and other areas and have studied economics, finance, psychology, sociology, and the other social sciences.

Whether the interpretative news writer for radio draws upon the brains and judgment of others or upon his own, the script he prepares will be little different from a straight speech manuscript, which is not the most desirable type of radio program material. He — or the person reading his copy — therefore will have to make up for the quality of sameness by his ability as a speaker and the genuine value of what he has to say. All the rules about brevity, informality, and simplicity apply here fully.

Typical of this type of radio journalism is the work of E. R. Vadeboncoeur, a New York State radio executive and member of the Council on Radio Journalism of the Association of Accredited Schools and Departments of Journalism. Mr. Vadeboncoeur speaks daily, explaining the meaning either of several important stories briefly or one at some length. This excerpt is typical of his style and manner:

Down at Albany, either tonight or tomorrow, a bill will be introduced in the State Legislature which is described loosely and rather quaintly as a bill to overhaul last year's permissive local tax law.

What it actually does is ominously important to all the people of the state; people already burdened down by a crushing and discouraging tax load.

Here's what that so-called overhaul bill will do. It will ...

Rewriting

Whether it be a radio news script or a newspaper news story, journalistic copy can stand rewriting. It may not get it, because there is too little time. Often it does get such revision, however. Whether it will depends upon the size of the staff, the necessities of the material, and the standards of the institution. Magazines, being more slowly produced, bear down heavily on revision. Newspaper, press association, and radio depend upon the rewrite to achieve timeliness or to give variety and difference to the copy. Whatever the motive, if well done rewriting makes for good journalistic writing.

All good writing is rewriting may sound like a pat generalization. In literary production it is not accurate. Masterpieces have been struck off at a sitting by poets and essayists and story writers who work that way. In journalistic writing few assignments or conditions for writing stimulate genius. For journalistic writing is prefabricated; it is functional, purposeful, fundamentally or theoretically unimaginative. The journalist writes not to please himself but a boss in his office (frequently more than one) and possibly thousands of readers and listeners who neither demand nor expect literary polish or originality in their daily paper or trade magazine or radio news broadcast. Also, news copy rarely is complete the first time it is produced, although it must appear to be. It is thick with statements of fact that need verifying and amplification. As the news day passes, reporters see or are told about new angles. Related data are received and must be included. From edition to edition or newscast to newscast the manuscript is improved both in content and writing technique.

Journalistically, then, rewriting means recasting and rephrasing the existing written material for the sake of better writing and adding information with the intention of covering the news more thoroughly. Only past masters of journalism write it right the first time, and there never are many past masters in any one generation. Other writers must reread their material, chop out words here and there, transpose paragraphs, insert new sentences, substitute picturesque expressions for trite ones, and break long sentences into shorter ones.

Comparing the treatment of a news story by tracing it through several editions of a daily newspaper or by examining a series of stories received during the day or night report of a press association for either newspaper or radio use will illustrate the merits of rewriting. Magazines and newspapers published in rural areas are at a disadvantage in rewriting, for it is costly for them to produce more than one edition or a replate. Aside from house publications, magazines usually are national in distribution; small town papers are limited financially. The first cannot recall its copies or send out new editions, although the split run is common in magazine production. But the split run is not a duplication of circulation.

Here is an example of how the Associated Press improved a crime story by distributing a new account that killed the first story's opening three paragraphs. The "first lead" (actually the first *news* story) followed the original by one hour. Three-quarters of an hour later the wire service's teletypes tapped out several brief corrections. In much more extensive stories, such as great fires or transportation disasters, new leads, adds, inserts, and

corrections pour from the machines all day long, as many as eight or ten seriously altered versions succeeding one another. By the end of the report the final lead (wire service language for *the story*) may be totally unlike the first one sent out six or seven hours before except for certain basic facts, such as the place of the news event.

D38

SOUTH GLENS FALLS, N.Y., APRIL 14-(AP)-MORE THAN 20 STATE TROOPERS COMBED A HEAVILY WOODED SECTION NEAR CONKLINGVILLE TODAY FOR HAROLD ALLEN, 25, WHOSE 17-YEAR-OLD WIFE WAS SHOT FATALLY LAST NIGHT.

TWO BLOODHOUNDS BROUGHT FROM TROOP K HEADQUARTERS AT HAWTHORNE LED THE POSSE UP A MOUNTAIN.

STATE POLICE SAID NEIGHBORS REPORTED THAT ALLEN HAD ENTERED THE FOREST AFTER THE SHOOTING. HE WAS CARRYING A GUN, POLICE WERE TOLD.

DR. FRED EATON, SARATOGA COUNTY CORONER, SAID MRS. EDNA ALLEN HAD BEEN KILLED BY A SHOT FROM A SAWED-OFF SHOTGUN. HE SAID THE GUN APPARENTLY HAD BEEN FIRED AT CLOSE RANGE.

THE CORONER REPORTED THAT MRS. ALLEN HAD BEEN STAYING WITH RELATIVES AT GLENS FALLS SINCE SUNDAY. SHE HAD RETURNED TO THE ALLEN HOME LAST NIGHT TO GET HER YEAR-OLD BOY, HE SAID.

RELATIVES WHO ACCOMPANIED HER SAID THE SHOOTING OCCURRED SHORTLY AFTER SHE ENTERED THE HOUSE IN ALLENTOWN, ABOUT TWO MILES NORTH OF CONKLINGVILLE, THE CORONER REPORTED.

THE STATE POLICE AT SARATOGA SPRINGS SAID ALLEN HAD REPORTED DOMESTIC TROUBLE TO THEM MONDAY. THE TROOPERS SAID THEY HAD ADVISED HIM TO GO TO CHILDREN'S COURT.

THE CORONER SAID HE HAD BEEN TOLD ALLEN PURCHASED A SHOTGUN FROM A RELATIVE YESTERDAY ABOUT THREE HOURS BEFORE THE SHOOTING.

THE SEARCH CENTERED ABOUT THE NORTHEAST END OF SACANDAGA RESERVOIR IN SARATOGA COUNTY. THE REGION IS SPARSELY SETTLED.

RM-WJ9AES

S38AB 52

FIRST LEAD SHOOTING

SOUTH GLENS FALLS, N.Y., APRIL 14-(AP)-A HEAVILY-ARMED POSSE SPREAD A MOUNTAINSIDE DRAGNET TODAY FOR A GUN-TOTING LABORER WHOSE 17-YEAR-OLD WIFE WAS SHOT TO DEATH IN HER BEDROOM.

TWO BLOODHOUNDS LED MORE THAN 20 STATE TROOPERS UP THE MOUNTAIN,

NEAR CONKLINGVILLE, AFTER A FUTILE ALL-NIGHT SEARCH IN RAIN AND SNOW FOR HAROLD ALLEN, 25. ROAD BLOCKS WERE ESTABLISHED IN THE AREA.

MRS. EDNA ALLEN, MOTHER OF A YEAR-OLD BOY, WAS KILLED LAST NIGHT BY A CLOSE-RANGE BLAST FROM A SHOTGUN AT HER MODEST TWO-ROOM HOME IN ALLENTOWN, A SMALL SETTLEMENT ABOUT TWO MILES NORTH OF CONKLINGVILLE, SARATOGA COUNTY CORONER FRED EATON SAID. NEIGHBORS REPORTED THAT ALLEN HAD FLED TO THE WOODS, CARRYING A GUN, STATE POLICE SAID.

THE CORONER REPORTED XXX PICKING UP FOURTH GRAF PVS.

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C O R R E C T I O N

SOUTH GLENS FALLS--FIRST LEAD SHOOTING, FIRST GRAF BEGINNING "A HEAVILY-ARMED" READ AT END "X X X IN A BEDROOM."

--DASH--

THIRD GRAF BEGINNING "MRS. EDNA ALLEN" AND ENDING "SAID" READ "XXX SHOTGUN AT HER FATHER-IN-LAW'S HOUSE NEAR HER MODEST, TWO-ROOM HOME XXX" (INSERTING AT HER FATHER-IN-LAW'S HOUSE)

THE A.P. WJ1047AES

Newsmen are expected to be adept at two kinds of rewriting: taking news information over the phone and putting it into copy form or revamping already written material with a view to improving it. Large newspapers employ men and women with considerable legman experience and a demonstrated facility in rewriting news and other material. Fundamentally the rewrite man is engaged in listening to news facts telephoned by other reporters. But his time frequently is given also to doing all over again or only in part the work of writers whose copy did not please the powers that be. Ill-done stories, publicity releases, letters, and formal documents will be tossed to him for rehabilitation. The aim is not always to improve. Like as not it is to give variety. The news in a publicity release may be worth using, but in a competitive city no paper likes to have its stories duplicate those in the opposition. Press association writers work in much the same fashion, aiming as well to give the copy national or statewide interest.

Rewriting for the magazine is done by staff members with such titles as assistant editor or associate editor. They will do work similar to that of the newspaper rewrite, but on a slower schedule. And, in addition, they will rebuild whole factual articles, strengthening news pegs, speeding up the language, and polishing the style.

To the radio newsman rewriting is a more fundamental journalistic operation than it is to his confrères on other media. Much of the copy for radio comes from standard journalistic sources and is written for the eye more than for the ear. Radio also has been appreciative of original treatment. The natural tone and human touch are achieved only by passing the news through the mind of the writer who can remold it, despite the occa-

sional gifted announcer-actor-story teller like Arthur Godfrey.

Rewriting helps the newsman follow the patterns so necessary for speedy production of copy. Whether he is writing his first draft or his fifth, however, he will not be a prisoner of these patterns, for as we have seen there are many different ways to start the same story, and there is increasing freedom in the manner in which it may be constructed. As this book examines news accounts, from the simple personal treated in the next chapter to the far more complicated sectional stories dealt with farther on, the latitude for the writer will be evident.

Chapter 7

All News is Local

PEOPLE IN THE NEWS

Personals are Popular . . . Mistaken Identity . . . Identity in Titles . . . Identification by Occupation . . . Identification by Address . . . Identification by Age . . . Identification by Relationship . . . Identification by Achievement . . . Identification by Race . . . Sources of Personals . . . Writing the Personal . . . Babies are News . . . News of Newcomers . . . The Welcome Mat . . . Echoes from the Campus . . . Why Folks Leave Home . . . Jobs are News . . . Success Stories . . . Down on the Farm . . . Crossing the Bar . . . Miscellany

People read news because people make news. Much of the news, if not most of it, is man-made. It grows out of the ideas men have, the situations in which men find themselves, and the events of which men are the causes or the victims.

What about acts of Nature? The eclipse or eruption, earthquake or typhoon, makes news because of its impact upon people. Moreover, living organisms other than man seldom hit the headlines unless what they do affects man's interests or activities.

People think in terms of people. What they think about, then, often is visible, concrete, tangible, but not always. Indeed, news often is but the projection of personality or character as it reacts to ideas, events, and situations.

"Who?" That is the question readers or listeners ask. Who is visiting the Brewsters? Who is Rosalyn Magnuson's fiancé? Who is buying the Ray's house? Who is driving to Glacier National Park with the Burtons? Who interested the Carters in antiques?

Where do we find the answers to these questions? Look in weekly and daily newspapers. Look in business papers and company publications. Look in alumni bulletins and newsmagazines. Look in "Personal and Otherwise" in *Harper's* and "Keeping Posted" in the *Saturday Evening Post.*

Names, it is true, make news and names make jobs for newsmen. Hollywood reporters — Louella Parsons, Hedda Hopper, and Jimmy Fidler — know this. So do Walter Winchell and Broadway columnists. Keyhole correspondents in Washington know it. Syndicates thrive on personals.

American news media recognize the individual. Russian newspapers do not, Sam Welles, associate editor of *Time,* notes in *Profile of Europe.* No personals are published, he reports, and very little local news.

Here names in the news begin with you. It is news when you go away for the week-end. It is news when your neighbor falls out of his elm and cracks his right arm. It is news when a name is known in a neighborhood, be that neighborhood a community or a continent.

Personals are Popular

People like personals because personals are about people. The personal, as it usually is

called, is a short news item about a person. The brevity, however, more often is a short news item about an event. Each is a news story in miniature.

Editors of weeklies and dailies frequently do not differentiate between these two kinds of short items. Personals and brevities often appear in the same columns. Though that is true, only the former will be considered in this chapter.

Obviously the personal is a short item because it does not have the magnitude or consequence to be bigger. At the same time it is near to users of the news medium. Most important, it is timely, for it is about something that has just happened or is about to happen.

Personals are not gossip. They do not speculate about the private lives of ordinary people. In them there is no place for casual conjecture about "blessed events," "Renovations," or "sex-sations." They should be published with malice toward none.

Personals are where you find them. For the weekly or daily newspaper, finding them means systematic coverage of its trading territory. Actually those who live in town and in the country are a part of the same community.

So far as city coverage is concerned, newsmen will have few problems. Some short items are left at the office, and others are telephoned in. Alert reporters in covering assignments and beats may get most of the rest.

Covering the rural areas is a different matter. A traveling newsman or a field man sometimes is employed for this purpose. Unless his territory is small, however, he will be unable to cover it completely each week — especially when bad weather makes roads impassable.

Telephone coverage alone usually is inadequate. The ablest newsman cannot get news by telephone from farmers who do not have telephones. Nor are those who have telephones always at home when called. Even if they are, they may be too busy to report news.

The most practical plan is that of employing part-time country correspondents. The trade territory may be divided among a dozen or more persons who agree to report news for their section every week by mail or telephone. They may be provided with instructions, copy-paper, and farm information sheets.

Orrin Taylor, publisher of the Archbold (Ohio) *Buckeye*, weekly newspaper, interviews one of his oldest subscribers, Mrs. Dora Arnos, 97. Mr. Taylor is past president of the National Editorial Association.

If possible, correspondents' units should be about equal in news possibilities. The unit may be based on a rural neighborhood, school district, mail route, township, parish, or ward Each may be identified by the name of the country locality — Sabine Corners, Heath Springs, Lothian Junction, and so on.

Today probably several hundred thousand people in the United States and Canada are

country correspondents. Housewives are preferred, according to *Management of Newspaper Correspondents.* Next in order are schoolteachers, telephone operators, store clerks, schoolchildren, preachers, and farmers.

Country correspondents usually are paid space rates — often five cents a column inch. In fact, three out of four in the United States receive pay. Some newspapers offer prizes, arrange annual dinners, or provide other incentives.

The full-time newsman may be inclined to scoff at these amateurs unless he got his start as a country correspondent. If he becomes the editor of a weekly or daily, he begins to appreciate their contributions. Sometimes he can learn more from them than he realizes.

Consider the personal in the company publication. It is an important item there, says Charles C. Mercer, formerly executive director of the International Council of Industrial Editors. In his chapter in *Your Public Relations,* he reports that of 8899 news items in 400 employee publications, 2038 were personals.

To get these personals, the company publication editor also has his "country correspondents"; that is, he has "reporters" in each division of the plant or business ready to report what individuals do for the personals column. These reporters are unpaid, but their names may appear in the masthead.

The problem of the business paper is somewhat different. The staff has direct contacts, of course, and gets some news first-hand. Often, too, it boils down news releases from public relations bureaus and other sources.

The *MacMurray College Bulletin,* like all other college and alumni magazines, features alumnae news. It depends on the secretary of each class and on letters from alumnae. Then, too, news is gathered directly from alumnae wherever they are encountered on or off the campus.

Newsmen who dedicate their lives to personals, sometimes adulterated with gossip, devote most of their waking hours to it. If they do not, the rival syndicate's columnists may get a scoop. They are aided, of course, by friends, those who willingly or unwillingly have become obligated to them, and others who enjoy providing tips.

What is the social value of Hollywood and Broadway gossip? It is negligible, but its significance is not. These writers, probably more than anyone else, are guilty of intrusions which have impelled some to demand stronger legal guarantees for the individual's right of privacy.

Mistaken Identity

When a name first appears, it should be complete. The name should appear in the form in which the person himself uses it, George Turnbull, H. P. Everest, or M. Lyle Spencer. Use of a single initial, G. Billings, seldom is satisfactory.

Exceptions? Yes, the first name and initials of persons in high official positions, President Truman, Premier Stalin, or General MacArthur, may be omitted. Some college newspapers observe this policy in referring to the university president; for example, President MacQuarrie or Chancellor Tolley.

If no two names were alike, reporting personals would be much simpler. Suppose the newsman reports the engagement of John A. Smith and Jessie Jones. He may refer to John A. Smith, Jr., bachelor, or to his father, a widower. He even may mean Jon Smyth and Jessica Jones.

Names make news, but they are nuisances. Arthur and Crosman in *The Law of Newspapers* note that "it is not unusual to find two or more persons in a community with identical names and initials." They comment on this dilemma thus:

> Because of this it is highly important that complete identification be made of an individual involved in a story that would be libelous to an innocent person. There are cases on record where reporters have written accurately of the facts but in identification or in allusions have uninten-

tionally designated a second person of the same name. Libel suits based upon these errors have been successful.[1]

Dangerous as libel is, it is obvious that few personals contain libel. Even so, no reader cares to have his name misspelled. It is an affront he will not forgive, for he measures the accuracy of the news medium by the care it uses in handling names, his own and those of people he knows.

At the outset, therefore, the responsible newsman takes time to get names straight. Except on the sports pages, he avoids nicknames — especially those with derogatory connotations, "Loudmouth," "Stinky," and so on. He does not refer to William A. Whitworth, venerable banker, as Billy Whitworth or Wm. A. Whitworth. Chas., Jno., and the like are taboo.

The newsman who takes names lightly should read H. L. Mencken's chapter on proper names in *The American Language*. Among the given names for women, for example, are Alapluma, Byobia, Flowanna, Latrina, Nadinola, Utahna, Zefferine, and scores of others. New York *Social Register* names have included Credilla, Etelka, Helentzia, Symphorosa.

Fewer unusual names have been invented for men, Mencken reports. He lists Caldeen, Daymono, Loenial, Leandrew, Oadeous, Themious, and dozens more. Most common names are John, William, Charles, George, James, Frank, Henry, Robert, Arthur, and Edward, according to one authority.

Radio newsmen, of course, must check pronunciation as well as spelling of names. Thus, Cholmondely is pronounced Chumley; Colquhoun, Cohoon; Crichton, Cryton; Slaithwaite, Slo-it; Sawbridgeworth, Sapsed; Kirkcudbright, Kirkoobry.

The newsman must not guess about names; he finds out. He makes sure that it is Rhodes and not Rhoads, Harris and not Harriss, Heintz and not Hines, Meriam and not Merriam, Wolseley and not Woolsey. Actually it is more important to spell correctly the names of local persons than those of national celebrities.

How check the spelling of a name? Ask the person involved, but do not rely wholly on his friends. Consult the telephone directory or city directory. Often there are yearbooks or directories for professions and businesses.

Prominent visitors may be listed in *Who's Who in America*. Once in a while the newsman may refer to *Who's Who* (English), *Chi E?* (Italian), *Wer Ist's?* (German), *Qui Etes-Vous?* (French), the state Who's Who, biographical dictionaries, and *Current Biography*.

Identity in Titles

Sometimes names alone do not identify persons in the news. Often all that is needed is the person's title. Fortunately, however, we have no hereditary titles in the United States so there is no need to clamor about family trees.

Style sheets, of course, differ in their use of titles. It is common in referring to a man for the first time to use his name as he uses it; for example, Harry E. Heath. Thereafter in the personal and most stories he may be referred to as Mr. Heath, although many big city papers drop the Mr.

On the other hand, women's names almost always are preceded by the title the first time. An unmarried woman's name should appear with the title — as Miss Ruth L. Moss. A married woman whose husband is living usually is referred to thus: Mrs. Milton Bell. A widow may prefer to use her given name thus: Mrs. Ella Fansher. Occasionally married women, especially actresses and professional women, retain their maiden names (or stage names) as Miss Frances Perkins did. College newspapers seldom use the term Miss in referring to co-eds.

When the newsman refers to a couple in a personal, he gives both equal emphasis thus:

[1] *The Law of Newspapers*, New York: McGraw-Hill, 1928.

Mr. and Mrs. William Ross Slaughter, not William Ross Slaughter and wife. It is not appropriate to refer to Mrs. Dr. Kahn or Mrs. Professor Sutton, but rather to Mrs. Kahn and Mrs. Sutton. A woman who is a doctor or professor may use her title, as Professor Gertrude Witherspoon.

Titles should be precise. Congressman Freeman Thorne is either a senator or a representative. Judge Malachi Mulcahy should be known as Former Judge Mulcahy after he retires or is defeated. In other words, political titles are not permanent.

On the other hand, military titles sometimes seem to cling to those who have returned to civilian life. This practice should be discouraged, especially in referring to those who have not made the army or navy a profession. Such a practice may be misleading. It is doubtful also whether such emphasis is warranted.

Foreign titles seldom invade the personals column. A visiting maharajah, viscount, or grand duke usually gets more space, though perhaps not deservedly. Mlle. Yvonne Fourie, dancing teacher, and Signor Arturo Cavassa, music teacher, may prefer their foreign titles. The use of such titles as Honorable and Right Honorable is not in good taste in American newspapers.

Identification by Occupation

Sometimes a man's title indicates his occupation or position, and sometimes it does not. Thus, a physician in the news is referred to as Dr. Grant Taylor. But an attorney seldom is identified as Lawyer Ricketts. Nor is a jeweler referred to as Jeweler Robertson.

Clergymen, of course, have titles. The news may refer to Father Patrick O'Halloran or the Rev. Hugh Kenneth Hamilton. Those who are entitled to the title doctor may be identified accordingly as Dr. Calvin Knox, pastor of the Westminster Presbyterian Church.

On and off the campus, newsmen should recognize faculty rank. The terms instructor and professor are not interchangeable. An associate professor ranks above an assistant professor but below a professor.

Titles indicating occupations occasionally consist of several words. Such titles as superintendent of schools or commissioner of public works are too long to put before names. Hence, in printed stories they follow the name and are set off by commas. This rule, however, often is not observed in radio newscasts.

Occupations generally involve no titles commonly used in the news. Thus, personals may refer to Ross Parrett, Batavia farmer; Lois McNiel, stenographer; Kenneth Whitmore, salesman; Thomas Todd, mechanic; and so on.

> M. K. Ryan, Jr., technical textile specialist for 24 years, has been made manager of fabric development section of Acetate Div., of E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.
>
> —*The Textile World.*

> George P. Entwistle Jr., who has been associated with Remington Rand, Inc., in Utica, N. Y., has joined the Ruddell Business Machine Company of Watertown, N. Y., as service manager.
>
> —*Office Appliances.*

> Dr. Robert W. Desmond, chairman of the Department of Journalism, University of California, and president of AASDJ, was in Paris late in August to attend a UNESCO meeting.
>
> —*Journalism Quarterly.*

Identification by Address

When there are two Thomas R. Johnsons in town, it is easy enough to keep them straight in the news. Just give the address of the Mr. Johnson in the news. If the personal refers to him as Thomas R. Johnson of Maryland Avenue, nobody will confuse him with Thomas R. Johnson of Alder Street.

Carelessness can do inestimable damage. If Mrs. David Russell lives at 1215 Seventh Avenue, she may not like it if she is listed at 1215 Seventh Street. The latter address may even be in a notorious neighborhood. And changing 5510 Sarandria Boulevard to 1055 may get the newsman into trouble too.

Identification by Age

Reference to age in personals often is limited to the very young and the very old, especially where women are concerned. In some other stories references to age are more frequently used. For example, here is a story that may interest many readers yet would displease the person in the news:

> Winner of the bridge prize was 47-year-old Mrs. Eliza Tidd of 1905 Roosevelt Street.

Contrast the reactions of Mrs. Tidd to those of Mrs. Todd whose name appears in this item:

> Two birthday anniversaries were celebrated today at the home of Mrs. Norma Todd, 777 Amazon Drive. She celebrated her eighty-seventh birthday. At the same time her granddaughter, Irene Muir, observed her sixth birthday.

Identification by Relationship

Men and women in personals may be identified by their relationship to other persons or to special occasions. The parentage of children often is noted. The names of individuals may be tied to events or situations in which they had a part or by which they were affected.

> John Homig, son of Leo Homig, president, has become assistant to plant manager W. G. Seidl at Anglo Fabrics Co., Webster, Mass.
>
> —*The Textile World.*

Identification by Achievement

Frequently what one has done or is credited with doing is a means of identification. In other words, the occasion, his record, or news past may be recognized. Moreover, his reputation — good or bad — may be noted to help the news consumer know who's who in the news.

Here are examples:

> John Tucker, who pitched 15 consecutive victories in the Sunset League last summer, is visiting his parents, Mr. and Mrs. James M. Tucker, Route 3. They plan to hunt elk this weekend.
>
> Xanna Dhu, who starred in "The Lady is out to Lunch," is visiting her cousin, Mrs. Hepzibah Throckmorton at Casa Loma Ranch. She will return to Hollywood next week.

Identification by Race

Should the newsmen avoid persons in the news by race or nationality? There is no unanimous agreement on the answer to this question. It is desirable, however, to avoid such references, especially if they tend to reflect discredit to the race or nationality. Yet occasionally it may be necessary to use this identification.

Sources of Personals

If you want news about people, get it from people. Some decades ago they congregated in the general store, barber shop, or livery stable. Today every community has its popular gathering place where people pause to chat.

Good sources include the newsman's friends and acquaintances, secretaries and telephone operators, teachers and preachers, and housewives. Other possibilities are those who meet the public at hotels, motels, railway stations, bus stations, airports, stores, filling stations, garages, beauty parlors, personnel offices. In the long run, the newsman learns to ask those people who know what other people are doing.

Writing the Personal

Nine times out of ten or oftener the personal is written as a Who lead. Usually the name comes first, then the identification, and next the news fact. It is as simple as that — just a plain statement of fact.

Stick to the straight news. Do not inject editorial comment. Do not embellish facts with adjectives. Do not try to be cute or funny. Do not antagonize or offend. Write the personal so it will please or satisfy the person about whom it is written as well as the other readers.

Babies Are News

How many babies are born a year? Almost four million in the United States in 1947. Each is worth a story, a sentence or two. Shirley Temple's baby rated half a dozen inches on many front pages. But Habakkuk Holmes of Four Corners will get two to four lines.

To be sure, there are unusual babies in addition to Siamese twins and quintuplets. There is the baby born in the elevator or taxicab, somewhere on the way to the hospital. There is the little boy who has twelve older sisters. Babies at the zoo and circus and on the farm sometimes are newsworthy.

What details are essential? There is no set answer, for space limits the newsman. Among the facts often recorded in addition to the name and address of the parents are these: sex of baby, time of birth, place of birth, weight, and name — if disclosed.

Parenthood, of course, should be ascribed to both father and mother. The latter's maiden name sometimes is included to help identify her. If the wedding date is included, it should be verified — lest libel suits result. The obstetrician's name is not included. Names of other children seldom are noted.

No normal baby bounces when he is born. His good health and that of his mother may be assumed, unless news to the contrary is forthcoming. Thus, it is unnecessary to report that they are "doing nicely," the parents are "proud," the grandparents "happy," or cigars are being distributed. Bromides as well as heavy-handed humor are out of place.

Though acceptable in *El Mundo,* Spanish-language daily of San Juan, Puerto Rico, this story is too wordy for American newspapers:

> The traditional stork with her precious cargo visited several happy homes in this Sultan of the West (that's the city of Mayaguez) leaving in each one a first-born. For Don Enrique Vivoni and his young wife Vicky Faraje, a baby who will answer to the name of Edric Enrique. For Don Rafael Gaudier and Anita Gaudier, another boy who will be baptized with the name of Rafael del Socorro (Rafael of the Help). For Don Felix Astacio and Dona Lillian Delgado de Astacio, a girl who will carry the name of her lady mother, and for Don Andres Padovani and Dona Muguett Olivenvia de Padovani another pretty little boy will be called Charles Henri Andre.

Typical news stories about births are these:

> Born Nov. 16 to Mr. and Mrs. Merle L. Alford, Enterprise, a girl, Marietta Aleene, weight six pounds 12 ounces.
> —Wallowa (Ore.) *County Chieftain.*

> Mr. and Mrs. Frank Sinatra, daughter, Hollywood, June 20. Father's the singer.
> —*Variety.*

> A daughter Laurel, was born October 30 to Mr. and Mrs. W. P. Miller, formerly connected with the Pike County Republican at Pittsfield. Mr. Miller had been manager of the Republican, and his wife was editor.
> —*The Publishers' Auxiliary.*

> Pat Ryan, color engraving, and Mrs. Dorothy Ryan became the parents of a son, Patrick John, born Aug. 6 at the Garden Park Hospital.
> —*The Trib.*

> James Leonard, a 9-pound, 10-ounce boy, was born August 16 to Mr. and Mrs. William Barrs. Mr. Barrs is in charge of shearing in Dept. 507, plant I.
> —*The Easy Echo.*

The Berkeley (Calif.) *Daily Gazette* lists births in a column called the "Cradle Roll." A long paragraph is given to each local hospital. In Syracuse, New York, the newspapers list boys and girls separately, using agate type.

Such columns may be termed "Birth Record," but occasionally newsmen think up something different like "Who's News" or "Flying the Heir-ways." More informal is the treatment in the casual column. Here is an example from the San Jose (Calif.) *Mercury Herald:*

> There's a new cub reported in the F. T. Campbell family of 30 Tait Ave., Los Gatos . . . Douglas Gourley by name, born way back in Syracuse to their son, Larry, a Spartan grad of '26, & his Kaye . . .

The Oregonian lists births in its section on daily vital statistics for Portland and vicinity thus:

> JOHNSON — To Mr. and Mrs. Everett J. Johnson, 10715 N. Libya, January 13, a son, Stephen C.

Occasionally newsmen perk up their ears when parents send out on unusual announcement. Robert O'Brien in his column on "San Francisco" in the San Francisco *Chronicle* wrote:

> Speaking of babies reminds us to remark that prospective parents these days must spend as much time thinking up novel ways to announce the arrival of their baby as they do guessing whether it's going to be a boy or a girl.
>
> The latest announcement of this kind we have seen is a printed page presenting a book review of Vol. 1, of the Wail Street Journal. And a book review under the headline "Babies Here to Stay" starts out: "Malcolm Randolph Campbell. By Kaye and Larry Campbell, Berkeley: Campbell Press, Inc., Ltd., Release date: August 12, 1944, 11:15 p.m., Mailing weight: 6 pounds 10 ounces."
>
> Some quotes from the review: "Infants aren't obsolete. That's the gist of this lively first edition . . . Attractively bound in kid, this edition of the year is compact and easy to handle. Nor will readers find it dry or likely to put them to sleep."

News of Newcomers

When newcomers settle in a community, everyone wants the answers to the W's of journalism. Who are they? When did they arrive? Where did they come from? Why are they here? What are they going to do? So the newsman finds out why the Butzbachs or Brainerds, the Hoppocks or Weigles have come to town. He may add that a son, Barry, or a daughter, Karen, is of school age. Yet he keeps his item to a sentence or two, using less space than is in this paragraph.

Typical short items about newcomers are these:

> Mr. and Mrs. Richie Finlayson and son, former residents of Burns, have purchased a home here and Mr. Finlayson has employment.
>
> —Blue Mountain (Ore.) *Eagle.*

> Mr. and Mrs. Charles Falconer and family have rented the lime kiln house and will be moving here from Imnaha. This property has been rented by Mr. and Mrs. Bert Strickland and Larry.
>
> —The Wallowa (Ore.) *County Chieftain.*

> Kenneth E. Knight, who taught at South San Francisco Junior-Senior High School last year, has accepted a position as music teacher at Anily Union High School.

> Mr. and Mrs. Roger Reed of Omak have bought the Ozone Cafe from Mrs. Chelsea Chenoweth.

> Mr. and Mrs. Garth Cummings of Havre, Mont., have bought the J. Lee Pickens home at 123 Stonewall Drive.

The Welcome Mat

"Fish and guests in three days are stale," as John Lyly said in 1579, but the guests are news. Some, of course, come to town on business which they may or may not care to reveal. Others are relatives, friends, and acquaintances.

Typical stories are these:

> Mr. and Mrs. Fred Tubbs of Walla Walla spent the weekend at the Harold Wilson home.
>
> —The Milton (Ore.) *Eagle.*

> Professor and Mrs. Dwight Kindschy of Moscow, Idaho, are guests this week of Mr. and Mrs. Ernest Heuck, 1945 Moline Avenue.

> Mrs. Leslie Fuller of Evanston, Ill., is visiting her son and daughter-in-law, Dr. and Mrs. T. C. Fuller, 1441 Claremont Drive.

> Miss Margaret R. Evans, senior at San José State College, was a weekend guest of Miss Ruth Belolli.

> Hobart Leonard of Virginia City, Nev., was in town this week looking over his mining interests.

Sometimes a sentence or two will be insufficient. When G. E. Clark returns from his post in Bombay, local newsmen will interview him. Sometimes a visiting businessman may be worth a story of several paragraphs.

Echoes from the Campus

Every autumn thousands of young men and women leave home to enter college. Do they make good? Many of them do, so they also make news. And what they do is news in their home towns — news worth a sentence or two in a personal column or a composite story.

Typical stories are these:

> Miss Margaret Greenleaf, daughter of Mrs. Mary Page Greenleaf, 498 South Twelfth Street, has entered Mills College as a junior.
>
> Miss Drusilla Hichborn and Miss Frances Hichborn, daughters of Mr. and Mrs. Franklin Hichborn, have been appointed editorial assistants on LaTorre staff at San José State College.
>
> Bianchini Capitelli, daughter of Mr. and Mrs. Silvio Capitelli, 414 Stassen Street, has been elected a pledge in Delta Delta Delta at the University of Wisconsin.
>
> Benton Duffy, son of Mr. and Mrs. Terence Duffy, 111 Bennett Street, has been awarded a scholarship at Washington and Lee University.
>
> Carroll Tolley, son of Rutherford O. Tolley, Route 1, has been elected vice-president of the sophomore class at Louisiana State University.

The news bureau of nearly every university makes an effort to send such news to hometown newspapers. Sometimes students in journalism classes are assigned to cover all the students in one community or one county. Usually the news gets into print.

> Home from Barat College, Lake Forest, Ill., for the Christmas holidays are Miss Janet Miller, daughter of Mr. and Mrs. George A. Miller, 7106 Maryland Avenue, and Miss Ann Beale Hiemenz, daughter of Mr. and Mrs. Arthur C. Hiemans, 1 Ladue Lane.
>
> —St. Louis *Post-Dispatch.*

Why Folks Leave Home

People come to town and people leave town. If they leave permanently, it is news. If they leave for a business trip or for a vacation, it is news. If they leave because the sheriff is after them, it is news — but usually for the police reporter.

Sometimes the personal about a fishing or hunting trip may blossom into a human-interest story. Occasionally the personal about a vacation trip to Alaska may develop into a travel feature. Most of the time, however, a sentence or two will be sufficient.

Typical personals about trips and vacations are these:

> Mrs. William Hays left this week on a vacation trip to Detroit, Mich., with her son, Ted Hays, and family of Baker.
>
> —The Wallowa (Ore.) *County Chieftain.*

> Mr. Stanley Ray went to the coast to fish over the weekend.
>
> —Molalla (Ore.) *Pioneer.*

> Marvin Schenck in from N. Y. for huddles with Louis B. Mayer.
>
> —*Variety.*

> Al Collings, stock room, plant II, spent Labor Day at Saratoga and the famous race track there.
>
> —*The Easy Echo.*

> J. N. (Ding) Darling, cartoonist for the New York Herald Tribune and Des Moines (Iowa) Register and Tribune syndicate, is spending a two months' vacation in Honolulu with Mrs. Darling.
>
> —*Editor & Publisher.*

> Mr. and Mrs. Leland Wright are spending the weekend in Batavia at the home of her parents, Mr. and Mrs. Lee McNiel.

> Mr. and Mrs. Warren C. Price and family returned today from a two weeks' vacation in Rainier National Park.

> Dean John E. Drewry is in Atlanta today to speak on "The Craft of the Critic" to the American Association of University Women.

Jobs Are News

Are you gainfully employed? If so, you may get into the personals. All you have to do is to be transferred or promoted. And if the newspapers are not interested, house publications, business papers, professional journals, and alumni bulletins will be.

Here are some examples:

> A. L. Mayer has been appointed director of purchasing for the Pasadena School System, Pasadena, Calif., succeeding Theodore J. Bradhead, resigned.
>
> —*Purchasing.*

> Clarence Day Graham has returned to Carlinville and is now associated with his father, C. H. Graham, in the operation of one of Carlinville's oldest business firms.
>
> —*Drug Progress.*

> Hillier Krieghbaum, former journalism faculty member at the University of Oregon and Kansas State College, has been appointed public information officer for the World Health Organization Interim Commission, an agency of the United Nations.
>
> —*Journalism Quarterly.*

> Elmer L. Callihan Grad Jour 39 is now chairman of the department of journalism at Southern Methodist University, Dallas, Tex.
>
> —*Northwestern Alumni News.*

> Archie A. Stevens, formerly town agent and selectman at Charleston, Maine, has been appointed the first town manager of Greenville, Maine.
>
> *The American City.*

> Bill Gaddoni, Metro salesman, upped to branch manager in Omaha, replacing Jerry MacGlyn, who is placed in charge of Des Moines office. D. C. Kennedy, in charge of Des Moines, enters exhibition.
>
> —*Variety.*

> George M. McSherry, assistant superintendent of LaGuardia Airport since June, 1947, has been named by the Port of New York Authority as superintendent of New York International Airport (Idlewild).
>
> —*Aviation Week.*

Success Stories

Sometimes achievements are reported in personals too. They may not be important enough to deserve more space in the medium in which they appear. At the same time the recognition, if warranted, is important enough to deserve a few sentences.

Here are some examples:

> Palmer Hoyt, editor and publisher of the Denver (Colo.) Post, has been elected an honorary vice president of the American Forestry Association. He was the only newspaperman so honored among the five selected.
>
> —*Editor & Publisher.*

> Harold Tarnow, Dept. 524, Plant I, was elected vice-commander, Post 237, Robert J. Hydon Post of the American Legion and the sergeant-at-arms of the county department of that organization.
>
> *The Easy Echo.*

> Regina Hunkins Allen, Jour 40, who writes under the name "Gina Allen," is author of "Rustics for Keeps," to be published this fall by the Odyssey Press.
>
> —*Northwestern Alumni News.*

> Louis E. Johnson (Missouri '46) has been named managing editor of the Pittsylvania Tribune, published at Chatham, Va. A former Naval lieutenant, he was feature editor for the Mock-Up, navy publication at Fort Pierce, Fla., and president of the Missouri chapter of Sigma Delta Chi.
>
> *The Quill.*

Down on the Farm

Thomas Jefferson considered agriculture "the first and most precious of the arts." It still is an indispensable industry — to which a chapter is devoted later. Frequently, however, the personals column includes items about farmers and their activities, some of which refer to the weather's effect upon crops.

Typical items are these:

> Bing Crosby bought a 3,000-acre ranch near Elko, Nev., his second one in the state.
>
> —*Variety.*

Vernon Hays has been improving the lane to his home with additional gravel, hauled in by truck.
—The Wallowa (Ore.) *County Chieftain.*

Joe Hayworth and Harold Hurd attended the weed control meeting at Corvallis on Monday.
—Harrisburg (Ore.) *Bulletin.*

Mr. and Mrs. Jack Wilburn have moved their cattle from the pasture on the Ernie Grubbe ranch to their home place, the Boetsch ranch.
—*The Central Oregonian.*

People have been busy getting in the winter's wood and repairing roofs on dwellings and out-buildings.
—The Wallowa (Ore.) *County Chieftain.*

George Werst is rewiring his house and barn this week.
—The Wallowa (Ore.) *County Chieftain.*

William Schmitz is building a large loafing shed for his Jersey herd.
—The Molalla (Ore.) *Pioneer.*

Mr. and Mrs. Ben Blais are completing plans to move from their ranch after many years of farming in the Clover Creek district. Their son, Philip, will take charge.

J. Alex Shaw and Harry Nice took cattle to the auction sale near La-Grande, Friday, Nov. 7.

Crossing the Bar

Death comes to all men. Result: sometimes a long story and sometimes a sentence or two in the personals. This topic — with illness — is discussed in another chapter, but it should be noted here that deaths and illnesses are reported in the personals column. The former may appear in special obituary columns.

Here are typical items:

Edgar Newsman is again able to get about without crutches. He was injured in a football accident several weeks ago.

Mrs. Fred Johnson underwent an appendectomy last week at St. Mary's hospital in Walla Walla. She is reported making satisfactory progress.
—The Milton (Ore.) *Eagle.*

Mrs. Lela Powers, Route 5, died of pneumonia at the Mercy Hospital this morning. She had been confined for three weeks. She is survived by one son, Thomas M. Powers of Centralia.

Lynch, Dr. H. Meyer **Med 08** of West Bend, Wis., died on July 8.
—*Northwestern Alumni News.*

Frank Kane, circulation, died of a heart attack Sept. 8 while being driven home by two of his co-workers.
—*The Trib.*

Miscellany

News in personals as in other stories does not lend itself to neat classifications. Sometimes it includes news of meetings, parties, engagements, and weddings — discussed in the chapter on society news. It also may have miscellaneous items, some of which might be developed into human interest stories.

Here is an example:

A coyote was killed in the road just south of the Harold Wade farm Monday. He was run out of a grove by Burl Kooch and Roy Sizemore and then met at the other end of the road by Harold Wade, Willber Homan and Louis Johnson.
—The Wallowa (Ore.) *County Chieftain.*

Some country correspondents in a few western communities are Indians, some of whom write in an inimitable style. Billy Circle Eagle's news of Red Scaffold has a big following in the Sturgis (S. Dak.) *Tribune* and *Faith Independent.* Typical items:

Mr. Chas. Royer his car broke down all last week up again last Saturday.

Bed bugs running Mr. and Mrs. Frank Curley out of house last week. They now camp near creek and bugs they live in house.

The Eugene (Ore.) *Register-Guard* publishes occasional news from contributors in its City News Notes. An example:

> I SAW — Three high school students taking parking tickets for certain cars and transferring them to other vehicles parked near Seymour's Cafe downtown Monday.
>
> —*Mrs. R. H. E.*

Newsmagazines publish personals and brevities. In *Time,* for example, the sections on "People" and "Milestones" are personal columns. *Newsweek* has a personal column — "Transition." The former present brevities in "Miscellany," the latter in "In Passing."

Typical items from *Time's* "People":

> Sweden's King Gustaf, 90, played host to 18 guests at his annual two-day shoot in the royal forest. On the go ten hours a day, the king shot four elk. Score for his guest of honor: Norway's 45-year-old Crown Prince Olaf: 1.
>
> —Courtesy of *Time,* Copyright Time Inc., 1948.

> Countess Felicia Gizycka, high-strung only daughter of the Washington *Times-Herald's* late, high-strung Eleanor Medill ("Cissy") Patterson, quietly settled out of court for $400,000 (instead of the $25,000 annual income left her from Cissy's $16 million estate). Felicia, who had tried to break the will because Cissy was not "of sound mind and memory" when she signed it, said that she was happy about "a settlement . . . without bitterness and consequent loss to everyone. . . ."
>
> —Courtesy of *Time,* Copyright, Time, Inc., 1949.

All news is local, and never more localized than when it is about people, for with modern means of communication we all know the nation's most celebrated citizens far better than our grandparents knew the famous of their own communities. We can see them in action on television and motion picture screens, can hear them speak on radio and video programs, and can study their pictures in newspapers and magazines.

Chapter 8

Democracy at Work

MEETINGS IN THE NEWS

Types of Meeting Stories . . . Problems of Reporting Meetings . . . Writing the Story . . . Differences by Media . . . Ethical and Legal Aspects . . . Examples and Models

Newsmen handle several meetings a day if they work on daily or weekly papers, but cover only a few if they write for other media. Such stories are better copy for newspapers than for magazines, radio broadcasts, or press association reports because there are so many of them and their coverage must be timely.

Although they are less concerned, the radio, magazine, and wire services are not unconcerned, especially if the word meeting is interpreted broadly to include conferences, institutes, and conventions. One of the biggest radio stories in the United States every four years, for example, is the minute-by-minute coverage of the conventions of the major political parties. Magazines, also, do not ignore them. Sometimes whole issues of trade periodicals are devoted to a certain trade's annual institute or conference. It will be attended by representatives of that occupation from all parts of the country or the world. Sessions of national and state legislatures are, in reality, large meetings, and they are covered by news syndicates carefully.

The new reporter, however, is likely to have as his first meeting assignment a gathering of Peace Council members, a League of Women Voters' public session, or a luncheon club in its weekly speech-hearing. Meetings are an indigenous and characteristic part of our democracy. They are the American way of doing some of the public and private business. Whenever reporters become impatient with the slow pace of such assemblies, they can comfort themselves by realizing that dictatorship might speed the action but ruin the society.

Deep as is their interest in such stories, newspapers cannot begin to cover them all, especially in metropolitan areas. In a city of 220,000, for example, one of the dailies each issue lists the day's most important meetings, thus:

Friday
Clubs
12:15—Rotary Club luncheon, Hotel Onondaga.
12:15—Lions Club luncheon, Hotel Syracuse.

Miscellaneous
9:00—National Guild of Piano Teachers audition, Museum of Fine Arts.
9:00—General Motors Truck Association meeting, Hotel Syracuse.
9:30—Brace, Mueller & Huntley meeting, Hotel Syracuse.
12:30—Brace, Mueller & Huntley luncheon, Hotel Syracuse.
12:30—General Motors Truck Association luncheon, Hotel Syracuse.
2:00—Crucible Steel Co. meeting, Hotel Onondaga.
7:00—Bruce, Mueller & Huntley meeting, Hotel Syracuse.
7:30—Society of American Magicians meeting, Hotel Syracuse.
8:00—A.A. meeting, Hotel Onondaga.
8:00—Institute of Religious Science meeting, Hotel Onondaga.
8:00—Recital at Museum of Fine Arts.

These are only the ones considered most important by that newspaper. In addition are numerous neighborhood group meetings and regularly held sessions by women's clubs, church organizations, and school bodies, besides scores of small private gatherings of limited public interest which publications cannot begin to cover.

Newsmen rarely exult when they spot meetings on their assignment lists. Grumbling, not satisfaction, will more likely follow the glimpse of "Kiwanis Club, 7:30, Hotel Benton." Having to cover three or four meetings in an evening resembles very little the glamorous journalism of movie and novel. Whether dull or exciting, however, meetings may be evidence of democracy in action.

Even the normally bored reporter can become engrossed in what is happening if occasionally a meeting chances to produce a healthy exchange of opinion. In many a community throughout the nation during recent years public sessions have been held to discuss housing problems, for example. Possibly the social action committee of a church or the Y.M.C.A. or Y.W.C.A. or some forum group has sponsored it. The secretary of one of the A.F. of L. labor unions may attend with the secretaries of several other unions, C.I.O. and unaffiliated, and perhaps the chairman of the housing committee of the Chamber of Commerce sits beside representatives of three firms of builders. These men speak up, and so do delegates from the Community Council, the American Legion, the Family Welfare Association, settlement houses, the City Council housing committee, and the Council of Social Agencies, among many others. All the angles on housing are brought out for comment, with an attempt to clarify the local situation. Speakers from the floor question the speakers on the platform; speakers from all parts of the meeting hall challenge one another or seek to make speeches from their particular viewpoints. Sometimes little is accomplished. Other times action results: a committee is sent to inspect a housing project in a nearby city and a similar project is begun at home.

As a rule all these meetings, regular or special, are so much alike that their handling is routine. Newsmen of experience take them in stride, knowing the established patterns for the meetings as well as for the stories on them.

Types of Meeting Stories

Three groupings will accommodate meetings: the advance or preliminary, the running or meeting-in-progress, and the follow-up story. The larger and longer the meeting the more detailed each type becomes. Thus, when a meeting really is a conference or convention, running for several days, the coverage becomes complicated and the story structure elaborate. There arise problems of emphasis, of avoiding dullness without warping the story.

All three types appear in all media, but the running account of a meeting is less frequently encountered as an assignment, for most meetings begin and end within a few hours, are handled in advance by one story and in the follow-up by one story.

Problems of Reporting Meetings

Among the special problems of reporting meetings, whatever the outlet for the eventual story, are these: (1) Obtaining full and specific information; (2) deciding on the degree of reliance to place on publicity aid received at any stage of covering the story; (3) covering more than one meeting or one session of a meeting at one time; (4) discovering the news angle.

The novice reporter will want to study printed accounts of meetings and make a list on his note-pad or copypaper of the exact details he wishes to learn. Similarities between meetings are so great that a basic check list can be compiled.

He will want to inquire about:

1. Time of the meeting.
2. Place of the meeting.

3. Name and identification (by title or occupation) of presiding officer.
4. Names, home addresses (when local) and identifications of speakers.
5. Names and addresses of nominating committee members.
6. Names, and addresses, identifications of nominees.
7. Estimate of attendance.
8. Election or nomination results.
9. Announcements that may be publicized.
10. Length of the meeting.
11. New business transacted.
12. Specific ceremonies.
13. Committee reports, verbal or written.
14. Committee names, addresses, and identifications.
15. Texts of resolutions.
16. Entertainment, awards, honors, etc.

Part of such a list as this applies only to advances; another part to follow-ups. Scores of details are omitted; this is only a suggestion of major materials to watch for.

In gathering such facts the reporter frequently will be confronted with a person or committee responsible for publicity for the organization or whatever group is sponsoring the session. He must know how to co-operate with such an individual.

A publicity representative, a publicity committee chairman, or a director of publicity for a club, church, or other group is responsible for obtaining space in a newspaper or on a radio news program. Frequently this person has had little training or experience in journalism. Even so, in stories of the type being considered, he or she can be of great help to the reporter if the person in charge of publicity really will do some fact-gathering, picture-hunting, and other chores.

A reporter always should make himself known to the publicity chairman of a group. Actually it is the chairman's job to be known to the reporter and to offer what aid he wants. The reporter should not hesitate, under ordinary circumstances, to enlist the help of the chairman in covering the story. But he should not let the publicity representative prevent him from obtaining facts to which he is entitled or that the public should know. At one time, in the history of public relations, publicity chairmen considered it their duty to obtain as much attention for their project as possible but to prevent the press from using any unfavorable information.

The more enlightened publicity people no longer interfere, much as they would like to, because they realize that such interference merely spurs the press to more effort to cover what the organization wants left uncovered. This is not so nearly true in small communities as in large. Reporters will not encounter enlightened attitudes among the majority of the press representatives of small clubs and sponsors of rank-and-file meetings, for the persons responsible for publicity usually have had no training in how to get publicity.

On the other hand, the reporter must remember that individuals and organizations may hold private meetings. Only when they are financed by the public is there any obligation to tell the world what has been going on.

In covering a large meeting, such as a conference, the reporter cannot get along very well without the help of a publicity department or committee. If that body is efficient, it will keep him supplied with programs, schedules, digests of proceedings, and copies of speeches to be delivered, as well as copies of pictures. It will provide him with working space and materials, such as press seats, a press table equipped with telephone, typewriter, and other basic facilities, and an assistant who can help check materials like names, titles, and responsibilities within the group.

When several sessions are going simultaneously, the reporter can attend each only in part and some not at all, so a well-organized publicity department enables him to give better coverage, if not complete handling. But it should be an honest department, formed not to keep out of the press what the organization seeks to have suppressed but to co-operate

with the press in seeing that the full facts are obtained. When meeting coverage must be done by telephone, after the session, such as the next day, a publicity connection is a life-saver to a reporter.

The newsman's third problem — covering more than one session at a time — is solved not only by availing himself of outside help but also (and mainly) by making proper preparations.

Such advance arrangements include asking for speakers' manuscripts or at least for abstracts of what they are planning to say; requesting details on committee reports, including copies of reports to be printed entire or to be handled as separate stories; asking for pictures of speakers and officers; scheduling the taking of special pictures; studying the meeting program so as to know which sessions might produce the best stories; and making arrangements with reporters from other papers to share the coverage. This latter is a procedure sometimes not tolerated in cities where competition is too keen, but co-operation of the sort exists despite disapproval of the desk, for it is impossible to cover well six or seven simultaneous roundtables or panels even if they are in the same building.

The newsman who gets an advance story on a meeting generally is handed or mailed an abstract of a speech or a story written as if the event had taken place. If prepared properly by a publicity firm or committee it will be marked "Hold for Release," which sometimes is abbreviated to HFR, and appears at the top of the first page of copy. Usually a date or time of day is indicated. Wire services use the same system in sending out, ahead of delivery, a story which thus can be set in type and printed or held for broadcast purposes and provide simultaneous release throughout a state or other area.

Reporters must check to see that such advances are accurate in their main assertion: that the speech was delivered at all. Newsrooms can do so by turning on the radio for any important national speech, such as one by a government official. A telephone call will establish the point in a local situation.

Finally, there is the problem of discovering the best news angle. In covering a meeting the reporter must do more than decide on the usual choice of emphasis. To quote from the featured speaker, to play up a resolution, to give the lead to the election — all are obvious choices. They are reliable and usually satisfactory. But the habit of selecting them sometimes covers up better and more strikingly original possibilities. The reporter is likely, especially if he sits through a meeting or spends several days at a convention, to be tempted to feature what will interest the persons present or persons who might have been or are attending similar sessions elsewhere. He must remember that the journalist seeks to interest not only those who are disposed to read the story, but also those who might not have the slightest interest in it.

The more imaginative, aggressive, and independent reporter will look for the broader significance of a story, or for a different news angle, or he will tie it in with another subject in the public mind. Instead of the lead that follows there might have been a commonplace opening like "Dr. Harry M. Tiebout of Blythewood Sanitarium, Greenwich, Conn., will be the main speaker at the second Onondaga Health Association lecture course session Monday at Hotel Onondaga." Note also that the reporter depended upon adjectives only in the first two paragraphs and that these are supported by facts for the remainder of the story. Observe also that this is a policy story; the paper is supporting this movement and wanted its reporter to go beyond writing a cut-and-dried advance:

> A rapidly widening public interest in the subject of chronic alcoholism is expected to draw still larger attendance at the second in a series of forum meetings to be held in Syracuse.
>
> Drawing from a wealth of actual case material, a distinguished psy-

chiatrist and nationally-known authority on alcoholism will discuss the social and emotional origins of alcohol addiction in a lecture-discussion meeting in the Hotel Onondaga Ballroom at 7:45 p.m. Monday.

Dr. Harry M. Tiebout, physician-in-charge, Blythewood Sanitarium, Greenwich, Conn., will present evidence that alcoholism is a definite form of mental illness and is a symptom of underlying personality maladjustments. Dr. Tiebout will also discuss how efforts to treat alcoholics have supplied clues giving a sense of direction in the treatment of the affliction.

The lecture course, sponsored by the mental hygiene committee of the Onondaga Health Association in cooperation with the Yale University Section on Alcohol Studies, is planned to give a logical sequence to the presentation of the latest information drawn from recent researches on alcohol and alcoholism. Last Monday two outstanding authorities, Dr. Sheldon D. Bacon and Dr. Leon A. Greenberg, of Yale University, presented the psychological and physiological aspects of alcohol.

[Names, identifications, and dates of speaking for remaining lectures follow]

The purposes of the lectures, the sponsors point out, are neither wet nor dry, but merely to acquaint the public with the facts about a widespread mental disease.

The lectures are part of a new movement taking shape in Syracuse and Onondaga County directed toward the relief of thousands of persons suffering from alcohol addiction. It is generally recognized that Onondaga County is leading New York State in the movement.

Last week's attendance of more than 400 indicated to some extent the awakening interest in alcoholism.

Sometimes an attempt to go beyond the natural bounds of the story can be overdone. The story then has an obvious propagandistic flavor or seems deliberately antagonistic. A group of student writers suffered considerable ridicule one summer at its annual four-day conference when a reporter from a big daily decided to lift out of the background of a certain day's proceedings some silly remarks made offhand by one of the speakers. From the journalistic point of view the comments made a good story, but what the reporter produced was not good coverage. In defense the reporter said that few of the thousands of persons who read the little humorous story would have read a straight report on the day's activities at the conference. That was true. But the wider reading was obtained at the expense of the serious work being done by the conference. Had he covered the story thoroughly and used the incident as a side feature or a humorous insert, the perspective would have been retained. As it was, however, the large readership of the paper could only conclude that this was typical of the nonsense occurring at all such conventions of writers. Large papers and major wire services can indulge in such warped coverage, because they do not have to face directly those injured. In small communities reporters have to be careful, for they must return to their news sources for many different types of stories. It is not at all a question of suppressing information; it was not an important story to which the public was entitled or needed for its own protection.

Writing the Story

When he writes the advance story, the reporter must be specific. He cannot be unless he has obtained enough data. When a newsman does not study his materials or have the perception to see what he might play up, he produces a routine recital of facts. Here is an example of the *wrong* way:

The Women's Service Guild of Elmwood Presbyterian church will have its regular meeting tomorrow in the church. Mrs. William Madison will conduct an executive meeting at 12 o'clock noon. Luncheon will be served at 1 o'clock by May-Colvin Circle, under the direction of the Circle chairman, Mrs. Ellis Lanning. At 2:30 o'clock, a book review, "People in Quandaries," will be given by Mrs. Llewellyn Taylor. Devotions will be conducted by Mrs. W. D. Mathewson. Hostesses will be Mrs. A. L. Berger and Mrs. E. T. Young. Luncheon reservations are taken by Circle chairmen.

Analysis of this story shows what is wrong. The lead says this is a regular meeting. Therefore most members of Elmwood Church would know of the meeting through the church's publications, although many of them, possibly, in only a vague way. But, if they had not planned to go, the lead does nothing to arouse their interest in what is to happen. And the writing is not inherently attractive. Publications or radio programs are dull sometimes because the writing of such routine news is dull. Thus, the reader or listener who did not know of the event at all is lost because he has no special interest, such as membership in that church or group, to impel him to go past the wordy opening sentence.

The modern news story, even one so inconsequential as this, has the dual function of interesting people in anything that is going on in areas that touch their lives and in anything that happens that does not touch them directly. To do either the news must be presented attractively.

What might the news writer have done instead of writing as he did about this Guild meeting? One of the following newspaper leads might have been used:

> A review of "People in Quandaries," new book by Wendell Johnson, will be given by Mrs. Llewellyn Taylor at tomorrow's meeting of the Women's Service Guild of Elmwood Presbyterian church in the church parlors.

Or:

> Mrs. William Madison, vice president, will conduct an executive meeting at noon tomorrow when, etc.

Or:

> Mrs. William D. Mathewson, executive secretary, will lead devotions, etc.

Or:

> Hostesses at the Women's Service Guild tea at Elmwood Presbyterian church tomorrow will be, etc.

Thus, there are at least four ways to handle that lead for print. The body of the story is constructed easily from any one of them, for it would simply recount the remaining activities.

When the story is in progress, the news writer finds it hard to go wrong in writing about the news of the sessions, for usually something occurs to give the event continuity. If he is covering a meeting of several days' duration, he reveals himself as most unimaginative and amateurish to begin: "The annual meeting of the American Editorial Association went into its second day today."

He would do better to avoid that stodgy opening and, instead, pick out some phase of the proceedings that is of public interest, offer some factual forecast or interpretation of what took place or is to occur, or indicate the features of the new day's program. Here is an example of how a New York *Times* news writer handled this problem during the course of a story running several days. Although the leads are far too long to be good examples, the angle of each is original and attractive.

(First Day)

> By ROBERT W. POTTER
>
> Special to THE NEW YORK TIMES
>
> PITTSBURGH, Feb. 18—Full employment, full production and better distribution are economic problems about which the church should rightly concern itself, discussion groups decided here today at the opening of the National Study Conference on the church and economic life.
>
> Three hundred and seventy delegates from twenty-five Protestant denominations, divided into three discussion groups because of their large numbers, became immediately involved in abstractions and terms in trying to delineate first the economic problems in which the church should be concerned. Although the discussions seemed largely without focus, they gave promise of lively debate and definite progress before the conference closes Thursday. [The remainder of the story, seven more paragraphs, explains the auspices of

the meeting, the personnel of the discussion groups, and quotes from the main general address of the day, and concludes with an indirect quote on something said in one discussion group.]

(Second Day)

By ROBERT W. POTTER

Special to THE NEW YORK TIMES

PITTSBURGH, Feb. 19—Efforts to debate the closed shop as unchristian and to get a vote on a proposal that wages ought to be set in terms of purchasing power necessary for a prosperous economy failed in a session that discussed responsibilities of the churches at the Conference on the Church and Economic Life.

But the group which avoided action on the controversial matters and one other did decide that the church and Christian people could safely strive to have Christian principles applied in the broader economic areas of work, production, property, wages, profit and prices.

The third discussion group among the 370 delegates from business, labor, clergy and the general public attending the conference convened by the Federal Council of Churches of Christ in America did not come to grips with the issues as presented in a memorandum prepared for advance study by the delegates and adopted a program of its own for consideration by a general committee drafting a complete report for action tomorrow at a plenary and final session. . . .

[The rest of the story reports on the report last mentioned.]

(Third Day)

By ROBERT W. POTTER

Special to THE NEW YORK TIMES

PITTSBURGH, Feb. 20—A Protestant statement placing grave responsibility upon churches and members to take direct, active part in easing and reconciling economic tensions and injustices through Christian principles was adopted here today at the close of a three-day conference by representatives of twenty-eight denominations in the United States and Canada.

The delegates selected by churches and church organizations as leaders in business, labor, the professions, agriculture and consumer groups, implemented their declaration of responsibility with a program of action based on thorough education.

Adopting a report divided into three parts — the issues in economic life in which the church should be concerned, the responsibility of the church, and the program, — the 370 delegates examined each word, phrase and punctuation mark.

The various economic groups represented worked under some tension as each was alert to protect or advance its own interests in the various pronouncements. The general tenor was liberal but there were many close votes on amendments of the reports prepared by a committee. Efforts to squeeze in indirect restrictions on the closed shop were barred, but so also were efforts to eliminate a phrase indicating labor as a potential monopoly. . . . [The story then goes on to summarize the three-part report.]

Follow-up stories can be dull for the same reasons as advances and progress stories can be commonplace: failure to select a highlight of broad general interest or to present the result of a session instead of the fact of its existence or occurrence. Picking a feature takes study of the reporter's notes and the facts they represent. The newsman who prepared the following simple little story did not think long about the possibilities in his material, for he wrote:

> Last Wednesday Solvay's Hi-Y held its meeting at the Solvay Library. Presiding over the gathering were George Rynkiewiez, Robert Piedmont, Henry Antonine, Angelo Libero, William Erikson and Frank Lowsdo. A Halloween party was discussed, and it was decided it would be held Oct. 29. This will be a Hi-Y and Try-Y party. Formal and informal initiations were conducted recently for Solvay's Tri-Y Club, with President Anne McLaughlin putting the events over.

Stale news always should be subordinated. So should routine news. Therefore this lead is dull because it places first what is commonplace. In second position is information whose only virtue is that it contains names. The element of newness in these facts is the de-

cision to hold the Halloween party; the story therefore should have begun with this fact. Older information belonged at the end.

The reporter of meetings needs to ask himself: "Just what happened at this meeting?" Out of the answer he must try to select what is a fair, well-rounded and accurate report. It should have the added value of interesting a large group of persons. The more routine the results, the less valuable they are for emphasis. Whatever takes place at a meeting that never has occurred before, or not often, will gain public interest far sooner than repeated action. Once again the newsman has the task of reporting thoroughly yet offering his findings so as to make the reader and listener stop, look, or listen.

Differences by Media

Meetings are reported by a standard procedure, regardless of outlet, except in some small details. The scribe seeks to understand what has been scheduled, to obtain reports on what took place, and to summarize the results for the public. Gathering this information varies in quantity and timing according to outlet. A newspaper reporter with instructions to write a 1500-word story on a conference session will take more detailed notes and be more concerned about the full text of the speeches and reports than a magazine or radio reporter who has space or time for only seventy-five or three hundred words of material. For the sake of perspective all reporters must learn the fundamental facts, but they will gather varying amounts of detailed information according to their outlets. The newspaper reporter appears to have the more difficult job, since he has a great area of space to fill and more details to provide. Actually, however, the press association or radio reporter is handicapped by his lack of space or time because he must compress so much material into small areas. Condensing news is hard work, leading to the danger of warping the story by omission of details.

Fortunate is the newspaperman put in charge of the coverage of a large meeting and assisted by other reporters and cameramen. He can do a thorough, well-balanced job. Unfortunate, on the other hand, is the newsman who works for some other news-conveying medium and must try to put into a capsule a fair account of what took place. He must work nearly as hard gathering the facts and then must sift and select what will be accurate, timely, and attention-gaining. The result usually is inadequate coverage, a charge against which radio, especially, has not been able to defend itself too well. With its details so bare, a radio news program sends the genuinely interested reader to a newspaper for more nearly complete information.

Most magazines simply imitate newspaper coverage of meetings. Those that do not are newsmagazines or periodicals with skilled writers who seek to re-create a busy session in words, a task that newspapers, even weeklies, are not equipped to do because space, time, and personnel are lacking. Magazines that print news of meetings in newspaper style are trade, technical, and other special journals. A typical magazine news story like the following is not distinguishable from a newspaper account — and is just as uninspired:

> The Missouri Souris development project in North Dakota will be described by LeRoy Pease, executive secretary, and W. P. Sebens, both of the Greater North Dakota Association, at the monthly meeting of The Engineers' Club of Minneapolis to be held at the Andrews Hotel, Minneapolis, Monday evening, February 17. Mr. Pease and Mr. Sebens will present a 50-minute colored motion picture of the Missouri Souris irrigation project, and will describe this project as the picture is presented.

Sharpest differences in writing techniques are between newspapers on the one hand and radio and wire services on the other. Radio news of meetings not only is briefer, for reasons already indicated here and in other chapters, but also is less detailed and presented in

a summarizing tone of "Now we are telling you." The presence of a dateline and the following of the five W's pattern of the newspaper story tends to formalize the paper's account. The aural version is freer. The wire service story also is likely to be briefer than the local newspaper's yarn and, since it appeals to a wider reader group, to possess a more striking lead. The story would not be on the wires at all if it were not more than routine or more than a strictly local piece. Wire service news coverage is more venturesome because it is wider in scope and is not so responsive (and responsible) to local sources.

The reporter who covers a meeting for a press service keeps constantly in the front of his mind the fact that the story must appeal to readers of papers hundreds of miles apart. He will select, therefore, the elements in the story that will make it readable to many different, widely separated, and uninterested persons. He will tend to cleave faithfully to the five or six elements that make news appealing, except proximity.

As a result wire services will quote the prominent person more than the obscure or local celebrity only and the speaker who makes the sensational or startling remark rather than the one who is quietly constructive and objective. This policy long has been approved by a public which has demonstrated its taste and preference for such handling.

Ethical and Legal Aspects

Ethical and legal problems arise in coverage of meetings of all types almost entirely from incomplete and careless reporting. The only important legal problem is that which occurs when a publicly supported body, like a governmental committee, denies the press its right to cover its deliberations. Most such meetings are open to the press. More often than is healthy for democracy, however, school boards, city councils, and congressional committees go into star chamber session despite press and public complaint over secrecy.

Not all public meetings should be reported. There are work-in-progress sessions necessary to operation of government which would be misunderstood if given publicity. A new city council committee, for example, might set out to investigate a situation in a community that called for testimony before it by certain citizens. The informal assertions of some of these citizens might be irresponsible and harmful to innocent persons in the community. Trustworthy journalists on the staffs of the local news media might expect to attend such meetings but not to report them.

Lodge, club, church, and meetings of other private organizations are not, by law, open to the press. Officers and members of such groups are under no obligation to admit the press or radio or to inform the world in any way about what takes place at such sessions. Virtually all do so, when requested (and many are eager for the chance) because of either the promotional value to the work of the group or the opportunity to spread further the ideals for which the organization stands. Reporters should appreciate the chance to report such news if it is of public interest and the organizations should appreciate the willingness of the press to do so. Each side has something to gain from co-operation: the papers will win readers and subscribers, the club will get adherents and publicity.

Because they are limited by space, it is common practice among journalists to ignore much of the routine detail in covering a meeting and pull out for publication arresting incidents and remarks made during the sessions, much like some readers of novels, who leaf through a book reading only the tidbits that interest them and ignoring plot, style, and essential meaning of the narrative. In such a selective process reporters consciously and unconsciously violate the ethics of their profession. This happens commonly in covering speeches (see Chapter 11), but can occur also when a reporter devotes most of his space to the wrangle between delegates, say, instead of

to the text of the resolution that resulted from the discussion. Reporters who distort stories in this fashion do so to catch readers. Clubs, churches, and other such groups that sponsor meetings, therefore, sometimes are indifferent to reporting because of the danger of misrepresentation.

Only a newspaper of record, such as the New York *Times,* is in a position to print sufficient detail to avoid the ethical impasse. The alternative to selection of a high spot incident is a dull condensation of everything that took place, a job which likely as not is done chronologically. It attracts few readers, but is ethically beyond reproach.

Examples and Models from Newspapers, Magazines, and Broadcasts

Examples of meeting stories are presented here in the three categories: advance, progress, and follow-up accounts as handled by daily, Sunday, and weekly newspapers, magazines, network and local radio, and wire service for newspaper use. Special attention should be given the longer wire stories as examples of the handling of released material. The release dates and the expression, "prepared speech," should be noted. By using that term the publication or radio station protects itself if the speaker fails to appear or changes his material at the last minute. In effect, it tells the reader that this is what the speaker said he would say or expected to say.

Advance
(Radio — Press Association)

KTR29

(MORE TENTH WORLD IN BRIEF)

(FOR NEW YORK STATE)

(ALBANY) -- THE STATE CONSERVATION COUNCIL WILL MEET IN ALBANY THIS WEEK END. MEMBERS WILL HEAR SPEECHES IN OPPOSITION TO THREE BILLS WHICH WERE PROPOSED IN THE STATE LEGISLATURE. TWO OF THE BILLS WOULD ALLOW MINING AND BUILDING ON THE STATE FOREST PRESERVES. THE THIRD IS THE MOOSE RIVER DAM PROJECT.

- UNITED PRESS

(Radio — Local)

6:15 P.M. May 31

The City Planning Commission will meet Tuesday afternoon to consider eight applications for change of zone. Very little controversy appears to be on the agenda, with most applicants asking for permission to erect private garages or other small improvements.

The last few meetings of the commission have seen that body embroiled in the zoning dispute over the proposed Shapero Housing Project in Valley Drive.

- WFBL, Syracuse, N.Y.

(Newspaper — Wire Service)

S8AB

(250)

(ADVANCE FOR PMS OF TODAY, THURSDAY, JAN. 16)

HORTICULTURE (NYS BJT)

(ADVANCE) ROCHESTER, N. Y., JAN. 15 -(AP)- A CORNELL UNIVERSITY SCIENTIST TODAY TOLD APPLE AND PEAR GROWERS TO "BE PREPARED FOR A SEVERE BLIGHT" THIS YEAR.

SPEAKING AT THE 92ND ANNUAL CONVENTION OF THE NEW YORK STATE HORTICULTURAL SOCIETY, KENNETH PARKER REPORTED IN A PREPARED ADDRESS THAT THE UNUSUAL NUMBER OF HOLDOVER CANKERS IN APPLE ORCHARDS THIS WINTER, AND IN A FEW PEAR ORCHARDS, INCREASED THE CHANCES OF BLIGHT LATER THIS YEAR.

TO BE SAFE, HE SAID, "WE MUST BE PREPARED FOR SEVERE BLIGHT."

HE RECOMMENDED THAT APPLE GROWERS REMOVE THE CANKERS DURING THE WINTER, AND SPRAY OR DUST THE TREES DURING BLOOM TO PREVENT BLOSSOM INFECTION.

DR. ELTON J. DYCE, CORNELL ENTOMOLOGIST, REPORTED THAT INCREASED USE OF POISONOUS INSECTICIDES HAD FORCED MANY BEEKEEPERS TO MOVE THEIR BEES FROM INTENSIVE FRUIT AREAS AND HAS REDUCED THE NUMBER OF OTHER POLLINATING INSECTS ALMOST TO THE VANISHING POINT IN SOME AREAS....

AT THE CONVENTION'S OPENING SESSION YESTERDAY, GEROW SHOONMAKER OF WALLKILL, STATE PRESIDENT, SAID INCREASED COMPETITION FROM CITRUS FRUITS WAS ONE OF THE MOST SERIOUS PROBLEMS FACING APPLE GROWERS...

DR. JAMES M. HAMILTON OF THE STATE AGRICULTURAL EXPERIMENT STATION AT GENEVA PREDICTED THAT USE OF A NEW FOLIAGE-APPLIED NITROGEN FERTILIZER WOULD RESULT IN BETTER COLORED FRUIT WITH A HIGHER RESISTANCE TO SCAB.

(END ADVANCE FOR PMS OF TODAY, THURSDAY, JAN. 16)

- ASSOCIATED PRESS.

RM442AES

(Newspaper — Daily)

Twenty rural ministers of the Ithaca region will meet in Barnes Hall on the Cornell campus Monday, Feb. 17, to begin plans for the 10th Annual State Rural Church Conference at Lisle next June, and also to make plans for assisting in the training of theological students next summer.

Twenty students from 10 eastern theological seminaries will be placed in nearby parishes for 15 weeks during the summer and will attend the Cornell summer sessions. They will be supervised by the Rev. Ralph L. Williamson of the Rural Church Institute and Rural Department of the State Council of Churches.

Auburn Theological Seminary is sponsoring this project in co-operation with the Rural Church Institute.

—Ithaca (N. Y.) *Journal.*

(Newspaper — Weekly)

"Life Begins at 50" is the theme for the Founders' Day meeting of the local unit of the P-TA to be held in Mynderse auditorium February 25 at 8 p.m.

The Rev. Alexander Thompson, pastor of North Presbyterian Church, Geneva, will be guest speaker. His topic will be "The Church's Responsibility." Mrs. Earl Sanders, County P-TA director, will make her official visit at this meeting.

Members of the Waterloo unit of Skoi-Yase School will be invited guests. Mrs. Edward Robinson is chairman of the refreshment committee.

—Seneca Falls (N. Y.) *Seneca County Press.*

(Magazine — Trade)

A joint meeting of the Minnesota Chapter and St. Paul Chapter, American Institute of Architects, will be held at the Campus Club, Coffman Memorial Union, University of Minnesota, Minneapolis, Thursday, Oct. 20, beginning at 6:15 p.m.

The speaker will be Val Bjornson, Associate Editor of the St. Paul Dispatch and Pioneer Press.

Arthur W. Archer, regional director of the A.I.A., will be present. Bob Bainbridge, of Ellerbe & Company, St. Paul, will read a technical paper on reducing drawing time with reproducibles.

—*Construction Bulletin.*

Progress

(Radio — Press Association)

(NEW YORK) THE BIG FOUR TONIGHT CLEARED AWAY MOST OF THE STUMBLING BLOCKS THAT STAND IN THE WAY OF COMPLETION OF THE AXIS SATELLITE PEACE TREATIES. THE MOST IMPORTANT ACCOMPLISHMENT WAS THE AGREEMENT ON THE REPARATIONS THAT GREECE AND YUGOSLAVIA SHALL GET FROM ITALY AND BULGARIA. THE DIPLOMATS AGREED THAT THE TWO AXIS SATELLITES EACH MUST PAY 150-MILLION DOLLARS. THE MEETING WAS MARKED BY FURTHER RUSSIAN CONCESSIONS ON MANY OF THE DISPUTED POINTS.

- UNITED PRESS.

(Newspaper — Wire Service)

A83PX (STEEL)

(190)

CIO-STEEL

PITTSBURGH, JAN. 15 - (AP) - WAGE-AND-HOUR TALKS BETWEEN THE CIO-STEELWORKERS UNION AND UNITED STATES STEEL CORP., WHOSE CONTRACTS

USUALLY SET THE PATTERN IN THE INDUSTRY, HAVE BEEN POSTPONED UNTIL NEXT WEEK.

ORIGINALLY, THE TALKS WERE TO BEGIN TOMORROW. NO DEFINITE DATE HAS BEEN SET FOR THE SESSIONS AND NO REASON FOR POSTPONEMENT WAS GIVEN EITHER BY THE COMPANY OR THE UNION.

MEANWHILE, THE LABOR DEPARTMENT AT WASHINGTON ANNOUNCED 30-DAY STRIKE NOTICES HAD BEEN FILED BY THE UNION...

- ASSOCIATED PRESS.

Follow-Up
(Radio — Wire Service)

MHR2

(FOR RELEASE AT 8 P.M. EST)

MIAMI BEACH, FLORIDA -- THE PRESIDENT OF THE NATIONAL ASSOCIATION OF BROADCASTERS, JUDGE AUSTIN MILLER, HAS TOLD MEMBERS OF THE FLORIDA ASSOCIATION OF BROADCASTERS THAT RADIO NEEDS "NOT MORE, BUT LESS GOVERNMENT CONTROL."

MILLER, SPEAKING TO A BANQUET MEETING OF REPRESENTATIVES OF FLORIDA'S 30 RADIO STATIONS IN MIAMI BEACH TONIGHT, SAYS THAT THE BROADCASTERS SHOULD SEEK TO ELIMINATE RESTRICTIONS ON RADIO.

MILLER URGES PASSAGE OF LEGISLATION STRICTLY LIMITING THE POWER OF THE FEDERAL COMMUNICATIONS COMMISSION TO THE AREA OF TECHNICAL REGULATION.

EACH LICENSED RADIO BROADCASTER SHOULD HAVE THE SAME PRIVILEGE TO EDITORIALIZE AS DO NEWSPAPER EDITORS, MILLER SAYS.

WITH RADIO STATIONS PRESENTING A VOICE FOR EVERY POINT OF VIEW, MILLER SAYS -- AND WE QUOTE -- "THE TRUTH COULD FIND ITS TRUE VALUE IN THE MARKETPLACE OF IDEAS."

EARLIER THE BROADCASTERS HEARD AN ADDRESS BY SOL TAISHOFF, EDITOR OF THE RADIO TRADE MAGAZINE, "BROADCASTING."

(THERE FOLLOW QUOTES FROM THIS ADDRESS)

TODAY'S MEETING OF THE BROADCASTERS WAS PRESIDED OVER BY ASSOCIATION PRESIDENT JAMES LEGATE, GENERAL MANAGER OF W-I-O-D IN MIAMI.

DURING THE BUSINESS MEETING, THE BROADCASTERS REJECTED A PROPOSAL TO ROTATE CHOICE OF THE DIRECTOR FOR THE FIFTH DISTRICT OF THE NATIONAL

ASSOCIATION OF BROADCASTERS. THE FIFTH DISTRICT CONSISTS OF GEORGIA, ALABAMA AND FLORIDA.

THE GROUP ALSO NAMED A COMMITTEE OF THREE TO SELECT A PAID REPRESENTATIVE TO PROTECT BROADCASTING INTERESTS DURING THE FLORIDA LEGISLATIVE SESSION IN TALLAHASSEE THIS SPRING. THE COMMITTEE CONSISTS OF...

WS723P 12/1..

- United Press.

Certain radio writing techniques are clearly illustrated in the above story. Policy also is illustrated in the emphasis given to the story. Radio broadcasters in general are opposed to certain degrees of government control. Thus reports of meetings like this will play up the opposition to such control. The story is couched as much as possible in the present tense ("has told" appears in the lead instead of "said," which would be the newspaper term), the expression "and we quote" is used half way down the story. Station names are written with dashes, as W-I-O-D instead of as WIOD, usual with printed media.

(Radio — Local)

MONDAY

AUBURN, JUNE 9. - A program of improvements at the station of Fleming Fire Co. 2 was agreed upon when the company met recently. A building company, headed by John Buchko, was selected to carry out the changes.

Among improvements will be provision of a Red Cross loan closet to house equipment which the Fleming Red Cross unit already has on hand for emergency use. The custodians of the equipment are Mrs. Willis Schermerhorn, Mrs. Agnes Roloson and Mrs. Ethel Mosher, all of Fleming.

The company will be aided in its building program by the auxiliary formed last year. The company is sponsoring a boy scout troop and also a cub scout pack.

During the business session John Nilan was elected president; Harold Orchard, secretary; Robert Body, treasurer; and Lester Whiteheard, Willis Schermerhorn, and Thomas Davis, trustees.

The company elected Buchko as chief, Jay Sawyer, assistant chief; Henry Roloson, captain: Robert Seitz, first lieutenant: Archie Black, second lieutenant, and Charles Black, engineer.

-WAGE, Syracuse, N.Y.

(Newspaper — Wire Service)

This newspaper follow-up provided by a press association should be compared with the advance release on page 115. The January 15 story was distributed before the advance story. The other picks up part of this, the lead, as the most important carryover material.

S105RU

(190)

NIGHT LEAD HORTICULTURAL (NYS AMS BJT)

ROCHESTER, N.Y., JAN. 15 - (AP) - THE INCREASED COMPETITION FROM CITRUS FRUITS, WHICH HAVE JUMPED TO FIRST PLACE ON CONSUMERS' LISTS, IS ONE OF THE MOST SERIOUS PROBLEMS FACING APPLE GROWERS, THE NEW YORK STATE HORTICULTURAL SOCIETY WAS TOLD TODAY.

SPEAKING AT THE SOCIETY'S 92ND ANNUAL CONVENTION WHICH OPENED TODAY, GEROW SCHOONMAKER OF WALLKILL, STATE PRESIDENT, DECLARED THE SHORTAGE OF SUGAR AND RETAIL PRICES THAT WERE TOO HIGH HELPED WEAKEN LAST YEAR'S APPLE MARKET.

ALL FRUITS EXCEPT APPLES HAVE MADE SUBSTANTIAL GAINS AMONG CONSUMERS, HE SAID.

DR. JAMES M. HAMILTON OF THE STATE AGRICULTURAL EXPERIMENT STATION AT GENEVA PREDICTED BETTER COLORED FRUIT WITH A HIGHER RESISTANCE TO SCAB WILL RESULT FROM THE USE OF A NEW FOLIAGE-APPLIED NITROGEN FERTILIZER.

USE OF THE FERTILIZER STILL IS IN THE EXPERIMENTAL STAGE, HE REPORTED.

THOMAS E. LAMONT (CAP L, CAP M) OF ALBION, ASSOCIATE SECRETARY, REPORTED A 22 PER CENT GAIN IN THE SOCIETY'S MEMBERSHIP, BRINGING THE TOTAL TO 1,432 MEMBERS.

SCHOONMAKER, DISCUSSING THE APPLE MARKET, TOLD GROWERS "THE HONEYMOON IS OVER. WE MUST SETTLE DOWN TO HOUSEKEEPING AND OPERATE THE FRUIT BUSINESS MORE EFFICIENTLY THAN EVER BECAUSE EVERYTHING IS GOING IN THE DIRECTION OF VOLUME PRODUCTION WITH A SMALLER MARGIN OF PROFIT.

"WE MUST MEET COMPETITION WITH A LITTLE KEENER COMPETITION," HE SAID, "OR ALLOW THE APPLE INDUSTRY TO DRY UP AND GROW DORMANT."

M357PES

-ASSOCIATED PRESS.

(Newspaper — Sunday)

More and more British journalism is coming to resemble that of the United States in methods of presentation. This example shows that resemblance. The weekly London *Sunday Times* is issued by an entirely different company from that which publishes the more famous London *Times*.

> The Bishop of St. Asaph, Dr. W. T. Harvard, told more than 1,000 people who attended a meeting at Denbigh, North Wales, yesterday, to protest against Service Department's proposals to use 61,000 acres of the Clywd Hills for battle-training schools, that it was time they shouted an unequivocal "No" to the high-handed whims of the militarists.
>
> "I have come here to preach revolt — revolt against these London officials who expect us to accept their orders like a pack of slaves," said Dr. Harvard. "If we do not stand up to them our country and our lives will be in danger. A few years ago no Government or Government official would have dared to put a finger on Welsh territory without consulting the wishes of the people."
>
> The proposed battle-training area includes 5,000 acres of agricultural land, seven mountain peaks, four villages and land on which there are a number of ancient churches. The meeting passed a resolution of protest and called on the Government to reconsider the question.
>
> —London (England) *Sunday Times*.

(Newspaper — Daily)

> Mrs. Lon T. Fidler was elected president of Y.W.C.A. at a meeting of the organization's board of directors Monday in the Y.W.C.A. building at 1545 Tremont place.
>
> Other officers named were Miss Elizabeth Davis, Mrs. Fred Baker and Mrs. E. R. Mayer, vice presidents . . .
>
> The board also discussed the Denver Y.W.C.A.'s task of raising its $15,000 quota for the international organization's Round the World Reconstruction fund.
>
> —Denver *Post*.

(Newspaper — Weekly)

> Ninety-three members of local Granges gathered for a meeting of the Delevan Grange last Thursday in I.O.O.F. Temple. The Delevan degree team conferred the orders of the Third and Fourth Degrees.
>
> Machias Grange in attendance provided 12 candidates for initiation and the host group initiated 12.
>
> A motion was passed to donate ten dollars to the Infantile Paralysis campaign.
>
> Plans for the February 20 meeting were formed and announcement made of a supper to be served at 8 p.m. that evening before the meeting.
>
> A committee including . . . was appointed to continue preparation for the forthcoming gathering.
>
> Thursday's session was followed by a tureen supper service.
>
> —Machias (N. Y.) *Sentinel*.

(Magazine — Monthly Trade)

Top executives of the nation's leading wholesale distributors were among those attending last month's sales conference of Wilmington Hosiery Mills, Inc., at Wilmington, Delaware.

Besides enjoying a buffet luncheon and evening banquet at the Hotel DuPont, the guests inspected the firm's modern plant. Of special interest to all were the air-conditioned boarding department, which was placed in operation in July, and the new looping department now in process of completion — both of which are equipped to produce over 1,000,000 dozen pairs of Springfoot Sox annually on a single eight-hour five-day shift operation.

James J. Kann, president of the mill, outlined an expansion program for the next two years which embraces the purchase of additional knitting equipment at a cost of over $250,000. Bernard L. Pollock, sales manager, announced that a total of 750 franchises have been granted to retailers of boys' apparel throughout the country and that this number would probably be increased to 1,000 during this year.

It was decided that the next meeting of Wilmington's national distributors would be held, as usual, in January at the Hotel Pierre, New York.

Those attending the dinner at the Hotel DuPont were as follows:

From Wilmington Hosiery Mills, Inc.: James Jay Kann, president; . . .

—*Boys' Outfitter*

All these examples illustrate the flexibility of modern news treatments. A few shifts in the positions of the words or a spreading out of the facts to avoid the piling up of names of persons and places can convert a newspaper lead on a meeting into a radio lead on the same event. Thus it is with much of the routine news gathered and presented by the newspaper, wire service, radio, and other news-carrying agencies. Although the news of death and illness, accidents and disasters, and other types that often occur without warning permits less pigeonholing, once the angle is determined the changes to make it fit different media are readily accomplished.

Chapter 9

The Last Edition

NEWS OF DEATH, SUICIDE, AND ILLNESS

Conventional Treatments . . . Handicaps to Better Handling . . . Problems of Coverage and Writing . . . Making Preparations . . . A Check List of Obituary Content . . . Differences in Handling . . . Models and Examples . . . The Suicide Story . . . Special Writing Techniques . . . Examples and Models . . . The Illness Story . . . Examples and Models.

Most of us become names in the news two or three times in our lives: when we are born, if we marry, and when we die. If we are prominent, we may be sure of a fourth time: when we are seriously ill.

The news of death is the only dependable news in journalism. Accidents do not happen to everyone. Not everyone marries, so each of us does not produce a wedding story. Most of us are not skilled artists, so we produce no paintings to be exhibited or piano recitals to be heard. But we all die, sooner or later, and the journalist who survives can count on making news out of the event. The story, as in the instance of a national figure, may be headlined with a streamer, or, as in the example of an obscure workman in a large city, may be dismissed with a single paragraph, a line in a "Deaths Today" tabulation, or more likely ignored completely.

But it is our story, this obituary. Few editors or news writers are disposed to challenge our right to mention, if no more conspicuously than on page seventeen of the hometown daily or in the local news summary of the hometown daily radio station.

The news of death not only is inevitable but is also great in quantity. During 1945, according to the Bureau of the Census, 1,401,719 deaths occurred in the United States, a figure similar to that for each year since 1928. The trend is to fewer and fewer maternal and infant deaths. From the journalistic viewpoint, therefore, the deaths that occur are becoming better sources of news, since those who die have lived long enough to provide a life story worth telling.

A measure of the degree of interest in the news of death is suggested by the reports of Frank S. Adams, New York *Times* reporter who was sent to Springfield, Massachusetts, and Rochester, New York, during 1946 to report on conditions in those two cities while they were without newspapers during labor-management disputes.

Writing from Springfield, Mr. Adams said:

> Here, as in Rochester, . . . the most general complaint is over the absence of obituaries. Mayor Brunton said that he heard it voiced constantly. Other residents, when the newspaper shutdown was broached to them, almost invariably referred to obituaries as the news they missed most.

In Rochester Mr. Adams found that a radio station was seeking to make up for the lack of obituary news. It offered a new program, "ushered in daily by the strains of 'In a Monas-

tery Garden,' played softly on an organ, perhaps the most popular feature on any of the local stations."

"It is the program on which the combined funeral directors of Rochester broadcast each morning," Mr. Adams continued, "the names of those citizens who have died in the preceding twenty-four hours."

Considering how dependable this news is, how easily prepared for it reporters can be, and the degree of interest in it, the news of death, and to a lesser degree of illness, might be less routine. When listened to or read, it rarely is more than cut and dried, or if not routine it is appallingly sentimental.

At the same time the obituary could be a very well-written piece of copy. After all, it has a lot of human interest. Someone has said that every human being has one novel manuscript in him — his own life. Since everyone of us does have a story to tell and the journalist is a trained storyteller — a trained teller of true, not invented stories, as in fiction — obituaries ought to be highly readable. Instead they usually sound like this one, from an Albany (N.Y.) paper:

> Albert T. Plunz died suddenly of a heart attack this morning at his home, 45 McNutt Ave., Colonie.
>
> A native of Wisconsin, Mr. Plunz lived in Colonie eight years. He was employed as a maintenance man at the State Bank of Albany. He was a member of Our Saviour's Lutheran Church. Survivors include his wife, the former Emma Beyer; two daughters, Miss Marion Plunz, Colonie, and Mrs. Charles Kenreich, Woodside, L. I.; his mother, Mrs. Katherine Plunz, Schenectady; three sisters, three brothers and two grandchildren.
>
> Funeral services will be at 2 p.m. Monday at the Tebbutt Memorial Chapel, 176 State. The Rev. Walter Litke of Our Saviour's Lutheran Church will officiate. Burial will be in Memory's Garden.

Conventional Treatments

Radio news writers do little better than newspaper reporters. Here is the conventional obituary distributed by a wire service for broadcasting:

NARI

PHILADELPHIA---EDWARD G. BUDD ---PRESIDENT OF THE BUDD COMPANY OF PHILADELPHIA AND DETROIT--- HAS DIED OF A HEART ATTACK. THE SEVENTY-FIVE YEAR OLD INDUSTRIALIST COLLAPSED LAST NIGHT AT HIS HOME IN PHILADELPHIA.

FJ1240P..

The press association death story for publication purposes differs only in minor matters of writing technique, as this typical wire piece shows:

S55BF

BUFFALO, N.Y., DEC 5 - (AP)- WILLIAM T. BUCKLEY OF (SALBERG HOTEL) RIDGWAY, PA., WHO FOUNDED THE BUFFALO CONVENTION BUREAU IN 1914 AND RETIRED AS ITS MANAGER ABOUT FIVE YEARS AGO, DIED TODAY OF INJURIES SUFFERED YESTERDAY IN AN AUTO-TRUCK COLLISION ON AN ICY HIGHWAY AT NEARBY WEST VALLEY.

VT1157AESNM

The standard obituary in trade journals, technical magazines, house publications, and all other types of magazines has the newspaperish flavor of commonplaceness. Occasionally a newsmagazine will do a special writing job on the death of a leader in some phase of national life, but newspapers and press associations do so more often because they publish and distribute more copy.

Handicaps to Better Handling

Why are obituaries stodgily written, as in these examples? For these reasons:

1. Newspapers, radio stations, and magazines will not or cannot take time to find out more about their subjects and thus produce as good a story on everyone as they do on the occasional celebrity.

2. There would not be space to print them, even if journalists could do a better job on each obit.

3. Editors, by tradition, turn the obit writing over to the worst greenhorns on the staff: the cubs. Covering the obits is considered a dull job, but one on which a reporter can prove his ability as a fact-gatherer. Therefore it is a testing ground for novice news writers.

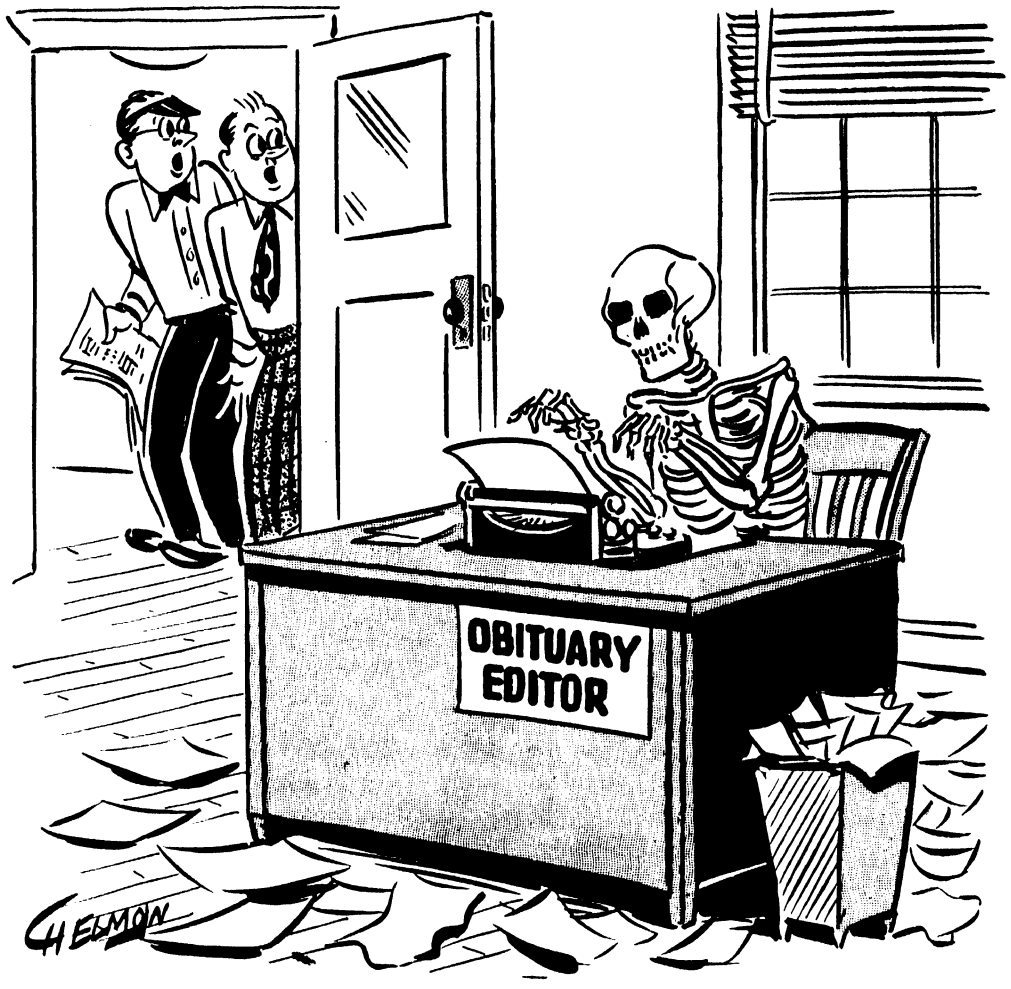
4. Being on such a testing ground, the raw writer makes more mistakes than the accomplished journalist.

Result: the obits are inaccurate as well as routine in writing. When Curtis D. MacDougall, now professor of journalism at Northwestern University, was editor some years ago of the *Chicago Daily News National Almanac,* he sent out a form to the principal survivor of each prominent person who died in the United States the year before. On each form he listed the main facts he had learned about each person and asked the survivor to check these statements for accuracy. His sources were two, primarily, the New York *Times* and *Time* magazine. When these sheets were returned, he had them tabulated, and found that one-half were incorrect at some major point, such as the date of birth, age, cause of death, identification, or name. The degree of accuracy in obits that are published by less carefully edited publications can be imagined.

This idea that obituaries should be better written has the support of Stanley Walker, who has been managing editor of the New York *Herald Tribune,* the New York *Mirror,* and *The New Yorker* Magazine, and is author of a half-dozen books, including one which journalism students should find enjoyable reading, *City Editor.*

Mr. Walker's support comes through a column, "On the Sun Beam," written by W. A. S. Douglas, a veteran newspaperman, then on the Chicago *Sun.* Let him tell it:

> A handful of veteran newspapermen were discussing their favorite subject — how to run a newspaper — the other night and somebody switched us over to a minor matter under the heading, "how to operate an obituary page." It was generally agreed that obits in the majority of present day great metropolitan newspapers are dull reading and one man who ought to know better observed:
>
> "They should be dull reading. You can't get a sparkle into a death notice unless, possibly, you are announcing the passing of a great captain or a famous actor or an internationally known novelist. I think people would resent lightness and brightness in a death notice."
>
> Someone asked if he referred to the paid death notice in the proper columns for that sort of thing or to the account, sketchy or otherwise, of the life and works, if any, of the deceased.
>
> "What's the difference?" he replied.
>
> Whereupon, like brave Horatius, uprose Stanley Walker who as city editor of the New York Herald Tribune is to be credited with starting off what today remains the best written and most interesting obituary page in American newspaperdom.
>
> "The paid notice is one thing," he said. "It is the official announcement generally arranged by the undertaker on behalf of the bereaved family. The news story, be it a couple of columns or a mere stick of type, is the editor's appraisal of the deceased's worth to the nation or to his own community. Death is the final period. It marks the last great news story about a man or a woman whose every move was news while he or she still lived. And it is the last — sometimes it is even the first as well as the last news story of one who only created news by the act of dying, spectacularly, heroically or otherwise."
>
> It became the consensus of all of us — the critic having been easily converted — that people as a general rule are deeply interested in all vital statistics but that interest in deaths



Cartoon by William Chelmow. (Reproduced by Courtesy of the New York Unit, American Newspaper Guild and reprinted, by permission, from *The Guild Reporter*)

runs to far greater proportion than that in births and marriages.

Ernest Butt, who sat in on this important conference, stated that if doctors and parsons were as business-minded as undertakers, birth and marriage would get as good a showing in paid-notices as does death. He illustrated his point by citing the enormous revenue gathered by such famous British newspapers as the London Times and Telegraph and the Manchester Guardian which devote their front pages wholly to the inevitable progress of man from womb to tomb — and at fancy lineage prices.

Mr. Walker said he would leave those fields for others to conquer; death, he declared, had a fascination for him and he was far from being alone in his thoughts, that the final summing-up was what counted. And someone asked him how he came to decide that obituaries should be brilliantly written by his best writers, instead of being passed along to the last cub reporter or to a tired old pensioner.

"It was a dull day in the office," he began. "Oh, 14 or 15 years ago. I was scratching around for some sort of a feature story and I came to think of Simeon Ford. I thought to

> myself what has become of Simeon Ford, the greatest after-dinner speaker of the turn of the century? Whiskered, skinny, homely Simeon Ford who sold his New York Grand Hotel for three million, called it a day and went to hide in Rye. Simeon Ford, as lugubrious in appearance as an undertaker who has realized that a practical joker has sent him out on a fake death-call. But the greatest after-dinner humorist of his time, perhaps of all time. Simeon Ford took the drip-drip-drip of nit-nit-nit out of public dinners. I called over John Lardner, Ring's eldest and brightest boy, and told him what I wanted.
>
> "John came back in due course and told me he had a great story. I asked him if he had a snapper to it to sort of give it a today's news twist.
>
> " 'I think I have,' said John, after pondering a few seconds. 'Yes, I think I have. He died while I was talking to him.' "

Problems of Coverage and Writing

The preparation of the conventional obituary story is not difficult for the experienced journalist, but it has its pitfalls for the newcomer among newsmen. It is easy for the veteran writer because it is a straight news story, with a summary lead followed by the latest available facts about funeral arrangements, the list of survivors, and a biographical sketch.

To the novice, however, it is not so readily put together. He encounters his first problems as a reporter. He knows that the obit is considered a routine chore shoved off on the cub. He may not be enthusiastic for writing about death. He will find the human element in each story so strong that it may affect him emotionally or make him cynical. At first he will be puzzled by human nature, for in one block he will visit a family which has suffered a death and find hysteria and despair so intense that he cannot obtain facts, while in another street he will visit a home where there is obvious satisfaction that the dead is dead and a smiling widow seeks even to write the headline for the next day's story.

He will get his first lesson in the impossibility of absolute accuracy in journalism. He will realize that newspaper, radio, and magazine can only approximate it — and he will work all the harder to bring his paper or station closer to perfection. He will not often encounter the obstacles to accuracy that confronted Eddie Barrett, a reporter for the Binghamton (N.Y.) *Press*, as reported by *Editor & Publisher*, but considering his inexperience his problem will seem as great.

Mr. Barrett sent a memo to his city editor. It read:

Last name
Undertaker — Martoni
City directory — Martino
Police — Martone
A son — Martin
Hospital — Martine and Martone

First name
Hospital — Philomene
Police — Philomenia
City directory — Philomena
Undertaker — Philomeno

Age
Hospital — 70
Police — 66
Undertaker — 65
Coroner — well over 70

(Our classified department, where an obit notice was sent by the undertaker, spelled the last name two different ways.)

P.S. — I used the name as it appeared in the city directory.

There is a legal aspect of covering the news of death. Although a libel on a dead person is not actionable in a civil suit for damages, it is pointed out by such authorities on the law of the press as Thayer that "the legal theory on which this principle is based is that a person's reputation dies with him; however, it would be criminally libelous to publish a libel on a dead person on the theory that the offended relatives of the dead person may be so angered that they would have a tendency to make an assault upon the offending party or parties."

Professor Thayer further writes that it

would not be necessary for assault and battery to occur, but only that there be a tendency for the offended relatives to cause a breach of the peace.

Making Preparations

Both cub and warhorse have hard work on their hands in handling another phase of death coverage. This is the preparation of advance material for obits. A well-managed office or bureau will have on hand, ready for immediate use, biographical sketches of locally or nationally prominent persons, the acknowledgment that here is the one sure story that is bound to break some day.

The reporter responsible for gathering such materials and keeping it up to date might do nothing else if the staff could spare him. He has, first of all, the job of getting facts from persons who may not appear in *Who's Who, Current Biography,* or similar reference books. Not many citizens anticipate the prospect of earthly departure so much that they welcome a newsman preparing an obituary, just in case. A good reference library or morgue will save the reporter many useless trips to unwilling subjects.

Such prepared material is written without a lead, so that it can be picked up after the news facts have been presented. A newsman's assignment will include pictures if the person is prominent enough. Sometimes a paper will distribute names of several newsworthy local folk to each staff member, as an assignment, and have the file of advance obit matter kept timely in that fashion. Newspapers and radio stations receiving press association service can obtain from the clip sheets or even from the wires, if some person is ill, a biographical sketch sent either as a matter of routine or to protect the paper.

Small papers have reporters compile such preparatory copy only when someone is ill and expected to die. It is a foresighted city editor indeed who knows how to get such a stockpile of copy out of a busy staff.

Metropolitan papers have been known not only to have on careful file full-length sketches of every newsworthy person, but also to be ready with whole pages of pictures in completed page form. An examination of the full coverage of the death of President Franklin D. Roosevelt in 1944 will reveal the extent of such preparations.

Reporters depend upon blanks or forms for some of this advance information. These can be mailed to many persons at once and systematically checked until all are returned, the reporter in the meantime writing biographical sketches from the forms. Newspapers have for years given undertakers concise blanks on which the basic information can be supplied.

The length of an obituary story — or the attention given to a person who is ill — depends chiefly upon the person's prominence. Even a town crackpot will receive considerable obituary space because he is widely known. The preparation of advance material is guided by the number of likely readers for the story. This explains why relatively few obituaries appear in New York and Chicago daily papers, whereas every death in a city of twenty-five thousand will merit several paragraphs. What the metropolitan paper cannot print is left to the community weeklies, so that few citizens die without a small part of the world, at least, knowing about their deaths.

Novelty angles also enter into the handling of death stories. Sudden death or death under peculiar circumstances or with surprising results makes for better copy. The pauper who dies and is found to have hoarded a fortune never misses the wires. The motorist who died while entering his garage after a safe 2000-mile trip also makes headlines and radio bulletins.

An unusual, if not a novel, angle is the story which borders closely on accident, disaster, or science news: the news of group death. Such would come from epidemics or mass sickness, as on board ship. The newspaper reporter usually is more occupied with stories

about potential epidemics than with coverage of effective epidemics. Waves of diphtheria or infantile paralysis have their local angle. In obtaining this angle reporters must be conservative in their interpretations. Health departments are reluctant to frighten the public with unjustified epidemic stories. At one time some departments withheld the news until long after the mass illness had reached epidemic proportions. Now there is better cooperation between health authorities and the press and radio, and these agencies help in sponsoring preventive measures.

Press association writers will not be so much concerned with any one locality but will try to assemble state-wide or other regional facts about the incidence or effects of the disease or sickness. This will be in the form of a round-up and will rely on official information reported by local bureaus or correspondents.

Another story a reporter occasionally will have to cover is of the illness or death of animals. Freakish or famous animals, like humans who earn those adjectives, are newsworthy. The largest captured gorilla, a rare imported panda, or an escaped circus elephant lost in the wilds of Indiana breaks into the headlines now and then. Where the story is especially poignant, as in the instance of the Seeing Eye dog that went blind after seven years' service to her blind lawyer master, it will find a place on the press association wires.

A Check List of Obituary Content

Whatever the source of his material, the newsman must supply certain basic facts for the news story or news broadcast. He must present accurately:

1. *The name of the person who died.* Include the exact name as well as the name customarily used. If the deceased is a man who all his life was known as John Kosliki but whose legal name was Albert John Kosliki, the reporter should not begin with the full, legal name but with the name commonly used. Later in the story he may say: "Mr. Kosliki's full name was Albert John, but he used only his middle name."

2. *The identification of the person who died.* Ordinarily this is by occupation or position. If the dead person was prominent, the reporter should select the identification which most quickly will be meaningful to the public.

3. *The time and place of death.* Only with the most prominent need the exact time be indicated.

4. *The funeral arrangements.* This should include when and where the parts of the funeral are to be (a church service, specifying what kind, a service at the grave or crematory, and a memorial service at some later date than the funeral service), the names of pallbearers (active and honorary), the names and identifications of the ministers or priests who are officiating, and special events planned by clubs.

5. *The names of survivors.* Included would be all immediate relatives, with full names, places of residence, identification where prominent or when formerly connected with the community in which the dead person resided.

Other less fundamental facts must be considered in writing the story. They are:

6. *The cause of death.* This usually is mentioned in radio news and in newspaper and magazine accounts of the deaths of prominent persons. In the most elaborate stories of the deaths of the famous or if the cause of death is extraordinary, such as a rare disease, the cause may appear in the lead. Objection to publishing the cause of death in the ordinary obituary is based on the belief that this is private information.

7. *The age of the person who died.* This commonly is presented in a phrase like ". . . died today at the age of 88" or "He was 88." Reporters do well to check the date of birth in the story to be sure the summarized age agrees with the date.

8. *The surrounding circumstances of the event.* Only in substantial obituaries are the

bedside scene, religious rites, and other such circumstances of the death mentioned. Most such incidents are routine. If the deceased's son or daughter made a dangerous airplane trip to the bedside or some famed relative appears, this phase of the story appears more important.

Differences in Handling

The writing of obituaries for newspapers and magazines does not differ markedly, but writing such news for radio requires some special techniques. Once again it is aural writing, making its appeal to the ear and not to the eye and not permitting the eye to check back. The obituary on the air must be presented in short, clipped sentences, so that there is no ambiguity. Careless listeners will be confused by a news story on the air which begins:

ROGER SMITH - CHIEF COUNSEL TO AMERICAN INDUSTRIES, INC., AND FORMER PRIVATE SECRETARY TO GOV. ABEL CARLTON OF MINNESOTA - DIED TODAY AT HIS HOME IN ST. PAUL, MINNESOTA.

The listener may hear only the fragment: GOV. ABEL CARLTON OF MINNESOTA — DIED TODAY AT HIS HOME IN ST. PAUL, MINNESOTA.

The radio news story of death must be kept to short, single idea sentences. The entire story usually is short, being presented on the principle that the less widely-known the person and the wider the area of the broadcast, the less time should be devoted to the item. This parallels the newspaper policy of giving special attention only to the widely-known in the newspaper's circulation area.

Radio news programs, like newspapers and magazines, have the problem of dealing with the news that already is known. In any type of publication or program a blind lead is an aid to giving freshness to news already reported. Here is an example from a press association story distributed to radio stations:

A TRAGIC STORY INVOLVING A GREAT BASEBALL STAR REACHED ITS FINAL CHAPTER ON THANKSGIVING DAY. BILL DELANCEY, A BATTERYMATE FOR THE FAMOUS DEAN BROTHERS---PAUL AND DIZZY--DIED BEFORE REACHING HIS 40TH BIRTHDAY. TWELVE YEARS AGO BILL STOOD ON THE BRINK OF GREATNESS WITH SAINT LOUIS WHEN HE WAS STRUCK DOWN BY THE DREADED DISEASE, TUBERCULOSIS. HE WAS FORCED TO RETIRE FROM BASEBALL AND EVENTUALLY THE DISEASE COST HIM HIS LIFE.

Trade journals, technical magazines and newspapers, business publications, lodge, club, or other special periodicals and papers, when they carry news, print the conventional newspaper type of obituary. Sometimes a house publication or small club or church paper will run an account of the death of a customer, employee, or member with some of the tone of the old-fashioned, melodramatic obituary popular years ago. Insofar as this is friendly, sympathetic, and sincere, it is suitable, for chiefly the deceased's friends will read the story.

Part of the stiffness of the modern obituary story comes from the age of the reporters and from any reporter's fear of displaying too much levity in the presence of death. Young reporters are too healthy and too little aware of death and illness to be interested in it; they also approach it with caution. Only in the extended obituary about a celebrity will they take the pains to do good writing. For radio, except with the very newsworthy, they will

have little need to go beyond fifty or seventy-five words, and many of the facts normally found in the newspaper story will be omitted.

Models and Examples

The obit writer should maintain dignity, especially if his story is about someone in the community served by his paper or station. He should beware, however, of this local angle's degeneration into a tradition of resounding tributes, like this classic from a small-town Ohio paper:

> With the silent "march of time," the great caravan of all the ages keeps moving on, to that empire of unexplored mystery, from which no wayworn pilgrim ever returns.
>
> So, in this event, a cloud of sorrow is again suspended over the village of Deshler and the surrounding community, in the sad departure of one of the most familiar figures that had been so frequent on the streets and thoroughfares, and over a wide compass of friends and familiarity.
>
> In his occupation as a farmer for some ten years near here, and in his employment with the Lytle Lumber Company of Deshler for so many years, he was brought into contact, in a business way, with many, many people, all of whom will very keenly feel the loss of his departure, forever, from our midst.
>
> Reuben R. Dishong, son of Morgan and Rebecca Dishong, was born at Pleasant Ridge, in the Keystone State of Pennsylvania, March 28, 1872, and departed this life after a lingering illness, Thursday, June 25, 1936, at 2 o'clock A.M., at his late residence on East Elm St., Deshler, Ohio, having attained the age of 64 years, 2 months, and 27 days.
>
> He was united in marriage to Jennie C. Mellott, September 10, 1893. Besides his companion, four children survive, namely — Clarence of Perrysburg, Ohio; John of near Arcadia, Ohio; Raymond of Deshler, Ohio; and Mrs. Hazel Boltz of North Baltimore, Ohio. There are also seven grandchildren numbered with his posterity.
>
> His father and mother, four brothers and one sister had preceded him in death.
>
> [Names and places of residence of five sisters follow.]
>
> [Paragraph on arrival from Alleghenies.]
>
> He had been affiliated with the United Brethren Church for many years. He believed in right-doing and right-living.
>
> And the familiar figure of Mr. Dishong will be greatly missed in the every day walks of life. A vacant place will be emphatically noted in the friendship circle.
>
> Golden memories, filial associations, and fond recollections will be held aloft in his honor as a citizen and friend.
>
> A heritage of his genial friendship will be indelibly written upon the hearts and minds of his legion of friends while the times and the seasons keep joining the empire of the eternal ages.
>
> Funeral services were conducted from the late home at 2:00 o'clock Saturday afternoon in charge of Rev. Longbrake. Burial was made at Findlay with the Rader Funeral Home in charge.

That this is not a freak can be proved by the fact that there were others of similar nature in the same and other issues. What this editor does, of course, is write an editorial and not just an obit. He assumes that everyone in town knows that the person has died and looks to the paper for a tribute. And here is a warning: the best way to pay tribute is to present facts. Avoid platitudes, clichés, and dubious philosophy, for if once used, other families will expect the same words and ideas for their beloved dead.

Obituary writing has been the residence of the bromide for many a year. It ranks with sports and society news as writing into which it is easy to drop the cliché. Some which newsmen should avoid in covering death and illness are:

> departed this life
> resting comfortably
> doing as well as can be expected
> summoned a physician
> departed from our midst
> struck us unawares
> his final resting place
> called to the Great Beyond

Since what the newspaper and magazine print and the radio broadcasts is the living

textbook for the student of communications technique, some well-prepared examples are worth analysis and study.

Here is a specimen of a well-handled, brief newspaper obituary of the length the reporter is likely to be expected to produce frequently:

> George F. Richardson, 42, a native and lifelong resident of Syracuse, died suddenly Tuesday night at his home, 430 N. West st.
>
> Employed as assistant engineer in the traffic and light department, City of Syracuse, he was a captain of the engineers, Third Regiment, of the New York State Guard.
>
> Survivors are his wife, Mrs. Bella P. Richardson; a daughter, Mrs. Dorothy Richardson Larrabee; his father, Frank W. Richardson; two sisters, Mrs. Grace K. DeLong and Mrs. Mary Lashaway; a brother, William R. Richardson; two grandchildren and several nieces and nephews.
>
> A prayer service will be conducted in the home at 2 P.M., Friday followed by rites in First Presbyterian Church at 2:30 P.M. A military escort headed by Maj. Ollie Bernier will accompany the body and burial will be in Oakwood Cemetery.
>
> —Syracuse (N. Y.) *Herald-Journal.*

The moderate-sized newspaper obituary is devoted to a fairly prominent person and will allow more opportunity for good writing than the story which must be compressed into two or three paragraphs. This next example shows a less formal treatment and makes use of a contrast lead:

> BEVERLY HILLS, Calif., Oct. 5 — Barney Oldfield, who courted sudden death hundreds of times on the race tracks, succumbed peacefully yesterday to a heart attack. He was 68.
>
> The cigar-chewing Oldfield, first and greatest of the daredevils who swung crude machines around sharp, unbanked dirt turns to give sports fans a new thrill early in the century, had in late years become a crusader for traffic safety. Early this year he made his last swing around the country, preaching careful driving.
>
> His wife, Bessie, found him dead in bed. Earlier, when she went outside to get a newspaper, he was slumbering. Death apparently came without warning, although he had complained Thursday of neck pains.
>
> Oldfield's name was synonymous with auto racing from 1902 until his retirement in 1918. Henry Ford once said of him "the man did not know what fear was." Oldfield first drove Ford's famous "999."
>
> "When a car goes so fast that the tires fly off, that's the limit," was a statement which epitomized Oldfield's attitude.
>
> Barney carried the scars of a score of smashups. His worst were at Hartford, Conn., in 1906, when a blowout sent his car through a fence; and at Corona, Calif., in 1913, when his racer overturned on a curve, killing his mechanic.
>
> —New York *Star.*

The obituary of a widely known person produces the best examples of good newspaper or magazine work in this phase of journalism. These next two examples illustrate the painstaking and thorough job that is done by a few metropolitan newspapers and the attractive writing that sometimes goes into one of the newsmagazines which only by such writing can make stale news readable again.

The first, from the New York *Times,* was prepared in part in its London bureau but largely in the New York editorial rooms. Prepared obituary material was drawn upon generously (note the dash separating the new and the ready-made copy).

An interesting point of contrast is the elaborateness and thoroughness of this story about the famous English journalist and author and the handling of the death of George Washington. The Philadelphia *General Advertiser* reported that event with this simple account carrying the label headline DIED, followed by smaller type reading, "At Mount Vernon, on Saturday evening, December the 14th, at 11 o'clock, of an illness of 24 hours," and then the president's name. This in turn read into the body type, which said:

> Commander in chief of the American armies during the Revolution, caused by the tyranny of Great Britain; in this distinguished character his name will live to the latest posterity among the greatest men who have ornamented history, by

the support of Liberty and their country against tyranny. — As we can offer no higher Eulogium to the memory of a character elevated by fortune, talents and the voice of his country to so high a station, among the benefactors of mankind — we confine ourselves to that alone, recommending the principles for which he fought with so much honor to himself and his fellow citizens, and to the freedom of his country, to the careful and steadfast conservatism of those who survive him.[1]

The Wells obituary not only is far longer, but was illustrated with a large photograph. Its effectiveness rests, not upon the sort of editorializing which the Philadelphia paper used about Washington (in fact, it had attacked him editorially only two years before), but upon a careful assembly of facts and of human-interest details, such as the interpolated reference to the United Press story about the author's attitude toward death.

Special to the NEW YORK TIMES.

LONDON, Aug. 13 — H. G. Wells, famous British novelist, historian and sociologist, who was considered one of the outstanding contemporary literary figures, died this afternoon at his home in Hanover Terrace, Regents Park, London, at the age of 79. He had been ill for several months.

(For many years Mr. Wells successfully fought diabetes, but in recent months his health had deteriorated, The United Press said. According to the news agency, Mr. Wells realized a few weeks ago that the end was near. To a friend who chided him about his inattentiveness in a conversation, the author said:

("Don't interrupt me. Can't you see I'm busy dying?")

During a career that spanned more than fifty years, Mr. Wells, by his writing and prognostications, often made world-wide news. As early as 1914 he predicted the atomic bomb in a novel, "The World Set Free." Before that he had predicted the use of tanks in warfare and the growth of the airplane as an advance weapon in battle. He also forecast the development of rockets.

Aside from his ability as a writer and herald of things-to-come, Mr. Wells was a profound sociologist. He was one of the leaders of socialist thought in England for many years and sought a world in which war and poverty would be eliminated.

Early in May, 1944, the author of "The Shape of Things to Come" and "Mr. Britling Sees It Through" published a 205-page book, "42 to 44," in which he castigated many leading figures of our time, including Sir Samuel Hoare and Lord Vansittart. When writing of the late Beatrice Webb, he momentarily withheld his barbs — "she went down to the poor as the saints do." Calling this work "strong meat for babes," Mr. Wells published only 2,000 copies.

The eighty-odd books that H. G. Wells wrote — among them his "Outline of History" — his steady and numerous contributions to the press and to periodicals, and his many activities in other fields were the proof of what would be super-human energy to the average man.

Mr. Wells was a superman in many respects. Compared with contemporaries like Shaw, Bennett, Galsworthy and Chesterton, he differed from them by his extraordinary versatility. He never sought for literary style, but rather wrote down, almost invariably in apt and original phraseology, what he had to say in the most direct and abrupt manner.

In his wide range of writing there was scarcely a subject upon which Mr. Wells did not touch. He wrote prophetically and fantastically of future wars. He philosophized on marriage and religion. He satirized — without the venom of some of his contemporaries — many weaknesses of social life. He had political aspirations, but was unsuccessful both times he presented himself for Parliament. He invented floor games for children, "covered" important assignments for British and American newspapers, engaged in spirited debates with authors and scientists, and, withal, seemed to find ample time for leisure.

"The Outline of History," generally regarded as Mr. Wells' most important work of non-fiction, is a model of tersity of expression and sense of perspective. Beginning as in the first chapter of Genesis, the author traced the major currents of events throughout the ages and concluded with a brief prophetic chapter, "The Next Stage of History."

Envisioned a World Government

Typically Wellsian, too, was his idea about a new and better world.

[1] *America Goes to Press* (Indianapolis: Laurence Greene, Bobbs-Merrill, 1936), p. 34.

He dreamed of an Utopia with no Parliament, no politics, no private wealth, no business competition, no police nor prisons, no lunatics, no defectives nor cripples. He longed for a world under a world government, for, he argued, in no other fashion is a secure world peace conceivable.

Mr. Wells foresaw the 1914 war with Germany thirteen years before it happened; he prophesied how the war would be fought, and he was correct in several striking details. He made no claims, however, to being a prophet. Personally a man of great charm, hospitable, cheerful and genial, he never posed as a great man of letters, developed no mannerisms, but remained a typical Englishman of the lower middle classes.

He was not born with any advantages of social or financial standing. His father, Joseph Wells, was a professional cricketer, and head gardener for Lord de L'Isle in Kent.

Herbert George Wells was born at Bromley, Kent, in the southeast corner of England, on September 21, 1866.

The remainder, a 2000-word portion, reviews his life chronologically and some of his major opinions on current affairs.

The next excerpt illustrates another type of positive obituary: the cleverly written, dramatic account which newsmagazines and occasionally other magazines will offer their readers. Such writing takes time as well as talent; very few citizens live unusual enough lives to permit such handling, although, if reporters could delve more deeply than they do, they might find dramatic incidents which would lift the routine obit to a higher level.

The monsoon was coming and the jungle air was saturated with the all-pervading damp, and with a sense of disaster. On a winding, roller-coaster trail hurried a pitiful file of refugees, fleeing from destruction, despair and defeat. At the head of the line, setting the pace with a brisk 105 steps to the minute, trudged a slight, bespectacled old man wearing a World War I campaign hat. Malaria, cholera, the heat and exhaustion had plucked younger men from the line, but Uncle Joe, then 59, never faltered. He refused to ride one of the caravan's few mules: they were for the nurses and the wounded. Somehow the ragged line struggled through to the roadhead in India. The first, disastrous Burma campaign was ended.

Said the durable old man who had led the retreat: "I claim we got a hell of a beating. We got run out of Burma and it is humiliating as hell. We ought to find out what caused it, go back and retake it."

That was in May 1942, in the darkest hour of the war. General Joseph W. Stilwell had spoken bluntly and honestly; and he was determined to go back to that lost Burma.

Two years later a ribbon of road was slowly unwinding eastward from India. It was Stilwell's road back. His uniform was the same, except that now he wore a Chinese cap. He was always too close to the front to wear the stars of his rank. Once, as he passed a working party of U. S. Negro engineer troops, one remarked: "Look at the poor old man. Some draft boards will do anything."

In a theater where disease inflicted ten times as many casualties as the enemy, "Old Tu'key Neck," as he called himself, seemed immune. His liver was ailing, but he went on walking. He refused to be hospitalized: "I'm fighting a war and I can't spare the time."

Uncle Joe never spared himself either. Son of a Yonkers doctor-businessman, he had been an underweight (140-lb.) quarterback at West Point ('04), returned to the Academy after a tour in the Philippines to coach the cadets in French and Spanish. On the Western Front in 1918 Major Stilwell saw plenty

of action as a G-2 staff officer. He scoffed at the Distinguished Service Medal he received, said that medals were for the combat infantrymen.

More than any other top-flight general in World War II, he was beloved by his troops. He was demanding, but fair; he saw to it that officers looked out for their men. He mixed with the common soldiers in the mud and they respected him. Besides being commander of all U. S. forces in China, Burma and India, he was Chiang Kai-shek's chief of staff and commander of all Chinese troops in Burma and India. He was on the same terms with the Chinese G.I. (he spoke eleven Chinese dialects) as with Americans.

Full of authority in a field command, he was no diplomat: he got lost in the jungles of Chinese and British high imperial policy. Chiang asked for his recall, and President Roosevelt consented.

After tours of duty in the Pentagon and the Pacific, he took over command of the Sixth Army with headquarters at San Francisco's Presidio. There last week death came to Joseph Warren Stilwell, 63, after an operation on the liver. A 17-gun salute was fired, the flag was hauled down to the accompaniment of ruffles and flourishes. Uncle Joe would have snorted at such solemn ceremonial. But just 24 hours before he died, he had got his dying wish: on orders of War Secretary Patterson, he received the Combat Infantryman Badge.

—Courtesy of *Time*, Copyright Time, Inc., 1946.

Vinegar Joe was easy to handle, but why was he easy? Because he was a dramatic figure and also because the writers who produced that copy found out a lot about him. Adequate information always is a key to good journalistic writing. This is all the more true in the writing of obituaries.

The Suicide Story

The suicide story is a combination of death and crime news. The news-gatherer in small communities rarely will encounter it, but in heavily-populated areas it may be on a police reporter's run every other day or so. It is channeled to the paper in the usual way for obits — hospitals, undertakers, florists, ministers, and police stations — but is likely to come from police first.

News of suicides is not so easy to gather as the less sensational obituary facts. If the person who committed suicide is not known to the reporter or his organization, the job may be difficult to handle because the family of a suicide naturally is not interested in helping the press cover the story, whereas in an ordinary story of a person's death there may be only occasional opposition. First stories on suicide usually are brief, therefore, for editors seek to spare the surviving individuals unnecessary exposure and to give the central figure the benefit of the doubt.

The writing of such news, while easier because of the dramatic nature of the material, offers a special problem because the reporter is not, at first, free to say that the death was caused by suicide. Sometimes what has seemed like a suicide has turned out to be an accident or a murder. A suicide verdict must be obtained from a coroner, often a question of days. The first story, therefore, unless the paper or station wishes to take a chance on implying it was suicide (often justifiable when the circumstances are clear), will rely upon some of the inescapable clichés.

Special Writing Techniques

As in the writing of news of death, the newsman must be on guard against libel. In covering illness he must be cautioned also against the possible invasion of privacy, especially if he uses a camera.

The reporter can libel a sick person by imputing falsely that he is infected with some contagious disease which would ostracize him

from society. Such words are clearly slanderous, are well founded in the common law, and are actionable in themselves (that is, they do not require proof of special damages).

Reporters will not designate the incident as a suicide before a legal verdict has been reached, but instead will say that the person "leaped or fell," if it is an instance of someone who evidently has committed suicide by throwing himself from a height. Other substitutes are "was found dead today," "was found shot and critically wounded," and "died today after a 100-foot plunge into Lake Minnetonka."

Suicide stories are invariably planned around a Who lead. The How or Why lead is avoided as being too speculative.

A little of the suicide story space is taken up with the conventional biographical material of the obit, mostly highlights. Such facts as funeral arrangements will be left to a story that resembles the obit follow-up. Sometimes that follow-up will not even mention the suicide angle, especially in a small community, where the family is grateful if readers are not reminded how death was caused.

Examples and Models

The first exhibit illustrates a simple, cautiously written suicide story sent over national press association wires because of the paradox in the situation.

> DURHAM, N. C. (AP) — Walter Clark, 19-year-old Duke university student from Miami, Fla., described by university officials as "the most brilliant student botanist we ever had," was found dead in a campus chemistry laboratory yesterday and Sheriff E. G. Belvin said he had committed suicide by turning on the gas jets in the laboratory.
>
> The body of Clark, a senior who had won considerable recognition in the botany field by succeeding in germinating an orchid seed from India, was discovered by another student.
>
> Beside the body was a note, which the sheriff said was written to say goodbye to a student friend, but gave no reason for the act.

The next shows the story a local paper can use if it decides that the suicide is clearly established and to place the authority for the assertion with police.

> Mrs. Alice Tulley, 35, wife of Wallace Tulley, 286 E. Main st., ended her life in what police said was a suicide early this morning. Medical examination revealed she had taken a quantity of caustic washing powder.
>
> The woman was found unconscious on the floor of her apartment at 2 this morning by her daughter, Elizabeth, 12, who heard her mother's labored breathing. The girl notified her cousin, Miss Gerlana Sibley, 18, who was living there. Miss Sibley hurried to a downstairs apartment where she aroused Mr. and Mrs. Bert Lamon.
>
> A doctor was called and Mrs. Tulley was removed to the House of the Good Samaritan Hospital where she expired at 3:30 this morning. The woman never regained consciousness. Her husband is an employe of Holton & Techtmeyer Company.
>
> —Syracuse (N. Y.) *Post-Standard.*

Here we see how the coroner's verdict is brought in as authority.

> A despondent war veteran, Kenneth S. Betts, 37, of 220 Seymour st., took his own life with a souvenir of his fighting days in Europe in World War II Saturday night.
>
> Coroner Harry L. Gilmore gave a verdict of death by suicide and said that a .32 caliber bullet from a Belgian automatic pistol entered the man's head just behind the right ear.
>
> An hour and 15 minutes later, the man's wife, who was in the bedroom with him when the shooting occurred, collapsed and was treated by Dr. Theodore Rosen, with the Onondaga General ambulance. She is suffering from a heart condition and Dr. Rosen ordered complete quiet for her.
>
> Betts, a painter employed by the Carrier Corporation, served four years in the Army in World War II, 17 months of them in Europe. He was married 16 years and had no children.
>
> —Syracuse (N. Y.) *Herald-Journal.*

And here is a more elaborate descriptive story which combines suicide and crime cover-

age. It takes advantage of the opportunity to avoid the commonplace lead and rests heavily upon the word of an official.

AUBURN. — What Cayuga County Criminal Deputy Sheriff Gordon S. Fritts labeled as a case of "assault with intent to kill and suicide," took place Saturday at the farm of Walter Lawton, near Sherwood, several miles south of Auburn.

Mrs. Elvisa Lawton, 56, was found drowned in a nine-foot-deep well at the home. Her daughter, Gertrude, 30, is in Auburn City hospital with serious injuries to her head and body from blows administered by a hammer in a clash that began in the kitchen of the house and continued into the backyard.

Bitten by Dog

Miss Lawton suffered a possible fractured skull, fractured little finger on her right hand, multiple bruises and lacerations to her scalp and body and multiple dog bites to her legs from having been set on by the family dog in the struggle.

Her condition was described as "fair" by hospital attendants.

The body of Mrs. Lawton was taken to Shakelton's funeral rooms in Aurora, at direction of Coroner N. L. Woodford, Union Springs, after its recovery from the well two and a half hours after the attack.

Coroner Woodford said Saturday night he talked with Dr. L. D. Burlington, health officer of town of Scipio, who investigated the case and was advised that Dr. Burlington had decided Mrs. Lawton died a suicide.

Fritts, who said he talked with the girl in the hospital, said there appeared to be no question but that the mother attacked the daughter with a hammer, and then fled to a field a quarter mile from the house after the girl broke from her grasp. The mother apparently threw herself into an abandoned well from which she removed a board covering and thus ended her life, Fritts said.

Fritts quoted the girl as saying she was sitting in a chair in the kitchen while her mother was doing some cooking. The girl said her mother suddenly seized a hammer on a table and said to her "I am going to kill you."

Her story was that her mother began beating her over the head with the hammer. She struggled with her mother. The two moved outdoors to the backyard where the attack continued in flower beds which were trampled. The dog got into the fray and jumped on the girl, biting her legs, she related.

The girl said she finally freed herself from her mother's grip, ran to the home of a neighbor, James Emerson, and told him what had occurred. She was bleeding profusely from her wounds.

Emerson notified the sheriff's office and Deputy Sheriff Raymond F. Myers, Fleming, drove to the farm. He rushed Miss Lawton to the hospital and picked up Sheriff Willard Wilcox and Deputy Fritts before going back to the farm.

Myers reported he saw nothing of Mrs. Lawton on his first visit to the place.

Emerson, meanwhile, was said to have notified Lawton, who was working in a field some distance from the house, and a son-in-law, William Winters, Aurora, who was at work in Auburn.

Winters hastened to the farm and was said to have found the body of Mrs. Lawton when, while searching with others, he noticed a board covering the well was out of place.

The body of Mrs. Lawton was hauled from the well at about 12:30 P.M.

No Warning of Attack

Fritts quoted the girl as saying no argument or quarrel preceded the sudden hammer attack.

The body of the mother was said to have only a scalp laceration which she might have suffered when she jumped into the well, Fritts stated.

Surviving Mrs. Lawton are her husband, Walter Lawton; a son, Elwood of Auburn; three daughters, Mrs. William Winters of Poplar Ridge, Miss Gertrude Lawton, Mrs. Thomas Collard of Skaneateles; six grandchildren; two sisters, Mrs. Edwin Palmer of Cuyler and Mrs. Louis Otis of Poplar Ridge, and a brother, Harry Malison of Cortland.

Private services will be held Monday at the home with burial in Evergreen cemetery, Scipioville.

—Syracuse (N. Y.) *Post-Standard.*

The Illness Story

Radio devotes little time to news of illness. Only the famous are mentioned, and largely in bulletin fashion. Magazines have little space for illness stories, although the monthlies especially avoid such news because it may de-

velop into obituary material too late for publication. The relatively detailed reporting of illness, therefore, is left largely to the daily newspaper. By comparison with news of death, the news of sickness does not take up much room.

This type of copy appears in two ways: either as insignificant personals about the obscure citizen or in small, front-page stories about the famous. The personals appear in the country correspondence or on a society page, and often as not are notices of recovery from illness. The house magazine or newspaper and the trade journal, since they publish copy that often resembles the country paper's columns, will carry such illness stories regularly. The metropolitan paper prints a running story, sometimes using a short article daily to report on the condition of someone widely known to its readers.

Like obits, illness stories invite routine handling. Rarely do they depart from the standard 5-W lead. When they do, as in the radio story that follows, they come close to being medical or science stories. The "mercy" angle is popular in illness news because it offers an element that overcomes the obscurity of the central figure.

AN ARMY WAR PLANE WAS CONVERTED TO A MERCY SHIP TODAY.

THE PLANE, A MIGHTY C-54 TRANSPORT, FLEW A BLOND-HAIRED BLUE EYED BABY BOY TO BALTIMORE FROM LOWELL MASSACHUSETTS FOR AN EMERGENCY OPERATION WHICH MAY SAVE HIS LIFE.

EIGHTEEN MONTHS OLD ROBERT MAGEE HAS SUFFERED, SINCE BIRTH, FROM A MALFORMED HEART. THE INFANT WAS SCHEDULED TO BE OPERATED ON NEXT APRIL WHEN HE WAS JUST A LITTLE BIT OLDER, BUT DURING THE PAST MONTH HE HAS ENDURED FROM EIGHT TO TEN HEART ATTACKS EACH DAY. AND NOW BOBBY'S DOCTOR SAYS THAT WITHOUT AN OPERATION, HE HAS BUT A WEEK TO LIVE.

THE TINY PATIENT WAS RUSHED TO THE FAMOUS JOHNS HOPKINS UNIVERSITY HOSPITAL WHERE A PRE-OPERATION DIAGNOSIS WILL BE MADE TOMORROW.

HOSPITAL AUTHORITIES HAVE REFUSED TO COMMENT UNTIL THE DIAGNOSIS IS MADE, BUT THEY ARE REPORTED TO BELIEVE THAT BOBBY MAY BE ANOTHER SO-CALLED "BLUE BABY"---SUFFERING FROM TOO-LITTLE SUPPLY OF BLOOD IN HIS LUNGS. A DELICATE OPERATION FIRST PERFORMED BY STAFF PHYSICIANS AT THE HOSPITAL TWO YEARS AGO HAS PROVED SUCCESSFUL IN A MAJORITY OF SUCH CASES. VE 943 P

Examples and Models

The illness personal is a simple story, no more than a brief lead. It reads:

> Miss Nancy Hitch, Rockville, was taken ill Sunday night and now is in Rockville hospital. She expects to be there for 10 days.

Or:

> Mrs. Julia Temple, R.R. 2, Carlin, returned from Carpenterville hospital Monday, after an operation. She expects to resume her work at Lawson school by Jan. 10.

The running story that appears in a daily always must repeat identification and also

carry a tie-back. Thus a reader who sees any one day's account is brought up to date, as illustrated by these examples.

> TOKYO, Saturday (AP) — Dixie Tighe, correspondent of The New York Post, suffered a brain hemorrhage yesterday and was reported in serious condition today in a United States Army hospital here. Miss Tighe was taken to the hospital yesterday morning for examination, suffering from a cold, and was stricken while being examined. She has been unconscious twenty-four hours.

> TOKYO (AP) — Dixie Tighe, well-known correspondent for The New York Post who was stricken with a brain hemorrhage yesterday, remained in a coma tonight, and the Army's Forty-ninth General Hospital said her condition was "poor." Miss Tighe was taken from the Tokyo Foreign Correspondents Club complaining of a cold and slight pain in her head. Club members have maintained a constant vigil at the hospital.

> TOKYO (AP) — Dixie Tighe, New York Post correspondent, who was stricken with a cerebral hemorrhage on Friday, was reported by the Forty-ninth General Hospital tonight to be in "slightly hopeful condition but still critical." She remained in a coma, but physicians said she was "resting easily."

A radio story on illness has, again, the informality and directness which the stiffer news account for the eye lacks. Here is a press service radio bulletin for broadcast in the New York metropolitan area:

(BROOKLYN)---THE SUPERINTENDENT OF LONG ISLAND HOSPITAL SAYS THAT FORMER POLICE COMMISSIONER VALENTINE IS FEELING BETTER TODAY, BUT THAT HE'S STILL---"A VERY SICK MAN." VALENTINE WENT TO THE HOSPITAL ON THANKSGIVING DAY FOR A CHECK-UP, AND WAS FOUND TO HAVE AN AILMENT KNOWN AS "INFLATION OF THE LIVER." HE IS ON THE CRITICAL LIST.

Both newspapers and radio stations, at times, have a chance to present a more readable obituary because of some novel quality in the event. These examples are national stories, although none of the principal figures was known much beyond his own locality. They illustrate the point that by giving some thought to the possibilities the obituary can be lifted out of the commonplace.

A MAN WITH A POET'S HEART WAS HENRY C. FARRAND.

HE DIED NOVEMBER 10TH, AT HIS HOME, 68 WILLIAMSON AVENUE, BLOOMFIELD, NEW JERSEY.

A DULY SIGNED AND WITNESSED WILL, PROBATED IN SURROGATE'S COURT TODAY, READ--AND WE QUOTE THE WILL IN FULL:

"ALL MY EARTHLY GOODS I HAVE IN STORE,

"TO MY DEAR WIFE I LEAVE FOREVER MORE;

"I FREELY GIVE---NO LIMIT DO I FIX;

"THIS IS MY WILL AND SHE'S THE EXECUTRIX."

K41OP
--UP RADIO

> RICHLAND, Wash. (AP) — The Republican landslide carried a dead candidate to victory.
>
> Thad Grosscup, Republican candidate for county commissioner in this atomic bomb project community, died of a heart ailment a few hours before voting began.
>
> Election officials hastily ruled to

allow voting for the office to proceed and to appoint a Republican to the commission if a Democrat, Max Walton, was defeated. Tabulations today showed the dead man had won.

—*The Associated Press.*

Philadelphia, Sept. 22 — Gypsies from across the nation gathered here tonight, their colorful costumes replaced by somber black, their gay chatter stilled in the presence of death.

They came to pay final tribute to their dead Queen Marta, 44-year-old wife of George Evans, king of the Evans tribe, one of the largest and best-known gypsy groups in America.

Queen Marta lay in state in a candle-lit mahogany coffin at a funeral home where some 30 families, adults and children, sat quietly or talked in whispers before Russian Orthodox memorial services. Burial will be tomorrow in a Linden, N. J., cemetery.

The mourners included her husband and three daughters, Patricia, 20; Rosie, 15, and Annie, 13. Many of their friends and relatives had been with them for more than a week while the queen, counsellor to the tribe in matters of marriage and child-rearing, lay critically ill in University of Pennsylvania hospital. She died here yesterday.

—*The Associated Press.*

CLEVELAND, Aug. 5 Frederick Samstag, who drank coffee forty-eight times daily for more than thirty years, died last night at the age of 95. He also smoked four cigars or pipe loads of tobacco each hour.

Mr. Samstag used to begin his daily regimen of smoking and coffee drinking each morning when he arose at 5. Relatives said today that he would continue smoking and drinking coffee until he retired at 7 in the evening. His daily average of coffee never fell below forty-eight cups even during the days of rationing.

Born in Germany, Mr. Samstag became a cigar maker as a boy of 9. He came to this country as a young man and started a cigar factory here which he operated until he was 85.

—New York *Times.*

Death, suicide, and illness stories, despite the fact that they usually are unscheduled, lend themselves too easily to routine treatment. They need not, however, as these examples from various media of communication readily show.

Chapter 10

For Women Only

SOCIETY IN THE NEWS

For Women Only . . . Gathering Society News . . . Verifying Society News . . . Writing Society News . . . News of Meetings . . . News of Eating . . . Party News . . . Society and Culture . . . Lady Bountiful . . . Sports . . . Announcement Stories . . . Wedding Bells

All men are created equal, but their wives are not. Inevitable result: society pages. An unfair generalization? Perhaps, but it is the women, not the men, who read the society section. The best-read society story is read by one woman in four, one man in twenty-five.

Society, of course, has been defined. When Benjamin Disraeli was a young man, he wrote his definition. Here it is: "The glare, the heat, and noise, this congeries of individuals without sympathy, and dishes without flavor; this is society."

What is society with a capital S? Charles H. Crandall of the New York *Tribune* asked Ward McAllister this question in 1888. This was the answer he got: "There are only four hundred people in New York society."

People may be divided into two classes. What are they? "The sheared and the shorn," averred Talleyrand more than a century ago. "The bores and the bored," observed Byron in "Don Juan." The "ins" and "outs" confesses the honest society editor today.

Back in 1915 President Woodrow Wilson had his opinion of fashionable society. His observation was blunt. "High society," he said, "is for those who have stopped working and no longer have anything important to do."

Is it true today that, as Oscar Wilde once put it, "society consists of a lot of nobodies talking about nothing?" Some will say so. They will assert that the snobbery that persists in these pages is alien to our democratic tradition.

Well, what are the facts? It is true today, as it has been in the past, that many society pages cater to the "four hundred." The uppercrust or bluebloods or best people are welcome. The rest get the brush-off and might as well be beachcombers in Baluchistan.

Who is a blueblood? Someone born on the right side of the tracks. Someone who has chosen his ancestors wisely. Someone who was born under a dollar sign. Exceptions? Yes, occasionally someone else achieves distinction or notoriety on his own and is admitted.

Persistence wins, too, but on the society page persistence is spelled publicity. A good press agent is more important than the deed to a castle in Graustark. Shortly before World War II, Inez Calloway Robb — Nancy Randolph of the New York *Daily News* — described the opportunity of the public relations man in society thus:

> I have never ceased being amazed that the average metropolitan society page is so cluttered with press agents' notes, hand-outs, give-aways and publicity build-ups. Such a condition wouldn't be tolerated in any other section of

the paper. Any shrewd promoter can have a field day on the society pages.

To be sure, the family tree, bank roll, and publicity are not the only keys that unlock the door to society today. Café society, for instance, is not a Brahmin tribe. Indeed, the so-called best people themselves have changed, as Inez Calloway Robb noted in 1938 in an article in *Editor & Publisher*. She wrote:

> Once upon a time, Society may have been an aloof and Olympian institution, up to its arched eyebrows in red plush and hauteur. Fifty years ago the 400 may have consisted of an inhibited group of stuffed shirts and diamond dog-collars, but their grandchildren are as exhibitionistic as a fan dancer on a county fair circuit. . . .
>
> Society has pre-empted the stage, the stage has pre-empted Society and both have moved in on Hollywood. Show me a debutante who doesn't want to go on the stage and I'll do a Page One piece.
>
> Society crowds into theatrical first nights, preening its fine feathers as noisily as any movie queen from California to exhibit her charms to a palpitating public. Society whoops down on fashionable restaurants and supper clubs. Society goes to political conventions. It gets into rows; witness the Page One Astor-Gillespie feud before John Jacob Astor III married the former Ellen Tuck French. Its daughters, all Helen Morgans at heart, crowd professional singers out of smart bars, pre-empt the microphone and make the night hideous by moanin' low. Its women own and manage racing stables. Its young bloods stage bootleg cockfights in defiance of the law. It roams over darkest Africa in shoals. It flies to Reno at the drop of a co-respondent's chemise (and later marries the co-respondent.) In brief, Society is as modern and obvious as a stainless steel gadget wrapped in cellophane. And it acts like any other segment of humanity, and it should be reported as such.

If society sections in all papers were like those in some papers, many of us would scuttle the pages for parasities here and now. When newsprint is scarce, why waste it? And why play up the so-called ruling class by featuring its irresponsibility?

The truth of the matter is that many society pages have changed. First, they have become more inclusive and less snobbish. Second, many have been transformed into women's sections which cover a much wider range of news. And, as such, many perform a notable service.

For Women Only

Women's pages at their best are adventures in adult education. They publish much that may be learned in college courses in psychology, sociology, home economics, and political science. They open doors to greater appreciation of art, music, literature, and science as they relate to gracious living and wholesome home life.

Take an inventory of topics considered. The broad curriculum includes news and articles on antiques, books, bridge, child care, domestic problems, drama, fashions, food, furniture, gardens, health, hobbies, household management, interior decoration, movies, music, personal problems, recreation, and related topics.

Food, for example, occupies about one per cent of the editorial content, according to data assembled in the Continuing Study of Newspaper Reading. In fact, few pages interest women more than well-edited food pages. As space permits, it is probable that more news stories on food will be published.

Once society pages were dedicated to butterflies — lovely, charming, costly, yet inferior and adolescent. Today women's pages are dedicated to women as mature adults, responsible citizens, equal partners in the life of the home and community. The new role becomes both, making the newspaper no less interesting, the women no less lovely and charming.

Gathering Society News

Society news — stories and photographs — is gathered more or less as any other news.

On the weekly it may be reported by the publisher's wife. On the daily the society editor usually is a woman but may be a second Cholly Knickerbocker or Howard White.

The society editor, like the city editor, has her future book and files. She knows that her major source of society news is the people in the news. To be sure, they may be represented by relatives, friends, social secretaries, and publicity agents, but they usually cooperate.

The second major source of news is the people who implement social affairs. These are preachers and justices of the peace. And they also are caterers, florists, modistes, stationers, beauticians, milliners, hotel stewards, head waiters, and travel services.

Seldom is there space for all the society news. Then the editor rechecks the news elements — timeliness, nearness, scope, and significance. As a result the smaller events and situations may be skipped, usually those of less prominent people.

What about news other than that known as society news? The problem of getting and writing news about meetings, for example, is taken up in another chapter. That is true also of numerous topics covered on women's pages; they, too, are discussed elsewhere in this book. Non-local society news of national or worldwide interest is covered by press associations on a spot basis when and where it develops.

Verifying Society News

Newsmen covering society news check and recheck their facts. The When and Where are easy to verify. So is the What. Sometimes the Why — the occasion — is overlooked. When this happens, the reporter may miss the real feature.

The Who usually is most important. This means the names of the host and hostess and their guests — at least the more prominent guests or those from out of town. Some of these names cannot be verified by a quick glance at a local directory.

There are other names to check. Among them are those who served on committees, poured at a tea, or were in the receiving line — and to be noted in order of importance. Sometimes there are musicians, entertainers, and others whose numbers or acts are included.

Other details? Refreshments, decorations, and, in some instances, the attire. Unimportant? To the blasé reporter, perhaps, yes. But to those who participate, accuracy in every detail, however unimportant it may seem, is essential on the well-edited society page.

Writing Society News

Newspaper readers scan the society section for only one reason — they want to know the news. Content, not style, interests them. It could not be the writing. Nowhere, indeed, in the typical newspaper are there so many good examples of how not to write the news.

To be sure, society reporters indulge in none of the gobbledegook with which some columnists attempt to disguise their inner confusion. But the society reporter has nothing to interpret or analyze. He has plain and simple facts which require no expository writing.

But what does he do? All too often he begins with a non-stop lead of some forty words or so. He erupts with adjectives, clichés, superlatives. He pads his copy with whiskered whimsy. Result: a dull, colorless, and cumbersome story much too long for what it tells.

The society news story should be neither an editorial nor an opinion poll. It should be an accurate and objective account of what has happened or is to happen. It may be colorful, even informal, but it should be written without bias and with restraint.

Clearly, then, society news should be readable. That means short sentences, leads down to thirty words or less and sentences averaging twenty words. That means short and simple words, those with few affixes. That means lots of personal references, for names make news.

News of Meetings

Americans believe in organizations. We are organized to do everything, even to organize. For example, we organize informal groups, sororities, fraternities, lodges, and clubs just so we can enjoy each other's fellowship; that is, for social reasons. Hence, activities of such organizations often are presented on the society page.

What's news? Usually the news is what was done — not the fact that some people met. The occasion for the meeting should be made clear. Important names should be included. If there were decorations or refreshments, these may be noted. The technique of writing such stories is discussed at length in another chapter.

To conserve space, many society pages compress much news of coming events into a daily or weekly calendar. Meetings of clubs, chapters, and committees are included. Sometimes leading social events also are listed. Here is a club calendar:

> **MONDAY**
>
> **Au Delta Study Club** — Meeting with Mrs. F. D. Montgomery, 4245 Quitman street; Mrs. Grace Harper, speaker, 1 p.m.
> **Fourth Avenue Club** — Mrs. Charles E. Compton, hostess, 1235 South Ogden street; Alfred W. Scott, Jr., guest speaker, 2 p.m.
> **West Side Women's Club** — Meeting for a health program at Byers branch library with Mrs. Hazel Crabtree as president, 2 p.m.
> **Sigma Chi** — Beta Mu Mothers club, meeting for luncheon, Mrs. P. M. Payne, 994 South Columbine street, hostess, 12:30 p.m.
> **Park Hill Atheneum Club** — Meeting with Mrs. Richard Osenbaugh, 560 Circle drive; Mrs. James A. Bridges, cohostess, 10:30 a.m.
> **Around the World Club** — Meeting with Mrs. A. Roy Moore, 1244 Monroe street, for annual indoor picnic, 12:30 p.m.
> **Daughters of the Nile** — El Mejdel temple No. 47, meeting at Park Hill Masonic temple, 4819 Montview boulevard, 2 p.m.
> **Sigma Phi Gamma** — Alpha Sigma chapter, business meeting at 1244 Lafayette street; Margaret Gray, hostess, 8 p.m.
> **Job's Daughters** — Bethel No. 2, Friendship night, Highlands Masonic temple, West Thirty-sixth avenue and Federal boulevard, 7:30 p.m.
> **Justicia Rebekah Lodge** — No. 115, I.O.O.F. joint installation of officers, 1751 Champa street, 8 p.m.
> **Pioneer Men and Women of Colorado** — Election and installation of officers, 1751 Champa street, 2 p.m.
> **Ladies of Patriotic Militant** — Canton Rogers No. 1 installation at 1751 Champa street, 7:30 p.m.
>
> —Denver *Post.*

News of Eating

Americans like to eat at mealtime — and between meals. That is why they have breakfasts, luncheons, desserts, teas, suppers, dinners, banquets, and picnics. That is why they have coke sessions and cocktail parties. And some of this is news for the society page.

Important details? Who invited whom? Where? When? Perhaps why. And perhaps what was served. There are clambakes, steak fries, potluck dinners, and so on. Business transacted and speeches made may be covered in stories of formal affairs, such as a banquet of the American Association of University Women.

> Mrs. James Foster and Mrs. Clason Adams were hostesses at a bridge dinner party Wednesday night with four tables in play. Mrs. Beryl Hodgen and Mrs. Kelley Coppock won high scores and Herb Whitace won the traveling prize.
>
> —Milton (Ore.) *Eagle.*

> Mrs. Ralph Lake Burgess will be hostess at a luncheon in her home Thursday honoring Mrs. Joseph Gandy of Seattle, Wash., who is visiting her mother, Mrs. Richard Tatlow II, here.
>
> —Denver *Post.*

Party News

News of parties fills lots of space in the society section. Parties are held to celebrate an engagement or wedding anniversary, a birthday or a coming-out. There are card parties, house parties, surprise parties, cocktail parties, and dances — both formal and infor-

mal. Some are on a grand scale; some for just a few friends.

Which are news? All may be reported, if there is space. Otherwise, size and importance are deciding factors. The reader wants to know who entertained whom, what they did, what they ate. Decorations, bridge prizes, and a few other details usually will be enough.

Chief Justice and Mrs. Fred Vinson were the guests in whose honor the Netherlands Ambassador and Mme. van Kleffens entertained last evening at the embassy.

The company also included Senator and Mrs. Homer Ferguson...

—Washington *Post.*

A visit to New Orleans will be made by Mrs. Truman and Margaret early in February. They will remain just one day to attend the launching of a tow boat named Harry Truman, for which Margaret has been named sponsor. Built by Avondale Marine Ways, the boat is streamlined, will ply between New Orleans, Minneapolis, St. Paul and Chicago.

—Washington *Post.*

A hard times party has been announced by the women's division of the Hotel Greeters, chapter No. 26, to be held at the Heathman Hotel Saturday at 8:30 P.M. Money received will be used for the club's activities, with ten per cent marked for the March of Dimes.

The committees in charge of dancing, games, and refreshments are headed by...

—Portland (Ore.) *Oregonian.*

Mr. and Mrs. Victor H. Haven observed their fifty-sixth wedding anniversary October 22. Mr. Haven has been owner and editor of the Greenfield Argus for more than 60 years.

—*Publishers' Auxiliary.*

A benefit card party will be given Friday by the auxiliary to Andrew Hawkins Post 874, VFW, at 3009 E. Calhoun boulevard.

There will be bunco, 500, and bridge. Playing begins at 8 p.m. Refreshments will be served.

—Minneapolis (Minn.) *Star.*

Scottish Rite Masons will hold the third in a series of formal dances Wednesday at 9 P.M. in the Scottish Rite Temple. This series is sponsored by the board of trustees.

Patrons and patronesses will include Messrs. and Mesdames George Adams, John Jefferson, Thomas Madison, Andrew Monroe...

Society and Culture

People in society with a capital S are interested in culture — or like to bask in its limelight. Some are patrons of art exhibits and musicales. Others arrange receptions and reviews. And many display their finery at first nights of plays and opera.

Metropolitan newspapers are more likely to feature this news. Why? Usually such news does not happen in towns covered by small dailies and weeklies. Moreover, the nonmetropolitan has less space for photographs of its smart set.

Lady Bountiful

Charity may begin at home, but it hits the headlines in the society section. There it means news of white elephant sales, raffles, and campaigns, of benefits, balls, and bazaars. For society, the ruling class, supports charity; some believe in it; others like the publicity.

Vital details? The purpose of the affair, usually to raise money, should be clear. Just as important is a brief explanation of the cause itself, its value to the community. At the same time there should be room for names of those on committees and of those taking an active part in the program or drive.

Christmas stockings, laden with gifts, were collected at the Christmas party of Sigma Society which was held Thursday evening at the home of Doris Clair.

Each member of the organization provided two stockings which will be presented to youngsters at San Jose Day Nursery. Completing the Christmas festivities was an exchange of gifts among the members...

—San Jose (Calif.) *Mercury Herald.*

The annual silver tea for the benefit of the scholarship loan fund will be given by Mu Phi Patronesses Wednesday afternoon, at Delta Delta Delta, 1987 University Street. Hours are three to five o'clock.

In the receiving line will be Mrs. J. H. Beck, president of the group; Mrs. Delbert Hill, vice president; Mrs. E. B. Hagedorn, housemother; Mrs. Edna Leslie Pearson, president of the alumnae chapter; Miss Wilma Jeanne Wilson, president of the active chapter, and Mrs. John Byrne, chairman of the tea.

A program of American music will be given by members of the active chapter twice during the afternoon, at three-thirty and at four-fifteen o'clock . . .

Pouring at the tea will be . . .

Assisting about the rooms will be members of the hostess committee . . .

Receiving silver contributions will be Mrs. Francis W. Kelley, Jr. The dining-room committee consists of . . .

Refreshment committee . . .

Invitations were sent out by . . .

—Eugene (Ore.) *Register Guard.*

Sports

Sometimes society news and sports news converge. Take sailing, skiing, or tennis, for example, or horse shows, races, or polo games. These activities usually are not for the common man, but for the rich, in some instances, the idle rich.

How report this news? Often photographs tell more than news stories, but both are in order. Strangely enough, if a few Junior Leaguers ski down the mountainside, they make news. When the Y.W.C.A. sponsors a hike up the same mountain, it is not news in metropolitan papers. So much, then, for news judgment on some society pages.

Society night at the Stock show — the traditional Monday night performance when Denver and out-of-town socialites don evening clothes or dressy street clothes for the performance of the National Western Stock Show, Horse Show and Rodeo . . . In contrast to past years, when the boxes were crowded with society leaders in formal gowns, with their escorts in tuxedoes, prominent Denverites this year chose informal attire.

Perhaps it is the influence of the "New Look," which allows street-length dresses to be worn for evening, or the fact that muddy arenas and floor-length ermine-trimmed velvet do not mix . . . At any rate, Denverites this year, at the forty-second performance of the show, hurried to their boxes around the arena in short dresses or ankle-length dresses, while their escorts struggled with the parking problems outside the stadium.

Many socialites attended, or were hosts at, cocktail and dinner parties before the affair, . . . Mr. and Mrs. Charles Boettcher II and Mr. and Mrs. Thomas Henry Ryan dined at the Brown Palace hotel preceding the event . . . Numerous other parties inspired by the Stock show have been crowding the engagement calendars of prominent Denverites. There have been breakfasts, luncheons, cocktail parties, dinners and after-show suppers in conjunction with Stock show week, many of them in honor of out-of-town exhibitors or visitors.

Officialdom was well represented at Monday night's performance, with not one but two governors in attendance. Governor and Mrs. Knous, whom the photographer snapped admiring one of the entries in the show before the program began, attended with Gov. and Mrs. Roy G. Turner of Oklahoma as guests of Judge Wilson McCarthy . . . Governor Turner is a stockman in his own right, being the owner of Oklahoma's "Hereford Heaven," one of the best-known Hereford ranches in the country. . . . Seated in the Wilson box also were Mayor and Mrs. Newton.

Among the many Denver socialites noticed in their boxes enjoying the performance of their favorite rider or cowboy were Mr. and Mrs. Palmer Hoyt, Mr. and Mrs. Lloyd E. Yoder, Mr. and Mrs. Charles C. Gates Jr., Miss Callae Buell, Whitney Newton, Mr. and Mrs. Herbert G. Kolb, Mr. and Mrs. Uvedale Lambert, Mr. and Mrs. W. W. Grant and many others.

—Denver *Post.*

Announcement Stories

Romance blooms in every community. It becomes official when the parents or guardian of the bride-to-be announce her engagement. Until then society editors are not interested, although her friends may think it is a great joke to telephone an engagement hoax.

An engagement may become news in several ways. First, parents may send a formal notice to the press. Second, it may be disclosed at a social function, sometimes in a novel manner. Third, it may be hinted by gossip columnists who continue their intrusions until an admission or denial is forthcoming.

What details are essential? The Who — bride, bridegroom, and parents of both. The When — probable time of the wedding. The Where — the place of the wedding. The What is the wedding itself. The Why — supposedly love has found a way or thar's gold in them wills.

After the principals have been identified, some background information may be provided. This will include addresses, education, avocations, and occupation. Plans for the future also interest the reader. The engagement information blank may be used.

Once the engagement has been announced, the friends of the bride-to-be may arrange a series of showers. Sometimes the type of gift is stipulated, and sometimes it is not. Sometimes the hostess and the guest-of-honor are related, a fact to include in the story.

> George Weller, foreign service correspondent, Chicago Daily News, and Charlotte Ebener, International News Service staff writer, will be married late this month in Milwaukee. Weller is now a Nieman Fellow at Harvard.
>
> —*Editor & Publisher.*

> **Diamonds**
>
> Mary Jo Thomas, Edward Culver Wold, 42
>
> Helen L. Monroe, '43, Eugene Keith Magers, '46
>
> —*Alumni Bulletin* (San Jose State College, Calif.).

> Mary Anne Blanding and Robert Barry will tie the knot after Easter. Bob is a student of engineering at Syracuse University, and he and Mary Anne will live at his home in Liverpool after their marriage.
>
> —*The Monocle.*

> The traditional five pounds of candy passed to Alpha Chi Omega sorority sisters at the University of Denver by Miss Shirley Bisgard, revealed her engagement to Donald Clippinger, son of Mr. and Mrs. Paul Clippinger.
>
> Miss Bisgard is the daughter of Mr. and Mrs. William Bisgard. Mr. Clippinger also attends the university where his fraternity is Sigma Chi.
>
> —Denver *Post.*

> The engagement of Miss Nancy Carlisle to Morthven C. Thomas was announced to a group of friends Sunday evening at the home of her parents, Mr. and Mrs. K. L. Carlisle.
>
> Miss Carlisle is a graduate of the University of Oregon, a member of Phi Beta Phi sorority, and president of Eugene Spinsters.
>
> Mr. Thomas, the son of Mr. and Mrs. Lloyd C. Thomas of Portland, is a senior at the university this year. He is affiliated with Alpha Tau Omega fraternity and Friars, senior men's honorary.
>
> The wedding is planned for June.
>
> —Eugene (Ore.) *Register-Guard.*

Wedding Bells

"It's a woman's business to get married as soon as possible," asserted George Bernard Shaw in 1903, "and a man's to keep unmarried as long as he can." Who is more successful? Yearly there are about one and a half million marriages in the United States, and back in 1942 there were 1,758,000! "It's an experiment frequently tried."

How report it? Here is a story from the New London *Gazette,* published June 16, 1769:

> Last Sunday evening was married here Mr. Daniel Shaw, of Marlborough, to Miss Grace Colt, of this Town, a young lady embellished with every Qualification requisite to render a married life agreeable.

James Gordon Bennett announced his approaching wedding in the editorial column of his New York *Herald* of June 1, 1840, thus:

TO READERS OF THE HERALD

Declaration of Love — Caught at Last — Going to be Married — New Movement in Civilization

I am going to be married in a few days. The weather is so beautiful — times are so good — the prospects of political and moral reform so auspicious, that I cannot resist the divine instinct of honest nature any longer — so I am going to be married to one of the most splendid women in intellect, in heart, in soul, in property, in person, in manners, that I have yet seen in the course of my interesting pilgrimage through life.

I cannot stop in my career. I must fulfil the awful destiny which the Almighty Father has written in broad letters of my life against the war of Heaven. I must give the world a pattern of happy wedded life.

Newsmen covering society exercise more restraint in their writing today. Yet their appraisal of news is somewhat different from that of Abraham Lincoln. In 1842 he wrote to a friend, "Nothing new around here except my marrying, which to me is a matter of profound wonder."

Effusive writing is not extinct in the society section. Adjectivitis afflicts many who cover weddings. Stories written in editorial rather than news style are more common than they should be. Carried to an extreme, they resemble this one submitted to *El Caribe,* newspaper in the Dominican Republic:

> The 24th day of the present month at 5 in the afternoon, and in the intimacy of their families, were celebrated the nuptials of the beautiful and genteel Senorita Mireya Olimpia Leyba Alfau, very much beloved daughter of our esteemed friend Senor Eduardo Pou Leyba and his distinguished and cultured wife, the Senora Altagracia Alfau de Leyba, with the prestigous gentleman Juan Antonio David Rodriguez, in a ceremony which resulted in a splendid and brilliant manner, after which the religious ceremony followed immediately and was invested with special significance when one takes account of a Daughter of Mary which his young bride resembled. The couple directed itself to the Altar to the chords of Mendelssohn's Wedding March. The bride shone in a very rich dress of impeccable taste which heightened her fragrant and luxurious beauty. The Maid of Honor was the gracious and interesting Senorita Olga Marion Landais Treyba, and a Page, the enchanting little girl Doly Leyba Bonetti.

Consider the wedding story today. Essential facts usually are readily available. The engagement often has been known for weeks and months. The application for a marriage license in many states must be filed several days before the wedding. Usually the family is willing to co-operate with the press.

To simplify and standardize coverage of weddings, many newspapers issue a wedding report form. Generally the bride or her family supply the data requested. The society reporter may want to ask a few additional questions, but he may write the story in advance, making sure, of course, that it happened as planned.

While it takes two to have a wedding, it is the bride who gets top billing. The ceremony is more likely to be in her hometown than his. Moreover, that is the traditional approach and one sometimes carried so far that the bridegroom's name almost is omitted.

Wedding stories follow a formula. Almost invariably the organization is the same. The length is determined by the prominence of the principals — and the amount of space available. Hence, it is not so difficult to write such a story of four to seven or eight paragraphs.

Leads in wedding stories frequently are of the kitchen-sink variety — everything is in-

Slippery Rock Times . . . *Wedding Questionnaire*

Please fill out this form and return it at once to the Society Editor, *Slippery Rock Times*, Slippery Rock, Wyoming. The information will not be printed until after the wedding.

Name in full of bride----------

Address of bride----------

Name in full of bride's parents----------

Address of bride's parents----------

Name in full of bridegroom----------

Address of bridegroom----------

Name of bridegroom's parents----------

Address of bridegroom's parents----------

Date of wedding----------*Hour*----------

Place of wedding----------

Number of guests----------

Name in full of minister----------

Bride's attendants----------

Maid of honor----------

Bridesmaids----------

Bridegroom's attendants----------

Best man----------

Ushers----------

Description of bride's flowers----------

Description of bride's gown----------

Description of maid of honor's flowers----------

Description of maid of honor's gown----------

Description of bridesmaids' flowers----------

Description of bridesmaids' gowns----------

Description of dress of bride's mother----------

Description of dress of bridegroom's mother----------

Music, including both names of musicians and their selections----------

---

Decorations for wedding----------

Place and decorations for luncheon, dinner, reception, or breakfast----------

Guests at reception----------

Wedding trip----------

At home — when----------*Where*----------

Bride's schools, fraternity, clubs, occupation----------

Bridegroom's schools, fraternity, clubs, occupation after marriage----------

---

Out of town guests----------

Other details----------

Signed----------

cluded but, What is essential? Actually the facts needed are the time, the place, the girl, and the bridegroom. The wedding is the What and they are the Where, When, and Who.

To be sure, the newsman will look for a little feature to add color to his story. It may be the setting or a family tree. It may be the time, the bride's birthday, or what the bride wears. It may be the place, the church in which her parents were married. Occasionally it may be amid unusual circumstances, as during a hurricane or in a submarine.

Some society editors insist that the names of the parents of both the bride and the bridegroom appear in the lead. Actually this is not necessary. Moreover, it makes the lead long and cumbersome. The company paper, alumni bulletin, business paper, and even some weeklies limit accounts to a sentence or two thus:

> Catherine Mann Armstrong was married July 12, 1946, to Mr. Frederick R. Meyer, and they are living at 701 S. Wildwood Ave., Kankakee, Ill.
>
> —*MacMurray College Bulletin.*

Typical beginnings for newspapers follow:

> Miss Gail Kent was married yesterday to Dennis Gregory at the Calvin Presbyterian Church.
>
> Miss Gail Kent and Dennis Gregory exchanged vows . . .
>
> Miss Gail Kent and Dennis Gregory plighted their troth . . .
>
> Miss Gail Kent became the bride of . . .
>
> The marriage of Miss Gail Kent and Dennis Gregory took place . . .
>
> The Calvin Presbyterian Church was the setting here yesterday afternoon for the marriage of Miss Gail Kent and Dennis Gregory . . .
>
> An heirloom handkerchief was carried by Miss Gail Kent at her wedding to . . .
>
> At simple nuptials Friday afternoon in Calvin Presbyterian Church, Miss Gail Kent and Dennis Gregory were married . . .
>
> At nuptial mass at St. Peter's Catholic Church Miss Gail Kent . . .
>
> At a noon ceremony Miss Gail Kent . . .
>
> In a double ring ceremony Miss Gail Kent . . .
>
> The wedding of Miss Gail Kent and Dennis Gregory was solemnized . . .
>
> Miss Gail Kent, daughter of Dr. and Mrs. Gordon Kent, was married to Dennis Gregory, son of Mr. and Mrs. Colin Gregory, yesterday at 4 P.M. in Calvin Presbyterian Church. The Reverend Stanley Craig read the ceremony. . . .
>
> In an informal ceremony Friday afternoon, Miss Gail Kent and Dennis Gregory were married in the presence of members of the two families at the bride's home. The Reverend Stanley Craig of Calvin Presbyterian Church officiated. . . .

> Two grandfathers took part in the wedding of Miss Bonnie Lee Howell and Dugald R. MacIlvaine in the Seabright Lutheran Church Wednesday afternoon.
>
> The bride was given in marriage by her grandfather, Dr. Rollo Kellogg of Carmel. The bridegroom's father, the Rev. Andrew J. Grady of Athens, Georgia, performed the ceremony. . . .

The story usually should include the names of the parents of both the bride and the bridegroom and note whether they are present. If either family is from out of town, its address should be noted.

Decorations and music often are reported in important weddings. This practice is more common in weeklies and small dailies than in the metropolitan press. The names of the musicians and their numbers may be included.

> Palms and candelabra decorated the altar where Dr. Owen W. Pratt officiated before 300 guests . . .
>
> Easter lilies and snapdragons, interspersed with many lighted tapers, formed a perfect setting for the bridal party. W. H. Johns, at the organ, played a program of nuptial music . . .
>
> The Rev. Mr. Magnuson, father of the bride and pastor of the church,

gave his daughter in marriage and officiated. The altar was banked with greenery and lighted tapers. A simple bowl of white asters was placed at the base of the altar cross. Similar bowls placed on railing and organ . . .

Prior to the service Miss Wilma Moffet played a program of nuptial music, followed by the rendition of the "Bridal Chorus" from "Lohengrin" for the processional, and Mendelssohn's "Wedding March" for the recessional . . .

Standard procedure then is to describe the bride's attire. The necessary details usually are provided in the wedding information form. Accuracy is essential, for the bride and all her friends will read this story over and over again.

The bride entered on the arm of her father by whom she was given in marriage. The bride's dress was of white chantilly marquisette trimmed in chantilly lace with full bishop sleeves and a long train. Her veil was held by a tiara of orange blossoms . . .

Given in marriage by her father, the bride wore a white satin gown trimmed with a bertha of satin edged with seed pearls. Her tulle veil was fastened to a coronet of white blossoms and she carried her great-grandmother's prayerbook with markers of fleurs d'amour, bouvardia and mistletoe . . .

Escorted by her father, the bride wore a gown of white satin, made with a fitted bodice, with a collar of point lace, and a full skirt. Her tulle veil was attached to a cap of point lace, and she carried white orchids and stephanotis . . .

The bride wore a gray crepe afternoon dress with brown tulle hat and carried a nosegay of small white orchids. She was unattended . . .

Attention then is focused on the attendants. Those of the bride are mentioned first, and their gowns and flowers may be noted. Then those of the bridegroom may be listed.

Miss June Baughman was maid of honor in a dress of pink summer chiffon and her flowers were Virginia carnations and blue delphiniums. Miss Dorothy Wilhelmy in yellow summer chiffon and Miss Katheryn Royer in blue, carried yellow roses and delphinium, and peach gladioli and delphinium, respectively.

The bridegroom was attended by Prof. R. E. Wolseley and ushers were Prof. Floyd G. Arpan, and John L. Fuller, all of Evanston, and Lester H. Grant of Decatur . . .

Miss Coleen Corness and Miss Gloria Gaskin attended the bride. Keith Menteith was the best man for the bridegroom, whose ushers were Roderick Dumond, Lester McTeague, Arthur Blaine, and Rufus Peddie . . .

The maid of honor, Miss Patricia Pendennis, wore a yellow brocaded satin gown, and the bridesmaid, Miss Timothea Hayden, wore pink brocaded satin. Both wore matching Dutch caps and carried matching nosegays.

Cynthia Saintsbury, in a long gown of pink marquisette trimmed in blue and wearing a Dutch cap, was ring bearer. Roger Saintsbury acted as trainbearer. Rudyard Ruthford was best man . . .

Longer wedding stories may include a brief description of the attire of the bride's mother and the bridegroom's mother.

Mrs. Roberts wore an ensemble in navy blue with touches of pink. Her corsage was of gardenias . . .

The bridegroom's mother wore a black suit with black accessories and a corsage of rosebuds . . .

Masculine attire is disregarded — unless it's a stunt wedding. Of course, it may be noted if the bridegroom and his attendants wear kilts, army uniforms, or parkas.

Once the details of the wedding have been given, the story of subsequent social activity, if any, is reported. This may be a breakfast or reception. The place and names of those who served may be included.

A wedding breakfast followed at the home of the bride. The table was centered with a decorated wedding cake. Tall lighted tapers and tiny silver bride favors completed the setting. The cake was cut by the bridal couple and served by Mrs. Kent.

Covers were placed for the bride and bridegroom and . . .

Often the story then notes that the married couple has left on a wedding trip. The bride's going away dress may be described. The new address and the time at which the couple will be at home should be reported.

> After a wedding trip to Colorado the couple will be at home at 2114 Clackamas Drive after August 15. Mr. Gregory will resume his law practice at that time . . .
>
> After June first, Mr. and Mrs. Kindschy will make their home in Lewiston. They left last evening for a short wedding trip. For traveling, Mrs. Kindschy wore a stunning black tailored suit, with touches of white. Her corsage was of gardenias . . .
>
> Mr. and Mrs. Heuck left later for a honeymoon trip at Lake Arrowhead, Calif. The bride wore a hat and suit of Victorian beauty with black accessories and the corsage from the center of her bouquet . . .

If there is space, the story lists the prominent and out-of-town guests especially those who are related to the bride or bridegroom or who have come a long way.

> Present also for the occasion were the bride's grandmother, Mrs. S. O. Strong of Paxton; her aunt, Miss Margaret Gourley of Hibbing; Prof. and Mrs. W. R. Slaughter of Chicago; Mr. and Mrs. Walter Ellsworth of Indianapolis, and Mrs. Leslie Fuller of Evanston.

Sometimes smaller newspapers tack on biographical details, a paragraph or so about each of the principals. Usually this information should have been presented in the engagement story. It need not be repeated in the wedding story and generally should be left out.

What about the literary style? The story should be written with dignity and good taste. It can be sympathetic in tone without unleashing an adjectivial barrage. In other words, time-worn figures of speech and ancient bromides are out of place.

"The two most important events in the life of a woman," Selah Merrill (Boss) Clarke of the New York *Sun* once said, "are her marriage and her death. Neither should be treated flippantly."

Despite the fact that some newspapers use the term, "groom" never is correct, for it refers to a stable employee. The correct term is bridegroom. Wedding trip is preferable to honeymoon. It is inappropriate to refer to marriage ceremonies as rites because of the obvious connotation.

Town and Country, founded in 1846, presents weddings in its "Getting Married" department. Pictures of the bride and bridegroom appear with a story in three lines of type, thus:

> The former Rose Peabody Parsons, granddaughter of the late Rev. Endicott Peabody, and her husband, Russell Vincent Lynch.
>
> — *Town and Country.*

Occasionally a newsman, satiated with society news, writes the wedding story to end all wedding stories. In January, 1930, Robert E. Quillen published such a story in the Fountain Inn (S.C.) *Tribune.* It was a hoax but achieved widespread attention. Here is the story with the lead omitted:

> The groom is a popular young bum who hasn't done a lick of work since he got shipped in the middle of his junior year at college. He manages to dress well and keep a supply of spending money because his dad is a soft hearted old fool who takes up his bad checks instead of letting him go to jail where he belongs.
>
> The bride is a skinny, fast little idiot who has been kissed and pawed by every boy in town since she was 12 years old. She paints like a Sioux Indian, smokes cigarettes in secret, and drinks mean corn liquor when she is out joy-riding in her dad's car at night. She doesn't know how to cook, sew or keep house.
>
> The house was newly plastered for the wedding and the exterior newly painted, thus carrying out appropriately the decorative scheme, for the groom was newly plastered also, and the bride newly painted.
>
> The groom wore a rented dinner

> suit over athletic underwear of imitation silk. His pants were held up by pale green suspenders. His number eight patent leather shoes matched his state in tightness, and harmonized nicely with the axle-grease polish of his hair. In addition to his jag he carried a pocket knife, a bunch of keys, a dun for the ring, and his usual look of imbecility.
>
> The bride wore some kind of white that left most of her legs sticking out at one end, and her bony upper end sticking out of the other.
>
> The young couple anticipates a great event in about five months.
>
> POSTSCRIPT: This may be the last issue of the Tribune, but my life ambition has been to write up one wedding and tell the unvarnished truth. Now that it is done, death can have no sting.

Anniversaries make good news stories. Here is one, written by Bill Watts of the Decatur (Ill.) *Herald and Review* staff, in which there is the element of the unusual. Part of it follows:

> Five golden wedding anniversary celebrations took place today in the crowded basement of the Fame Evangelical church, south of Moweaqua. One hundred persons were attracted to the unusual ceremony in which 10 members of the county church congregation counted the years of their marriage.
>
> The five couples represented a total of 257 years of married life.
>
> All five couples are farm residents of near Moweaqua and have spent their married lives in the church congregation. At least one couple has attended the church since its erection in 1895.
>
> Although three of the couples are well past their golden wedding anniversaries and another has not quite reached it, the dates are close enough for celebration purposes.
>
> The "newlyweds" of the group are . . .
>
> The oldest couple in married years is . . .
>
> —Decatur (Ill.) *Herald and Review.*

The newsman then tells about the wedding dates of the couples and the simple program in which letters were read and felicitations extended. The minister is quoted as describing the ten persons as among "the staunchest of the parish," people who have supported the welfare of the community.

Society pages of the future should be better than those of the present. The content should be broader; the style, more lively. Action photographs should replace many of the typical pictures used today. Most important, the society page of tomorrow should stress women at work as well as women at play, appealing to all women rather than the few who consider themselves better than the rest.

Chapter 11

The Nation as a Forum

SPEECHES ALSO ARE NEWS

A Beginner Mishandles a Story . . . Assuring Careful Coverage . . . Preparations for Coverage . . . Note-taking is an Art . . . The Advance Story . . . Examples of Advances . . . The Follow-up Story . . . Examples of Follow-ups . . . Forums, Panels, Roundtables and Debates . . . Examples of Forums . . . Handling the Official Announcement . . . Libel and Copyright . . . Mechanical Aids to Speech Coverage

Possibly because there is truth to the saying that talk is cheap, newspapers, newsmagazines, trade publications, and radio stations could keep their entire news staffs busy covering speeches from 9:30 in the morning to midnight every day of the week. Such diligent speech coverage could not be permitted, even if there were enough newsmen to spare for it. The public soon would call for help; not only for help but for better news also.

Yet newspapers, wire services, radio, and other media must cover speeches. They simply must learn to do so selectively. Only speeches of wide interest or by important persons or of intrinsic value will find space or time eager for them. There are too many speeches of limited interest; like meetings, relatively few deserve extraordinary attention. Yet those more or less unimportant speeches, just like the inconsequential meetings, are a vital part of the democratic process. They may be hot-air vents or trial balloons of new ideas.

Publishers rarely issue editions of newspapers devoid of speech stories and wire service budgets almost never fail to schedule at least one report of an address. The newsman who works for any of the usual media must learn the special tricks and rules of speech coverage because such stories are so numerous and oftentimes important.

A Beginner Mishandles a Story

It was a beginner who covered a speech given by a visitor to a certain city. Even a reporter of a decade of experience would have found the assignment difficult. The tyro scribe listened through two other speeches, both by leading proponents of unpopular political views. The third speaker was not so widely known as the first two. Nor did he say much more, although he said it with more vigor. The question period arrived, and the third speaker, while answering some query, made a more or less offhand remark, nevertheless a spectacular one. In its context it was perfectly understandable; out of it the comment sounded shocking.

The reporter felt the electricity in the audience and hastily made note of the remark, not being too sure of what he had heard. After the meeting, on the way out of the building, he heard shocked members of the audience expostulating about the speaker's lack of patriotism. This heightened his interest in the man's utterance, so he featured the offhand remark in the lead of his story, a story which

was intended to cover the entire session. He gave no space to the other speeches nor to the prepared address by the third man. He quoted only the excerpt. Most of his story was about the reactions of some listeners.

By the afternoon of the next day (he worked for a morning paper) some of the city's organizations were calling meetings to launch protests to the groups that sponsored the session at which the remark was made. Letters were coming in every mail to the reporter's paper, some supporting the speaker, some attacking him, and some attacking or praising the reporter and the paper for their job of speech coverage. The story became an issue in the community; the speaker's employer was notified by special-interest groups of what had happened; the speaker explained by mail what he really meant; other persons called attention to the inaccuracy and incompleteness of the coverage. The reporter was accused of quoting the comment inaccurately and also of incorrectly identifying the speaker. The only good that came of this reporter's work was that the small groups which sponsored the meeting were given publicity. But it was not all the most desirable publicity, and some other of the speaker's ideas were given greater prominence than they might ordinarily.

Even a master reporter would here have faced a complex problem: how to cover three full-length speeches in space too small to cover one adequately? The tyro naturally botched it, and his supervising editors did not protect him from his callowness and lacking sense of fair play.

Assuring Careful Coverage

Speech coverage of the correct type can begin weeks before the talk is delivered. Reporters who do this work steadily like to have copies, or at least abstracts, of the addresses in advance. Some newsmen request the speaker, if they know of his scheduled appearance, to mail such documents days before he arrives in the city or delivers the talk. They can be familiar then with what is to be said. They can evaluate the speech ahead of hearing it. Often they write the story and have it in type before the address is delivered. This procedure makes for a longer story and allows for better display. Art — photographs and pen sketches — can be prepared in advance.

When the session begins, the reporter can hear the speaker and take notes, even follow the text of the address to note variations. He can sense audience reaction. He can observe the speaker's manner, catch inflections that impart meanings to the manuscript not evident from reading it. He can check with the speaker on obscure points after the session or even obtain amplification by means of an interview.

Then he can write his story, or revise an advance attempt, and give a fair presentation of the major ideas. It will not be half-truths or scraps from the speech. The story will have some background and perspective. Any report on a speech will do some injustice to it unless it is a complete printing of the exact text. But following this outline of careful coverage will minimize the weaknesses natural to journalism and inescapable under pressure and high speed.

There have been master craftsmen among journalists with such excellent memories, so long trained for the job, that they could hear a speech, not take a note, and reproduce the address almost word for word. Such reporters are mental giants. No novice should depend upon his brain or memory to that extent.

Radio, it can be seen at once, can be fairer to public speakers than the press, because the speaker more often is heard in full, whereas he rarely has his complete address printed. When radio stations, however, give the sort of resumé of a speech one sees in newspapers and magazines, they can mangle what was said just as easily.

The danger point is in selection of what is to be reported. It is the danger point because the reporter may hear incorrectly, a weakness

which, as a member of an occupational group, he may have overcome to a greater degree than an untrained writer but still has not overcome entirely. Also the reporter has prejudices. Or he simply may not know what is and what is not important.

Preparations for Coverage

Unrealistic is the name, however, for an outline of coverage which assumes ideal conditions for the newsman assigned to speech stories. Much of the time, especially in reporting speeches by local persons appearing at meetings, the reporter cannot obtain either an abstract or the full text of what is to be said. The speech-maker prepares such a document usually only if he speaks frequently or is a professional. Much of the time also the reporter has little opportunity to take advantage of such preparation. He may know only a few hours in advance that he is to cover the Kiwanis Club luncheon speaker, who may be a visitor from across the continent or a local Kiwanian asked to do the job for his group without fanfare. Or, worse yet and common among reporters with a specialty like labor, church, or social planning news, for example, he may have three or four speeches to catch in one evening.

A reporter enmeshed in one of these difficulties must rely entirely then on his ability to get a copy of the speech after it is given (before the visiting speaker boards his train or the hometown speaker locks up his house and goes to sleep), or on aides in the audience who will help him, such as publicity representatives for the group sponsoring the talk. Or he may be able to arrange with other reporters to exchange stories, giving him notes on the speakers he missed in return for notes on those the other newsmen could not hear.

Note-taking is an Art

An appropriate place in which to examine the reporter's note-taking methods is this chapter. In speech coverage, the reporter is faced with recording many words rapidly. He is not copying from documents, as he must do so often in covering the county building or city hall. He is not rewriting a publicity release or a story clipped from another publication. A real-life performance is going on before him and he must record much of it. He is plagued by obstacles to good results. The man or woman before him may speak too rapidly or read quickly from notes meaningful only to him or her. The speaker may even have provided an advance copy of what he is to say and vary from it, when the time comes, so much that the text cannot be trusted. He may change his subject altogether and the neat sheets may be useless to the news writer.

Nonetheless the reporter must try to put into notes something which will give his readers or listeners the main ideas in the address. Likely as not the speaker will use three thousand words and an hour's time to present those ideas, whereas the reporter has been told by his city editor that he has three hundred and fifty words or three minutes' radio time into which to compress the same information or opinions. No speech reporter can do it. On his first assigment of this sort the newsman who knows some shorthand system wonders if he ought to use it and take down the whole speech or just parts of it. The reporter who does not possess such a writing system wonders if he ought to learn it.

The argument over the value of shorthand in journalism is confused because a short-cut writing system is more useful for some types of stories than for others. Speech assignments are among the spots where it is only moderately helpful.

The supporters of the use of shorthand in any kind of reporting argue that it is fast and permits complete recording. The arguments against it are that it robs the writer of perspective; that it deprives him of the chance to note audience reaction and speaker characteristics; that the notes cannot always be transcribed accurately; that notes cannot be

passed on to another news writer, as sometimes is necessary before deadline; that the transcription is too slow. By number if not weight the Nays seem to win. Naturally a shorthand expert would be wise to use his skill whenever possible, but few newsmen are experts.

A compromise is more effective. Shorthand can be used in taking highlights, which is all a reporter has time and space for, anyway. It is particularly useful in getting down on the notepaper or in the notebook especially important material that is delivered rapidly.

Experienced reporters frequently rely, not on one of the standard shorthand systems, such as employed by stenographers or court reporters, but on a short writing system of their own invention. They will draw a circle to represent the words *world* or *universe* or *circle* or *globe* or *round*. They will use initials instead of names in full where it is safe to do so (such as after the first full use and when initials do not duplicate). The letter X will serve for *extra* or for *extraordinary*.

Principles of good note-taking include more than speed-writing rules. They also include taking full sentences in notes. Reporters who put down snatches of sentences, believing that they will remember several hours later what those snatches represent, put an unwarranted strain on their memories. Reporters of long experience have retentive memories but do not burden them so unnecessarily. It is an embarrassing moment for a newsman, with his legs under his desk at his office, when he stares at his notes and wonders what in the world "Eggs 50 15" is supposed to represent. (Originally it meant that fifty years ago the speaker bought a dozen eggs for fifteen cents.) It is wiser, then, to take less and take it comprehensibly than to take many snatches of what was heard.

The Advance Story

Because notes are taken for any story, it has not been necessary so far to consider speech story writing specifically in either of its two main forms: the advance and the follow-up. Newsmen take notes for writing advances and also in preparing copy on what was said.

The newspaper or magazine advance on a speech is like the first story on any routine meeting or convention. Radio speeches are given without some setting, such as a meeting, audience, or ceremony, and without a backer, like a club. In publications speeches without such setting or sponsorship are signed articles.

Advances always should give the speaker's name in full, sufficient identification to make him known, especially if he is speaking in a field where he is an authority, the time and place of the speech, the title, or at least indirectly state the theme or point of it, and the occasion. Other news related to the speech, such as activities to take place before and after it, may be included. The introducer's name and identity, the chairman's name and identification, also belong in such a story. And the latter part of a speech advance frequently is a compilation of biographical facts obtained from publicity releases on the speaker, from the speaker himself if he is in the reporter's community, or from reference sources, like the newspaper's library and such general reference books. Printing committee names in an advance makes certain that they will not be neglected and offsets the need to repeat them later.

Examples of Advances

This daily newspaper story does not emphasize any one speaker, there being several, but gives the chief speaker the play in the second paragraph. This is one way to keep a lead short. If the speakers cannot be called leaders in their profession, the story can be started by stressing the number who will appear on the program.

> Leaders in realty trade organizations will speak at the annual dinner of the Syracuse Real Estate Board at the Hotel Syracuse at 6:45 P.M., Monday.

Arthur W. Binns, Philadelphia, president of the National Home and Property Owners' Foundation, will be a principal speaker. Walter S. Dayton, president of the New York State Association of Real Estate Boards, will present a quick summary of local tax situations in the State and of legislative proposals affecting property.

Henry G. Menapace is president of the Syracuse Board; Donald F. Mullin, vice president. . . .

Advisory Board members are: . .

Mr. Binns has been in Washington much of the time in connection with his work and is informed about the thinking of officials, builders, veterans' leaders, material men, bankers, and insurance leaders and organized home-owners regarding the real estate problems of the nation.

—Syracuse (N. Y.) *Herald-Journal.*

Such brief stories as this next one appear in newspapers by the thousands each day. The Who lead is, understandably, the most common. Purists might say that the news writer here misused "discuss."

William F. Bertschinger, acting chairman of West Orange Planning Board, will discuss the board, its origins and functions tonight at 8:15 at Town Hall. The meeting is sponsored by the Republican Club of West Orange.

—Newark (N. J.) *Evening News.*

Weekly newspapers are more given to boosting small or routine civic activities than dailies. Hence such words as "wide background of experience," "noted," and "dynamic" appear in the following typical example. The use of "next week's" in the lead provides the usual time basis for stories in weeklies and semi-weeklies.

Gordon M. Ridenour, noted journalist, lecturer and educator, will be the speaker at next week's meeting of Skaneateles Rotary Club next Thursday, Feb. 20, at Kan-Ya-To Inn.

"Close to the Setting Sun" will be Ridenour's topic. With a wide background of experience, he is known as a dynamic, informative and authentic speaker. During the World War, just past, Ridenour was an American Red Cross official, serving for 39 months in the Pacific theater.

A special feature writer for the New York Herald Tribune, he is also an experienced newspaper reporter and contributing editor. Among his works is "Radical Minorities and Nationalities," published by Prentice-Hall.

He is well-known in educational circles, having been a teacher, principal, and superintendent in New York State schools over a period of 20 years. He is also a veteran of World War I.

—Skaneateles (N. Y.) *Press.*

The lead of this next story emphasizes the introducer, as a variation of the Who lead:

Vice-Chancellor Finla G. Crawford will introduce a former Czechoslovakian cabinet member and one time minister from that country to Great Britain and France, the Honorable Stefan Osusky, to members of the Philosophy club at 8 Tuesday in Maxwell auditorium. Osusky will speak on "The Shape of Things for Europe."

—Syracuse University *Daily Orange.*

Radio stories about speeches to be made, like all radio news copy, are more informal than those for print. The usual news lead is too long for radio; beginning with the name generally leads into a complex summary. Hence this treatment:

PERSONNEL MANAGERS OF SEVERAL MANUFACTURING PLANTS IN THIS AREA WILL HEAR AN ADDRESS BY ROBERT R. BEHLOW, RESEARCH DIRECTOR OF PAN-AMERICAN AIRWAYS, FRIDAY AT THE ONONDAGA HOTEL.

BEHLOW WILL ADDRESS THE SYRACUSE MANUFACTURERS ASSOCIATION LUNCHEON AT NOON. LATER HE WILL SPEAK AT LEMOYNE INSTITUTE.

--WFBL, Syracuse, N.Y.

(For examples of radio wire handling of speeches see the examples in the chapter on reporting of meetings.)

The Follow-Up Story

On his way back to the office the newsman will begin framing his lead and start organizing his story, within the length set for it, if any has been set. If none has been, he will begin to evaluate it himself. A lead, if he is a competent news writer with imagination and an understanding of reader interest, will begin to suggest itself.

Speeches sometimes have a main idea clearly emphasized. If so, the scribe's job is easy. If the speech has several major ideas, then he must select the one of widest interest to the greatest number of readers. But sometimes a speech is old stuff or has no ideas or is trivial and platitudinous. Then he has a puzzle to solve. The problem becomes worse when the city editor does not sympathize with the reporter's evaluation of the speech and orders him to cover it, anyway, for one reason or another of policy or obstinacy.

All the reporter then can do is to repeat what he knows to be the old hokum, trying to make it as readable a story as possible. And if the speaker said absolutely nothing but what a wonderful little boy his new grandson is or how, when he was a college boy, he did thus and so, the writer can do nothing but report what he heard.

Assuming that he has something to report, however, just how does he arrange his materials? Timeliness is one standard. Local interest is another. But whatever angle is stressed, a news writer has the ever-present task of making decisions. He must decide whether to start with a direct or an indirect quotation. Study of speech stories in the best edited publications reveals that the debate over this is coming to a settlement: in favor of the indirect quote.

Therefore, in writing a speech follow-up story, the reporter will start, usually, with an indirect quote giving either the main point of the speech or one of the main points if it has several. A compromise on this is a mixture of direct and indirect quotes, but it is a practise that some papers object to because it confuses the reader about who said what.

After giving the lead a chance to present the feature of the story and the necessary setting (used more or less whether it is a local or a wire service story, or, as in radio, going on a local broadcast or a network hookup), the newsman is ready to write his second paragraph. This should give whatever is missing from the first about the occasion, attendance, and other important background.

From there on, the story is more quotation from the speech, but part of it direct and part of it indirect. Direct quotes are the actual words of the speaker; indirect are the speaker's words with quotes or his ideas in the reporter's words. These two types of quotations are alternated because solid direct quotes are dull reading. So are solid indirect quotes. Use of quotation marks gives reality to the coverage, and the absence of them around the indirect quotes reminds the reader that the reporter is summarizing. He knows, then, that he is not getting all of the speech but mostly its highlights. The writer should use "he said" or some such credit with each paragraph. If the authority is omitted in any one paragraph and the desk cuts an adjoining paragraph that carries the credit, the paragraph may be suspended meaninglessly within the story.

Quotation marks follow certain rules of usage, rules which are frequently slighted, to the confusion of the reader. When a reporter quotes more than one paragraph from the speaker in succession, he puts quote marks at the beginning of the first paragraph, at the beginning of each directly quoted paragraph thereafter, and at the end of the last directly quoted paragraph. Quotes do not appear at the end of a paragraph if the next paragraph also is direct quote from the same speaker.

If the speaker quotes something in his speech and he is quoted directly, that inside quotation appears in single quotation marks. If, as sometimes happens, what he quotes contains within it another portion of quoted mat-

ter, that third quote — a quote within a quote within a quote — returns to the double quotation marks.

Another variation is radio use of quotes. It is cautious, because the ear is even more easy to confuse than the eye. The writer must guard against overuse of the words *quote* and *end quote* in writing a speech story for radio because after a while it begins to sound ludicrous. Radio writers are advised not only to keep quotes very short, but to keep them to the ends of sentences, with lead-up phrases like ". . . and he put it in this way," or ". . . to use his words he said:" Use of the indirect quote is safest in radio copy. Where long direct quotes must be included, the familiar journalistic device of breaking in with what Rudolph Flesch calls interstitial language is helpful, expressions like ". . . and he went on to say," or "the speaker continued by declaring."

Another writing problem that confronts the reporter is: how much may he alter the wording of a speech? In the main, not at all. But if the speaker makes some unfortunate grammatical slips, it is only a kindness to eliminate them for him. The news writer would like as much done for himself. Speakers often do not realize they make such mistakes. The writer should, whenever possible, retain in the indirect quote the essence of what the speaker said — his style and his vocabulary particularly.

Examples of Follow-ups

Here is an Associated Press story sent out from Buffalo, New York. The situation was a typical one surrounding a speech. The speaker was Robert E. Dineen, then superintendent of insurance of New York State. He was addressing a joint assembly of the National Association of Mutual Insurance Companies. Mr. Dineen, like any good speaker, tried to make one main point.

He said that home fire insurance premiums cost about five dollars a year. The clerical costs to write such policies range from two dollars to four dollars, he explained.

His generalization on that situation was: "Extra and unnecessary expenditures for useless paper work serve only to increase the ultimate cost to the policy-holder or to reduce income of the company."

He made a concrete suggestion to the insurance men at this session. He suggested that policies be made available by enclosing a copy of the standard provisions of the policy with the regular bill. This, he said, would eliminate delivering a new policy every year.

The types of policies he was speaking about were fire, automobile, and workmen's compensation. He wanted them simplified, so as to avoid waste of clerical time and materials.

Several leads were possible: (1) The quote about "extra and unnecessary expenditures"; (2) the concrete suggestion; (3) the plea for simplification.

The second is specific and constructive. That is what the Associated Press selected:

BUFFALO -(AP)- SIMPLIFIED INSURANCE POLICIES - IN FIRE, AUTOMOBILE AND WORKMEN'S COMPENSATION LINES-WERE URGED YESTERDAY BY ROBERT E. DINEEN, SYRACUSE, STATE SUPERINTENDENT OF INSURANCE.

"WHY CAN'T WE ELIMINATE DELIVERING A NEW POLICY EVERY YEAR?" DINEEN ASKED A JOINT ASSEMBLY OF THE NATIONAL ASSOCIATION OF MUTUAL INSURANCE COMPANIES.

AFTER EXPLAINING THE WASTE OF CLERICAL TIME AND PAPER INVOLVED, DINEEN SUGGESTED POLICIES BE MADE AVAILABLE BY ENCLOSING A COPY OF

THE POLICY'S STANDARD PROVISION WITH THE REGULAR BILL.

HOME FIRE INSURANCE PREMIUMS COST ABOUT $5 ANNUALLY, BUT CLERICAL COSTS IN WRITING THEM RANGE BETWEEN $2 AND $4, HE SAID, ADDING:

"EXTRA AND UNNECESSARY EXPENDITURES FOR USELESS PAPER WORK SERVE ONLY TO INCREASE THE ULTIMATE COST TO THE POLICY-HOLDER OR TO REDUCE INCOME OF THE COMPANY."

This next story, from a large daily, uses a fragment of a quotation as a lead. It is an example of the combination direct and indirect quote and, like so many New York *Times* openings, is excessively long. The speaker is identified briefly in the lead and more fully in the second paragraph. The rest of the story is composed of direct and indirect quotations.

> Warning that "we have in America a most wonderful opportunity to move into an economic isolationism far worse than that of the past," the Right Rev. Donald F. Aldrich, Dean-elect of the Princeton University Chapel, asked yesterday for unstinting aid for the less fortunate people of the world. He declared that "America has no frontiers save in the empty stomachs of hungry, starving people."
>
> Dr. Aldrich, former Bishop Coadjutor of the Protestant Episcopal Diocese of Michigan and for twenty years rector of the Church of the Ascension in New York City, spoke as guest preacher at the Collegiate Reformed Church of St. Nicholas, Fifth Avenue and Forty-Eight Street.
>
> Asserting that one of the greatest words in the world was compassion, "without which there is no salvation," Dr. Aldrich said "the whole world has become our neighborhood." He berated those people who have asked Congress to lower taxes "as people hunger more and more," and said that the men who died in the recent war and "kept us a nation not enslaved" did not die "for washing machines, automobiles or refrigerators."
>
> The human race stands at the crossroads between life and life," Dr. Aldrich said, "but through compassion we will let God save his world."
>
> Words like democracy, justice, freedom and even Christianity, he said, have become devoid of meaning to many people, but "one cannot ignore compassion."
>
> —New York *Times*.

A short, complete quotation has been used in this next story to begin a brief follow-up story.

> "Television has unparalleled potentialities for serving and bettering mankind," Walter L. Lawrence, RCA sales engineer for television broadcast equipment, told Newark Kiwanis Club at a luncheon yesterday at Hotel Robert Treat.
>
> "It is a new human experience," he said, "With the observer sitting on the edge of time."
>
> Lawrence forecast adoption of television in schools, where intricate laboratory manipulations could be transmitted, through a remote "camera," direct to the students' eyes. Industry, too, will benefit, he said, and factory managers will be able to check operations throughout an entire plant with a single office.
>
> More than 100 Kiwanis members and guests were at the luncheon, to which members of Newark Civic Clubs Council were invited. Hugh E. Barnes, general manager of Kresge, Newark, introduced the speaker. Thomas C. Wallace, Kiwanis president, presided.
>
> —Newark (N. J.) *Evening News*.

Better than average coverage of a speech by a weekly newspaper is exhibited here, for many are content with saying that "so-and-so spoke" in their follow-ups. This story, only partly reproduced, was published on a Wednesday. Hence the use of "Monday night" in the lead.

> "Scouting is the greatest invention of the social order," declared Dr. Glenn M. Kendall of the Elmira Reformatory Reception Center, at Monday night's annual Father and

Son Boy Scout dinner, held in the Methodist church here.

More than 150 "fathers and sons" heard the Elmiran speak on his topic, "An Important Meeting."

Dr. Kendall declared that the individuals that invented Scouting were greater than Edison, that great inventive genius we honor today. He said that this meeting was a study in contrasts; that he worked with some boys whose parents "don't want them . . ."

Harold Hampton, Montour Falls, was toastmaster.

Introduced were Mayor Allen . . .

Carl F. Northrup, Sullivan Trail Council executive, presented the Round Up Award Plaques to Cub Pack 77, and Troops 53, 54, and 55.

Graduated to "Scouting" were . . .

Taking part in a Scout play were . . .

—Watkins Glen (N. Y.) *Watkins Express.*

Routine handling by a specialized magazine is illustrated in this next story, which is identical with newspaper treatment except for the time element.

Alexander G. Ruthven, president of the University of Michigan, told 300 Michigan newspaper editors and reporters that education must develop among citizens a justifiable and intelligent respect for democracy.

Dr. Ruthven's comments were made on the occasion of the twenty-ninth annual meeting of the University Press Club in November, which was attended by newspapermen and women from dailies and weeklies.

"We have tried to teach the people of European countries what democracy means," Dr. Ruthven said. "We would do well to begin at home," he added.

The Journal was represented at the Press Club meeting by Arthur H. Rice, editor of the Journal and director of publications and publicity for the Michigan Education Association.

—*Michigan Education Journal.*

A typical wire service story for newspapers, with emphasis on Who, is next. "Tonight" gives this unusual timeliness.

WASHINGTON, -(UP)- DR. ROSCOE R. SPENCER, DIRECTOR OF THE NATIONAL CANCER INSTITUTE, SAID TONIGHT THAT CHEMO-THERAPY OFFERS "ONE OF THE MOST HOPEFUL" APPROACHES TO THE CURE OF CANCER.

"THERE ARE NO CHEMICAL REMEDIES YET WHICH CAN BE RECOMMENDED FOR HUMANS WITH ASSURANCE OF SUCCESS," HE SAID, "BUT THIS DOES NOT MEAN THAT THEIR EXPERIMENTAL USE SHOULD BE DISCONTINUED."...

-United Press.

There was more than one speaker, but the wire service subordinated them all to action, in this next example.

BUFFALO N.Y. -(AP)- LAWRENCE D. BELL, PRESIDENT AND GENERAL MANAGER OF THE BELL AIRCRAFT CORPORATION, RECEIVED TODAY THE CHANCELLOR'S MEDAL OF THE UNIVERSITY OF BUFFALO, ITS HIGHEST HONOR.

CHANCELLOR SAMUEL P. CAPEN, IN AN ADDRESS AT MID-YEAR COMMENCEMENT CEREMONIES, SAID THAT MR. BELL HAD...

PRESIDENT HAROLD TAYLOR OF SARAH LAWRENCE COLLEGE DECLARED THAT..

-Associated Press.

Illustrating, by way of contrast, some British daily newspaper characteristics is this excerpt from "The Thunderer." There are no

first names for members of the government, emphasis is on setting and not on what was said, paragraphs are excessively long, and there are no direct quotations.

> Mr. Silkin last night addressed members of the Royal Institution of Chartered Surveyors on the general provisions of the Town and Country Planning Bill. The meeting was crowded and Mr. Silkin's remarks were carried by means of amplification to an overflow audience in an adjoining room.
>
> Mr. Silkin said that they had to make up their minds in regard to the bill whether there should be planning or not. There could be no half-way house between the two points of view. Even the most enthusiastic planners did not desire to plan merely for the sake of planning or to achieve some artificial tidiness. They were concerned with the lives of men, women and children. Good planning meant the provision for them of the best possible environment. In the past, failure to plan had had a stunting effect on spirit development. By means of planning the bill would create a new type of citizen, one who was proud of the place in which he was living and anxious to play a part in its development.
>
> Referring to the position of the City of London under the bill, Mr. Silkin said . . .
>
> —London *Times*.

A local radio station gave more than usual time to the story that appears next. This was not because of the newsworthiness of the story, or for the way it was written, for neither was exceptional. It was the kind of story that fits in with radio policy of allotting time for activities that are in the public interest.

Few direct quotations are used and many indirect ones. Nor was the big-name speaker given emphasis over the fact of the opening of the campaign.

THE WAR IS OVER BUT THE RED CROSS STILL NEEDS PUBLIC SUPPORT, AN AMERICAN CORRESPONDENT AND FORMER SYRACUSAN SAID TONIGHT IN OPENING THIS YEAR'S RED CROSS CAMPAIGN.

THE CORRESPONDENT, ARTHUR FELDMAN, WAS SPEAKING TO A LARGE CROWD AT A DINNER IN THE HOTEL SYRACUSE. SHARING HONORS AT THE GUEST TABLE WITH HIM WERE BRIG.-GEN. BRUCE C. CLARKE OF SYRACUSE AND ADAMS AND CAMPAIGN MANAGER ARTHUR R. GRIMM.

GENERAL CLARKE, DESCRIBING THE RED CROSS ORGANIZATION AS "WARM, HUMAN, FRIENDLY," SAID...

WFBL, Syracuse, N.Y.

Forums, Panels, Roundtables, and Debates

Town-meeting types of discussions mean the introduction of more varied ideas by the democratic process. But they also mean that the work of the speech reporter is more complicated.

Difficult as is the coverage of a single speaker, that seems easy when a newsman is confronted with two, as in a debate, or three, four, or even more, as in a forum or panel discussion. Advance preparations are still more likely to be incomplete, for in group presentations there frequently are last-minute changes in personnel. Debaters are not eager to reveal their arguments in advance copies of what they intend to say. Often, the most newsworthy portions of debates and panels come out of the rebuttals and exchanges after the formal presentation of speeches.

In covering such multiple-speaking sessions, therefore, the reporter is almost entirely dependent upon his notes. Audience reaction is more than normally important and should be observed carefully. In a formal debate he must find out, of course, the decision, and if

on a point basis, the score. Names and identifications of the judges should be included.

In reporting such stories the reporter must regard a point that need not trouble him in covering a single speaker: keeping a fair balance in the space devoted to the different speakers. Readers or listeners are quick with accusations of bias if the story overemphasizes one speaker at the expense of others. The reporter must remember that persons who were not present look to the news account for a balanced representation of what took place; that is, high points of all sides.

Advance stories on panels and forums usually cannot include in the lead the full names and identifications of all speakers. Therefore, the emphasis may be on the subject and the number of speakers. The second paragraph will give the details on the speakers and then lead into the other business of the session.

Examples of Forums

This first example is of a forum and round-table announced in one advance story. Practically every paragraph is a lead in itself.

> Miss Elaine Knowles Weaver of the home economics department at Teachers College of Columbia University will open the all-day forum on Home Safety at Essex House, Thursday. The forum, sponsored by the Woman's Division of Newark Safety Council, will have as its theme "Eliminating Fatigue in Housework." Miss Weaver's topic will be "Fatigue as a Factor in Home Accidents."
>
> A round table discussion on "Fatigue and Emotional Stability" will be conducted by Dr. Lydia Giberson, psychiatrist, and A. B. Bungenstock of Western Electric Co. Mrs. John deVries of Essex Fells and Mrs. Charles Ferguson of Fanwood will present the housewife's point of view.
>
> "Building a Safe Home" will be discussed by Marcel Villaneuva, East Orange architect, and Miss Esther Crew, College of Home Economics, Cornell University, will discuss "Storage Space."
>
> Miss Virginia Russell, physical education instructor at John Powers School, and Katharine Fisher, director of Good Housekeeping Institute, Good Housekeeping Magazine, also will speak.
>
> Miss Miriam Zeller Gross, chairman of the council's woman's executive committee, and Doris Anderson, home management specialist, College of Agriculture, Rutgers University, will preside.
>
> —Newark (N. Y.) *Evening News.*

The next example is of a forum follow-up in which a generalization by one speaker is emphasized in the lead. The speakers are then covered chronologically and systematically, the full story occupying two newspaper columns in the attempt to present all views.

> The disintegration of strong family relationships is the first step in the downfall of a nation, and presents to all people a threat to the stability of their own lives as well as to the life of the nation as a whole, a panel discussion of family problems and methods was warned Friday.
>
> With experts from the fields of education and social work participating, the forum was held in Centinel Hill Hall under the auspices of the Service Bureau for Women's Organizations, a project of the Beatrice Fox Auerbach Foundation. Nearly 500 women representing women's units from throughout the state were in attendance.
>
> Opening the morning session Chief Justice William H. Maltbie of the Supreme Court of Errors asserted that . . .
>
> He stressed the need for . . .
>
> From 1920 to 1942 the adult population of Connecticut increased 22 per cent. The marriage rate increased 124 per cent and the divorce rate, 190 per cent, according to statistics advanced by Frances Roth of New Haven, executive secretary of the Municipal Court Assembly of Judges.
>
> "The court is not the solution," Miss Roth said . . .
>
> Reginald Robinson, of Community Surveys Associated in New York City, who has recently completed a study in this state for the Public Welfare Council, presented a three-point program for curbing juvenile delinquency and child neglect in Connecticut . . .
>
> Helen Richter Gilmore, assistant clinical professor serving as psychiatric consultant to the department of pediatrics at Yale School of Medicine, said that . . .

> The necessity for "community redevelopment" and genuine interest on the part of townspeople in the problems of others was stressed by Mrs. Rhea Eckel of Syracuse, N. Y., executive secretary of the New York Citizen's Council . . .
>
> If the product being turned out by the schools of today is not a well-adjusted, socially acceptable person, then the schools are failing, Dr. Francis Daly of the division of Juvenile Adjustment in the Boston Public Schools, declared . . .
>
> Continuing on that point, W. Howard Pillsbury, assistant director of the New Haven School Survey, said that . . .
>
> Sarah Gibson Blanding, president of Vassar College, spoke on "The Changing Social Pattern and the Family," pointing out that . . .
>
> Methods of preserving the family relationship through federal government aid were discussed by Dr. Martha M. Eliot, associate chief of the Children's Bureau, Federal Security Agency of Washington, D. C. . . .
>
> Other speakers included . . .
>
> Mrs. James L. McConaughy, wife of the governor, was among the guests. She delivered a brief greeting to the assembled women at the opening of the afternoon session.
>
> Edith Valet Cook of New Haven, executive secretary of the Connecticut Child Welfare Association, presided.
>
> —Hartford (Conn.) *Courant.*

Handling the Official Announcement

At Thanksgiving time, around Memorial Day, and on other special occasions, public officials are accustomed to hand a reporter an official pronouncement. Such proclamations rarely are newsy and their handling therefore tends to be as routine as their language deserves. Even if the announcement relates to some special event, such as disaster, it hardly competes for public attention with the dramatic stories on the event itself. Readers and listeners do not care very much just what the governor had to say about the tragedy in the town nearly destroyed by an explosion so long as he had something to say; they mainly want the details about what happened.

Resolutions and official statements coming from organizations as the result of meetings are similar, but more capable of newsy presentation. Official statements from persons in public life, especially if relating to a controversial occurrence, are worth careful reporting, can gain considerable attention, and are important as a means of being fair to the proponents of all points of view.

Almost like publicity stories, such official announcements often are sent to the paper or radio station. If not, a reporter will be asked to stop at an office for them. What is received is the text itself. The reporter for print may be asked to write a story about it, to be run alongside the full document; the reporter for the air may write such a story and incorporate most of the proclamation in it or simply prepare a lead and read the official statement verbatim.

Writing this is like writing a speech story. The high point or objective of the statement is used in the lead, usually in indirect quotes:

> The city's debt to the nation's forefathers was emphasized today by the mayor in his annual Thanksgiving Day proclamation.
>
> "In these days of comparative prosperity," the mayor (or Mayor Doolittle) said . . .

Libel and Copyright

"But he *said* it!"

Thus, with emphasis on the "said," does the novice reporter defend himself for committing libel with his report of a speech. He forgets that the newspaper, magazine, or radio station is the active agency for transmitting the offending remarks, whatever their source. Some sources are less dangerous than others. Public speakers whose remarks are not actionable are few. Most of them are in court or in Congress. Even words on a phonograph record are possibly libelous.

Lack of space may handicap reporters who want to give a fair report of what a speaker said, but here that handicap becomes a help, for under it the reporters can omit what they consider unsafe to print.

Recruits to the ranks of newsmen sometimes are troubled about copying from ab-

stracts of speeches or reporting the content of addresses because doing so would seem to violate copyright. Fredrick S. Siebert, in *The Rights and Privileges of the Press,*[1] explains the reporter's prerogatives clearly:

"A speech delivered at a public meeting, a sermon preached in church . . . are all such publications as destroy the rights of the author and admit the public to full use."

He goes on to say that "Reporters covering public meetings may copy in whole or in part the speeches delivered from the platform."

If an address has been copyrighted before delivery, however, a press report "may contain only sufficient quotation to illustrate the nature of the contents."

Mechanical Aids to Speech Coverage

Two mechanical developments of this mid-century period are assisting reporters of speeches: wire and tape recorders and the electromagnetic devices used in the business world. The first is especially valuable for radio broadcasts when it is not practical to make hookups. A reporter takes with him on his assignment the wire recording machine, which is about the size of the ordinary table radio but much heavier and a more delicate mechanism. He can put the microphone in front of the speaker and, sitting a few feet from him, watch the spools of the machine revolve as the words are recorded on a thin wire. On reaching the office, he can turn a switch which will play back the speech and serve as a check on what was said. Although most often used for interviews, this equipment therefore can be a guarantor of accuracy in speech coverage.

[1] (New York: D. Appleton-Century, 1934), p. 74.

Newspaper and press association reporters who wish the protection of such testimony can take the equipment with them on an assignment, but like shorthand the wire recorder is too slow for use near deadline on publications. It takes everything. The reporter must select, as usual, and determine highlights and exercise judgment in other ways. If he must telephone in a lead and a few supporting paragraphs, the wire recorder is of no help except to bolster his notes.

Also an aid to accuracy and chiefly useful for full coverage or slow coverage is the other machine, which is available in several forms, commonly in two parts. One records the speech on a disc; another uses a cylinder. The second part is a device for playing back the disc or cylinder. A trade magazine, *The Feed Bag,* uses such a device in covering the speeches at an industrial convention. The reporter simply sets up the equipment, changes records at fifteen-minute intervals, and mails the records to the home office, where they are copied by typists. After the convention is over, the reporter returns to his desk at headquarters and finds the speech manuscripts awaiting him for full use or as sources of quotations. He adds notes taken on the spot to report listeners' response, attendance, and action which only the camera could report for him.

Photography is limited as an aid to speech coverage. The camera can show the speaker gesticulating or the audience staring as it listens, but since there is little action in speech-making it is only a feeble supplement. Even television or a talking newspaper of the future holds little promise of help for speech reporters. They are destined for some time to be dependent upon their own skill as speech compressors.

Chapter 12

Human Sources for the Newsman

THE INFORMATION INTERVIEW

Kinds of Interviews . . . Some Pitfalls . . . Rewrite and Legman . . . Fact Interviews in All Media . . . Interviewing en Masse . . . Writing the Story . . . Writing the Script . . . Examples of Information Interviews

A reporter for the *Christian Science Monitor* once was asked to tell a group of journalism students what lessons he had learned about journalism during his first year on that newspaper. His lessons were chiefly about news reporting; he illustrated one point with this story:

He was filling in for the city editor one morning when the telephone bell rang. He handled the call. A man told him that he had facts for a story, something about an American Legion activity. The reporter took down the information and asked a few additional questions to round out the story. Before the city editor's return, the newsman wrote the piece and left it on the executive's desk, with a note saying he had obtained the facts from the phone call.

When the city editor returned, he read the story and the note. Then he called the reporter to his desk.

"Okay," he said. After hesitating a few moments he added: "By the way, who gave you this stuff?"

For the first time the reporter then realized that he had not even asked the identification of the man who had phoned. Neither, of course, had he learned his informant's telephone number or address so that he could reach him again, if necessary.

After that, the reporter said, he always made sure he knew the source of his information.

This story illustrates only one of the procedures as well as pitfalls of interviewing for information. There are others, to be noted and explained after examining the question: What is the interview for facts or information and how does it differ from other types of interviews?

Kinds of Interviews

The word *interview* generally is understood to mean the formal approach of a reporter to a person, usually a celebrity, for questioning. It means this, to be sure. But it also means that a reporter who walks into a grocery store and asks the proprietor to tell him whether his customers are asking for lard as much as they did two weeks before is using the interview method.

Actually, the interview for information goes on all day long in a newsman's life, whether he is working for a newspaper, a magazine that prints news or features, a radio station that presents news, or a wire service that gathers and distributes it. To a lesser or greater degree, every story involves the use of the interview for information. The feature interview has received all the publicity, be-

cause when it is printed there is attention for the method. Yet the method is used quietly by newsmen everywhere.

Interviews can be classified into three groups: those for information or facts, those for opinions, and those conducted to feature the interview itself.

The first use can be detected to some extent in almost any story. A practical test is to take the first page of a daily newspaper and determine the source of material of each story. For example, the lead story, which is about a strike, was obtained by one or more reporters talking to a judge of a federal district court, or his representative; to someone in the Department of Justice; and, on or off the record, to labor union officials or spokesmen.

The sub-streamer story is one to the effect that the site of a housing project has been selected. The reporter who wrote the piece does not reveal the exact source: he says, simply, that "it was learned last night." He mentions that "Mayor Frank J. Costello, asked last night if the project would be on the E. Fayette St. site, refused to confirm the report and said that no announcement . . ."

Note the expression, *asked last night*. This reveals that an interview took place, either in person or over the telephone or even through an intermediary. The results of the interview were not presented with emphasis on the way the information was elicited so much as with stress on what result was achieved by the interview. Thus, one could test the rest of the page. "President Mum About Strike While on Trip," says another story. "College Asks City to Take up Traffic Issue as Whole," says the headline of the yarn beside that. By using the information interview technique the reporters who worked on those stories were successful or unsuccessful in ascertaining the information they sought.

When they get what they want, by using the information interview device, reporters do not comment in their stories on how they went about using the tool, except in the published feature interview. In it will appear such expressions as "The comedian looked happy when the reporters at the press conference asked him about his new singing star" or "The press found the singer in her dressing room, struggling to untangle a long shoe lace caught on a table leg."

An interview, whether for fact or opinion or both, can become news in itself, as illustrated by this story from the New York *Times*. All the sections emphasizing the interview itself are thrown into relief here by being reproduced in bold-face type. Note, however, that even the headline plays up the fact that the story is the interview, not the outcome of it:

'STERNIST LEADER' INTERVIEWED HERE

Mysteriously Guarded, Hidden Behind Door, He Defends Palestine Underground

By IRVING SPIEGEL

From behind a slightly opened door, a man who identified himself as a deputy commander of the Stern underground group in Palestine, yesterday **gave in the Hotel St. Moritz an interview that was cloaked with mysterious trappings.**

He gave his name only as "Mr. Hillel," explaining that he was compelled to keep his identity secret for "obvious reasons." He said that he was in the service of the British government — not on vacation "but still on the job." He refused to answer any questions as to what position he held with the British government but stressed that he had entered this country "legally." He refused to divulge when he had arrived here.

His identification as a deputy commander was vouched for by Rabbi Baruch Korff, co-chairman of the Political Action Committee for Palestine, with headquarters at 104 West Seventieth Street, who arranged the interview.

The reporters, including representatives of British newspapers,

first gathered at the suite of Rabbi Korff at the Essex House. He was flanked by a man who described himself as a "security officer." Rabbi Korff handed to reporters a printed list of questions and answers that later paralleled the interview given by the mysterious Mr. Hillel.

Points Out One as FBI Agent

Before leaving Essex House, the security officer called a reporter aside and pointed out a member of the party as a Federal Bureau of Investigation agent. To add to the mystery, this man refused to identify himself. He attended the interview without asking questions. At the offices of the FBI an officer said he did not know of an interview at the St. Moritz or the presence of an FBI agent.

On entering Suite 1528 of the St. Moritz the reporters stumbled over a maze of wires. A recording machine was on a table. The blinds were drawn. Rabbi Korff explained that the proceedings would be recorded and the record would be broadcast over "The Voice of the Hebrew Underground," clandestine Stern radio station in Palestine.

Rabbi Korff took up a position at a door that was partly ajar and through which came Mr. Hillel's voice.

Speaking with an accent but a good command of English, Mr. Hillel said:

(There follow 350 words of direct and indirect quotations, explaining the aims of the Stern group. The story concludes with this paragraph:)

All through the interview the only man able to see Mr. Hillel was Rabbi Korff.

None of the sort of language thrown into relief in that story appears in the newsman's everyday routine copy because the device itself is rarely of such importance or interest in its operation. The reporter "conducts" his interview ordinarily just as naturally as he sits before his typewriter or uses English as the language of his notes. The beginner may be frightened or may be puzzled about how to proceed, but the experienced scribe does not let the technique get in his way.

Common and fundamental as it is, however, the information interview need not be taken for granted, altogether.

Some Pitfalls

Just as that *Monitor* reporter found that failure to check on the source may lead to inaccuracy, so we find that there are other pitfalls in using the tool known as the fact interview.

Another is not the newsman's own fault. This pitfall is provided by people who are not able to separate their opinions from their facts. If all a reporter is asking is one figure, he may obtain a more or less factual answer. If he asks a streetcar conductor how many passengers he has rung in on this trip, the conductor can look at the meter and give an exact answer. But if the reporter asks that conductor if most of his passengers are well or shabbily dressed, the conductor has no way of answering with a recorded figure. What he considers the words "well dressed" and "shabbily dressed" to mean is not, necessarily, what the reporter or anyone else thinks they mean. Since most persons seem to draw conclusions from small bits of evidence, the conductor's answer may be highly colored. Thus, if the streetcar worker sees an occasional shabbily dressed person aboard his car, does not like the route, wants to be transferred to another, and dislikes the neighborhood anyway, he may say, and sincerely believe, "Oh, the passengers I get don't dress very well. I'd say a lot of 'em are pretty poor dressers."

Therefore, the reporter must pin people down to facts, to see past their prejudices and opinions that are mixed in with the facts. This is a difficult assignment. Mark Twain, so the story goes, was instructed during his reporting days never to say anything as a fact that he could not verify from personal knowledge. Sent out by his city editor to cover a society story, he revealed the degree of his careful learning of the lesson by turning in this story:

A woman giving the name of Mrs. James Jones, who is reported to be one of the society leaders of the city, is said to have given what purported to be a party yesterday to a number

of alleged ladies. The hostess claims to be the wife of a reputed attorney.

It is not necessary, of course, to be this skeptical. Generally the reporter can obtain the significant or basic facts that he requires by skillful questioning. He asks numerous questions, from various angles, and he consults more than one source for the same story. The experienced reporter, for example, when assigned to cover a serious automobile accident story after the incident is over is sure to try to get in touch with both drivers, not just one. And if he is unable to reach one side, he says in his story that "Monroe could not be reached by the *Evening Telegram*."

Another pitfall is asking the wrong questions in seeking the facts. A new reporter tends to blame the public if he does not bring back the information he wants. His source, he will insist, was stupid; knew nothing. Or he will suspect censorship or make accusations of collusion. It is possible that his questions were not sharp enough. The general public is not possessed of the nose for news the reporter is supposed to have. Only penetrating questions will bring to the surface knowledge an individual has but has forgotten.

The right questions are asked when the reporter knows the elements of the story. Knowledge of the elements comes only through experience. Take the simple example of a personal. Even the rawest cub knows enough to ask for the full names, the local address, some identification of the visitor, the time span and other such simple details in a society page paragraph that reads:

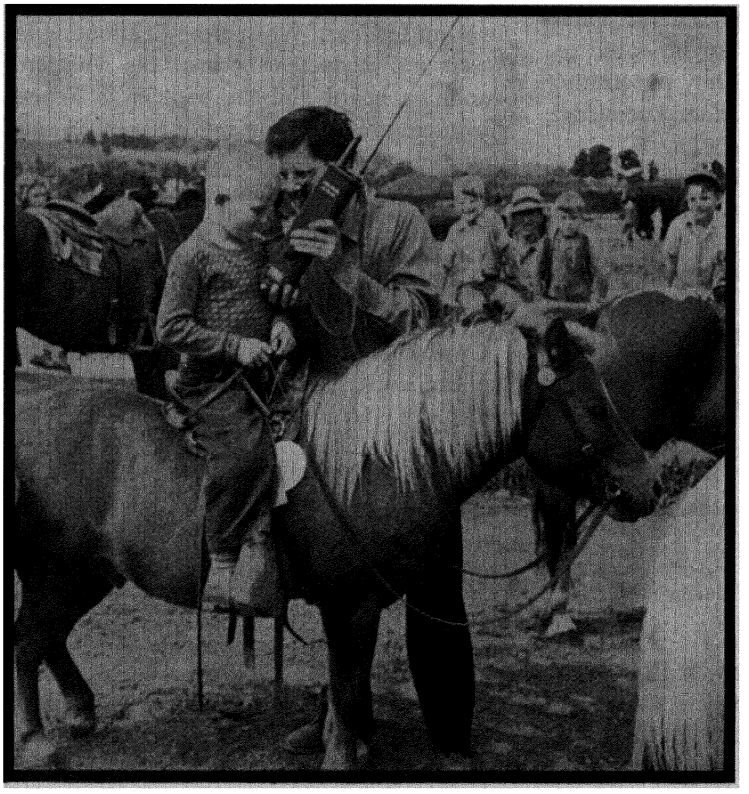
> Dr. and Mrs. Alfred J. Morley, 2920 Charter St., entertained Miss Janet Kern of Wilmette, Ill., yesterday. Miss Kern, director of the Junior Dr. I. Q. radio show, is a former student of Dr. Morley's at Barclay College.

Asking too few or too many or inadequate questions is only one of the personal shortcomings of a reporter which can interfere with his success in completing an interview for facts. His other faults can range from failure to speak distinctly to failure to hear properly.

One major point where the reporter must not fail is at knowing something about the story before he seeks more information on it. Any reporter for an afternoon paper is expected to have read what the morning paper has said about the story he is assigned to cover. A reporter working for a radio station would lack horse sense if he did not clip what has appeared in print and study it before asking questions on the story for which he is responsible. In addition, both scribes should read what is in the morgue or reference library if there is one at their offices.

Extreme loquacity or taciturnity is a handicap also. The babbling reporter, or the never-ending wise-cracker, will be ushered into the hall as soon as possible by business-like sources. The strong, silent type will obtain little information because he seems unfriendly and antagonistic. His silence is interpreted as cover-up for fear. Whispering or shouting reporters are ineffective because the whisperer cannot be heard and the shouter is a pest. Newsmen are communication agencies and should speak and hear clearly. They must not let their own voices interfere with the communication system. Conspicuousness in dress and breaths revealing the nature of the most recent meal do not make for smooth relationships with the sources of news either.

Cubs make the mistakes noted here because they are cubs. They are nervous, lack self-confidence, and do not know enough about the subject of the story. The heavy talker actually is trying to cover up his lack of self-confidence by putting in his tone and manner a note of certainty that really does not belong there. The young Caspar Milquetoast is afraid of the sound of his voice and fails to get the facts he needs from talking to someone because he fears that his voice will reveal he is a tyro. He is afraid he will say something which shows he does not know the score. Therefore, he asks



Conducting an interview on the city streets or at the country fair is made much easier by the modern mechanical devices available to newsmen. In the upper photograph Victor Spaniolo, news editor of the Greenville (Mich.) *News*, conducts a "Man-on-the-Wire" interview. Below is Robert (The Deacon) Doubleday, now of Station WSYR, Syracuse, New York, getting a handy-talkie interview at the Cortland, New York, Fair. (Photographs Courtesy of the Greenville (N.Y.) *News* and Station WFBL)

as few questions as possible — which is almost none — and scurries off as quickly as he can, something like a boy hurrying away from the dentist's.

Experienced reporters, however, are relaxed. They know the way to get the facts because they have seen their methods work successfully. They have learned that to let the other person do the talking and to throw well-timed questions in at intervals is an effective plan to keep information flowing toward them. They know what questions to ask because they know, in a general way at least, what such a story should cover. When a veteran reporter goes to city hall to find from a clerk what persons were given building permits by the city council, he knows that he can consult a book that lists the permits. If he finds the information he wants, he knows he may copy the addresses, the names of the owners, contractors, architects or other data the permit form in that city reveals. He knows that a story about building permits should attempt to estimate the total cost of the work; that the names of the owners, the addresses where the work is to be done, the purpose of the work, the kind of material to be used, and other such facts are part of a well-rounded story. When he calls the owner of a building who has been given a permit to improve it by adding a two-story wing, he asks specific questions about the kinds of materials, the date when the work is to be begun and to be completed, and the use to which it will be put when ready.

And whether he talks to the person over the telephone or face to face, he seeks out his facts by using correct and understandable English. He neither shouts nor mumbles. He avoids double negatives or other circumlocutious language in putting his questions. He puts them politely and directly. He is friendly but persistent. If he has a right to the information he seeks there is no reason why he should not stick to the job of getting it until he succeeds.

Rewrite and Legman

So far we have said that he talks clearly, asks pertinent and persistent questions, is certain to identify the source of his information, checks one source against another, and tries to make sure, before the interview for facts is over, that he has really obtained all the facts he requires. He still faces the major job of writing the story. But for some publications, and increasingly for radio stations that cover local news, speed in gathering and offering the news is gained by using the rewrite-legman system.

Here, in the realm of the information interview, is the origin of the distinction between the legman and the rewrite or the all-around reporter. Because some human beings are more skillful at digging out information by talking to other humans they tend to become expert in the job. And, likewise, because some persons are more skillful with arranging words than others they tend to stick to that as their specialty. The ideal newsman, of course, is the one who is both an expert interviewer for information and a processor of that information into a news story or broadcast. There are more journalists who can do either job well than can do both expertly. But the average reporter, for any type of news-gathering and disseminating organization, usually must be able to do both jobs fairly well; thus it is not wise for would-be newsmen to settle down, while they are being trained, to one type of work at the expense of the other. Their special bents will be revealed when they have tried themselves out in various jobs.

The fact interview is chiefly a reporting device. It is a tool that the reporter uses in gathering facts, just as his practice of consulting reference books, public documents, and other printed sources is a technique in reporting the news. It is in practicing this technique that the good legman is born.

Fact Interviews in All Media

The technique of gathering facts by the in-

terview method is precisely the same for all media in journalism. What the reporter seeks may vary among radio, magazine, wire service, and newspaper, as may the quantity of facts, but the way the reporter goes about the job is not a whit different. Because of this similarity, newsmen can work interchangeably in all the media. A radio reporter may gather less information because he knows he will have less of his equivalent of space — time — but he must learn the basic facts just the same. His lead must be complete, even if he will phrase it differently, or spread the facts down into the story more than the reporter for the conventional daily or weekly paper. On the other hand, a magazine reporter might ask his source to go into far more detail because the article he has been assigned to write is far longer than a newspaper or a radio station would use.

Facts obtained from such interviews are the foundation of all news or features or other journalism that has not come entirely from documents. Some stories come altogether from human sources, others entirely from documentary. Any long, detailed news account is likely to be a combination. The outlet, nonetheless, is important. Radio stations send their reporters to the same press conferences that newspaper city editors assign to their men and women. A presidential press conference in Washington will be attended by representatives of all the media in journalism. Press releases to these newsmen will be uniform, disregarding the fact that a weekly magazine has a different deadline and a different use for the facts from a press association bureau. Interviews for opinions or for their own sakes will differ at both the reporting and the writing levels, but not the fact interview.

Interviewing en Masse

During most of American journalism's history, reporters have been lone seekers after the news. Interviews for facts or opinions were conducted almost entirely by a reporter alone with his subject. But as news events became more complex, as in the instance of a convention with ten sections meeting at one time, reporters collaborated as well as competed. News sources who did not want to be troubled by a series of individual reporters or who wished to keep peace among the representatives of the press by giving them the facts uniformly began to encourage the group interview method. Public relations counsels soon found that press conferences appealed to the press and radio. Publicity directors with a story would arrange for a company spokesman, a political leader, or an amusement world celebrity to conduct what might also be called a party, a mass interview, and a propaganda session all in one. Spot-news facts, of course, would not be released so frequently in this way as time stories, such as the news of plans for business expansion, placing new equipment into operation, statements of position on public affairs, or personal activities of public interest.

Group interviews — press conferences, that is — of this sort have altered completely a reporter's approach in the interview for facts. Alone with his subject he has all the advantages of his skill or the disadvantages of his weaknesses. In the group the weakling is helped and the skilled help others but are robbed of their originality and initiative. Occasionally a reporter will ignore the group interview and insist on seeing the interviewee alone, especially if he has a lead or an angle which he does not wish to lose in the crowd. Interviews en masse result in uniformity of facts in the possession of all the reporters present.

Adroit news writers can make up for this by the originality of their treatment or interpretation or emphasis, especially if the reporter who covered the story does the writing. Here the greater abundance of facts, as a result of many minds doing the questioning, improves the story as well as its form.

In radio and television, the mass interview is sometimes reported as conducted. Except in a minor way writing is unimportant during such a procedure. The microphone or camera presents the interview itself; the facts reach the consumer without further processing by the journalist.

Writing the Story

What the newsman writes depends upon whether he has gathered facts by interview for a routine account or whether he has gathered them with the intention of highlighting his source. If the first is his objective he will simply write in the patterns familiar in all journalism: accident, obituary, speech, meeting, or other stories basic to news work. How and what he writes varies between these different types. Each of these patterns has been explained and diagnosed elsewhere in this book. The interview story that will describe the reporter's experiences during the interview is another matter; it has a structure related to the feature story. The feature patterns have been considered in detail elsewhere also.

There are reasons why the fact interview, when presented as an interview, is best handled as a feature and not as a straight news story. For one thing, the writer is not trying to convey his information rapidly. He is seeking to entertain the reader with a pleasant report on his session with a particular person from whom he obtained many facts. For another, the story may have little inherent importance.

The reporter who one day accidentally encountered a man who had dropped out of his profession many years before might have handled the resulting facts gained by interview in two ways: as a straight news account with a summary lead or as a feature emphasizing the dramatic nature of the meeting. Had he treated it as news only the lead would have read:

> NORWICH — E. L. Oden, brilliant young Metropolitan Opera Co. basso who disappeared suddenly 35 years ago while at the height of his career, was discovered yesterday quietly leading the life of a photographic studio proprietor here.

The reporter instead featurized the story for the Sunday edition and dramatized the situation thus:

> By ROY A. GALLINGER
>
> NORWICH — Where was E. L. Oden?
>
> It was 35 years ago when this question was on the lips of every big Metropolitan producer. A brilliant young basso, the man with a voice of nearly three octaves had mysteriously disappeared almost overnight.
>
> A cultured artist with a great career ahead of him, a friend of the immortal Caruso, had vanished into thin air leaving a $1,500 a week spot on the operatic stage vacant.
>
> Where was E. L. Oden?
>
> The great Henry W. Savage and other producers sought the world over. Advertisements were placed in Variety, Billboard and other theatrical journals, but the disappearance of America's premier basso remained a mystery.
>
> Edward Oden, who had shared billings with such singers as Enrico Caruso and Raymond Hitchcock, saw those advertisements but had sadly chosen to remain silent. Somewhere, hidden from the footlights he loved so well was this artist. No one knew the answer — no one but the artist himself — until —
>
> Last week a Herald-American reporter on routine duty stopped in at a little photographic studio in Norwich. He had stopped there before and had become acquainted with the genial proprietor. He liked the little man's sophisticated philosophy. The photographer had been around, he had seen things, he understood human nature.
>
> The talk drifted to music, then to the theater and then to the stage. The photographer seemed to be on home ground. Yes, he had been in the show business. In fact, he had been with Raymond Hitchcock, he said — not as one would boast, but casually as though reminiscing. Indeed, he was reminiscing, for 35 years had come and gone since Raymond Hitchcock was one of the great stars of Broadway.
>
> The reporter listened with rapt attention as the photographer mentioned great names, told of studying

in Italy, talked of great roles. Certainly no one but a man of extreme popularity could have known these people, and no one but an artist could talk so understandingly of such mythical giants as Faust, Mephistopheles, Don Carlos and others. Somewhere back in the writer's mind a thread of recollection persisted. The two men had never been officially introduced. In fact, the present friendship had been mutual. Neither had, as yet, even asked the name of the other.

"What did you say your name was?" the reporter asked.

"Edward J. Odenkirchen," the photographer answered.

The skies cleared in the mind of the reporter.

"Would you by any chance be the long-lost Edward Oden, the artist who disappeared from the concert stage so many years ago?" he asked.

The photographer nodded:

"I was Edward Oden back in those days," he admitted. "That was 35 years ago. My real name is Odenkirchen."

The reporter could scarcely grasp the thrilling significance of that moment. He had discovered the man for whom the great Caruso had searched — discovered him plying the trade he had learned while studying in Italy.

The story of Edward Oden reads like a tale from a story book. Born in New Haven, Conn., the boy early discovered that he had a voice, and as he grew older that voice developed into a beautiful basso. Friends urged him to study, so young Odenkirchen began to work under Battell of New Haven. Enthusiastic over the accomplishments of his pupil, Battell advised him to go to Italy, there to study under the world renowned Bussini.

The lad journeyed to Italy and under the new teacher advanced rapidly and his exquisite voice attracted the attention of Enrico Caruso. So impressed was Caruso that he took the young basso in tow and the two toured Italy together, sharing the billing. Then they parted, Caruso to come to America and Oden to continue his studies under Bussini.

When the time came to depart for America young Oden faced a situation common to young artists. He was broke. He went to the American consul, who agreed to help him. Indeed, he would give the budding artist a journey home that he would never forget. He knew a sea captain, and this captain would gladly take care of him.

When Oden was put on the boat by the consul, the captain welcomed him. Directing the young man to follow, the captain started downstairs. The downward flight continued until the pair had to stop. They had reached the bottom of the ship. In one corner lay a pile of shovels.

"Take your pick," the captain ordered. "You are shoveling your way across. Now get started."

For a month the man who was later destined to be billed as "America's Premier Basso" shoveled coal and slept on a pile of spare boiler grates, until finally the Statue of Liberty held up her welcoming arm to the tired voyager.

In New York City success awaited him. His first booking was with Henry W. Savage's production, "The Student King." Others followed. The young singer was working hard. Despite warnings, he continued at a fearful pace, burning the candle at both ends, giving all he had to his career.

Then it happened. A doctor said he detected something seriously wrong with the ambitious singer. He would go on as long as he could. Finally the last night came. As the audience cheered on the other side of the last curtain, Edward Oden knew that it was his last curtain call. He walked slowly to his dressing room.

He didn't say goodbye to his fellow artists. He had never learned to say goodbye. He consulted a famed physician. No one knows what the great doctor said, but Edward Oden never again returned to the stage. He closed the door on a life of music and glittering costumes to seek joy and peace from the simpler things of life.

Today, with the woman who came to him at a time when he was called upon to make a great decision, and who has brought to his life the only cheer that was possible in such a crushing situation, Edward Oden, the once great artist of the footlights — now Edward Odenkirchen — lives peacefully in his secluded little studio in Norwich. At times he recalls those days. At night he is awakened by the strains of the orchestra. Those who urgently sought him are now long gone. His escape has been complete.

Thus, Edward Oden remained obscure, alone with his memories, until a chance meeting with a reporter brushed away the cobwebs from the door that the world's great had long sought in vain.

—Syracuse (N. Y.) *Herald-American.*

Writing the Script

Converting the facts into radio copy is a standard procedure already described for the different kinds of news stories. Radio and television also like to vary the method of presenting facts by taking the reader — in this instance the listener or viewer — behind the scenes and let him obtain them just as the reporter is doing. We have observed this done with the interview en masse. Interviews on the air or on the movie or television screen frequently have only two principals: the interviewer and the interviewee.

What kind of script — if any — shall the newsman prepare, if that be his job, as it doubtless is on many small stations? Are there rules for its preparation? Need he know anything about music or dramatics to produce such copy?

Whether a script is to be used will depend, to some extent, upon station procedure or discipline. If the newsman is to interview someone in the news and may make his own plans for the script, he may eliminate it altogether, present questions only, prepare both questions and answers (after a rehearsal), or prepare a detailed script including announcements, music, and other business.

Which procedure he follows will depend upon which technique he believes to be most effective. Radio writers are not agreed on any one as most efficacious. Ignoring a script altogether is the practice on badly run stations and is likely to result in a pointless, rambling interview. There is no guarantee that the facts to be conveyed will all be presented or in any coherent fashion. Writing out only the questions provides some form and makes for purpose and direction in the program; it has the further advantage of keeping at least one-half the program spontaneous and informal. Writing the questions as well as brief suggested answers or a short form of the answers given by the interviewed person in a rehearsal improves the coverage but may stiffen the second speaker. The writer may choose among these methods on the basis of his knowledge of the person. A public official frequently is interviewed on the radio and thus there is chance to learn his reactions to script or no script. If a more elaborate script is needed or requested, including commercial announcements, background music, or additional voices or sounds, the writer needs a knowledge of radio dramatics. He will have to consider the total program pattern, particularly the timing.

The microphone speeds the interview in this picture of Jack Borgess (left), program manager of KENI, Anchorage, Alaska, talking to John S. Phillips, president, West Virginia Broadcasters' Association. He is questioning Phillips about an air tour by a group of newspaper and radio newsmen which took them to Alaska for an Air Force Day celebration. (Photo courtesy *Broadcasting* magazine)

What questions to include rests upon the objective of the program. If the intent is to clarify the news the questions will try to force the subject to explanation and will state the

basic news at the outset. If, on the other hand, the person interviewed is expected to present news of minor happenings, followed by explanation of the meaning of each, the questions will shift from news event to news event rather than bear down upon any one for its intensive exploration.

Examples of Information Interviews

When news events become dramatic or need interpretation, alert newspaper, magazine, radio, and other editors assign writers to plan interviews with experts on the subjects of those events or with participants in them. A European country changes governments: a refugee from the original government is interviewed by press and radio for clarification of the event or a recital of his exciting experiences. Thus, in 1946, when the United States Army was interested in the guided missile, this news was used as the springboard for a program with a different social purpose from inter-planetary communication. The interview method was used at its core; around it was a single voice, by transcription; music; and announcements. The aim of the program was achieved by transmitting facts, interlarded with some opinions.

THE NEW HORIZON

"Parts of the following program are transcribed."

CONTROL: LW 1087, Cut 4. FANFARE AND HOLD UNDER

JONES: The New Horizon: (PAUSE) This is August 3, 1946. This is tomorrow! The two are one. For tomorrow -- the tomorrow we imagined in fancy only yesterday -- has pounced upon us overnight. And now, today we find ourselves confronted with all manner of new things! Frightening monsters of destruction -- breath-taking miracles of science -- a jungle of complexities among nations. This is August 3, 1946. This is tomorrow.

CONTROL: MUSIC TO END.

JONES: This is the New Horizon!

CARNEAL: Army Air Force experts who are working on developing guided missiles said this week that they expect to be able to shoot a rocket to the moon within 18 months. They said further that travel by man between planets is quite probable within the next 30 years. Major P. C. Calhoun, who heads the guided missile branch, said he expects to travel to the moon and back within his own lifetime. Major Calhoun said the Army did not plan to send a rocket to the moon until it was certain the rocket would land safely. The rocket would be equipped with automatic devices to send radar signals back to earth giving information about conditions on the moon. Calhoun said it was hard to convince the

public that it was on the verge of inter-planetary exploration. He pointed out that men once scoffed at Fulton's steamboat and Jules Verne's prediction of the submarine. "Man is approaching a new frontier," the major said. "He is about to explore the universe. He will see things, and perhaps peoples beyond the powers of our imagination."

JONES: That is our New Horizon, ladies and gentlemen. Rockets to the moon within 18 months! Travel by man to other planets within 30 years! It's hard to grasp the meaning of such a prospect--hard to realize that some day travel will be not only from continent to continent on this earth, but from planet to planet. In view of this coming era, it seems picayune and insignificant--almost childish--that we people of earth haven't yet learned in all these centuries to live at peace among ourselves.

CARNEAL: Listen tonight as we bring you the voices of the world speaking for better understanding among nations. First tonight you will hear Glen H. Taylor, United States Senator from Idaho. you'll hear, too, Alfred J. Azvedo of the National Institute of Social Relations in Washington, Miss Helen Mollica who studied in the University of Mexico, and from Mexico City, one-time world's heavy weight champion Gene Tunney. Listen for the rules, too, of the sensational contest in which you may win an expense-paid weekend to Mexico City this fall. First, however, we take you now to Washington, D.C., for the voice of Senator Taylor.

CONTROL: TAYLOR DISC (6:10)

CARNEAL: That was Senator Glen H. Taylor, United States Senator from Idaho, speaking to this New Horizon audience in Washington, D.C.

JONES: Our next guest, ladies and gentlemen, speaks right from our studios here at WSYR in Syracuse. She is Miss Helen Mollica of 1305 James Street. We invited her here tonight because we had heard that she studied last year in the University of Mexico. And so we asked her to tell us something about Mexico City where some lucky person in our audience will spend a weekend vacation this fall as winner of the simple New Horizon slogan contest. Before introducing Miss Mollica, I'd like briefly to read the

simple rules of the contest. All you must do to compete for this grand trip is to write a slogan. It's a slogan for the United Nations in 10 words or less. Mail it to the New Horizon, WSYR, Syracuse, N.Y. It's as simple as that. Put your slogan for the United Nations in 10 words or less on the back of a penny postal card and mail it in. You might as well be the person to go flying South of the Border as the winner.

And now we'd like you to hear about the country you will visit right from a person who has been there, Miss Helen Mollica. What do you think of this weekend to Mexico City that we're giving as a prize, Miss Mollica?

MISS MOLLICA: I think it's going to be a wonderful opportunity for somebody. I'm sure they'll enjoy every minute of the trip.

JONES: How long were you in Mexico?

MISS MOLLICA: I was there last summer during June, July, and August. You see I went down to attend the summer session at the University of Mexico. I'm a senior at Syracuse University now.

JONES: So your visit was primarily in connection with your studies, then?

MISS MOLLICA: Yes, I hope to teach Spanish in a high school some day and I wanted to learn to speak the language more fluently among the Mexicans. Ironically, I found that about 90 per cent of the people, particularly in Mexico City, speak good English.

JONES: Well, Miss Mollica, if you were to give advice to our contest winner on what he should be sure to see when he gets to Mexico, what would you say?

MISS MOLLICA: Well! that's a pretty big order. Off hand, I'd say he should see everything because everything in Mexico would be interesting to an American from Syracuse. However, I think among the main points of interest is the University of Mexico itself. I have been told that it is the oldest university in North America.

JONES: Is the university like an American university--with campus and several buildings?

MISS MOLLICA: No. It's all in one building. And in the center of the building is a very beautiful court yard and patios. On the

faculty are many professors from several American universities who come there to teach.

JONES: What other buildings are of special interest?

MISS MOLLICA: The Opera House, I think, is one of the most interesting. It's all built of marble blocks -- beautiful white marble which I believe was imported from Italy. The inside is magnificent. Across the stage is a curtain which is quite famous because it is made entirely of glass. Throughout the building are wonderful things to see. The upstairs, for example, is a veritable art museum where paintings by many famous artists are hung.

JONES: Then, of course, the seat of the Mexican government is in Mexico City, isn't it?

MISS MOLLICA: Yes. That is in what they call the National Palace. That, too, is a beautiful building all in Spanish colonial architecture. All the administration of the Mexican government is carried out in the National Palace...Oh, and there's the Cathedral. It's the oldest in Mexico.

JONES: What is the name of the cathedral?

MISS MOLLICA: _____. It was built on the ruins of an ancient Aztec temple hundreds of years ago. I was told that some of the original stones of the Indian temple were used in building the cathedral. It's a very quaint sight to see the scores of peasants that gather every day just outside the cathedral to sell their wares of silver trinkets, blankets, pottery, and so forth.

JONES: Speaking of peasants, brings up the question of dress and costume. Is there much difference in their dress from ours?

MISS MOLLICA: Not so much in Mexico City. You see, Mexico City is quite modern. Just like New York. They have nice, wide paved streets and beautiful theaters and night clubs. And they dress like we do in Mexico City. The difference in costume is more to be found among the peasants. You see the men with their serape--or colored blanket--over their shoulder and the women with their shawls in which they carry their babies. Actually, the men dress more colorfully than the women. The women usually are dressed all in black.

JONES: I'm curious about the food in Mexico. I'm sure our potential contest winner is too. How about that?

MISS MOLLICA: Well, when I was there I know we got huge steaks for only about two dollars apiece!

JONES: That's very encouraging.

MISS MOLLICA: On the street they sell "tortillas", which are small pancakes and you buy them from a stand along the street just like you would buy popcorn in this country or fish and chips in England. They also sell enchiladas, which are simply tortillas with filling of some sort such as meat.

JONES: Probably much like the British meat pie. Well, Miss Mollica, we could go on for hours about the wonders of Mexico City I guess. Is there anything you'd like to say about other interesting things down there?

MISS MOLLICA: Only that being in Mexico City, just walking around the streets, is quite an interesting experience. For instance, all the streets are named for holidays. One street is named "14th of May Street" and another is "23rd of September Street." Some streets are also named for famous generals of the Mexican army. Then there are the open air markets where Mexican trades people display their wares and bargain with the tourists. That is very interesting. And, it's good, too, just to breathe the air down there. Mexico City you see is on a plateau, very high above sea level, and the atmosphere is ideal--never too hot, always invigorating. And the people there are more hospitable and friendly. They can't seem to do enough to please you.

JONES: I can see very well, Miss Mollica, that you are an ardent booster of Mexico. Thank you very much for being on the New Horizon with us tonight. Ladies and gentlemen, you have been listening to an interview with Miss Helen Mollica, Syracuse university senior and resident of Syracuse, who spent three months last summer in Mexico City, which is the destination of our contest winner next fall.

CONTROL: PLAY OFF MUSIC (ASSOC. 60351 A Cut 1 <u>last</u> 10 secs)

CARNEAL: Now it is our pleasure to introduce a man who has had some

close experience with the prejudice and misunderstanding of which we so often speak on this program. He is Mr. Alfred J. Azvedo of the National Institute of Social Relations in Washington. During the war Mr. Azvedo was with the information and education division of the army in Europe. At present he is assisting in Syracuse with the formation of a sub-committee of the post-war planning committee for organizing cultural and educational programs in Syracuse. Here now is Azvedo.

CONTROL: AZVEDO DISC (6:25)

CARNEAL: Thank you Mr. Azvedo. You have just heard Alfred J. Azvedo of the National Institute of Social Relations in Washington, D.C., expressing his opinions with regard to prejudice. He spoke with particular reference to his work as information and education officer with the army in Europe during the last war.

JONES: In just a moment, ladies and gentlemen, we shall take you to Mexico City for the voice of Gene Tunney, former heavyweight champion of the world. But first, let us repeat the rules of the New Horizon contest offering a prize week end vacation in Mexico City.

CARNEAL: All you must do to win this wonderful weekend in Mexico City is to write a slogan of 10 words or less for the United Nations. Mail it to the New Horizon, WSYR, Syracuse, N.Y. Anyone 16 years of age or older may enter but each contestant may send in only one slogan. All entries become the property of WSYR and none will be returned. Slogans will be judged on their originality and adaptability. Decision of the judges will be final. Remember, there's only one thing to do: Write a slogan in 10 words or less for the United Nations. For that slogan you may spend a weekend vacation in Mexico. Closing date of the contest will be announced next week. So we advise you to get your entry in early.

JONES: And now, we take you to Radio Station XEW in Mexico City for a special broadcast for the New Horizon.

CONTROL: TUNNEY DISC (1.40)

CONTROL: Lead in music (LW 371 Cut 3 AFTER FANFARE)

JONES: So we draw toward the close of another half hour during which we have sought to learn more about the rest of the world and how we can better understand each other. We have heard tonight about the proposed flight of a rocket to the moon and probable inter-planetary travel by space ships in the next thirty years. These predictions came not from the mind of a Buck Rogers cartoonist but rather from a flesh-and-blood realist now working on rocket experiments. We heard, too, about a weekend vacation in Mexico City which somebody in our audience will win this fall. A trip to Mexico is a far cry from a trip through space to the moon. And yet, ladies and gentlemen, each is very much akin to the other. To come to the point quickly, the relationship is this: Thirty years ago a majority of people would have laughed at the idea of a weekend in Mexico. They would have said it was impossible in such a short time. Thirty years later--today--the New Horizon shall prove that it is possible with the winning flight next fall. Now, there are scoffers who say the rocket flights to the moon are impossible. And yet they are predicted by men who know their business. We cannot say for certain that there WILL be flights to the moon in thirty years. We only say this: we can't afford to be blissfully ignorant of the advance of science. We must advance with it--in our thinking and in our actions. We must, by all means, learn that this bickering, quarreling world of ours is much too small for another war among ourselves. Science is developing far more important things for us to do than fight.

CONTROL: FREEDOM OF THE SEAS (20 secs)

CARNEAL: Again we remind you to send in your slogan for the United Nations in 10 words or less. You can very well be the one to win the weekend in Mexico City this fall. Just send your slogan to the New Horizon, WSYR, Syracuse, N.Y. Remember, the contest is open to all persons 16 years of age or older. Each contestant may submit only one entry. The slogans will be judged on a basis of originality and adaptability. The subject once again is a slogan in 10 words or less for the United Nations.

CONTROL: LW 1087 (AFTER MILITARY RHYTHM)

JONES: We invite you to be with us again next week ladies and gentlemen when we take you once again to Washington and Mexico City for the voices of the world on this the New Horizon.

—Broadcast as a part of a program "The New Horizon," in 1946, Courtesy of WSYR, Syracuse.

Because the human aspect is certain to make any subject more interesting than it might be otherwise, newspaper and magazine editors will inject the personal element where possible. Thus, an article on a new dictionary will avoid dullness if its compiler or publisher is interviewed about it or if persons who use it play some part in the story. Just such a technique was used in telling the story of the preparation of a new college dictionary. Painlessly, therefore, the reader learned about the number of words included, the basis for selection, the procedure followed, and the difficulties the lexicographer met during his work and also was given a vignette of the editor of the book.

Although the interviewer mentions himself slightly and focuses on the lexicographer part of the time, the purpose of the interview was to convey facts about the new book. To strengthen the personal element the newsman took a photograph of the lexicographer carrying an armload of manuscript.

> We spent a most enlightening afternoon last week talking with the only lexicographer we've ever met and learned how to make a dictionary of 140,000 word definitions.
>
> We use the word enlightening — **en-light-en** v.t. 1. to give intellectual or spiritual light to; instruct; impart knowledge to.
>
> —because we got a new conception of what a lexicographer is like and how he sets about making a dictionary. We'd fancied a lexicographer as a musty bearded fellow poring over yellowing books and papers, jotting down words and then, in his candle-lit garret, writing out definitions with a quill pen.
>
> Our fellow turned out to be clean-shaven neatly-dressed, young-looking (although he's 47), and very genial. His name is Lawrence L. Barnhart and he reminded us, when he spoke and laughed, of a Middle Western preacher. It developed that he had once been just that.
>
> "In my twenties," he said, "I made good money preaching on the side while I was working my way through the University of Chicago. I gave it up, though, when I had some doubts — mostly about religious dogma."
>
> As we chatted, Barnhart stressed the fact that "we went about making this dictionary (The American College Dictionary, published by Random House) the scientific way.
>
> "It was a job of engineering and organization," Barnhart said. "For example, we're the first dictionary to use the Lorge-Thorndike Semantic Count."
>
> He explained that this was a continuing study of the frequency with which words appear in books and magazines, being carried on at Columbia University.
>
> (There follow paragraphs giving further biographical details of Barnhart, particularly an account of the origin of his interest in dictionary work. From that point the story offers a description of the preliminary arrangements for compiling the new book, then the carrying on of the main job, with examples of particular difficulties, and ends on a quotation.)
>
> "We finished the job around 11 o'clock," Barnhart said, "and when I looked up from the desk I heard bells ringing, then a moment of silence. I figured that this was quite an appropriate climax for our long hours of work. Many weeks I worked 75 hours. Then I realized that the bells and silence were for Armistice Day — not our new dictionary."
>
> —Croswell Bowen in the New York *Star*.

Sometimes an interview for facts is the basis for a feature either repeating what it says or elaborating upon the information in it. Exchange editors watch printed interviews for a local angle or for material of great local interest. Feature writers will select topics for

interviews with visitors even if there is no local angle but the interviewee can provide new information on topics of national interest.

A Denver *Post* writer emphasized the local angle by rewriting an interview story from a New York paper. Most of the piece, which was illustrated with a two-column head of William H. Cody, rehashed the original, but credit was given and localizing was provided through expressions like "It is quite ordinary for people with Denver licenses on their cars, who have forgotten all about the feud if indeed they ever knew about it to be asked . . ."

The lead of this story is of chief interest here, for it illustrates the way to handle material under these borrowed conditions.

> One of the more interesting aspects of life in these parts is in the great Cody feud which has gone on intermittently ever since the famous scout and showman, William H. Cody, "Buffalo Bill," departed this life in 1917.
>
> It was spectacularly revived a few days ago by an interview obtained by an enterprising reporter in New York with one Charles Sanders, of Cody, Wyo., on the latter's return from Europe.
>
> Mr. Sanders told the reporter that Buffalo Bill was the greatest man that ever lived and then, according to the interviewer, proceeded as follows:
>
> [After the direct quote, which concerned Buffalo Bill's burial place, the writer tells the story of the controversy over the body and Cody's will, concluding with historical details.]

In the examples presented thus far, the emphasis is on the facts rather than the persons revealing the facts. In the next excerpts are printed interviews which closely approximate personality or biographical sketches because the facts are about the persons interviewed. They can be said to be biographical pieces developed through the interview method, a procedure which writers of the best journalism of this type invariably follow, to achieve realism and naturalness.

By WILL JONES

Tom Moore, emcee of "Ladies Be Seated," reminds me of a large, strange bug from Mars.

The guy affects a monstrous pair of horn-rim glasses fitted with gold trimmings. Under those he wears a dapper black mustache.

His stage costume is either a vivid green or American Beauty red swallowtail coat, worn with a yellow vest. If he's wearing the green coat he wears a pink tie. With the red coat it's a green tie.

Moore was relaxing in his hotel room before a broadcast from Minneapolis armory.

"Do you want to know why I wear this junk?" he offered. I nodded.

"Well, to tell you the truth," he said, "I have a baby face.'" He pulled off the glasses and smiled.

His impressive middle-aged Martian appearance was gone. There in its place was a shy, smiling blue-eyed little boy — with mustache. Take the mustache off and the guy'd look positively cherubic.

"Now how could I get up on a stage and run a radio show with a face like that?" said Moore. "Nobody'd believe me. They'd say 'My, what a sweet little boy,' and that'd be it." Little should be in quotes. Moore weighs 200 pounds.

Voice Belies Age

His voice is 'way ahead of his appearance in years, Moore said. He's 35.

"But women who've heard me on the air expect me to be in my fifties. I don't know if they expect me to have a mustache. But if they do, they're surprised when they find it isn't a scraggly thing stained with tobacco juice. I just sound that way to them."

Moore's hair started getting gray early. He adds bluing to help his fiftyish appearance along.

Moore enjoys startling people. His first day in town he showed up at a breakfast press conference in his green coat.

Asked about "Ladies Be Seated," he didn't waste much time announcing:

"I wouldn't walk across the street to see the show."

Most of the ladies who come to the program, he figures, don't want to see him or the show. They want the refrigerators and stoves and stuff he gives away.

With so many contestants on the stage, Moore thinks he'd be lost in the shuffle. That's why he wears loud colored get-ups. They keep the attention on him.

—Minneapolis (Minn.) *Tribune.*

Much of the virtue of the interview just reproduced is the unorthodoxy of the comments of the subject. Such lines as "I wouldn't walk across the street to see the show" give an air of honesty to both the performer and the newsman who covered the story. By gradual injection of descriptive detail between bits of dialogue the writer constructed a picture of Tom Moore which the reader may remember. Had the interview device not been used this word-picture would be solid and dull.

Interviews do not need a news peg to find publication if an unusual person or human activity is to be featured. They can make a static situation come to life, as illustrated by the next example.

To Nicholas Mocharniuk every piece of wood is a puzzle. "What's in it?" he asks himself, and whipping out a knife, he immediately proceeds to find out.

Any piece of wood will do; a chair leg, a slat from a crate, a discarded tabletop, a beer keg stave, a fallen branch — just so long as it's made of wood.

And more and more people are finding out that what Mocharniuk is able to find in the wood are remarkable sculptural forms that they want to have in their houses.

He's surely the oddest sculptor around. Not only does he work with anything available but he works wherever he happens to be.

"I have a studio," he said, as his knife inquisitively poked around the top of a bedpost, "but I can work any place. I've done some very satisfactory work in the subway."

Pointing to a five-foot statue of a primitive nude alive with rhythmic grace, Mocharniuk told of its birth.

"It started as a plank," he said. "My wife and I were visiting friends one night and on our way to the subway I stumbled on this plank. We had a devil of a time getting it into the subway car, but I could see this statue in that wood and here she is."

He's been "finding" forms in wood ever since he can remember. "I'm a natural sculptor," he asserted, "even when I was a kid I used to carve wood while walking in the street or sitting in the classroom."

Mocharniuk is having a one-man show at the Edward John Studio, 164 E. 35th St. through Saturday. Evenings you can find him at the handicrafts show at Madison Square Garden and otherwise his studio is at 318 Canal St.

— New York *Post.*[1]

Except for the final paragraph, that story might have appeared in a magazine, and even that paragraph, with minor adjustments, could be retained. The time of the span of the one-man show might be changed to *recently,* or, for a periodical not to be issued for some months, a specific period might be indicated or even such a phrase as *last spring.* The emphasis has been on the artist and his work, with facts and comments obtained by direct interview assisting in the facile presentation of such facts and comments.

The interchangeable nature of copy coming from interviews for facts is illustrated by the next example, which is from the pages of a magazine. Just as the preceding story might have appeared in a magazine, so this piece might have been printed in a newspaper, as local copy; distributed by a wire service as a feature; mailed by a syndicate for a woman's page.

By Helen McCully

Dressed in frilled gingham, her hair caught with a satin ribbon, shy Vion Papin Schram looks like such a little girl, it's hard to believe she does a man's job, Mondays through Fridays, in her husband's public relations office in St. Louis, runs historic "Old House," the family home in Ste. Genevieve, weekends, and cooks memorable dishes whenever she gets near a stove.

People say anybody with a drop of French blood flowing in his veins can always cook well. It's part of the heritage. If true, Mrs. Schram, whose blood

[1] Reproduced by permission of *New York Post Home News.* Copyright 1947, New York Post Corp.

is almost undiluted French, ought to be able to cook extraordinarily well. And she does — in a leisurely fashion.

Vion Schram is probably a leisurely cook because she is a leisurely person. She walks and talks slowly. Answers your questions only after she has taken the time to think them over. This is such an interesting contradiction to what you assume to be the typical volatile Gallic nature, you wonder if it is the influence of "Old House," where Mrs. Schram grew up and where the pace of life is deliciously slow.

Walking into the garden through the door in the high stone wall that surrounds "Old House" is like walking into another country. Even with the silver heart of a great airplane throbbing over your head you have only to close your eyes to hear the tinkling laughter of lovely ladies taking tea with handsome officers from Lafayette's entourage.

(The remainder of the article is a description of "Old House," explaining Mrs. Schram's point of view on furnishing, and description of some of her cooking methods and specialties. Toward the end of the article is a bit of the somewhat too sparing direct quotation). As she phrases it, "I'm mushroom happy! Next to eggs, or possibly a tender young rabbit, there's nothing like mushrooms," says this fine, French-flavored cook from Ste. Genevieve, Missouri.

— *McCall's Magazine.*

Information interviews in all news media may promote the strategy of truth. Certainly there are experts, specialists, and authorities — and those who claim to be — on many of the ideas, events, and conflicts that make news. Unquestionably there are millions of people who want to hear or read what "those who know" have to say. It is the newsman's task to weigh the qualifications of such sources of information, to test the facts which they have to disclose, and to transmit these facts and their meaning with the emphasis they deserve to the public.

Chapter 13

Finding Out What People Think

THE OPINION INTERVIEW

Preparing for the Interview . . . Reporting the Opinions . . . The Newsman as Survey-Maker . . . Symposium and Inquiring Reporter Copy . . . Guarding Against Kickbacks . . . Writing the Story or Script . . . The Change in the Interview . . . A Variety of Examples

Opinion interviews differ from other types chiefly in function. The newsman's objective is different, but his working methods are fundamentally the same as in covering the interview for fact. He seeks to learn what people think rather than only what they know.

Whereas the fact interview is conducted far more as a device a reporter can use to probe a news source, the opinion interview is used more for its own sake than to equip a writer with opinions from which he can form his own.

Thus, the opinion story generally falls into the feature class. It will have the feature rather than the news-story form, although someone's opinion may be news if the "someone" is a celebrity or has significant opinions to offer on a timely subject. Important interpretative stories come as a result of an interview with a public official or technical expert whose views are desired on some occurrence. Immediately after some political action is taken or a disaster has occurred, city editors will assign reporters to interview persons of supposed authority on the incident, radio station program directors will plan an interview or a round-table or panel to air opinions literally; magazine editors will send staff writers to distant cities or telegraph correspondents in the effort to bring in opinions from persons who have command of the facts about some timely situation of widespread interest.

All these interviewers will go about their reporting of the opinions in more or less the same manner and that method will differ only in minor respects from the working technique of the newsman who seeks facts. Background preparations are made, appointments with the source are completed if possible, questions are asked, notes are taken, documents are consulted where necessary, pictures are specially taken, borrowed, or extracted from a file, and a straight news or feature story or article is typed or a radio script written.

The newsman will put some facts into his copy, but mix them with opinions and give the opinions the biggest play. Readers and listeners want to know what the interviewed person thinks; they may be possessed of the facts but not know what they mean or how to interpret them, or they may wish to compare their conclusions with those of other persons.

Whoever knows the name H. L. Mencken would be led to read this interview by Hal Boyle, Associated Press feature writer, unless the reader has a strong prejudice against the "sage of Baltimore" and purposely ignores all the provocative former editor of the *American Mercury* has to say. Mencken, like Bernard Shaw, frequently is sought for his opinion simply because of his way of offering it and the stimulating or irritating nature of his views.

By HAL BOYLE

BALTIMORE (AP) — The short man with gray hair and blue eyes leaned back in his chair and puffed on a cigar stub. He wore his 66 years as lightly as the flat straw boater cocked on his head like a college boy's.

"Ask me anything you want," he said, "but I write better than I talk."

He spoke slowly with a delayed gravelly punch reminiscent of the late W. C. Fields. There was also about him a courtly politeness more common in the previous generation.

"What about the possibility of war?"

"War is inevitable. The idea of inviting Asiatic barbarians into Europe and ruining it! This has to be rectified."

"What do you think of the United Nations?"

"I don't believe it's honest. It's worse than the League of Nations. They pick out the worst men in every country and send them to it. The same old gang of power politicians. After the last war England and France were contending to see who'd run the league. Now it's Russia and the United States. But it's still just a false face for whoever's running it."

The interviewer went on thus to alternate questions and answers on a wide range of subjects for Menckenian reaction. Toward the end of the session Mencken made an observation of special interest to newsmen:

"You want to know what has been the most fun in my life? Work — yes, work — without question! I have practiced a trade I enjoyed so much that, if I had been a rich man, I would have been glad to do it for nothing.

"I believe a young reporter has more fun than any other man on earth — if he's good.

"The function of good journalism is to ascertain and tell the truth about any public matter. I mean the actual truth. There is an enormous discrepancy between what is officially said and what actually happened.

"I never as an editor let any man run me — above or below."

Mencken's opinion about the function of good journalism is apropos to a study of the opinion interview. That type of interview must bow to the fact interview in fulfilling the function of ascertaining the truth about a public matter. A well-rounded fact interview is a force for democracy, for it equips the reader with more of the truth. The opinion article, however, introduces the possibility of prejudice, bias, or slant. Except in the symposium or one of the other occasional assemblies of group opinions, it is the channel of propaganda as well as honestly held opinion. It has been said that opinions rest on facts. Therefore a people should have facts before opinions. Often journalists forget this and obtain and exploit the opinions of persons not equipped with many facts as a basis for their opinions. During the inter-war years visiting celebrities from other countries were interviewed for their opinions, not merely on the subjects they were versed in, but on anything they wished to consider. A favorite of the interviewers was the late Henry Ford, who was well qualified on various topics, chiefly in the area of automotive mechanics, but whose views on international affairs were not so well supported by experience and knowledge. The industrialist did not disqualify himself until he one day opined that "History is bunk."

That the press continues to expect too much of persons in the public eye is demonstrated by Mr. Boyle's piece on Mencken. In addition, the opinion interview is used to allow well-meaning laboratory scientists to express their ideas on world peace, and motion picture actresses to say what they believe should be done about Asiatic population problems.

The proper function of the opinion interview, therefore, is to find out what people think about the subjects they have thought about and on which they are likely to have facts as a basis for thinking.

Such a model interview was written by Lucius Beebe, society and theatrical world reporter, after talking to Beatrice Lillie. He organized his material much as did Hal Boyle, giving the reader a brisk word-picture of the interviewee's appearance, but mainly allowing the story to tell itself simply by quoting her

and injecting himself little if at all. The essential difference is that Bea Lillie is in a position to know a great deal about the theater, whereas H. L. Mencken is in no position to know much about the United Nations. This is not to say that persons without experience or expert knowledge have no right to their opinions, but only to say that the press has the responsibility of using caution in publicizing the opinions of persons not in an authoritative position. The well-informed are not always right nor the ill-informed always wrong, but the well-informed are more likely to be right than the ill-informed.

By LUCIUS BEEBE

Last week Beatrice Lillie and Noel Coward were in New York simultaneously, synchronously and for the first time in nearly a decade, or, anyway, since before the war. Both have changed somewhat, but then so have a number of things, and it was generally thought that times were looking up again with two archetypal representatives of the old order of theatrical levity both in our midst, even though on different missions.

Coward is merely passing through on his extended way, which may mean several months; but Miss Lillie is here for a "long, long time," which, in all probability, means something less than a fortnight. Coward is on an undeclared mission; Miss Lillie is here generally in the interest of a job and specifically of reviving a 1947 version of the famous "Charlot's Revue."

"I really think the wheel has come full circle in the field of stage entertainment," Miss Lillie told the reporter over a noggin of pink gin. "It has been through war plays and plays about the repercussions of war and the consequences of the war until everyone is fed up with hearing about the war. It has also been through a cycle of pretentious revues built up about ballets and symbolisms and whimsy-whamsy until people are slightly fed up with symbolic ballets and have begun to act out whimsy-whamsy in their personal lives. And that isn't so good, you know. What the English-speaking theater needs is a real revival of 'Charlot's Revue,' with Jack Buchanan, Gertie Lawrence, and myself; that's what it needs. . . ."

—New York *Herald Tribune.*

Miss Lillie explained where she thinks the material for the revue might come from, how the show might be produced, her opinion of *Annie Get Your Gun,* and the ease or difficulties of trans-Atlantic travel in the post-world period. Mr. Beebe interspersed personal description of Miss Lillie and brief background passages about her career. Every topic touched was one on which Miss Lillie can be considered an authority, including trans-Atlantic travel.

Preparing for the Interview

At first thought the preparations for the interview may seem to have small connection with the right of the person interviewed to express opinions on subjects on which he knows little. Yet they do, for the better prepared the interviewer, the less likely is he to make the mistake of questioning the interviewed person on subjects that are unsuited or to take seriously that person's views when they are ill-founded.

Radio programs built around the scheme of setting up a wire recorder at a railway station or airport are less likely to produce memorable opinion interviews than programs that result from a carefully arranged plan to interview an authority in a field. The second interview might be less spontaneous but it is less likely to be superficial. The reporter operating the wire recorder often selects a person for interviewing about whom he knows little or only one thing: he or she is an industrialist, an actor, an author, an opera singer. As soon as he runs out of direct questions, he may resort to tangential ideas.

A Lucius Beebe need make little preparations for interviewing a Bea Lillie, but a younger and less experienced newsman would need to know more about her than the fact that she is a British actress who also is known as Lady Peel.

Preparations are thorough or superficial according to the natural diligence of the newsman, the amount of time available for prepa-

ration, and the background he brings to the subject from previous experience and study.

With sufficient preparation the interviewer seeks opinions with some advance idea of what that opinion collection is likely to be. If someone interviews a college president about an educational problem, he usually can find out, ahead of time (with the help, possibly, of the university or college publicity office or a list of articles or books written by the educator), what the president's views are likely to be and what experience led to them. Any politician he interviews may have declared himself on certain public issues.

Although constantly violated, it is a cardinal rule that a reporter should find out something about the person he is to interview before he goes to visit him. This will speed up the interview, will make it possible for both to cover more territory, and also will help the reporter frame adequate questions.

Among the more obvious sources of information about persons to be interviewed are the standard reference works to be found in public libraries, the reference libraries of large newspapers and magazines, or in school and university libraries. These include:

Who's Who
Who's Who in America
Who's Who in New York (or other states)
Who's Who in Chicago (or other cities or regional areas)
Webster's Biographical Dictionary
Current Biography
National Dictionary of Biography
Who's Who in Labor (or other occupations or professions)
Columbia Encyclopedia (or other encyclopedias)

Persons of local renown only may not be listed in such national or international volumes. The newspaper library may contain an assembly of clippings showing previous stories printed about him; the historical society or the public library sometimes maintains a file-case drawer of manila folders, each carrying data on public officials, religious leaders of the community, and other local celebrities. From such records newspaper and radio reporters can obtain help in accumulating background.

If the reporter does not have too many other assignments, he may consult relatives of the person to be interviewed, or his former teachers or his present business or professional associates.

Preparations include also sufficient knowledge of the field in which the interviewed person operates principally. A newsman totally ignorant of the town political situation is unlikely to evoke unusual opinions or penetrating views from a candidate for mayor. Therefore, interview assignments tend to fall to persons equipped to handle them, especially on well-managed publications. Understaffed dailies and weeklies or magazines must turn any reporter loose on all comers or miss the story altogether. Here, as with the fact interview, the group interview saves the unprepared.

Reporting the Opinions

Prepared or not, the newsman confronts another human being and the job of taking notes on what is said. Presumably he knows why he is there. Realistically the reasons are several. He may be obtaining the interview to emphasize a particular viewpoint that conforms to policy. Or it may be wanted because the subject is a friend of a friend. Or because it will help the advertising manager clinch a contract. Or because the person being interviewed is important and has newsworthy opinions. Or because all the other papers and radio stations are interviewing this person and one cannot let the publication one works for ignore it.

Questions will be determined partly by this purpose. The newsman who knows the one or more reasons for his mission will jot down certain questions he wants to be sure to bring up; some reporters can burn them into their memories and need no list, but these are the

old-timers who are cowed or charmed by few interviewees.

The length of the story should determine the questions also, but it rarely does because the writing is a selective process; to obtain perspective and sufficiently wide comment the reporter leaves the interview with far more notes than he can possibly use, unless he has been so unprepared or the person he has spoken to has been so uncommunicative that the folds of copypaper carry little information. He does well to aim at too many rather than too few notes of what was said.

Beginners sometimes forget to take notes. They become so fascinated by the person interviewed that they carry on a rapid conversation, disliking to interfere with the flow with the mundane note-taking process. And only veterans at being interviewed realize the reporter's problem, speak slowly, and keep their opinions within an appropriately narrow range.

A young woman who had taken a few journalism courses one day was sent to interview a novelist, a resident of the city who recently had won national fame for her writing. The two young women talked for two hours; after the first hour the novelist served tea and cookies. The enchanted journalist, who never had been so close to an "arrived" writer before, had made considerable background preparation. She had read the novelist's newest book, the one that brought her wide public attention. She had talked to some of the novelist's friends, to find human-interest sidelights. Nevertheless she went deeply, in the conversation, into the author's girlhood, years in college, and sixteen years of lack of success as a popular writer. She asked questions which brought opinions on religion, politics, and other topics totally unrelated to the author's work. At certain points the author said she was speaking off the record and the reporter nodded her understanding of this. But at no time did she take notes.

That week-end her paper published her story, with a two-column photograph, and the display covered almost four columns. This was a remarkable feat of memory, but it was shabby journalism because many of the off-the-record comments were in print.

Later the reporter explained that she had made notes of all that was said while on her way back to her office. She had tried, she explained, to separate the on-the-record opinions from the off-the-record, and thought she had succeeded.

For the novelist this was only the first of many interviews. She observed that, as she was faced with more and more experienced reporters in the interviewing assignment, their care about note-taking increased. The old hand at this phase of journalism makes no apology for taking notes. The person interviewed, he believes, should appreciate his concern for accuracy. Whatever may be lost in spontaneity (or later-regretted opinions) is gained in the reduction of kick-backs and complaints. Nor should we overlook the fact that the reader sees a better story.

Interviewers also should not hesitate to ask to see documentary evidence that is advanced by the person they are talking to. That person might say, for example, "I wrote in the May issue of *Foreign Affairs* that such-and-such would happen and as you see my forecast was correct." If the magazine is on hand, the newsman does well to examine it and copy the pertinent parts. This checks accuracy at two points.

As with all other reporting, the reporting of opinions is most dependable when the notes are thorough. Fragments of sentences and untranslatable abbreviations are a menace to accuracy and completeness. A legible and understandable system of personal shorthand is valuable, however.

Unnecessary note-taking can be avoided through background and by concentration on the job to be done. What virtues the girl reporter imparted to her interview with the novelist came chiefly from the fact that she

Charles Herrold, a specialist in labor relations news for the United Press Bureau in Washington, D. C., is getting an exclusive interview with Philip Murray, C.I.O. leader.

had saturated herself with information about the author. Wandering minds are no help to reporters of opinion or any other sort of interview, especially if the interview is on an individual basis.

Press conferences, already considered in the chapter on the fact interview, produce opinion interviews constantly. Today, however, the press has more than the individual-conference or the press-conference method for finding out what people think. Other common methods are conducting public opinion polls, symposia, and inquiring reporter columns.

The Newsman as Survey-Maker

Fifty years or more ago editors depended upon their mail, their dinnertime conversations, the remarks they heard from hack-drivers or bartenders for clues to public opinion. Today they are more likely to watch the public opinion polls conducted by their staff members or by independent organizations like the American Institute of Public Opinion.

Newsmen play a part in this type of opinion reporting. Newspapers and magazines that conduct their own polls use regular staff personnel as well as experienced poll-takers added to the staff for a special survey. Pollers like the Gallup and Crossley staff not uncommonly are ex-journalists.

By riffling through any two or three issues of *Public Opinion Quarterly* it is possible to see how much attention is being given to meth-

ods of learning what the public thinks on any given issue or problem. Editors as well as legislators receive copies of the reports; scores of newspapers print these reports as regular features. So prominent has become this type of reporting that there is strong disagreement among historians, political scientists, public officials, and students of journalism over its social effect. William Allen White once averred that all he had to do was to get into his car "and drive out to Clay Township and talk to the folks" to get the same results as companies or organizations that make supposedly scientific surveys. General Hugh S. Johnson was skeptical of such polls because he never or seldom met any person who had been interviewed for his opinion. Professor Harwood Childs, on the other hand, points out that "A public which reads discussions of the technical accuracy of a *Literary Digest* poll or an American Institute poll and begins to think in terms of the adequacy of a sample, probable errors, and co-efficients of correlation, is certain to become more and more skeptical of statements by individuals or interested minorities that public opinion is thus and so."

However such polls may be used and whatever their effect, they appear to be surviving the first enthusiasm aroused during the interwar years. The method is applicable to the business as well as the political world, for the polls now are used by motion picture producers to test the reactions to films, by book publishers to see what the public thinks of a new story, and by newspapers to foresee acceptance or rejection of editorial policies. Such eagerness to gratify public taste would seem to indicate the abdication of editors, publishers, and other persons who once depended upon their own judgments and standards.

If the newsman is to be employed in thus doing what George Gallup and Saul F. Rae call feeling "the pulse of democracy," he must understand this aspect of modern journalism. A political reporter may very well be expected to help make a public opinion poll during a two or three months' period before election. This is more likely to be a circulation stimulant than detractor if the procedure is honest and clear and well publicized; some publications carry on such surveys mainly to gain readers. Burned into the memories of publishers, however, is the experience of *Literary Digest* magazine, which lost public confidence because of a poll with a false basis. Nor will they soon forget what happened to all public opinion pollsters who in 1948 attempted to forecast the presidential election. The opinion measuring groups admitted that they should not have ventured into the dangerous area of politics but insisted that their methods are valid in other applications.

Typical local surveys, such as those conducted successfully for years by Karin Walsh, city editor of the Chicago *Sun-Times,* seek to learn which political candidate a given section of the population will vote for and by testing typical areas thus to foresee the outcome of the election. Investigators, equipped with check lists, try to interview an adequate cross-section, to remain aware of general developments that might influence the answers, to cover an adequate sample, and to avoid influencing the name or opinion advanced as the answer.

Two or three reporters, both men and women, may travel to nearby communities to sound out suburban or rural opinion or they may work systematically in key wards within a city. Their findings are compiled into a running table, altered weekly or daily in print, and accompanied by an interpretative or explanatory article by the editor in charge.

How its national surveys are conducted is described by the American Institute in answering its critics:

> The process of conducting a survey starts with a conference of the Institute's editorial and research executives. Here the news of the day is discussed, the issues to be investigated are selected and defined, and the questions framed. The

wordings are then tested for clarity on a small group of voters selected at random. Upon completion of the test, copies of the ballot are printed and the national survey is ready to begin [as the Institute explains its procedure].[1]

Dr. Gallup in 1944 published a book which explained that in the United States his organization uses one thousand reporters, "located in carefully selected points," and that "in Britain and Canada the interviewing staffs consist of about two hundred persons each. In Australia about one hundred and fifty are employed."

These interviewers obtain their answers to the questions on the ballots they take with them by interviewing voters in their homes, in offices, on farms, or in the streets.

Dr. Gallup's specifications for a good interviewer might apply to all other phases of opinion-seeking journalism.

> Chief requirements for an ideal interviewer are these: he must be conscientious, alert, open-minded. He should be well acquainted with the community in which he interviews. He must enjoy meeting and talking with people, for in the course of his work he must introduce himself to strangers in all walks of life, from the wealthiest to the poorest; and he must secure their collaboration in answering his ballot questions. He must also take an active and personal interest in the work he is doing. He must carry out his assignment exactly as planned by the poll-taker and preserve the attitude of complete objectivity In addition, he must be a good observer, with ability to analyze, for he is often called upon to supplement formal interviews with informal reports as to what the people interviewed said, how they said it, and what their reactions were.
>
> Interviewers in a given community [he goes on to point out] are selected on the recommendation of educators, editors, and others in responsible positions who know them personally and believe they meet the necessary requirements. Their work is carefully checked. Most of the interviewers . . . have attended college.[2]

Long before Emil Hurja or the Fortune Survey were thought of, journalists were using similar but far less scientific methods and on a much smaller scale to produce news and feature material based on having learned what the public thinks. Such copy was called a symposium or an inquiring reporter story or an opinion roundup.

Symposium and Inquiring Reporter Copy

The interview for one person's opinion appears either as a straight news story or a feature. But the symposium and the inquiring reporter material always results from interviewing more than one person, generally four or more. Symposia seek the opinions of several persons who are all qualified to comment on the topic; the inquiring reporter stories are based on the opinions of anyone, regardless of qualification.

A symposium is a popular device to bring together helpful opinions of experts. It is printed as a side feature or follow-up story; its content comes generally after telephone calls and personal visits to the authorities to be consulted. Genuine experts have for years been wary of newspaper treatment of their opinions, especially scientists and medical leaders, so that this opinion story is not as easy to bring in as the inquiring reporter type. The newsman may be asked to assemble pictures of his opinion sources, but often as not the copy is written only, and at most a thumbnail cut may be brought out of the files for some or all of those persons being quoted.

On an inquiring reporter assignment the reporter will be accompanied by a photographer or be expected to take his own pictures of the complete strangers whom he stops on the street or visits in their offices.

The subject of a symposium or an inquiring reporter story usually will stem from the news or will be connected with an editorial

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[1] *The New Science of Public Opinion Measurement* (Princeton, N.J.: American Institute of Public Opinion), pp. 4-5.

[2] Gallup, George, *A Guide To Public Opinion Polls* (Princeton, N.J.: Princeton University Press, 1944), p. 45.

campaign. Symposia generally refer to the news and are intended to clarify some event not readily understood by the public. Inquiring reporter stories appear regularly; many newspapers will carry them daily or weekly and occasionally magazines will include one in each issue. Questions or topics are suggested by the reporter himself or, as an interest creator, will come from readers, who are rewarded or at least identified. This feature may aid circulation, gratify the vanity of the persons interviewed, and offer another bit of relief from what often is dire news of the day. But it is a dubious guide to public opinion. Reporters who can confine their topics to matters on which almost anyone can have a valid opinion, such as the weather, the condition of the city's streets, or suggestions for major civic improvements, may produce useful as well as readable copy.

Now and then reporters, virtually the entire staff of a small paper, will be put to work dredging for opinions in connection with an editorial crusade. This type of assignment has been popular for years on the Hearst and other papers that make a point of campaigning. Anyone who will speak favorably of the drive for depression of the railroad right-of-way or for removal of certain books from the public school system will be quoted in long stories intended to convey the idea that many responsible citizens favor the paper's objective.

Guarding Against Kickbacks

Newsmen who seek opinions as well as facts are more likely to suffer from changes of heart or mind by those whom they spoke to than reporters who seek facts only. Statements of fact can be checked; often they are to be found in more than one place. On the average opinion assignment, however, the reporter's source is the only one to which he can turn. Senator Robert March's opinion is his opinion; unless he has set it down elsewhere in writing or given forth with the identical opinion before, the reporter must depend upon the integrity of the senator once the story is printed. And once it is printed or repeated over the air, the senator may for the first time realize the implications of what he said. He must recant; if a reporter's skill is reflected upon, that is too bad, but calling the reporter careless or a liar is the lesser of two evils. A wise managing editor or other executive of a newspaper or magazine or radio station will know from experience that the reporter may by no means be at fault.

What can the newsman do to offset such a kickback? Men and women on the job have different defenses:

By their dependable work they can give the publication or station such a high reputation for accuracy that a kickback is futile.

They can read the final copy to the interviewed person, using the telephone.

They can mail or telegraph a copy, if there is time; with most magazine interviews there is time; with most newspaper and radio coverage there is not.

They can check their notes with the person before they leave him, obtaining a signature or initialed "okay" so that a checkback later is unnecessary; this puts the burden on the writer not to vary from his notes, which he hopes he later can read accurately.

They can send a proof of the interview, pointing out the costliness of making changes in type and thus discouraging unnecessary alterations; this may be galley or page proof.

These procedures are followed most readily with feature interviews; opinions gained from sick persons, victims of accidents, or others not necessarily easily seen again offer a special problem for which the press has yet to find a solution, for their views enter straight news stories subject to early deadlines.

Writing the Story or Script

Opinions that are part of a news story are introduced by direct and indirect quotation and attribution to an identified source. As

usual, newspapers will use the summary lead approach; magazines and radio programs will tend to depart from that type of opening and use a slower but less overwhelming introduction, with the opinion, if important enough, dominating the account.

Using opinions in a straight news story which may be a mixture of fact and opinion or opinion material alone bring this type of journalistic writing close to speech coverage.

Direct quotes are used sparingly, chiefly to give realism or to make clear the source of the opinions. Where opinion plays a big part in the story, as in the example below, the scribe should use, alternately, direct and indirect quotations. As with a report on a speech, the summary lead should emphasize the source of the opinion rather than the opinion itself (not, "We are headed for a depression," said Senator So-and-So," but "Senator James J. Johnson (Prog. Wis.) last night said that the nation is headed for a depression"). A few connectives are desirable, but expressions like "he said in conclusion" are no more useful with opinions expressed via interview than from a public platform, since they give a false chronology to the account.

This news feature illustrates the handling of direct and indirect quotations and also gives the structure of a symposium story. Yet facts are included; it is not only a report of opinions.

As the first week of Syracuse's two per cent sales tax ended last night, Fred L. Dolbear, director of the controversial levy, declared that despite an avalanche of complaints the public was taking the impost in its stride.

Spokesmen for downtown merchants disagreed on the effect of the tax on the week's business, but they agreed the tax collections caused almost constant grumbling.

William N. Wildridge, chairman of a Chamber of Commerce committee which opposed original enactment of the levy, said business had been below normal, undoubtedly as a result of the sales tax.

David Flah, women's specialty store manager and brother of Paul Flah, chairman of the Retail Merchants Division of the Chamber of Commerce, said there had been much grumbling but little sales resistance.

Dolbear said he was encouraged by the public's reaction of the 2 per cent duty.

"I am satisfied the impact was not rough," he declared. "Naturally there was a lot of griping, but a lot of people told me they don't mind the tax."

The tax director said he believed there was a growing realization that the entire revenue from the levy, with the exception of administrative expenses, will go into the city treasury.

"People are beginning to realize they are the ones who will benefit," he said. "All the money goes to Syracuse. Chiselers who go outside the city to buy and don't pay the tax are only chiseling their neighbors."

Wildridge and Flah said the week's business could not fairly be compared to that of the same week a year ago inasmuch as a violent snowstorm virtually paralyzed commercial trade during the first three days of the week last year.

(Other opinions and statements of fact are then quoted, indirectly, from all three persons referred to thus far.)

—Syracuse (N.Y.) *Herald-American.*

Had this been a simple symposium story, in which a half-dozen persons on the same level but on opposite or different sides of a controversy are consulted, the lead might well have been the present second paragraph. Since the paper wished to tell readers something about the progress of the tax, the views of the merchants were subordinated.

Radio treatment of this story would, as is customary, be more informal. "Well, we've had a week of the sales tax and Fred Dolbear, the man who directs the tax, says the public can take it."

When he writes the featured opinion interview, the newsman also borrows from the speech story. Since the report is comprised chiefly of questions and answers, the newsman must be careful to alternate those elements smoothly, with cross-reference words. He

must not tire the reader with either too many directly quoted paragraphs of indirectly quoted ones, but use first one and then the other, with emphasis on the direct, since the story is pointed at the interviewee and permits him to have his say. The story should be so put together that the less important views are concentrated at one point, preferably the end, so that the type can be cut from the bottom or a section extracted without material damage to the flow of the narrative.

Unlike the speech story, there is freedom about introducing description of the speaker's mannerisms and appearance. These touches give the story its feature characteristics. The reader should both see and hear the retired philanthropist, the successful dramatist, the new woman's club president or whoever it may be that is interviewed. Photographs and sketches may run side by side with the story, but the word picture is needed also. It is more skillfully drawn if the writer does not lump all the descriptive details in one paragraph, but drops them in, little by little, as the story unfolds and thus builds a gradual impression and portrait. Many descriptive details are difficult for a reader to remember at any one time. He can remember color of the eyes and then add to this the way the speaker was dressed and to these two facts add complexion.

Radio scripts of opinion interviews are identical with those of fact interviews, since the mechanism must be the same. In one detail they differ: the advance answers are not so readily included, since they are personal opinions. Thus, the question only type of script is more practical for the aired opinion interview. With thorough rehearsal, however, even opinions can be written into scripts. On programs like "Meet the Press" responses are spontaneous and scripts of little value. Other programs that elicit opinion, like "Town Meeting of the Air," are designed more or less as they proceed, the framework being simply the order in which the announced speakers are to present their views.

The Change in the Interview

As with all modern journalism, the present-day interview is brisk and comparatively brief. especially if it be for facts alone. Although the opinion interview is long, it is much less detailed and cumbersome than the interview in its early days. Oliver Carlson, biographer of James Gordon Bennett the elder, credits the editor of the New York *Herald* with the first direct interview in American journalism. This innovation appeared in the issue of April 16, 1836, and was a follow-up on the hatchet murder of Ellen Jewett, inmate of a New York bawdy house, by a lover. Bennett sensationalized the story, but shocked his many critics chiefly by visiting the house in which the prostitute was killed, speaking to policemen, and describing his visit in the first person. (See Chapter 5.)

Depending on the ego of the writer, the bias of the writer or person being interviewed, and the liberality of a publication with by-lines, the interview feature story may follow the pattern set by Bennett. Commonly, however, the reporter is submerged. He must be considerable of an expert or celebrity himself before the first person singular in his story means much to a reader.

More nearly typical of the tone of the interview today but still laden with precise detail such as is rarely found now is an interview with Li Hung-chang, known as the "Uncrowned King of China," published by the Washington, D.C., *Evening Star* on January 26, 1889. Signed by the *Star's* now forgotten "Traveling Commissioner," Henry Norman, this interview carried nearly 5500 words. They were set in six-point type, with long paragraphs and without illustrations. Mr. Norman mailed his story from Tientsin on November 15, 1888; it was printed more than two months later.

Just how detailed it was can be realized from noting the subheads that offer the only breaks in the solid columns of type: Before the Interview, The Official Gate, The Famous

Yamen, This Was the First Surprise, In the Presence, Li Chung Tang (note the discrepancy: in the headline it is Li Hung Chang, in the story Li Hung-chang and Li Chung Tang), How He Was Dressed, The Reception-Room, The Interview, and a half-dozen more, mostly geographical.

A quotation from this piece of forgotten history offers a sidelight on what happened as well as a sampling of the style of interview writing which has passed into limbo:

> As soon as we were seated, an attendant brought tea and champagne and placed them on a little table beside each of us, and the interview began. Mr. Lo translating so perfectly and so promptly that it was as though we were both speaking the same language. My own idea, of course, was that I was about to interview the viceroy. Nothing was further from his intention, which was clearly to interview me. Question after question fell from his lips for one mortal hour, and as Mr. Lo apparently did not translate the feeble attempts I made from time to time to stem the interrogatory torrent, I was as helpless as a man in a dentist's chair. I think the best thing I can do is to repeat the first part of the conversation verbatim, not that the subject-matter is of the slightest importance, but because it throws a flood of light on the working of the viceroy's mind, and exhibits such a curious mixture of childlishness, astuteness and Chinese manners. After nearly an hour of it I began to feel that I must be with Alice in Wonderland. Here it is, then, as nearly word for word as I can recall it:
>
> "The viceroy hopes you are in good health and that you have had a pleasant journey." Reply taken for granted. "Where have you been?" and "Where are you going?" Easily answered. "How old are you?" This, I afterward learned, is an inquiry essential to politeness in China; I ought to have returned the compliment . . .

From this much it is clear that in a day of newsprint scarcity and high prices and of many times the amount of copy than there is space such microscopic reporting has no place. The entertainment value of the interview is giving way to the informational, but the latter continues as a sinewy and concise piece of journalism.

A Variety of Examples

By turning back to the preceding chapter the student can see what an opinion interview prepared for the radio looks like in copy. By selecting Miss Mollica's opinions he has an opinion script before him. Radio is so much more rigid than newspaper or magazine in the building of written materials that the scripts for fact and opinion interviews are virtually interchangeable.

Interviews reproduced here illustrate the individual interview as it appears in a local newspaper, as it is in a trade magazine, and in a large metropolitan daily; the story resulting from a press conference, an inquiring reporter assignment, and what might be called a journalistic debate which in politically conscious years also comprises a battle page of opinion. To all these might be added the interviews or portions of interviews already reproduced for review of the symposium and the interview with someone whose opinions on any and all subjects seem ever quotable.

(Local Newspaper)

> "There isn't much use in calling in the law every time you find someone who's mistreating an animal. A little logic, applied gently, is all I've ever used to convince people that it's a good idea to be kind to animals."
>
> So says John McLachlan of 1264 Prospect-av., SE, who is Kent county humane officer when he's calling on a frantic housewife with a squirrel in her basement, and county car 307 when he's cruising in his brand-new Humane society car.
>
> Animals are John McLachlan's job, and he's proud of it. Those animals range from dogs — and most people think only of dogs when they think of the Humane society — to 40-inch blue racer snakes.
>
> One of the latter was the morning's problem for McLachlan this week. And it was really a frantic call . . .
>
> —Grand Rapids (Mich.) *Press.*

The snake story provided the news peg for the feature; after it is told, the reporter returned to the opinions gained from the interview, inserting personal data on the Humane Society officer and details about the society's problems and operations. The lead is an example of one of the most common in the opinion interview structure; the trend is away from quotes even as short as this in favor of the more concise single brief sentence, if a quotation is used at all.

Since opinion interviews are built heavily around personalities the name of the person who is to be featured is as likely to be encountered at the beginning of the story as not. The more prominent the person the more significant his name as the first word to be seen by the reader.

(Metropolitan Daily Newspaper)

By MARY BRAGGIOTTI

Dr. Flanders Dunbar, author of "Mind and Body: Psychosomatic Medicine," to be published as the best-seller digest in tomorrow's week-end Post, has recently completed two more books and is currently writing two books simultaneously.

[The next two paragraphs are about her books and her professional and personal life.]

"It's not as bad as it sounds," smiled Dr. Dunbar in her office in the East 60's the other day. "I even find time every day to be with my child."

Dr. Dunbar is small, feminine and chic. She has flirtatious gray-blue eyes and wears very high heels. At first glance, one would expect her to discuss hors d'oeuvres and morning musicales rather than psychosomatic medicine and to have plain "Mrs." before her name rather than six academic and scientific degrees after it.

"Our greatest problem in psychosomatic medicine," she said, curled up in the zebra-striped chair in which she says she is more at home than in the solemn swivel chair behind her neat desk, "is not the discovery of new knowledge but...

—New York *Post*.[1]

With this interview, to which the *Post* gave four columns of the first page of its "Daily Magazine and Comic Section," including a two-column-wide photograph occupying a half-column of space, the paper achieved two objects. One was to promote the book digest which is a week-end feature of the section. The other was to give information about a topic which in the post-war years was very much in the public mind: psychoanalysis. The interviewer followed the familiar technique of mixing her shots: she interspersed direct and indirect quotes, biographical details, and facts about the book in question. The *Post* calls this daily feature "Closeup."

A variation on this is the practice of one magazine, *Look,* which prints the interview with the interviewer's comments along the margin. These bits of rebuttal and counter-comment improve both the content and the reading of the interview. Such a device is impractical for most newspapers and would be highly confusing on the radio, but for magazines with time to do the special printing job involved, it is at least a novelty.

(Newspaper Magazine Supplement)

Not only is the standard interview, such as that with Dr. Dunbar, printed in newspapers that issue a weekly magazine in newsprint, but opinions are assembled also in standing departments or special columns. Actually this is a type of highly concentrated symposium dependent upon reader co-operation. Here is a specimen, in which correspondents' names are bold-faced as in the original, a scheme which throws them into greater prominence and hopes to attract readers of what might otherwise be somewhat cut-and-dried copy:

By URSULA TROW

Several weeks ago 17-year-old John Donofrio of Chicago asked the readers of this column if it's wrong for a boy of his age, who earns his own spending money, to go steady with a girl. His father thinks so, he wrote, and objects because John and his girl double-date once a week with another young couple.

Here are a few of your comments on John's problem:

[1] Reproduced by permission of *New York Post Home News.* Copyright 1947, New York Post Corp.

> **Paul De Zeeuw** of Ruthton, Minn., **Margie Grant** of Arlington, Va., **Adrienne Montalvo** of the Bronx, N. Y.,... and **Shirley Laurent** of Oswego, N. Y., all think it is perfectly normal...
>
> [Additional groupings of other opinions and quotes, direct and indirect, from single commentators, are then quoted. The article ends on a bold-face paragraph inviting comments on other arguments or social situations.]
>
> —*The American Weekly.*

(Trade Magazine)

James L. Collings of the staff of *Editor & Publisher,* weekly magazine of newspaper journalism, the advertising field, and related areas, wrote a series of interviews with persons active in many phases of journalism. One week his subject was a comic-strip artist, the next a highly successful public relations man. All were characterized by brisk, short paragraphs, skillful changes of pace and content, and an article which combined the virtues of the personality sketch with the opinion interview. Even so newspaper-like a trade magazine as *Editor & Publisher* will not depend heavily or at all upon a news peg as an excuse to print interviews, opinion or otherwise.

> The Mutual Life Insurance Co. of New York has Russell V. Vernet and Russ has Mutual and the public relations program he wants there.
>
> With that intimate fact established this early on the page, let's take an hour off and drop in on Russ to find out why he and Mutual go together like a shout and its echo.
>
> [Personal description and scattered biographical details follow.]
>
> "I felt," he said at the interview in Mutual's halls, "that I would go further if I paid attention to the business end of advertising."
>
> [More biography, chronologically told.]
>
> As he expresses it:
>
> "In the service, I had plenty of time to think. Me and 12,000,000 other guys. I realized all my experience had been with a newspaper. . . ."

Mr. Collings's brisk and informal tone is achieved by tricks like this paragraph:

> Correspondence. More correspondence. Discussing the advertising budget. Organizing a recruiting program for salesmen. Arranging for ads for a mortgage correspondent. Attending company meetings to make sure nothing is done to create public relations problems.
>
> —*Editor and Publisher,* Dec. 27, 1947.

(Interpretative Weekly)

The publication from which the next example is taken defies exact classification. It is an English weekly with a large circulation, for its type of content, in the English-speaking world. Its specially prepared articles are world-famous, for they are written with authority and care, proving the point that good English is good English, no matter where it is printed. The interview was headed "A Talk With Charlie Chaplin," with the sub-title, "In the Tradition of Swift," and was attributed to "Our Special Correspondent," who wrote from Hollywood. In contrast to the other examples here and the average interview printed in the press of the United States, the paragraphing is unjournalistic, most of them running to twenty-five and thirty lines. Like the interviews with Mencken and Shaw, this one accepts anything the actor wishes to say as worth reprinting.

> Standing before his large English fireplace, Mr. Chaplin [note the absence of the first name] spoke about the new film on which he is now engaged. It will revive the old Charlie with his baggy clothes and funny boots. . . .
>
> A coal fire was burning against the cool Californian evening. The host was in tennis clothes and slippers. It was after a quiet family dinner with his graceful, dark-eyed wife (Eugene O'Neill's daughter) and his two sons,

who are twenty and twenty-two and run a serious private theater. . . .

Chaplin's hair is white now, but he has the figure and agility of a lightweight prize boxer. Fitness is important to him. He does not smoke, hardly ever takes a drink, and keeps away from the social parties of the film colony. . . .

[There is further description of his appearance and habits and the introduction to a long section on Chaplin's latest film at that time, "Monsieur Verdoux." Discussion of this introduced the subject of the press conference; the actor's experience with it is appropriate to reproduce here.]

He went to New York to face the first press conference of his life. "They came on like wolves," he told us. "They shouted at me: 'Are you a Communist? Why aren't you an American Citizen? You have made your money in this country, haven't you?' It was a wild scene, but I enjoyed the fight. I told them . . ."

—Manchester (England) *Guardian.*

(Miscellaneous Techniques)

Wire services and syndicates help themselves to all the standard techniques. Newspapers and magazines have developed some original approaches to the presentation of opinions through the news or article columns. Illustrated here are several of these which syndicates occasionally copy.

By CHARLES MICHELSON

WASHINGTON—There are people who earn a decent journalistic income by furnishing a syndicated series of astrological charts, foretelling future events or, at least, indicating — by the position of the stars and planets — what are the prospects of persons born under the relative position of the heavenly bodies.

While approving, as a newspaper man, anything that makes for circulation, I have not unbounded faith in the accuracy of these celestial deductions. The current straw polls, in my estimation, have an equal claim to validity...

—*North American Newspaper Alliance.*

By LAWRENCE PERRY

Charles Michelson's cynical opinion about the accuracy and general value of statistical surveys of public opinion is based upon a complete misconception of aim and method, according to Dr. George H. Gallup, conductor of the Gallup poll, which fell chiefly under criticism of the former publicity director of the Democratic National Committee.

"I think," said Dr. Gallup, "that had Mr. Michelson — whose opinions and professional capacity I deeply respect — and I sat down together for an hour before he wrote his criticism he would not have said what he did . . ."

—*North American Newspaper Alliance.*

As printed in the New York *Times,* this double-header of opinion carried a headline stretching across both columns, with separate four-line readouts and italicized editorial notes explaining the authorship and the purpose of each article. Since Michelson wrote his own views, there were no direct quotes, or it might be said that it was all direct quotes. Perry quoted Dr. Gallup directly and indirectly in the usual fashion. Thus it was possible for the reader to compare views on similar points.

"Inquiring Reporter" is the usual heading put on an opinion story which comes from such a reporter's peregrinations. Under a standing head, in the typical specimen being copied, appeared the by-line, a statement of the question, where asked and five replies, each containing a thumb-nail cut of the person quoted.

By PEGGY McCARTHY

Question:
Do you think a wife should receive a personal allowance besides grocery money?

Where Asked:
300 block of S. Warren st.

DENIS K. VLASSOPULOS, 193 Lincoln av., theatre manager: Yes, I do. In my opinion it makes no difference what the arrangement is, whatever a married couple have should be shared between them. A

> wife certainly needs to buy many things besides grocery and, therefore, must have money to pay for them.
>
> **MRS. H. A. SCHULTZER, 650 Terry rd., housewife:** Absolutely. It is only reasonable that a wife should have money for other purchases besides groceries. The only reason is that most wives do the greater share of household and family shopping and their husbands realize this and give them an allowance accordingly.
>
> —Syracuse (N.Y.) *Herald-Journal.*

The remaining three replies, all from women, were in agreement with these first two. This question and its answers are typical of the unimportance of the opinions published through this device.

A variation on this is used by the Cincinnati *Enquirer*. A two-column heading carries the title "The Enquirer's Opinionnaire" and the names of the photographer and reporter who do the work. Beneath this box is the question of the day. Three persons reply each time and the cuts are run side by side, three across two columns of space. The comments of each appear below, in the same relationship. Essentially the same in content, it is more of a typographical than a qualitative improvement.

If the newsman learns anything in getting and writing interviews, it is that one man's opinion is not necessarily as good as another's. The Hollywood starlet and the Chinese ambassador both may have something to say on the future of Asia, but only the latter is likely to speak with much authority. The newsman, of course, cannot disregard those who are adept in making timely and titillating remarks, but he can identify those who thus express themselves and indicate their qualifications. The wisecrack has its place in the opinion interview, but it is no substitute for the wisdom of those qualified by experience, training, and background to speak with authority and thus to add to the enlightenment and understanding of the public.

Chapter 14

The Misery Beat

ACCIDENT AND DISASTER ASSIGNMENTS

The Scope is Wide . . . A Check List of Sources . . . Basic Questions . . . Choosing the Facts . . . Writing the Story . . . Using Narrative and Descriptive Techniques . . . Explaining Causes . . . Guarding Against Errors and Inaccuracy . . . Handling Lists of Names . . . Providing the Local Angle . . . Using a Feature Angle . . . Examples of Lead Types — Newspapers and Wire Services . . . Examples of Lead Types — Radio . . . Follow-ups — Newspaper and Radio

"It just turned me over inside, when I heard about it."

A housewife said this to the husband of another housewife, as they met one Friday evening in the checking-out line at a supermarket.

"How did it happen?" he asked.

"I don't know exactly. I didn't see it. But I thought of it just now when you said something about the newspapers. Maybe tomorrow morning we'll find out. I saw a crowd just as I came in here. A little boy ran out from between the parked cars out front here and right into the side of a Westcott bus."

"Was he seriously hurt?"

"I guess so, but I don't really know," the housewife answered. "They said he ran right into the side of the bus and was knocked unconscious. They said he fell under the wheels and that one arm was pretty well mashed. All I saw was him being carried into the ambulance on a stretcher."

They both looked sympathetic, and so did the other shoppers near them. As she reached to lift her wire basket onto the checking-out counter, the housewife repeated, "It really turned my stomach." The eavesdroppers did not know that she had three small children of her own.

She would have been cheered, however, had she been able to see then the story that appeared the following morning or to hear the one-minute account on a late evening news broadcast that same night. The accident was one no child or anyone else should experience. But accurate reporting by bystanders might have saved our housewife some of her anguish. Accurate reporting is an accomplishment even for the newsman, so bystanders cannot be expected to do it. But this is what really happened:

> Narrowly missed by the wheels of a Syracuse Transit Co. bus, 7-year-old Reid Leonards of 715 S. Beech st. escaped with minor injuries when struck while running in the 500 block of Westcott st. about 4:45 p.m. yesterday.
>
> Taken to Memorial hospital, the boy reportedly suffered facial abrasions and complained of a foot injury, according to officials. A front wheel of the bus driven by Herbert A. Green, 1615 W. Genesee st., stopped with the boy's body resting against it, Patrolman Michael Krisak reported.
>
> The Leonards youth dashed out from between two parked cars, was struck by the front of the bus and tossed beneath the vehicle. The vehicle was traveling about 10 miles an hour, Krisak revealed. No summons was issued. Sgt. Harold Shea also investigated.
>
> —Syracuse (N. Y.) *Post-Standard.*

This is typical accident coverage in the American press; even the virtues and faults of the reporting and writing are characteristic. The lead is cumbersome. It begins with a cliché, *narrowly missed,* but it is one of those useful, stock phrases that a hurried reporter leans on; other accident writing clichés abound (*escaped with minor injuries, reportedly suffered, dashed out, tossed beneath the vehicle*). In this type of story an expression like *Krisak revealed* is not appropriate. *Revealed* should be used with secrets. Nevertheless, the story corrects earlier misinformation. The reporter gives the source of his facts with care (the cliché, *reportedly suffered,* is useful to that extent), attributing the information to official sources (*Patrolman Michael Krisak reported, Krisak revealed, Sgt. Harold Shea also investigated*).

Obviously the reporter did not see the accident; rarely is he so lucky, from the journalistic standpoint, to be in sight of it. He must depend upon secondary sources: police reports, hospital records, eye-witnesses, the participants, and their relatives or friends. Nevertheless, he produced a more nearly accurate report than did the persons who saw the accident take place. Bystanders rarely are trained observers or naturally observant persons.

The Scope is Wide

Such a story as this, important as it is to the youngster, his family, and his sympathizing friends, is of small importance to the rest of the world. The misery beat range is from such daily occurrences to a fire in a big hotel, an earthquake that rocks a city and splits the terrain, to a man-made disaster with the dread name of war. No analyst or recorder of modern journalistic techniques would be so unrealistic as to try to set forth in less than ten volumes, much less one book chapter, the methods of reporting and writing about wars in an atomic era. But it is possible to help reporters with stories that can come within the scope of one mind: street accidents, even city-size fires, transportation wrecks, and other unexpected news breaks.

Stories picked up on the misery beat are more suited to the newspaper than any other news carrier, with the wire service and the radio next. Magazines and syndicates have little space for any but the most sensational accident stories; disasters will get summarizing and interpretative coverage in every medium, but disasters are relatively infrequent.

Accidents and disasters differ only in scope. A mail train that strikes a stalled passenger automobile, killing all five occupants of the motor car, creates an accident story. A train carrying three hundred and fifty passengers that strikes a truck and is thereby plunged down a steep hillside, with death and injury resulting to hundreds, has created a disaster story. Magnitude — the number of lives lost, the number of injuries that result, the loss in property, the widespread effect of the occurrence — is the deciding characteristic. The more persons affected the greater the disaster. Thus, a world-wide war is the greatest disaster. A giant fire, like that in Texas City, Texas, in 1947, or an earthquake like that of 1906 which always is associated with San Francisco, or the cyclone of 1864 which struck Calcutta, India, killing seventy thousand, is a great disaster. Floods, cyclones, tidal waves, fires, earthquakes, tornadoes, hurricanes, explosions, shipwrecks, aircraft accidents, train and other transport accidents: all these can be news of disasters depending upon their magnitude.

Both disasters and accidents, regardless of scope, are unforeseeable. The misery beat actually is not a beat insofar as it is a gathering of routine news. It is routine to call hospitals and police stations for news of accidents, but what hospital attendants and police desk sergeants tell newsmen they cannot anticipate. The bulk of the news received from the city hall beat, on the other hand, can be anticipated; certain preliminary action is a warning of what is likely to follow. Disasters are even

less likely to oblige newsmen with advance clues. Any reporter knows that each day probably will provide a minimum number of accident stories. Every town and city has its norm. But the tidal wave that followed an earthquake in 1896 which killed twenty-seven thousand Japanese at Sanriku was equaling no particular norm, not even for the geologically unsettled Far East. Newsmen in the Orient have more reason to think they will sometimes cover a disaster in their territory than newsmen in North Dakota, where earthquakes and tidal waves do not occur.

A Check List of Sources

Although the newsman cannot prepare for disasters specifically and for the accident story only through tested use of certain story patterns, he can prepare to tap the likely sources. If a disaster occurs, the news director of a radio station needs to know, for example, where he and his staff should telephone to obtain most quickly the essentials of the story. The reporter on an accident assignment should know the common sources of such news so that there is not too much dependence upon any one or two, with the resultant likelihood of error.

Specific community sources are commonly useful in all kinds and sizes of accident and disaster stories. Others need not ordinarily be consulted except in a major fire or flood or violent wind. Certain outlets for news details are used if the story breaks at sea, others if in the air, and still others if a land occurrence. A thorough check list would cover many pages. Newsmen are expected to know their community so well that they are not handicapped in covering unexpected stories; that is precisely why journalism students are asked to study community organization.

Newsmen are expected to be familiar with the fire-alarm system in their city. Such systems vary, but are roughly similar from city to city. That of Syracuse, New York, is typical of a small-city scheme.

All fire alarms sounded in that community, whether sent from a fire box or telephoned in, go through the central fire-alarm system headquarters in city hall. Six circuits, known as "joker" circuits, are used. These cover all fire houses through the city. Holes are punched in a tape when an alarm is sounded. They enable the switchboard man at headquarters to find out near which box the fire has occurred. The holes correspond to the box number.

For example, if a fire occurs at Box 25, Genesee and Fayette Streets, all companies on the joker circuits see Box 25 on the tape, thus: (.. .....). They check their file cards. In this instance Engines 1, 6, 7, and 16, Trucks 1 and 4, the light squad, the deputy chief, and the district chief respond. Other companies stand by.

If a 2–2 alarm is sounded, the second line of companies follows to the scene. The numbers, 1–1, 2–2, 3–3, etc., designate the number of lines of companies that have been assigned. A 5–5 alarm fire calls for equipment and personnel needed to fight a large fire, bringing out almost the entire force.

A loudspeaker system connects central headquarters with the fire houses. All calls, whether box alarm or telephone, are relayed to the houses. Thus, the Syracuse department has a double check on the whereabouts of the fire. Telephone alarm fires are handled by two direct ties and two dial-in ties with the Bell Telephone Company, on what are called special "red" trunks. Syracuse's police department is connected, by a special telephone line, with fire headquarters. Thus, the dispatcher, after hearing a gong, can find the address to which to send his patrol car. The police dispatcher then announces the address of the fire to the squad car assigned to the district.

Syracuse's two daily newspapers are equipped with both the joker system and police radio. The address of any fire, therefore, can soon be checked by a cross-reference telephone book. Telephones of persons in the

vicinity of the fire are called and the reporter can then find out whether the fire is worth covering and if a photographer will be needed.

Newspapers cover a disaster story that breaks in their territory by assigning as many staff people as can be spared to work on it. A sufficiently big fire will cause a city editor to cancel almost all other assignments, reduce the space to other news, and even put the sports and society editors to work on the fire coverage if necessary. In such a scheme the story is broken into parts. One newsmen is put to work checking on the injury and death angle. Another will be told to write a straight descriptive account. Another will be assigned to sidelight features, such as interviews with survivors. One more will stay in the office and put his time in with the clippings on past large fires, to give this new one historical perspective and to draw comparisons, so that the reader will understand the magnitude of the latest conflagration. Photographers will be assigned to most of these angles also. Some staff members will be kept in the office so that they are free to handle information telephoned back to the office or integrate wire service coverage.

Radio stations and wire services, usually having smaller staffs, will expect their newsmen to concentrate on the most important aspects only, for as this story ticks farther and farther away from its origin the editors at the distant points show less and less interest in it, except for any local angle that may be revealed. It is commonplace for travelers between Philadelphia and New York, for example, to find in a Philadelphia paper a story which earned a banner line, but in the New York dailies that same sensational accident was given a paragraph on page three. Radio and wire service reporters therefore must consult most of the usual sources by themselves or trade information with reporters from the local dailies and weeklies.

Business papers, technical journals, and house publications give little coverage to accidents and disasters. Not only are they published too long after an event, often monthly, but also there is no need to duplicate the handling by newspapers and newsmagazines. Trade publications will carry short summaries of widely important accidents, emphasizing the follow-up characteristics of the story. They are interested in expertly written special articles that analyze the cause of an accident or relate an industry's efforts at correction and rehabilitation.

House magazines and newspapers are much more concerned about accidents before they happen than after they have taken place. One of the primary functions of these special publications is to encourage the use of safety measures. Accident news, therefore, is printed as an example of the violation of safety rules when it has been caused by such an infraction. Rescue and relief work is described fully, accompanied by features on the heroism of individual members of the firm or workers in the factory.

Newspapers that cover such accidents as automobile collisions, plane crashes, serious falls by human beings, and small fires usually assign one or two reporters and a photographer, depending upon the size of the community and of the news-gathering staff they possess. A radio station will depend upon one reporter to pick up the most important accident, police, obituary, and the topsoil stories of some other beats often left to one man each on a daily paper. This is chiefly because radio news programs can handle only a limited amount of copy. Such stories as transportation accidents are likely, however, on a newspaper plan of coverage, to be the responsibility of one general reporter. He will check on them, but also have other assignments which he can unload if necessary. He will find it necessary to ask for relief if there are too many unexpected fires, traffic casualties, or gas-tank explosions.

Typical sources for ordinary coverage of

accidents in a typical American city would include:

Police

Names and addresses of persons killed or injured.
Names and addresses of other participants.
Arrests or other legal action.
Statements of eye-witnesses.
Records of earlier accidents under similar circumstances.
Records, if any, on any of the participants or victims.

Other persons in official capacities

Government officials assigned to investigate accidents: statements.
Company officials, such as those speaking for airlines, railways, etc., issue statements of causes, extent of loss, and the like.
Doctors (in addition to the coroner) called to attend victims will give information but usually must be kept anonymous.
Fire department officials: estimates of damage, explanations of cause.

Persons in unofficial capacities

Eye-witnesses whose statements are not made to police but privately to reporter.
Participants in the accident: cause, effect, experiences.
Hospital attendants, ambulance staff, nurses: descriptive details.
Garage employees and others with a routine connection: descriptive details, extent of damage, name of car owner.

Unofficial organized sources

Power companies: interruptions to service, damage to equipment.
Telephone and telegraph companies: interruptions to communication, damage.
Weather stations: facts on wind velocity, forecasts, precipitation records.
Coast guard stations: records of other disasters or accidents on water, reports of searches and recoveries.
Universities and colleges: geography, geology, forestry, and other experts.

The merit of cross-checking sources cannot be overemphasized. It is easier to take information from one; encountering discrepancies adds to the complications of news work, but sometimes leads to more truthful reporting. Occasionally a reporter does not know how to decide between conflicting statements, either of which could be true.

A case in point was the death, either by accident or suicide, of a young man. Reporters were told by the man's parents that it was not suicide, that he had been cheerful, had no motive for taking his life, although he had been ill not long before, but was now recovering. The family doctor said he believed it was not suicide. What the reporters learned about the immediate circumstances did not help. Some sources reported that the garage in which the young man was found dead had been locked; others, no less dependable, said it was not locked. He was found slumped over the steering wheel of his car inside the garage. The newsmen, however, chose to use the coroner's verdict: suicide. The first stories reported the death as by suicide: later the coroner admitted the possibility of accident, but declared the death to have been by the victim's own hand.

Basic Questions

Life would be much simpler for newsmen, especially beginners, if the basic questions they should ask in covering a story could be assembled before each assignment, more or less as in preparing for an interview.

Accident and disaster stories are sufficiently alike so that some fundamental questions can be thought about ahead of time. But the disaster stories, which are so large that the basic circumstances rarely are identical, vary enough so that only superficial preparation can be made.

Another check list will help the newsman remember what he should ask for. At first, on his assignment, he may wish actually to jot these points on his copypaper as he travels toward his story, if he can remember what they are. He is called upon to perform a feat of memory which is not easy in the excitement of approaching a sometimes dangerous ven-

ture into fire or explosion or wreck areas. After covering numerous stories from the misery beat, he will select his questions almost automatically.

Questions of this sort originate from basic bodies of information the reporter must possess if he is to prepare a thorough story. According to the outlet for his story he will ask for more or less detail.

A story in either of the main categories of this chapter will have both foreground and background facts. In the foreground are the most important spot-news elements; in the background are static or comparatively constant facts, such as procedures always followed when particular events occur.

Questions designed to fill in the foreground would include:

Human aspects

How many were killed? (Burned, drowned, etc.)
How many persons were injured?
What are the injuries of each?
How was each person injured or killed?
Where are the injured?
What is the name of each?
Where are the bodies of the dead?
Who were they? (Names, identifications, addresses, other details.)
How were the rescues made? (Means used.)
Who is doing relief work? (Organizations as well as individuals.)
What has become of the survivors?
Who are they? (Is there a passenger list and who has it?)
Any human-interest stories?
How many spectators? (Rough estimate.)

Property destruction aspects

What was destroyed (houses, cars, boats, planes, etc.)?
What was damaged?
What is the value (estimate of loss)?
Who are the owners?
What caused the (fire, crash, cave-in, collision, etc.)?
Were there any warnings (radioed, by flags, telegraph, etc.)?
When did the (fire, sinking, etc.) begin?
How long did it last?
When did help arrive?
What help was it?
What was the progress of the destruction (certain walls collapsed first, fore end of ship sank first, cyclone hit particular end of town first)?
Where were the other (cars, boats, etc.) at the time?
What damage to nearby (vehicles, houses, etc.)?
What is the estimate of the end of the disaster (fire out, ship down)?

Legal aspects

What legal action will be taken, if any (inquests, investigations etc.)?
What insurance was carried?
For how much?

Background questions would be fewer, but fall into the same categories:

Human aspects

Were any of the dead prominent?
Are any of the injured prominent, locally or otherwise?
Were there any widely known spectators?
How many firemen (policemen, etc.) were assigned?
How many companies (battalions, etc.) were assigned?
Any famous persons among those giving relief or other aid?
Are any of the relatives of those dead or injured persons of prominence?

Property destruction aspects

What kind of ship (building, plane, train, etc.) was it?
What kind of storm was it?
Was the ship (car, plane, etc.) of any special importance, such as a record-holder?
How does this disaster compare with others?
Have there been similar accidents at this intersection (airport, highway junction, depot, etc.)?
Has this car (boat, etc.) been involved in other accidents?
What equipment (fire-fighting, pulmotor, dragging, etc.) is used?
What is the extent of the property involved?
What is the effect upon the terrain (as after a flood, cave-in, dust-storm, etc.)?

The questions newsmen ask associate themselves in their minds. One question will lead

to another. Only the most expert reporter can ask about trivialities as well as about significant facts and come away with a full story; the average journalist does well to concentrate on the important queries and let minor ones wait. It may be necessary, after the basic facts are down in the notebook or on the copy-paper, to telephone the office a summary of the story. This phoning job cannot be done well if time is wasted on learning secondary facts, such as are many of those in the static list above.

When he is working on a big story, the newsman has little time to be thorough in selecting the content of the story. He must go over the fundamentals and pin them down. But for newsmen working on small papers and radio stations, which can allow time for preparation, the problem of selecting the story parts arises.

Choosing the Facts

Thinking comes before writing. The reporter thinks about the content before selecting those portions to be written into a story. New reporters do more thinking about selection than the old-timers because the veterans are likely to pour their facts into the accident or disaster story molds. Copy for newspapers and radio news broadcasts is hurriedly produced. Thus it is easier to take the accepted patterns and use them over and over.

News-writing patterns grew out of standard selections of content. Today the newsman is likely to look over his notes for the information which will fill out the usual outline. The patterns are intended to communicate the news rapidly and satisfy reader interest.

What does the reader usually want to know first about an accident or disaster? The answer depends upon where the accident took place and how closely related he, as one reader, may be to it. A dozen men were sitting in a committee meeting one evening when a policeman interrupted the session to say that someone's car had been struck by a passing auto. All the car owners or drivers in the group were immediately concerned. Those who had no cars or had not come to the meeting in one had a more detached interest. Had the policeman mentioned that the accident had taken place in a city five hundred miles away, the men would have resented the interruption. The accident would have had no meaning for them. The wife of one of the men, however, might have been at that distant point. His interest would have been keener.

Newsmen, therefore, will select from their notes and other information sources those facts of widest and deepest interest to their readers. Accident and disaster news illustrates more sharply than almost any other the effect upon the story of the intensity of interest.

City people would have little interest in this radio news story; farmers would listen with understanding and concern. City folk in the area or those who see the results would be more interested than city folk elsewhere, but farmers anywhere would have more interest, since they can more easily identify themselves with the event:

FROM AUBURN COMES A STORY THAT EMIEL MARTENS, OF PORT BYRON, LEADING OWNER AND OPERATOR OF EXTENSIVE MUCKLAND ACREAGE, SATURDAY ESTIMATED FLOOD DAMAGE TO CROPS IN THE PORT BYRON AND MONTEZUMA SECTIONS. HE SAID IT WAS WELL OVER 3 HUNDRED THOUSAND DOLLARS. MR. MARTENS ALSO PLACED THE AREA FLOODED AT 4 THOUSAND ACRES OR MORE.

CROPS OF POTATOES, ONIONS, CARROTS AND GLADIOLI ALREADY PLANTED HAVE SUFFERED 25 PER CENT DAMAGE, AND AT LEAST 55 PER CENT OF THE

NORMAL CROPS HAVE NOT YET BEEN PLANTED, BECAUSE OF THE RAINS AND HIGH WATER. HOWEVER, A SLIGHT IMPROVEMENT WAS NOTED SATURDAY IN THE SITUATION, WITH NO RAIN AND WARMER WEATHER.

--WFBL, Syracuse, N.Y.

Why did the radio news writer who prepared this story select the facts that he did and arrange them in this order? He put the source first. He did so because Mr. Martens was estimating the flood damage. The extent of the damage could not fairly or safely be presented first. Also, the story has more authenticity, since Emiel Martens is recognized in his area as a person who knows whereof he speaks. The extent of the damage to specific crops was placed next as being of too detailed nature to appear first; the generalization is more attractive and attention-getting. The final sentence is last because the improvement is not only slight, but of such a nature that the really interested listener would know of it anyway. This simply reminds him.

In the type of story being studied in this chapter, then, certain facts are always of paramount interest, intensely, widely, or both. They are:

1. The human effect — the facts about the dead and injured.
2. The other effects — the amount of property destroyed or damaged, the interference with traffic or communication, or the legal results.
3. The time and place of the event.
4. The cause.
5. The narrative of the event — the step-by-step description of what happened.

Newspaper and radio copy alike illustrate this. (These leads are presented first in their normal word order and then listed according to the elements numbered above.)

> Two men were injured in falls from ladders yesterday afternoon.
>
> Herbert Monteville of Baldwinsville tumbled 30 feet to the ground at the Sanderson Steel Co. plant, 104 Magnolia st. He was taken to Onondaga General Hospital, suffering from broken ribs on the right side, a possible spine injury and a right leg injury.
>
> Donald Rech of Liverpool, an electrician employed by the Pagano Electric Co., 342 E. Washington st., fell while working on a construction job at Fitch and Geddes sts. He was treated at Onondaga General Hospital for a broken right arm.
>
> —Syracuse (N. Y.) *Herald-Journal.*

Here the reporter had the problem of putting two accident stories together. He chose to use the blind lead, inasmuch as neither man is widely known in a city the size of Syracuse, and since the accidents were similar.

1. The human effect: "Two men were injured . . ." (names and identifications).
2. Omitted, since there were no other effects.
3. The time and place: ". . . yesterday afternoon . . . at the Sanderson, etc."
4. The cause: . . . "tumbled" . . . and "fell while working . . ." This element is inadequately handled, but probably not ascertainable: what made them tumble and fall?
5. The narrative: in this instance too minor to deserve detail. Inherent in No. 4 and therefore faulty in the same manner that No. 4 is lacking.

A wire service story, as it appeared in the Kansas City *Star,* illustrates the selection of content for a long near-disaster story.

> New York (AP) — Two rescue ships, battling dangerously high seas, tonight rescued all forty-six persons who abandoned the flaming Joseph V. Connolly, army "funeral ship," in the North Atlantic early today.
>
> The survivors — forty-five crewmen and one passenger — were in lifeboats about nine hours in high seas whipped by a northeast gale before being picked up.
>
> The army said twenty-seven of the men were taken aboard the Union Victory and nineteen aboard the General R. E. Callan, another army transport.

Earlier, the coast guard announced that one of its radio stations at Southwest Harbor, Me., had intercepted a message from the General Callan, telling one of the search planes that "four boats and all survivors have been picked up."

A message from the General Callan received tonight at the New York port of embarkation, some sixteen hours after an engine-room fire broke out aboard the Connolly sending its crew and lone passenger over its sides in a northeast gale, said:

"All survivors picked up. No lives lost. Minor burns and injuries among survivors."

The General Callan's message said the Connolly was ablaze "from stem to stern with constant eruptions from forty to fifty feet," and that an army salvage tug on the way to the scene to guard the burning ship would "not be able to come within one-half mile of the flaming derelict."

[The remaining eleven paragraphs explain the work of the rescue ships and planes, the attempts at rescue, and general background on the boats involved, such as length, tonnage, and cargo.]

This is a follow-up, although not a second-day, story. The dramatic situation, and the good fortune of the survivors, make this story readable even to those persons who have no connection with the event or, as in Kansas City, are land-bound. The content selection again carefully follows the standard pattern:

1. The human effect: ". . . rescued all forty-six persons." "The survivors — forty-five crewmen and one passenger . . ." ". . . twenty-seven of the men were taken aboard . . ." and ". . . nineteen aboard the . . ."
2. The other effects: ". . . abandoned the flaming Joseph V. Connolly . . ."
3. The time and place: ". . . tonight" . . . "in the North Atlantic early today."
4. The cause: ". . . flaming . . ."
5. The narrative: the bulk of the story is an account of what happened and in the lead appears this clause: ". . . battling dangerously high seas . . ." ". . . rescued. . . ."

That the story may be prepared for radio alters the selecting hardly at all. For example:

THE SEARCH FOR FIVE MISSING FISHERMEN, BELIEVED DROWNED IN STILLWATER RESERVOIR TWO WEEKS AGO, HAS BEEN REWARDED. POLICE HAVE RECOVERED THE BODIES OF TWO MEN -- BRIAN WILLIAMS AND GEORGE OASTER. THE THREE OTHERS ARE STILL MISSING.

A PRIVATE PLANE, FLYING OVER THE DENSELY WOODED AREA, SPOTTED THE TWO BODIES FLOATING ON THE WATER, AND IMMEDIATELY NOTIFIED SEARCHING PARTIES. THE FIVE MEN LEFT IN A 15-FOOT OUTBOARD MOTORBOAT BUT RAN INTO A STORM A FEW MILES FROM SHORE. PARTS OF THE BOAT, A MAN'S CAP AND FISHING EQUIPMENT HAD BEEN LOCATED DURING THE TWO WEEKS' SEARCH.

POLICE SAY THE OTHER THREE MISSING MEN ARE: FRANK OASTER, CLIFFORD GRAMPS, AND GERALD REAPE.

--United Press

1. The human effect: "The search for five missing fishermen . . . has been rewarded." "Police have recovered the bodies of two men" (identification). "The three others are still missing."
2. The other effects: Too unimportant to be given high position in the story.
3. The time and place: ". . . believed drowned in Stillwater Reservoir three weeks ago, has been . . ." The story is defective at this point. Just when the bodies were sighted should have been mentioned.
4. The cause: ". . . believed drowned," . . . etc. . . . "the five men . . . ran into a storm . . ."
5. The narrative: "A private plane, flying over the densely wooded area, spotted the two bodies," etc.

Writing the Story

Although the newsman has little choice, in writing the ordinary accident or disaster story, but to follow the pattern, he has decisions to make in presenting the parts of the pattern. When and how much narrative shall he use? How lengthy shall the description be? How can he handle the problem of giving the cause without placing blame? When is a feature handling permissible?

Narrative and description find their way into the body of the story, rarely in the lead, which is needed to impart the news rapidly. There may be a glancing reference to the way the accident happened or a brief description of the scene in the lead. But the newsman leaves the narrative and descriptive details for the more engrossed reader and drops them into the middle or final sections of his story. The glancing reference is used when the cause is novel, as in this news story:

> Walking past a truck tire he had blown up a half-hour earlier, Andrew McKeown, 39, of Syracuse RD 3, was struck in the back of the head by a tire rim which tore loose at an E. Brighton ave. garage yesterday afternoon.
>
> An employe at the Merrill Fairbank garage, 515 E. Brighton ave., McKeown was treated at University hospital for a deep laceration to the head. After X-rays were taken to determine whether he suffered additional injury, McKeown was sent home.
>
> The victim pumped up a tire on a truck to about 90-pound pressure, he told his family physician. When he walked past the vehicle later, the rim was blown clear and bashed him in the head. Patrolmen William McCarthy and Michael Krisak investigated.
>
> —Syracuse (N. Y.) *Post-Standard.*

The clause which introduces this lead ("Walking past a truck tire he had blown up a half-hour earlier") is simply a brief version of almost the entire final paragraph. It enabled the reporter to avoid the commonly used and necessary name lead, especially since the injury evidently was not serious.

Using Narrative and Descriptive Techniques

Follow-ups and second-day stories are more likely to emphasize descriptive details than first-day stories. The spot-news value has diminished. The reporter now seeks to answer the reader's question about how matters stand. "Are they running the trains yet?" is a likely public question after a story about a landslide that buried railway tracks. The Associated Press handled such a follow-up thus:

> LACKAWANNA (AP) — Traffic has been restored on the main line of the Baltimore and Ohio Railroad at the site of an 11-car derailment yesterday.
>
> One of the derailed freight cars crashed into the corner of a house. Two of seven persons in the building were treated for shock.
>
> Railroad officials said the wreck was caused by a broken brake hanger.

The news is the restoration of traffic; this cliché of journalism introduces a familiar picture of trains speeding back and forth over the territory, with earth gouges and fragments from the house or freight car still in view. The second paragraph is the tie-back. The last sentence may introduce new material, but probably does not and also is restatement, to give the story more body.

These descriptive and narrative portions, when included in detail, amount to a reconstruction of the accident. Working on a small fire, a streetcar accident, an auto collision, or a train crash, it is possible for the newsman on his own assignment to do such reconstructing. On a large fire or some disaster like a huge explosion everyone covering the story must co-operate in providing descriptive details.

Such reconstruction in words is a test of accuracy. Rarely can it be complete or more than generally faithful to the actual history of the event. A newsman who arrives on the scene of a drowning or an auto crash after the incident must piece together often conflicting descriptions. The wreck may still be on the

spot, but just who hit what, where, and when is a puzzle that the mashed metal does not solve. The police or a sheriff who arrived soon after the crackup will provide some details, as will eye-witnesses and the principals themselves. Generally the reconstruction must stay as safely general as this example:

> Gramercy, La., — Wilfred A. Bourgeois, 55, a veteran of World War I and a resident of Gramercy for the past 40 years, was killed at a railroad crossing near the depot here early today by the IC northbound freight Train No. 74.
>
> Bourgeois, who had been employed by the Avondale Marine Ways Inc., of Avondale, was on his way to work at the time of the accident. He attempted to make the grade crossing presumably to pick up Earl Zerinque, one of six others who rode with Bourgeois daily to work at the Avondale plant in New Orleans.
>
> Bourgeois was alone in the car at the time of the accident. The automobile was demolished . . .
>
> New Orleans (La.) *Times-Picayune.*

Explaining Causes

Explaining causes and fixing the blame are not the same, but the newsman may, in his zeal for detail, confuse these two functions. In explaining the cause of a fire, he must not accept the rumors about firebugs, the stories about arson, and other loose explanations. Theories as to causes should be delayed if they cannot be backed by fire authorities. Fire chiefs, either the heads of departments or battalions, usually are willing to provide explanations. Police officials also have first-hand information on causes. Officers of either department are more likely to have knowledge of the likely causes than new reporters. By questioning the inhabitants of a house destroyed by fire, officials can ascertain if there was faulty wiring, overheating of a stove, or one of the other usual causes.

Pinning down the causes of train, plane, and boat accidents is more difficult. Transportation accidents usually are more complex than fires; causes are more subtle. Added to this natural difficulty is the unwillingness of railroad and airline employees to venture explanations or respond to questions. Transportation lines depend heavily upon their public relations departments to handle such matters. For years there was open antagonism toward a reporter seeking to learn the cause of a train wreck. As rail lines learned that this was poor public relations, they gave greater co-operation, not only in determining possible causes but also in providing other information. Any bad wreck is likely to be investigated by several groups representing insurance companies, the railroad itself, the Interstate Commerce Commission, and city, county, or state government. From the official committees assigned to do so, the reporter will receive a statement of the cause; in the meantime he has no need to speculate. Explaining the causes in such stories often is not done until the second-day story and even more frequently not for weeks after the first break.

Most troublesome of all is the street accident. Every principal in it thinks the other fellow was to blame and itches to say so. The reporter, therefore, may take notes on these allegations, but resist placing the blame, either directly or indirectly. He never says so-and-so was at fault. He does not describe what he is not reasonably certain occurred. He is careful to obtain statements from all major participants. He does not allow one driver, in an auto collision, to say more about the accident than the other, lest the reader give preference to the wordier individual. If he cannot reach one participant but is able to get a few words from the other, he explains that "Jones could not be reached by the *Herald* this morning." If the statements he does obtain are contradictory, he uses them both. He leans heavily on the police reports of the incident. He hopes the coroner's statement will come before deadline, so that he can take that official explanation and not have to use a less formal one.

One favorable result of the space shortage of recent years is that accident and disaster news, like almost all other kinds, is being

handled more briskly and briefly. Newspapers and radio reporters are more and more cutting out reports of counter-statements by persons driving automobiles and trucks involved in accidents. Especially in cities the tendency is to reduce the ordinary accident story to bare results, and thus avoid needless attempts to explain causes.

Here are examples of accident stories in which blame-fixing has been avoided carefully. These reporters wrote that cars *collided* and not that one car struck another. The clause, "Patrolmen Paul Surdick and Frank Bisbing reported," provides the authority for the cause in another instance. A coroner is the source in another story; he in turn indicates that he is releasing what was reported to him. These are among the most valuable protective clichés which the newsman can use in covering this type of story.

> SCHENEVUS, N. Y. (AP) — Three persons riding in a taxicab were killed last night in a head-on collision between the automobile and the heavily-loaded trailer of a tractor-trailer truck.
>
> Dr. M. C. Halleck, Ostego county coroner, said the truck driver reported the trailer, carrying 15 tons of freight, broke loose on a straight stretch of route 7 near here and swerved to the left side of the road in front of the oncoming automobile.
>
> Dr. Halleck said the automobile passengers were crushed to death . . .
>
> —*Associated Press.*

> Two women passengers and a man pedestrian were injured in three west side auto accidents within three hours yesterday morning, police reported.
>
> Admitted to Onondaga General hospital was Mrs. Jane L. Neubert, of Amsterdam. Arthur J. Abbott, 48, of 429 N. West st., was treated in Crouse-Irving hospital. Mrs. Ada Cahoon of 256 Girard ave. suffered bruises to the right side, but was not hospitalized.
>
> Mrs. Neubert suffered possible fractures of the ribs and left knee and finger contusions, according to hospital officials. Abbott was treated for a forehead injury and a bruised eye, Patrolmen Paul Marcette and Harold Ot said.
>
> Autos driven by Edward Neubert and Mrs. Agnes Smith, 111 Parsons dr., collided in the 900 block of Erie blvd. W., Patrolmen Paul Surdick and Frank Bisbing reported. Icy pavement was responsible for the accident at 10 a.m., the officers revealed.
>
> An auto driven by Leo C. Rogers . . .
>
> —Syracuse (N. Y.) *Post-Standard.*

MR. AND MRS. DON MARTIN OF BOISE WERE LISTENING TO THE RADIO WHEN THEY HEARD ABOUT THE 100-THOUSAND DOLLAR FIRE IN THE WOOLWORTH BUILDING. SO THEY GOT IN THEIR CAR AND RUSHED DOWN TO SEE THE EXCITEMENT. A SHORT TIME LATER A RESERVE PUMPER WAS CALLED OUT TO A HOME ON OWHYEE BOULEVARD. YOU GUESSED IT. IT WAS THE DON MARTIN HOME. DAMAGE TO THE HOUSE IS ESTIMATED AT 15-HUNDRED DOLLARS. FIREMEN SAY THAT IN THEIR RUSH TO GET DOWNTOWN, THE MARTINS OVERTURNED AN ASHTRAY WITH A LIGHTED CIGARETTE IN IT.

--KIDO, Boise, Idaho.

Whatever the nature of the accident or disaster, the newsman is wisest when he relies on official statements, not only about causes, but also about the extent of the damage, the number of lives lost, the number of persons injured, and such information. Corrections are never welcome, so the reporter takes the conservative statement ahead of the sensational.

Guarding Against Errors and Inaccuracy

All this, to some extent, has been about guarding against inaccuracy. It obviously is not enough. Far too many accident and other stories contain misspelled names and incorrect addresses. When there is an earthquake

to be covered, there is some excuse; on such an assignment the reporter may be in danger himself. But if it is a drowning or a street accident, it usually is possible to achieve a greater degree of accuracy.

To protect themselves reporters should:

1. Not trust police reports on spelling, numbers, and other such checkable data.
2. Copy the official information, but as soon as possible verify it against the city directory, the telephone book, and other sources.
3. If possible, check names and addresses with the persons involved. If not possible, consult relatives or business associates. In accident cases the victims often carry identification. This is not to be trusted absolutely, but is helpful.
4. Not trust onlookers' guesses about identifications.
5. Use such protective phraseology as "gave his name as" or "The injured man is So-and-So, of Such-and-Such an address, police believe."

Handling Lists of Names

If the story is big enough, it will contain a list of the dead and injured. Preparing this is a chore, requiring many minutes of the type of verifying explained above. The style in which it is presented will vary with newspapers; for radio use the copy need not be so finicky. Some papers print the casualty list in the body of the story, as the third or fourth paragraph of the lead material. Others box this information and insert it as a complete unit in between the upper paragraphs of the main story or run it beside the big story of the event. In still others it becomes a separate story, possibly sharing a spread head that covers all the news on the day's big event.

Whatever its typographical dress, the casualty list is standardized to some extent. The list of dead is presented first, followed by the injured or the missing, if there are any missing, which sometimes occurs.

If only a few persons are killed or injured, or if there are a few only in each category, the news writer runs the names in paragraph groups, thus:

> The dead, all of Worcester, were Mrs. Frank Valaster, about 49; her stepdaughter, Miss Ruth Valaster, 26, and the taxicab driver, Leon Bellinger, 27.

If the individuals are of national renown or if the list is long (hence the story is longer, being of greater magnitude), the reporter sets the list up line by line, in this way:

> MEDFORD, L. I. — Forty passengers of a Long Island Rail Road train were thrown from their seats late today when the locomotive overturned on a new steel and concrete highway overpass across Old Medford Road, east of here.
>
> Four persons, including two women and the fireman and engineer, were taken to the John T. Mather Memorial Hospital at Port Jefferson. At least three dozen others were treated at the scene by doctors from Port Jefferson and Patchogue. No deaths were reported, however, by the police and rescue workers, who swarmed to the scene from the twenty-mile radius.
>
> A representative of the hospital said that identification of the injured was incomplete, but listed them as:
>
> Marjorie Rago, Glendale, Queens.
>
> Mrs. Mary Shirner, 85-36 Richmond Hill, Queens.
>
> James Casey, Hollis, Queens, fireman.
>
> Arlington Smith, Port Jefferson, engineer.
>
> Red Cross workers were ordered . . .
>
> —New York *Times*.

In a local story the reporter includes the name, age, address, and occupation; and extent of injury in the list of injured. This is the ideal listing, but all such information usually cannot be obtained. Firemen, airline employees, railroad workmen, and other persons at accidents and disasters have other things to do than help reporters to learn such details, so that in the first-day story the casualty list often is incomplete or faulty. It can be improved, in large cities, between editions. It must be changed, if injured persons die.

Small-town papers and radio stations will give as much information of this sort as possible when the accident is in their community; wire stories about these events will keep these

data skeletal and will list them at the end rather than high in the copy. Here, again, is a distinction between a wire and local story.

Providing the Local Angle

Telegraph editors and radio news editors automatically scan any list of the dead and injured in a big airplane crackup or train wreck to see if there is a local angle. Localizing such a story may be done in several ways.

If one of the individuals involved is from the community, a reporter can be assigned to prepare biographical material about him or her, especially if the person died in the accident.

If the staff has a good memory or if the paper or station has friends with long memories, prominent persons involved in accidents may turn out to be former residents or to have visited in the community recently. The latter is especially likely with lecturers and entertainers.

If a ship which encounters difficulties last touched port in the community or if a train which is wrecked was built in the town or made its first run through there, the fact is worth noting in the local press, as a box insert or side feature to the main story.

When the local angle is strong enough, the newsman may get orders to rewrite the wire story, if it is from the paper's own staff man, to emphasize the local slant or to write a precede or bulletin or add for the wire yarn which gives the home-town material. Copy from the Associated Press and other syndicated wire services should not be altered in any major fashion, so the local angle, when it is substantial, sometimes will find its way into a separate story, as in this example:

> Maj.-Gen. P. W. Baade, brother of Carl H. Baade, 524 Buckingham ave., and the general's wife were among those who were rescued from the sixth floor of Atlanta's hotel fire early yesterday morning. He spent 10 months on active duty with the famed 35th division in world war 2 and was wounded in both world wars.
>
> Gen. and Mrs. Baade were taken down a ladder by firemen.
>
> [Another biographical paragraph on the general appears, ending with: He was in Syracuse six months ago.]
>
> Carl H. Baade has been with General Electric Co. 37 years. He is manager . . .
>
> —Syracuse (N. Y.) *Post-Standard.*

Using a Feature Angle

Even disasters have their feature aspects. Human-interest incidents, like the fire in the home of the spectators at a fire in Boise, Idaho, as quoted earlier in this chapter, are readable and offer relief from the misery forthcoming from this beat. Eye-witness accounts are treated as side features. Oddities that occur during accidents and disasters also help to vary the menu for the reader.

Features stemming from disasters never should be too flippant or jocular. But humor is entirely in keeping in relating an accident that resulted in harm to no one. Such stories are written like any other feature of the type suitable for the subject. Observant reporters covering a big fire or explosion, for example, can bring back to their office, for use in a late edition or the next morning, a whole series of sidelights and little features, pathetic or funny.

Here are some typical feature approaches:

> READING, Pa. (AP) — The crash of a carnival truck which overturned near Reading was at first considered just a routine police matter.
>
> Residents learned yesterday, however, that the carcass of a 10-foot python had been found in the wreckage of the truck. And to make matters worse, it also was learned that another python had apparently escaped after the crash.
>
> Police had a comforting word to offer. The big snake probably died somewhere near the scene because of the cold weather. Reading townspeople were hoping today the police were right.
>
> —Associated Press.

> FITCHBURG, Mass. (AP) — A telephone operator was credited today with talking a man into saving his own life and that of seven others, including his four children, after they were overcome by gas.

Police reported that Miss Helen Whitney, 32, gave instructions to Leon J. Berube, 37, on opening up his gas-filled house and kept after him until he did so.

—Associated Press.

PHILADELPHIA (AP) — For 28 years Thomas J. O'Hara of Pittston, Pa., has been telephoning in news from the Pennsylvania anthracite coal region to Philadelphia newspapers in his role as "correspondent."

Thursday, the city desk of the Philadelphia Inquirer got a call from O'Hara.

"I've got a bad one," O'Hara said. "I don't know how to tell you. My son was killed early today in an automobile accident on his way home to our first complete family reunion in seven years."

Then O'Hara went on about his business of telling a rewriteman the details.

Francis T. O'Hara, 22, a veteran of five years' service in the Navy and for the last six months a chemical operator in a plant at Niagara Falls, N. Y., was fatally injured in a highway crash on icy roads while a friend was driving him to an airport for the flight home.

—Associated Press.

Examples of Lead Types — Newspaper and Wire Services

In the accident story as much if not more than in any other the lead determines the general treatment and structure. Therefore study of the following leads, classified simply by the familiar Who, What, Why, and How types, will suggest variations in handling that will give the newsman a change of pace.

(Who Leads)

This is a blind lead, since it is a wire story:

HUNTSVILLE, Ala. (AP) — Seven persons died Thursday night when their two-story home was destroyed by fire. Two others were burned seriously. Seven others escaped.

The fire is believed to have started from . . .

—Associated Press.

In this next example the names are used, partly because it is a relatively local story and because one of the two men had some business prominence:

Special to The New York Times.

NEW CANAAN, Conn. — Albert R. Mathias, 43 years old, president of Electronic Time, Inc., of New York, and John W. Tyler, 36, his houseman, were killed at 10:30 A.M. today, when a hot-water tank they were repairing blew up. The accident occurred in the half-cellar of Mr. Mathias' two-story frame house on Trinity Pass in the Scott's Corners section of Poundridge, N. Y., near here.

William A. Ruman, 21, an employe of the Natural Gas Company of Westport, Conn., who also was at work in the cellar, was injured . . .

—New York *Times*.

This Who lead was given a feature twist:

ONEONTA (AP) — Death seems to be haunting Richard Hoage, Jr., Utica truck driver.

State police identified Hoage as the truck driver involved in a collision last night in which a husband and wife were killed.

On Friday the 13th last month, Hoage's wife and son and nine relatives perished when fire destroyed their Utica home.

Mrs. Perry A. Doyle of Portlandville died in . . .

—Associated Press.

(What Leads)

The What lead emphasizes what happened rather than *when* it happened, *how* it happened, or to *whom* it happened. This first example is a combination of the What with the latest information on the story:

Following a collision of a 20-ton tractor trailer and an automobile at Erie blvd. E. and State st. about 1:30 a.m. today, George K. Gardner of Brasher Falls, as identified by police, and his passenger were taken to Onondaga General hospital . . .

—Syracuse (N.Y.) *Post-Standard*.

SHANNON, Ireland—A New York-bound Constellation plane of Transcontinental and West Air, Inc., with twenty-three persons aboard, crashed and exploded early today on a boggy island in the River Fergus about half a mile from Shannon Airport.

Twelve persons of the twenty-three were killed . . .

—United Press.

(Why Leads)

Why and how an accident occurred often are intermingled, yet the newsman who seeks an opportunity to write interpretatively will find it if he can uncover the Why or the How, and, where they are distinct, both. The Why would reveal, for example, that the accident occurred because of a rule violation, carelessness, mistaken identity, or well-meaning blundering. The following story, printed in the United States, was given almost feature treatment because of the distance and the news unimportance of the individuals concerned.

> LONDON (AP) — There was a metal hook in the ceiling and George Burden thought it unsightly. So he yanked it out. "I thought it simply a hook from which a chandelier had hung," he explained. But it was a gas pipe. Escaping gas seeped into the apartment above and asphyxiated Arthur Bennett, a retired butcher, and his wife. The coroner's jury gave a verdict of accidental death.
>
> —Associated Press.

(How Leads)

This type also is used rarely, because reporters usually do not know the How of the accident or are not ready to indicate it. But where it is ascertainable it makes for a dramatic opening:

> READING, Pa. — Caught between two freight cars in the Reading Co. yard here, Chester R. Moore, 58, of 1101 N. 9th st., a brakeman, was crushed to death . . .
>
> —Philadelphia *Daily News*.

Examples of Lead Types — Radio

Radio lead types, regardless of story, borrow a little from newspaper news writing, but with their increasing informality tend to flatten out into a series of openings beginning with such expressions as "Next we have the story," "Then we have the story," "There was an accident this afternoon at," and the like.

Stations that do not process local or wire copy written originally for newspaper publication naturally use the identical leads and general construction. Their only alteration is in length.

Radio, being conversational in its presentation of all but the most vital news, will use the blind lead whenever possible, for such a lead permits interpretation. If a prominent person dies in an accident, radio is not so likely to begin with his or her name as with a summary: "The nation's most famous composer died in an automobile accident today" is a typical beginning. Here is part of an actual script:

FIVE AMERICANS ARE SAFE THIS MORNING AFTER SPENDING THREE DAYS ADRIFT IN A SMALL BOAT IN THE GULF OF CALIFORNIA.

A MEXICAN TUGBOAT RESCUED THE PARTY AFTER THE DRIFTING BOAT HAD BEEN SIGHTED BY A MEXICAN AIRLINE PILOT.

THE FIVE AMERICANS INCLUDED MR. AND MRS. JOHN NULLER, JR., WHO WERE ON THEIR HONEYMOON. ALL THE FIVE ARE SAFE AND UNHARMED.

THE FIVE HAD TAKEN THE BOAT OUT ON A PLEASURE CRUISE LAST FRIDAY MORNING.

--WFIL, Philadelphia, Pa.

A 24-YEAR-OLD SYRACUSAN -- THE FATHER OF TWO SMALL CHILDREN -- WAS KILLED ABOUT 11:45 THIS MORNING WHEN HIS BODY WAS CRUSHED IN A

BREAD MIXER AT THE SUNBEAM CHEMICAL PRODUCTS COMPANY AT 812 SOUTH STATE STREET. THE VICTIM WAS THOMAS JOSEPH McCLELLAN, A PART-TIME EMPLOYE OF THE FIRM.

HE WAS FOUND BY...

--WFBL, Syracuse, N.Y.

THE POLICE DEPARTMENT ACCIDENT REPORT REVEALED THAT A "TIPSY" PEDESTRIAN WANDERED ACROSS CAPITAL BLVD. LAST NIGHT INTO THE PATH OF A CAR. HE WAS TAKEN TO THE HOSPITAL WITH A FRACTURED LEG.

THERE WAS AN AUTOMOBILE ACCIDENT LAST NIGHT AT 6TH AND JEFFERSON AMOUNTING TO 500 DOLLARS DAMAGE TO THE TWO CARS INVOLVED. NO ONE WAS HURT.

THIS MORNING A MINOR ACCIDENT WAS REPORTED AS HAVING TAKEN PLACE BETWEEN A G.M.C. BUS AND AN AUTOMOBILE ON MAIN ST. DAMAGE WAS MINOR.

--KIDO, Boise, Idaho.

(What Lead)

An accident in which there is no serious human injury will permit radio to use a What lead as will a disaster which is so vast that its magnitude becomes the news, at least in the early stages, rather than the persons involved in it.

Below are three broadcasts on the same radio news story, one at midday, the other in mid-afternoon, and the third in early evening. All three are What leads, but the third, since the excitement had subsided, was more relaxed and featurish than the first two.

All are from copy used by the Press Bureau of KIDO, an NBC affiliate in the Hotel Boise, Boise, Idaho.

(1. *Midday broadcast*)

FIRE BROKE OUT AT APPROXIMATELY 11:30 THIS MORNING IN THE BASEMENT OF THE THRIFTY DRUG STORE AT 10TH AND IDAHO STREETS IN THE FIRST NATIONAL BANK BUILDING. ROBERT WALKER, OWNER OF THE STORE, SAID THAT THERE WAS MERCHANDISE VALUED AT 50 THOUSAND DOLLARS IN THE BASEMENT. THE MERCHANDISE, MR. WALKER ADDED, IS INSURED. FIREMEN COULD NOT REACH THE HEART OF THE FIRE BECAUSE OF DENSE SMOKE AND SEVERAL FIREMEN WERE OVERCOME BY SMOKE AND SEVERE HEAT.

STREET CONTRACTORS BROUGHT UP A JACKHAMMER AND SEVERAL HOLES WERE MADE THROUGH THE SIDEWALK TO REACH THE FLAMES, BELIEVED TO BE IN THE FORWARD END OF THE DRUGSTORE BASEMENT. THROUGH NECESSITY, FIREMEN ALSO CHOPPED HOLES IN THE FLOOR OF THE DRUGSTORE. NEIL FOREMAN,

DRUG STORE CLERK, SAID THAT IT WAS BELIEVED THAT THE FIRE WAS MERELY VENTILATOR TROUBLE. ANOTHER CLERK OPENED THE BASEMENT DOOR AND SHOUTED, "THE BASEMENT IS ON FIRE." WITHIN 25 SECONDS CUSTOMERS AND CLERKS WERE DRIVEN FROM THE STORE AS THE SMOKE BILLOWED UP. THE FIRST NATIONAL BANK BUILDING WAS EVACUATED WHEN FLAMES BROKE OUT ANEW IN THE VICINITY OF THE WEGENER-DALY BROKERAGE OFFICE.

CAUSE OF THE FIRE IS NOT KNOWN AT THIS TIME OR THE AMOUNT OF THE DAMAGE.

KEEP TUNED TO STATION KIDO FOR FURTHER DETAILS.

(2. *Mid-afternoon broadcast*)

A FIRE IN THE BASEMENT OF THE THRIFTY DRUG STORE, IN THE FIRST NATIONAL BANK BLDG., DESTROYED AN ESTIMATED 30 THOUSAND DOLLARS IN MERCHANDISE PLUS AN 8 TO 10 THOUSAND DOLLAR BUILDING LOSS. DAVE ABBEY, A STUDENT AT THE STATE BARBER COLLEGE, WAS OVERCOME BY SMOKE WHEN TRAPPED ON A STAIRWAY IN THE BUILDING. HE WAS TAKEN TO ST. LUKE'S HOSPITAL WHERE ATTENDANTS REPORT HIS CONDITION AS "GOOD" ALTHOUGH THEY HAVE HOSPITALIZED HIM FOR FURTHER OBSERVATION. MRS. ABBEY LIVES IN PEORIA, ILLINOIS. ACTUAL CAUSE OF THE FIRE HAS NOT BEEN DETERMINED, HOWEVER IT IS BELIEVED THAT IT MIGHT BE DUE TO FAULTY WIRING. THE FIRE BROKE OUT AMONGST THE DRUG STORES' CHRISTMAS STOCK - PRIMARILY IN THE SECTION CONTAINING "BABY DOLLS AND TEDDY BEARS" AND SPREAD RAPIDLY THROUGHOUT THE BASEMENT WHERE IT WAS CONFINED WITH THE EXCEPTION OF FLAMES SHOOTING UP INTO THE WEGENER-DALY BROKERAGE OFFICE WHERE THE TELETYPES AND STOCK TICKER MACHINES CONTINUED TO BRING IN REPORTS OF A MARKET THAT CONTINUED UPWARD. AN ADVERTISED SALESMAN WHO WAS IN THE DRUGSTORE AT THE TIME OF THE FIRE WAS PLANNING A FULL PAGE CHRISTMAS AD. AFTER THE FIRE THE SALESMAN WAS HEARD TO REMARK, "GUESS I'LL HAVE TO CHANGE THAT AD TO READ, FIRE SALE!"

(3. *Early-evening broadcast*)

IN DOWNTOWN BOISE THERE WAS PLENTY OF EXCITEMENT FOR AWHILE, TOO. SHORTLY BEFORE NOON FIRE BROKE OUT IN THE BASEMENT OF THE SIX-STORY FIRST NATIONAL BANK BUILDING. BLACK SMOKE BOILED OUT AND UP THROUGH ALL THE FLOORS FORCING BANK EMPLOYES AND OFFICE WORKERS TO EVACUATE THE BUILDING. THERE WAS ONE CASUALTY. THIRTY-YEAR-OLD DAVID ABBEY -

A BARBER COLLEGE STUDENT - WAS OVERCOME BY SMOKE ON AN INSIDE STAIRWAY, BUT HE WAS REVIVED AT A BOISE HOSPITAL.

ABBEY WAS IN THE DRUG STORE AT THE TIME THE FIRE BROKE OUT AND SAID THAT HE THOUGHT HE SMELLED INCENSE. WHEN SMOKE CAME BILLOWING FROM THE BASEMENT ABBEY RUSHED TO THE SIDEWALK WITH OTHER CUSTOMERS AND CLERKS OF THE STORE. ABBEY WAS OVERCOME LATER WHEN HE FOUND HIMSELF TRAPPED ON A STAIRWAY IN THE BANK BUILDING WHICH HOUSES THE DRUG STORE. IT HAS NOT BEEN DETERMINED WHEN HE ENTERED THE BUILDING OR WHY. HIS CONDITION AT THE HOSPITAL IS REPORTED AS GOOD. FIREMEN ADMINISTERED OXYGEN WHILE WAITING FOR THE AMBULANCE. CITY BUILDING INSPECTOR, P. M. ROBERTS, ESTIMATED DAMAGE TO THE BUILDING AT BETWEEN 8 AND 10 THOUSAND DOLLARS. FIRE CHIEF PULASKI REPORTED THAT FIREMEN WERE ABLE TO KEEP THE FIRE CONFINED TO THE BASEMENT EVEN THOUGH SEVERAL FIREMEN WERE TEMPORARILY OVERCOME BY THE SMOKE AND INTENSE HEAT.

Follow-ups — Newspaper and Radio

The What lead dominates the follow-up in either the newspaper or radio copy of this type. The story most likely to keep the news alive is one offering the latest information. Who did the following up becomes unimportant. When or where it was done also is minor.

Verdicts in fatal accidents invariably feature the decision; action to clarify the cause is presented descriptively; results of investigations are more important than the names of investigators. The What lead permits all these emphases, as these examples illustrate:

Kaplan, La. — Death as the result of an accidental gunshot wound was the verdict today of a coroner's jury inquiring into the death of a Tennessee war veteran visiting relatives near Kaplan after he failed to return from a hunting trip yesterday.

The body was found this morning by a searching party . . .

—New Orleans *Times-Picayune.*

NOME, Alaska (UP) — Bush pilots, army airmen and men with dog teams searched the icy slopes of Mt. Serpentine, 100 miles north of here, today for five men still missing as the result of a B-29 crash a week ago.

Two of the missing men were . . .

—United Press.

AN AMUSING PRELUDE TO THE EVACUATION OF THE FIRST NATIONAL BANK BUILDING DURING THE FIRE TODAY WAS A LONG DISTANCE PHONE CONVERSATION IN WHICH A SWITCHBOARD OPERATOR IN THE WEGENER-DALY BROKERAGE WAS HAVING A HARD TIME EXPLAINING THAT SHE WAS SORRY BUT THE BUILDING WAS ON FIRE AND WOULD THE GENTLEMAN PLEASE HANG UP!

--KIDO, Boise, Idaho.

FIRE CHIEF FRANK PULASKI SAID THIS MORNING THAT HE IS CONVINCED THAT THE $100,000 WOOLWORTH FIRE LAST NIGHT IN BOISE WAS CAUSED BY A CARELESSLY THROWN CIGARETTE IN THE FREIGHT UNLOADING ROOM.

IN A RECOMMENDATION TO ALL BOISE STORE OWNERS, PULASKI ASKED...

--KIDO, Boise, Idaho.

America's accident toll is alarming. Sudden death in the home as well as on the highway is news, but the news need not overlook the causes or the consequences. Impressive data gathered and publicized by the National Safety Council and other agencies portray the scope of the national problem, but the deaths and the injuries plus the sorrow and economic loss they entail are always local in origin. Moreover, the newsman will also find news in the action taken by local governments and local industries to prevent accidents and disasters.

Chapter 15

Uncle Sam at Play

REPORTING NEWS OF SPORTS

The Sports Writer . . . Getting Sports News . . . Advance Stories . . . Follow-up Stories . . . Sports News . . . Individual Competition . . . Team Competition . . . Related Activities . . . Sports Writing . . . The New Encyclopedia of Sport . . . Radio Sports Writing . . . Sports Columns . . . Sports Features

Americans are crazy about sports. Why? Because the essence of sportsmanship is the essence of democracy: fair play. And what does fair play mean? Simply this: freedom and equality of opportunity within an accepted framework of a just, but not unalterable, law in a game or a government.

Unquestionably sports are a dynamic social force in the United States. They are a vital and integral part of our ideology. What this world needs, and what totalitarian régimes fear, is a spirit of sportsmanship among nations — one so strong that big powers and small powers will observe the rules of the game.

Sports news was published in the Thirteen Colonies as early as March 5, 1733. On that day the Boston *Gazette* carried an item on John Faulconer's fistic triumph over Bob Russel in England. A reference to horse-racing appeared in the New York *Postboy* as early as 1750.

To be sure, American colonists had little time for sports. In 1761 the Princeton University trustees warned students not to play ball against the president's house. In 1787 the faculty protested because students played a game with "balls and sticks in the back common of the College."

Today, however, Americans spend four billion dollars or more a year on sports. Approximately seven men out of ten and three women out of ten read sports news in the dailies. These facts were noted in the summary of the first one hundred studies of the Continuing Study of Newspaper Reading in 1946. Sports pictures are just as popular.

But what is sport? Educators probably would define it as an activity involving physical as well as mental effort in which one participates for fun. Satisfying in itself, this form of play is for those leisure moments set aside for hobbies, pastimes, or recreation.

Newsmen covering sports are more realistic. They know that sports as play or business interests the public. They know that the ideas, events, and conflicts involved in sports interest the majority of people who read the news or listen to it on the air.

Take Iowa, for example. In 76 per cent of the families of the Hawkeye state at least one person is interested in sports, a study by the Des Moines *Register and Tribune* disclosed in 1946. They are interested in baseball, basketball, football, fishing, swimming, golf, track, tennis, boxing, and hunting in just that order. Other readership surveys show that sports are just as popular in other states.

Clearly, then, sports news is popular in the United States. Those who participate in sports events and those who watch them read the newspaper the next day. And those who

cannot participate or attend read the sports news too. Thus, the newsman who becomes a sports writer always may be sure of a vast audience.

The Sports Writer

"Be a newspaperman first and a sports writer second." That is the advice Red Smith of the New York *Herald Tribune* gives in *Late City Edition*. And he is right, for, actually, the sports writer not only covers games, but almost all the standard types of news stories.

For example, a new sports hero is discovered; the sports writer becomes his biographer. He interviews the hero, chronicles his marriage, announces the arrival of an heir, reports on his illness or accidents. He becomes the sports hero's Boswell.

The sports writer reports on business — when the hero holds out for a better contract. He reports on science — when the hero awaits the surgeon's scalpel. He reports on labor — when the hero speaks up for the Baseball Guild.

The sports writer also may write an obituary — if the sports hero is not a forgotten man when he dies. He even may record crime news when the hero mingles with questionable company. Thus, the sports writer does much more than cover one game after another.

The sports writer covers organizations — their meetings, their elections, their appointments, their controversies, their decisions. These include leagues and conferences, business enterprises and government agencies. They may include a convention; for instance, that of the American Association for Health, Physical Education, and Recreation or the National Recreation Association.

To be sure, the Amateur Athletic Union, the Intercollegiate Association of Amateur Athletes of America, and the National Federation of State High School Athletic Associations are national in scope. But there may be subdivisions or regional affiliates. Even the local golf tournament and inter-church basketball league require administration.

The sports writer is a feature writer too. He is quick to note local interest in corn husking or fox hunting, frontenis or woodsawing, duck-calling or spelunking. Even a wheelbarrow race between political appointees may provide a good filler on a dull day.

The sports writer also is a promoter. He helps his newspaper promote a marbles contest or soapbox derby. He co-operates with the American Legion which in 1926 organized the American Junior League in which eighty thousand teams compete. And he works with school and playground officials to arouse interest in a sound recreation program.

Sports writers are in a position frequently to promote commercialized sports as well as newspaper projects and civic enterprises. Timely ballyhoo may build up a mediocre fistic encounter into the classic spectacle of the century. One of the many examples in which such promotion helped was the Louis-Conn fight of 1946.

True, the newsman does not expect to have to pay to see a game he covers. Friendly entertainment may be taken for granted. In a few instances his boss may not object if a baseball club pays the newsman's traveling expenses when the team is on the road. Yet every sports writer should, and most of them do, avoid obligating themselves to the impresarios of commercialized sports.

Surely only the naïve newsman sees all sports through rose-tinted glasses. Not all professional athletes are Sir Galahads. Nor are all sports promoters nature's noblemen. Thus, the sports writer should not be tolerant, especially when by being tolerant he appears to condone practices that hurt sports.

Consider, for example, the publication of betting odds. Leo H. Peterson, sports editor of the United Press, in 1947 conducted a poll to find out the attitude of sports editors

on this subject. Significant results reported in *Editor & Publisher*[1] follow:

1. Do you favor publishing odds on athletic contests?
   51.8% no; 48.2% yes.
2. Do you think that gambling on athletic contests would be curbed to some extent by not publishing the odds?
   51.4% yes; 48.6% no.
3. Do you believe that odds form an important part of the story on a forthcoming contest or should be bracketed in so sports editors could eliminate them without changing the body of the story?
   55.3% no; 44.7% yes.
4. Are you in favor of publishing the probable pitchers?
   84.2% yes; 15.8% no.
5. Do you believe that the anti-gambling crusade of the NCAA will tend to curb gambling?
   55% yes; 45% no.
6. Has there been a notable increase in gambling on athletic contests in your area?
   57.4% yes; 38.4% no change.

6A. Has there been a decrease? 4.2% yes.

7. Do you feel that the gambling evil is serious enough to threaten the future of intercollegiate athletics?
   55% yes; 45% no.
8. Do you feel that confining college contests to their own grounds rather than neutral courts and gridirons in large cities would help to curb gambling?
   54.3% yes; 45.7% no.
9. Do you favor a national lottery, and if so, do you believe it would lessen gambling?
   63.3% no; 36.7% yes; it would increase gambling.
10. What measures do you suggest for curbing gambling? First, a high commissioner to rule all sports with authority beyond appeal; second, stricter laws on sports gambling and their strict enforcement.

Unfortunately, sports writers face other occupational hazards. Among them, says Dan Parker, are professional pass moochers. These pasteboard panhandlers, as he terms them, take too much of the writer's time. Moreover, the typical ticket chiseler usually can afford to go to the game; he just thinks that a pass makes him Mr. Big.

Broken-down fighters expect the sports editor to maintain a free employment bureau, says Parker. Organizations ask him to provide guest stars for dinners and special occasions. Wrestlers threaten libel suits if comments on their performances are unfavorable. Once in a while an angered athlete vents his wrath on reporters.

What should be the sports writer's perspective? Skilled in getting news and writing news, he should write with the objectivity and impartiality of a competent critic. Detached and disinterested, he should be accurate and fair, ready to feature the color and thrills of the sports' year; yet not afraid to expose hypocrisy and racketeering.

Every sports writer has an unusual opportunity to exercise civic responsibility. Royal Brougham, sports editor of the Seattle *Post-Intelligencer,* was chosen "Seattle's First Citizen of 1946." His campaign for playgrounds won him public gratitude; there should be more sports editors like him.

Sports writers may belong to various organizations. Among them are the Baseball Writers Association of America, the Turf Writers Association in New York, the Boxing Writers Association, and others.

What is the scope of the sports writing field? Harry E. Heath, Jr., in his article in *Careers in Journalism,* answers this question thus:

> The nation's sports bill runs into billions of dollars annually. And to report this specialized form of business, which is undeniably an important force in society, newspapers, radio stations, the wire services, syndicates, magazines and periodicals employ some 40,000 writers to tell their avid reading and listening audiences of individual and team success — and failures.
>
> There are more than 1300 sports editors in daily newspaper work today, and each heads a staff which may number from one to 75 persons. Many metropolitan newspapers have from 15 to 45 sports specialists on their payrolls. . . .

[1] February 1, 1947.

Ayer's Directory lists more than 100 sports publications, excluding newspapers, and a fair estimate is that there are at least 400 additional weekly or monthly periodicals or magazines supplying sports news, with thousands of men engaged in their production.

America's radio stations employ more than 1000 sports directors. . . . Two of the major news services have developed special sports wires. . . . Opportunities in sports publicity are at an all-time high.

Getting Sports News

Newsmen covering any news may look upon the experience as an ordeal or an adventure. Some, for example, may prefer to write about science or politics rather than football. Yet any reporter who has mastered the basic techniques of his craft should be able to report the more popular sports.

Sports stories may be divided into two major groups. First, there are those which precede the event perhaps by months or minutes. Second, there are those which report it, explain it, interpret it. Both are concerned directly with the sports event, not with related angles.

What about other stories on the sports page? Many of them are about the people in sports. Actually they may be personals — about a vacation trip; society stories — about a wedding; a story of illness — an operation on the pitcher's arm; a story of business — a player's negotiations for a better contract.

Stories on the sports page also concern the business firms, educational institutions, government agencies, and numerous organizations which have an interest in sports. The newsmen may interview officials, attend meetings, examine records, and glance at news releases, just as he might in covering business or government.

Thus, in one sense the sports page contains sports stories and sports-related stories. Each may be a challenge to the beginner's newsmanship — if such a word may be coined. Yet the latter need not be examined here because ample consideration is given in other chapters to such routine matters as getting news of meetings and organizations.

Advance Stories

Stories of coming sports events usually are easy to get. After all, even the laymen can read the schedule and know that there is to be a game. Moreover, in both professional and amateur sports those who compete may be publicized by press agents or public relations men.

To understand the sport, the newsman should know its terminology. Usually there are what might be called technical terms, and then there are slang expressions. Some may be used in one locality, some in another, but they should not be Greek to the reporter.

Sometimes it seems too simple. The newsmen quickly gets his answers to the five W's. He gets the names of those who will participate, checking spelling and identification. Shortly he may assemble a story which in some instances may be adequate.

But there is more to it than that. The sports writer should know the sport he covers; that is, how it is played. He should have some knowledge of the history, traditions, records, and statistics of the sport, including those of local significance.

Consider the advance story fully. What is going to happen? That is the question fans ask before an event in competitive sports. The sports writer may not give an exact answer, but he can provide the details needed to enable fans to draw their own conclusions.

Take a contest in which individuals are pitted against each other as in boxing, fencing, or pole-vaulting. Consider the participants. Note their previous records, their present condition. One may be nursing injuries, another in a slump, a third worried about his wife. A few have their superstitions.

Team play involves these factors and more. Thus, the condition and training of each contestant is important. Weight or speed may be a factor. Strategy is important in the spec-

tacle sports, so the fan wants to know if new plays may be used. There are psychological factors too; some teams win more often at home than when away.

Weather may upset the calculations of newsmen and fans alike. It may not affect indoor competition, but it does affect attendance. A blazing sun or a chilling gale may hurt one team more than another. The weather may make the playing field a slough or a tundra, thereby deciding the outcome.

Naturally fans wonder about the outcome of the event itself. This is true whether the teams are colliding for the first time or are ancient rivals. Will Northwestern unleash its aerial attack? Can it stop Michigan's All-American fullback? Is either team ready to release its secret weapon?

But fans speculate on more than the event itself. They think not only of the game, but of the next game, and the one after that. They count the *ifs* to be surmounted before a championship, a Rose Bowl bid. And they wonder if defeat will be the signal for new rehearsal of the sour drama, "Curtains for the Coach."

Aware of the fans' agitation, the newsman re-examines the season's record. He notes what happened last season, perhaps for many seasons. He recalls what were more or less off-the-record remarks he heard in the locker room. So he may tantalize his readers, but he does not promise too much.

Hard punching Ken Stribling hopes to add another victim to his growing list when he faces New York's Randy Brown in the feature 10-rounder tonight at Turner's Arena.

With 13 victories in 16 starts over the past three years, Stribling has projected himself to the top of the local middleweight heap.

If he gets by Brown and several other opponents this spring, a fight with Laverne Roach this summer at the ball park is in the making . . .

—Washington *Post.*

The Utah State Umpires and Scorers Assn. will hold its second meeting of the year Tuesday at 7:30 p.m. according to Victor R. Heath, president.

The meeting will be held to allow members to discuss the results of last week's examination and to give other members who were absent last week an opportunity to take the test.

—Salt Lake *Tribune.*

University of Utah and Utah State will stage the first collegiate baseball game in Salt Lake City for about 20 years Wednesday.

The game will start at 3 p.m. and will be played at Derks field, according to Coach Vadal Peterson of the Redskins . . .

—Salt Lake *Tribune.*

Boasting a track team that looms as outstanding in its field as the Nittany Lions' football team was last fall, Penn State College will make a strong bid for National honors in the Penn Relay Carnival at Franklin Field April 23 and 24.

Heading the Center County runners are IC4-A champions Gerry Karver, miler, and Horace Ashenfelter, two miler. They will compete on several of Penn State's relay teams.

The Nittany Lions will defend their four-mile relay championship. Only missing member of the quartet that won in 1947 is National champion Curt Stone.

Williams Gets Post

His place will be filled by Mitchell Williams, who received valuable summer seasoning with Collegiate Track and Field Club. Holdover members of the four-mile quartet are Karver, Ashenfelter and Bill Schuman.

In the two-mile run, which was won last year by Stone, Penn State will have Ashenfelter, Don Longnecker and John Bates.

Ashenfelter is the overwhelming favorite. He won the indoor IC4-A crown in 9:14.9, a half-second under the Carnival time of Finland's famed Paavo Nurmi in 1929.

Won Inquirer Mile

Ashenfelter will also compete in the two-mile relay with Shuman, Williams and Jack Stevens, and with Karver, winner of The Inquirer Mile, will take part in the distance medley relay.

A fast quartet, Wilbert Lancaster, James Gehrdes, George Thomas and James Robinson, will race for State in the 440-yard relays. Gehrdes, a good hurdler as well as a fine sprinter, and Lancaster competed in the fourth annual Inquirer meet in January.

Dave Pincus, a former Philadelphia

scholastic star as was Lancaster, will throw the discus and shot while Dan Pierson will strive for distance in the broad jump, discus, shot and javelin.

—Philadelphia *Inquirer*.

Jack Kramer, 1947 world's amateur tennis champion, and King of the Pros Bobby Riggs collide in the 43rd match of their record-shattering cross-country tour at the Armory tonight.

The greatest professional net attraction ever put on the road begins to unfold on the armory's special canvas-covered court at 8:30 o'clock when Pancho Segura matches shots with the husky Australian stylist, Dinny Pails.

Segura and the down-under champion by now are accustomed to playing second fiddle to the netters whose match follows. That would be Kramer and Riggs whose feats have made the tour a topper of attendance marks in 90 per cent of the cities in which they appear.

The physical power of the duo belongs to the towering Kramer who hits the ball harder than any man in the game today.

Riggs has the edge in canniness and his tantalizing lobs and drop shots have driven countless foes into a frenzy of frustration.

Not so Kramer, who lost consistently at the outset of their 75-match transcontinental tour for the world's tennis championship but who maintained his composure to come back and hand Riggs the longest string of lickings he has ever sustained.

The miniature Riggs counted his losses at 12-in-a row when they moved into the Pacific Northwest. Then at Spokane Wednesday night the pro-titlist put the scissors to the Kramer skein in such a convincing manner that some experts claim he has found a weakness in Kramer's game.

When Riggs and Kramer have battled it out tonight in singles, they will still have plenty of exercise ahead.

Riggs will team with Segura and Kramer with Pails for a doubles match that winds up the evening's bill.

—Oregon *Journal*.

Follow-up Stories

Now examine the problem of getting news for the follow-up. If the sports writer works for an afternoon paper, he may have to dictate a play-by-play report to a telegraph operator. After the game is over, he sends in a new lead and writes the story for the next day's early edition. The newsman for a morning paper has only one story to write.

The sports writer arrives at the scene shortly before the contest. Before going to the press box, he may check on last-minute details — has the fullback recovered from a minor injury or the first baseman gotten over the flu. Then he is ready to record in his record book and on his diagrams the progress of the game.

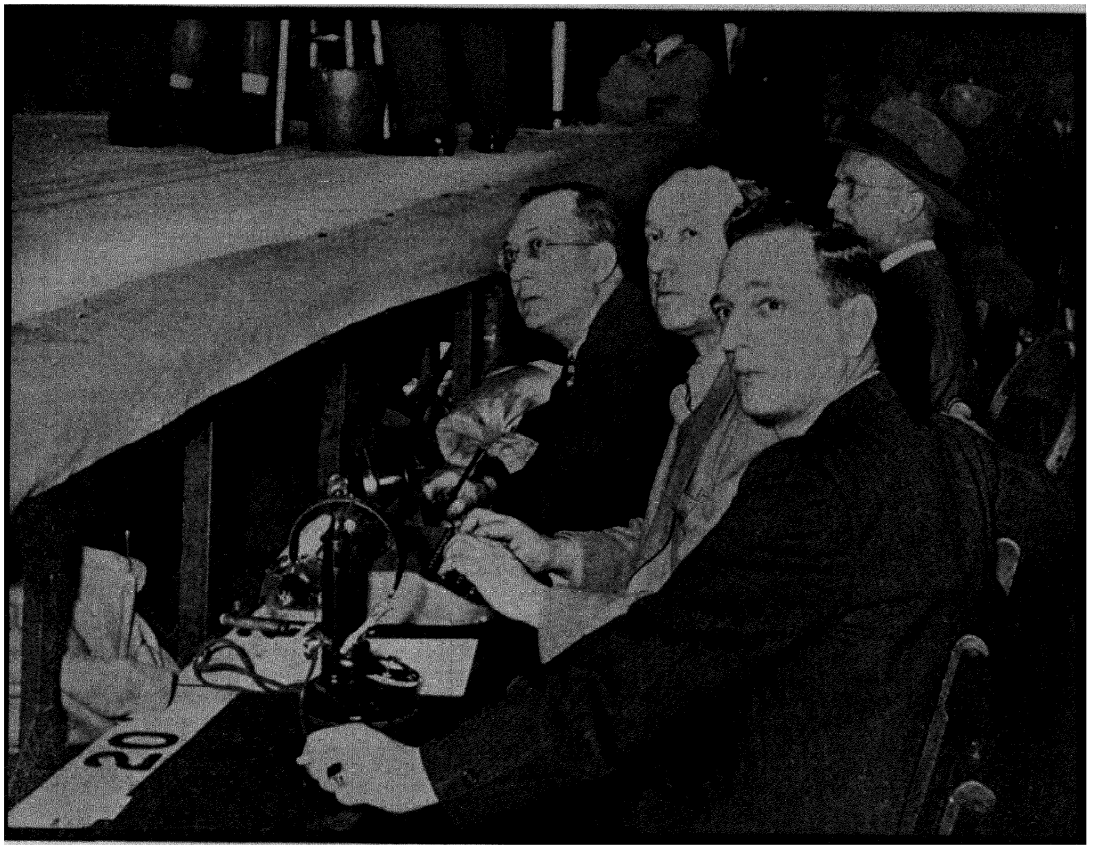
Naturally the sports writer should know the rules of the game just as well as the coach, players, or referee. He should be able to follow the plays and, when necessary, keep his own statistics. Moreover, he is a reporter, not a spectator. Obviously, he must keep cool and keep calm if readers are to trust and to enjoy what he reports.

Those who read a sports story may know what happened before they glance at the lead or box score. They may have been present or they may have heard the outcome in a newscast. Thus, the sports writer is expected to tell why and how one team won and the other lost, explaining just what happened despite previous predictions.

Emphasis, of course, often is on the climax of the contest — the winning punch, hit, or play. Unusual achievement, especially when unexpected, may be featured. Success may be attributed to an outstanding player or superior teamwork. Even the weather may determine the outcome.

Once the reporter has explained why the winner won, he may go on to the details. The fumbles and fouls, the injuries and errors, the unpopular decisions and the surprising counterattacks — all these must be assessed. If records are broken — or almost broken — the reader wants to know how and why.

Now and then the crowd gets into the story. Usually the sports writer notes the size and occasionally the performance of organized



Covering a fight at Madison Square Garden is one of the choice assignments for sports writers. Here are three United Press sports experts at a title fight: Leo H. Petersen, sports editor; Jack Cuddy, boxing editor; and Oscar Fraley, sports writer.

rooters or marching bands. When sportsmanship sinks to its nadir, the crowd boos and hisses. Or there may be a fight or riot. Someone may be overcome by the heat or the excitement.

Radio news coverage involves problems not encountered by those who write for printed news media. The newscaster who covers games as special events usually is aided by one or two assistants who help to identify the players. Sports stories in regular newscasts usually consist of only a few sentences and offer no special opportunity for colorful writing.

(5:45 SEPT. 4, 1948)

EUGENE'S SOFTBALL TEAM - THE STEEN'S MARKET NINE - IS OUT AHEAD YET IN THE NORTHWEST SOFTBALL PLAYOFFS AFTER WINNING ITS FIRST-ROUND IN THE TOURNAMENT. THE STEEN'S DEFEATED MAGNUSON FURNITURE OF SEATTLE, FOUR TO NOTHING, BEHIND THE THREE-HIT PITCHING OF ED SANFORD.

--KUGN-Eugene.

The wings Homing Pigeon Club of Salt Lake held a 200-mile race Sunday with Russel Wallace's bird, Champ, winning first place.

The race was held from Lund to Salt Lake and the birds were forced to fly into a 20-mile headwind most of the way. Wallace's birds took all honors as his Blue Chief and Silver Skipper took second and third. The average speed was 920 yards per minute.

—Salt Lake *Tribune.*

The Washington Fencers Club defeated Baltimore yesterday at Pierce Hall, 14-13. It was a three-weapon match with the Washington team winning in the foil, 6-3, and Epee matches, 5-4, but also losing in the sabre, 6-3.

—Washington *Post.*

LEHI, April 19 — Taking all three singles matches in straight sets, South high school's tennis squad edged Lehi, 3-2, Monday afternoon at Levi. The Pioneers salvaged both doubles encounters, however, but were extended to three sets in each.

Lehi travels to Salt Lake Wednesday to meet West at West, and will return South's visit May 5, according to Coach Joe Robinson.

The results:

Sperry Ruckert, South, def. Dick Bennett, Lehi, 6-2, 6-1.

Junior Anderson, South, def. Malcolm Stevenson, Lehi, 6-3, 9-7 . . .

—Salt Lake *Tribune.*

Charles Davis, Frankford Arsenal, and William Duffy, Mid-City Revolver Club, posted perfect totals of 300 to win the .22-caliber match over the Mid-City range yesterday in the added point handicap shoot.

Charles Shollenberger, Frankford Revolver Club, won the .38-caliber match with 298, three more than William Watts and Ralph Mac-Clenner, Philadelphia National Bank.

The two-man team match in the .38-caliber event was won by Frank Skutta and Arthur Hall, Federal Reserve Bank. They posted 396.

—Philadelphia *Inquirer.*

George Amick took a curtain call Sunday, and he earned it.

Back in October, 1946, Amick jumped to first prominence as a race driver when he won the 350-lay stock car race at the Portland Speedway.

Sunday, at the same raceway Amick won the 100-lap feature of the season's second stock-car speed program and, while doing so, clipped more than three minutes off the previous best-time.

Driving the same Mercury in which he achieved his initial success on the paved oval a year and a half ago, Amick came from far behind after a near-disastrous spinout to take the lead on the 67th lap and outspeed his rivals by almost a quarter of a lap . . .

—Oregon *Journal.*

By L. H. GREGORY
Sporting Editor, The Oregonian

MICHIGAN STADIUM, ANN ARBOR, Mich., Oct. 2 (Special) — Oregon's intersectional bid against mighty Michigan, champion of the Big Nine last year and winner at the Rose Bowl over Southern California, failed here Saturday, 14 to 0. But the Oregon boys have no apologies to make, and the folks back home don't have to hang their heads.

Michigan scored two touchdowns and twice kicked the goal point, once in the second period and again in the third but in between these, and also after them Oregon was constantly in the game. The intersectional clash was witnessed by a crowd of 65,800.

The first touchdown came on the wings of a 60-yard forward pass and run, the thrower being young Charley Ortmann, a sophomore back of fine speed and promise, and the catcher Dick Rifenburg, whom USC will certainly remember. The pass he caught on about the Oregon 30, from there running unimpeded across the goal line, was almost a replica of one that he and Bob Chappuis engineered at the Rose Bowl.

This pass and run, 30 yards of it pass and 30 yards run, climaxed a 93-yard Michigan drive which had started a few minutes earlier on the Wolverines' seven.

Baffling Pass Pays Off

The other and final touchdown just before the close of the third period took a whole lot more Michigan effort, and but for a break or so en route, Oregon would have stopped the drive a couple of times.

The scoring play was a very baffling 13-yard pass. Charles Lentz (all Michigan passers this year seem to be named Charley) threw it to Fullback Tom Peterson across the goal line, where he stood all alone . . .

—Portland *Oregonian.*

By FRANK HARAWAY
Denver Post Sports Writer

KANSAS CITY, March 10 — Denver's Pioneers looked on glumly from

the sidelines Wednesday as the N. A. I. B. college basketball tourney swung into the second round of play which will reduce the field to eight teams by nightfall.

The Pioneers, who blew enough chances in the first half to win a half dozen contests, bowed out in the final first-round game late Tuesday night to last year's N. A. I. B. runner-up, the Mankato (Minn.) Teachers 49-46.

Ketchum's erstwhile Klever Kids bore no more resemblance to their usual selves than does Jimmy Durante to Lana Turner.

They rolled up a 21-11 lead in the first thirteen minutes of play and, much to their surprise, found themselves able to rebound successfully off both boards — something they hadn't done all season. But, while they were running up a 10-point lead, they could have erected a 25-point margin with anything like their regular performance.

Mankato Trims Lead

Mankato, a disorganized ball club in those early minutes, started whittling at the Pioneer lead before the half ended and by intermission time had cut the D. U. advantage to a bare 23-21.

It took the Minnesotans just four minutes of the last half to grab the lead at 30-27. From that point they were never headed.

At least one thing sounded familiar to the Pioneers in that lamentable second half. It was the name Nelson. Having lost a conference game to Brigham Young on Joe Nelson's 37-point spree, they hoped they might never hear the name again.

This time it was Dewey Nelson who played the villain's role. He tossed in 25 points and was the deciding factor in the contest.

After getting behind, Denver hung on for the sixteen minutes remaining in the fracas, but never looked like a winner. The Pioneers trailed, 45-36, with 6:45 to go, and 48-40 with three minutes to play.

Rally Falls Short

Here Dick Yates looped one from the side and Jack Nauser batted in a follow to make it 48-44 for Mankato. The clock showed 2:20 left, but Mankato's ball control at the finish was effective enough to allow D. U. only a follow goal by Yates with 1:10 to play. Before the Yates goal, a Mankato free throw had already virtually clinched the issue.

Kenny Jastrow was the best bet for D. U. playing somewhere near his normal game and hitting 9 points. Hauser, after 9 points in Denver's opening burst, had one of the worst nights of his career. Three times in the second half he dropped the ball on his feet while going in for layup shots. Leonard Alterman fouled out with only 5:43 gone in the second half and D. U. behind, 33-30.

The Pioneers wound up with three more field goals than Mankato, but Mankato hit fifteen out of twenty-four foul shots while D. U. cashed six out of seven . . .

Lineups: MANKATO (49)

Player	fga	fg	fta	ft	pf	pts
Nelson, f	25	10	6	5	3	25
Olson, f	24	2	1	1	0	5
Husted, c	7	0	4	0	1	0
Fechter, g	3	2	2	2	4	6
Sperlich, g	5	2	9	6	2	10
Cuff, f	1	0	0	0	0	0
Korth, C	1	0	2	1	0	1
Swanson, g	4	1	0	0	0	2
Totals	70	17	24	15	10	49

UNIVERSITY OF DENVER (46)

Player	fga	fg	fta	ft	pf	pts
Hauser, f	14	5	4	2	4	12
Alterman, f	13	3	1	1	5	7
Weimar, c	13	2	0	0	3	4
Jastrow, g	15	4	1	1	3	9
Setinke, g	14	4	2	2	2	10
Hickey, f	7	0	1	0	1	0
Yates, f	4	2	0	0	1	4
Totals	80	20	11	6	19	46

Halftime score: Denver 23, Mankato 21.

Officials: Gibbs and Craig.

—Denver *Post.*

By HAL LAMAN

Sports Writer, Oregon Journal

Timberline Lodge, April 19. — They took a ski race above the clouds here Sunday and wound up with the only tournament thus far this season which has been blessed with sunshine.

Although ski trails and Government Camp areas below there were wrapped in clouds, this high mountain area lay crystal clear and Lewis and Clark college skiers took advantage of the conditions not only to sponsor, but also to win, their annual Class C giant slalom fracas.

It was Don Case, captain of the Pioneer team, and Jerry Fullman, also a member of the squad, who reaped the greatest glory of the day, their times being identical over the mile-plus course, which spiraled down the slopes behind Timberline Lodge.

The two collegians whipped down the course in near flawless runs and even the stop watches couldn't tell them apart. Each stopped the clock at 2:22.4 seconds.

Trodse ski club officials — students at Lewis and Clark — who sponsored the race, altered trophy plans enough to provide duplicate trophies for the deadlocked winners.

On the women's front, it was tiny Dottie Maxwell — she would not weigh 100 pounds with her skis on — who swept to victory, her time of 1:59.6 over the shorter women's course giving her a comfortable edge over Jean Knutson of Trodse, who won a clear cut second place with a time of 2:19.

Paced by Fullman and Case, the Lewis and Clark squad won the team title hands down, two other members — Rognold Knutson and Don Allison — finishing fourth and eighth, respectively.

Vanport skiers copped second place in the team standings, followed by University of Oregon, University of Portland, Multnomah college and Reed college . . .

More than 70 skiers participated in the meet and only one, Shirley Butler, suffered injury. She was taken off the course, by the ski patrol suffering what was described as a possible leg fracture.

Although weather conditions were ideal, snow conditions were heavy and sticky and only a few of the 70-odd racers managed to get down the course without a spill . . .

Approximately 3000 persons checked into the Hood area during the day, forest service records revealed.

Results:

Women

Won by Dottie Maxwell, Ski Patrol, 1:59.6; 2, Jean Knutson, Trodse, 2:19; 3, Margaret Morgan, Cascade, 2:30.8 . . .

Men

Won by Jerry Fullman, L & C, and Don Case, L & C, each 2:22.4; 3, Jerry Edwards, Gresham, 2:25 . . .

—Oregon *Journal*.

Sports News

Sports news may be classified according to the kind of sport, but this classification is not fool-proof. What, for example, is the exact line between an amateur and professional? Presumably the former plays for the fun of it and not for the cash he gets out of it. Yet Americans and Australians differ in applying this principle.

Consider other classifications. How differentiate between competitive and non-competitive, major and minor, spectator and participant, intra-mural and inter-scholastic, seasonal and year-round sports? It is not easy, for though again there may be agreement in principle, opinions may differ on application.

Sports in which rules regulate the play may be grouped roughly into two kinds. First, there are those in which players may compete independently as individuals. Second, there are those in which players participate as members of teams co-ordinating their efforts.

In the first group may be listed most of the racing and fighting sports. Here also may be archery, badminton, billiards, bowling, fencing, golf, tennis, trapshooting, and track and field events. Even in this grouping, there are such exceptions as doubles in tennis.

In the second group are baseball, basketball, football, hockey, polo, soccer, and volleyball. Here also are games popular among sports-conscious Canadians; for example, lacrosse, cricket, and rugby. Gato, an Argentine game, also is played by teams of four men on horseback to a team.

Individual Competition

The first sport probably was running, and the second was throwing at a target. Thus, interest persists in archery as well as in shooting pistols, revolvers, and rifles. Both skeet-shooting and trapshooting are popular. In fact, the National Rifle Association, Amateur Trapshooting Association, and others sponsor regional and national contests.

Most popular sports for individual competition probably are bowling, tennis, golf, and track events. Offshoots of tennis include badminton, racquets, paddle tennis, squash tennis, table tennis, and the like. Both handball and fencing also have their enthusiasts.

Men cannot stand still. They compete on land and water and in the air. If they cannot be in a race, they want to watch one. They walk, run, and swim to see who is the swiftest. They put on skis, skates, and snowshoes for the same purpose.

Primitive men had to know how to run. First, they often were pursued; second, they often became pursuers. Thus running contests developed, the best known of which were part of the Olympic Games originated in 776 B.C. or sooner, banned in A.D. 392 and renewed in 1896.

Races on land also include automobile racing, bicycle racing, bobsledding, dog-racing, dog-sled-racing, and motor cycling. Races on water include canoeing, motor-boating, rowing, sculling, yachting, and ice-boating. So far sports pages have given little if any attention to races in the air — of airplanes, airships, or helicopters.

Animals compete not only in races, but also in shows which the sports writer may cover. The first dog show in the United States was in 1877 and the first horse show six years later. By the turn of the century cat shows were being organized. These events are sponsored by local, regional, or national associations.

Horse-racing was going on in New York in 1668 and in Virginia in 1674, approximately a century and a half after Cortez brought horses to North America. Today more than fifteen million people attend horse-races yearly and nine million go to harness-horse-races. Specialized media including the *Daily Racing Form, The Morning Telegraph* of New York, *Racing Record,* and *American Racing Manual* cover this news more thoroughly than most newspapers.

Primitive man fought to survive; civilized man fights for fun or for money. The amateur boxer or wrestler may fight for the joy of excelling. The professional fighter fights because he gets paid for it, but what fun there is in it is more often for the spectators to determine.

Professional boxing is supervised by the National Boxing Associations in all states except New York. More humane, amateur boxing is under the supervision of the Amateur Athletic Union and affiliated organizations. Since 1923 the Chicago *Tribune* and New York *Daily News* have sponsored the Golden Gloves tournaments yearly.

Team Competition

Millions attend sports events in which teams compete. These feature the games men play when they are in their prime physically. They require successful co-ordination of the efforts of all team members, although some players may have highly specialized tasks.

Baseball, basketball, football, softball, and hockey are among the most popular of these sports. As a result, there are eighty-five or more stadia in the United States in which twenty thousand or more persons may be accommodated. Some are filled frequently, others just for the "big game" of the year.

Volley ball involves team play, but seldom provides a sports spectacle. This is true to a certain extent of women's basketball. On the other hand, polo is an unusually exciting game. Some group activities, such as fox hunting, hardly can be classified as games and in this instance, some would add, as a sport.

Although some sports involve individual competition, those who participate form teams. For example, there are bowling teams, swimming teams, tennis teams, gymnastic squads, and rowing teams, to note the more common. In fact, amateur wrestling and boxing usually involve team organization.

Related Activities

Americans annually spend about a billion dollars on fishing and about half as much on hunting. In fact, men have wandered up and down streams since the Egyptians originated line-fishing. Yearly ten million persons in the United States buy hunting licenses. Unfortunately, some of them have the lust to kill.

Hence, if there are many more years like 1946, there may be little left for men to hunt except each other.

Sports editors wisely recognize the interest of outdoor sportsmen. Often news stories and columns about hunting and fishing are written by a newsman who is an enthusiast himself. In fact, the Denver *Post* goes further; it is sponsoring a campaign to have creeks near population centers restocked with fish.

Sports not generally popular may receive considerable attention in some regions. Such a sport might be birling, curling, or hurling. It might be jai alai or jiu jitsu, skeet shooting or trapshooting, archery or gliding. Alert newsmen recognize the local news value in these sports and give them ample space.

(12:15 Sept. 4, 1948)

IN A FEW MORE HOURS. . .THE KIDS OF EUGENE WILL HAVE A CHANCE TO USE AND SEE SOMETHING THEY'VE BEEN WAITING FOR A LONG TIME. IT'S THE CITY'S NEW 100-THOUSAND DOLLAR MUNICIPAL SWIMMING POOL. . . AND IT WILL BE OPEN FOR BUSINESS AT 2 O'CLOCK THIS AFTERNOON, THIS EVENING. . .TOMORROW AND LABOR DAY.

TOMORROW. . .THAT'S SUNDAY AT 2:30, THERE WILL BE A SPECIAL PREVIEW SWIMMING SHOW WITH UNIVERSITY OF OREGON SWIMMING STARS IN A SPECIAL ONE-HOUR DIVING AND SWIMMING EXHIBITION. A COMEDY SWIMMING ACT IS ALSO SCHEDULED FOR THE AFTERNOON.

AND BY THE WAY. . .THE WATER IN THE POOL TODAY. . .SUNDAY AND NEXT WEEK WILL BE COLD. . .BUT NEXT SPRING, WHEN THE POOL IS OFFICIALLY OPEN, THE WATER WILL BE HEATED.

--KUGN-Eugene.

The open season on pheasants in Colorado this year will be shorter than last year, the Colorado game and fish department announced Friday.

The commission, meeting in Denver Thursday, set the season for Nov. 21 through 25 in Logan, Phillips, Sedgwick, Washington, Adams, Boulder, Larimer, Weld, Morgan, Kit Carson, Yuma, Delta, Mesa, Montrose and San Miguel counties.

Counties having a three-day season, Nov. 21 through 23, will be Bent, Cheyenne, Crowley, Kiowa, Otero, Las Animas, Prowers and Pueblo.

A two-day season, Nov. 21 and 22, was set for Alamosa, Conejos, Rio Grande and Saguache counties.

One-Day Season

Garfield county will have a one-day season, Nov. 21.

Shooting hours will be the same as last year, noon to 5 p.m., and bag limits remain unchanged, three cocks a day or three in possession at any one time.

The commission said the season had been shortened because of heavy losses of birds in certain areas from hailstorms and floods.

—Denver *Post*.

Wisconsin Dells, Wis., June 22 (Special) — The ancient sport of log birling, popular with lumbermen from 1840 to the gay '90s, will be revived here Saturday and Sunday.

William F. (Billy) Girard of Gladstone, former world birling champion, will put on a demonstration of straight, trick, and fancy birling and then compete with his three sons. Following their exhibitions, the Girard men will challenge all comers to compete for the Wisconsin state title, to be held on the Wisconsin river.

City Abounds in Beards

Wisconsin Dells will attempt to recapture the atmosphere of pioneer days starting tomorrow and continuing thru Sunday. In addition to log birling competition . . .

Billy Girard and his three stalwart

sons are known to sportsmen throughout the middle west. The elder Girard won the world birling title in 1926 and has been an annual winner of the trick and fancy rolling awards. He stands 5 feet 6 inches tall and weighs 126 pounds.

First Meet In 1898

The sport of birling started in lumber camps. During the spring slack season lumberjacks congregated around bars, boasting of their birling prowess. It usually wound up with a challenge to a contest, often with the entire season's wages of the camp at stake.

The first intercamp matches are said to have taken place in 1840 near Wisconsin Dells, once the scene of fabulous log rafts and lumbering operations. The first national championship meet was held in 1893.

—Chicago *Tribune*.

By THOR SEVERSON

Denver Post Staff Writer

CHEYENNE, Wyo., July 29. — Year to year millions of Americans cram outdoor and indoor arenas to witness the nation's fastest growing sport, a sport which sprang from range arguments over the back fences of sprawling cattle lands. That sport is rodeo.

It is comparatively unchanged today, this sport of rodeo — except that the players in the drama act before millions of persons each year, whereas in the humble years of the sport's origin the stage was the back lot of a corral or unfenced prairies.

No Elaborate Setting

Men who follow rodeo point out quickly that the sport is America's only sport which came from a natural occupation. Its appeal is not manufactured by elaborate settings or costly backdrops — rather, its simplicity and action are its chief advantages.

There are many stories running the rounds in old Cheyenne — site of the fifty-second annual Cheyenne Frontier Days rodeo — as to how rodeo became a sport.

They differ in points here and there. But the truth is found in the middle of these differences. Reconstructed, it would go something like this:

Some time in the distant past of the early west arguments flared over which cow hand was the quickest at dogging a steer or roping a calf or breaking an outlaw bronc.

Test of Ability Resulted

The inevitable resulted — test of ability and strength. This argument was not stilled in contests between a few men — it spread, and before many years had passed, ranches were putting hand against hand, with behind-the-barn bets on the side, in contests of the range.

The flame was fanned by spreading interest. One day, the sport was taken before audiences which were totally unfamiliar with the ways of ranch life. But the contests of rodeo were action packed — and, so, rodeo clicked as a sport.

Take the rodeo event by event and the sport can be traced to the actual work of running a herd of cattle — as true today, in the modern operation of a cattle ranch, as it was when the virgin west was a mecca for the cattle baron.

There is money in the business, too — as sport or as work. Hundreds of cowboys, also-rans and headliners, make their living in the arena in the man and beast contests, and the sport is getting bigger year to year.

Rodeo is a work which has been made a sport — but a sport which is still hard work.

—Denver *Post*.

Sports Writing

Sports writers may be classified in two groups, says Stanley Walker, author of *City Editor*. The first group is the "Gee Whiz" school that believes all's right with the sports world. The second is the "Aw Nuts" school which sees only the selfish, sordid, and sinister.

Actually sports writers no longer can be classified so simply nor is it possible to catalogue their styles so easily. Virgil was a sports writer, for he tells in the *Aeneid* how Entellus out-boxed Dares. Yet his style is not confused with that of the early newsman who wrote this story for the New York *Herald* in 1840:

> The October meeting of the New York Jockey Club generally lasts during the first week of this month, but owing to the election, and other exciting matters being on the tapis, it was thought desirable by the managers to compress all the races into one day's sport, hoping thereby to attract a large number of sporting

> men, as well as a considerable portion of the travelling community now in the city. The sun seldom rose brighter than on Tuesday; and, long before 9 o'clock in the morning, lots of smart turn-outs might be seen, with their occupants, on the qui vive for the South Ferry. The dennet, the tilbury, the tandem, the tritska, and the barouche, for the more exclusive — and the wagon and omnibus for those who preferred a merry party, were all mixed together on board the ferry boats, whilst pedestrians innumerable were wending their way to the Jamaica railroad station, all anxious to be early on the scene of action. . . .

Few newsmen before 1900 showed much imagination in writing about sports. Charley Dryden was the exception. Shortly before the turn of the century he started a trend by depicting sports events as colorful dramas. Both he and his imitators at times went to extremes, yet they did much to oust stodginess.

Essentially sports writing is much the same as any other news writing. Obviously, the newsman should be a good judge of sports news. He measures it in terms of timeliness, nearness, magnitude, and consequence. He knows that the scope of the conflict often determines just how big the news is.

Take the sports lead. Surely it should answer the Who, What, Why, Where, When, and How — if answers are needed. Unquestionably, it must begin with one of the eight parts of speech, usually a verb or a noun. Moreover, it may start with any kind of phrase or clause that will make it effective. And any kind of sentence may be used.

Leads of any classification are permissible. The summary lead is common, and the 1–2–3–4 lead is not. The suspended interest, astonisher, cartridge, freak, figurative, or contrast lead may be used. The writer may resort to pun or parody, question or quotation, allusion or epigram, description or dialogue.

Naturally the versatile writer varies the leads he writes during the day. The first-day and the second-day leads, of course, will differ in content. The follow-up should not be the advance lead with a change in tense. In fact, even in similar stories several approaches are possible.

The most important sentence in the news story, be it about sports or business, is the lead. Why? Wilbur Schramm, director of the Institute of Communications at the University of Illinois, on the basis of considerable research, reports that "a news story loses readers rapidly in the first few paragraphs."

Sports writers, therefore, should avoid the non-stop lead which makes the reader flounder for forty or fifty words before he comes to a period. The kitchen-sink lead similarly includes everything but. The cart-before-the-horse lead plays up the source of news ahead of the news. The hop-sidestep-and-jump lead compels the reader to face needless qualifying expressions between the subject and the predicate.

The sports writer actually should have little difficulty in conforming with principles of readability. His stories stress action more often than information or opinion. Thus, it is natural for him to use short sentences, words easily recognized, and personal references.

Sports news should be concise as well as colorful. Hence, the sports writer liquidates unnecessary words, phrases, or clauses. He ejects bromides, journalese, and shopworn figures of speech. At the same time he puts the accent on simplicity, using the active voice more often than the passive.

Sports writing and news writing are fundamentally the same — at least both are intended to inform — yet they differ. Jargon is used more in sports news, although not so much as it once was. Editorializing is tolerated and, in fact, often expected. Then, too, there is greater freedom of expression; hence, there are fewer restraints on style.

Sports jargon, it is true, was widely used at one time. The late J. Willard Rydings in an article in the *Journalism Quarterly* in 1934 said, "A mere cursory examination of the sports pages in any newspaper of our country

will convince the uninitiated that a highly specialized vocabulary is required in order to read it understandably."

More recently H. L. Mencken in *The American Language: Supplement II* comments on sports slang. For example, he notes fifty-seven such terms used in baseball, nor was his list complete. In his *A Thesaurus of Slang,* Howard N. Rose devotes eleven pages to sports slang.

Sports terms used in baseball playing, for example, include the following, some of which are not common:

apple	high-pockers
aspirin	hind snatcher
banana stalk	horsehide
barker	hot corner
bean ball	jockey
biff	jug
bingle	keystone hassock
bleachers	lamb
blue darter	leather player
bunt	lumber
can o'corn	maggot
charley horse	manicurist
chucker	moundsman
cigar box	muff
clinker	papier-maché
collar	peg
county fair	portsider
cup of coffee	rhubarb
cushion	rooter
deer	rubber
Dick Smith	salary whip
dipsy-doo	shut-out
duster	skipper
fan	slingshot
fireplug	southpaw
fireworks	strawberry
flagship	Texas leaguer
fungo	walk
glass arm	willow
grazer	wolves
gun	wood player

Lush and luxuriant disquisitions on sports seldom are written any more. Today a baseball may be called a baseball, not an apple, tomato, pellet, spheroid, or horsehide. True, professional sports writers use jargon, but they use it with discretion and discrimination, not as the basis for a new language.

Sports writers are expected to comment on the news as well as report it. In advance stories, for example, they may forecast the outcome of a football game or a track meet. Thus, they interpret trends and become news analysts, often very carefully qualifying some of their predictions.

Editorializing also is evident in follow-ups. The sports writer may praise or deplore the team's strategy or the playing of individual participants. He avoids writing defamatory statements, but he knows that the sports writer, like the critic, is aware of the right of fair comment.

Expository writing in sports is unlikely to be effective unless the newsman can supply background data to support his views. He should have a full reservoir of knowledge from which to draw his facts. He also should know to what source to go to gather additional information.

Beginning sports writers, of course, should sample as many sports pages as possible, including those in newsmagazines and specialized publications, for example, *The Sporting News, Baseball,* and *The Dog World.* A wealth of background data is available in Frank G. Mencke's *The New Encyclopedia of Sport.*

Newsmen who aspire to achieve fame as sports writers should by all means develop an individuality of style. There must be something about their stories to mark them as better than the ordinary. Certainly at its best some sports writing may compare favorably with literature.

Sheer delight in writing about sports should not blind the newsman to his social role. His enthusiasm may impel him to demand victory — victory no matter what the cost. He may glorify athletes, sometimes to their detriment. He may defend recruiting, subsidizing,

proselyting amateurs. He may tolerate practices that defeat the purposes of sports and sportsmanship.

Sports writers can be, and most of them are, constructive. They focus attention on sports in which there is an emphasis upon the participation of the many, not the few. They support amateur sports in which physical growth and development come first, not winning games at the risk of subsequent ill health.

Press and radio always will need newsmen who can cover sports. Those who enjoy careers in getting and writing sports work for a public that sets a high standard. That public will forgive the press for misspelling the name of the secretary of state, not for reporting that Ted Williams batted .325 instead of .369 in 1948.

Newsmen writing about local sports wisely should exercise restraint in editorializing. Once they begin to glorify local heroes, they may find it difficult to soften the superlatives. Certainly it is a poor policy to be overcritical of local teams, particularly in amateur sports. Even the plain statement of facts may offend the oversensitive.

Sports fans are gluttons for statistics. That is why sports pages, especially on Sunday, present so many figures. League standings, batting averages, and play-by-play reports are presented in standard form. Style sheets also prescribe the typographical form for lineups.

Newsmen writing sports naturally must be sure that all figures are accurate. After all, more than one news medium may be represented. The careless writer who fails to check the number of foul shots, base hits, or yards gained may be exposed by a competing reporter who is sure of his facts.

Here is the football lineup and summary used by the Portland *Oregonian:*

OREGON

Ends—Wilkins, Garza, Bartholemy, Anderson, D. Robinson.

Tackles—Stanton, Dotur, Roberts, Nevills.

Guards—Chrobot, Meland, Daniels, Berwich.

Center—Ecklund.

Fullback—Sanders.

Halfback—Bell, Lewis, Johnson, DeCoursey, Aiken, Oas.

Quarterback—Van Brocklin, Holcomb.

SOUTHERN CALIFORNIA

Ends—Stillwell, Hatfield, Tolman, Jessup, Fletcher.

Tackles—Shute, Bird, Peters.

Guards—McMurtry, Bastian, Monson, Colley.

Center—Hamilton, Hachten.

Fullback—Martin, Burke.

Halfback—Battle, Doll, Rogers, Kirby, Kordick.

Quarterback—Dill, Murphy, Powers.

Probably more common is this form used by the Eugene (Ore.) *Register-Guard:*

Lineups:

JUNCTION CITY (0)	Pos.	(40) COTTAGE GROVE
Milligan	LE	Cook
Paine	LT	Roner
Murphy	LG	Sorenson
Dixon	C	Schmidt
Bodken	RG	Picknell
McPherson	RT	Englent
Endres	RE	Boggs
Todd	QB	Schaeffer
Curtis	LH	Bush
McKay	RH	Summers
Mauvais	FB	Weir

Junction City	0	0	0	0	0
Cottage Grove	7	7	13	13	40

Scoring: Touchdown: Cottage Grove: Schaeffer 2, Weir 3, Cook. Conversions: Summers 3, Weir.

Junction City: Subs: Tackles: Cheshire, Pate; Ends: Empey, Jackson; Guards: Bailey; Centers: Simons; Backs: Jensen, Wheeler, O'Neil, Sells.

Cottage Grove: Ends: Mickey, Coop; Tackles: Whalen, Hoyer; Guards: Wicks; Centers: Tennis; Backs: Eastburn, Martin, McBee, Gasper.

Officials: Referee: Les Grant; Umpire: Ed Wellnitz; Head Linesman: Murph Christensen.

The Portland *Oregonian* uses this form of summary for softball:

Score:

Friberg—	B	H	O	A	Houston—	B	H	O	A
Dnahue,2	2	0	0	0	Reed,m	3	1	1	0
L.Flesks,s	1	0	1	0	Grahm,1b	2	1	6	0
Oberg,c	2	0	7	2	Stroud,s	2	0	2	1
J.Flsks,1b	3	1	7	0	Durden,3	2	0	0	3
Schafle,r	3	0	0	0	Faull,p	3	2	0	3
Titus,3	3	0	0	1	Moers,1	2	1	4	1
Wchlen, m	3	0	2	0	Mnichia,r	2	0	0	0
Hughes,1	2	0	0	0	Gatlin,2	2	0	1	1
Fulghm,p	2	0	2	4	Wilson,c	2	0	7	0
Totals	21	1	19	7	Totals	20	5	21	9

One out when winning run scored.

Friberg	0	0	0	0	0	0	0—0
Houston	0	0	0	0	0	0	1—1

Errors, none. Run batted in, Moers. Sacrifices, Graham, Moers. Double play, Oberg to J. Fleskes. Left on bases, Friberg 4, Houston 2. Bases on balls, off Fulgham 1, Faull 3. Struck out, by Fulgham 5, Faull, 6. Earned run, off Fulgham 1. Hit by pitcher, L. Fleskes by Faull. Wild pitch, Faull. Passed ball, Oberg. Umpires, Dickstein, McConnell and Crunk. Time :58.

Typical form used for reporting football statistics after an important game is this one used by the Portland *Oregonian:*

	Oregon	USC
Yards gained rushing	194	167
Yards lost rushing	13	26
Net yards rushing	181	141
Passes attempted	13	15
Passes completed	6	6
Passes had intercepted	1	0
Yards gained passing	75	71
Net yards rushing and passing	256	212
First downs rushing	8	10
First downs passing	3	1
Total first downs	11	11
Number of punts	9	9
Punting average	34.7	32.7
Punts had blocked	0	1
Total yards punt returns	72	26
Average length of punt returns	14.4	6.5
Total yards kick-off returns	51	26
Average length kick-off returns	17.0	26.0
Yards lost from penalties	80	33
Number of fumbles	3	3
Number of own fumbles recovered	0	0
Number of opponents fumbles recovered	3	3

Beginners become acquainted with these and other forms when they cover sports for the high-school or college paper. If they examine the forms used by press associations and newspapers, they will realize how much fans can learn about the game merely by reading the summary.

Radio Sports Writing

Sports writing for the air is like other news writing for the air; it is for the ear, not the eye. Sports copy therefore is modified accordingly. It is even more informal than when it appears in print, and most of the general rules that apply to radio news writing may be applied to the handling of sports copy.

Simplest among the types of sports news for the air is that which deals with sports encounters, past and future, giving only a few details about each. Sports scores are of particular interest. They should be classified by conferences, leagues, or geographic sections, playing up local games first. The winning team should be identified first and all tie games should be identified as tie games.

A station in San Jose, California, for example, may have a newscast like this:

Now, here are this afternoon's late football scores --

At Spartan Stadium in San Jose, San Jose defeated College of Pacific 21 to 20, before a crowd of 12-thousand.

In the Pacific Coast conference games --

Stanford defeated California, 7 to 6.

Oregon trounced Oregon State, 21 to 0.

Washington State tied Washington, 14 to 14.

Southern California beat U.C.
L.A., 14 to 13.
In Big Nine conference games,
Minnesota 13, Indiana, 12.
Northewestern 7, Michigan 6.
Ohio State 21, Wisconsin 20.
Illinois 7, Iowa 6.

Scores in professional baseball games in the major leagues include the location of the game in some instances. Mosse in *Radio News Handbook* reminds newscasters that they should "list the right team in the right league." He also suggests that "on news programs broadcast while games are in progress, be sure to include scores at the time the program goes off the air."

Sports writers may arrange for interviews or panel discussions at which celebrities or authorities are present for informal interchanges of ideas and information supposedly timely. Analysis of sports news, particularly the making of forecasts, involves risks, for only a sports authority is qualified to share his predictions with the listeners. A wire or tape recorder may be used to bring statements from the locker room, bench, or the sidelines.

On-the-spot coverage of sports contests is a form of special events reporting. It involves considerable preparation as well as the assistance of spotters and statisticians, for it is a show, not a newscast. Press associations provide sports features which may be of national interest but usually lack local angles. Television is opening a new field of study for newsmen covering sports. Visual presentation of sports, as Stanley Woodward suggests in *Sports Page,* "may do more to improve writing, talking and playing than anything that's happened yet."

Sports Columns

Breathes there a sports writer who never aspired to write a column? If so, go mark him well, for he is the exception to the rule. In any event, there is no dearth of columns in daily newspapers, nor do they follow a single pattern or purpose.

Some sports columns are wholly informative. They present little news items or bits of information not important enough to put into a separate story. Sometimes they include gossip gathered by a would-be Winchell of the sports world.

Sports columnists may entertain as well as inform. In fact, they may invite their readers to send in letters and even contributions which have no connection with current news. Occasionally a poem and more often a jingle appears along with wise-cracks, sage sayings, and miscellaneous contributions.

Guidance columns on the sports page may emphasize the how-to-do-it aspect of sports. An expert on hunting and fishing may give timely tips on where to go to find the most trout or the most deer. Another specialist may give advice on golf, tennis, or some other sport.

Crystal-ball columnists forecast the future and often with some success. Particularly in football season they may predict the outcome of the week's games. At the end of the season they may with pride or chagrin report their "batting" average.

Sports writers may view any sport more or less as the drama critic appraises a play. They analyze team play or individual participation, sometimes chiding a coach or glorifying a player. Occasionally they conduct debates by publishing letters of those who write in to reproach them for their comments.

Sports columnists occasionally are editorial writers. One day they may praise the school board for setting aside funds to build a swimming pool. The next day they may demand that the school board fire the football coach. Thus, the writer may take sports as seriously as a political analyst does a presidential campaign.

Those who are famished for figures may

ask how many columnists may be pigeonholed in each classification. Actually any one of them may use any or all of these approaches even in one column. In fact, one reason why sports columns are popular is simply this: sports columnists avoid becoming stereotyped. Stuffed shirts are banned.

Sports Features

Public interest in sports justifies the space given not only to straight news but also to features. There are just about as many article types for sports as there are article types in general. Their length varies from the human-interest item of a paragraph or two to the long article for, say, *Saturday Evening Post.*

Hero worship may account for the interest in those who participate in sports. That is why they and those who train them are interviewed so frequently. Result? Interviews, profiles, personality sketches, biographical studies, perhaps even a confession. Often they provide the sports writer an opportunity to improve his narrative technique.

Sports celebrities need not monopolize the space for features. Every sport has its newcomers. It also may have its obscure figures who on occasion make news along with those who are familiar. In fact, what player in any sport is not worth a story if the newsman knows how to get it at the right time?

People in sports are rich sources of feature material. Stories may be built on their anecdotes and reminiscences, stunts and superstitions, off-season activities and non-athletic ventures. Alert newsmen may discover a sidebar feature or long article merely by becoming better acquainted with players in almost any game.

Feature-hungry newsmen may inspect the lives of men famous in history. Homer, of course, in the *Iliad* tells how Odysseus wrestled with Ajax. Francis I of France and Henry VIII are said to have grappled. Abraham Lincoln as a young man in central Illinois successfully matched his strength with other backwoodsmen.

Sports popular in other countries are sources of occasional features. Bull-fighting, originated in ancient Crete and was enjoyed by Julius Caesar, is popular in Spain and Mexico. Cock-fighting is a major sport in some Latin-American countries. Canadians enjoy lacrosse, curling, and cricket as well as many American sports.

Feature famines also can be averted, says Katheryn B. Campbell in an article in *Scholastic Editor,* if the writer explores the origin and evolution of sports. Each has its story — that of a man or woman — who by chance or intent developed a new game. True, some readers may know the story, but there always will be new readers.

Calendar-conscious sports writers, for example, may build current features on the anniversary of an important sports event. People have birthdays, so do sports. Take, for example, some of the most popular sports in the United States — football, baseball, and basketball.

Prohibited unsuccessfully in England by Edward III, Henry VIII, and Elizabeth, football was played in America as early as 1820. But it was not football as we know it; it was soccer. It was not until 1876 or later that rugby rules were added. Today forty-five million people annually see football games in this country.

When was baseball first played? Some acclaim Abner Doubleday as the founder of the game, asserting that it first was played in Cooperstown, New York, in 1839. Yet Dr. Oliver Wendell Holmes, who was graduated from Harvard ten years before that, told Boston newsmen that baseball was a sport in his college days.

Baseball at first was an adaptation of cricket and rounders. The former game was brought to America in 1751, the latter by the nineteenth century. Termed "town ball," the game was played in Boston, New York, and Phila-

delphia. The first baseball organization was the Knickerbocker Baseball Club formed in 1845 in New York.

The first newspaper story about a baseball game, according to *The New Encyclopedia of Sports,* was written by Senator William Caulwell in April, 1853. He was the editor and owner of the New York *Sunday Mercury.* Henry Chadwick, who, along with Doubleday, is sometimes called the father of baseball, wrote news stories about the game later in the 1850's, but he was not hired by the New York *Tribune* until 1862. Approximately sixty-five million persons watch baseball games each year, but almost twice as many see softball.

First played on January 20, 1892, basketball has become one of America's most popular games. Seventy-five million persons attend the games each year. More than either baseball or football, it is the game which focuses the spotlight on amateur players in high schools and colleges.

What Dr. James A. Naismith devised as a game for older men has developed into a rugged game of high speed. Before World War II about twenty million persons in the world played basketball. In the United States, approximately one million women participate in the feminine version.

Forgotten sports also may be the basis of feature articles, especially if they are revived. Bear-baiting and bull-baiting were discussed by Pepys in his diary. A match between a bulldog and a wildcat, as reported by Wells Drury in the Gold Hill (Nev.) *News* of November 5, 1878, was an instance in which spectators got what they deserved:

> The first bound of the cat took it upon the piano of the orchestra. The pawer of ivory left the swelling refrain unfinished and turned a back handspring. The next leap of the "varmint" was at the cont:a-bass, and both player and instrument went down instanter with broken heads. The cat lingered lovingly a moment among the strings as if to test their quality, and then sprang among the audience.

Sports fans also participate in sports. Hence, they are interested in how-to-do-it articles. These guidance articles tell the novice how to drive the golf ball farther, where to find the biggest trout, when to use the backhand in tennis. At the same time similar articles for spectators may help them to understand rule changes in football or the strategy of their favorite basketball squad.

Enthusiasts are curious about every aspect of their favorite sport. Features may deal with the apparel players wear, the food they eat, the equipment they use, the fields they play in, their mode of travel, their accommodations when they are away from home. In fact, some may wonder how many hot dogs are sold at a baseball game or what football fans leave unclaimed in the lost-and-found office.

Students of social trends may evaluate any institution or activity. Thus, critical appraisals of sports have their place. Some may do little more than debunk or expose. Others, written more constructively, may exert a wholesome influence upon fans, players, and promoters.

Commercialized sport sometimes is a shady business, authors of *Your Newspaper* suggest. They cite Paul Gallico's *Farewell to Sports* as one source of evidence. Certainly those who would make a racket of any sport, resorting to bribery or subsidizing newsmen, should be exposed by a responsible press.

Chapter 16

Catching the Feature Angle

THE JOURNALIST'S CHANCE FOR INDIVIDUALITY

Features Come in Brands . . . Five Kinds of Features . . . Features Demand Artistry with Words . . . The Human-Interest Feature . . . The Biographical Feature . . . The Historical Feature . . . The Feature That Explains . . . How to Do the How-to-Do-It Feature.

A feature assignment gratifies the newsman as much as a light role pleases an actress who has played serious ones but always wanted to be another Ginger Rogers, Betty Hutton, Josephine Hull, or Billie Burke.

For in catching the feature angle, the newsman has his chance to be clever or sentimental or scholarly. He is allowed to use his imagination, to employ the techniques of the fiction writer, and to kick aside the stiff patterns of ordinary news writing.

If he is so lucky as to become a feature writer for a newspaper, magazine, or wire service, he may one day prepare a story about a prominent government official lost in a strange city or about a couple married for sixty years.

Or he may be assigned the tougher and not so pleasant job: to write an historical feature. This may be about the anniversary of a church, the opening sevenscore years before of a famous harbor or canal, the background of an old coin found in someone's garden.

An easier and most pleasant task will be the writing of a sidewalk story, or compiling a quarter-column of feature bits gathered while wandering down Peachtree Street or Michigan Avenue or Main Street.

Regular feature writing, for any type of publication or the radio, is one of the chosen jobs of journalism. Nice work when it can be got, it falls to the newsman's lot only, as a rule, after an apprenticeship of writing obits, handling some of the standard beats, and turning in dozens of features he has picked up himself.

In thus "picking them up himself" the newsman demonstrates whether he knows how to "catch the feature angle." For the feature writer is like the born novelist or short-story writer or poet. He cannot help using the feature form when the incidents he sees lend themselves to it: the fiction writer must tell his story or express his emotion.

Thus, a featurizer who sees a girl in a chef's uniform tossing flapjacks in a restaurant window begins to wonder about the story possibilities. How often does she miss? Where did she learn to do it so skillfully? Are women usually hired for this kind of job? Such questions come almost automatically. More even than the newsman who confines his investigations to city hall meetings or to the precinct stations, the feature writer is excessively curious.

When he hears that his neighbor, an aged grandfather, is to be given a birthday party on his eighty-fourth anniversary, he sees a story, not only about the party, which may be routine. He remembers also that Grant Hitchings

is known as the dean of Central New York apple-growers; the fruit is in season; maybe the old gentleman has some opinions on apple-growing in his day and now.

When he sees a wire story about a prominent actor being knighted, he begins to wonder how far back the practice goes, who the first actor thus to be honored was, and how this change in attitude toward actors took place.

When another neighbor shows him a photograph of the neighbor and his wife, taken a half-century before, he gets an idea and asks the couple to pose again, in the same way, and he has a feature which is more picture than text.

In any community of a few hundred souls there are enough features to supply a weekly newspaper. In any company, industry, church denomination, high school, or scientific laboratory are enough features for half the company or school publication every week or month. In any metropolitan center are dozens for every daily or Sunday paper issued. In any concern are innumerable features for use in a business paper. And radio stations with news-gathering staffs can corral them by the dozen from police stations, fire houses, churches, schools, and welfare offices. Press associations find them by the scores in all these sources and send them around the land for newspaper, newsmagazine, and radio use.

The feature is everywhere. It is so plentiful, in fact, that only the largest news-gathering organizations need to have full-time feature writers, and then chiefly for the sake of quality rather than quantity. Any newsman who is worth his typewriter can turn out several such stories a day. In fact, some publications require all their staff members to turn them in.

Features Come in Brands

To produce his features, either full or part time, as a free lance or as a staff writer, for daily, weekly, radio, press association, magazine, or specialized journal, the newsman must know a little about features as features. They come in brands and he needs to know one from the other.

He should understand, for example, the ambiguity about the word *feature*. Too loosely used, it has achieved at least three meanings. If they are not separated, confusion will be compounded.

In journalism, *feature* can be a verb or a noun. As a noun it can describe two entirely different types of reading matter. It may be that from the verb usage came the slang expression, "Can you feature that?" A writer receiving instructions often is told to "play up" or "feature" some aspect of a news story or a magazine article. In this verb sense feature means *to give emphasis, to slant, to angle.* But as a noun, feature is the name for a standard entertainment type of copy or of an educational or service type. Examples of these types are comic strips, advice-to-the-lovelorn columns, crossword puzzles, and medical guidance columns. Such are features of the paper; they appear regularly; usually in the same position in the paper or magazine and at the same hours in radio schedules, so that the reader or listener will know where to find them.

Certain types of copy for use in all media of communication will illustrate the second noun use of feature. All the golden wedding anniversary, little lost dog, cat rescued from up a tree by firemen, and similar stories are features such as newsmen write by the thousands every day for their papers or radio programs. And it is this type of feature with which we are most concerned in this chapter, for it is what the newsman must do while he is a newsman. The writers and artists who prepare comic strips, the doctors who write the health columns, and the syndicate employees who design crossword puzzles are newsmen only by association, not in full professional status. Newsmen use feature as a verb constantly, but the details of such use — the application to leads in particular — already have been considered.

Most news features are more feature than news, but it is a mistake to believe that feature copy is necessarily inconsequential or that it must always be pathetic or humorous or trivial. The historical, explanatory, biographical, and how-to-do-it features often are long as well as substantial and at times influence and help individuals. Features on the lax enforcement of fire regulations have brought about reforms that have saved lives. Other stories have rejoined lost members of families. Features have found their way into magazines, and periodicals are using them in all the lengths they can be found in newspaper and radio news.

In fact, whatever line existed between newspaper and magazine features no longer is visible. Originally the feature was a little human-interest yarn picked up at a police station, a story of human plight or folly. Magazine editors did not bother much with this, but developed their own concept of the feature. For them it was travel articles, biographical sketches, and how-to-do-it pieces. As magazines and newspapers imitated each other's types of copy, this division broke down, and today newspapers, aided by press associations and feature services, print virtually all the features to be found in magazines. With the exception of the most timely and locally significant kinds, magazines print what newspapers used to offer exclusively.

Biographical and personality articles in the Sunday magazine sections of newspapers, like the *American Weekly, Parade,* and *This Week,* show the newspaper's borrowings on the one hand. "Life in the United States" departments in publications like *Reader's Digest* illustrate the magazine's borrowings in turn.

The line has been passed, and having been passed, the newsmen who want to write for any of these media can study the techniques of the copy prepared for any one and learn something about preparing it for all.

Five Kinds of Features

Almost any news event has feature possibilities. Thus there is no one source for features of the five main types. Their variety of sources, however, is suggested by the names of those types. Five labels cover the most widely used:

1. Human interest
2. Biographical — Personality
3. Historical
4. Explanatory or Expository
5. How-to-do-it

A newsman with one eye on the calendar and the other on the *Dictionary of American Biography* can find every day either the source of a local historical or biographical feature for a newspaper or a tip for a magazine story of some sort. Human interest, the commonest and most popular kind, surrounds every big news story of action. An airplane crashes in China and all passengers and crew except a baby are killed. There follows a succession of human-interest features about that child for months. In another instance a young man is kept alive by a medical device in which he must live. Features about his unusual form of existence have been printed or broadcast for years; no doubt until his death he will be the subject of such stories.

Returning travelers, newsmen who go on trips of their own planning, persons skilled at techniques of one sort or another or capable of making clear the production methods of the day, zoo tenders: all these and many more can originate feature stories.

Traditional and conventional sources are the police, city hall, courthouse, welfare agencies, and social service runs; churches, railway stations, and hotels. The feature is wherever reporters are skillful enough to see it. Sometimes it is assigned, but often as not it is a by-product of the routine. This is obviously not true of the full-length feature, like the well-rounded biographical sketch or the feature interview or science story.

Many a feature idea comes from outside the publication's office in these days of energetic

Hitchings, Dean of Apple Growers, To Observe 84th Birthday Today

Nearly 78 years ago, Grant Hitchings at the age of 6 was "commissioned" by his widowed mother to help plant and care for 36 young apple trees. Now, celebrating his 84th birthday surrounded by 15,000 fruit bearers, the South Onondagan is the most widely-known and successful apple grower in the area and commands respect thruout the nation for his contributions to the industry.

"I remember it as tho it was yesterday," Hitchings declared yesterday, pausing from the job of thinning his vast orchards of the green fruit.

"Our orchard—only four acres —was getting old, and mother said she'd buy some new trees if I could help. I was 6 years old then. We set them out, and my first steady job was to watch the orchard to keep the sheep from girdling those trees."

77 YEARS OF APPLE GROWING—Grant Hitchings, dean of Central New York apple growers, who will be 84 years old today, is still at work in his vast orchards near Nedrow after 77 years in the business. The 15,000 trees on the farm are now being "thinned" of the green fruit to assure top quality. Hitchings' "formula" is 40 leaves for every apple and six-inch spacing of each fruit.

MIGHT RETIRE AT 99

Recalling that that was the beginning of his apple career, Hitchings declared heartily that he "certainly didn't know when it would end."

"I've thought of retiring in another 15 years—I'd be 99 then. But if you quit and sit down, they bury you in a year—or six months. I'll keep on working," he mused.

As a young man, Hitchings regarded the apples more as a sideline, he recalled yesterday, and kept a dairy herd, selling the butter in Syracuse at 25 cents a pound.

"I discovered that I was making more money on the little orchard, so I decided to sell the cows and plant trees."

Early in his career, the South Onondagan caused a violent stir in agricultural circles by his methods of keeping up his orchards. At that time, it was common practice — advised by the State College of Agriculture — to plow between the rows of trees. Hitchings left his unplowed and merely mowed between the rows.

ACCEPTED PRACTICE

"They said I was crazy for not cultivating the land. I said that as long as I got more apples without cultivating, I was going to be crazy," he recalled.

"The college conducted experiments here for 10 years trying to prove I was wrong, but now it's the generally-accepted practice to just cut the grass."

The grower explained that cultivation causes the plant food to be used up more rapidly, depleting the soil. Mowing the grass provides new humus and keeps the soil strong, he said.

Thru his 77 years of apple growing, Hitchings has found other practices that pay financially in the commercial field such as carefully thinning the green fruit to cull out marked apples and cut down the load.

The 84-year-old works every day now, along with his sons and grandsons, hand picking every one of the 15,000 trees.

"We figure 40 leaves for each apple, and six inches spacing between each one. In that way, you produce a larger and choicer apple and get more value in dollars," Hitchings explained.

He also said that if all the fruit were left on the tree to ripen, the vitality of the tree would be reduced so much that it wouldn't produce any fruit the next year.

Hitchings said that at one time 108 different varieties were raised on the farm but that now only 20 varieties are grown. "It's all right if you're an amateur, but commercially it doesn't pay to grow so many kinds. There isn't enough of a market, and it's wiser to grow only the kinds you can sell in carload lots."

Many varieties—such as Russet, Gilly Flower, Seek No Further, Rambo, Harvest Sweet and Baldwin — are passing because their skins are tender and do not ship or stand up in storage, as well as others, he said.

TREES BECOME TOO LARGE

"It's not easy to kill off trees you planted years ago and come to regard as pets, but the commercial life of a tree lasts only until 40," the grower revealed. "They become too large to spray and pick."

After producing an average of 60,000 bushels of apples year after year, Hitchings has not grown tired of the fruit and said yesterday he always keeps some around the house to eat. And like the fruit itself, the business is such that you never grow tired of it if you know all about it, he asserted.

"It's a constant process of experimenting. Sometimes they get you in a corner—like the cultivating and mowing business—and then you have to go even harder to prove you're right."

publicity men and women. Such an employee of a company or organization, knowing that the press values readable stories of the feature design, will plan yarns sure to catch readers as well as bring attention upon his client. The day of bringing lions into New York hotels is about over. Today the more dignified illustrated interview with an actress or actor survives as a feature popular with both the editor and publicity man. Stunts for the sake of producing features now rarely go beyond posing a personable minor movie actress with bunches of grapes as a bathing suit.

Spotting a feature possibility or testing the suggestion for one from outside the office depends upon knowledge and writing skill. An artisan with words is worth very little to a publication or a radio station manager if he cannot recognize a feature when he sees it.

Thus, the expert in some field of knowledge is likely to notice story possibilities along one line or so, but not always be alert to those of a more general type. His associations will throw him into areas where his feature type occurs more readily or often. The police reporter will bring in short human-interest stories about vagrants, mixed identities in arrest cases, and freak accidents. The railroad, airport, bus station, and hotel news reporter will turn in feature interviews with celebrities as a matter of course. If he carries a wire recorder with him to the landing field or railway station as an aid in capturing an interview for later use, he will concentrate on recording the words of celebrities, not those of nonentities, so-called, who attract the police reporter.

Features Demand Artistry with Words

Writing skill is not minimized because knowing the sources and possessing an open eye for feature are so extremely important. The effective feature writer truly must be an artist with words, for he depends, not upon announcing startling news with which to catch his reader, but upon the attractiveness of the way his tale is told.

A feature writer can botch his yarn easily. The scribe who handled the little stage story that follows lacked imagination:

> NYACK, N. Y. — Helen Hayes, the actress, received two deep gashes in her left arm late this afternoon when she lost her balance in the shower of her home here. Miss Hayes was confined to her bed for the night and the play in which she is starred at the Broadhurst Theatre, "Happy Birthday," was cancelled. The actress said she would be back in the show tomorrow.
>
> When the accident occurred, shortly after 5 P.M., Miss Hayes tried to avert a fall by grasping a porcelain fixture in the bathroom. The fixture shattered. The cuts, from her wrist almost to the elbow of her right arm, required ten stitches. About a year ago, her husband, Charles MacArthur, the writer, had a similar accident at their home.

Another writer, using the orthodox feature treatment, and possessed of more time to play with the material, turned in this copy:

> NEW YORK — Every show night since Helen Hayes opened in "Happy Birthday" 10 months ago, she has worn a bandage on her right wrist for her opening scene.
>
> And every night she has discarded it midway through the play, confessing that it was a phoney.
>
> Miss Hayes was to wear her bandage again when going on the stage for the Saturday matinee, but she won't be able to doff it. And a few lines will have to be changed.
>
> Under the bandage will be 10 stitches her doctor took in two deep gashes — the result of a fall in the shower of her Nyack, N. Y. home late Friday which, over Miss Hayes' protests, closed the show for the night.

The headlines written for these stories reflect the tonal difference of each treatment. Said the straight news version:

> **HELEN HAYES' ARM IS CUT BY FALL IN SHOWER BATH**

On the opposite page is a typical newspaper feature, with a seasonal emphasis. It combines the biographical, personality, and human interest angles. (Courtesy of the Syracuse (N. Y.) *Post-Standard*)

Over the feature version was:

Helen Hayes'

Bandage Not

Fake This Time

Since newsmen write via patterns so often, it is easy for them to muff such a story. A straight news yarn has its standard form and almost writes itself if the reporter will let it. But the feature needs coddling. Patterns mean little in its life. Some exist, but they all surround that convenient structure, found so often in Egypt and journalism: the pyramid. That three-pointed staple of geometry behaves itself in the feature story. It sits on its base, as any well-behaved pyramid should. That story begins with details — often minor ones — and ends with the climax of the story material. (In straight news writing, it will be remembered, the pyramid is upside-down.) This must apply to some degree in every feature; otherwise it would not be one. If the climax is so vital that it must be presented quickly, the story would be mishandled if featurized. Yet this was the way news was presented a century ago: long, winding introductory passages prepared with non-stop sentences.

Development of the narrative in the feature is slower than in the spot-news account. Style, also, is more informal. Especially is this true of the human-interest yarn; less true of the more serious and longer feature which approaches a magazine article in magnitude, such as the scientific, nature, or travel subject feature, or the historical and expository types in general. The pace is slower in all these even if the qualities of pathos, wit, and tragedy are subordinated to the task of presenting information or explanation.

Features have a wider purpose than straight news stories, which appear chiefly to inform and indirectly to influence. Features inform, influence, and also entertain, amuse, or sadden the reader. The scribe who produces a brisk human-interest talk gives those persons who listen or read a little news, influences them slightly, and may cause them to laugh aloud or to cry a bit or to smile in appreciation of the cleverness of the presentation.

The author of a symposium on the news, a relatively limited type of feature, is unlikely to amuse anyone, but is likely to inform or to please the minds of many readers. A how-to-do-it feature in a magazine gives its greatest satisfaction when the reader can tear out the story and follow its direction explicitly and successfully. He maintains his fullest enjoyment of it when he has removed those storm windows, built that new style of tie-rack, or completed that home-made gadget to hold the garden hose in place.

Thus, the featurizer is wise to select the extra purpose his story is to serve and to prepare it so that his purpose is achieved. Too many purposes spoil the feature, or any other piece of journalism, for that matter.

Writing problems of features for newspaper, press service, syndicate, magazine, or radio separate themselves according to types of stories and their uses. Some general traits they all must have, regardless of medium: accuracy, terseness, good taste, readability.

The technical differences in writing that occur because of the mechanics or timing of different media can be illustrated under consideration of each type.

The Human-Interest Feature

More than any other, this type follows, specifically and deliberately, the upright triangle pattern. It seems to hold the climax back as much as possible, so as to surprise and therefore please or astonish the reader or listener. It also is as pure narrative as any writing that can be found in modern journalism. Casual, conversational beginnings are favored. These

qualities make the newspaper and magazine human-interest feature one type. Radio use is remarkably similar except that on the air the human-interest story should be short and loose-jointed. In its radio life it is more effective when heard from a narrator who gives the proper inflections to the key words.

A story sent out by the United Press from Houston, Texas, about a young woman who tried to hold up a taxi-driver is told much as if it were the synopsis of a short story. It is without the highlighting and detail and dramatic heightening which distinguish fiction from complete fact, but it has the narrative quality to sustain interest.

> HOUSTON, Tex. (UP)—The young woman waited for a taxi on a Houston street corner. She was nervous, but her mind was made up.
>
> The taxi slowed up and stopped at the curb in front of her. She stepped in, gave the driver a haphazard address and clutched the neck of a pop bottle she intended using as a club.
>
> On a dark street, she swung the bottle against the cabbie's head. It didn't knock him out, but she didn't have the nerve to hit him again.
>
> The cabbie, M. A. Whitley, grabbed the bottle from her and rapped it against her forehead.
>
> She told the cops a few minutes later:
>
> "I didn't want to take all his money. Just $5 to pay the room rent and give us enough to buy milk for the baby and a clean dressing for my husband's side."
>
> She had left her husband in a downtown movie, she said, the baby asleep in his lap. Didn't want him to know what she was up to.
>
> She was a former WAC and her husband, 24, a former Army Medical Corpsman. They met in an Army hospital 18 months ago and were married.
>
> Three months ago, she said, her husband had an appendectomy that took all their money. An infection in the wound kept his side from healing. He couldn't work, either. The night before, she said, they had slept in the bus station.
>
> She was sorry about the taxi-driver, she told the police. But the thought of her family, sick and homeless, made her desperate.
>
> When she finished the cabbie pushed his hand in his pocket and handed her a five dollar bill. A detective matched it and other police chipped in another five.
>
> Saturday the husband's side was treated at a hospital and the baby was fed its proper formula. The husband said he was feeling better and aimed to have a long talk with the Veterans' Administration people.
>
> Whitley said he wouldn't press charges against the mother. The police let her go.

That story possessed pathos. But the incident described in the next example was not so hard on the individual, so the Associated Press writer told it with a humorous touch. So skillfully has this been prepared that it is suitable for any medium. Any newspaper or newsmagazine could use it as is, except that in New York City a home address would be needed. A syndicate might send it out as a freak type of news. With shortening and a little informalizing ("Giknis, who is a 40-year-old Brooklyn coal company mechanic, met a friend who works at a railroad freight terminal not too far away," and a different, less formal lead, "This is a story about a man who put both feet in it"), it is ready for radio.

> NEW YORK (AP) — Joseph Giknis not only put his foot into it — he put both feet — and it took six husky cops to extricate him.
>
> Giknis, a 40-year-old Brooklyn coal company mechanic, met a friend employed at a nearby railroad freight terminal. The friend said he had dropped a monkey wrench into an empty molasses tank car and asked Giknis to help him get it out.
>
> Giknis said sure, and proceeded to let himself down into the car.
>
> Right away he found the car not exactly empty, and himself in a sweet fix — too much shoe in the goo.
>
> The molasses was ankle deep, and, to put it mildly, somewhat gummed up the works, not to mention Giknis.
>
> "What's the matter?" inquired his friend from above.
>
> "I'm stuck," said Giknis, with the full meaning of the word.
>
> The friend summoned other workers, who lowered a rope. Giknis didn't budge, and neither did the molasses.
>
> The workers got a rope ladder.

> Giknis still stuck to his stand in the matter.
>
> A police emergency squad was summoned. The cops studied the situation — from above — and went to work rigging up a boatswain's chair.
>
> Two hours after Giknis first found a kicker in the sticker, he fastened himself into the chair and the cops hauled away.
>
> Out of the stickiness came Giknis, unhurt but not unsweetened.
>
> "Get the wrench?" asked his pal.

Radio's short-sentenced informality with human-interest stories is illustrated with this United Press yarn and its special radio twist in the final lines.

UPR61W

BUFFALO, NEW YORK --- A PICKET LINE DOESN'T ALWAYS SUCCEED IN WINNING ITS DEMANDS. CERTAINLY NOT WHEN A STUBBORN WIFE GOES ON STRIKE.

VINCENT CATENA HAS BEEN PICKETING HIS IN-LAW'S HOME IN BUFFALO, NEW YORK, IN AN EFFORT TO PERSUADE HIS WIFE, JEANETTE, TO COME BACK TO HIM.

JEANETTE WENT HOME TO MOTHER TEN DAYS AGO AFTER A QUARREL WITH HER HUSBAND. YESTERDAY CATENA STAYED OFF THE PICKET LINE BECAUSE HE GAVE UP HOPE OF RECONCILIATION. BUT TODAY HE BELIEVES HE'LL POUND THE PAVEMENT ONE MORE DAY.

SO FAR, JEANETTE REFUSES TO LEAVE HER PARENT'S HOME. NOTHING WILL CHANGE HER MIND, NOT EVEN A RADIO OFFER OF A BROADCAST RECONCILIATION, A TRIP TO NEW YORK AND 500-DOLLARS IN CASH.

12/4 RP215P

Features are a natural for radio. Such informality occurs, not only in radio's human-interest stories, but also throughout the best radio news scripts. Study of any of the typical radio examples reproduced in various chapters of this book, particularly those dealing with techniques, will show that more and more radio is refusing to follow the newspaper's concept of news-story structure.

It rejects this type of news lead:

> WASHINGTON (UP) — Opening up a new frontier for modern homesteaders, the Interior Department announced Sunday night that it will start giving away 2,750,000 acres of land along the Alaskan Highway on Oct. 2.

Radio prefers to step up and say it more directly and plainly:

THE INTERIOR DEPARTMENT IS GOING TO GIVE AWAY MORE THAN 2 AND A HALF MILLION ACRES OF LAND NEXT MONTH.

Or:

WOULD YOU LIKE A FREE ACRE OF LAND ALONG THE ALASKAN HIGHWAY?

YOU CAN GET IT NEXT MONTH, WHEN THE INTERIOR DEPARTMENT WILL BEGIN GIVING AWAY MORE THAN 2 AND A HALF MILLION ACRES UP IN THE COLD COUNTRY. THAT'S WHAT THE DEPARTMENT ANNOUNCED IN WASHINGTON TODAY.

Thus loosening its joints, radio has no trouble with features, and featurizing their copy is something radio writers learn to do

rapidly and naturally. It is more natural to be unaffected and informal than stiff and dignified.

Deliberately, writers of radio news programs will select a brief story about a recalcitrant Buffalo wife to start or end a program, to provide the salad or dessert for the journalistic meal, just as newspapers do with their front-page boxed features or newsmagazines with columns of miscellany.

The human-interest story that was highly popular for many years was the sob-story, generally written by a girl reporter. Most of the famous women journalists of the United States have composed their share — Nellie Bly, Elizabeth Jordan, and many a man reporter with an eye for the pathetic. The day of the overly-sentimental human-interest tale has passed, possibly the result of literary influences and a more realistic populace or the fact that soap operas and comic-strip tales drain off the same emotions.

Instead there is a more subtle type of sentimental story to be found, like this sidewalk incident described by a staff writer of a New York daily widely known for its features of all types.

BY NORMAN KATKOV

World-Telegram Staff Writer

The big, young man in the basque shirt and work pants walked slowly along W. 23rd St. so not to hurry his wife. He held her arm carefully, half-turned toward her as though shielding her from the human traffic of the street.

He was like a lead man in a mountain climbing team, picking the spots.

His wife walked slowly, placidly, her hands folded before her. Their baby was expected soon now, and they were getting the early morning air with its promise of rain and its hope of a breeze to cool the hot apartment.

The husband's hands were workman's hands, huge, broken-nailed. The wife's hair was soft chestnut, long and bundled into a pile atop her head.

They passed the Old Homestead Bar and Grill at 325, four stairs up to an open door of music, laughter and good fellowship, and they didn't see it or hear it.

They passed the Opera Beauty Salon, 331, pictures of beautifully groomed, slender women in the window, but the wife looked through them disinterestedly.

Something to See

Suddenly she said: "Mike, Mike, look," and moved ahead of him, pulling his arm to the Smart Hat Shop, at 333, moving awkwardly to the window.

He took two fast steps to be with her again, standing with her as she looked enchanted at the half dozen hats behind the glass.

"Aren't they pretty, Mike?" she asked, her face aglow.

He might have been looking at jade — or an abstract painting. "Sure," he said. "Yeah, they sure are."

She held his hand tightly, pointed with the forefinger of the other. "Look at that one, it's beautiful," she said.

Mike Plays Up

His eyes followed her finger to a certain creation hanging precariously from a wooden stick. This seemed to be a breath of ribbon, a sliver of wire and a net.

"Sure is," he said.

"And that one," she went on. "Oh, Mike, look at that one!"

Mike seemed to force himself. He saw an enormous cone of tan straw, with a rainbow ribbon around the brim. "I kinda like that," he said. He moved one shoe against the other, heavy, high work shoes, hobnails in the soles.

Her eyes roamed about the window and she was suddenly a child, its nose pressed against the glass watching the Christmas toys behind it.

That's the One

Mike saw the hand-crayoned sign: "Clearance Sale. All Summer Hats ½ Price," and then he looked at his wife. He put his arm about her and she let her head drop on his shoulder, her hands folded before her once more, her eyes on the hats.

A drunk staggered by, very close to them, and Mike, not changing position moved his free hand, pushing the drunk out onto the sidewalk. "Which one do you like, Mike?" she asked.

"That one there." He pointed at a white bonnet. "I like it, all right," he said.

She nodded. "Me, too," she said. "That's the one I'd like." Then she turned away from the window. "Come on, Mike," she said. "Let's go home."

Mike Decides

He took a step forward and then he stopped. His hand moved in his pocket, came out with a bill. "Get it tomorrow," he ordered.

"No," she said, looking at him. "No, Mike, we can't. We have to save, Mike."

But he was closing her fingers over the bill, and then he bent suddenly, awkwardly to kiss her hand, and straightened up, almost ashamed. His face was stern.

"Get it," he said. "Get the white one," he said. "We're not that strapped. You get it," he said.

—New York *World-Telegram.*

Another variety of human-interest story is the sort the Atlanta *Journal* has published nightly under the heading "Street Scene." Norman Katkov's story is a full-length presentation: these are vignettes. Such bits are expected of reporters regardless of beat or assignment. They can become an institution if sharply drawn and concisely phrased. Here are samples:

Baseball fan watching the game from the stands while listening to the play-by-play account on a portable radio.

* * * *

Gentleman in overalls enters West End ice cream parlor, finds himself a straw and leans over carefully to sip water from the fountain.

* * * *

Group of intrepid bobby-soxers hitch-hiking in rain, when transformer blast halts trolley service.

* * * *

Small boy solemnly building a birthday cake out of sand after a disagreement with his family over how his birthday is to be observed.

The Biographical Feature

The human-interest story about a person does not separate itself easily from the orthodox biographical and personality sketches. The only guide is the purpose of the story. If it is to emphasize the emotional aspects of the subject's life, if it is intended to arouse sympathy or pity or admiration, it classifies as human interest. Stories about men and women who overcome handicaps are popular in the American press, newspaper or magazine alike. Here are two of this type that appeared on the same day in widely separated papers. The one about the tractor-driver was distributed by a wire service; some papers had the initiative to run a picture of the young man with it. The other, with a similar theme, was a local story in the New York *Times;* it, too, was illustrated. Above it was a photograph showing the shoe shine with a customer in his unusual chair. Except for stylistic differences of a minor nature, the stories are developed in the same way: a modified straight news lead followed by facts and descriptive details, a cumulative rather than a suspended interest type of development.

A disabled veteran of both world wars, Paul J. Oliver, 50 years old, of 440 East 123rd Street, told yesterday of his efforts to supplement a modest disability pension with a mobile shoe shine parlor. Mr. Oliver has lost his right eye, which he attributes to a gas attack while fighting in the Argonne Forest in World War I.

Six months ago, he said, unable to continue working as an elevator operator, he designed the shoe shine chair. Constructed of plywood and trimmed with chromium bands, the chair offers cushioned seating to a customer together with radio entertainment from a built-in portable set. A magazine rack also is planned. Mr. Oliver estimated the total cost at $250.

Mr. Oliver said he first enlisted in the Army in 1916, when he was 19. He saw action at St. Mihiel, the Argonne Forest and Chateau Thierry. In the Argonne battle a shell exploded a few feet from him, killing a companion, he said, shortly after this a gas attack affected his eyes.

Between wars he worked as a truck driver, an occupation he abandoned when his vision began to fail. However, he volunteered for the Army in 1942 and served in the Pacific area as private and master sergeant. He was discharged in November, 1943, as over-age.

His vision became so poor that he was hospitalized. It was found that

his right eye was tumorous and had to be removed. Mr. Oliver said he applied several times to the Army for a disability pension, but was advised his claim could not be recognized. However, he received 10 per cent disability for flat feet. The $13.80 monthly pension, he declared, does not even pay the rent for the two-room apartment he shares with his wife, Marie.

Last April he hit upon the idea of the mobile shoe shine chair. A cabinet maker built it according to his design for $60, and Mr. Oliver added the accessories. The chair is equipped with balloon tires and a chromium bar for pushing. . . .

—New York *Times*.

BIRMINGHAM, Ala. (UP) — A year has passed now since World War II's only "basket case" started out to prove to himself and others that arms and legs aren't really essential to a farmer.

Fred Hensel, who had his arms and legs blown off by the Japs on Okinawa, admits today that the battle on his farm at nearby Mt. Pinson is not won. But his neighbors won't.

"I wouldn't have believed anyone, especially anyone with no farming experience, could do what he has," said his nearest neighbor. "He's got us coming to him for advice now. That boy goes ahead and does the things we only talk about doing."

What worries Fred is not the problem of tilling his soil with artificial legs and hooks for hands and arms. It's how to get his farm operating in the black.

Besides the neighbors, the Jefferson county farm agent points to Hensel's rich field of alfalfa as probably the best in the county. Fred cultivated this himself with a tractor specially equipped to be handled with hooks instead of hands.

Alfalfa is just part of his crop that he works with the help of his wife's brother, Glenn Carty. He also has corn, oats, lespedeza, vegetables, 40 head of cattle and 1600 chickens.

Hensel and his pretty wife, Jewell, came south last year looking for a dream farm while he was still a patient at an Army hospital at Battle Creek, Mich.

With the donations from thousands of his friends, his pension check and his own savings, he bought the 143-acre chicken farm. They rebuilt the house into a model home.

The press prints far more than human-interest stories or straight news stories about people. In the past few decades, in the United States, writing about people, speaking about people, filming people, listening to people, has become a preoccupation of the people. Whole magazines exploit people: the fan publications about Hollywood, radio, and theater personalities. In other magazines it is the *New Yorker* Profile or the article in the *Saturday Evening Post* or *McCall's* about a newsworthy individual. In newsmagazines it is the Man of the Year or whomsoever the editor chooses to portray on the cover and link to a smartly written sketch inside. On the radio the biographical sketch is put on the air through quiz programs or interviews. In newspapers it may be a brief Man of the Week or the longer Sunday magazine personality piece. Syndicates send out features about persons by the dozen daily; every anniversary is marked. The opening of a famed inventor's desk or a martyred president's long locked-up correspondence is accompanied by hundreds of biographical articles.

Much of the newspaper's biographical writing, except in the Sunday editor's display, is hasty and routine when locally produced, especially when compared with the carefully tailored products of magazines specializing in full presentations. A typical example of newspaper treatment is the following article on an educator. It is plainly and clearly written: few newspapers would want to print the sophisticated type of treatment. Its readers would not appreciate it and it is not always feasible to provide that handling. A national magazine can give a more penetrating biographical or personality portrait than a local publication simply because it is national and has little if any local responsibility. For a newspaper to be as frank as a magazine in such copy as this it must be composed of individuals who would go so far as to expose the weaknesses of members of their own families.

MAN OF THE WEEK

Chosen Man of the Week is Dean Louis Mitchell of Syracuse University. As the L. C. Smith College of Applied Science observed its 46th anniversary this week Dean Mitchell celebrated his 25th year as head of the college.

If someone asked Dean Louis Mitchell to show what he's done in 25 years as head of the College of Applied Science at Syracuse University he'd be satisfied to point to the men he has trained.

"It's like the story of the Roman matron who was asked to display her jewels and she replied by calling her sons to her side," explains the gray-haired professor, known to students all around the campus.

"Sometimes when I become envious of universities with large endowments, modern buildings, or state support," he continues, "I stop to meditate on the achievements of graduates of our college. Then I know we have something to be proud of, too."

In celebrating his silver anniversary, Dean Mitchell has been a dean longer than the head of any other school or college of the university. He began his duties in March, 1922.

Chancellor James R. Day appointed him to the post after he had been a member of the Applied Science faculty.

"Immediately we were faced with the disheartening responsibility of clearing up a university debt of over a million dollars," he recalls. "Then financial skies had hardly cleared when the storm clouds for the depression were gathering — which meant curtailment to us on Piety Hill.

"We made progress anyway," Dean Mitchell continues, counting off improvements in the different departments. One of these is the Guggenheim grant of photogrammetry in 1928.

An air-conditioning laboratory has been added and improved facilities provided for chemical, elctrical and mechanical engineering. A new hydraulics laboratory has been installed, a materials testing laboratory modernized, and the Oberdorfer pump testing and fluid mechanics laboratory completed.

Now the college faces a move in the near future of a greater part of its facilities to the Thompson Rd. plant formerly occupied by General Electric.

And even as these improvements have been made, Dean Mitchell points out proudly, the ratio of alumni in executive and other responsible positions in industry, business, public service and education is higher than in most engineering colleges.

Dean Mitchell has degrees from Earlham College, Purdue University, the Massachusetts Institute of Technology, Harvard, and Clarkson College of Technology.

He came to the L. C. Smith College of Applied Science in 1910. He has served as assistant engineer in the Bureau of Engineering, City of Syracuse, and a member of the Syracuse Grade Crossing Commission.

—Syracuse (N. Y.) *Herald-American.*

Daily and weekly newspapers do not indulge very much in the personality sketch unless it be via the wires. The biographical story differs from the personality piece in that it tells chiefly the history of the person at its center and gives a little attention to the subject's appearance, manner of speaking, psychology, or other such characteristics. It shows the outside rather than the inside of the man or woman in the spotlight's beam.

It is necessary to turn to magazines for examples of the personality article. Many readable examples have been collected in such volumes as *Profiles from the New Yorker, Post Biographies of Journalists,* and *More Post Biographies.* The difference in tone between the objective biography and the personality sketch can be gauged from the lead that Gladwin Hill wrote for his study of Howard Hughes in the New York *Times* Magazine:

> To Hollywood residents, Howard Hughes' performance at the recent Washington sessions of the Senate War Investigating Committee seemed wholly in character. It was spectacular. It was combative. It obviously gave Mr. Hughes, despite tiresome and irritating moments, considerable pleasure.

Radio copy of this classification resembles neither that for the newspaper nor that for the magazine. A series like St. Clair McKelway's

on Walter Winchell or John Bainbridge's on Reuben Maury, the editorial writer, both of which ran in installments in *The New Yorker,* is impossible for the air. Without dramatizing such a life story, the public would not listen. Certainly the cut-and-dried style of conventional journalism would not save the speaker from being dialed out. When radio tells life stories straight, they are kept short, to a few hundred words. Whenever possible it uses the interview or dramatizing method of presenting the facts.

The Historical Feature

Anyone's hundredth anniversary is news, of the feature sort. Anyone's reminiscences, so long as they are not chiefly autobiographical, also can be converted into news features. Everything has a history. Everything, therefore, can be the subject of an historical feature. But not everything can be the basis for an attractive story, in spite of the widely held view that a good craftsman among journalists can take any subject or event and write almost any kind of story about it. Unimaginative and unresourceful journalists might be puzzled about what to do with every or any particular assignment; the master hand almost always can find an angle.

The feature writer with that capacity — to make a story out of anything that comes to hand — is especially adept with the historical feature. He will find it difficult, however, to provide new ideas for such stock subjects as Washington's and Lincoln's anniversaries, Christmas, Thanksgiving, and the Fourth of July. But give him sufficient time and he can do it. He will find a local angle or make an application of a national story.

Historical features usually are longer than human-interest stories, except on the air, where length is measured in time as well as space. Such features need space for the unwinding of details. Popular with editors are brief ones, running little over five or six hundred words, on streets, buildings, cities, and works of art, like monuments, stories that can be run in a series. If they lend themselves to illustration, still better. Radio makes little use of history in this form. Understandably, it chooses instead to present background facts in dramatic form and around personalities. Although the eye can stand reading many thousands of words of sometimes stodgily offered facts, the ear tires rapidly. Dialogue, music, sound effects, and a heavy narrative core are needed for good listening.

Most of the examples of historical features here are typical rather than extraordinary in their technique. Two on the finding of old coins show different treatment. The one about the 1785 coin is brisker than the other, having more of the human touch. But the one about the 1813 coin is more thorough in its historical background and free of the other's vagueness. Close readers of the two stories will note that the author of the one about the tomato hoer omits to tell when the coin was found. Had he done so he might have protected himself for his vagueness.

Hoeing tomatoes proved an historical adventure for Arthur W. Brown, 115 Kirkpatrick St., East Syracuse, when he found a Spanish coin dating back to 1785 nestled under one of his sturdiest plants.

"I've turned up everything from silverware to old auto parts in that garden of mine," he observed. "This is the first time I've ever found any money, so I guess I'll go back and dig some more."

The coin is remarkably well preserved, and excited the interest of Harry C. Durston, secretary of the Onondaga Historical Association, who believes it may be a clue as to whether the Spanish were ever in this section of the country.

One face of the coin bears the inscription Carolus III. Dei Gratia, 1785, and the other side reads Rex Hispan et Ind., indicating he was king of both Spain and India. According to Durston, this fact has never been known.

Brown plans to look into the background of the coin, to determine its historical worth, and in the meantime is keeping a sharp look out for buried Spanish treasure in his backyard.

—Syracuse (N. Y.) *Herald-Journal.*

Potsdam — An old coin bearing the date of 1813, which was evidently lost by someone while building the Russell Turnpike, a part of the old military road from Plattsburgh to Sackets Harbor, was found this week by William A. Dean of Brown's Bridge while working in his garden. The coin was unearthed between the Dean home and the banks of the Raquette River.

The coin is about the size of the large Canadian penny. On one side is the picture of a three-masted schooner, with the date of 1813 beneath. Around the rim on that side is the wording: "Trade and Transportation." On the opposite side of the coin are the words: "Half-penny Token" in the center, while around the rim are the words: "Pure Copper Preferable to Paper." The coin is in excellent condition.

The spot where the coin was found is where the old military road was located and in that section it came from Nicholville through Hopkinton and Parishville to the river at a point which is now called Brown's Bridge, where the soldiers forded the river. It was at that point that the coin was found.

[There follows further history of the road and description of Brown's Bridge.]

—Watertown (N. Y.) *Times*.

Feature syndicates specialize in historical material. Many a newsman has done double duty with a local feature by rewriting it and selling it to Consolidated Press Association, one of the smaller syndicates, or to United Features, one of the larger. They, as well as specialized magazines, will use them if they are authentic, brief, and illustrated. National magazines will appreciate the historical feature if it is developed from a novel angle or exploits heretofore unknown facts.

Routine material of this type is illustrated by the text which ran with black-and-white sketches in the church news pages of various daily papers subscribing to the syndicated service which offered it. Frederick Polley, an editor, artist, and writer, prepared a sketch suitable for a three-column cut as one of a series of short articles about "Historic Churches in America." In a mild feature form, he wrote this about the National Mormon Chapel in Washington:

This beautiful building, the Washington Chapel, Church of Jesus Christ of Latter-Day Saints, is located at the intersection of Sixteenth Street, Columbia Road and Harvard Street, in the northwest section of our national capital.

It was designed by Ramm Hansen, a Norwegian convert, and Don Carlos Young, Jr., a grandson of Brigham Young. It is built of Utah marble quarried in the Nebo Mountains about ninety miles from Salt Lake City. All the marble was milled and finished to specifications before it was shipped from Utah.

The spire is patterned after the general design of the chief spire of the Salt Lake City Temple, and here as there, it is capped by a ten-foot figure of the Angel Moroni. Other symbols and architectural units in the building are fashioned from the Temple in Salt Lake City.

The chapel was erected in the years 1930-33, and was officially dedicated November 5, 1933. The interior furnishings are both unique and beautiful. The windows are of especial interest to visitors and to members of the faith, in that they represent scenes that have to do with the founding and spreading of the Church. The continent of North America has special significance to members of the Church, because it was here in this country, in New York state, that the Church was organized April 6, 1830.

Visiting tourists in Washington are invited to view the interior of the Chapel and guides are furnished by the Church for this purpose. Our acknowledgements to J. Ridge Hicks, President Washington State Mission, for factual information in the above article.

—Fine Arts Features

The chief value of such a feature as this, it is evident, is in the art work rather than in the descriptive text, which is routine and greatly dependent upon the drawing with it. A news peg or tie-back paragraph of some sort to current Mormon news would have given this more news interest; the editor of the particular newspaper from which it was drawn, although a New York State paper, either did not notice the reference to the Empire State or disre-

garded it or had no personnel available to do more investigating and give the feature more local interest.

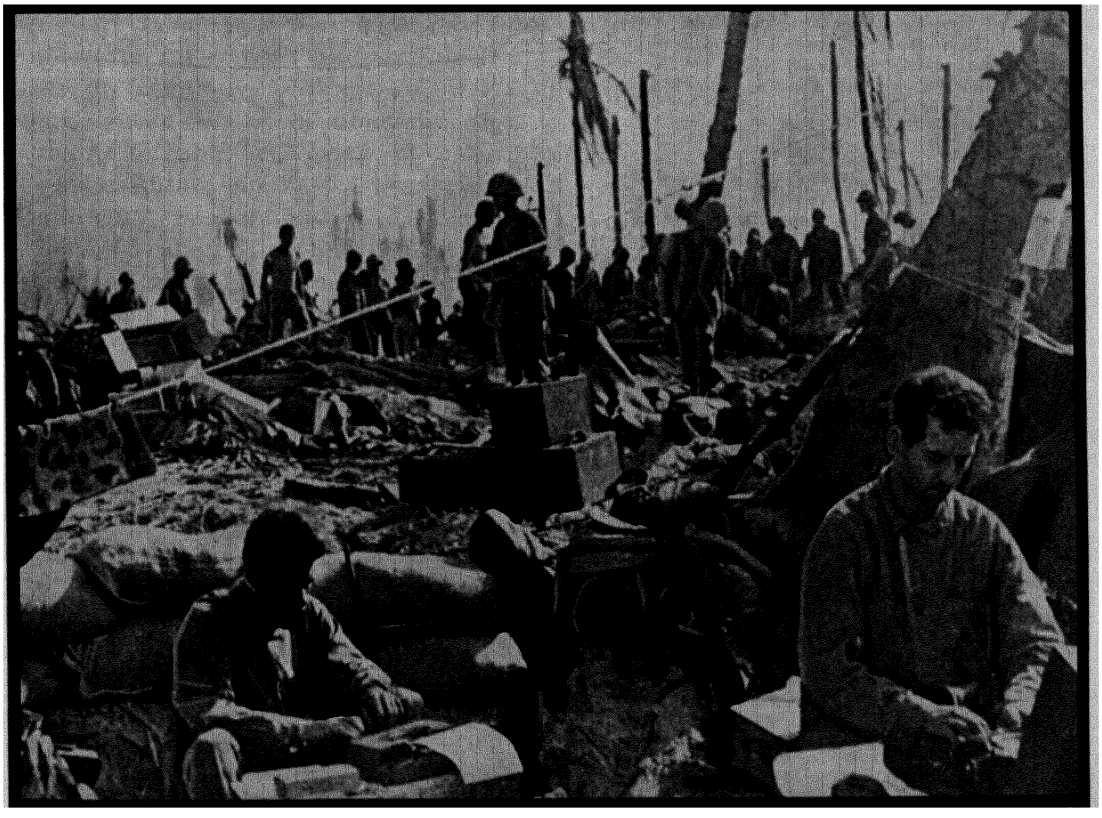
The Feature That Explains

"What's it all about?"

That is the question the explanatory feature seeks to answer. It may range from explaining the significance of United Nations action to making clear why the carving on Georgia's Stone Mountain is unfinished.

In recent years science and nature, politics and government, and labor and management have monopolized the subjects most often explained by the newspaper or magazine feature. After discovery of atomic energy, the task — one of the most difficult for modern journalism — of explaining what it meant to mankind was undertaken by science writers and editors for periodicals, newspapers, radio programs, and press services. Few succeeded in explaining without further puzzling, but the attempt was made. That it was attempted was recognition once again that the public needs help and that the press has responsibility for trying to provide such assistance toward understanding.

The explanatory feature — also sometimes classified as the expository, interpretative, or informative — is at the other extreme from the human-interest story. It tends to be longer, to be sober-sided, to be detailed.



Feature writing is not always a placid occupation. During World War II writers like Ernie Pyle (though many a GI would deny there were any like him) wrote under conditions like this. These Marine combat correspondents are typing after an operation in the Marshall atolls. (Official U.S. Marine Corps Photo)

Not just science, nature, politics, government, labor, and management are the subjects, however. Any activity of man, any product of man's skill or imagination, is a topic for the explanatory featurizer. The so-called science and nature features, however, are suitable as examples of the method of treating the content. Science is a subject for a, not a type of, feature. It is possible to find human-interest science features. Nature features of the lighter type abound. Here are the leads of several on the tear-jerking or oddity side:

> May, a shiny black 7-year-old mare that for the greater part of her life pulled an old-style cab about Central Park, made her last trip yesterday. The end came mercifully and quickly for the animal when an agent from the American Society for the Prevention of Cruelty to Animals shot her through the head.
>
> Just as she had done day after day for years, May was pulling . . .
>
> —New York *Times*.

> LONDON—It was not the "big-one-that-got-away" but the fish that jumped down the angler's throat.
>
> The story is reported by Acting Surgeon R. M. B. Lowis of the Maylayan Union, and is published in the British Medical Journal.
>
> The angler was a Malay villager and he was taken to the hospital in "a very distressing condition," Dr. Lowis related:
>
> "It appeared that an hour previously the man had been drawing in his net in a rice field. Holding up the edge of his net, he peered over to inspect his catch whereupon a fish leaped out of the water into his mouth and disappeared down his throat."
>
> The doctor proceeds to explain how the tail came off when grasped in sponge-holding forceps and how the fish was ultimately delivered in the operating theater. The patient recovered. The fish was found to be an Ikan Betok — six inches in length and 4 inches in the greatest circumference.
>
> —Reuters.

The reporters who wrote these stories knew little about either science or nature, in all probability. Whether they knew much about those subjects or not, they did not need to have such knowledge to produce their copy. The stories are short, the technical information meager. The one about the fish, a variation on the man-bites-dog angle, shows how one member of the press draws upon another. The horse in the other excerpt is given almost human attributes, a practice that orthodox science and nature writers do not indulge in. In a sense these stories explain animals or the peculiar conduct of certain animals. But they are not fully explanatory. More so, and heavily dependent upon the photographs that accompanied it, is this concise feature from a picture magazine:

> One day in June a man named George Whitaker, who works for New York's American Museum of Natural History, walked down a dry arroyo in New Mexico, his eyes fixed on the ground. Suddenly he gave a shout and fell to his knees. Embedded in an outcropping of 200-million-year-old rock was the claw of a small dinosaur. A few minutes later Dr. Edwin H. Colbert, the museum's curator of fossil reptiles, identified the claw as belonging to the Triassic genus Coelophysis, a contemporary of the first dinosaurs which lived millions of years before the massive Brontosaurus and Tyrannosaurus. Digging farther, Colbert and his associates discovered they had made one of the most important dinosaur finds in the history of paleontology. Only a few scattered Coelophysis bones had been found before. They had uncovered not one but perhaps as many as 12 complete skeletons.
>
> Dr. Colbert and his associates immediately began the delicate work of removing their find from the rock. To locate the bones accurately they scraped lovingly at the surface. Then they dug down to isolate them in big blocks of stone. Covered with burlap and plaster of Paris, the blocks will be removed from the arroyo, one by one, and

shipped to the museum. There the skeleton of Coelyphysis will be reconstructed so paleontologists can learn more about the descent of all dinosaurs.

—*Life*, August 11, 1947.

The human touch need not be lost entirely, even in the thoroughly explanatory feature, just because its purpose is not to be humorous or to tell a tale of pathos. Here, from a long and thorough feature, originally illustrated by a three-column picture of a woman and two barnyard animals beside a typical observation station of the sort described, is a lead which sets the tone as pleasant but informative.

> There is one group of government workers that never needs to have a fear of salary reductions or staff curtailments. This is the force of five thousand men and women throughout the country who serve as "co-operative observers" for the Weather Bureau. Working almost two hours every week for the government, they receive no compensation. There was a time when official greetings and expressions of thanks and good will were sent to them on holidays — but in a former period of austerity some one even had that compensation declared illegal and eliminated.
>
> Every county of the United States has at least one. . . .
>
> —New York *Herald Tribune*.

More and more readers and listeners look to newspaper, magazine, and radio for explanation of the meaning of the news. In an atomic age not only has science become more complex than ever before, but so have news events in the fields of politics, government, economics, labor, and other areas. Immediately after some new government policy is announced, writers will explain its significance to persons not possessed of the background to analyze the event themselves. Magazines and newspapers with Sunday sections have done this for years; the demand for such help has become so great that special correspondents of dailies, writers attached to bureaus for the press services, and radio news commentators try to provide such analysis on the day of the event itself.

The nation makes new trade agreements. Within a day a syndicate distributes an article which, in simple style, traces the effect upon certain commodities. It cannot be long and it must be superficial to find space in a newspaper in times of newsprint shortage, but it gives the reader a little below-the-surface information and perspective on the news story which occupied big headline space the day before.

> By DAVID PRESTON
>
> NEW YORK — More luxury goods — tweeds, fine laces and silks — are about what the average shopper stands to gain from America's new trade agreements with the rest of the world. But in cost of living items no great change is likely.
>
> And even in fancy goods, a sudden flood shouldn't be expected. Most foreign countries, though working hard to produce, are far behind the rate they'd like to attain.
>
> The finest of Belgian and French laces are apt to be speeded here by the new agreements, as can be judged from protests made by U. S. lace manufacturers. As the tariffs stand, the finer the lace, the more it has benefitted from the new arrangements.
>
> Thus the coarser sorts of lace . . .
>
> —*Women's National News Service*.

How to Do the How-to-Do-It Feature

The how-to-do-it feature is a pragmatic cousin of the explanatory. It, too, seeks to explain, but it explains physical acts rather than ideas. It teaches techniques rather than understanding alone. And it has a different purpose. The explanatory tries to explain so as to educate and inform the reader with facts and knowledge and not necessarily with skill. But the how-to-do-it feature is supposed to leave the reader believing that by following instructions he not only will understand what is meant, but also be able to reproduce the object explained.

Whole magazines and major parts of others are devoted to such features. Sunday supple-

ments, Sunday-school papers, and other kinds of Sunday readings are favorite places from which to learn a little more about how to make toys, cook cabbage, or prevent a lawn hose from crawling.

The writer of such features is a craftsman who produces the simplest of journalistic writing. He is a non-fiction writer, but insofar as journalism must have some relationship to the news, he is little of the journalist. If he is something of one, he may include a news peg in his opening paragraph or so. Something like:

> The kind of cheesecake our staff photographer likes best has nothing to do with his job and everything to do with his appetite. That's why his wife's recipe is borrowed so often . . . last week the photog was so impressed he even photographed the delicacy.

Such writers have the job of telling a reader, step by step, how to accomplish some objective in the physical world — to build, mold, bake, model, paint, move, design, or frame, to name but a few of the possibilities. This writing must be more than the giving of advice; it must be practical and testable. Pictures, graphs, charts, drawings, sketches, and diagrams not only help but are necessary, but usually they cannot do the job alone. Explanations are needed. Directions are essential. The relationship of steps in a process must be indicated.

The first step for the writer of such copy to take is to make sure that he can do what he intends to tell others how to do. Although some writers of cooking articles have been known to suggest recipes they have not tested, most writers on such subjects cannot take the chance. The writer worries less about his results if he goes through the process himself and makes notes of every operation he himself performs. By making such notes carefully, he at the same time builds the framework or outline of his article. But only the outline, for it is not enough to list directions, as on a dress pattern. It is dull reading matter. The how-to-do-it writer has the journalistic problem of keeping it readable and attractive. A bit of wit or the snap of a wise-crack helps. The anecdote is the antidote to dullness here as elsewhere.

Popular among how-to-do-it features is the one with characters. Thus, by fictionizing it a little the feature is kept from too great rigidity. A situation is invented, a need is expressed for something — an improved garage door capable of home manufacture, an alarm clock whose face can be brightened, a chair temporarily to be repaired with both glue and nails unavailable. The writer talks to the owner, to some youngster who watches him at work, and explains what he is doing to make the door, brighten the clock face, or glue the chair rungs.

Thus, the explanatory feature called the how-to-do-it actually is pure description, of a narrative type. It is not static description, for it takes the reader from operation to operation. Yet it is more than description also, for were it not, the reader would see the object being made, but not himself taken through the steps so thoroughly that he could, by following the same path, achieve the same result. Here is an example of the merely descriptive type:

> Fifteen years ago, when Mrs. Florence Knode of South Bend, Ind., rather casually wound some gaily colored paper around a few pieces of wire and presented her five-year-old daughter, Katha, with a specially designed doll, she started what today is one of the city's small but flourishing industries.
>
> Her handiwork is displayed on counters of stores and gift shops throughout the nation. To meet the demand she has turned the top floor of her three-story home into a workshop.
>
> Mrs. Knode's dolls differ from others in being large enough — some are 20 inches high — to conceal gifts under

billowy skirts or to hold them openly in their hands. . . .

The dolls . . . are made almost wholly of paper.

The heads are shaped from shredded crepe bound into oval form. Arms, shoulders, chest and waist are shredded paper tied onto a frame of wire. Two long wires from the frame are taped to a cardboard cone which serve as a base. The face, too, is paper and also the hair.

— *Parade.*

The type that goes beyond the descriptive is that simplest of how-to-do-it features, that staple of the women's section of every newspaper or magazine or radio program: the recipe. Lest this fragment of writing seem too mundane, it must be remembered that Mary Jane Ward, author of *The Snake Pit* and other popular and influential novels, first broke into print with a recipe. One that works is in one sense more of a masterpiece than the short story which has to withstand no pragmatic test of utility. How-to-do-it features are functional.

Being thus functional, this feature need not, like all the others, dote on its language. It should not be dull, but neither do its readers call for the sparkle to be found in a *Town and Country* essay or a *Time* editor's reply to a complaining letter writer. It safely can be workmanlike writing because it has a workmanlike job to do. Notice how the tone of this-is-how-you-do-it-yourself is maintained in the next example, from one of the magazines of mechanics and science that serve as textbooks.

Many amateur builders underrate the importance of rigid bracing and shoring when laying the keel and setting up the molds of a boat.

[This is followed with explanation of why sound shoring and constant checking are important in avoiding construction errors. A specific boat, shown in accompanying photographs, is discussed. Then the writer settles down to instructions.]

To begin, snap a chalk line on the floor directly under a strong beam to represent the centerline of the boat. Undersupports are then placed in reference to this line. . . .

Lay one of the heavy bearers across the centerline . . .

Then rest the assembled beam . . .

Next, measure the distance . . .

Cut an equal number of uprights . . .

[And so on.]

— *Popular Science.*

The newsman who hopes to advance in his profession should develop his ability not only to cover routine news, but also to recognize and write feature stories. If he becomes versatile, his usefulness to his employer and to prospective employers will increase. Moreover, as he writes both human interest and longer articles, he may develop a style of writing which will enable him to supplement his regular income with that derived from the sale of articles to other media. In so doing he will find that his writing is a route, not a rut, and that often he himself may be the only obstacle to his advancement.

Chapter 17

Focus on Collision

CITY GOVERNMENT IN THE NEWS

City Government . . . City Government in the News . . . Bosses and Boodlers . . . Pulitzer Awards . . . City Hall Reporters . . . Getting the News . . . Legal Entity . . . City Finance . . . Forms of Government . . . Writing the News

Cities are not shock-proof. Here economic, social, political, and cultural forces collide. Here, too, human beings, jammed and crammed together, collide, struggling to control forces which otherwise would control them.

Cities are restless, combustible, explosive. They whet man's thirst for power, his hunger for security. Caught in this complex catalysis, men struggle to survive. The result? Everywhere are the raw wounds and ugly scars of disease and delinquency, vice and crime.

Conflicts between groups are intensified in the cities. In this "abyss of the human species," as Rousseau described it, groups fight at close range. Often, though needlessly, Gentile is arrayed against Jew, white against Negro, Catholic against Protestant, labor against management, blueblood against "scum."

Modern cities are naked targets too. Each is a standing invitation to blockbusters and atomic bombs. Each provides the spy, the saboteur, and the expert on bacterial warfare with his best chance to disrupt the order and upset the economy. And here masses of noncombatants are virtually helpless if an enemy attacks.

Yet cities are necessary. They serve as trade centers for the surrounding territory. They are transport foci at which a break of bulk in the shipment of goods occurs. They are concentration points for specific industries — Butte, copper; Tulsa, oil; Scranton, coal; Hibbing, iron; Longview, logging; Astoria, fish.

Cities provide for social as well as economic needs. Only in such an environment may the individual enjoy a wide latitude in his choice of work, friends, pastimes. Stimulated by this freedom, the ordinary man, a gregarious beast, may boast, as did Saint Paul, that he is "a citizen of no mean city."

Culture may thrive in cities, for a city is known by the culture it keeps. Thus, miners on the Comstock Lode enjoyed *Hamlet*. Today some communities are satisfied with comic books, B-pictures, and hillbilly music. Others demand and get something better in music and drama, art and literature.

Yes, cities differ. Some are dynamic; others, static. Some pulsate with energy; others doze in the sun. Why? Thucydides gave his answer in 410 B.C. He declared, "It is the men who make a city, not walls or ships." And he was right, for the economic, social, and cultural opportunities exist only when men develop them.

Cities differ, for example, in internal structure. One may be organized in concentric zones, another in sectors, and another in multiple nuclei. Each metropolis has its suburbs,

its satellites. And most of them will continue to grow, perhaps more slowly, and thus contribute to the complexity of urban life.

Shifting and thrusting forces constantly are at work in cities. Some are so violent that they cause upheavals, even threaten to destroy the pattern that makes them possible. Hence, because all cities have much the same fundamental function and basic pattern, there is a need for some over-all agency to maintain equilibrium.

City Government

What is this agency? Obviously, it is city government. It exists to preserve men's rights, to regulate their relationships, to unify them in their support of measures for the common good. It is the chief means of the people in any community to capitalize on past achievement or to exploit future opportunity.

Yet city government cannot isolate itself from the interrelated forces it should regulate or control. None of the institutions of a community can be independent; all are interdependent. Because of this interaction, each has an impact upon the other, each upon the government.

Obviously, then, no city government should be allowed to proceed unwatched. Someone must report its success and its failure to achieve the will of the people. The press, therefore, has a unique opportunity to interpret local government.

An inescapable social phenomenon, city government is a prolific source of news. Thus, the role of mass media of communication — newspapers, newsmagazines, and radio — is unique. Bird and Merwin discuss press responsibility thus:

> The relationship between press and government is construed as a virtually sacred tie because both are servants of the public. Supporters of the newspaper characterize publicity about activities of government as a bulwark on which the electorate relies for making decisions and for assurance that venerated institutions and customs will be maintained. Critics of the newspaper maintain, however, that the ramparts of democracy are constantly undermined through the flippancy, exaggeration, perversion, and suppression attributed to the editorial mind when political news is evaluated and printed.[1]

Should the press be neutral in government? No, the responsible citizen cannot be neutral, and neither can the responsible newspaper. But the newspaper's opinions should be expressed on the editorial page, not in the news columns. And these news columns should give a fair, balanced, and accurate account of political news. As the Canons of Journalism of the American Society of Newspaper Editors indicate,

> Partisanship in editorial comment which knowingly departs from the truth does violence to the best spirit of American journalism; in the news columns it is subversive of a fundamental principle of the profession.

Thus, a free and responsible press has two functions in covering government. First, its news pages should inform the public, not only reporting the news, but also interpreting it. Second, its editorial pages should provide leadership, influencing the public to make wise decisions. But the second function never should interfere with the honorable performance of the first.

City Government in the News

News of local government appeared in early American newspapers, but it was not welcomed by those in authority. In fact, James Franklin and John Peter Zenger, colonial newspapermen, were jailed for publishing news reflecting unfavorably on the government. It was in those days that the colonists began to realize that no people is free unless the press is free.

Local rural government in the Thirteen Colonies was adapted to the conditions in

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[1] *The Newspaper and Society* (New York: Prentice-Hall, 1942), p. 202.

different colonies. In New England, for example, the colonists developed the town meeting. At this open forum they discussed public policies; elected selectmen, constables, recorders, and treasurers; and took action on community problems.

Three other systems of local government developed in the colonies during the seventeenth and eighteenth centuries. There was the county system in the South, the commissioner type in New Jersey and Pennsylvania, and the township-supervisor type in New York. Each was adapted to the needs of settlers as they established communities beyond the Appalachians.

In England at this time the borough was the municipal corporation. It received its charters from the crown. Only twenty-three such charters were granted to boroughs in the Thirteen Colonies. Of these, perhaps two-thirds achieved some significance.

When the United States was founded, perhaps one person in thirty lived in a city. Yet Thomas Jefferson was alarmed. Writing to James Madison he warned, "When we get piled upon one another in large cities, as in Europe, we shall become as corrupt as Europe."

Shortly before the sage of Monticello became President, there were only fifty-seven incorporated communities in the United States. Indeed, only six had a population exceeding eight thousand. Moreover, their combined population was less than that of Albany, New York, today.

When the Industrial Revolution swept America, thousands of people invaded the cities. Some came from the farm; others from abroad. As huge cities sprawled across the map, complex problems challenged the cities. But they received scant attention, for Americans were too busy building an industrial juggernaut to tinker with city government.

Bosses and Boodlers

But the bosses and boodlers were not too busy. The Tweed Ring "milked" New York City for $200,000,000. It finally was wrecked by editorials and news stories in the New York *Times* and articles and Thomas Nast's cartoons in *Harper's Weekly*. To the shame of the press, however, eighty-nine papers in effect were on Tweed's payroll.

Crusades in the American press in the late nineteenth century and the early twentieth century demanded reforms. Some were sensational exposes intended to build circulation. Others were sincere and constructive efforts to humanize and purify city life. Seldom was either as successful as their sponsors hoped.

It is true, of course, that Joseph Pulitzer's New York *World* and William Randolph Hearst's New York *Evening Journal* attacked municipal corruption. So did the Denver *Post* of Bonfils and Tammen. But these newspapers were motivated by the desire to win more subscribers, not by a sustained interest in municipal reform.

Less sensational and more constructive were the crusades of William Rockhill Nelson's Kansas City *Star*. His newspaper attacked the traction interests, unearthed election frauds, assailed gambling, exposed vice. It also campaigned successfully for better parks and boulevards and the commission form of city government.

Somewhat disillusioned by sensationalism, twentieth-century publishers have questioned whether crusading gets results. In 1926, when Don R. Mellett was editor of the Canton *Daily News* in Ohio, he crusaded against corrupt city officials. His reward? He was murdered. Moreover, the question has been raised since as to whether Canton is much nearer Utopia.

Pulitzer Awards

Be this as it may, the Canton *Daily News* in 1927 was awarded the Pulitzer Prize for disinterested and meritorious public service. Awarded annually, this honor has been won a number of times by newspapers which at-

tempted to clean up city government. Here are examples:

1929—New York *Evening World* for its campaign to improve the administration of justice in New York City.

1931—Atlanta *Constitution* for exposing municipal graft.

1932—Indianapolis *News* for campaigning to reduce waste in the city government.

1937—St. Louis *Post Dispatch* for exposing fraudulent registration in St. Louis.

1939—Miami (Fla.) *Daily News* for campaigning to oust some of the city commissioners.

1940—Waterbury (Conn.) *Republican and American* for exposing municipal graft.

Niver W. Beaman, editor of the *American* when it won the award, tells how corrupt the city administration had become. Mr. Beaman is now editor and general manager of the Burbank (Calif.) *Daily Review.* In his book, he says:

> The revelations included these. The taxpayers' money has been paid to phony corporations for the purchase of goods that never existed.
>
> Citizens' cash had gone to pay in one instance for the hire of thirty-five trucks from one of the "boodle boys" who didn't own a single truck. Not only that, he didn't even own a private car, nor did he have a driver's license . . .
>
> The administration had paid municipal money for elaborate surveys that never were conducted, for services that never were rendered, for improvements that never were made — getting kickbacks, of course.
>
> Day after day, our newspapers piled revelation upon revelation, almost unbelievable in the amount of money the defalcations involved. . . .
>
> The true amount was ultimately fixed at more than three and one-half million dollars, a staggering sum when the size of the city, less than one hundred thousand population, is considered.[2]

City Hall Reporters

How does democracy work? Ask the city hall reporter. He has a ringside seat in the local arena of public affairs. He sees the public officials every day; he asks them questions; he observes their activities. He is the eyes and ears and the nose for those who rely on the press for their news of local government.

Fundamentally, of course, the city hall reporter should be a competent newsman. His nose for news should be unusually sensitive. His ability to write with simplicity, clarity, and force should be developed fully. Important, too, he should know how to win the confidence of public officials and others in public affairs.

The city hall reporter also should have these qualifications:

1. A good general background in political science, economics, sociology, and history.
2. A good specialized knowledge of urban life, particularly municipal government.
3. An intimate knowledge of the municipal government he covers — its history, traditions, problems, and possibilities, and the state laws under which it operates.
4. Close contact with men and women who are active in public affairs, including those who hold government positions.

What is the city hall reporter's perspective? He is neutral, impartial, disinterested. He is trustworthy, for he protects his sources and violates no confidences. He is an acute listener and an astute questioner.

Getting the News

The city hall reporter should know his city hall. To him, it is more than an old building of dubious architecture, more or less centrally located. It is the throbbing center of democracy in the community, or at least it should be. And there is a chance that it can be if the reporter knows his business.

To the city hall reporter, knowing his business means knowing people. He should know the key men, the men who hold the top jobs. And he should know the men who tell these

[2] *Fat Man in a Phone Booth* (Chicago: Cloud, 1947), pp. 81-2.

men what to do. But he also should know the elevator men, the stenographers, the people who do the routine work and who sometimes can give him a good tip.

How does the beginner get a start? He need not stumble around in the city hall for two months as if he were in a maze. He can read the important parts of the city charter. He can draw a diagram of the city organization, checking the lines of official authority, watching later for lines of invisible authority.

The city hall reporter is interested primarily in the legislative and executive activities of municipal government. Unless he covers the courts also, he will give little attention to the judiciary. Thus, he knows he will get his news from people or from the records, reports, publications, or ordinances for which they are responsible.

The city hall reporter, therefore, interviews city officials, listens to their speeches, attends their discussions when he can. Which has he a right as a citizen to attend? In most states either the statutes or precedents entitle him to attend meetings of the council and the various boards, but not those of the council's subcommittees.

The beginning reporter attending his first meeting of the city council may sketch a map of the council room. At least he may want to note where various members sit. He also will want to be on friendly terms with the clerk who keeps the minutes, for he may want to check on details afterward.

Barbara Washburn, of the United Press, and only woman member of the city hall press corps in New York City, enjoys a laugh with Mayor O'Dwyer while covering a story.

What happens at a city council meeting? The mayor or chairman opens the meeting. Then the clerk reads the minutes and communications. There are reports from standing committees and special committees and, sometimes, from aldermen of the various districts or wards. The mayor then may bring up miscellaneous matters.

City council meetings often are somewhat informal. Though the newsmen may sit at a special table, they still may not hear the mumbled remarks of the alderman from the Third Ward. The city hall reporter, of course, is not surprised if what seems like a trivial detail takes up more time than a major decision.

To be sure, the council may meet only once a week, perhaps every Monday at 7:30 P.M. Meanwhile, the city hall reporter regularly makes the rounds of the offices to find out what officials have done, are doing, may do. Sometimes he also will pick up a personal, an obituary, a tip for the society editor.

The city hall reporter takes a look at the records in many of the departments. After all, as a citizen he has a right to examine most of the records of a municipal corporation. He cannot, of course, inspect those that have to do with the prosecution of a criminal before or after the arrest.

Thus, the reporter has a legal right as a citizen to examine the minutes of the city council and the records of the clerk, the boards, commissions, and bureaus. He cannot, however, have access to the mayor's correspondence or to the city attorney's files dealing with criminal prosecution.

If he is in doubt about his rights, let him consult the state laws. For example, he will read as follows in the Consolidated Laws of New York, Book 23, Municipal Law, Chapter 24, Section 51 (1909):

> All books of minutes, entry or account, and the books, bills, vouchers, checks, contracts, or other papers connected with or used or filed in the office of, or with any officer, board, or commission acting in behalf of any county, town, or village, or municipal corporation are hereby declared to be public records, and shall be open, subject to reasonable regulations to be prescribed by the officers having custody thereof to the inspection of any taxpayer.

What kind of news does the city hall reporter want? First, he has the daily grist, periodic reports, personnel changes, petty maneuvers for power. More important are debates on policy, budget proposals, and proposed ordinances, programs, and projects. Such news may have not only timeliness and proximity, but also magnitude and consequence.

Suppose, for example, the mayor proposes to overhaul the civil service system, assessment methods, playground supervision, or park administration. Here is news in the making. The initiative may come from the council which may take up the problem of sewage disposal, street improvement, housing, zoning, or relations with the state or federal government.

Legal Entity

The modern city is not independent; it is a legal entity established by the state. Without sovereignty, it has only the powers granted in the charter creating a municipal corporation. These powers may be altered by the legislature whose authority over cities is recognized in the state's organic law.

What is the legal status of municipalities? Judge J. F. Dillon, in the case of the City of Clinton *v.* Cedar Rapids and Missouri Railroad Company in 1868, described the legal relations between states and cities thus:

> Municipal corporations owe their origin to, and derive their powers and rights wholly from, the legislature. It breathes into them the breath of life without which they cannot exist. As it creates, so it may destroy. If it may destroy, it may abridge and control. Unless there is some constitutional limitation . . . the legislature might, by a single act, if we can suppose it

capable of so great a folly, sweep from existence all the municipal corporations of the state, and the corporation could not prevent it.

The city, then, must have a population, land, and legal status. Though state laws vary, city charters, say Carpenter and Stafford in *State and Local Governments in the United States,* usually provide for (1) boundary lines of the city; (2) machinery and rules for elections; (3) organization of the government; (4) enumeration of powers granted to the city; (5) detailed procedure for the exercise of granted powers.

Within its boundaries, the city is interested in safety, justice, welfare, education, utilities, planning, law, civil service, public works, and finance. The village may perform its functions with little expense. The metropolis may have a budget in the millions.

City Finance

Financial difficulties loom on the horizon for the American city. Since 1932 its share of the nation's tax dollar dwindled from $.247 to $.057, and that of other local governments fell from $.287 to $.06. Even the state's share was cut from $.226 to $.136 as the federal government's share soared from $.24 to $.747. Although tax collections in the cities increased from $2,065,000,000 in 1932 to $2,989,-000,000 in 1947, it was evident that the costs of providing public service were increasing more rapidly than present sources of revenue.

The total cost of local governments exceeded $7,000,000,000 in 1942 and was more than the total cost of state governments. Of this total, approximately $1,600,000,000 was spent on counties; $3,100,000,000 on cities; $370,000,000 in townships and towns; almost $1,800,000,000 on school districts; almost $150,000,000 on special districts.

Local taxes have quadrupled since 1914. Though the property tax has become less important in state finance since that time, it provided 92 per cent of the local taxes in 1942 as compared with 95 per cent in 1915. It is the sole source for school districts and the major source for special districts. Large cities are less dependent on this source than smaller cities.

Property taxes are set at so many mills on the dollar. The mill itself is one-tenth of a cent or one-thousandth of a dollar. A fifty-mill levy is a tax of five cents on a dollar. For example, the tax would amount to fifty dollars on property valued at one thousand dollars, five hundred dollars on property valued at ten thousand dollars. Property-holders are affected by the slightest increase in the number of mills on the dollar.

Local governments are seeking new sources of revenue, Hillhouse and Magelssen point out in *Where Cities Get Their Money,* issued by the Municipal Finance Officers Association. They note that there are sources which local governments have not yet tapped, although few possibilities have been overlooked by the federal government or state governments.

What are typical sources other than the general property tax? The Bureau of Census lists the following in *Financial Statistics of Cities:* special taxes; poll taxes; business and on-business taxes; special assessments and charges for delay; fines, forfeits, and escheats; subventions and grants; donations and pension assessments; highway privileges, rents, and interest; earnings of general departments; earnings of public service enterprises.

Cities are broadening the local revenue base, as evidence in *Where Cities Get Their Money* indicates. For example, some cities tax admissions to places of commercial entertainment. Amusement devices — pinball, juke boxes, coin-operated amusement devices — may be taxed. Amusement licenses may be required.

Consumption taxes may concern the sale of cigarettes and tobacco as well as alcoholic beverages. Even a general sales tax may be charged. The motorist may have to pay a fuel tax, license tax, inspection fee, and keep

a supply of small change for parking meters. He may need an operator's license.

Revenue may be derived from public utilities, chain stores, and various businesses. Some large cities have a payroll tax. There may be special charges for sewer rentals or the collection of garbage and refuse. In fact, the taxpayer lugubriously may ponder the pittance that is left after all taxes are paid.

Because state governments can diversify their revenue program, a state's fiscal policy may provide for state aid. Shared taxes and grants-in-aid, for example, may be arranged. Properly planned, state financial assistance enables local governments to stabilize their own financial programs.

Expenditures of cities in 1942 exceeded $3,000,000,000. Of this amount more than two-thirds was spent on current operations. Because of World War II, the capital outlay was relatively small — $183,824,000. Debt service required $570,695,000, whereas trust funds and other enterprises took $190,088,000.

Funds for current operations were distributed thus in 1942: general control, $212,471,000; public safety, $547,186,000; highways, $218,799,000; sanitation, $166,038,000; health and hospitals, $154,640; public welfare, $275,034; schools, $503,778,000; other or undistributed funds, $208,744,000.

Local debts totaled $4,100,000,000 in 1912; $16,700,000,000 in 1942 — an increase of 307 per cent. In the next five years, the local debt declined to $14,200,000,000, a reduction of 15 per cent. Yet cities face so many problems of expansion that cost of local government in terms of taxes and debts probably will rise.

Stories on local tax problems follow:

Local governments will need revenues of about 8.4 billions in 1952 if they are to cover their expenditures that year. This estimate is given in a recent Brookings Institution study, *Governmental Costs and Tax Levels,* by Lewis Kimmel. The figure included shares in state-collected taxes, but does not include receipts from grants. It compares with 5.6 billions for 1940 and 6.3 billions for 1946.

The report emphasizes that the 1952 estimates are not what they should be, but what the author thinks government costs will be, and outlines his reasons. Major consideration was given to public policies — existing and emerging — affecting expenditures and expenditure trends in the estimates. The growth of population, probable trends in production and national incomes, and possible changes in the price level were taken into account.

The three general assumptions underlying the estimates are:

1. That the cost of living and general price indexes will be about 50 per cent higher in 1940, and that compensation for governmental employees will be increased in the cost of living.

2. That the fiscal year 1952 will be one of general satisfactory economic conditions, with substantially full employment.

3. That there will be no sharp change — as compared with 1940 — in the distribution of total activities between the private and public sectors of the economy.

The estimates indicate that in 1952 state and local expenditures financed from their own sources will amount to roughly 14.5 billions, or a little over 60 per cent more than in 1940, and 40 per cent more than in 1946. In 1952 state and local expenditures will be 55 per cent as large as those of the Federal government, according to the estimates. Combined cash expenditures of federal, state, and local governments are estimated at 40.5 billions in 1952, almost two and one-half times the expenditures for 1940.

— *The American City.*

The extent of the tax rate increase was the subject of City Hall speculation today as the Board of Supervisors gave unanimous final passage, without discussion, to the record high municipal budget for the fiscal year beginning July 1. Of the $132,553,605 budget — an $11,463,052 increase over the current fiscal year — $59,028,835 must be raised by ad valorem taxes.

On the basis of present assessments, this would mean a 98 cent hike in the present rate of $5.62 per $100 assessed valuation, making a new rate of $6.60.

However, Assessor Russell L. Wolden said he anticipated an increase of about 25 million dollars in real estate and personal property valuations, which would reduce the rate. Last year, a 70-million-dollar assessment increase held down what otherwise might have been a large tax increase to a rise of only a few cents.

A final tax rate figure is not computed until September, when Controller Harry D. Ross has full information about anticipated revenues, assessments and subventions from the state.

Another factor which may hold down the tax boost is the amount of money left over from the present year's budget. Last year, the surplus amounted to about a million dollars.

The supervisors trimmed about five million dollars from Mayor Elmer E. Robinson's executive budget requests. This whittling lopped an estimated 46 cents from the tax rate.

—San Francisco *News.*

Eugene's new three per cent admission tax went into effect Friday.

Under provisions of the enacting ordinance, each operator of an event to which admission is charged inside the city limits must collect the tax. Also, in advance of the event, the operator must register and obtain a $1 license at the city recorder's office.

Recorder Henry Beistel reported Friday noon that only three of the new licenses have been issued thus far, and he urged that all operators take care to obtain them so they will not be engaged in illegal operations.

The Western Amusement Co. and the Evergreen Theaters Corp., operators of Eugene's five movie theaters, have taken out licenses. The third was issued to the Nasholm Roller Rink.

The State, Heilig, and Mayflower theaters, operated by Western Amusement Co., raised their admission prices last Sunday to offset the tax. A similar move was expected of the Evergreen chain Friday.

The University of Oregon has informed the city that the attorney general has advised the school to disregard the tax pending further study of the ordinance by his office.

—Eugene (Ore.) *Register-Guard.*

The Bureau of Governmental Research yesterday urged a long-range "master plan" for financing San Francisco public works projects.

The bureau, which represents large taxpaying groups, stated it was time to present the people with a plan for the city's orderly growth with priority spending on projects of urgent necessity.

"As the desires of the city are unlimited," said the statement, "and a city's financial resources limited, it is good business to determine how much a city can afford to spend on improvements and prepare a budget on this basis."

A total of $120,150,000 in bond issues has been voted by the people since 1944. Bond propositions which may total $100,000,000, the bureau added, are being considered for the June election ballot.

A master financial improvement plan, according to the bureau, should give consideration to all projects. But priority should be given to those that affect the health and safety of the public.

"The bureau believes," the statement concluded, "that the people must choose between proposals that are urgent and those that are desirable but not essential."

—San Francisco *Chronicle.*

Forms of Government

Democratic in principle, city government is a business operated by the people for the people. It is organized, theoretically at least, to give maximum service at minimum cost. If it falls short of this goal, the fault may be in the machinery of government, those who operate it, or the voters.

City government should be simple. For example, overemphasis on checks and balances may prevent effective co-ordination. Responsibility should be fixed. Policy-making should be separated from routine administration. Ap-

pointive positions should be held by persons who are chosen on the basis of professional qualifications, not political affiliation.

There are three common forms of city government today — mayor-council, council-manager, and commission. Each provides for the legislative, executive, and judicial activities. Each has its own advocates, but all depend for the most part on the ability and honesty of those who operate them.

Significant differences between the mayor-council and council-manager forms concern chiefly the exercise of executive authority. It is obvious, of course, that modern municipal government requires leadership. That means that one person must be elected or appointed to supervise the diverse administrative activities.

What are the typical duties of this executive, usually the mayor? He presides at council meetings, expedites legislation, exercises the veto, helps to formulate policy, represents the city at ceremonies and celebrations. These duties, it is true, may be performed by an able person serving without compensation.

But there are other tasks. Drafting the budget, for example, is no simple matter. The appointment, promotion, or removal of personnel absorbs much time, especially if each individual act must be approved by the council. Then, too, supervision and co-ordination of bureaus or departments requires more than part-time attention.

What are the typical mayor's qualifications for the job? Sometimes he has but one: he was elected. Popular, eloquent, astute, he may have little or no technical knowledge of accounting, engineering, law, personnel management, or the specific activities of the various subdivisions of municipal government.

In any event, the mayor-council form has been ineffectual in many cities. Why? The tempo of twentieth-century life is swift. The demands for new services are great. The two wars, World War I and World War II, and the depression of 1929, added to the complexity of urban life. Confronted by crises, some city governments found themselves unable to solve their problems. Perhaps there were graft and corruption. More often the system of checks and balances had provided for such a division of responsibility that nobody had power to act promptly and forcefully when an emergency arose.

To remedy this situation, some cities substituted the strong mayor plan for the weak mayor plan. That is, they gave their mayors more authority; for example, they were allowed to make certain appointments without the approval of the council. They were given more responsibility so that they could be credited with success or failure.

Most popular substitute for the mayor-council plan has been the council-manager plan. In some instances the position of mayor is retained; in others it is not. If it is retained, the mayor continues to preside at council meetings, represent the city at public functions, and to share in policy-making.

The city manager is the chief administrator. He is chosen by the council, and he may be removed at will. Moreover, he is chosen, not because he can win votes, but for his professional ability in municipal affairs. If he is a member of the International City Managers' Association, he is expected to abide by its code of ethics.

His duties? Usually he appoints most or all of the department heads, who therefore are responsible to him. He advises the council on policy, formulates the budget, co-ordinates the departments, reports regularly on the financial status of the city as well as its various departmental activities.

The commission form of government, first adopted in Galveston, centralizes authority in the hands of a few men, usually five or seven. The commission has the legislative authority of the council. Moreover, each commissioner also is the administrator of one of the major departments of city government.

Objections to this form of city government

are numerous. It provides for amateur leadership, for commissioners are elected. Policy is executed by those who make it, and money is spent by those who appropriate it. Consequently, though it has been successful in a number of cities, it appears to be less satisfactory than the council-manager form.

The division of labor in any form of municipal administration varies considerably. Too often, unfortunately, when a civic emergency arises, the council may create a new agency rather than reorganize existing facilities. Continued over the years, this policy results in a sort of hodgepodge which is both costly and cumbersome.

Major divisions often include finance, education, public safety, public health, public welfare, public works, public parks and recreation, and city planning and zoning. Those related to public safety are discussed in the chapter on crime. The others have the functions which their titles suggest.

City officials, other than the mayor and council, usually are appointed, although the city clerk and city treasurer may be elected. The former records the minutes at council meetings and supervises city records. He also issues various licenses, acknowledges letters, arranges for filing of petitions and for elections.

The duties of the treasurer, sometimes known as the auditor, comptroller, or director of finance, vary considerably. If the city has centralized fiscal control, he may supervise assessments, collections, accounting, auditing, and purchasing. In other cases he may exercise one of these functions.

The city attorney is an appointive official who advises the city on legal matters and represents it in court. Sometimes he is called the corporation counsel. In some instances one attorney may advise the city, another prosecute local crimes.

Legislative authority in cities usually is vested in a unicameral council, commission, or board of aldermen. In cities with a population of thirty thousand and more, the average number of councilmen is fifteen. In smaller cities, it is eight. Members may be elected at large or, more often, from wards or districts. Terms usually are for two or four years. In some communities nonpartisan elections are held.

City councils generally may enact the budget; adopt ordinances, regulations, and resolutions; approve the appointment or removal of officials and employees not under civil service; hear appeals from boards and committees; grant franchises; authorize certain types of construction; shift city money from one fund to another; and provide for unexpected contingencies.

These stories deal with important local problems:

By ROY M. FISHER

Traffic lights will be installed at 85 intersections this year as part of a major program to improve traffic control.

Underground wiring has been completed at 32 points, Commissioner Lloyd M. Johnson reported, and is awaiting delivery of control units.

The new installation will bring the number of signalized intersections in the city to 865. The cost, averaging about $3,000 each, will be met from motor fuel tax funds.

Based on Surveys

Lights are being installed on the basis of traffic surveys conducted by City Traffic Engineer Leslie J. Sorenson. They include studies of traffic volume, accident experience, and pedestrian flow.

To qualify for a signal, Sorenson said, an intersection must carry more than 1,000 cars an hour for a six-hour period with at least 250 of the cars entering from the cross street.

Whenever possible, the new signals will be timed with nearby lights in order to keep traffic moving smoothly.

Most intricate of the installations will be at Elston av. and Division st. where the Division st. bridge complicates the problem.

Sorenson said his engineers had worked out a system whereby Division st. lights will remain red while the bridge is up and turn green as

it closes. They will remain green until accumulated traffic clears the bridge before resuming their normal interval.

List Light Points

Similar treatment will be given the Cermak rd. intersections at Ashland av., Halsted st., Loomis and Throop sts., where the Burlington railroad parallels Cermak rd.

Among the first intersections to be signalized will be State and Division sts., Clark and Division sts., Homan and Division sts., 21st st. and Blue Island av., California st. and Chicago av., and Belmont and Damen aves.

Damen av. and 59th st., Larrabee st. and Lincoln av., 87th st. and Racine av., 120th and Halsted sts., and 79th st. and Damen av.

—Chicago *Daily News.*

Two city lakes and six pools will be opened for swimming at 10 a.m. today, J. Earl Schlupp, city recreation director, announced yesterday.

The lakes are Washington Park and Berkeley, and the pools include Curtis, Lincoln, Columbus, Globeville, Morey, and Johnson.

The City Health Department has given its approval of these swimming facilities, according to Schlupp.

A total of 26 qualified instructors and lifeguards have been assigned to the beaches and pools.

Six lifeguards will be stationed at Lincoln and Curtis Pools, and two guards at each of the other pools.

—Denver *Rocky Mountain News.*

Though the newsman in this story plays up the Who instead of the What, he does provide the reader with desirable background information in the third and fourth paragraphs of a six-paragraph story.

Mayor Pleasants has "under consideration" the possibility of raising the pay of general city employes other than members of the Memphis Police and Fire Department, he said yesterday.

The Mayor's guarded reply to a query by the Commercial Appeal followed announcement that 764 police and fire employes are getting 5 per cent increase starting Thursday.

Could Affect Thousands

There are 2046 employes of the "general city government," not including employes of the Department of Public Safety. These include 63 in the Department of Administration and Health (Mayor's Staff), 725 in the Department of Finances and Institutions (John Gaston Hospital, Memphis Juvenile Court, and the like), 1200 in the Department of Public Service.

An almost equal number of city employes are paid through various departments. With these, the city government exercises direct pay supervision only by control of budgets and by approval of pay for higher salaried executives. The city-owned Memphis Gas, Light, Gas and Water Division of about 1600 employes, and members of the park, school, and library staffs, are department paid.

. . .

—Memphis (Tenn.) *Commercial-Appeal.*

Sweet Home — The city council meeting here was a rousing affair, councilmen reported Friday.

They said they had to rouse City Manager Jess Parker from sleep three times during the meeting.

—Eugene (Ore.) *Register-Guard.*

The Evanston City Council has taken steps to provide local rent controls. Alderman Barber today asked the council's judiciary committee to draw up a rent control ordinance for the council to study. As you know, Governor Green has signed a bill which enables municipalities to set up their own rent controls. --Medill News Room.

Evanston's Town Collector - Thomas Airth - says collections on real estate taxes due September 1st have been "very slow" coming in. Of an estimated one million dollars due only 300-thousand has been received. --Medill News Room.

Two of Evanston's streets are going to be resurfaced. City Engineer J. F. Moring today said Church St. - now being widened from Oak St. east to the railroad tracks - will be re-topped from Ridge to Chicago Av. And a new surface goes on Sherman from Davis to Emerson. The work will get under way in the next few days. --Medill News Room.

Eugene's fire losses took a big increase during last month. City fire officials reported that August losses totaled more than 25-thousand dollars compared to a little over 27-thousand in July. One fire in August, the burning of the Buck's box factory, was responsible, however, for the big increase. The August losses, by the way, brought the year's damage so far to 56-thousand dollars. --KUGN-Eugene.

A Eugene man, Marvius Petterson, received permission yesterday to build a 30-thousand-dollar apartment at 1790 Ferry Street. He received a permit from the city building office to construct a building 44 by 76. --KUGN-Eugene.

The Eugene Water Board has invited bids for the furnishing of materials and equipment at the new Hayden Bridge filter plant on the McKenzie River...and Water Board Manager, R. B. Boals, says the bids will be received by Portland engineers Stevens and Koon until September 15th.

The items required under the invitation include steel sluice gates and motors. --KUGN-Eugene.

Grayville's proposed three-mile street improvement program will be trimmed to meet available finances, the city council indicated at its meeting Tuesday night.

Commissioners agreed tentatively to seek estimates on cost of the full three miles of blacktop, planned in the original program, without curbings and gutters. Street Commissioner John Q. Roberts was instructed to seek cost data.

The council also acted to obtain a legal opinion on the term "paving" used in the original bond ordinance. If the term can be construed to mean blacktop surfacing, the council indicated it will take immediate steps to proceed with the project.

No Special Assessment

Mayor Lewis E. Williams reported that he was informed the special assessment bond issue, planned to finance more than half of the original program, was out of the question now.

Without these funds, he said, the city will be unable to put down the surfacing and curbs and gutters contained in the first plans. People living on the streets to be improved would rather have blacktop paving than no improvements, he said.

Mayor Williams and several commissioners said they believed that the revised program could be completed with the $75,000 now on hand from a street bond issue sold more than a year ago . . .

—Grayville (Ill.) *Mercury-Independent.*

A move to prevent reduction in the number of living units in the city was made by Councilman C. Paul Harrington yesterday.

Harrington filed a proposed ordinance with City Council which would make it unlawful until June 30, 1949, for owners of residential property or dwelling units to reduce the number of units by:

1. Tearing down or demolishing any building used as a hotel, rooming house, apartment house or other structure used for dwellings.

2. Changing, altering, or converting these buildings for business purposes if the change reduces the number of living units.

Harrington said the proposal would not apply to substandard dwellings that need to be dismantled for safety and health reasons.

The measure would prohibit the City Building Department from issuing a permit for the demolition of any building used for human habitation.

The ordinance was filed late by Harrington, who will ask Council Monday night to suspend its rules to permit introduction of the measure.

He said the motivating factor in introducing the measure is the acute housing shortage in Denver.

He cited the case of the Lancaster Hotel, 1765 Sherman st., which has been converted for use as a medical clinic building. He asserted 26 families were evicted by the sale.

He said he understood the Perenoud Apartments, 836 E. 17th ave., will be converted for use as an insurance office building.

It is estimated there are 135,000 dwelling units within the city. A survey conducted in 1939 showed a total of 98,642 units.

—Denver *Rocky Mountain News.*

Variety is a weekly concerned chiefly with news of films, radio, video, music, and stage. Yet at times it takes an interest in city government, as this story indicates:

Under pressure from entertainment and civic groups, the Cunningham censorship bill was returned to committee yesterday (Tues.) by the New York City Council.

Indications are that the measure will be reconsidered by the committee in August, with public hearings before it is again put to committee vote.

The measure, first introduced by Edward J. Cunningham, Democratic councilman from the Bronx, would empower the city license commissioner to take action against any allegedly obscene show or show advertising without specific court sanction.

It was condemned by Benjamin Fielding, who is about to retire as license commissioner, and Patrick Meehan, deputy commissioner.

A delegation representing theater, literary, and newspaper interests attended yesterday's council session. . . .

—*Variety.*

An ordinance raising the fine for illegal parking from $2 to $5 in the central section of the city was approved yesterday by City Council's Public Safety Committee. The increase does not apply to outlying areas.

The higher fine was recommended by the Committee of Fifteen and was approved after City Traffic Engineer Robert A. Mitchell told the safety committee that 80 per cent of the tickets for parking violations were issued in the downtown section.

The change will apply to all nonparking thoroughfares between the Schuylkill and Delaware Rivers and from Spring Garden st. to South.

Councilman L. Wallace Egan warned the time was not distant when all private automobiles, except those on emergency business, will be barred from parking in the central area during the day.

New York City, he said, placed "an absolute prohibition on parking on certain streets" and has increased the fine for violation from $15 to $50.

"It's the only conceivable way to keep the parking hog from parking," he declared. "It is the motorist who sticks in the same spot day in and day out who is responsible for present conditions."

Councilman Phineas T. Green reminded the committee that solution of the parking problem depended upon strict enforcement of the traffic laws. . . .

—Philadelphia *Inquirer.*

Judicial authority in cities is vested in the courts. These are a part of the state systems which are described in another chapter. They generally are inferior courts of original jurisdiction. The relationships between the legislative and administrative agencies are much closer than those of either with local courts.

Writing the News

The city hall reporter can be a busy man. There is more routine news to be written about municipal government than the typical newspaper has space to provide. And there is likely to be less space on the air. Even so, both the newspaper and radio newsman should not overlook feature possibilities.

In covering the city hall the newsman may be tempted to fall back on the old clichés, to refer to Mr. Average Citizen or John Q. Public. He may talk about "official circles," note that "news leaked out," comment on the "signs of the times" or "trend in public sentiment." Such bromides should be on his taboo list.

Fortunately, however, in most cities he does not have to wade through the gobbledegook typical of some press releases in the federal government. In most of the cities, even many of the big cities, he can base what he writes on first-hand information, not the predigested pap of press agents.

True, there is always the danger of libel. Yet the city hall reporter's fair and accurate accounts of city council or board of education meetings are unlikely to get him into trouble, for the reports of such legislative proceedings are privileged. Many states, however, do not recognize as privileged the reports of executive or administrative bodies.

Unquestionably the city hall reporter has an unusual opportunity. His fair, accurate, and thorough accounts of municipal government can keep the citizen informed. If the reporter explains the facts which he reports, the citizen should understand what is going on. And if he does, the purposes of democracy may be achieved in city government.

Typical stories on city government follow. Some are more notable for content than style. Stories of government generally lack readability.

Approval of the $15,000,000 bond issue for sewage treatment plants at the June 1 election is imperative.

That is the considered and unqualified opinion of the two city officials closest to San Francisco's sewage problem: Dr. J. C. Geiger, director of public health, and Ralph G. Wadsworth, city engineer.

Said Dr. Geiger:

"The protection of public health demands construction of the proposed plants. If the present practice of dumping raw sewage into the bay continues, no one can say what disaster may impend."

Curb by State

Wadsworth:

"Unless our sewage disposal system is corrected promptly, the California Department of Public Health has threatened to revoke our permits to discharge raw sewage."

The state Health Department is empowered to do so, Wadsworth explained, under regulations promulgated in 1946 to protect the state's shoreline from pollution.

Provide Funds

The proposed bond issue would provide funds for two new sewage treatment plants that would completely eliminate the dumping of raw sewage into the bay from its San Francisco shore.

East Bay cities last year voted an issue of $23,000,000 to accomplish a similar result in their region, and preliminary work on their project already is far advanced.

Check Pollution

Completion of both the San Francisco and East Bay projects will in large measure eliminate pollution of the bay and adjacent ocean shores, and enhance immeasurably the utility of the bay region's waters for both commerce and recreation.

San Francisco now has in operation a sewage treatment plant in the southwestern section of Golden Gate Park processing sewage from areas west of Twin Peaks. This plant

was completed with a part of the proceeds of the $12,000,000 sewer bond issue voted in 1944.

North Point Plant

The two new plants would deal with sewage from sections east of Twin Peaks, source of the greater part of the city's sewage run-off.

The larger of the two, serving the densely populated northeasterly quarter of the city, would be situated close to the Embarcadero near the intersection of Bay and Kearny streets. It will be known as the North Point plant.

Islais Creek Area

The second, serving the remainder of the city's eastern area, would be in the Islais Creek region near Quint and Jerroid streets.

Both plants will be equipped to screen out heavy, "indigestible" matter, and to separate the remainder into "sludge," consisting of the remaining solids, and an odorless and sterile liquid which can be discharged into the bay without harm.

$22 a Ton Byproduct

The "sludge," also decontaminated, will undergo a second treatment at the Islais Creek plant. There it will be sent through "digestion" tanks and dryers which will convert it into (1) harmless gas, and (2) a dry, flaky material which has great value as fertilizer.

The "sludge" from the North Point plant will be pumped to the Islais Creek establishment for final treatment through a conduit approximately six miles long.

The solid residue of "sludge" reduction has a ready market as a soil conditioner at from $18 to $22 a ton. Wadsworth said. The projected plants would produce approximately 65 tons a day, according to estimates.

That would indicate a prospective gross revenue of from $1,170 to $1,430 a day from the city's investment in sanitation.

The $15,000,000 bond issue would provide the difference between what the city now has available for construction of the new plants, and their cost under prevailing prices for materials and labor.

Lands Acquired

Under the 1944 bond issue lands for the two plants have been acquired at a cost of $1,800,000, and engineering work for the North Point plant has been completed.

Plans for the Islais plant still are in a preliminary stage. However, a tentative layout has been drawn to assure that lands purchased in that area will accommodate the facilities.

$9,000,000 Ready

The city now has available for further planning and construction $8,000,000 allocated by the state under the construction and employment act of 1946, and about $1,000,000 in city funds.

Needed, in addition, according to Wadsworth, is $6,000,000 for the North Point plant, $6,000,000 for the Islais installation, and $3,000,000 for pumps, the connecting conduit and other facilities.

The completed treatment layout, Wadsworth estimated, will solve the city's problems until 1970.

—San Francisco *Call-Bulletin.*

The city of Burlingame is to receive 2000 dawn redwood seeds and 100 seedlings, it was announced yesterday by Kenneth S. Fitch, Burlingame city engineer.

Both seeds and seedlings, he said, are the gift of the University of California paleontology department and ultimately will be distributed to other peninsula cities.

The seeds and seedlings were brought to the United States by Dr. Ralph Chaney, University of California paleo-botanist, from the interior of China. He was accompanied on his trip by Dr. Milton Silverman, Chronicle science writer.

Fitch said the 2000 seeds, which may produce no more than 100 dawn redwoods, will be planted temporarily in Burlingame and distributed later throughout the counties.

The seedlings, he added, will not be given to Burlingame's custody for several months.

At the same time the subject of other trees — specifically the giant eucalyptus trees along El Camino Real — occupied the attention of another group of San Mateo officials.

Attorney Luther Carr, president of the Burlingame Chamber of Commerce, announced that he had called a luncheon meeting for noon today at Village Inn at which formal opposition to widening El Camino Real will be registered.

Carr said the State has indicated its intention of widening the highway which would mean removing the archway of trees. . . .

—San Francisco *Chronicle.*

William Francis (Bill) Bourne, former St. Mary's catching star, has accepted a position with the legal staff of City Attorney John O'Toole, it was learned today.

Young Bourne, a Mission boy, had his pre-legal training at St. Mary's. He graduated from Hastings Law School in 1940. During the war he served three years in the U. S. Army Air Corps being connected with the Judge Advocate's legal staff at Harvard, Neb.

After his discharge he operated as research attorney for the local district court of appeals.

He is the son of Willie Bourne, former lightweight boxer and referee, long associated with Al Young at the old National Hall arena.

—San Francisco *News*.

How much does a modern sewer system cost? In *The American City,* Lloyd D. Knapp, superintendent of the bureau of sewers in Milwaukee, gives one answer. In a dozen or so paragraphs he tells — as any newsman might — just how the Wisconsin city modernized its system.

Approximately $2,000,000 or more than the total expenditures for 1946 and 1947, is being spent in Milwaukee this year for sewer construction. Construction includes relief and relaid sewers in the older sections of the city, and new sewers in the outskirts where housing is being built.

Modernization has been instituted in many cases to correct overloading of present sewers. Many of the existing combined sewers have proved to be inadequate in size. The city has had many complaints about flooded basements during heavy rains. Many of these sewers are over 50 years old, and have structural failures, particularly in the concrete-pipe sewers made with natural cement. . . .

[The writer then outlines the steps in modernization. He gives the prices for materials used — in the bids. And he tells how the work is done by contractors under the supervision of the engineering division of the Bureau of Sewers.]

— *The American City.*

The newsman who masters the intricacies and complexities of city government may qualify to write about county, state, and federal government as well as about the shifting realm of politics. The municipal beat provides him with his first testing ground. On the metropolitan press it may provide an unusual opportunity to clarify important local issues and to raise local standards of citizenship and civic awareness.

Chapter 18

Money in the Bank

NEWS OF COUNTY GOVERNMENT

Counties in the News . . . County Building Newsman . . . Getting the News . . . Public Records . . . Legal Basis . . . County Finance . . . County Government . . . Writing the News

Ask any newspaper publisher in the county seat why he is in favor of county government. He may have several answers. One of the most important will be this: the county government is the source of the county printing, and that means money in the bank.

The county government is required by state law to publish legal notices of new laws, forthcoming elections, specimen ballots, requests for bids, proclamations, and the like. It pays for this legal advertising, of course, and the lucky newspaper benefits.

County printing was important before 1885. That was when William Allen White, a seventeen-year-old college student, got his first job in journalism. His boss was T. P. Fulton, editor of the Eldorado *Democrat.* White, in his autobiography, recalls how his boss and a rival editor exchanged shots because of a misunderstanding over county printing.

Revenue for legal notices was important to the Eldorado *Republican,* too, for which White worked a year or so later. There was a time when getting the contract for the county printing was a major objective. After all, in many western counties, the county printing might amount to five thousand dollars or more. When White visited Harding in the White House, the President discussed his Marion (Ohio) *Star.* In fact, he was more interested in talking about the problems of getting county printing than national affairs.

Naturally the newspaper publisher today is interested in self-preservation. He knows that his newspaper can be a dynamic social force only so long as it is solvent. That is why he is interested in the county printing or legal advertising.

Whether he gets the county printing or not, the newspaper publisher should focus the spotlight of publicity on county government. More than one newspaper has exposed corrupt county government. For example, the Medford (Ore.) *Mail-Tribune* campaigned against unscrupulous politicians in Jackson County. In 1934 it was awarded the Pulitzer Prize for disinterested and meritorious public service.

How can the press make democracy live? True, it must examine what happens in Washington, D.C. But the ultimate success of democracy depends on how it works in the three counties of Delaware, the 254 counties of Texas, the 3069 counties in the forty-eight states of the United States.

If democracy works in the city and county, then it will be more vital in the state and federal governments. It is the local press, newspapers, and radio which can do much to keep the people alert to how democracy works locally. An informed citizenry relies upon the press for this democracy.

Counties in the News

Colonists developed county government as the basic unit of local government in the South. As settlers pushed westward, they

adopted the county as the basic unit in the Far West. In the Middle West counties also were established, but often they were divided into townships as New York's counties were in 1689.

Townships, of which there are more than one thousand in some states, in some instances elect boards and various administrative officers, a clerk, treasurer, and justice of the peace. Typical size is thirty-six square miles. Interest in this unit, however, has dwindled in the twentieth century.

"The township is no longer a satisfactory organization for the administration of local services," reported the Committee on County Government of the National Municipal League in 1934. "We therefore recommend that steps be taken for its elimination."

Counties have other subdivisions. In fact there are close to fifty kinds of special districts, such as those for mosquito abatement, fire control, irrigation projects, and the like. Moreover, there are well over one hundred thousand school districts in the United States.

County government news, it is true, seldom has been or is of enough importance to achieve either state-wide or nation-wide attention. It is nonetheless an essential in newspapers within the county. After all, such news receives scant attention from any other news media.

County Building Newsman

"If men be good, government cannot be bad," wrote William Penn in his *Fruits of Solitude*. An optimist, he asserted that "no system of government was ever so ill devised that, under proper men, it wouldn't work well enough."

William Penn wrote, of course, before the development of the county as a unit of self-government. Even under good and proper men, it functions with the grace of a hippopotamus on an ice rink. For that reason, however, it keeps newsmen busy.

What are the qualifications of the reporter who covers the county building? True, he should know how to get the news, how to verify it, how to write it. In addition to these general qualifications, he should meet these requirements:

1. Have an understanding of the functions of democratic government on all levels.
2. Have a knowledge of the county government he covers — its organization, personnel, policies, traditions, history, and geography.
3. Have a first-hand acquaintance with county officials and other persons whose influence is important in county affairs.

The newsman who covers the county building is, in one sense, the public's watchdog. Alert and responsible, he is there to report the news, whether the county government be good or bad. Thus, his role is important, for democracy is little more than a word where the people are uninformed.

Getting the News

The beginner on the county building beat should know how to find his way around. Some knowledge of the history and geography of the county comes in handy. He wisely may spend a few spare minutes studying a map of the county, noting boundaries between political subdivisions as well as other details.

Because he gathers news from public records, the newsman should know which county records he may inspect. Among them are minutes of the proceedings of the county board. Important also are those that concern the budget and data on personnel, bond issues, and contracts.

The office of the county clerk may be a prolific source of news. Here, for example, the newsman may discover which candidates have filed for the next election, how many voters are registered, and important details about election machinery. It is this office, too, that receives election returns.

Marriage licenses are issued in this office, and so are some others — hunting licenses, for example. Here also transfers of real es-

tate are registered. So are wills admitted to probate, trust deeds, mortgages, and, in some instances, articles of incorporation.

Curiosity should spur the newsman to examine critically records of public funds, particularly those in the office of the treasurer, assessor, and board of equalization. Any peculiarities in assessments should be investigated. Payrolls also should be examined to see if they have been overstuffed.

Public Records

Citizens and newsmen have the right to inspect records in other county offices: those of the agricultural agent, superintendent of schools, engineer, humane officer, health officer, and most of the boards.

Exceptions? Yes, records pertaining to law enforcement are not available. These, for the most part, are in the offices of the sheriff, coroner, and prosecuting attorney. The reporter, however, has a right to examine the list of deputies to the sheriff.

State laws generally define the right of the citizen to examine county records. For example, in Kansas, as indicated in the Revised Statutes Annotated (1923), Chapter 19, Article 26, Section 2601, the law puts it thus:

> Every county officer shall keep his office at the seat of justice of his county, and in the office provided by the county, if any such has been provided; and if there be none established, then at such place as shall be fixed by special provisions of law; . . . and all books shall be open for the examination of any person, and if said officer shall neglect to comply with this section, he shall forfeit for each day he so neglects the sum of $5.

The newsman covering the county building of course will interview public officials and influential persons frequently. He will cover meetings of the county board. He also will attend some of the meetings which deal with county affairs.

The reporter need not spend all his time in the county building. He may wonder whether money set aside for the county roads actually is used to good advantage. He may take a look at the county schools. After all, he may report good news as well as bad news.

Decisions outside the county may affect its government. For example, if the state legislature adopts new laws, legislation may necessitate changes in procedure or expenditures. Court decisions also may cause modifications.

The reporter covering the county government should remember little things. He will want a little black book with the telephone numbers of officials or other persons he may need to reach quickly. Moreover, he will note that these officials are human, hence not infallible.

Legal Basis

Cities and counties alike provide for local self-government. If granted a charter by the state, the city becomes a municipal corporation. Only an administrative subdivision of the state, the county is regarded as a quasi-corporation.

More than a century ago the United States Supreme Court ruled that "counties are nothing more than certain portions of the territory into which a state is divided for the more convenient exercise of the powers of government."

In 1857 they were described more definitely by an Ohio court in the case of Hamilton County *v.* Mighels:

> Counties are local subdivisions of a state, created by the sovereign power of the state, of its own sovereign will, without the particular solicitation, consent, or concurrent action of the people who inhabit them. . . . With scarcely an exception, all powers of the county organization have a direct and exclusive reference to the general policy of the state, and are, in fact, but a branch of the general administration of that policy.

To be sure, the functions of counties, or parishes as they are called in Louisiana, vary widely. The county, indeed, is the basic rural

unit in the South and the Far West. In the Middle West, however, the county and township divide functions. In fact, too, the counties of New England are little more than judicial districts.

What are common functions? First, the county government provides for law and order through the enforcement and interpretation of the law.

Second, it supervises public works. It constructs and maintains public buildings, bridges, highways, arranging for the efficient use of necessary equipment and supplies.

Third, it administers the public welfare. It provides for poor relief, hospitals, and other health facilities. Indeed, it also may arrange for parks and playgrounds.

Fourth, it provides for rural education. This involves maintaining standards set by the state in building schools, certificating teachers, checking attendance, and developing the curriculum.

Fifth, it supervises the election machinery. Thus, petitions for nomination, initiative, referendum, and recall are funneled through its offices.

Sixth, it preserves public records. Thus, minutes of proceedings, important documents, and various reports may be filed for future use of the county as well as a source of information for voters.

Seventh, it assesses and gathers county and state taxes, disbursing public funds as authorized to pay for personnel, supplies, equipment, and services.

County Finance

The total cost of county government in 1942 was $1,634,755,000. Of this amount, $896,-972,000 came from property taxes and $36,-848,000 from other taxes. Aid received from the state government totaled $551,203,000, from the federal government, $11,080,000. Almost $150,000,000 came from earnings and miscellaneous sources.

Expenditures for the same year totaled $1,596,832,000. Of this amount, $1,238,582 was spent for current operations, $89,985,000 for capital outlay. No data are available on the sums spent for contributions to trust funds or other enterprises.

Funds for current operations were distributed thus: general control, $249,118,000; public safety, $57,542,000; highways, $242,-841,000; sanitation, $2,352,000; health and hospitals, $119,505,000; public welfare, $391,370,000; schools, $82,028,000; other or undistributed funds, $93,828,000.

County governments spend billions of dollars, yet every dollar and every cent belongs to the public. The newsman should know just how it gets into the county treasury, what happens to it while it is there, and where it goes when it leaves. He should not be afraid of figures, for figures make news.

By ALBERT H. CURREY

How do Lane tax rates compare with those of other communities?

The United Press reports that Minneapolis taxpayers will send the tax collector $129 for each $1000 of assessed property value. In a survey covering 20 U. S. cities, the press service also found that taxes on each $1000 of property value will climb this year in all but four cities.

In Jackson, Miss., the rate per thousand will be $60.90 during the 1948-49 tax year. Rates in other cities are given as follows: Boston, Mass., $52.59; Atlanta, Ga., $54.45; San Diego, $67.10, and Los Angeles, $60.60.

These figures cover city, county, and school taxes in most cases. On a comparable basis, Eugene property owners will pay total levies of $70.50.

Actually lower than the $71.70 rate in Eugene last year, the tax dollars collected in this city during the year will be divided as follows:

	Mills	Cents of Tax Dollar
City government	18	26
County government	8.9	12
School system	43.6	62

While the total of these taxes in Eugene is more than in some of the cities covered in the United Press survey, it is significant that Oregon's tax laws provide a stringent control on tax increases — except by specific authority of the people.

The "6 per cent limitation" requires all Oregon taxing bodies to have the voters' sanction before any annual budget can be increased more than that percentage over the highest budget of the preceding three years. Furthermore, any amount budgeted "outside" the limitation cannot be figured in calculating the allowable increase for future budgets.

$6.08 Added

As an example of the willingness of local voters in Eugene to meet community needs with larger tax payments, voters last May approved four separate financial measures. Lumped, these propositions added approximately $6.08 in taxes on each $1000 of assessed valuation.

Few citizens realize the extent by which electoral sanction has "raised the ante." In Eugene, however, except for the favorable ballots this spring and in previous elections, the city would have been able to raise only $130,000 in ad valorem taxes.

The city's 1948-49 budget totals $883,000. Receipts from sources other than the property tax will pay $486,000 of this. Only specific authorizations for taxes "outside" the limitation permit the city budget committee to finance many municipal operations. Altogether, taxes being levied outside the 6 per cent restriction in Eugene actually are more than double those "inside."

This situation holds true in the great majority of Oregon's cities and counties. In Lane County the $989,787 general fund budget and the $1,111,249 general road budget are to be met with just $662,646 in county property taxes.

The county expects to gain around $260,000 through state school-aid payments; and $760,000 is expected from gasoline tax shares and other "road receipts." Other sources of revenue — other property levies — will add another $300,000 to the county coffers.

Furthermore, the county tax levy of 8.9 mills ($8.90 on each $1000 of assessed property valuation) included a 2.5 mill road levy approved in the May election and a 1 mill levy authorized in a 1944 election. Both were granted by the voters to give the county a little more breathing space under the 6 per cent budget law.

In considering school taxes — by far the most important part of John Q. Public's tax bill — the same pattern is apparent. In Eugene, two elections were held this year to allow the school board to exceed the 6 per cent limitation first by $200,000 and then by $612,000 more.

The taxpayers gave overwhelming margins to both proposals to indicate their favor of an educational program costing them $1,107,000 for the year 1948-49.

Income Tax Helps

At the same time, taxes on property in the Eugene school district will be augumented during the year with approximately $600,000 in state funds derived through income taxes.

In the Sept. 18 issue of Oregon Voter, Editor C. C. Chapman notes the importance of state income tax payments to Lane County. Without these offsets, Chapman reports, taxpayers in Lane County would have been required to pay $1,900,000 in additional ad valorem levies for all purposes.

Without this aid, the tax rate in Eugene, for instance, would have been 95 mills instead of 70.5.

—Eugene (Ore.) *Register-Guard.*

County Government

Once upon a time there was a mad philosopher. Mad? He was crazy. He swore that he would invent the worst possible form of self-government. How many people were to be involved? Anywhere from 564 in Utah to more than four million in Illinois. As for the boundaries, those provided by nature were to be disregarded.

First, he made it virtually impossible to fix responsibility. Second, he scrambled policy-making and routine administration. Third, he reduced effective co-ordination to an absolute minimum. Fourth, he saw to it that almost all the jobs were filled on the basis of political connections rather than professional qualifications.

Alas, the mad philosopher died of a broken heart. He discovered that his invention was not new. Someone else had thought of it first and named it county government. It had been adopted widely, and through the years it has amassed proof that no other democratic process on the local level is so full of booby traps.

Political scientists condemn county government. They note that the technological changes, particularly in communication and

transportation, have reduced the need for so many units of local government. They say many counties are too small and also that the structure of county government is defective.

Support for this viewpoint comes from *State-Local Relations* published by the Council of State Governments. Here is its indictment:

> Organizational defects of counties in the United States are so great that they serve as genuine barriers to effective government. In the vast majority of counties, the government has no central legislative body which is elected by all the voters to be responsible for the conduct of county affairs. Responsibility is diffused among a large number of independently elected or appointed officers and boards. The election of technical, professional, and clerical officers makes unified government impossible. The same considerations thwart proper budgetary methods and the institution of modern accounting, auditing, or purchasing systems. The diffusion of official responsibility makes it impossible for citizens to understand the mechanism of their county government. Because county government is unresponsive to public control, it is undemocratic.

What are some remedies? Consolidation of counties, adoption of county-manager systems, provisions for municipal home rule, elimination of townships, and shorter ballots are advocated. Unquestionably an integrated county government is needed, but the question is how to get it.

There are barriers to change. There is the inertia of the people. There is the opposition from entrenched jobholders, bureaucrats who cry "dictatorship" if changes are proposed. Moreover, state constitutions and laws are often so rigid that it is exceedingly difficult to reform county government.

Good or bad, county government is still with us. Scorned by political scientists, it still functions after a fashion. And those who scoff at it admit that at its worst it is much better local government than a despot or dictator could provide. Some of its frailties, indeed, are those common to human beings. The worst county government is more acceptable than any local government in Russia.

In any event, the newsman deals with the county government as it is, not as it should be or might be. Aware of the functions of this administrative subdivision of the state, he is interested in the news it makes. The county building is his beat, and his city editor expects results.

Legislative authority in the county is vested in a county board or court. It may be known as a fiscal court, levy court, or as a board of trustees, supervisors, or commissioners. It should consist of three, five, or seven members, but boards in Tennessee and Arkansas have had as many as fifty-two and fifty members respectively.

Generally elected for a term of two to four years, members are chosen at large or as representatives of specific wards, districts, or townships. In some instances they are elected on a nonpartisan basis, and this is preferable. The presiding officer usually is the judge of the county court or a member elected by the board.

The county board has less power than the city council, state assembly, or Congress. Many county administrative officials are elected; hence, they do not feel that they must account for their acts to the board. Then, too, there probably is actually less occasion for the typical board to exercise much power.

The typical county board meets once a month in the county building. Often its business is of a routine nature unless the budget is under consideration. Yet there are times when major projects — the construction of a new hospital or abandonment of the county poor farm — warrant front page space.

The administration of justice is a function of the county as a subdivision of the state. Inferior and superior courts of original jurisdiction interpret state law within each county. They are discussed more fully in the chapter which deals with news of the courts.

The typical county today has no chief executive who corresponds to the mayor, governor, or president. Thus, it is difficult to fix responsibility or effect co-ordination. Instead, there are numerous officials who are elected every two or four years, and as time goes on self-interest rather than public service motivates their actions.

Public safety depends upon the co-operation of the sheriff, the prosecuting attorney, and the coroner. The sheriff — shire reeve in medieval England — is the equivalent of the city's chief of police. He and his deputies are charged with the enforcement of state laws within county boundaries.

An elective official, the sheriff is more likely to be a successful politician than a crime expert. Seldom a penologist, he may be the county jailer. Thus, his qualifications for catching criminals generally are negligible.

The sheriff often has other duties. Some of these concern the courts. Thus, he may keep order in the courtroom. Often subpoenas are served, jurors summoned, warrants served by the sheriff. To satisfy judgments, he may collect money as well as sell property.

Typical stories of county government follow:

Illegal possession, use and possible sale of fireworks in Salt Lake county Wednesday drew ultimatums from city and county peace officers.

All officials pointed out it is in violation of a state statute as well as city and county ordinances to sell, possess or use fireworks of an explosive nature, regardless of Independence day or other holidays. Only caps for toy pistols and sparklers are permitted by law to be sold or used.

The fireworks problem already has been brought sharply into focus as far as Salt Lake police are concerned — and they expect it to be a major issue for at least another month.

Arrest Dozen Daily

Nearly a dozen youths have been picked up by police daily during the past week and brought into the youth bureau for using fireworks, said Capt. E. J. Steinfeldt, youth bureau chief. He said the fireworks were confiscated and destroyed and their possessors released to their parents. Each case is referred to juvenile court authorities, however, and the court could take more serious action against violators if they continue to ignore the law, the captain said.

Two adults were arrested also during the last week for using fireworks. Both were fined $20 in police court, but the maximum penalty call for a $299 fine or six months in city jail or both. And if necessary, the maximum penalty will be meted out, court officials said.

Looking for Trouble

Possibility that fireworks are being sold in the county was denied by Salt Lake County Sheriff George Beckstead, who said "I don't know of any for sale to the public."

"We're looking for trouble during the next few weeks, but so far we haven't had much," the sheriff said.

Capt. Steinfeldt, Sheriff Beckstead and Salt Lake Police Chief L. C. Crowther all warned of the danger involved in using fireworks of an explosive nature. Thousands of persons — mostly children — are injured by fireworks annually throughout the nation, they said, which is the reason behind laws prohibiting their sale or use in Utah.

Capt. Steinfeldt urged all parents to abstain from buying fireworks for themselves or their children.

—Salt Lake (Utah) *Tribune.*

MORE RIVER REVETMENT AND CHANNEL IMPROVEMENT PROJECTS HAVE BEEN SCHEDULED FOR SEVERAL LANE COUNTY POINTS ON THE WILLAMETTE RIVER.

BIDS WILL BE CALLED ON REVETMENT REPAIR ON THE LEFT BANK OF THE RIVER FIVE MILES NORTH OF EUGENE AND SEVEN AND A HALF MILES SOUTHEAST OF JUNCTION CITY. THE CHANNEL CLEARING WILL BE ALONG THE COAST FORK OF THE WILLAMETTE FROM THE MOUTH TO MILE FOUR, NEAR GOSHEN. --KUGN-Eugene.

THE LANE COUNTY COURT HAS APPOINTED A NINE-MAN ZONING AND PLANNING COMMISSION. THE GROUP WILL MAKE RECOMMENDATIONS CONCERNING COUNTY ZONING AND LAND-USE LAWS. THE COMMISSION IS COMPOSED OF LANE COUNTY BUSINESSMEN, FARMERS, REALTORS, AND CITY OFFICIALS.

THE COUNTY COURT APPOINTED THE COMMISSION UNDER THE PROVISIONS OF A 1947 LEGISLATIVE ENABLING ACT.

--KUGN-Eugene.

If a young lawyer wants to rise in politics, one of his first goals is to get elected as county attorney. It is his job to prosecute criminal offenses in the county and to serve as legal adviser to county officials. He represents the county in court and supervises the legal procedure involved.

An elective official, the coroner often is an undertaker or doctor. He investigates deaths involving violence or suspicious circumstances. His functions are discussed in the chapter on courts. Similar duties in some counties are performed by a medical examiner.

Unfortunately, the supervision of public works may not be exercised by one person. The county engineer or surveyor, elected in some states, may have had a hand in the construction or maintenance of roads. Often the county board involves itself in public works too.

Education outside the incorporated cities is administered by a county superintendent of schools. If he is elected, he often is more of a politician than an educator. Thus, his prestige and ability compare unfavorably with those of city school administrators.

The county clerk — sometimes termed the register of deeds, prothonotary, or recorder — also is an elective official. Often he is the secretary to the board and the clerk of the court. He also supervises election machinery, accepting petitions for nominations, registration of voters, printing of ballots, posting of returns.

In his office are recorded articles of incorporation, titles to property, wills admitted to probate, and various documents. Here, too, are issued marriage, hunting, automobile, and dog licenses. Periodically, reports are issued which provide news; for example, the number of marriage licenses issued during the year.

News gathered in offices of county clerks follows:

> The county clerk's office Wednesday listed 64 persons who have been authorized to act as registrars in the various Lane County precincts.
>
> Voters have until April 20 to register for the May 21 party primaries. Persons previously registered but who have not voted for two years are required to reinstate their registrations.
>
> Those moving from one precinct to another must re-register in order to vote in their home precinct and those changing party affiliations are required to register again.
>
> Registrars, in addition to the county clerk, are . . .
>
> —Eugene (Ore.) *Register-Guard.*

> Two weeks remain until the April 20 deadline for registration in order to vote in the May 21 primary elections, Deputy County Clerk Lloyd Howe reminded voters Tuesday.
>
> Who must register:
>
> Anyone who has moved, changed parties, failed to vote in the last two years, changed his name, or has not previously registered but is otherwise qualified to vote.
>
> Where: At the clerk's office or at any of the following places. . . .
>
> —Eugene (Ore.) *Register-Guard.*

To safeguard public health, many counties provide for a board of health. A physician may be appointed county health officer to supervise preventive work, quarantine persons with contagious diseases, and to prevent or control epidemics. Some counties operate hospitals as well as institutions for the indigent and mentally ill.

An appointive official, the county agricultural agent is a farm adviser. He is an employee of both the county and federal government. He helps the farmers solve local problems of production and marketing, interpreting federal policies when there are changes.

Who pays the bills? The people do. The county assessor periodically places a value on property to be taxed. Those who seek adjustments appear before a board of review, tax appeals, or equalization. The next step is up to the taxpayer, namely, to pay the bill.

The reporter is curious about assessments. He will learn to make comparisons and he may wonder why two buildings apparently equal in value have different assessed valuations. Unfortunately, evaluation may be on a political rather than a scientific basis.

Taxes are collected by the treasurer or tax collector. Some funds are disbursed to take care of the costs of county government as authorized by the county board. Other funds are paid to the state treasurer.

COQUILLE, March 5.—Mrs. Charles Stauff Wednesday was sworn in as Coos county treasurer, succeeding her husband who died last Saturday.

Mrs. Stauff had been employed as assistant to Mr. Stauff for 10 years and had conducted affairs of the office since he entered the hospital February 1. Her term will expire December 31.

Mrs. Stauff announced she will be a candidate for the Republican nomination for treasurer in the May 21 primary. Also filing for the Republican nomination for treasurer is Pearly O. Lund, Coquille.

—Portland *Oregon Journal.*

More than 1100 Salt Lake county residents have checks ranging from $149 to $50 waiting for them at the office of A. L. Escandon, county auditor.

The checks represent refunds made available Wednesday on down payments made by the residents on the Salt Lake county sewer project which was recently abandoned by the county government.

Persons entitled to refund must come to the auditor's office in the city and county building between 9 a.m. and 5 p.m. on weekdays and until 1 p.m. on Saturday. They must bring their original receipt in order to receive immediate payment.

Mr. Escandon said in case the receipt has been lost, an indemnity bond form will have to be filled out. He said 327 people have $149 coming to them and 680 have $50 checks waiting.

—Salt Lake *Tribune.*

If every county had a newspaper in which readers could find an analysis of their tax problems, county government might be more responsive to public opinion. In a series in the Chicago *Tribune,* Carl Wiegman examined some of these problems at length. Part of his second article is presented here.

By CARL WIEGMAN

The poor widow who is thrown out of her home for nonpayment of taxes has been a popular figure in fiction and melodrama, but Chicago tax experts say they never heard of such a widow in real life.

They explained that the legislature and the courts have wound such a mass of red tape around tax foreclosures that, in practice, a poor widow could live in her house to the end of her days without paying a dime of taxes. Not until she tried to sell the property would she be inconvenienced.

40 Millions Due County

This red tape, together with other factors both political and economic, has brought Cook county a serious problem, since 263,000 parcels of real estate are now delinquent, most of them for 20 years or more. About 9 million dollars a year in taxes is levied against these properties, but nothing is paid on them. Nine million dollars would go a long way toward solving fiscal problems of local governments.

About 90,000 of the delinquent parcels, comprising 12 square miles of subdivided land, lie in the city of Chicago. Against these are long overdue assessments amounting to a total of 40 million dollars.

The back taxes, special assessments and penalties against most of the property amount to far more than its market value. As a result, it is frozen and cannot be used for new housing development. In recent years the county board of commissioners has been making an effort to

get this land back on the tax rolls by compromising with equity owners on the amount due. At the same time the city council has been trying to clear up special assessments.

Processes Slow, Costly

The two processes are slow, costly, and capable of abuse . . .

[The writer then analyzes the technicalities, citing legal experts and public officials.]

—Chicago *Tribune*.

Eugene's realty board heard both sides of the county manager question Thursday.

William Tugman, managing editor of the Register-Guard, represented the proponents and Herman Hendershott, Eugene attorney, spoke for the opposition.

Tugman, outlining the legal steps taken to bring the manager proposal to its present position, told of its constitutional basis, legislative journey and progress in Lane County.

Asking himself who's back of the manager proposal, Tugman said it was not a "selfish group, but the people — the 4000 people who supported the move to put the proposal on the May ballot."

"They are dissatisfied with the present form of county government," he said.

Explaining the procedure of drawing the proposed Lane County charter up, the editor read a list of the framers. He also mentioned the "more than 150 men and women in the county who worked night and day to obtain enough signatures for the petitions to bring the measure to a vote."

Tugman then explained parts of the charter, emphasizing especially parts which would give all powers of Lane County to a county board, and "all powers of Lane County to county officers by the constitution (of the state) . . . shall become vested in the county board."

Understanding of these provisions will make it clear that the county board-manager system will not become "dictatorship," as some people have distorted the meaning to be, he said.

"The claim that the board could be fired by the manager is ridiculous," he said. "Under the proposed charter the situation would be the other way around."

Hendershott opened his argument by saying the "burden of proof on the need for a manager in Lane County is on the proponents.

"Just because 4000 people signed the petition to have the measure on the ballot doesn't mean they are in favor of it," Hendershott said. "I have talked to a number of the petition's signers who do not plan to vote for the measure."

Hendershott argued that the Oregon system of county government, established in 1850, "has worked well. It provided for the direct election of county officers, for their direct responsibility to the people and for their removal by the people."

He said he doesn't think the people should do away with this system because it would "take county government further away from the people."

Reform in Lane County can be had by voting in new county court members; not by overhauling the whole county system, he said. "Mr. Tugman said he was not satisfied with the present county government, but he supported all the present candidates when they were seeking election," the attorney claimed.

He pointed out that "just because the manager system might work well in some cities doesn't mean that it will work well in the counties." County government is much more controlled by state laws than a city government is, he said, "so the manager system in a county would leave little for the elected board to do."

Hendershott said he didn't like the provision which would divide the county into seven districts, because one person could vote for only one board member.

Other points he made were that the manager system lessens interest in government; destroys the check and balance system; makes the county government less democratic; and won't end the road problem, because it won't bring in any more money to the county.

In the question and answer period after the short talks, the speakers answered these questions . . .

—Eugene (Ore.) *Register-Guard*.

Writing the News

"The news columns are for news; not for opinions except as these are reported as news." This sentence appears in the code of the *Christian Science Monitor*. It should appear in the code of every responsible newsman covering government, city, county, state, or federal.

City and county government are near at hand. It is easy to inject a favorable comment for those whom the reporter approves.

It is so simple to snipe at those whom the reporter disapproves. Yet it is his job to write the news as news, not as an editorial.

The reporter should report the news of county government. If it is good, the facts will speak for themselves. But the facts may require interpretation, not slanting or coloring.

If the newsman actually understands the news, he should be able to present it in readable prose. The techniques in writing this news are no different from those in writing other news. And, as Voltaire observed, "every kind of writing is good save that which bores."

Chapter 19

Blood on the City Streets

REPORTING NEWS OF CRIME

Police Reporter . . . Crime in the News . . . Police Organization . . . Getting Crime News . . . Kinds of Crime . . . Crimes Against Persons . . . Crimes Against Habitation . . . Crimes Against Property . . . Crimes Against Morality . . . Crimes Against Public Peace . . . Crimes Against Authority . . . Crimes Against Safety . . . Writing Crime News . . . Radio Coverage

What is crime? Blackstone defined it as "an act committed or omitted in violation of a public law either forbidding it or commanding it." And, as the Declaration of the Rights of Man indicated, "the law ought to prohibit only actions hurtful to society."

Who are criminals? Some, of course, are patriots and martyrs. Among those condemned as criminals are Socrates, Jesus, Galileo, Bruce, Washington, Bolivar, San Martin, Sun Yat-sen, and Gandhi. There will be more until there is a Magna Carta for mankind.

Obviously, criminals may not be sinners. Crime violates man-made law. Sin flouts the laws of God and Nature outlined in pronouncements on religion, ethics, or philosophy. Moreover, concepts of both sin and crime change as any economy evolves, shifting its goals and standards.

Criminals actually are society's mistakes. Some may be subnormal, but none inherit criminal tendencies. Often men become criminals because the home, school, or church failed them. Unable to adjust to a complex society, they turn to crime, and yellow newspapers would be disappointed if they did not.

Police Reporter

There are two kinds of police reporters. There is the celluloid character who is a combination of Sherlock Holmes, Charley Chan, and Perry Mason. His habitat is Hollywood, and he is seen only on the screen. Then there are the real police reporters who work for newspapers.

Fundamentally, of course, the police reporter has to know how to get the news and how to write it. This he can do only if he knows how to get along with people — public officials, innocent victims, and those who are charged with crime.

Newsmen, however, cannot shirk their responsibility. They must learn to examine crime, not as an isolated social phenomenon, but as a product of our social order. More often than not the person who commits crime is motivated by factors which grow out of the economic and social, cultural and political environment.

The police reporter, therefore, should know more than the techniques of getting news and writing news. He should take courses in sociology, especially criminology, penology, and juvenile delinquency. At the same time he should have a thorough understanding of the principles and practices of law enforcement agencies.

Essential characteristics of the police reporter include curiosity, accuracy, initiative, tact, ingenuity, persistence, and thoroughness.

A skeptic, but not a cynic, he should be wary of those who seek publicity, have an axe to grind, or want news suppressed. And he should be a good lie detector.

Accuracy is imperative. The police reporter should verify names, ages, and addresses. After all, police often are not experts in penmanship or spelling. Inaccuracy may only cause embarrassment, but it may catapult the newspaper into a libel suit.

In his decision in the case of Pollard *v.* Lyon (91 U.S. 225) Mr. Justice Clifford classified as defamatory:

> Words falsely spoken of a person which impute to the party the commission of some criminal offense involving moral turpitude, for which the party, if the charge is true, may be indicted and punished.

The police reporter is resourceful. If he hears of a hold-up, fire, or accident a few minutes before deadline, he telephones someone in the neighborhood. Whom? He turns to the "criss-cross" telephone directory, if available, in which he can find telephone numbers on a given street.

The police reporter is a public relations man for himself and his newspapers. That is why he should be considerate, particularly of the timid or hysterical. Moreover, policemen, trained to be suspicious of newsmen, are human beings who like to have their birthdays remembered, their jokes laughed at, and their achievements recognized.

On and off the job the police reporter is an animated question mark. He will want to know why some "joints" are raided and others are not, why patrolmen are shifted, why parking regulations are not enforced, why some traffic tickets always can be fixed. Sometimes the police reporter cannot find an answer right away, but if he is patient and ingenious, he may get his story and a big one.

Crime in the News

Crime in the news shocks newspaper readers, yet it fascinates them. Some protest that crime news should not be published. Others assert that too much is printed. A few object to the way it is written and displayed.

Reporting crime news always has been debated. Horace Greeley deplored it in his New York *Tribune* in 1841, and Samuel Bowles upheld it in his Springfield *Republican* in 1871. Newsmen and laymen alike have discussed the subject heatedly for almost two centuries.

Bird and Merwin in *The Newspaper and Society* caution those who generalize about the press and law enforcement. "Much of this criticism," they say, "should have been made of particular newspapers, rather than the press as a whole. Some of it undoubtedly rests on a substantial basis."

The newspapers, it is true, have no monopoly on crime. Indeed, crime is the basis of some entertainment in slick fiction and pulp fiction, radio serials and movie melodramas. Murder is reported not only in comic books but also in the Bible, *Julius Caesar,* and many a classic thrust into children's hands.

Should crime news be printed? Yes, it is the function of the press to report the news. It does not make the news happen; it cannot make the news unhappen. It must portray the world as it is, often good, true, and beautiful, but too often ugly, sordid, and hypocritical.

True, most of us are against crime. We also oppose disease and hunger, snobbery and ostentation, corruption and graft, rackets and wars, yet we have to face realities. After all, as Agnes Repplier wrote in *Commonweal,* "the atrocity lies in the crime rather than in the news."

Crime news should be printed for six "cogent" reasons, W. G. Bleyer wrote in *Newspaper Writing and Editing.* They are:

> 1. Citizens need to be informed regarding crimes in the community, so that they may protect themselves, their families, and their property against the criminal and the vicious.
> 2. Citizens should be kept informed of crimes in the community, in order that they may judge

whether or not the police, the courts, and other law-enforcing agencies are functioning properly.

3. Newspaper publicity of arrests and trials is essential to prevent injustice to innocent persons.

4. Publicity in the press may be an important aid to apprehension of suspected persons.

5. Fear of newspaper publicity may deter some persons from the commission of criminal or vicious acts.

6. The reading of news of crime and vice seems to satisfy the criminal and vicious impulses of some individuals, and thus may prevent them from committing similar acts.

The American press has been condemned widely for the part it plays in relation to crime, points out E. H. Sutherland in *Principles of Criminology*. This fact is recognized in *Municipal Police Administration* which elaborates thus:

There are several problems that arise from the publication of news on crime: (1) What effect does the publication of crime news have upon the attitude of the public toward crime? (2) What effect do the newspapers have upon the public attitude toward the police and the morale of the police department? (3) To what extent does information about crime aid criminals to escape, and to what extent does it lead to the apprehension of criminals? (4) To what extent does information on crimes teach criminal techniques to potential offenders?

"The press has maintained with a good deal of reason that publication of crime news is instrumental in crime prevention," concedes *Municipal Police Administration,* published by the International City Managers Association in Chicago, but it adds:

On the other hand, the police official can point to serious abuses of the freedom of the press. Sensationalism has a suggestive effect upon potential delinquents, and tends to lower public morale. Unfair advantage has been taken of the police by the creation of fictitious crime waves or charges of inefficiency and corruption. Publication of names of accused persons, and especially juveniles, has made the return to honest life impossible. Premature publication of details about crimes and police movements has aided the escape of the criminals. Criminals have received technical education from the columns of crime news. Cooperation between police and press is therefore essential in determining policies with regard to crime.

How can this be achieved? In a later chapter, this answer is provided:

The heart of the problem lies in effecting a mutual understanding between the police and the press as to each other's objectives, methods, and attitudes. This means, on the one hand, that newspapermen must be given an understanding of the problems and policies of the police and, on the other hand, that the police must develop a sympathetic understanding of the reporter and the editor.

Some crime news must be printed. This much most educators and criminologists admit. But how much? Amateur critics aver that one-fourth or one-half the space is devoted to crime. Content studies show that crime news more often gets about 5 per cent of the news space.

Consider a content analysis of the Red Wing (Minn.) *Republican Eagle*. In 1938 it gave about 9 per cent of its space to news of crime, accidents, and vice. In 1944 this news received 5 per cent. Now that World War II is over, the percentage may have increased.

Examine the evidence gathered by Eric Allen in 1928 while he was dean of the University of Oregon School of Journalism. He supervised a content analysis of one hundred newspapers during a seventy-five-year period. Result? Crime took one and four-tenths per cent of the space.

How should crime news be presented? The press should make "1 per cent of the crime news look like 1 per cent and not like 50 per cent," says J. Roscoe Drummond of the *Christian Science Monitor*. Thus, the emphasis in headlines and position should be in proportion to actual news value.

Take a typical murder story — another mess, a shabby scandal leading to a shabbier crime. Does the reader know the persons involved? No. Does their tragedy affect him?

No. Yet a yellow newspaper will flaunt the news on page one, killing stories of global significance.

Examine also coverage of crime committed by members of minority groups. Alfred McClung Lee in "Controlling Group Prejudice" in an issue of the *Annals of the American Academy of Political and Social Science* (March, 1946) deplores the inflammatory treatment it often receives. He says:

> A survey of race-labeling, with special references to Negroes, Japanese-Americans, and Mexicans, indicates that greater space is ordinarily given in northern American dailies to race-labeled crime than to similar events involving white offenders. It is because of this tendency toward scapegoating that "sex crime waves" with strong racist overtones easily break out in the dailies of big cities. The dailies of Chicago initiated one such wave August 15, 1945. . . . A similar wave of newspaper hysteria in New York a little later featured the same race-labeling stereotypes . . .

Concurring with Lee, L. D. Reddick in the *Journal of Negro Education* made this charge in 1944:

> Every survey made of treatment of the Negro in the newspapers of the United States comes to the same general conclusion: namely, that there is a heavy concentration upon crime news and only a slight attention to achievement.

True, it usually is necessary to identify those charged with crime. And the person may be a Negro, war veteran, Phi Beta Kappan, Junior Leaguer, Methodist, or Republican. Use of any of these identifications reflects on a group as well as an individual and hence is obviously unfair and rarely relevant.

"The daily press," says Lucy Maynard Salmon in *The Newspaper and Authority,* "more often fails in that it has apparently as yet made little effort to treat anti-social matter from a socially constructive standpoint." Sidney Kobre agrees, commenting thus in *Backgrounding the News:*

> While the science of criminology has made progress and has offered a number of explanations for understanding the nature of crime, the newspaper continues to stress the prescientific causes of crime and solutions for crime prevention.

Predicting that newspapers "will print crime news as long as crime occurs," George L. Bird makes this comment:

> Some critics will regard this as regrettable, but not criminologists and penologists. The latter know that crime flourishes and law enforcement is lax when newspapers ignore crime. It is rather the sensationalizing, misrepresenting, and misunderstanding of crime, criminal psychology, and penal policies to which criminologists and penologists object.[1]

Unfortunately crime news today deals almost wholly with the prosecution of crime after it is committed. Little effort is made to examine constructive efforts to prevent it. Nor is there generally an interest in correctional methods once the criminal has been caught.

"I hear much of people's calling out to punish the guilty," wrote Daniel Defoe, "but very few are concerned to clear the innocent." And times have not changed. When James McGuide, reporter of the Chicago *Times,* finally helped to clear Joe Majczek, the newsman's achievement in freeing a man falsely imprisoned twelve years was so unusual that it became the story for a movie, "Call Northside 777."

Catch the criminal! Convict him! Send him to the chair! These demands reverberate from the yellow press and are echoed too often by other newspapers. Punishment, not justice, is their theme. Nor is there much effort to uphold fair play before the trial, during the prison term, or the doubtful years beyond.

Not all newspapers are guilty of this inhumanity to man. House papers and business

[1] Reprinted by permission of Prentice-Hall, Inc., from *The Newspaper and Society* by Bird and Merwin, p. 278. Copyright, 1942, by Prentice-Hall, Inc.

papers disregard crime. Newsmagazines and radio news programs play it down. Most weeklies and some dailies give it a minimum of space. But many a city editor will welcome a hatchet murder or another St. Valentine's Day, Chicago style.

Who is to blame? Unquestionably the press must take its share of the blame. So must advertisers who prefer quantity circulation to quality circulation. Moreover, as Paul Hutchinson noted in 1938, the press in its anti-social treatment of crime news "is bedeviled by officers of the law and courts to do precisely what it does do."

And who else is to blame? Consider what happened when Public Enemy No. 1 was buried near Sallislaw, Oklahoma, in 1934. "Ten thousand curious people trampled graves, crushed flowers and kicked over tombstones in a mad scramble to view the body of Charles Arthur Floyd, better known as 'Pretty Boy.'

"There was something barbaric about the whole funeral," wrote Harold Brown in the Oklahoma City *Oklahoman*. "Undertakers shouted at the swarm of people like boss canvasmen at a circus. Deputy sheriffs elbowed and cuffed the crowd to make way for the family. . . . Morbid curiosity was the theme."

And who else is to blame? One answer appeared in the San Francisco *Examiner's* night run for November 27, 1933. The story written by Alvin D. Hyman boosted the night run 150,000 more than the current circulation.

> The confessed kidnapers and killers of Brooke Hart were lynched at San Jose last night.
>
> A snarling, growling, hate-maddened mob snatched Jack Holmes and Harold Thurmond from the sheriff and his deputies, dragged them from the Santa Clara county jail and hung them to a tree in St. James' park, across the street from the courthouse.
>
> While women screamed encouragement and applause, and lifted up their children to see the first lynching in California in 13 years, expertly tied nooses were slipped around the necks of the men who abducted and killed the young son of a wealthy San Jose merchant.
>
> Fifteen thousand set up a shriek of triumph as Holmes and Thurmond were hauled from the ground to twitch briefly at the ends of their ropes and then dangle, limp and still . . .

Who else is to blame? If there is any doubt, examine Eddie Gilmore's story in the Washington *Daily News,* November 28, 1933. He wrote:

> I know now just what it feels like to have a mob get after you.
>
> I've just returned from Salisbury after a gang of about 500 angry men stormed the Wicomico Hotel there, demanding that the manager turn over to them seven newspapermen and photographers who had stayed behind to send news stories to their papers.
>
> After the infuriated mobbers finally forced armed soldiers to leave Salisbury in a hail of curses and brickbats, they turned on us . . .

These are excerpts of news stories written in civilized America. These are but a few. They show how ugly, brutal, and sadistic some of us can be. In Louisiana, for example, there have been 391 lynchings since 1882, more than in all the Rocky Mountain and Pacific Coast states but fewer than in Mississippi, Georgia, or Texas.

The grim truth is this: in every community, not in just one region alone, there are the lawless, those who commit crimes and those who would take the law into their own hands. A free and responsible press dare not give them any encouragement if it is to preserve itself and the society of which it is a part.

Police Organization

Newsmen should understand the functions, organization, and operations of law enforcement agencies they cover. Most of their contacts will be with the local police and the sheriff and, in some states, the state police. Their relationships with federal authorities will be more limited.

The necessity for local law enforcement was recognized by King Alfred and William the Conqueror. Hence British enforcement ideas were brought to this continent by the colonists. It was not until 1838 that Boston introduced the idea of day police. Uniforms came into general use less than a century ago. At about the same time large cities began to set up police boards.

What are the functions of the police? They are outlined thus in *Municipal Police Administration* published by International City Managers' Association in Chicago: "(1) prevention of crime, (2) repression of crime, (3) apprehension of offenders, (4) recovery of property, and (5) regulation of conduct."

Often the police department is burdened with other activities. Among them may be, according to the foregoing source, licensing, traffic regulations, public ambulance service, supervision of paroled convicts, building inspection, registration of voters, verification of poll lists, enumeration of inhabitants, ice breaking in navigable waterways, examination of prostitutes for venereal diseases, temporary lodging for the homeless, emergency relief for the destitute, free employment agencies, neighborhood entertainments, and dog pounds.

One man, the city marshal, may enforce the law in Houghton Corners or Mifflin Junction, but New York City employs eighteen thousand policemen. Working in three eight-hour shifts, they patrol eighty-five precincts under the supervision of the police headquarters at 240 Center Street. The beginning newsman, however, is more likely to cover police activities in a community in which he can know the entire force.

Top man in the police organization is the chief of police or commissioner of public safety. Usually a political appointee, he enforces the laws which city officials want enforced. Given semi-military powers, he supervises the entire personnel and directs its strategy in enforcing the law. He may be aided by an assistant chief.

Next in rank are the deputy inspectors. Some of them supervise three or four districts; others direct the work of important squads, bureaus, and divisions. The number of the latter depend on the size of the community.

The small city police organization may have only three bureaus: records, patrolmen, and traffic. In large cities the traffic department may have specialized subdivisions. Among them may be an automobile identification bureau, safety education bureau, motorcycle squad, manslaughter squad, mounted police squad.

The large city police organization may have specialized groups working on records and identification, pawnshops and pickpockets, arson and homicide, crime prevention and social service, stolen automobiles and vehicle licenses, missing persons and sex offenses, rooming houses and research.

Today it is taken for granted that persons charged with felonies will be measured, photographed, and fingerprinted by the Bertillon squad. Bullets found in persons who have been killed or wounded, or even near them, are examined by the ballistics squad. Moulage, chemistry, microscopy, photography, spectroscopy, and science in general are used to detect crime, just as the criminal uses modern methods to escape capture.

The city is divided geographically into precincts or districts each of which has its station linked to headquarters. The executive officer in each is usually a captain. He assigns the lieutenants and sergeants, takes care of special problems, and keeps in contact with key sources of information in his precinct.

The routine of the station is supervised by the lieutenant. It is his duty to maintain the morale of his patrolmen and to see that they observe the department's requirements on procedure, conduct, dress, and other matters. When the captain is absent, the lieutenant is in charge.

Sergeants handle clerical details, supervise squads of patrolmen, or substitute for the lieutenant when he is absent. The desk sergeant handles the switchboard. Because sergeants often supervise the efforts to solve a crime, their work is of great interest to the police reporter.

Patrolmen are the privates in the police army. Usually they have to pass a civil service examination before they are accepted. Some may have taken college courses or attended the National Police Academy. Not "coppers" or "flatfoots," they generally are better qualified for their work than they once were, but still are allergic to newsmen.

Law enforcement in the county is in the hands of the sheriff. First, he is supposed to prevent crime and apprehend criminals. Second, he keeps the county jail. Third, he serves papers for the court and enforces court orders and judgments.

The typical sheriff has only one qualification for his job: he is a good enough politician to get elected. Though he may have good intentions, he is an amateur. He and his deputies, also amateurs, distribute the patronage. Once he has been elected, his interest often is not in enforcing the law but in being re-elected.

Twelve or more states have police services with the power to enforce all state laws. More than a century ago the Texas Rangers had similar authority along the border. During the 1860's Massachusetts set up a state constabulary to fight commercialized vice. In 1905 the Pennsylvania state police system was established.

Authorized in 1917, the New York Division of State Police has headquarters in Albany and barracks and sub-stations throughout the state. In 1946 it employed six troops of 127 officers and men each. And in that year they made 67,172 arrests, got 64,324 convictions.

The state police work with county sheriffs, township constables, village marshals, and city police to enforce the law. They co-ordinate the efforts of local officials, provide detective service if needed, and maintain records and research facilities. The state policemen are selected after passing civil service tests and often have to undergo a thorough training.

To strengthen law enforcement, the federal government has enlarged the scope of its activities. It now is unlawful to take stolen goods across state lines. Interstate kidnaping is forbidden. The police may have relationships with the Alcohol Tax Unit, Bureau of Narcotics, Secret Service, and Post Office. Occasionally in some communities it has contacts with the Coast Guard, the Immigration and Naturalization Service, the Department of Justice, and the Intelligence Unit of the Customs Patrol.

Best publicized of all federal law enforcement agencies is the Federal Bureau of Investigation. It maintains fingerprint files, training facilities, a stolen property file, "monicker file," publications, uniform crime reports. Its investigations relate to a wide variety of violations of federal laws.

Supervised by J. Edgar Hoover, the Federal Bureau of Investigation has won convictions in 97.6 per cent of the cases it has brought to trial. It has about fifty-one field offices and 3800 college-trained agents. Its files contain 106,000,000 fingerprints. Enforcement of some one hundred and twenty federal laws is so effective that criminals prefer to violate local or state laws.

Getting Crime News

Newsmen covering crime use two types of news techniques, according to Hal Hazelrigg who discussed "A Newspaperman Looks at City Hall" in *Public Management*. The first is "action" reporting — covering directly the activities of the police. The second is "research" reporting — examining studies, surveys, reports, and the like for straight news or features.

How does the police reporter get crime news? Obviously, he seldom sees a crime committed, and, therefore, cannot give a first-

hand account. Hence, he covers headquarters or the precinct station to which he is assigned, following up tips he gets.

Here he examines police records to which he has access, listens to police announcers broadcasting instructions to patrol cars, watches reports to the police teletypewriter, talks with officials and, when possible, to prisoners, witnesses, and other sources.

Crime news cannot be covered adequately without access to some police records, yet, as Siebert notes, "the right of access to police records has not been established as one of the prerogatives of the press." He adds:

> Public policy, according to the decisions, demands that records in the police department that are used in the apprehension and identification of criminals be kept secret from the public and the press. This rule of secrecy applies to communications to the police by private and voluntary informers, the file of complaints (especially where arrests have not yet been made), the files of the bureau of identification, and records of the detective bureau.[2]

Police reporters generally have access to the blotter or bulletin, complaints if arrests have been made, and reports of fires and accidents. The larger the city, the greater the variety of specialized forms and books used in recording crime data.

In the Chicago system, MacDougall notes, in *Covering the Courts,* ten record books are used. They are captains' orders, complaint book, local book, arrest book, accident book, wanted book, missing book, stolen auto book, miscellaneous book, and commanding officer's book. All are open to reporters except the captain's book.

Periodically during the day the police reporter may make a series of telephone calls. Thus, he may get a tip from a hospital, fire station, jail, coast guard, sheriff's office, coroner's office, or some other source. His chances of getting one are better if he has a good "telephone personality."

Suppose a murder is reported to the police station. The police reporter telephones available details to the city editor and gets his instructions, either to stay where he is or to go to the scene of the crime. In either case he follows developments.

A jeep serves as a desk for Bob Evans, veteran United Press police reporter in New York City, as he writes an on-the-spot story. He uses the jeep to speed him to crime stories that break in all parts of the metropolis.

The police report the arrest only when the person wanted is taken into custody and charged with a specific crime. Details to check include name, identification, criminal record (if any), charges against him, source of original complaint, risk incurred in his capture. The heroism or resourcefulness of police should not be overlooked.

If the police reporter goes to the scene of the crime, he is interested in evidence apparent there. He seeks the views of the victim's fam-

[2] *The Rights and Privileges of the Press* (New York: Appleton-Century, 1934), pp. 35-6.

ily and friends, of eye-witnesses if any, and the police on motives, clues, and other details. Now and then a prisoner confesses, sometimes when he is innocent.

If the identity of the alleged murderer is not known, the police reporter checks every source to determine it. Meanwhile, the reporter finds out what is being done to capture the offender. He is interested in every step the police take to apprehend the alleged criminal. Yet at no time does his story describe anyone as a murderer or criminal until that person has been duly convicted in court.

Newspapers, it is true, are more interested in the prosecution of criminals than in the prevention of crime or the rehabilitation of criminals. Greater emphasis should be placed on constructive efforts of the police and social agencies to remove the roots of crime. And, incidentally, the police reporter should take note of departmental activities — promotions, awards, policemen's balls.

Stories about policemen follow:

It was a warm day Thursday in more than one way for Patrolman Virgil Tampa.

Tampa was cruising in a police car at Twelfth street and Speer boulevard when flames caused by a short circuit started shooting out from under the hood. Tampa grabbed the radio microphone and called for help.

Before help arrived, it got too warm for Tampa, and he abandoned the car. Firemen put out the blaze and estimated damage at $100.

—Denver *Post.*

Brisbane, San Mateo county, was a community without a police chief and/or police department yesterday.

Chief Fred Mullen, the entire working department, had resigned and was tending bar.

His resignation, it became known, was effective on June 1, and since that day the three commissioners of the newly created police district have been at the head of nothing tangible.

Mullen asserted he quit chiefly for economic reasons, though there was politics in the background . . .

—San Francisco *Chronicle.*

Police Inspector Byron Getchell expressed hope today that his "boys" would do as well during the next 25 years as they have during the past quarter century.

The inspector's "boys" are the 4000 children of the city School Safety Patrol. They celebrated the 25th anniversary of the organization, covering public and parochial schools, with a parade and review at Kezar Stadium yesterday, and a ceremony at City Hall honoring Mr. Getchell as the patrol's founder.

No children have been injured at crossings near 130 schools guarded by the patrol during the organization's existence.

Citations for outstanding patrols in 12 divisions were awarded at the Kezar ceremony . . .

—San Francisco *News.*

Rookie Policeman Frank Denardo was the handiest man in Felony Court Tuesday.

Denardo, assigned to the Fillmore Station, is the only Chicago policeman able to converse in the deaf-mute sign language, according to department records.

Using the tricky gestures, he questioned a woman complainant in a rape and robbery case. Judge Charles S. Dougherty was impressed.

When the defendant proved he was in Indiana at the time of the crime, the judge dismissed the case and invited Denardo into his chambers.

"Where did you ever learn that language?" Judge Dougherty asked.

Denardo explained he picked it up from an Army buddy.

"Used it all the time," he said, "to cuss out the first sergeant."

—Chicago *Daily News.*

If the police reporter is to succeed, he should be on good terms with the police officials. He does not have to be chummy, but he does want to win their confidence. When they know that they can trust him, they may talk to him off the record. Though he cannot report this, he can be in a strategic position to handle his story effectively when the news breaks.

By ALBERT H. CURREY

Should a Eugene cop tell you "it's all in the day's work," he really isn't kidding.

Friday was a "quiet day," according to command officers at police headquarters. The day's major problem came in handling evening traffic pouring downtown for Fall Opening festivities, and Lieutenant Delmar Cash, in charge of the traffic division,

reported the crowd was an easy one to handle.

"Just routine," Headquarters Lieutenant Glenn Crase agreed. So did Captain Elmer Geiger and even Detective Harold Skipworth who had four burglaries and a safe cracking to solve after the Wednesday and Thursday night operation of local footpads.

Routine? Well, take a look at the "boxscore" left on the police blotter Saturday morning:

Arrests — basic rule violations, 5; stop sign infractions, 4; reckless driving, 1; prohibited turn, 1; noisemaker mufflers, 4; no driver's license, 2; no tail light, 2; disregarding detour sign, 1; no bike light, 1; drunk, 4, and vagrancy, 2. All in all, 26 arrests were made.

Accident investigations — far below the average. Just one in fact on Friday. (There were 202 traffic accidents in Eugene last month.)

Burglary and larceny cases checked — seven, including four on the University of Oregon campus where sneak thieves repeated time-worn tactics to take cash, and only cash, from sleeping fraternity men's rooms.

Missing persons reported — two.

Miscellaneous complaints investigated — 10.

The "miscellaneous" cases included a call from a party whose tomatoes were being eaten by a neighbor's chickens and one resulting from the meandering of a group of horses across new lawns in a suburban district.

Another case involved two youngsters who threw tomatoes at clean clothes on a washline. Wisely enough, after their parents promised retribution, the matter was left in their hands.

As on every other day, the department's routine Friday included making collections from 300 parking meters and checking all restricted parking areas to apprehend violaters. No, the police didn't catch every violation, but each month they issue around 1000 parking tickets and they kept up their average Friday.

The usual traffic patrols were made; left turn signs were put in the middle of downtown intersections early in the morning and removed after the heavy night traffic cleared.

Since the start of school classes, the department has been called time and again by parents who want "an officer put at such-and-such intersection to see that the children get to school safely."

The problem was discussed at Monday night's council meeting last week, and the council voted to relieve the police of the parking meter collection chore after the first of the month. This will give Police Chief Keith Jones the equivalent of an extra man during four hours each day.

But Friday the force was large enough to handle just three intersections during morning and evening school rushes.

From 8 a.m. to 4 p.m. there were eight patrolmen on duty to do the work outlined above; from 4 p.m. to midnight the "force" numbered six; and the graveyard shift, although usually larger, had only three members.

"All in the day's work!"

And for a first-year patrolman the rate is $220 a month.

—Eugene (Ore.) *Register-Guard.*

Kinds of Crime

Every society defines and classifies the public wrongs it wishes to punish. The definitions and classifications vary from state to state just as they do in different periods of history. There are four types of crime, according to *Municipal Police Administration.* They are:

First, there are the so-called "major" crimes: felonious homicide, rape, robbery, aggravated assault, burglary, larceny, auto theft, forgery, counterfeiting, embezzlement, fraud, blackmail, arson, and kidnaping.

Second, there are offenses against "public morals": vice, gambling, liquor, drugs, and offenses against the family.

Third, there are offenses which have to do with the maintenance of the peace — disorderly conduct, possession of weapons, assault, trespassing, and vagrancy.

And finally, there are violations of traffic regulations. Some miscellaneous offenses, such as violations of license ordinances, are not covered by the above classification.

Perkins in *Elements of Police Science* lists major offenses against: (1) persons, (2) habitations, (3) property, (4) morality and decency, (5) public peace, (6) administration of government, (7) public health, safety and comfort.

The purpose of those who enforce laws against crime is threefold. They want to catch

those who are charged with breaking the law, determine whether they are innocent or guilty, and imprison those who are convicted. Whatever the offense, the enforcement officials in theory at least want to solve every crime.

Crimes also may be classified as felonies and misdemeanors. The former consists of any crime for which the death sentence or penitentiary imprisonment may be given. The latter consists of any other crime. So far as the press is concerned, nobody is a criminal until he has been so designated by a court of law.

Crimes Against Persons

Murder is the most serious crime against persons. In 1946 there were 8442 cases of murder and non-negligent manslaughter reported in the United States. In the same year 5781 men and 699 women were charged with criminal homicide, the killing of one person by another person.

There are three kinds of criminal homicide: (1) murder, (2) manslaughter, (3) negligent homicide. Murder is killing another person with malice aforethought; usually it is first degree murder if it is premeditated. Manslaughter is killing without malice aforethought. Negligent homicide is killing through criminal negligence.

Innocent homicide, or justified homicide, is a killing in which no criminal guilt is involved. Thus, a police officer may kill a fleeing criminal. A home-owner may kill an intruder. A child may discharge an "unloaded" gun and kill another child. These are the most typical instances.

Suicide or self-murder is not a crime in all states. Thus, attempts to commit suicide are not always punishable. Suicide, of course, does not encompass those acts, sometimes obviously futile, in which a person risks his life to save a baby from a flaming house or a child drowning in a river.

The other crimes against the person are:

1. Abduction: taking a woman unlawfully, against her will, to coerce her into marriage or to be defiled.
2. Kidnaping: stealing of a person from one place and removal to another, often with the intent to extort money.
3. Abortion: unnecessarily causing a miscarriage by use of drugs, instruments, or other means.
4. False imprisonment: unlawfully detaining a person in a public jail or private place.
5. Rape: unlawful carnal knowledge of a woman against her will.
6. Mayhem: maliciously disfiguring or dismembering another person.
7. Dueling: inciting or participating in a fight with deadly weapons arranged under a supposed "code of honor."

More space is given to news of crime against persons than to other offenses. The reader wants to know who was killed, injured, or endangered. If the person was injured, what is his present condition, is he under a physician's care, is he in a hospital?

(5:45 SEPT. 4, 1948)

A COTTAGE GROVE WOMAN, MRS. MARY ENDICOTT, HAS STILL NOT IMPROVED TODAY FROM A CRITICAL CONDITION. SHE IS THE WOMAN, YOU'LL RECALL, WHO WAS SHOT TWICE BY HER HUSBAND AT COTTAGE GROVE, BEFORE HE KILLED HIMSELF. THE 47-YEAR-OLD WOMAN RECEIVED BULLET WOUNDS IN THE HAND AND THROUGH THE SHOULDER.

--KUGN-Eugene.

How did it happen? That is another question. The reader wants to know what weapon was used and how it was used. What was the cause? Who was the killer? Has he been caught? If not, what is being done to apprehend him? Are there any clues?

Coroner's inquests will be held today at the morgue into the robbery-slaying of two cab drivers here late last month.

Defendants in the actions are Lawrence J. Garner, 23, of 2131 L st. nw and George A. Garner, 25, of 28 Hanover st. n.w. They are brothers and are charged with first-degree murder.

The men allegedly shot down in cold blood are James Hardy, 23, of 647 D st. ne. and Howard Jones, 37, of 417 Irving st. nw. The brothers signed confessions, police said, after their arrests . . .

A coroner's jury will decide in each case whether, in its opinion, the defendants were responsible for the deaths. Meanwhile, the defendants are being held without bond at District jail pending the action of the coroner.

—Washington *Post.*

Two Salt Lake men being held in city jail for investigation of assault and battery against a 70-year-old man Saturday night, were being released Tuesday when the victim refused to sign a complaint against them.

The men, Charles P. Clary, 36, 368 E. 3rd South, and Fred Haviland, 29, 652-5th East, were arrested in front of 1170 S. State, where police found the victim stuffed in an automobile trunk, bleeding and apparently beaten.

Chris J. Christensen, 70, 239 Floral ave., the victim, is recovering from contusions, bruises, and abrasions at Salt Lake General hospital.

—Salt Lake City *Tribune.*

How does a child become a criminal? There are good answers and bad answers to that question. The Chicago *Daily News* in a series about "children in trouble" explains what happens to the girl or boy who becomes involved with the law in Illinois. This excerpt is from the final article.

By EDAN WRIGHT

Should all delinquents be tried in the Juvenile Court?

Should some of them, because of the seriousness or viciousness of their crimes be tried as adults in the Criminal Court?

The need for more and better facilities for the treatment of children is one of the problems involved in these questions.

This need is poignantly revealed in a letter by Bernard Sawicki, a 19-year-old Chicago killer electrocuted in 1941. The letter, written a few days before, says in part:

"I didn't get much grub or clothing when I was a kid. I went to a couple of institutions, then I got put on a farm by the State where I was no better off than at home. I had to work like a horse and I didn't get paid for it only my grub."

"Put Them to Work"

"As to how to stop boys from doing crime you should look into their background and try to get them out of their environment and put them to work in CCC camps or something like that.

"I don't say you shouldn't punish a boy but if you look into it first and think about it and then put the boy in a place where he is treated like a man and teach him the right things you can easily cut down on crime."

Alarming Picture

The most alarming picture confronting the juvenile courts of the nation are the murders committed by emotionally disturbed and defective juveniles.

A 13-year-old California boy drowns a playmate in a creek. A 17-year-old Pennsylvania bobbysoxer bludgeons her aunt with a flower pot. A 14-year-old Ohio boy kills a neighbor couple with a pistol.

And Illinois has its Harman, Lang, and Adams.

In recognition of these crimes the National Council of Juvenile Judges recently passed a resolution to urge state legislatures to provide facilities for the treatment of such children . . .

—Chicago *Daily News.*

In the eleven paragraphs that follow, the reporter discusses the prevention of crime, the overlapping of courts, and the age of criminal responsibility. She cites a number of persons as authorities for the viewpoints advanced.

Newsmagazines give little space to crime news. When they do, the story is of unusual interest. *Time,* for example, presented a shocking story of murder in the summer of 1948 in the chronological story:

> They were nothing but punks — callow, sullen, foul-mouthed youths. Tuberculous, bespectacled Johnny West was 22; he had a thin, bony body, a big

nose, a girl's mouth, and a mind as weak and erratic as a bat's. Stocky, thick-lipped Robert Daniels was 24; there was a look of dull, animal vigor about him and he loved flashy clothes. But he had a psychopathic impulsiveness, an inability to consider consequences.

They met in Ohio's gloomy, overcrowded Mansfield Reformatory. After they were paroled, they joined forces, accumulated an arsenal and stole a 1947 Pontiac.

One night early this month they walked drunkenly into a Columbus tavern, yanked out automatic pistols and took $800 in cash and checks from the till. Half an hour later they walked into another bar and began shooting. They killed the owner, wounded a woman customer, jubilantly scooped up another $400.

"This Is a Stickup." Then they were seized with a magnificent idea. Why not go back to Mansfield and kill some reformatory guards? At 1:30 one morning last week they parked their car below the home of the reformatory's farm superintendent, a burly, middle-aged man named John E. Niebel. They rang the doorbell.

When Niebel looked out, Daniels politely asked permission to use the telephone. Then he stepped inside, pulled his pistol, snarled: "This is a stickup." While West covered the superintendent, Daniels went upstairs, got Niebel's dumpy wife and his plump, redheaded 22-year-old daughter Phyllis out of bed. The two killers gloated over their frightened victims like vicious children; demanded that Niebel order a guard named "Red" Harris to come to the house.

Niebel refused. The pair ordered the big farmer and the two white-faced women outside and into the car, told them to take off their clothes. The automobile moved off through the darkness, finally pulled up beside a cornfield. Daniels forced the Niebels to walk out among the rustling stalks. "Kneel down," he ordered. They knelt — naked, shivering, sick with terror. West shot Mrs. Niebel in the stomach. His pistol jammed. Daniels shot her in the head. He fired twice more, and Niebel and his daughter toppled over, dying. The two gunmen walked back to their car and drove away.

"I'll Take Care of Him." The next evening Johnny West began asserting himself. He forced a sedan to the side of the road in the hope of getting false identification and a new getaway car. He leaped out, looked in at a man and woman, said: "You're going too fast — give me your driver's license." The driver, a farmer named James Smith, refused. Johnny West pulled a pistol, shot him through the head.

As the killers roared away, still without a new car, they began quarreling bitterly. Daniels, suddenly fearful, railed against West's wild stupidity. But West was still snarling with braggadocio a few minutes later when they spotted a perfect getaway car — a big Dodge haulaway truck with four new Studebakers on its rear decks — parked in some trees near the town of Tiffin. The truck driver was asleep. West said: "I'll take care of him," and yanked out his pistol again.

Johnny West pushed the truck driver into the bushes, shot him in the head and chest, climbed behind the truck's wheel. Daniels got into one of the new canvas-draped cars in the rear. They rolled on unchallenged through one of Ohio's greatest man hunts.

"Don't shoot!" At 8:45 in the morning, six miles northeast of the town of Van Wert, West brought the big haulaway rig jolting and hissing to a stop. There was a police car across the highway. Van Wert County's grizzled sheriff F. Roy Shaffer called: "You got any passengers in back?" West said: "None that I know of."

Shaffer hesitated. Then, while a policeman named Leonard Conn covered him with a Tommy gun, he jumped up on the truck's framework, lifted the canvas which shielded Daniels. The youth had five pistols and three rifles beside him. But he called, "Don't shoot! Tell me what to do!" and climbed out trembling.

Johnny West heard. He opened the cab door, shot Conn in the lungs and hit a game protector named Frank Friemoth in the shoulder. But as Conn sank, his Tommy gun cut loose. West toppled out to the pavement, dying, his face a bloody pulp.

Daniels hardly looked at the body. He pleaded: "Give me credit for my share of the dead ones."[3]

Crimes Against Habitation

Crimes against habitation are two in number: burglary and arson. The first consists of breaking and entering a dwelling with felonious intent — usually at night. The second is the intentional and malicious burning of the dwelling house of another person, or for that matter, other structures, such as stores, warehouses, and schools.

In 1946 only 34,130 men and women were arrested for burglary, although 321,672 cases were reported. And only 626 men and 83 women were arrested for arson. To the reporter, these crimes may appear to be crimes against property, but lawyers don't look at it that way.

What does the man in the street want to know about a burglary? What was stolen? How much was it worth? What did the burglar break into? Who did it? Has he been caught? If so, why did he do it? Is this his first offense? If not, what is his record? In cases of arson, the reader wants to know the usual details about fire stories — covered in Chapter 14 — and the evidence of arson.

[3]Courtesy of *Time*. Copyright Time, Inc., 1948.

Typical stories of burglary are the following:

> Breaking a lock on the front door, burglars entered Happy Time Tavern, 265 W. 2nd South Wednesday after 1 a.m. and left with more than $550 and a .32 caliber revolver, according to Fred Scallion, part owner of the tavern.
>
> —Salt Lake City *Tribune*.

Emphasis in the foregoing story is on the method of achieving an entrance. In the next the age of the burglars is played up.

> Five teen-agers have admitted 30 burglaries and robberies in the Logan section of the city during the last year, which netted about $1,500, detectives said today.
>
> The group specialized in looting food stores, and their largest haul was $369 from a fruit market at 4927 N. Broad st., operated by George Abramson, the detectives said.
>
> Three of the boys were arrested November 24 in connection with four robberies that night, and the others were implicated later.
>
> The five were charged with robbery, burglary, and aggravated assault and battery.
>
> The charge of aggravated assault and battery arose out of the robbery of a bakery at 349 Rittenhouse st. on January 4.
>
> Michael Cizzi, 58, of 711 Hoffman st., an employe, identified three of the boys as among those who attacked him before robbing the bakery.
>
> Among the places, police say that they robbed, were . . .
>
> Other establishments they confessed robbing included . . .
>
> —Philadelphia *Evening Bulletin*.

A composite story covering several burglaries follows:

> Salt Lake City police today were investigating week-end burglaries in which about $650 in cash, several car keys and other items were taken.
>
> Thieves forced the front door of the Paramount Milk Depot, 1631 Eleventh East, stole $602 which had been hidden in a crock sitting on a basement shelf. The theft was discovered this morning by S. Richardson, assistant manager . . .
>
> —Salt Lake City *Deseret News*.

The story summarizes the other burglaries in four more paragraphs, presenting the crimes in descending order of importance. Incidentally this lead is not effective because the first half of it actually tells little if any news.

> Black-haired, 22-year-old Mrs. Joyce Brown was ordered held without bail today after Magistrate Schwartz listened to a bizarre story of the looting at gunpoint of a Gladwyne home.
>
> Mrs. Brown, already under bail charged with the theft of a taxicab last week, was held in court on charges of kidnaping and robbery. She also was held on $1,000 bail for violating the firearms act, and on Wednesday she will have another hearing on the taxicab theft charge.
>
> The story of the Gladwyne escapade early Sunday was related to the magistrate in the 4th and Snyder sts. police station by Harry McCann, a detective, and the robbery victim, Clement B. Hoskins, 26, of 1141 Maple Crest circle, Gladwyne, an industrial engineer and former Navy lieutenant.
>
> Hoskins, whose wife and baby are out of town, said he picked up Mrs. Brown in his automobile near 10th and Pine sts. at 4 A.M. Sunday, because she appeared to be in distress.
>
> She produced a pistol from a shoulder holster, he said, and he "became scared." After that, according to his story, the young woman was in charge of the situation. She forced him to drive to his home. There she made him sign three checks — two for $300 each and one for $250 — and to write a letter acknowledging that he was giving her his car in consideration of "debts." Then she made him produce his wallet and open a strong box, which, however, contained no negotiable articles of value.
>
> After that, she collected two table radios, some men's and women's clothing and some silverware which, Hoskins said, she made him carry to the car, while she stood in the door with the pistol in her hand. And, he said, she made him start the car for her . . .
>
> —Philadelphia *Evening Bulletin.*

This is a typical robbery story:

> Mrs. Mary Margolis, 71, of 230 Pine st., suffered a fracture of the right shoulder last night when a thug pushed her to the pavement and snatched her handbag as she was walking a few doors from her home.
>
> Police took her to Pennsylvania Hospital after her screams attracted neighbors. The handbag contained $3 and other valuables. The thug fled east on Pine st.
>
> —Philadelphia *Inquirer.*

Somewhat unusual, this story features not the sum of money stolen, but the method of escape:

> A thief, seized by two clerks in the Sears, Roebuck & Co. store, 2100 W. North ave., Wednesday night, escaped with the aid of customers who were misled by his cries of "Help, I'm being robbed."
>
> The thief, about 24, opened the cash register in the men's clothing department and pocketed currency totaling $740. Ben Salzberg, 2127 N. 10th st., a clerk, saw him grab the money and run down the basement stairway.
>
> Salzberg yelled, "Stop that man." Two other clerks, Robert Holmes, 4474 N. Oakland av. and Wilbur McCara, 2912-A W. Galena st., chased and caught the man who set up a cry of "robbers."
>
> Several customers ran to his aid. They grabbed Holmes and McCara, causing them to lose their hold of the thief. He ran out a rear door and through a parking lot . . .
>
> —Milwaukee *Journal.*

Crimes Against Property

The total value of property reported stolen in 1946 was $96,163,661. In fact, of the 1,685,203 crimes reported to the Bureau of Federal Investigation, 941,738 involved larceny; 229,920, auto theft; 62,782, robbery. Obviously, crimes against property exceed all others in number.

Larceny involves deliberate trespass plus the intentional removal of personal goods from the dwelling or building of another person. It encompasses the theft of animals, documents, instruments, motor vehicles, and any kind of property that can be taken away. State laws differentiate between grand larceny and petit or petty larceny, which is a misdemeanor.

The other major offenses against property are:

1. *Robbery*: larcency by threat or violence.
2. *Embezzlement*: fraudulent appropriation of another person's property.
3. *False pretenses*: deliberate taking of another's property by means of intentional misrepresentation.
4. *Receiving stolen property*: knowing acceptance of stolen goods with fraudulent intent.
5. *Malicious mischief*: deliberate destruction of another's property.
6. *Forgery*: alteration or creation of marks or writing with the intent to defraud.

News stories reporting offenses against property answer many of the questions asked about crimes against habitation. Thus, the reader wants to know about the motives, methods, and means of the criminal — if apprehended. At the same time the newspaper is not supposed to be a how-to-do-it textbook on crime.

Crimes Against Morality

Crimes against morality and decency receive little space in the press. To be sure, Kinsey's *Sexual Behavior in the Human Male* has evoked widespread comment. Even so, it is not the newspaper's task to provide evidence either to support it or to refute it. Cases of bigamy — the act of contracting a second marriage without terminating the first — sometimes makes news. The other typical crimes in this classification seldom do. They are adultery, incest, seduction, sodomy, prostitution, obscenity, and indecency.

Crimes Against Public Peace

Of the eight offenses against public peace, one — riot — breaks into headlines. The others seldom get into the news at all. They are: (1) breach of the peace, (2) affray, (3) disturbing a public assembly, (4) operating a disorderly house, (5) forcible entry and detainer, (6) libel, (7) carrying weapons.

Riots are unusual in normal times. Usually they are caused by political or economic maladjustments, particularly the latter. There are food riots. Occasionally labor disputes lead to strife. The newspaper reader, obviously, wants to know the "why" of the riot and its extent, including casualties and damages.

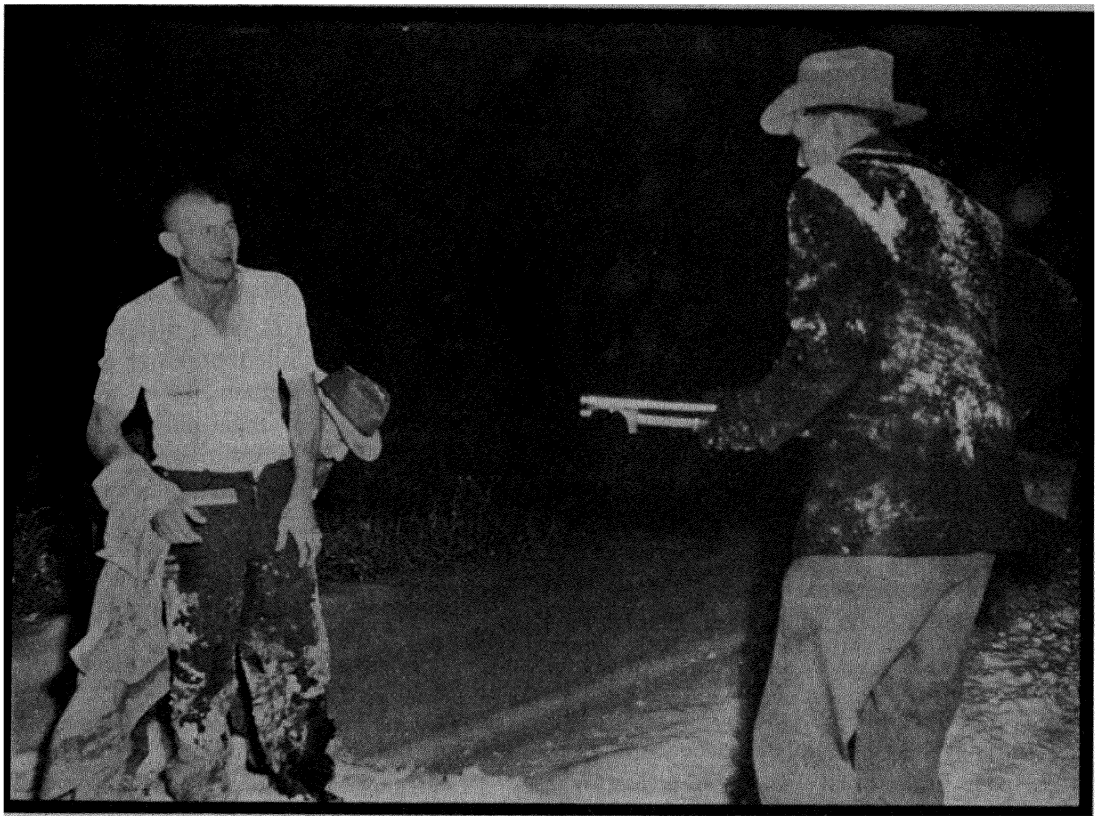
Crimes Against Authority

Crimes against authority are those which interfere with the just administration of established government. The gravest of these is treason — violation of one's allegiance to his country. In the United States it consists in "levying war against them, or in adhering to their enemies, giving them aid and comfort," according to the Constitution.

The other crimes against authority are:

1. *Perjury*: wilfully giving false testimony under oath.
2. *Subornation*: procuring perjured testimony.
3. *Bribery*: giving or accepting an inducement to influence an official action.
4. *Counterfeiting*: making false money with fraudulent intent.
5. *Misconduct in office*: wilfully committing illegal acts, abusing powers, or neglecting duties in an official capacity.
6. *Obstructing justices*: resisting arrest, refusing to aid peace officers, or attempting by corrupt means to influence a juror.
7. *Escape*: unlawfully leaving lawful custody or permitting or helping someone else to escape.
8. *Violation of parole*: failure of one paroled to observe terms of parole.
9. *Compounding a felony*: entering an agreement — for a consideration such as taking back stolen goods — not to prosecute.
10. *Fraudulent banking*: accepting deposits when a bank is insolvent.
11. *Fraudulent checks*: issuing checks for money or goods without sufficient funds in the bank to cover the payment.

With the exception of escape, there is little drama or action in offenses against authority. Even so, it is in the interest of justice to report instances in which offenders are unsuccessful. Newspaper readers want to know who committed the crime, what he did, and what will happen to him if convicted.



Twelve desperate criminals, armed with makeshift weapons and holding four guards as hostages, forced their way out of the state penitentiary at Canon City, Colorado, on Tuesday, December 30, 1947. They scattered through the town as soon as they were outside the prison. Peace officers, prison officials, and possemen hunted them through a snowstorm that night and by noon, Wednesday, only one of them remained at large. He gave up January 2. This news photograph was taken by Dave Mathias, youngest photographer of the Denver *Post* staff. John Snyder, reporter, and Mathias, were riding with the posse. They stood on the running boards of the car, manipulating spotlights in an effort to spot footprints in the snowy fields. They picked up a set of footprints, then spotlighted one of the escapees, R. L. Freeman, serving time for kidnaping, running across the field. A deer-hunting member of the posse brought Freeman down as he leaped a ditch. Mathias took the photograph as officers searched the shivering, bleeding convict. (Denver *Post* Photo)

Here is a typical story of offense against authority:

A flood of bogus money never before equaled is being released by counterfeiters here and abroad.

James J. Maloney, chief of the secret service, said during an inspection trip here that his agents had seized $2,500,000 in phony bills in the last six months.

This compared with $194,000 seized during the worst war year.

Much of the fake money is made abroad, he said, where American dollars are in desperate demand. The notes are dumped on the black market at prices above face value.

Maloney said many immigrants had been apprehended who unwittingly had exchanged their foreign currency for bogus American bills before leaving home.

Maloney complimented the Chicago agents for their part in breaking up this country's biggest counterfeit ring here last December.

> Under the direction of Harry D. Anhier, the agents seized six ring leaders and $415,000 in bogus bills.
>
> So well organized are counterfeit rings in this country, Maloney said, that they have established standard market prices.
>
> Well-made counterfeit bills usually sell at 18 per cent of face value.
>
> —Chicago *Daily News.*

Contrast the lead for a wire story for use of all newspapers and that localized to fit a specific community.

> Decatur, Ill. (UP) — A 13-year-old boy who used a ruse he had seen in the movies was credited this week with causing the capture of an escaped convict.
>
> —Eugene (Ore.) *Register-Guard.*

> As a result of cool-headed action by a 13-year-old boy, Abraham Jock Dean, 27, Salt Lake City's "Santa Claus bandit," who escaped from Utah state prison April 15, was back in jail Wednesday.
>
> —Salt Lake City *Tribune.*

Crimes Against Safety

Crimes against safety, comfort, and public health were noted by Blackstone. Such an offense, he said, consisted in "doing a thing to the annoyance of all the king's subjects, or neglecting to do a thing which the common good requires." Today, of course, there are many more acts classed as "public nuisances."

Among offenses in some state codes are polluting the air or streams, obstructing navigable rivers or public roads, operating houses of prostitution and gambling houses, using buildings in violation of zone restrictions or to sell narcotics, and many others.

Public health is protected by laws regulating the manufacture and sale of food, drugs, and cosmetics. Many forms of business and industry are required to maintain standards of sanitation and to provide safety appliances. Moreover, traffic on highways is covered by laws which recognize numerous offenses.

Crimes against safety affect all of us. The man who pollutes a city's water supply may imperil thousands of lives. The manufacturer who adulterates foods or drugs likewise may endanger innumerable people. By publicizing the fact that such crimes do not "pay," the newspaper may deter others from committing such offenses.

The following story shows how a magazine tells what is being done to prevent accidents:

By GEORGE SHEPERD
Chief of Police, Wichita, Kans.

Selective enforcement at ten of the most dangerous intersections of Wichita, Kans., cut accidents by 63%. This kind of enforcement is based upon detailed studies of all our intersections and then concentration on the worst.

For some time, our uniformed and traffic divisions have been entirely separate units, with a police captain at the head of each. The traffic division has an accident-prevention bureau which compiles the number, type, and time of accidents at each intersection.

Detailed instructions are issued to beat policemen, motorcycle policemen, and squad-car officers. In addition to their regular duties, they are asked to give special attention to the bad intersections at the hours of the day when traffic accidents show the highest frequency.

At one intersection where traffic accidents averaged six per month, selective enforcement brought the figure down to one every 30 days. At a second intersection, accidents dropped from five to three monthly . . .

Surveys compiled by the accident prevention bureau have brought to light many interesting statistics on the traffic situation in Wichita . . .

Traffic officials believe that the form of selective enforcement being developed in Wichita is an outstanding feature in the city's safety program of the year . . .

Wichita's fatality record in 1947 fell somewhat below figures for the past two

or three years. Last year, 13 people died in traffic accidents here, and of these, nine were pedestrians. A strict ordinance on jaywalking, passed by Wichita's five-man board of city commissioners, will probably reduce pedestrian accidents in the future. Wichita completed one period of 163 consecutive deathless days in 1947. At present writing, Wichita has completed 125 days without a traffic fatality.

—*The American City.*

Writing Crime News

The beginning police reporter should find out as soon as possible how his city editor weighs news of crime. Local news, of course, is both timely and near. Hence, the major factors in determining the emphasis on a given story are its size and significance.

How measure its size? Note the prominence of the persons involved or of the place where the crime occurred. Consider the value of stolen goods or the property endangered. Look into the unusual aspects of the case.

How determine its significance? Some of the foregoing factors should be re-examined. Moreover, the police reporter should find out what the consequences of the crime are likely to be. A petty theft may not get a line in a paper. But if a petty thief exposes a gang, the story is significant.

The police reporter may be tempted to make his story melodramatic and sensational rather than factual and constructive. This temptation is to be resisted. After all, it is the newsman's job to write the news, not to provide jaded readers with news thrillers.

The police reporter should avoid hackneyed expressions, the overworked phrases which are the stock in trade of the mediocre newsmen. Typical of these expressions are the following:

police combing the city
hail of bullets
city bastile
clubber
crime wave
man-hunt
minions of the law
pool of blood
grilled by police
lodged in jail
made good his escape
take into custody
swooped down
whipped out a gun
blunt instrument
brutal crime
burly Negro
checkered career
daring robbery
fatal noose
gruesome find
gruesome spectacle
hot seat
smoking revolver
in durance vile

Though centuries old, the argot of the underworld has no place in the newspaper. Among the modern terms, moll, gorilla, pineapple, trigger-man, torpedo, and others, only a few are used generally. Such expressions as *to fit the mit* — to bribe, and *to play the C* — to operate a confidence game, are not understood except perhaps by some detective-story enthusiasts.

Many persons are charged with crime; not so many are convicted. The police reporter who wants to avoid libel will always keep this distinction in mind. It is defamatory to designate a person as a criminal before he has been found guilty by the court. Among other dangerous words to use are these:

abductor
abortionist
adulterer
anarchist
arsonist
bigamist
blackguard
blasphemer
briber
burglar
confidence man
conspirator
counterfeiter
defaulter
degenerate
drunkard
embezzler
extortionist
forger
fugitive from justice
gambler
horse thief
kidnaper
mistress
murderer
pickpocket

prostitute	spy
robber	swindler
rogue	thief
rustler	traitor
smuggler	whore
sodomist	

Libel suits brought against the press frequently are based upon phrases that are libelous *per se;* that is, defamatory in themselves if not true. And though the police reporter may be convinced of the alleged criminal's guilt, he cannot safely describe the person as a criminal until he is convicted. It is libelous, as Arthur and Crosman note in *The Law of Newspapers,* to publish expressions which have a tendency "To induce the belief that the party had committed some crime."

Radio Coverage

Crime news written to be read often is explicit in details. Crime news written to be heard may be on the air when the family is at dinner, children are present, or guests are visiting. Hence, this advice given by Baskett Mosse in *Radio News Handbook* is particularly pertinent:

> Radio, being a more intimate medium than the newspaper or magazine, should not broadcast details of morbid crimes on news programs. Stories which depend upon horror, gore, and similar sensational matter to maintain interest should not be used. So it is radio's responsibility to *keep all language clean.*
>
> Do not use these words and phrases: "rape," "damn," "hell," "seduced," "dirty liar," "abortion," "intimate relations," "mangled bodies," "charred bodies," "blown to bits," "pool of blood," and similar descriptions.

News stories which might evoke banner headlines in the sensational press may receive only a few sentences, if any, in newscasts. Mosse cites a newspaper story on a trunk murder and comments that "if worth using at all, the story must be written thus:

> Los Angeles police opened a trunk shipped from Chicago today and found the body of a woman who apparently had been murdered. The trunk was sent from Chicago on April 30th by a John Lopez addressed to himself in care of the Railway Express office. It arrived last night.

"Names of juveniles under eighteen should not be used when they become involved for the first time in a minor crime," Mosse points out. Racial aspects should be omitted unless they are so significant they cannot be overlooked. Similarly, the radio newsman should avoid identifying those charged with crime as veterans.

Only in two instances is the radio newsman justified in describing a death as due to suicide. First, he may do so when the person leaves a note saying that he intended to commit suicide. Second, he may do so if the authorities officially attribute the death to suicide.

Constructive methods for the treatment of crime news are outlined in special regulations, for the staff of the Richmond *News Leader.* Those which apply to the police reporter are:

> No crime news to be printed on the front page except (a) a local crime of general interest, and (b) national crime of the first magnitude. Such as major kidnapings or a robbery exceeding $100,000.
>
> Minor crime news, such as that of minor holdups, bank robberies, and violence beyond our circulation territory is not printed at all.
>
> In reporting crime news, other than that relating to an offense of the very first magnitude, no details are to be given of the methods employed by the criminals when such details might provoke other crime or incite young men to criminal acts.
>
> Never glorify crime or criminals and never publish anything that will make any criminal act appear heroic.
>
> News of the juvenile court is not printed at all.
>
> In cases involving first offenders, where the charge is less than that of a major felony, publication can be withheld by the managing editor when he thinks publication would tend to pre-

vent the first offender from re-establishing himself.

Local suicides of inconspicuous persons are not to be reported because publication may dispose other unhappy persons to like acts. Brief reports are to be printed of the suicide of persons who are prominent or in those instances where the suicide is spectacular and a matter of general interest.

The *News Leader* is on the side of the law, though it holds no brief for individual officers of the law. In every story of crime, though facts are, of course, to be reported without bias, no touch of sympathy for criminals and no levity in dealing with crime are to be permitted.

Here are sound, practical, and humane rules for reporting news of crime. Every police reporter should follow a similar set of policies for the constructive coverage of police news, if the city editor will give him a chance. To be sure, crime is here to stay, but it need not be played up as if nothing else ever happened.

Chapter 20

To Everyone His Due

HOW TO COVER THE COURTS

Newsmen at Trials . . . Getting the News . . . Law to Newsmen . . . Court Affairs . . . Judicial Power . . . State Courts . . . Federal Courts . . . Civil Actions . . . Civil Court Procedure . . . Civil Appellate Procedure . . . Preliminary Hearing . . . Criminal Trials . . . Writing the News

There are the aged who know they never can be young. There are the weak who know they never can be strong. There are the poor who know they never can be rich. Yet no man wants what is his taken from him. All people of all ages hope that life will "give everyone his due."

This, indeed, is the aim of justice, as Cicero asserted in 50 B.C. More than five centuries later his words were echoed in *The Institutes of Justinian.* Therein it was stated that one of the precepts of the law was "to render every man his due."

"We will deny justice to none, nor delay it." These words were inscribed in the Magna Carta in 1215. Thus, David Hume in 1741 wrote, "We look upon all the vast apparatus of our government as having ultimately no other purpose than the distribution of justice."

"Justice is the end of government," asserted Alexander Hamilton in 1788. "It is the end of civil society." A year later, when the Constitution was adopted, the preamble proclaimed that one of the purposes of the United States of America was to "establish justice."

To be sure, the Declaration of Independence had insisted that "all men are created equal" and "endowed, by their Creator," with "certain unalienable rights" to "life, liberty, and the pursuit of happiness." Yet these ideals had to be translated into enforceable laws. And the Constitution provided for just such laws.

Today as in 1789, then, our laws have been devised to "form a more perfect union, establish justice, insure domestic tranquillity, provide for the common defence, promote the general welfare, and secure the blessings of liberty." A democracy wants no more, can seek no less.

But justice for whom? For white men only? The first families? The privileged? No, for both the accused and the accuser, cautioned Mr. Justice B. N. Cardozo. Or — as the pledge to the flag puts it so succinctly — "justice for all."

Newsmen at Trials

Successful newsmen know how to get the news because they recognize it when they see it. They know how to verify it. They know how to write it. Those who cover the courts also should have these special qualifications.

1. A clear understanding of the function, organization, procedure, and personnel of the courts to be covered.
2. A general knowledge of the phases of law which may be of significance in covering the news.
3. An ability to get facts from officers of the court, lawyers, and others interested directly in what goes on in courts.

The reporter who covers courts should be exceedingly precise in taking notes. Some of his news comes from direct testimony. It is imperative that he be absolutely accurate in every detail.

Getting the News

Newsmen covering the courts get their news from several sources. They examine court records. They attend judicial proceedings. They interview various persons; for example, the clerk, bailiff, and lawyers. The lawyers naturally are eager to co-operate. Yet reporters encounter more difficulty in reporting news of courts than other government activities.

Newsmen have a legal right to inspect court records in many states, Siebert notes in *The Rights and Privileges of the Press*. There are limitations, however, he points out. In some states publication of divorce stories is forbidden, and in others newspapers may be denied access to records which "contain salacious or scandalous details."

Some records or reports are not available to the press until returned in an open court. This generally is true of grand jury reports. It is true also of papers and records filed in cases in some states.

Newsmen do not have the legal right to attend judicial proceedings. Attendance is at the sufferance of the judge. Even so, reporters generally are permitted to attend court proceedings so long as they do not interfere with the court's effective operation.

Conduct of citizens in the courtroom, and hence newsmen too, is regulated by the judge. He may order the expulsion of anyone who causes a disturbance or flouts his orders. In fact, he even may fine or imprison a newsman without giving him a trial.

Thus, both newsmen and press photographers may be barred, and the taking of pictures may be banned. The judge may require newsmen to stay outside the railing, and he may rule on the use of copy boys or messengers, telephone or telegraph, typewriters and cameras.

Discussing judicial authority, Chief Justice Taft once said:

> The power of contempt which a judge must have and exercise in protecting the due and orderly administration of justice, and in maintaining the authority and dignity of the court, is most important and indispensable. But its exercise is a delicate one, and care is needed to avoid arbitrary or oppressive conclusions.

Newsmen have no assurance, however, that judges will "avoid arbitrary or oppressive conclusions." The reporter may be punished for contempt of court, for disturbing proceedings or disobeying the judge's orders or refusing to testify.

The publication of news that obstructs justice, endangers the administration of justice, or lowers faith in the courts may be the basis for a citation for contempt.

Reporters are not permitted to attend grand jury proceedings or, as a rule, to examine testimony prior to its presentation in court. They may interview both lawyers and witnesses, but not jurors. In some instances, in fact, news stories dealing with the general purpose of the proceedings may contribute to their success.

Even the courts are not always right. It takes a dauntless newsman gifted in research to expose improper judicial conduct. Yet that is just what S. Burton Heath did as a reporter on the New York *World-Telegram*. His stories led to the resignation of the presiding judge of a United States Circuit Court of Appeals. Later the judge was imprisoned; in 1940 Heath received the Pulitzer Prize for reporting.

Note two other examples. The Sacramento (Calif.) *Bee* attacked federal judiciary nominations in Nevada in 1935. The Scranton (Pa.) *Times* caused the removal of a United States district judge and the indictment of other persons. Both newspapers received Pu-

litzer Prizes for disinterested and meritorious public service.

Law to Newsmen

Law is necessary but a nuisance; that is what the layman thinks. It is a long list of don'ts written so only lawyers can understand it. It is a stop sign where Colfax crosses Sherman, a "no trespassing" sign where you want to fish or to swim. It is a rule for others to obey, and for you to break if you do not get caught. That, unfortunately, is what the unthinking layman may assume.

There are scads of laws, but many of them do not concern the newsman at work. The laws of God, laws of nature, laws of ecclesiastical bodies or ancient empires need not concern him overmuch. He is interested in the man-made laws of governments, and there are enough of them.

To some, of course, law is Dick Hyman's feature in *The American Magazine* — "It's the Law." He reports that a New York law forbids a father to change his baby's diaper. A Vermont law, he says, prohibits a woman from walking on the street on Sunday — unless her husband follows at twenty paces. And he must carry a musket.

What is the law? Perhaps Blackstone's definition will suffice. He says, "Law is a rule of action, prescribed by the supreme authority, commanding that which is right and prohibiting that which is wrong." This definition presumes, perhaps optimistically, that lawmakers and law-breakers know what is right or wrong.

Laws in a democracy are made by the people or their representatives in legislative bodies. They are administered and enforced by the executive branch of government. They are interpreted by the judiciary. They can do little that the public does not want done.

The newsman should realize, as the lawyer does, that this is basic: neither a good law nor a bad law can be made to work very long if the public does not want it. Public officials, to be sure, know the laws they should enforce. But they also listen to the voice of the voter, the man whose taxes pay their salaries.

Lawmaking is neither systematic nor scientific. Every crisis brings a spate of laws. Some are passed and should not have been. Some are not passed and should have been. Often a new law is an escape mechanism, an antidote for an ailment when the patients seek no cure. And "crisis law" usually is so hastily drawn that it is full of loopholes.

What is the result of this haphazard process? Laws cannot be sorted into neat little pigeonholes. There are no mutually exclusive categories. Thus, though there are several systems of classification, each overlaps in one way or another.

Law may be classified, it is true, as the public law or private law. Public law tells how the government works and explains its encounters with citizens. Private law, popularly termed civil law, concerns the adjudication of cases between individuals.

Subdivisions of public law include international, constitutional, administrative, and criminal law. Each is of some interest to the newsman. The beginning reporter, however, has greater occasion to understand criminal law than any of the other branches listed.

Private law relates to cases in equity and cases at law. Courts of equity, or chancery, issue decrees which forbid or require a designated action because the law provides no satisfactory remedy for the situation. Examples are divorces, injunctions, foreclosures.

Cases at law are decided on the basis of common law and statutory law. The former has its origin in customs and judicial precedents. Statutory law, of course, is that which has been written and approved by an authorized legislative body, the state assembly or Congress.

Thus, cases at law are real, personal, or mixed. Real actions are petitory, to gain title or to clear title to property, or possessory, to gain possession of property. Personal actions

relate first to contracts — that is, their enforcement — and to damages for breach of contract, and second, to torts, private injuries which grow out of neither a crime nor a breach of contract. Torts include actions based on negligence or the violation of a statutory or common-law duty. Mixed actions concern situations in which there are elements of both real and personal actions.

Laws also may be classified as procedural or adjective. The former define, outline, and regulate the rights recognized in a social order. The latter concern the technical details of court procedure by means of which law is interpreted and justice presumably assured.

Thus, even if everyone lived by the Golden Rule or the Ten Commandments, some laws would be necessary. The newsman cannot be both a lawyer and a reporter. He does, however, have occasion to study some phases of adjective law so he will know why and how the court serves the public as it does.

Court Affairs

Laws in the United States are interpreted by the courts, and drama is commonplace in these courts. The actors are litigants, attorneys, witnesses, and those charged with crimes. But the outcome of each tragedy, comedy, or farce depends upon the stagehands; that is, the officers of the court. The newsmen should know who they are and what they do.

"I am the state." Thus spoke Louis XIV in 1655, or so it is claimed. His authority has vanished along with the ascendancy of his royal house, but not that of the modern judge. Today the judge can in effect say, "I am the court." Nor will the reporter covering the courts contradict him.

Judges in the state judicial system, it is true, are more often elected than appointed. Though the judgment of one court may be appealed to a higher court and its actions restrained by a writ of prohibition issued by the higher court, the judges of lower courts are in no other way accountable to higher courts. And, though some judges are arbitrary and temperamental, most of them deserve the dignity and respect which every court should command.

Consider the judge's duties. Who decides on all the points of law? The judge. Who rules whether evidence is admissible? The judge. Who instructs the jurors? The judge. Who pronounces judgments and sentences? The judge. Who has the power to excuse jurors and to admit defendants to probation? The judge. Violation of the judge's order — oral or written — is contempt of court.

Important though the judge is, it is the clerk of the court who can be most helpful to the newsman. Accessible whether the court is in session or not, he receives applications and motions, keeps preliminary pleadings until needed in formal trials, and, with the judge's supervision, prepares the court docket and trial calendar. He records not only motions made in court during the trials, but also the judge's orders. Money due for fines is paid to him in most jurisdictions. Damages sought in civil actions are paid to the plaintiff if he is successful.

The bailiff is a sort of sergeant-at-arms, but he is more important. It is his "Hear ye! Hear ye!" that announces the opening of the court. He maintains order in the courtroom, summons witnesses to the stand, accompanies jurors to and from jury rooms, and serves as the messenger of the court. The newsmen may find him a helpful source of information.

Verbatim testimony at trials is recorded by one or more court reporters, each a licensed stenographer. The court reporter prepares a transcript of evidence, the record, from his notes. He may sell copies to participants in the trial or to the press.

A friend of the court — for which the Latin phrase is *amicus curiae* — is an individual who appears in court or has submitted a brief on a matter in which he is interested but to which he is not a party.

The jury, twelve good men and true, is selected from a list or panel prepared by the jury commissioners, generally three in number.

The sheriff in many instances serves the state courts. The jurors are summoned, witnesses subpoenaed, criminals arrested, and writs of attachment served by the sheriff or his deputies.

Judges in some courts may appoint assistants, masters to help in suits of equity and referees to help in cases at law. They conduct hearings the testimony of which, along with recommendations, may be submitted to the judge. They may have other functions. In federal courts commissioners conduct some preliminary hearings.

The newsman should be sure he understands the duties of each court officer. At the same time he should recognize the fact that these men are human beings. They have their moods, their prejudices, their days when life has the taste of sassafras tea.

Judicial Power

Laws, as has been noted, are interpreted by the courts. Those of each state generally are interpreted by the courts of that state and those of the United States by federal courts and, to a certain degree, *vice versa*. For example, the constitutionality of a state statute may be carried eventually to the United States Supreme Court. Moreover, the regulations of the Office of Price Administration became the basis of many rental and other actions in state courts. The authority and power of judges within each system are defined and limited by the constitution and laws of each.

Each court's jurisdiction is limited. Thus, it has the authority to hear and determine cases involving certain kinds of subject matter. Moreover, its jurisdiction over persons is limited, for the citizens of Idaho cannot be tried in Alabama state courts for acts committed in Idaho. Thus, a court can act only in situations in which it has authority to act.

Court systems are so organized as to provide for a division of labor. Thus, there are criminal and civil courts, law and equity courts, inferior and superior courts, courts of record and courts not of record, courts of original jurisdiction and courts of appellate jurisdiction. Unfortunately, too, names of courts vary from state to state.

State Courts

Beginning reporters first encounter the inferior and superior courts of their state. Both are courts of original jurisdiction, but only the latter are courts of record; that is, courts in which the proceedings are recorded in permanent form. The latter have the power to punish persons for contempt of court, a power exercised by relatively few inferior courts, for example, in California.

Inferior courts include justices' courts, magistrates' courts, police courts, and municipal courts. They are limited to civil actions involving no more than a specified sum, perhaps several hundred dollars. They try cases involving some misdemeanors — traffic violations, for example; and they hold preliminary hearings on felonies.

Superior courts are known by that term or as circuit or district courts. In New York they are called supreme courts; in Pennsylvania, courts of common pleas. They not only try both civil and criminal cases, but also exercise some control over inferior courts.

Some counties provide for a separate probate court, sometimes called surrogate or orphans' courts. They act in the interest of the heirs or creditors of a person who dies either testate, leaving a will, or intestate, not leaving a will.

Supplementary courts have been devised in big cities to deal with specialized problems. Among them may be courts of domestic relations, small-claims courts, morals courts, speeders' courts, and juvenile courts. Today almost all large cities have special courts for dependent or delinquent children.

Courts of appellate jurisdiction in all states have the power to review cases tried in courts of original jurisdiction. In some states intermediate courts of appeal are provided. The highest court of a state frequently is termed the court of appeals or the supreme court.

> A $15,250 damage suit today was filed in Third District Court by Ada Nattress against Clarence C. Argyle and the Salt Lake City Lines.
>
> The complaint contends that Mrs. Nattress suffered injuries Jan. 23, 1947, when the bus on which she was a passenger collided with a vehicle driven by Mr. Argyle at South Temple between J and H Streets.
>
> —Salt Lake City *Deseret News.*

> Marital troubles which started on a honeymoon in 1945 ended in Judge Lazarus' court yesterday for Virginia Doss, 23, 3116 Sixteenth street, and Everett Doss, 26.
>
> Mrs. Doss charged her husband, a Stanford student, spent his days in the library during their honeymoon. She also charged he was "dictatorial" and refused to let her listen to the radio.
>
> Mrs. Doss is a chemist for a milk company and her former husband is studying chemistry at Stanford. They were married in Palo Alto September 16, 1945, and separated November 27, 1947.
>
> Marvin E. Lewis, represented Mrs. Doss. No alimony was granted.
>
> —San Francisco *Chronicle.*

Curtiss-Wright management has won a major victory in its battle to retain control of the $135 million corporation. A Chancery Court in Wilmington, Del., in a preliminary injunction prohibited a common stockholders committee from reconvening "and purported recessed meeting" of the company's annual gathering.

Previously, T. Roland Berner, chairman of the committee, opposed to the management, indicated his intention of conducting this stockholders' meeting on May 7. Based on this court action, Berner announced that this meeting will now be recessed until "the second Tuesday after the date of any order Chancery Court may issue vacating the injunction."

The validity of the meeting conducted by President Guy Vaughan, however, remains in doubt as the judge refused to pass on the question.

Dispute Not Over — Considerable legal maneuverings appear indicated with no clear-cut determination as to the position of the parties involved.

The court hearings last week brought out additional charges and countercharges.

In cross-examining Vaughan, Berner brought up his attempt to examine the books. When Berner asked why he didn't get the records, Vaughan replied, "I don't think you're quite the athlete it would have taken to get them." . . .

—*Aviation Week.*

Federal Courts

The Constitution provides for federal courts in Article III, Section 1, which reads:

> The judicial power of the United States shall be vested in one supreme court, and in such inferior courts as congress may from time to time ordain and establish. The judges, both of the supreme court and inferior courts, shall hold their offices during good behavior, and shall, at stated times, receive for their services a compensation which shall not be diminished during their continuance in office.

The scope of the judicial power is explained in Article III, Section 2, which reads:

> The judicial power shall extend to all cases in law and equity, arising under this constitution, the laws of the United States, and treaties made, or which shall be made, under their authority; to all cases affecting ambassadors, other public ministers, and consuls; to all cases of admiralty and maritime jurisdiction; to controversies to which the United States is a party; to controversies between two or more states; between a state and citizens of another state; between citizens of different states; between citizens of the same state claiming lands under grants of different states, and between a state,

or the citizens thereof, and foreign states, citizens, or subjects.

In all cases affecting ambassadors, other public ministers and consuls, and those in which a state shall be a party, the supreme court shall have original jurisdiction. In all other cases before mentioned, the supreme court shall have appellate jurisdiction, both as to the law and fact, with such exceptions and under such regulations as the congress shall make.

The trial of all crimes, except in cases of impeachment, shall be by jury; and such trial shall be held in the state where the said crimes shall have been committed; but when not committed within any state, the trial shall be at such a place or places as the congress may by law have directed.

At the base of the pyramid of federal courts are the United States district courts situated in each state. Some states have two, three, or four districts. Hence, the number of judges assigned varies to a certain extent with the population.

There are ten circuit courts of appeal, each reviewing cases in three or more states. In addition there are the court of customs and patent appeals, customs court, court of claims, emergency court of appeals, and the tax court. Final court of appeal, of course, is the United States Supreme Court consisting of the chief justice and eight associate justices.

Typical radio and newspaper stories of federal courts follow:

In Chicago - A Federal judge today ordered the Collector of Internal Revenue to refund more than 6 thousand dollars in taxes to the Wilmette Park District. The money was collected on admissions at Wilmette Beach from 1942 to 1945. The city fathers felt the admissions shouldn't have been taxed. And so did Federal Judge William Campbell. The Internal Revenue Office feels otherwise and will appeal the case.

--Medill News Room.

WASHINGTON, April 21 (AP) — John L. Lewis was slammed twice more Wednesday with a new court order to end the coal strike and with a lawsuit to hold up the payment of miners' pensions.

On top of Tuesday's $20,000 fine for Lewis and the $1,400,000 fine for his United Mine Workers, Federal Judge T. Alan Goldsborough issued an "80-day" preliminary injunction under the Taft-Hartley act.

Then the pension plan dramatically announced by Lewis and Sen. Styles Bridges (R., N.H.) on April 12 came under fire.

Goldsborough's injunction orders the union to end the strike and keep it ended. It directs both the union and the soft coal operators to bargain about the pension dispute.

He ridiculed the argument of Welly K. Hopkins, the union lawyer, that the Lewis-Bridges pension plan could be called a "settlement" as long as miners were still idle.

The judge said he didn't want to be facetious and was not going to call Hopkins a "humorist," but he was "not going to sit here and listen to that kind of argument . . ."

—Salt Lake City *Tribune*.

Newsmagazines attempt to report what the news means — not just the surface facts. For example, *United States News and World Report* explains the significance of a United States Supreme Court decision thus:

Divorce is to remain an uncertain affair for a great many couples in the U.S. even after the Supreme Court, in new decisions, has tried to make it a little more certain. The legal problems that pile up for many divorced people still are largely unsolved.

This confusion in divorce laws is affecting more and more people, including nearly 500,000 couples expected to be divorced in the year ahead. Rate of divorce is far above 1938, a record prewar year, when only 244,000 couples were divorced.

Divorce is rarely questioned if obtained in the State where the couple makes its legal residence. But many states have rigorous divorce laws. In New York, for example, adultery must be proved. In South Carolina, no divorces at all are granted. As a result many persons seek divorces in other States, where action is quick and required residence is short.

Trouble centers around the decrees granted by States where divorce is big business. Many thousands of persons, for example, have gone to Nevada, where the minimum is only six weeks. Others have gone to Florida, where the minimum is 90 days. But then questions arise after the divorce is obtained. In some cases, the decrees have been ruled illegal in other States. Some were questioned when property or custody of children was involved. Some have been canceled after a divorced person has re-married, resulting in bigamy charges.

What the Supreme Court has done now is to give a rough guide to what types of out-of-state divorces will stand up in other states, and what types may be challenged. To the individual going to seek a divorce in a State where he has not been living, and where there is no question about his grounds for divorce, the Court seems to be saying this: . . .[1]

[The article then examines typical situations in which both the husband and wife take part, in which both are represented in court, in which only one appears, in which residence is challenged, in which payments are awarded. It then devotes two paragraphs to conclusions.]

Variety's typical jargon is found in its news stories on the courts.

Theater circuits' attitude — both affiliate and independent — on clearances has done an about face since the U. S. Supreme Court's decision in the Government anti-trust case.

As a result, major companies now launching a wholesale downward revision of clearances following the high court's ruling are meeting no squawks from the circuit operators, distrib chiefs report.

The change in exhib stance is widely attributed to the fact that "they see the handwriting on the wall."

The far-sweeping shift in time-lag between playdates currently under way is expected to speed playoffs of pix by some nine months.

Time-honored concept that a film requires 18 months before complete liquidation is heading for the junk heap. Henceforth, films will play off in nine months to one year. That's expected to lead ultimately to a revision of amortization tables by distribs.

Universal apparently is leading the drive. . . .

—*Variety.*

A magazine story on the United States Supreme Court follows:

Although the war against discrimination is far from won, several recent events make it clear that substantial gains are being made. Outstanding was the 6-0 ruling by the United States Supreme Court on May 3 that restrictive covenants barring Negroes or other racial groups from owning or renting real estate are not legally enforceable.

The ruling has been widely acclaimed for its fairness and is expected to have considerable effect in determining racial patterns of new subdivisions, many of which were controlled by restrictive covenants.

Chief Justice Fred M. Vinson handed down two opinions, one dealing with cases arising in Missouri and Michigan, while the other originated in the District of Columbia. The state court issue

[1] Reprinted from *United States News and World Report*, an independent weekly magazine on national and international affairs published at Washington, Copyright, 1948, by United States News Publishing Corporation.

was decided on the basis of the Fourteenth Amendment of the Constitution which declares that all persons, whether colored or white, shall stand equal before the laws of the states and that no discrimination shall be made by law because of an individual's color.

In the District of Columbia case, the court said it was unnecessary to consider any constitutional question, because of the Civil Rights Act of 1886. This act states that all citizens, regardless of color, shall have the right to "inherit, purchase, lease, sell, hold and convey real and personal property."

Neither of the opinions prohibit the making of private agreements with regard to land transactions, but both prohibit judicial enforcement of such agreements if they involve discrimination as to race or color.

—*The American City.*

TWO MATERIAL WITNESSES IN THE ELLIS MURDER CASE HAVE BEEN RELEASED ON BAIL. THEY ARE ROBERT L. McCOY AND SAMUEL WAKTON, BOTH FROM THE UPPER-WILLAMETTE AREA. THE MEN WERE BEING HELD IN THE LANE COUNTY JAIL.

--KUGN-Eugene.

The court reporter often is a serial writer. For example, late one February the San Francisco *Call-Bulletin* carried a story with this lead:

> Eugene Fritz Jr., San Francisco hotel and apartment building owner, was indicted late today by the federal grand jury on tax evasion charges.

Two months later, on April 26, it carried a story on the sentencing of the person charged with income-tax evasion. That story was preceded by news of testimony and followed by this story — published May 18 — which may or may not be the final chapter:

> Eugene N. Fritz Jr., millionaire San Francisco hotelman, departed today for an extended sojourn in the Northwest.
>
> Badly needing a haircut, but otherwise his dapper and portly self, the 68-year-old Nob Hill hotel and apartment owner left in company of 22 other federal prisoners for the Ferry building, Oakland Mole and McNeil Island federal penitentiary in Washington.
>
> **18 Month Sentence**
>
> There he will serve some or all of the 18 months to which he was sentenced by Federal Judge Michael J. Roche on each of three counts of income tax evasion. The sentences are to run concurrently.
>
> Fritz had entered a plea of nolo contendere to the indictment, under which no defense is offered but no guilt admitted.
>
> With the other prisoners, he left County Jail No. 1, at the rear of the Hall of Justice, at 6:45 a.m.
>
> **Hides Face**
>
> When he emerged from the elevator with Deputy United States Marshal Joseph Kennedy, Fritz removed his hat and held it in front of his face to avoid being photographed. In so doing, he nearly collided with a "No Parking" sign.
>
> He then climbed into the front seat of the antiquated van beside Driver Charles Pomerantz, as the other prisoners filled the rear of the van and U. S. Marshal George Vice swung up to the back step and waved to spectators.
>
> Fritz' counsel, Attorney Theodore Roche, who unsuccessfully sought probation, said his client could not survive the full 18 months sentence. Fritz is suffering from a heart condition.
>
> **May Seek Parole**
>
> However, under normal federal procedure, Fritz may apply for parole in about six months.
>
> His local holdings were listed in court as worth more than $6,000,000 and include the Park Lane, Huntington and Brocklebank hotel apartments on Nob Hill, the El Cortez and Sutter hotels.
>
> —San Francisco *Call-Bulletin.*

Human interest occasionally pops up in federal courts. Here is an example:

A chubby blonde youngster of 2½ was granted U. S. citizenship today — and a federal district judge swept aside a tangle of legal red tape to give it to him.

The child, Gregory Taft Underkoffler, faced a wait of more than another year before his parents by adoption could again petition that he be granted citizenship.

Judge Bans Waiting

But U. S. District Judge Michael J. Roche saw no reason why he should have to wait, since his father, a steel construction worker, is subject to overseas assignment by the government.

"It'll grant this youngster his citizenship," the judge announced. "It's about time the human side of these cases got some attention."

His decision knifed through the obscure wording of part of the Naturalization Act of 1940, under which immigration officials had recommended that citizenship be denied.

Gregory was born in Edmonton, Alberta, Canada, on September 1, 1945, and adopted 12 days later by Mr. and Mrs. Aaron M. Underkoffler, of 639 Cains Avenue, Albany.

Asked Adoption

On June 12, 1947, the couple filed for adoption under U. S. laws in Alameda County superior court.

Immigration authorities had urged denial of citizenship because the law requires that such children be adopted in the United States and be here two years. They held he would not be eligible until June 12, 1949.

"We owe it to the child for him to become an American citizen," Underkoffler told the court. "He's going to have a rough enough time in this cruel world."

"You're absolutely right," Judge Roche agreed, making his ruling.

The father took the oath of citizenship for the boy, youngest applicant in the memory of veteran court attaches.

—San Francisco *Call-Bulletin*.

Civil Actions

When one citizen believes that he has been wronged by another citizen, he may seek redress in a civil court. Established to safeguard and enforce the citizen's legal rights, this court handles much more business than the criminal court. Too often, however, newsmen fail to recognize news in civil action, sometimes because it is less dramatic and often because they do not understand it.

Breaches of contract are a common cause of litigation. Hence, the plaintiff may seek damages, monetary compensation, or restitution — the return of his money or property. These cases may arise from sales, insurance, leases, frauds, and various business arrangements which prove to be unsatisfactory to one party or the other.

Tort actions arise from legal wrongs, other than those covered by contracts, in which a person or property is injured. Thus, the plaintiff may ask damages for assault, battery, false imprisonment, defamation, or negligence, the most prolific source of damage suits. He may also seek damages for trespass on his land or impairment of his property as a result of fires, explosions, or nuisances.

Newsmen covering the courts may encounter such common-law actions as detinue, replevin, and trover; that is, in states following common-law procedure. In code reading states they have been replaced respectively by detainer, claim and delivery, and conversion. Detinue seeks redress for wrongful detention of property, replevin for both wrongful taking and detention. Trover concerns actions to recover goods that cannot be found.

When a person dies testate, leaving a will, the attorney for the executor files the document in probate court. If the property was devised by will but no executor is named in the will, an administrator "with the will annexed" is appointed. The will in any event is recorded and indexed by the county clerk. The reporter may examine it and note such details as the nature and value of the estate, beneficiaries, executor, and unusual provisions.

The executor seeks letters testamentary authorizing him to proceed as the will prescribes. If the person dies intestate, not leaving a will, the court may appoint an administrator and issue letters of administration. Suits

to invalidate wills usually are filed in a court of original jurisdiction, not the probate court.

Some state laws, as noted heretofore, differentiate between actions at law and suits in equity. The purpose of the latter generally is to prevent or to compel the performance of an act. Suits to set aside wills, quiet titles, arrange a partition, seek an injunction, or to provide a receivership are in this class. However, in some states suits to set aside wills are not equity actions.

> George A. Perasso, North Beach businessman, who died December 31, 1946, left an estate of $120,906, according to an inventory filed in Superior Court yesterday.
>
> Largest single item was real estate valued at $54,750. Most of the rest of the estate was in miscellaneous securities.
>
> The will left 60 per cent to his widow, Mrs. Clotilde Perasso, and his son, Claude D., and his daughter, Clotilde R., all of 3140 Lyon Street.
>
> Mr. Perasso operated a haberdashery and a restaurant.
>
> —San Francisco *Chronicle.*

> The $20,000 estate of Mrs. Lydia I. Duque, who died March 19, is to be held in trust for her sister, Louise M. Itter, it was revealed by her will, probated yesterday. They formerly lived at 447 S. 49th st.
>
> Other wills probated were . . .
>
> Inventories filed . . .
>
> —Philadelphia *Inquirer.*

The length of the lead in the following story makes it more difficult for the reader to grasp the meaning:

> Four new claimants are seeking a share of the $800,000 estate left by Col. John McKee, Negro Civil War veteran, to establish a "Junior Annapolis" for orphan boys in Bristol township, Bucks county, John Blessing, Jr., special master for Orphans Court, announced yesterday.
>
> This was disclosed at a further hearing yesterday in the dispute over the McKee estate, which attracted wide interest when T. John McKee, a New York lawyer and "forgotten" heir, claimed the fortune.
>
> Blessing said the latest claimants were allegedly great-grandchildren. He said they claimed to be the grandchildren of one John McKee, Jr., allegedly a son of Colonel McKee, but added that no one seemed to have heard of any children of Colonel McKee other than his two daughters. Mrs. Abbie Syphay and Mrs. Martha Minton.
>
> Blessing gave the names of the new claimants as . . .
>
> —Philadelphia *Inquirer.*

Civil Court Procedure

Civil court procedure is like a baseball game. The person who invokes the law to right a wrong, the plaintiff, has his innings. So has the defendant. Each usually is represented by an attorney. Sometimes after a few innings the game is called; that is, the case may be settled out of court.

The plaintiff is the first man up; he files his complaint. This, the first of the pleadings, is a declaration in which he lists in separate sections or counts the facts which are the basis for his request for monetary compensation or recovery of property. A bill of equity is filed in an equity suit to explain the basis on which specific relief is sought.

This document may be accompanied by a praecipe, a formal request that the defendant be notified of this action by the court. Then the defendant may file his plea or answer. Or he may file a demurrer in which he may question the need for an answer or the legal sufficiency of the complaint; that is, that its contents are uncertain or that they fail to state a cause of action. He may also file a motion to dismiss, to quash, or for change of venue.

The plaintiff starts the next inning with motions, demurrers, and, in common-law pleading, with a replication in which he assails the defendant's answer. The defendant in turn may again file demurrers and motions in which he attacks the plaintiff's replication. These pleadings are designed to clarify the issue in order that a trial may proceed.

The civil trial itself consists of as many as eight innings: (1) the jury is chosen and sworn; (2) statement of his case is made by the plaintiff and the defendant may present his case at this time or after the plaintiff has

put on his testimony; (3) the plaintiff introduces his evidence; (4) the defendant introduces his evidence; (5) both may introduce rebuttal evidence; (6) instructions are determined by the judge and read to the jury; (7) the plaintiff and defendant present their arguments; (8) the jury deliberates to agree on a verdict.

After the jury finds for the plaintiff or defendant — that is, renders a verdict — the clerk enters a judgment as ordered by the judge. In equity suits the judge issues a decree which may be final at once or pending other legal steps. Even before a defendant presents his evidence in the trial, he may move for a nonsuit or a directed verdict. In fact, either the defendant or plaintiff may move for a directed verdict.

The judgment can be enforced by writs of execution or by orders of examination and writs of garnishment. That may involve an incidental action to set aside fraudulent transfers of property which the losing defendant had made to avoid compliance with the judgment against him.

Civil Appellate Procedure

If a defeated litigant is denied a new trial, he may appeal his case to a higher court. The appellant — that is, the defeated party — files a writ of appeal. His pleadings, termed a brief, outline the reasons for the appeal. The appellee, or respondent, answers in a brief accompanied by the transcript or record of proceedings in the trial court.

The appellate court arranges for a hearing at which attorneys may present oral arguments. The judges, usually three or more, ask questions and take notes. After adjournment, the judges retire to their separate offices. When they reconvene, they vote by ballot, a majority being required for the decision.

Periodically decisions of the appellate courts are announced. They either affirm or reverse judgments in whole or in part of trial courts. Reasons for the decision are explained in the majority opinion, but dissenting judges may write minority opinions. Occasionally a judge other than the one assigned to write the majority opinion prepares a concurring opinion. Copies of these opinions usually may be obtained from the clerk of the appellate court, frequently a member of the bar. Newsmen often interview him to find out what the significance of the decision is. Reporters should exercise care in interpreting these decisions in news stories.

Procedure in criminal courts, though somewhat different, is in some respects similar to that of the civil courts. The beginning reporter often has occasion to examine procedure in the former more than the latter. This is true probably because the public is interested in the conflicts on which the criminal courts focus attention.

Preliminary Hearing

Hot lead spat once, twice. Dencred Z. Buccleuch sagged to the floor, slumped forward. There was a slight tremor, and he was still. The living room, ablaze at midnight, was silent, but in the dark street a car started and sped off.

Suicide? Murder? Thelbert Q. Gilkes had his answer. It was a hot summer night, and he had been out walking the dog. Through the open window he heard angry voices, saw men struggling. Then came the shots, a man fleeing.

And Gilkes knew the man, knew his car. Hurriedly he limped into his neighbor's house. He felt Buccleuch's pulse and saw blood still oozing into the beige rug. He had it coming to him, Gilkes murmured, but he telephoned the police.

Gilkes was doing what any private citizen, or police officer, may do when he believes a crime has been committed. For a few minutes later he accused the wrongdoer. On the basis of his charge, the magistrate issued a writ, a warrant enabling the police to arrest Laron J. Foljambe.

That morning the police found Foljambe. Immediately he was whisked into the police court where he was arraigned. Identified quickly, he was told the charge against him, notified of his right to counsel. He could not, of course, be compelled to enter a plea of guilty or not guilty without his counsel being present.

Foljambe waived the preliminary hearing or examination. Why? He knew that Buccleuch was dead, that Gilkes had accused him, that the evidence against him looked strong enough to prove his guilt. And the judge bound the defendant over to the superior court for trial.

Later that day Foljambe's friends tried to bail him out. Tried? Yes, they found that few states allow bail for murder. But they were willing to post a bail bond, cash, or securities to guarantee his appearance at the trial.

The amount of bail bond usually is set by the court. The prosecuting attorney, of course, opposes any move by the defendant's attorney to reduce bail. The released prisoner knows that if he fails to appear he will be guilty of default and the bond will be forfeited.

Suppose the police had jailed Foljambe without an arraignment. If aware of a needless delay, his attorney or friends would have sought a writ of habeas corpus, thereby compelling authorities to release the prisoner or bring formal charges against him. This safeguard is provided in the Constitution, Article I, Section 9:

> The privilege of the writ of habeas corpus shall not be suspended, unless when in cases of rebellion or invasion the public safety may require it.

If Foljambe had fled from Illinois to Indiana, he still could have been arrested. The governor of Illinois then could ask for extradition papers. If the governor of Indiana granted them, Foljambe thereupon would be returned to Illinois.

Had Foljambe been charged with burglary instead of murder, the police would have wanted to examine his premises to find the stolen goods. Such an act, however, would be illegal without a search warrant. That is why raids, conducted without search warrants, seldom have more than a nuisance value.

Gilkes, a private citizen, signed the complaint, but it was the police department that started proceedings, which also might have been initiated by the district attorney's office.

The grand jury also has the power to start the wheels of justice rolling. Not to be confused with a petit jury, this body investigates crimes, but it does not try cases.

The grand jury's indictment is termed a presentment if the evidence is collected by the jury, a true bill if it is gathered by the prosecuting attorney. The prosecuting attorney in some states also may act, by-passing the grand jury, and file an information.

What happens next? A capias, or bench warrant, is issued by the judge who thus orders the arrest, unless the person already is in the hands of the law. John Doe hearings may be held by the grand jury when the identity of the person who committed the crime is not definitely known.

Violent deaths in some states are investigated by the coroner, an elective official. He may view the corpse, order an autopsy, conduct an inquest. He may subpoena witnesses to give testimony, and a jury, usually of six, to hear it.

Presided over by the coroner or his deputy, the inquest often is held in the coroner's office. The written verdict is not available until released by the coroner or sheriff until it is presented in an open court. The jury may recommend that the grand jury hold someone for trial, or it may come to no conclusion and render an open or noncommittal verdict.

Criminal Trials

Every trial is an unrehearsed drama; it has its setting, its cast, its plot. Tragedy or comedy, however, is not a spectacle staged to en-

tertain the public. Instead, it is a test of democracy at work, of guaranteeing justice through the normal process of law and order.

Take the case of Laron J. Foljambe. Charged with murder, he is innocent in the eyes of the court and the press until he is proved guilty. His outlook is grim. If found guilty, he may die in prison or in the electric chair, in the gas chamber, or on the gallows. Capital punishment, which some regard as murder by the state, still is approved widely as the proof that crime does not pay.

Consider, then, the case of Laron J. Foljambe. A ludicrous name, says the casual reader, but a name not pronounced the way it reads — hence a spelling problem for the newspaper reporter, a pronunciation problem for the newscaster. Other names in this case require similar study. They indicate that the newsman covering the courts cannot afford to overlook the trivial.

Consider the probable steps in a criminal case. They are: (1) the arraignment, (2) plea, (3) argument for bail reduction, (4) preliminary hearing, (5) dismissal or binding over of defendant, (6) plea in superior court, (7) trial, (8) acquittal or conviction, (9) if conviction, request for probation, (10) sentence, (11) committal, if prison sentence.

When Foljambe awaited trial, the clerk listed the indictment on the trial docket and set the date of trial. A few days before that he issued subpoenas for witnesses for both the state and the defense. And the sheriff served these papers requiring witnesses to be present or risk being charged with contempt of court.

When the trial opened, the clerk announced the title of the case, the State or People *versus* Foljambe. The defendant, flanked by his attorneys, seated himself at the counsel table inside the railing. A few feet away was the table of the prosecuting attorney. And so the curtain rose on a real, not make-believe, drama.

Almost perfunctorily Judge Dotson asked Homer Strachan, the defense attorney, if Foljambe was ready to stand trial. The defendant, of course, already had read the indictment. At this point the defense attorney had two choices, to enter a plea of "guilty" or "not guilty" or to present a special plea.

What is the purpose of these motions? Sometimes they are entered to delay the trial. In some instances, they are justifiable. If the judge grants the motion, the curtain comes down again for the time being. If he denies the motion, the trial proceeds.

In fact, either attorney may make a motion before the trial proceeds. For example, a continuance may be sought so other witnesses may be produced or other evidence collected.

A severance, separate trial, may be sought if two or more defendants are listed in the same indictment, thus enabling one of them to be tried alone.

If the indictment or information seems vague or indefinite, the defense may seek a bill of particulars in which charges are explicit.

If the defense attorney detects a flaw in the form or substance of the indictment, he may move to quash the indictment. The defect, of course, can be corrected when the court resumes consideration of the case.

The attorney for the defense also may question the legal processes on which the indictment was based. In that event, he makes a plea of abatement.

Common in civil trials, the demurrer may be used in criminal cases. For example, the defense may aver that the offense is not a crime. It also may assert that, because the statute of limitations forbids prosecution after a given interval, the prosecution cannot proceed.

If the defense attorney believes that the court does not have jurisdiction over the specific case, he may make a plea to the jurisdiction. He also may make a motion for a change of venue; that is, to have the case transferred to a court in which he is more likely to have a fair trial.

When the defendant already has been tried for the offense, his attorney makes a plea of former jeopardy. The citizen is protected by the Constitution's Fifth Amendment which follows:

> No person shall be held to answer for a capital, or otherwise infamous crime, unless on a presentment or indictment of a grand jury, except in cases arising in the land or naval forces, or in the militia, when in actual service in time of war or public danger; *nor shall any person be subject for the same offense to be twice put in jeopardy of life or limb;* nor shall he be compelled in any criminal case to be a witness against himself, nor be deprived of life, liberty, or property without due process of law; nor shall property be taken for public use, without just compensation.

Occasionally the defendant does not wish to contest the charge and enters a plea of nolo contendere.

In some states the defendant may plead "not guilty because of insanity." If he is adjudged sane, however, he stands trial. In California the first trial is on the facts; the second on the defendant's insanity.

The prosecuting attorney may enter a motion of nolle prosequi; that is nol pros, meaning that he does not wish to prosecute. This more often occurs during the preliminary hearing when the prosecution may wish to change the charge.

What is the next step in the case of the State *versus* Foljambe? The jurors were selected and sworn, but the defendant could have waived a jury trial. In any event, he had a right to a trial by jury, as the Constitution clearly indicates in the Sixth Amendment:

> In all criminal prosecutions, the accused shall enjoy the right to a speedy and public trial, by an impartial jury of the state and district wherein the crime shall have been committed, which district shall have been previously ascertained by law, and to be informed of the nature and cause of the accusation; to be confronted with witnesses against him; to have compulsory process for obtaining witnesses in his favor, and to have the assistance of counsel in his defence.

The selection of jurors in the trial of Foljambe took some time. One by one the veniremen were called to the jury box to be questioned by both attorneys. In some instances their answers were unsatisfactory, so they were excused. In addition to those dismissed on the basis of *challenge for cause,* each attorney exercised his right of peremptory challenge; that is, to excuse them without explanation. Finally twelve were chosen and sworn in, the first one chosen being designated as the foreman.

Ready for the attack, the prosecuting attorney proceeded with his opening statement. In it he bluntly stated what he intended to prove, that Foljambe was guilty of first degree murder. The defense attorney decided as a matter of strategy to delay his opening statement until after the prosecution's direct examination.

One by one the witnesses for the prosecution appeared, the first, of course, to establish the *corpus delicti;* that is, the fact that a crime had been committed. The defense attorney entered several objections, some of which were granted and some denied. And then he cross-examined the witnesses for the prosecution.

Positive of Foljambe's innocence, the defense attorney then made his opening statement and called his witnesses. This time the prosecution had its chance to raise objections, some of which were granted and some denied. The cross-examination of the prosecution was thorough, too.

What did the testimony prove? Perhaps that Foljambe killed Buccleuch in self-defense. Perhaps that Gilkes fired the fatal shots through the open window. Perhaps that Gilkes' sister, the wife of Buccleuch but the former wife of Foljambe, fired the gun, killing her husband by mistake — maybe!

In any event, the prosecuting attorney next presented the state's rebuttal testimony. That

done, the two attorneys gave their closing arguments, summing up the evidence. The judge then instructed the jury which retired to the jury room to deliberate. Fifty minutes later it reported its verdict, "not guilty."

Suppose the jury could not have come to a unanimous decision? Had this happened after continued deliberation, the judge might have sent them back or have declared a mistrial. Result? A second trial when there is a hung jury.

If the verdict had been guilty, the defense attorney could have entered a motion to set aside the verdict along with a motion to arrest judgment. These motions, if granted, would have resulted in a new trial. The defense also might have appealed the case to a higher court.

Had the defendant been found guilty, the judge would have pronounced sentence. The prisoner then would have been taken into custody to be committed to a state penitentiary, there to stay for the duration of his sentence, to await the outcome of an appeal, or to await execution. The court's order, a mittimus, would have instructed the warden to receive Foljambe.

Several kinds of sentences may be given. A sentence may be suspended pending the defendant's good behavior. It may be for no fixed time, hence indeterminate. If he is convicted for several crimes, he may serve sentences concurrently or consecutively.

Sometimes an offender is put on probation and as a consequence has to report at designated intervals to the probation officer. After he has served part of his sentence, a prisoner may be placed on parole. The governor may pardon a prisoner or he may order a reprieve, thus postponing an execution.

One sentence disposes of this story of an obscure person convicted of a crime:

> Sam Smith, 27, who stabbed a police tipster to death in Oakland last February, was found guilty of second degree murder by a jury yesterday.
>
> —San Francisco *Chronicle.*

> Clifford Pixton, 22, and Richard Pixton, 45, both of 74 E. 5th South, failed to appear in city court Wednesday to answer charges of selling liquor to minors, and forfeited a $50 cash bond posted Monday.
>
> They were charged with selling liquor to three youths who were arrested Sunday after tearing up a historic tree stump from its concrete base on 6th East near 3rd South.
>
> —Salt Lake City (Utah) *Tribune.*

> For stealing $1,750 from Veterans Administration mail, Louis Pinkus Jr., 22, of 828 N. Monticello av., a mail carrier, was placed on three years' probation in Federal Court Monday.
>
> He pleaded guilty before Judge William J. Campbell. The money consisted of veterans' insurance payments, mailed from branch offices of the V. A. to the Chicago office. Pinkus made restitution, said Prosecutor Richard Gorman.
>
> —Chicago *Daily News.*

> Frank Houdek, 50, of 2650 S. Kedvale Av. was acquitted on a manslaughter charge growing out of the slaying last April 15 of Theodore Schmiel, 40, manager of the Turf Club, 4833 Cermak rd., Cicero.
>
> A jury of 10 women and 2 men returned a not guilty verdict in the Criminal Court of Judge Frank H. Bicek.
>
> Houdek pleaded that he shot in self-defense in the belief Schmiel was reaching for a weapon in a dispute over disappearance of a sample case belonging to Houdek, a costume jewelry salesman.
>
> —Chicago *Daily News.*

> Municipal Court Judge Ellen K. Raedy took the role of investigator yesterday in a search for the "Brain" behind Washington's numbers racket.
>
> The quest was fruitless, but she "threw the book" at one defendant and let another off with a fine because he was "too old to go to jail."
>
> Benjamin F. Cobb, 29, of 1611 11th st. n.w., was sentenced to 30 days in jail and fined $50 on a guilty plea to possession of numbers slips.
>
> Travis W. Wells, 68, of 28 P st. n.w., was fined $50.
>
> Both men, arrested in a filling station at 1411 N. Capitol st., Wednesday, refused to tell the name of their employer in the numbers-writing business; evaded Judge Raedy's questions with "I don't know."
>
> She asked who would pay their fines; received an answer from their

attorney, James K. Hughes, that he would pay them.

"Then who'll pay you?" Judge Raedy wanted to know.

Her only answer was a smile from the lawyer.

—Washington *Post.*

Suspended interest in this story holds the reader's attention until the last line:

One of the most complicated legal cases in San Mateo county's history ended yesterday with a final ironical twist.

Alexander Brezinski, 26, was sentenced from 1 to 14 years in San Quentin for perjury.

On January 6 Brezinski was acquitted of burglarizing a South San Francisco hotel room.

Later his wife, Goldie, of 201 North Huron avenue, San Mateo, went to police. She said Brezinski had threatened her life and bragged about how he "beat the rap."

Police investigated further and found part of the hotel loot cached in Brezinski's home.

Then he confessed the burglary.

Authorities were non plussed. They could not again place Brezinski in jeopardy by trying him on a burglary charge.

So they charged him with perjury. He was found guilty, and Superior Judge A. R. Cotton sentenced him yesterday at Redwood City.

Final quirk: If he had been convicted on the burglary charge, he might have escaped with a county jail sentence. But under State law a convicted perjurer must go to San Quentin.

—San Francisco *Chronicle.*

Cyrus V. Lack, former operator of a state liquor package agency at the Brigham Street Pharmacy, today was indicted by the grand jury on a charge of embezzlement.

Lack was taken into custody by Sheriff George Beckstead at 9:50 a.m. He was taken before Judge Ronald A. Hogenson of the Third District Court where he posted a $1000 bond.

Judge Hogenson set April 26 at 10 a.m. as the time of arraignment for Lack who will appear before District Judge Ray Van Cott, Jr.

The indictment was the first concrete action taken by the current grand jury. The indictment, signed by the jury foreman, Harry G. Calton, charged Lack with "fraudulently" obtaining a number of bottles of state liquor valued in "excess of $50" while he was acting as an agent for the State Liquor Control Commission. The indictment alleged the offense was committed between Oct. 30, 1947, and March 2, 1948. Fraud in excess of $50 is a felony.

Effect of today's indictment was the dismissal of embezzlement charges alleging that Lack was responsible for 800 missing cases of liquor as well as a large amount of money. Auditors who checked records after the affair came to light several months ago reported the shortage amounted to more than $39,000.

Edward M. Morrissey, county attorney asked for dismissal of the original embezzlement charge in view of the grand jury's action.

By this procedure, the tedious process of a preliminary hearing for Lack in City Court was eliminated. The state, in addition, will not be forced to disclose its evidence until the district court case opens. If proceedings continued in the city court, the state's evidence would have to substantiate the charges . . .

—Salt Lake City *Deseret News.*

Human interest pops up in the courtroom, as this story indicates:

Wilmington's own variation of "cold war" ended happily there yesterday when Georgia Sothern, strip dancer, paid a $125 fine on charges of nudism, then offered a red-faced judge the filmy bra that had been offered in evidence against her.

Miss Sothern, who gave her first name as Hazel, her home as Washington, her age as 33 and her hair as blonde, dangled the wispy black net invitingly before Wilmington's Municipal Court Judge Thomas Herlihy, Jr., who imposed the fine.

Judge Herlihy gulped, blushed and said "No." But he said thanks, too.

The former burlesque queen was arrested Monday night when she opened her act at a carnival sponsored by the Delaware Veterans of Foreign Wars in Wilmington Ball park.

Police decided that her costume was too revealing and at yesterday's hearing offered Article A in evidence — evidence, they agreed, which was all too flimsy.

Miss Sothern, who has been continuing her carnival show in less diverting garb, offered no direct contradiction to the police testimony. She told the court, however, that she always had "cooperated" with

> the police in other cities and had letters to prove it.
>
> Elsewhere, the dancer said, police "welcomed" an opportunity to see her show and suggest necessary changes in costume. She was always glad to comply, she said.
>
> "After all," Miss Sothern told the court, "different communities have different standards."
>
> She said the Wilmington police offered no such opportunity. They just looked, whistled (police whistles, that is) and stopped the act, she complained.
>
> Judge Herlihy sympathized, but fined her $125.
>
> —Philadelphia *Inquirer*.

Writing the News

If any newsman should understand libel better than another, it is the reporter who covers the courts. On the basis of qualified privilege he may not be held for defamatory matter in a news story, provided (1) that it is fair and accurate — untainted by editorial comment or sensational treatment, (2) published with good motives, and (3) based upon judicial proceedings.

How important is accuracy? The misspelling of a proper name may lead to a libel suit, as in the case of Schaffroth *v. Tribune*. Overemphasis on human-interest phases of trials, particularly divorce trials, may be the basis of libel suits.

What is privileged matter at a trial? First, all evidence except that which is stricken from the record is privileged. Second, the judge's observations and charges are privileged unless he expressly prohibits their use. Third, so also are the attorneys' statements, the jury's verdict, and the judge's sentence. Exception: divorce proceedings in some states.

What about grand jury reports? As noted before, general practice is to make them privileged when presented in an open court. Such a report, however, may be suppressed by the judge, and hence not be privileged.

State laws on reporting pleadings differ. In some jurisdictions, the contents of these preliminary papers — complaints, for example — are privileged and hence may be reported. In this instance, as well as in others, the reporter should examine the laws of the state in which he works.

It is true, that crime does not pay those who get caught. Often, however, the newsman concludes that he takes the punishment in covering crime news.

Chapter 21

United We Stand

NEWS OF STATE GOVERNMENT

States in the News . . . Statehouse Reporter . . . Getting the News . . . Radio Coverage . . . Legal Basis . . . State Government . . . Legislative Authority . . . State Administration . . . State Finance . . . Writing the News

Some states were named to honor royalty — Queen Elizabeth and Queen Maria, King Charles I and King George II — and France's Louis XIV. Others honored Lord De La War, the Duke of York, and William Penn. New Hampshire was named for an English county, New Jersey for a Channel Island.

The Indians as well as the British, French, and Spanish provided names for our states. One is named for an Aztec war god — Mexitli. Other names come from the Iroquois and Sioux, Utes and Algonkins, Cherokees and Choctaws. And one only is named for a great American — Washington.

Thus, the names are diverse in origin. So are the people who populate them, for the Tarheel and the Hoosier, the Cracker and the Hawkeye differ. Each state has its distinct identity — its inner unity — yet each is inseparably linked to the other as an integral part of the United States.

What gives direction to each state — the climate, area, population, resources? Probably not. Instead, it is the government of each state — imbued with its history and loyal to its traditions — that unites the people in support of the common interest. And each of these state governments is a rich source of news.

States in the News

In the beginning there were the Thirteen Colonies. Then there were the Thirteen States in a new and weak republic. How weak the republic truly was is evident in the provision for state power provided in the Articles of Confederation in 1777. It said:

> Each state retains its sovereignty, freedom and independence, and every power, jurisdiction and right which is not by this confederation expressly delegated to the United States, in Congress assembled.

When the Federal Convention met in 1787 to devise a new constitution, some delegates asserted that state governments should be abolished. They urged consolidation and concentration of power in a central government. Writing to Rufus King that year, Henry Knox warned that:

> The state systems are the accursed things which will prevent our being a nation. The democracy might be managed, nay, it would be a remedy itself after being sufficiently fermented; but the vile state governments are sources of pollution, which will contaminate the American name for ages — machines that must produce ill, but cannot produce good.

Knox was wrong; he had forgotten the press. As the states developed, there were conflicts — and where there are conflicts, there is news. Hence, newspapers were set up to expose the errors and praise the achievements of the gov-

ernments in the thirteen states and in the new states too.

Read the history of any state. Therein will be found some recognition of the press — the services of a Thurlow Weed, George D. Prentice, Henry Watterson, Henry W. Grady, William Rockhill Nelson, Harvey W. Scott, William Allen White, or Chester Rowell. They reported history and helped to make it.

Mark Twain covered Nevada's first territorial legislature. Terming it a "menagerie," he noted that it "levied taxes to the amount of thirty or forty thousand dollars and ordered expenditures to the extent of about a million." When it adjourned, he wrote:

> It was estimated that every citizen owned about three franchises, and it was believed that, unless Congress gave the territory another degree of longitude, there would not be room enough to accommodate the toll roads. The ends of them were hanging over the boundary line everywhere like a fringe.

Knox was wrong, but not wholly wrong, for more than a century later some states were "sources of pollution." Proof? Lincoln Steffens found plenty of it. Previously he had exposed the shame of the cities and he became convinced that "municipal reform without state reform was impossible."

What Steffens did early in the century, many a statehouse reporter could do today. Now as always we could improve the machinery of state government and could get abler men to operate it. Yet the public will know little of the weakness of state government unless vigilant newsmen report it effectively.

Statehouse Reporter

Beginners seldom cover the state capital. Those who get and write news about the state government usually are seasoned newsmen who have covered the city hall or county building. Frequently they are assigned to this beat because of their knowledge of government and politics in the state.

Obviously the statehouse reporter should know the history of the state in which he works. He should understand the functions and structure of government as described in the constitution and important laws of the state. He should be aware of the problems with which the state government must cope as well as the attitude of those who may be affected by new policies.

It is possible in this or any textbook to separate the chapters in which the problems of covering politics and government are examined. Seldom, however, can the newsman separate them. Why? Men in public affairs usually are public officials and politicians at the same time, so much so that their acts in one capacity must be examined with relation to their interests in the other capacity.

Thus, the newsman in the state capital must have a thorough knowledge of state politics. He should know those who seek power, hold power, or who have lost power in state politics. And he should probe their minds, methods, and motives so that he will be in a position to interpret trends in state policy.

The statehouse reporter should be an expert in human relations; that is, he should have the confidence and respect of men and women in public life. Nor should he disregard unimportant people, some of whom may be on their way up. Much of his success may depend upon his ability to get from them the facts he and the public want to know.

Newsmen covering state government also should be adept at research. They should be able to analyze bills being considered in the state legislature. Similarly, public records, reports, documents, surveys, and the like should not mystify them, however dry and dreary they may be in terms of literary merit.

Students in schools of journalism who are eager to cover politics and government should dig deep in social science courses. In political science, for example, they wisely may take specialized courses in state government and public administration. In economics, they should

study public finance and similar courses. In history, they should examine fully the history of the United States and the region in which they live.

The statehouse reporter should see things for himself. If there is a highway scandal because inferior materials are used in road building, he should take a look at the highway in question. Whenever he can get facts firsthand, he should be satisfied with nothing less.

Getting the News

News in the statehouse is much like news in the city hall, but there is more of it. The newsman may attend proceedings open to the public, interview public officials, examine public records, and develop other news sources. Frequently he not only should report the news, but also tell what it means — that is, interpret it.

Legislative proceedings are open to reporters. Constitutions in many states provide that reporters may attend unless expelled by a majority. "The doors of each house shall be kept open," stipulates the Texas constitution. While no such provision appears in a number of state constitutions, newsmen actually cover proceedings.

Administrative bodies generally are not obliged to conduct hearings in public but many of them do. Their rulings and their records, of course, may be examined. Instances in which newsmen have been barred have brought forth indignant protests from the press.

Unless it is to the public interest to withhold them, records of the state government are open to the press. Thus, the reporter may inspect most of the records of the legislative, executive, and judicial departments. Many are a source of significant news.

Information for indictments may be withheld, says Siebert in *The Rights and Privileges of the Press*. This is true also, he notes, of records of the state bank examiner and the state fire marshal. He also lists field notes of government surveys as well as some of the records of institutions for the mentally ill.

Generally, of course, records of elective and appointive officials and of boards and commissions may be examined. Those that deal with the budget, income from taxes and other sources, disbursements, payrolls, and many other items are of considerable interest. Often they require analysis before their news value is recognized.

State government is not confined to the statehouse or the state capital. Offices indeed may be in several cities. But state government manifests itself all over the state. Thus, it involves more than keeping an eye on the legislature when it is in session. Moreover, it provides a source for features as well as straight news.

Radio Coverage

Newsmen of the air also cover state government. For example, consider the "Olympia Report" offered by the Washington State Radio News Bureau. It is a weekly transcribed quarter-hour program sent to subscribing stations. It provides an analysis of state government problems, personalities in the capital, and related news.

"Broadcasters felt that radio had grown up sufficiently to warrant the type of special service that many newspapers get from the state capitol through special correspondents," according to Carl Downing, executive manager. He describes this service further:

> Most of our special coverage is handled through a Western Union machine installed in the headquarters office. This brings the individual station personalized coverage at a minimum of expense. Upon request, we furnish stories by telephone. Or advance material can be handled by mail. . . .
>
> There is no attempt to duplicate the press associations on capitol coverage. Rather, I would say, we supplement it so that stations may keep ahead on capitol developments on their own local stories. . . .

Although the Bureau is valuable from a station standpoint every day throughout the year, its importance grows during a legislative session. There are hundreds of "small" bills introduced which never make the wire services, but which are the "biggest" bills as far as the individual listening areas are concerned. Our task is to follow these "small" but "big" bills through, reporting progress daily, along with comment of local legislators as they pass one hurdle after another. . . .

Legal Basis

The division of authority between the federal government and the state governments is defined in the Tenth Amendment to the Constitution thus:

> The powers not delegated to the United States by the Constitution, nor prohibited by it to the States, are reserved to the States respectively, or to the people.

Specific limitations are listed in Article I, Section 10, thus:

> No state shall enter into any treaty, alliance, or confederation, grant letters of marque and reprisal, coin money, emit bills of credit, make anything but gold and silver tender in payment of debts, pass any bill of attainder, *ex post facto* law, or law impairing the obligation of contracts, or grant any title of nobility.
>
> No state shall, without the consent of the Congress, lay any impost or duties on imports or exports, except what may be absolutely necessary for executing its inspection laws, and the net produce of all duties and imposts, laid by any state on imports or exports, shall be for the use of the treasury of the United States; and all such laws shall be subject to the revision and control of the Congress.
>
> No state shall, without the consent of Congress, lay any duty of tonnage, keep troops or ships of war in time of peace, enter into agreement or compact with another state, or with a foreign power, or engage in war, unless actually invaded or in such imminent danger as will not admit delay.

The state as a component of the federal republic consists of an organized body of people living within a definite area admitted to statehood. Its functions are outlined by a state constitution. The preamble of the Oregon constitution lists its purposes thus:

> We, the people of the state of Oregon, to the end that justice be established, order maintained, and liberty perpetuated, do ordain this constititution.

To be sure, state governments today do more than preserve the freedom and guarantee the safety of their people. They regulate business, labor, and professions. They provide for education, health, recreation, relief, highways, and other services. They conserve natural resources and co-operate with other states and the federal government in various programs.

State Government

The architects of state government in the United States believed in the separation of powers advocated by Montesquieu. Their blueprints or constitutions divided the residual powers among legislative, executive, and judicial departments. Thus, they provided for systems of checks and balances — some with more checks than balance.

Co-ordination of these powers is essential, as Madison pointed out long ago. The typical state government today faces many problems more complex than the domestic issues of the nation a century ago. Moreover, in area many of the states are larger than countries of Europe, Asia, South America, and Africa.

Take Texas, for example. Its area exceeds that of Afghanistan, Burma, Spain, France, or Sweden. California is bigger than Germany, and so is Montana. New Mexico is bigger than Italy or Poland, and Alabama than Czechoslovakia. Maryland, forty-first in area, is bigger than Belgium, almost as big as Denmark, Holland, or Switzerland.

The United States was conceived on a grand scale, and so were its states. Thus, the problems of state government assume a magnitude

astounding to the foreigner. And the problems are different, for Rhode Island is unlike Nevada, Georgia unlike Nebraska. And both Hawaii and Alaska will be unique when admitted to the Union.

Legislative Authority

Before the United States was established, each of the Thirteen Colonies had its assembly. So did each territory later. Thus, the legislative authority in each state stems from a colonial or territorial legislature.

Pioneers pushing back the frontiers modeled their assemblies after those they had known on the Atlantic seaboard. In the North, the evolution was uninterrupted. In the South, northern carpetbaggers plunged legislatures into unprecedented depths of graft and corruption.

Nebraska is the only state today that has a unicameral legislature, although Georgia, Vermont, and Pennsylvania had one-house legislatures in 1789. Then as now there is a widespread belief that, as John Adams put it, "a people cannot be free, nor ever happy, whose government is one assembly."

General acceptance of the bicameral plan, Graves declares in *American State Government,* was "originally based upon the belief that in a two-chamber system one body would act as a check upon and would correct the mistakes of the other." This idea, he adds, though seemingly logical and reasonable, has little evidence to support it.

Politicians play one house against the other, Graves explains, and both evade responsibility. Poorly drawn statutes are evidence that neither has checked the other efficiently. Moreover, there is little if any difference in the representative character of either house, for members in both houses are elected by the people.

How representative are state legislatures today? Graves says they provide "a good cross-section of the American public." The caliber, perhaps, is not so high as it should be. Yet almost every walk of life is represented, although the number of lawyers and farmers is unusually large.

Conflicting interests of rural and urban voters, however, prevent adequate representation in many states. Naturally, the former fear the dominance of city machines. The result? Up-state voters in New York and Pennsylvania and down-state voters in Illinois hold seats in the legislature out of all proportion to their population.

Representation is out of focus in these and other states. Hence, one party may have a greater share of the seats than its popularity warrants. Elections may show that two parties have almost equal strength, yet one of them may have complete control of the state's lawmaking body.

Laws are made in twenty-four states by the legislature and in nineteen by the general assembly. They are made by the general court in Massachusetts and New Hampshire and by the legislative assembly in Oregon, Montana, and North Dakota.

Approximately 7455 persons hold positions in these lawmaking bodies. Of them, 1777 are upper chambers, 5635 in lower. The average size is 155, but Connecticut has 308 and New Hampshire has 423.

Qualifications for membership vary widely. They involve age and residence requirements. In some instances those convicted of specified crimes are ineligible. So also are those who hold some other public offices or are serving in the armed forces. Dual officeholding is avoided.

The upper chamber in bicameral legislatures is the senate. The average membership is 37, but Nevada and Delaware have only 17, whereas Minnesota has 67. Terms are for four years in thirty-one states, two years in sixteen, three years in New Jersey.

The lower chamber in all but ten states is the house of representatives. It is the assembly in Nevada, Wisconsin, New York, and Cali-

fornia. It is the house of delegates in Virginia, Maryland, and West Virginia.

The average membership of the lower house is 121, but Delaware has 35 and New Hampshire, 399. Terms are for one year in New Jersey and New York; four years in Mississippi, Maryland, Louisiana, and Alabama; and two years in the others.

Legislators are paid on a lump sum or per diem basis. Those who are paid by the day may get as little as four or five dollars. Six states at least pay their lawmakers more than two thousand dollars a year. Voters who belittle their legislators as mediocre men still get more than they pay for.

Regular sessions are held every two years in more than forty states, usually in the odd year. Special sessions may be called in all states by the governor. Split sessions are provided for in a few states and others hold adjourned sessions. More than one-half the states limit the length of sessions.

To expedite the study of complex bills, state legislatures rely on the committee system. The upper house may have from nine to more than fifty committees consisting of from two to twenty-three members. The lower house may have from twenty to seventy-five members of from five to thirty-five members.

At present there probably are too many committees and many of them are too large. Then, too, the work is not distributed evenly or properly. One effective means of saving time would be to provide for joint committees so that the two houses could work as a team, pulling with each other instead of against each other.

What does the legislature do? Back in 1943 state lawmaking bodies in the United States considered 42,400 bills, of which 15,867 became laws. Yet that was a relatively easy year, for in 1939 more than sixty thousand bills were introduced. Many issues are too complex to be solved readily by legislation.

Actual functions of the state legislature are outlined in the state constitutions and laws. Aware of the public will, legislators are concerned with the administrative organization, personnel policy, sources of revenue, outlets for expenditures, regulation of business, labor, and professions, and the entire scope of the state's activities.

Lawmakers, therefore, determine how the state will raise the money to perform the services of which they approve. They approve some appointments, pass bills and resolutions, and serve as the guardians of the public interest. Most of them probably do much more work than they ever will be paid for on any adequate basis.

Because adequate legislation today involves research, the majority of state legislatures have reference agencies. They gather needed data and provide a drafting service. The Interstate Reference Bureau maintained by the American Legislators' Association, in co-operation with the Council of State Governments, cooperates with them.

Continuity between sessions in some states is maintained by a legislative council. Its purpose usually is to devise plans for the next session; that is, to collect information and draft bills requiring consideration. The structure of these bodies so far follows no standard pattern.

Newsmen covering state legislatures frequently will find the minutes to be inadequate sources of information. There is no standardized procedure even for recording the history of bills. Moreover, committee reports are not necessarily included in the minutes or journal. Legislative manuals or official bluebooks, if up to date, contain much miscellaneous information, some of which is useful.

Legislative procedure is intricate and involved. One assemblyman may introduce a bill to regulate private schools. It has its first reading; that is, the title is read and the bill is referred to the committee on education. Here it may die unless the committee acts upon it; that is, conducts hearings and makes modifications.

When the bill goes into its second reading, amendments may be offered for adoption or rejection. The bill in its final form then is ready for the third reading when it may be discussed before the final vote is taken. Once this has been done in one house, it goes to the other house where it undergoes much the same process.

In this instance the senate may not approve some sections of the bill. The minor alterations in the bill finally adopted by the senate must be ironed out in a conference committee representing both houses. If the two houses approve the resulting measure, it is ready for the governor's signature or veto.

The newsman at all times is interested in reporting legislation which affects his readers or listeners. Hence, he follows not only proceedings on the floor, but also in committees. In his pursuit of news he will encounter lobbyists, those who serve special interests and pressure groups, often at the expense of the public.

What is wrong with state legislatures today? Most of them were designed to fit conditions in the nineteenth century. They operate under constitutional restrictions which reduce their efficiency and effectiveness — as does the arbitrary limit to the length of the session.

Yet legislative procedure need not be so cumbersome, so time-consuming. Bromage, in *State Government and Administration in the United States,* makes this clear. Progress could be quickened, he says, "by decreasing the number of committees, by revising rollcall methods, and by using special calendars for bills."

By ED M. CLINTON
(The Times-Picayune Staff Correspondent)

Baton Rouge, La., June 25. — The filibuster that fizzled has its effect.

The whole thing started in the Senate last Wednesday when Sen. Brooks Oliver, Bastrop, objected to the passage of a lengthy insurance code bill and announced his intention of talking it to death.

Proponents of the bill finally shortstopped him 26 minutes after he started, by passing a motion to adjourn until Thursday. In the interim Oliver agreed to conferences with the governor and proponents of the measure to straighten out the objections.

His tactics won some of his points for him. . . .

—New Orleans *Times-Picayune.*

The foregoing story elaborates on the modifications in the bill. The newsman points out that the measure is a 420-page volume and then tells at length why legislators sought its adoption by quoting several of them.

(12:15, SEPT. 3, 1948)

THE STATE MOBILE X-RAY UNIT IS IN EUGENE TODAY AND IS TAKING FREE CHEST X-RAYS UNTIL FIVE O'CLOCK THIS AFTERNOON. THE MOBILE UNIT IS LOCATED BEHIND THE COURT HOUSE BETWEEN OAK AND PEARL STREETS. THE UNIT, BY THE WAY, WILL BE IN THE LANE COUNTY AREA FOR TWO WEEKS.

--KUGN-Eugene.

By EARL C. BEHRENS
Political Editor, The Chronicle

SACRAMENTO — The Legislature squared away this afternoon for a battle over State taxes.

The Assembly Revenue and Taxation Committee began a series of hearings on the proposed 20 per cent "across the board" tax cut and upon the bill to continue existing State tax rates in effect for another year.

Governor Warren, State Finance Director James S. Dean and Roland A. Vandergrift, auditor for the legislature, each has warned the Senators and Assemblymen that the proposed tax slash would put the State Treasury in the red, on the basis of recommended expenditures for the 1948-49 fiscal year.

The tax cut bill is sponsored by the California Manufacturers' Association.

Present State tax rates, unless cut or continued in effect by this Legislature will revert to the highter rates of the period prior to 1943 on July 1 next.

Warren Program

Seventen members have authored the tax cut bill while 24 are authors of the program favored by Governor Warren to continue in effect present rates on sales, business and personal incomes.

It was reported that 35 members of the Assembly were, as yet, non-committal on either bill.

In the Senate, 34 members have joined on a bill to continue the current State tax rates.

The fight over taxes is another one of those battles in which each side has a different set of figures.

Assemblyman Laughlin E. Waters, Los Angeles, who is leading the fight in the lower house for continuation of existing rates, challenged, the figures of the manufacturers' group as presented by C. A. Thulander, chairman of the organization's taxation committee, and Alvin E. Hewitt, executive vice president.

"These figures do not bear up under careful scrutiny," said Waters.

General Fund

"Any proposed tax reduction in the amount they suggest," he declared, "will not only preclude any appropriation in support of child care centers, farm labor camps and other similar items this year but also will effect a reduction in the State's General fund revenues for 1949-50 by $24,000,000."

Waters said the proponents of the tax cuts were "gambling with the solvency of the State." He warned that drought conditions, which have caused lay-offs in manufacturing plants, will effect sales and income tax revenues materially during the next few months.

Chairman J. J. Hollibaugh, Huntington Park, of the Revenue and Taxation Committee, gave the sponsors of the 20 per cent tax cut bill first innings because he said that bill was the first one upon which a hearing had been requested.

Hearings on the State budget were continued in the Senate Finance and Assembly Ways and Means Committee while the tax issue was under debate.

Budget Bill

The Senate committee may complete its study of the budget tomorrow so that consideration of the budget bill may begin early next week in the upper house.

Chairman Marvin Sherwin of the Ways and Means Committee, said he hoped to have Assembly committee hearings on the budget completed by Tuesday or Wednesday.

The Senate Revenue and Taxation Committee acted on the Delap bill this afternoon. It continues in effect current State tax rates.

The tax cut bill would reduce the sales tax from 2½ to 2 per cent and provide for a corresponding 20 per cent reduction in business and personal income levies.

Failure, either to further reduce, or to continue the present State tax rates would boost the sales tax to 3 per cent and raise business and personal income taxes to their former high schedules.

San Francisco *Chronicle*.

By RICHARD L. NEUBERGER

Special Writer, The Oregonian

Oregon's constitution requires that each county's membership in the senate and house of the state legislature shall be based on population. The constitution also specifies that the legislature shall be reapportioned whenever a census is taken of the inhabitants of the state.

Possibly because no full-scale reapportionment has taken place for more than a third of a century, Oregon's legislative membership is now sharply out of balance with the population of the fastest-growing state in the nation.

This is one of the major problems confronting the voters as they make ready to elect a new legislature on November 2.

Oregon's most recent complete reapportionment of the legislature took place nearly four decades ago, in 1910. Three times since then the federal government has made a census of the state — in 1920, 1930 and 1940.

Although the constitution requires that each senator shall speak for approximately the same number of people, same profoundly contrasting constituencies exist throughout Oregon. In fact, this state, because of the vast new gains in number of inhabitants, has one of the most lopsided legislatures in America, so far as synchronization between membership and population is concerned.

The senator from the district comprising Gilliam, Sherman and Wheeler counties represents 7268 people. The senator from the dis-

trict comprising Klamath, Lake, Deschutes, Crook and Jefferson counties represents 82,702 people. Thus one district has 11 times the population of another, although each senator is constitutionally required to speak for approximately the same number of voters.

In Baker county 17,726 people elect a state senator. In Multnomah county, and in the joint Multnomah and Clackamas districts, it requires 78,178 citizens to sustain a member of the senate.

Examples are legion of the unbalance between population and legislative seats.

The senator from the Hood River-Wasco district has 26,838 constituents. The senator from Jackson county has almost exactly twice this many constituents — 52,905. Yet Article IV, section 6, of the Oregon constitution stipulates that both these senators shall represent equal segments of the state's population.

Similar disparities exist in the allotment of seats in the house of representatives.

A member of the house from Morrow, Sherman, Gilliam and Wheeler counties represents 5687 constituents. But a member of the house from Multnomah county represents more than six times this many people. His constituency consists of 35,340 citizens.

Other house districts are likewise out of balance. The representative from Wallowa county has 7012 people to account to; a representative from Lane county must answer to 34,639 people. A representative from Hood River county has 11,221 constituents and a representative from Josephine county has 30,484 constituents.

Yet according to the state constitution of Oregon, these districts are supposed to contain approximately equal numbers of people. Each citizen is intended to have the same representation in the legislature of the state.

Figuring the population of Oregon at 1,517,000 which was the census bureau estimate for 1947, each of the 30 state senators should speak for 50,566 people. This means that Washington, Jackson, Clackamas, Multnomah, Columbia and Klamath counties are under-represented with respect to these.

In the house of representatives, where 60 members compromise the constitutional limit, each lawmaker should speak for 25,283 residents of Oregon. With this quota, the following counties are shy their proper representation: Benton, Washington, Jackson, Josephine, Lane, Multnomah and Clackamas.

All other countries are comparably over-represented, although in varying degrees. For example, Tillamook county, with one member in the house, is nearly 11,000 people short of the number which should be required for house membership. On the other hand, Polk county, also with one member in the house, is a mere 1008 people short of the level for house membership.

What this means, of course, is that both Tillamook and Polk counties have identical representation in the house, although Tillamook's population is 14,947 and that of Polk 24,275.

One of the most exhaustive studies of the reapportionment of the Oregon legislature was undertaken some years ago by Professor Waldo Schumacher of the political science department of the University of Oregon. He came to the conclusion that the legislature had largely disregarded the constitutional mandate to reapportion its membership whenever a census was taken.

Speaking of Multnomah county, Professor Schumacher said, "A county with one third of the total population of the state is entitled to one third of the membership in each of the two branches of the legislature. The constitutional mandate is a clear one and not easily misinterpreted."

However, although Multnomah county now has 34 per cent of the population of the state, it has only about 20 per cent of the membership of senate and house at Salem. "Multnomah county, particularly," declared Schumacher, "has been under-represented in the legislature for the past 30 years."

Although this situation may be aggravating to Multnomah county taxpayers, it is by no means unique. As the United States has gradually shifted from countryside to pavement, some of its expanding urban centers have been under-represented beneath the domes of the various state capitols.

Wayne county, seat of Detroit, has 40 per cent of Michigan's population but only 27 per cent of the legislative membership. And although the legislature of Oregon has not been reapportioned since 1910, the present reapportionment in Illinois dates from 1901 and that in the state of Mississippi from 1892.

Some Oregon political observers

believe that present division of seats should be left well enough alone. They claim that a drive by such places as Portland, Medford and Klamath Falls for more members would lead to an acrimonious showdown between city and countryside. Such a collision might possibly result in a duplication of the federal congressional system, where the house is based on population but the senate on territory.

Under such a system in the state, Multnomah county might receive more seats in the house, according to its population, but could be forced to accept a mere single desk in the senate. This plan prevails in California, where Los Angeles county, burgeoning with 39 per cent of California's population, has only one state senator.

Seattle, Spokane and Tacoma formerly were short of their constitutional representation in the house and senate at Olympia, but a reapportionment bill was sponsored by initiative petition in 1931, when the AF of L state federation of labor took an active interest in the problem because centers of trade unionism were allegedly denied seats in the senate and house. The measure was adopted at the polls.

Professor Schumacher has suggested that such a course may eventually be followed in Oregon. "If the legislature of Oregon refuses to follow the mandate of the constitution," he has said in the university's Commonwealth Review, "the initiative may show the way out of this difficulty."

State Administration

The tripartite division of functions is recognized in state as well as federal government. The legislature decides what is to be done and provides the "where-with-all" to do it. The executive branch enforces and administers the laws, and the judicial branch interprets and applies them.

Elected by popular vote for a two-year or four-year term, the governor is the head of the state government. Graves in *American State Government* notes that the governor has executive, administrative, legislative, and judicial powers. The manner in which he exercises these powers may provide an almost constant source of news.

Consider the executive and administrative powers of the governor. Some of these are ministerial — that is, required by the state constitution — whereas others are discretionary, involving the exercise of judgment.

Thus, in times of crisis, it is the governor who must decide what the executive branch can and should do.

Important among these powers are those which concern administrative supervision, appointment to and removal from office, enforcement of law in some instances in which military authority is exercised, and the supervision of local units of government.

Legislative powers of the governor include the governor's messages to regular and special sessions, the calling of regular and special sessions, the exercise of the veto power, and, in some instances, the adjournment of the legislature.

The governor is expected to exercise leadership in guiding state legislation. His messages to that body provide him with an opportunity to discuss proposed laws and budget needs. Through his frequent contacts with key legislators, he may prevent the adoption of bills he might otherwise have to veto.

The most important judicial power the governor exercises is that of executive clemency. He may pardon criminals, thereby terminating their punishment. He may place a criminal on parole, releasing him on specific conditions. He may grant a reprieve; that is, a stay of execution. Naturally the scope of these as well as other powers varies in the different states.

Approximately three-fourths of the states still elect lieutenant governors, although they do not need them. These officials usually preside over the upper chamber of the legislature. In this capacity they might aid the governor legislative, but too often they are men of mediocre ability or belong to a different political faction or party.

Should the governor die or resign, his successor seldom has the ability or desire to main-

tain a continuity of policy. Some students of state government believe the post should be abolished, but others suggest that the lieutenant governor become an assistant governor with specialized administrative duties.

All states provide for a secretary of state whose position ranks next to that of the governor in prestige but not in importance. He is elected in thirty-eight states, appointed in ten. Actually his work parallels that of the city clerk or county recorder. Thus, he is the custodian of the archives in which public documents are filed and catalogued. Some of these he authenticates.

The secretary of state often has routine duties to perform in the administration of elections. He may serve as a clerk in some courts and as an ex officio member of state boards. "There is no reason for having a department of state," declares Porter in *State Administration*. It should be supplanted, he says, by a bureau of records supervised by a head appointed by the governor and accountable to him.

Here is a story based on data from the secretary of state.

By PAUL LAARTZ
Staff Writer, The Oregonian

Oregon's highway traffic accident rate is on the increase. And well up in the vanguard is the log-hauling industry, an industry that moves 90 to 92 per cent of all the state's timber from woods to sawmill.

Statistically here's what the secretary of state's reports show:

There were 69,829 trucks of all types, exclusive of pickups, on Oregon's highways last year, an increase of 50 per cent over the 46,250 of 1944. Of that total last June — only time when this kind of count was officially made — there were 2920 gas-driven and 163 diesel-driven trucks and 2523 trailers engaged in log hauling.

Accident Rise High

In that three-year period, the total number of traffic accidents jumped 98 per cent, from 32,047 in 1944 to 63,590 in 1947. Fatal highway accidents soared 72 per cent — up from 222 in 1944 to 382 in 1947.

Meantime, Oregon logging trucks were involved in 622 of the accidents last year, an increase of 132 per cent over the 268 of 1944. Logging truck accidents that ended fatally numbered 13, up 160 per cent over 1944's five.

In summation, these figures tend to serve as a barometer to the state's log truck accident problem, pointed up recently by mishaps that took the lives of another truck driver near Tillamook and of a woman standing beside a road at Willamina, and the dumping of two loads of logs in front of a Forest Grove school.

Speed Primary Cause

The principal causes? Representatives of the industry and state are agreed that speed is a major factor — too much speed on curves, too much speed on the part of the driver who wants to get in as many trips in a day as he can. . . .

—Portland (Ore.) *Oregonian*.

Elected in seven states out of eight, the attorney general is not accountable to the governor nor are county attorneys responsible to him. Yet he advises the former and is consulted by the latter on legal matters. In fact, he interprets the law for all the administrative agencies of state government.

Few states have a department of justice comparable to that of the federal government. Even so, the attorney general and his staff may represent the state in civil and criminal cases. On the whole, however, they have relatively less authority than does the United States Department of Justice.

The state treasurer looks after public funds. An elective official, he receives money from county treasurers and other tax collection agencies, depositing and disbursing it as authorized by statute. Usually his office arranges for bond issues and supervises borrowing and refunding operations.

In some states the auditor or comptroller acts as a watchdog on the treasury and the treasurer. The former should audit accounts regularly or periodically. The latter may assume the supervision of disbursing funds, acting preferably on the basis of a sound budget adopted by the legislature.

State governments have assumed more and more control of their elementary and secondary schools, especially since 1900. Their contribution to these schools has risen from $34,000,000 in 1889-90 to $760,000,000 in 1941-42. Localities in all states receive some financial assistance from the state.

Supervisory control in thirty-nine states is vested in state boards of education. Policies in every state are administered by the commissioner of education or superintendent of public instruction. He may be elected at large or appointed by the governor or the board.

Public welfare activities encompass the state's efforts to remove the scabs and scars of modern life. Penal and correctional institutions require enlightened supervision. So do homes for the aged and hospitals for the mentally ill. In addition, bureaus of child welfare, industries, recreation, and the like may be set up as well as those which concern the physically handicapped.

More than one state has its "snake pits," its forgotten prisons and hospitals almost as bad as concentration camps. Some of them may be supervised by the counties. If this be true, there is an increasing need for more careful supervision of institutions operated by local governments. State boards generally supervise the expenditure and use of special federal grants concerning these activities.

Stories based on the state administration follow.

A proposal asking the state of Utah to purchase the site of the Riverside cold water geyser near Greenriver, Emery county, for development as a state park met with Gov. Herbert B. Maw's approval Monday.

Agreeing with a Greenriver delegation that the project would prove to be valuable as a tourist attraction, the governor told the Emery county boosters, however, that the state's financial commitments probably would delay the development.

Known as Utah's "Old Faithful," the geyser started emptying in 1936, when workmen drilling for oil struck a vein of water and pierced a carbon dioxide gas flow underneath. The geyser erupts about once every hour, spouting water high into the air.

The Greenriver delegation conferred with Gov. Maw Monday afternoon in the chief executive's office. The governor said no sale price was proposed but Arthur L. Crawford, commissioner of the state department of publicity and industrial development, reported the geyser's owner previously had offered it to the state for $80,000.

Commissioner Crawford said the owner, Roy Cook, Greenriver, purchased the geyser site from the state land office board about 10 years ago for several hundred dollars. "We are interested in obtaining the geyser property for park purposes but not at the proposed price," he said.

Gov. Maw said he would ask UPID to study its financial situation to determine if it would be practicable to undertake the project during the current biennium. "If it can't be done during the present biennium, it might be worked out at some future time," he said.

—Salt Lake City *Tribune*.

By GEORGE THIEM

Attorney General George F. Barrett said Thursday the five new appraisals of Wolf Lake lands sought by the state had been referred to Gov. Green.

The appraisals set an average value of $474.19 an acre or $28,671 on the 60.56 acre tract in contrast to the $125,000 ($2,064 an acre) the state had agreed to pay.

An agreement with the Charles C. Shedd estate, owners of the property, had been signed by Livingston E. Osborne, conservation director. The land is sought for an addition to the fish and wildlife preserve in southeastern Cook County.

Cost State $250,000

The original purchase of nearly 60 acres included riparian rights and cost the state $250,000, or more than $4,000 an acre with improvements.

The appraisals released by Barrett Wednesday were made by the Chicago Real Estate Board, Louis B. Beardslee, 100 N. LaSalle st.; Raymond E. Herman, 10 S. LaSalle st.; Norman C. Clausonthue, 7 S. Dearborn st.; and Glen C. Crawford & Son, 134 N. LaSalle st.

The appraisers are all well known and were recommended as among the city's most competent real estate men, Barrett said. The committee of five experts representing the real

estate board includes Kenneth C. Brown, Cornelius Tenings, William J. Venning, Frank M. Stanley and Louis J. Naumann.

Appraisals Vary

The appraisals varied within a narrow range, between $26,950 and $34,050 for the 60.56 acre tract.

Barrett explained that the state would make an offer in line with the appraised value. If refused, a petition for condemnation will be presented in the Cook County Circuit or Superior Court.

Because, under the law, contracts for purchase of real estate require approval of the state's chief executive, it is presumed that Gov. Green okayed the deal.

Informed of the appraisals, Director Osborne said he would not comment until he had seen them.

Calls Estimate Fair

In submitting his appraisal, Herman commented:

"You stressed the point that you wanted a valuation absolutely fair to the property owner and to the State of Illinois. You didn't want to try to rob any owner of property but neither did you want to see the State of Illinois held up. I think the valuation I have placed on the parcels in question is very fair, all factors considered."

Clausonthue called attention to a recent auction sale of a 57-acre tract located on the Calumet River at 124th st. and Paxton av. for $422 an acre. The property, with dock facilities, was bought for use as a coal yard.

—Chicago *Daily News.*

State governments generally provide for a board or department which may certify teachers, outline educational policy, supervise construction of schools, provide a library service, adopt textbooks, and exercise some supervisory and administrative functions in regulating budgets, accounts, audits, expenditures, borrowing, and other activities. State universities and colleges are supervised by boards of regents or a board of higher education. Stories on education follow.

A group of educators recommended yesterday that the appointment of the State Superintendent of Public Instruction as well as the selection of all professional personnel of the State Department of Public Education be removed entirely from politics.

Reporting on a year-long survey, the educators recommended at annual Schoolmen's Week, being held on the campus of the University of Pennsylvania, that administration of the Commonwealth's public school system be placed in the hands of a State Council of Education.

Nine-Man Council Asked

The educators declared that "political parties can be pledged not to require political sponsors for members of the State Department of Public Instruction and not to subject them to political pressures and obligations."

The State council, the educators recommended, would be composed of nine members appointed by the Governor, with one term to expire each year. This council would be empowered to name the State Superintendent of Public Instruction, who would be responsible directly to the council.

Seven-Year Term

The superintendent would be appointed for seven years without regard to "place of residence or political affiliation." He would serve as a chief executive and not as a member of the State Council of Education.

The report was read to an afternoon meeting in the University Christian Association Building, 36th and Locust sts., by Dr. M. R. Trabue, dean of the school of education at Penn State College.

The board, formed at last year's Schoolmen's Week, emphasized that its recommendations were not intended as a reflection upon Gov. James H. Duff nor Dr. Francis B. Has, present Superintendent of Public Instruction. Rather, the group declared, it was the constructive and healthful attitude toward education shown by Governor Duff and Dr. Haas that made the present a particularly appropriate time to introduce such a program.

—Philadelphia *Inquirer.*

Three appointments in the state department of public instruction were announced Wednesday.

L. Clair Likes is the new supervisor of veteran training, succeeding Jay L. Nelson, who was named registrar-treasurer, Salt Lake area vocational school. Von H. Robertson now is director of trade and industrial education, and Robert A. Nelson is director of distributive education.

The latter positions were held by Howard B. Gundersen before his appointment as president of the Salt Lake area vocational school.

Mr. Likes is a 1939 graduate of the University of Utah, where he later received his master's degree. He was prominent in dramatics and other campus activities.

Mr. Robertson was graduated from Utah State Agricultural college in 1931 and was active in student publication work, debating and dramatics. During World War II he was assistant director of training for Geneva Steel Co. and was supervisor of war production training at USAC for two years.

Robert A. Nelson was graduated from the University of Utah in 1940, where he majored in business and was prominent as a track athlete.

—Salt Lake City *Tribune*.

State governments today are concerned with many activities other than those supervised by the foregoing officials, all of whom may be elected. For example, there are administrative problems related to financial administration, government purchasing, and personnel administration.

Boards, commissions, or departments also concern themselves with many areas of public interest. Among these are public welfare, public health, agriculture, conservation, highways, public works, utilities, transportation, business, and labor.

Boards of public health generally are concerned with the prevention and suppression of communicable diseases, the compilation of statistics, the licensing of those who practice medicine, and the inspection of institutions. There should be a greater emphasis on public health engineering as well as a thorough supervision of county health units.

America's mobile population demands good roads. The department of highways or public works, therefore, may devise a state highway system and plan for timely expansion. Such a program involves road and bridge design, legal work, purchasing, highway construction, highway maintenance, bridge construction, testing materials, and safety planning. In addition, it is desirable to examine programs of local governments.

To finance these programs, the state imposes license fees for the operation of motor vehicles. Usually a bureau is in charge of registration and licensing activities. Enforcement of the motor vehicle code may be one of its functions or may be assigned to a separate unit. These stories concern news from state commissions:

Oregon's historical records will have a permanent home if the state highway commission and Oregon Historical society can agree on plans for a museum to be erected in Champoeg park.

Sam Boardman, head of the parks division of the commission, submitted a drawing of the building at today's meeting. It is to be located on the hill facing the Willamette river and not far from the present pavilion.

The highway commission has $125,000 budgeted for the work but wants to know whether the building can be built at a cost within that figure. There is also the question of maintenance and operation of the building to be considered.

The commission authorized Boardman to erect three cottages for park caretakers, one in Collier park in Klamath county, one in Saddle Mountain park in Clatsop county and one at Armitage park on the McKenzie river. They will cost $2500 each.

Agreements were reached with the Caldwell Lumber company of Seaside to buy some burned and downed timber on the Sunset highway at 25 cents a thousand feet.

Boardman was authorized to take options on some property along the coast line in Curry county for wayside park areas. This is on a seven-mile route which some day may be the coast highway along the water to Crescent City, replacing the present route over the mountains.

—Portland *Oregon Journal*.

Governor Knous Friday demanded State Highway Engineer Mark U. Watrous explain why improvements have not been made on the Colorado Springs-Denver highway — notorious as the "ribbon of death" and the state's most-traveled thoroughfare.

His demand came as an outgrowth of a visit to the chief executive by

business leaders from communities along U. S. highway 85-87 from Denver to Walsenburg and beyond.

This group asked Knous to call a halt to "indecision, delays, false starts, and abortive construction" that has hindered improvement of the road.

The governor also wanted to know why work could not be undertaken in July on one vital part of the "ribbon of death" between Colorado Springs and Denver — the twelve-mile cutoff between Monument and Larkspur.

Watrous insisted he could not guarantee that the contract could be let in time for work to start in July. He said that would depend on the progress of work in his drafting department and the speed with which final approval could be obtained from the federal public roads administration. The highway department has budgeted $1,177,000 for this project.

As spokesman for the delegation, which included representatives from Denver, Colorado Springs, Trinidad, Monument, Walsenburg and other cities along the route, Howard Yates of the Colorado Springs Chamber of Commerce declared:

"Our purpose here today is to impress upon you the need for action. It is not our plan to tell you where or how to build this highway.

"For the last three years, since the end of the war, we have been patiently waiting for some action that would improve the driving conditions and road hazards of highway 85-87 from Denver south to Colorado Springs and beyond.

"Nothing of a constructive nature has been accomplished that would or has relieved traffic one iota."

—Denver *Post*.

By GERSON H. LUSH

Gov. James H. Duff announced yesterday in Harrisburg that the Philadelphia extension to the Pennsylvania Turnpike would follow a 100-mile ridge route from Middlesex to King of Prussia.

The super-highway link will carefully skirt all principal municipalities but will have seven or eight interchanges connecting with all major points along the route.

The route adopted, the Governor said, is about the same distance in miles as it would be by going to Philadelphia over existing highways.

Extension Level

The difference he noted, is that there will be no cross-road intersections at grade anywhere along the Turnpike extension and that the extension will be almost level for its entire length since the grade will not exceed two per cent at any place.

The route will travel from Carlisle to a point south of Mechanicsburg, skirt New Cumberland and cross the Susquehanna between Steelton and Highspire.

Passes Cities

It will pass about six and one-half miles south of Lebanon; five miles northeast of Ephrata; 12 miles north of Lancaster; 10 miles south of Reading; eight miles northeast of Coatesville; three and one-half miles south of Phoenixville; two miles north of Paoli, and two and one-half miles southwest of Norristown.

The Governor pointed out that the route of the new high-speed highway was selected "for the most part in the wooded and hilly areas between Carlisle and Philadelphia, and except in a very minor way did not traverse or damage the highly valuable and productive farm lands of the area adjacent to it."

Terminus to be Extended

Although the proposed eastern terminus is presently established at King of Prussia, about 12 miles from Philadelphia, the Governor said it would later be extended by a road known as Route B, which will travel in a southeasterly direction to connect with a contemplated highway loop around Philadelphia.

The State Highway Department is drawing plans for Route B "to cut down the main city highway congestion," the Governor said.

The King of Prussia terminus, Duff explained, would afford access to State Highway Routes 23, 30 (the Lincoln Highway) and 202.

Detailed Plans Next Step

Duff said the next step in the Turnpike extension is the preparation of detailed plans for construction.

"This will be proceeded with forthwith," he said. "As soon as the details are ready and the cost estimates made, plans will be made for the financing."

The road is to be financed by private interests with the bonds being amortized through the collection of tolls.

Early Start Expected

Duff also said, "It is the full expectation of the Turnpike Commission that the construction will be started

as heretofore anticipated during the current year."

The Harrisburg Interchange will be so arranged as to provide direct access to Harrisburg by the proposed Harrisburg-York primary highway, and also direct access to Gettysburg and points south on Route 15. There will be a connection with a second new bridge across the Susquehanna between Lemoyne and Harrisburg.

Another Interchange will be south of Lebanon, four miles north of Manheim, and three miles south of route 322 at Cornwall.

The remaining interchanges probably will be located in the vicinity of Ephrata, Lancaster, Reading, Coatesville, Phoenixville and Paoli.

—Philadelphia *Inquirer*.

Boards or commissions regulate many of the activities of public utility corporations. Most important among these are the telephone and telegraph companies, light and power companies, and street railways, interurban carriers, bus lines, and railroads. Water transportation also may be regulated by the state, but aviation is supervised almost wholly by the federal government.

State governments also usually have departments concerned with banking, insurance, and industrial relations. Some have departments of mines, agriculture, conservation, and for the protection of fish and game. The relative importance of these units varies with the interests, needs, and resources of the states.

Two confessions that horse meat is being distributed in hamburger and chile in Chicago were in the hands of state and county authorities Wednesday.

Zean Gassma, state superintendent of foods and dairies, said the evidence indicates that 100,000 pounds of horse meat weekly is being used for human food.

Several prosecutions are in the mill and grand jury investigation of the horse meat racket may result.

Statement Signed

The states attorney's office has a statement signed by Raymond Wittenbrink, operator of the Des Plaines Provision Co., 677 Lee st., Des Plaines, that he mixed horse meat with suet and beef in making hamburger.

Lyle Faye, whose real name is Lester Feigneholtz, admitted partnership with his brother, Bernard, in a store at 6608 N. Western Ave., where hamburger containing horse meat was being distributed.

Filly "Filet"

City health department inspectors found horse meat being served customers as filet mignon in a swank Waukegan road tavern at $2.50 a plate.

The proprietor grew suspicious when customers left their high priced meal untouched. He called the health department. Inspectors identified the "tenderloins" as horse flesh. . . .

—Chicago *Daily News*.

The foregoing story continues for thirteen paragraphs. First, it elaborates on just how the source of supply was discovered. Then it cites state and city ordinances forbidding sale of horse meat for human food. The courts, the story notes, are slow to act.

Unfortunately, state governments in many instances are overorganized, beset with agencies which duplicate and complicate each other's efforts. Too often, legislators, hurried and harried by economy leagues, have been reluctant to re-examine the structure of state government long enough to remodel it adequately. As a result the state government may resemble a Rube Goldberg puzzle.

State Finance

What does the news consumer want to know about state finance? First, he wants to know where all the money comes from. Second, he wants to know where all the money goes. Third, he wants to know how it is handled after it is received and before it is spent.

Political scientists are more specific in outlining the requirements for efficient financial administration. For example, Bromage in *State Government and Administration in the United States* lists these essentials: a revenue system; assessments system; treasury; budget; system of departmental appropriations; central purchasing; fiscal control by the chief

executive; accounting and reporting procedure; auditing system; collection methods.

Four-fifths of the revenue for state governments comes from taxes. State revenues in 1942 totaled $6,100,000,000 and included tax revenue, miscellaneous receipts, and fiscal aid from other levels of government, mostly federal. This total does not include borrowed money.

Preliminary figures for state revenue in 1944 compiled by the United States Bureau of Census follow:

Tax Source	Total (in millions)
Total Tax Collections	
Including unemployment compensation	$5,387
Excluding unemployment compensation	4,068
General sales, use, or gross receipts	721
Motor vehicle fuel sales	691
Alcoholic beverage sales	267
Tobacco product sales	158
Motor vehicle and operator license	398
Alcoholic beverage license	54
Individual income	337
Corporation income	429
Property	243
Death and gift	112
Severance	71
Other, except unemployment compensation	585
Unemployment compensation tax	1,319

Briefly examined, these figures warrant several conclusions. Obviously, property taxes are much less important sources of revenue than they were before World War I. On the other hand, sales and income taxes have become increasingly important and are unlikely to decline in significance.

Where does the money go? In 1942 the expenditures of state governments totaled $4,054,694,000. Of this amount, $1,862,203,000 was for current operations, $618,750,000 for capital outlay, $427,943,000 for debt service, and $1,145,798,000 for contributions to trust funds and other enterprises. Because of World War II, the capital outlay was relatively small; materials needed were scarce or not available.

Expenditures for current operations were as follows: general control, $170,551,000; public safety, $122,066,000; highways, $251,503,000; health and hospitals, $287,026,000; public welfare, $150,760,000; education, $243,305,000; and other and undistributed funds, $276,992,000.

State debts which had risen from $4,500,000,000 in 1912 to $20,200,000,000 in 1940 were reduced to $16,500,000,000 in 1945. Unspent balances that year were $2,300,000,000. Approximately one-half of this amount was in the general fund, and the rest was set aside for postwar needs, including highway development.

State governments today are beset with rising costs to perform services the public expects or demands. At the same time, there seem to be few unexplored sources of revenue. As a result, the state government is in conflict with both the local governments and the federal government in the quest for additional funds.

Newsmen who cover the state government find public finance both intriguing and bewildering. Yet they must learn to grasp the intricacies of budget building and to investigate all financial operations. The taxpayer wants and needs adequate news about state finance, and it is the newsman's job to see that he gets what he wants and needs.

Writing the News

The statehouse reporter adapts his writing to the medium for which he works. For example, the Denver (Colo.) *Post* reporter writes for readers in every section of Colorado and the Rocky Mountain empire. The Boulder (Colo.) *Camera* newsman, however, plays up measures of special interest in his newspaper's trading territory.

The press association reporter is interested in providing adequate coverage for the state. He also watches for items which may have regional or national significance. Similarly the radio reporter chooses news from the standpoint of his station or network. The

business paper newsman may ignore much of the news, but investigate in great detail that which affects his readers' interests.

The alert reporter watches legislative proceedings closely. He compares promises made before election with performances afterward. He studies the voting record of legislators, for votes often speak louder than speeches. He notes when a lobbyist has much to do with the care and feeding of a legislator.

Surface coverage of state news often is easy. In some instances, public relations men or press officers smooth the way, sometimes shunting the newsman away from vital news. In any event, the coverage of state capitals often is superficial and frequently devoid of localization when the opportunity arises.

Interpretation of state government news is needed now more than ever. The complexity of structure makes backgrounding of the news imperative. In fact, without expository writing much that happens has little meaning to the reader. Unquestionably the beginner who wants to serve the public well and enjoy a stimulating adventure may aspire to be a statehouse reporter.

Chapter 22

Uncle Sam at Work

NEWS OF FEDERAL GOVERNMENT

Uncle Sam — Good Neighbor . . . Uncle Sam in the News . . . Uncle Sam — Landholder . . . Communications and Government . . . The Federal Beat . . . Covering Washington . . . Uncle Sam, Reporter . . . Writing the News . . . Federal Government

Once Uncle Sam was a sort of Rip Van Winkle. He hibernated in Washington, D.C., and nobody paid much attention to him. Indeed, years passed in which people hardly gave a thought to their federal government.

True, there was the post office. Yet the postmaster was a local man, and so were his assistants local men. Nobody thought of him as Uncle Sam's emissary. Thus, thousands of communities went their way, hardly knowing whether Uncle Sam was asleep or awake.

Today Uncle Sam is no Rip Van Winkle. For one thing, he spends a lot of time, and money, writing checks. There are checks for old-age benefits, checks for farmers, checks for veterans, checks for the innumerable services a modern society demands.

Uncle Sam no longer isolates himself in Washington, D.C. That became evident in World War II. As he took young men and women out of every community, he strode into many another to build camps or to develop war industries.

Uncle Sam — Good Neighbor

Yet Uncle Sam was a good neighbor before World War II. Ask the people who travel his highways and visit his parks. Ask the people benefited by his projects, the Hoover Dam, Coulee Dam, and Tennessee Valley Authority. They see in him a stalwart partner.

Stockholders in Uncle Sam, Inc., expect big dividends today. They get them. The result? Uncle Sam is known everywhere, and he has business everywhere. And his business is big, for it is nothing less than making the Constitution live in the life of a great nation.

How do Americans know what Uncle Sam is doing? They read about him in the newspapers and hear about him in newscasts. And they also read church papers and labor papers, farm papers and business papers, newsmagazines and picture magazines to keep up with the news.

The government and the press are not antagonists, as Chafee says in *Government and Mass Communications.* Instead they are coworkers. Their major objective is to maintain a social order in which both a free government and free press can survive and serve.

Uncle Sam in the News

Actually Uncle Sam always has been in the news. Before the federal government was personified, it was a major source of news. In fact, the government and the press more or less made it possible and necessary for each other to grow and develop.

When this republic was founded, colonists wondered whether it would die in its infancy. The Revolutionary press rallied the public to the support of the new nation. And the people

began to have hope when they read this bulletin in *Freeman's Journal or the North American Intelligencer:*

> **Be It Remembered!**
>
> That on the 17th day of October, 1781, Lieut. Gen. Charles Earl Cornwallis, with about 5,000 British troops, surrendered themselves prisoners of war to His Excellency, Gen. George Washington, Commander-in-chief of the allied forces of France and America.
>
> **Laus Deo!**

When the Revolutionary War was won, the victors attacked each other. There was no bloodshed, but whereas patriotism united the founding fathers, politics divided them. The bitterness of this partisanship was reported by the press, and often encouraged by it.

The federal government, then, always has been a major source of news. Until the War Between the States, news stories often reflected the partisan attitudes of publishers. Indeed some newspapers still do, but relatively few newspapers today are propaganda organs for political factions.

Since Washington was elected president, no chief executive has escaped the attacks of the press, some of them violent and unfair. Yet presidents generally have asserted that there can be no informed public without a free press. Said Lincoln:

> In this and like communities, public sentiment is everything. With public sentiment nothing can fail; without it nothing can succeed. Consequently, he who moulds public sentiment goes deeper than he who enacts statutes or pronounces decisions.

Today the federal government reaches into every community. During the depression which began in 1929, it invaded small towns as well as big cities. It supervised relief, sponsored building projects, reopened banks, and fended off economic chaos.

Uncle Sam — Landholder

Uncle Sam is a landholder. He owns 82 per cent of Nevada's area. In fact, he owns public lands in twenty-six states, 169,506,842 acres of which are vacant. The Department of Agriculture's Forest Service administers 178,261,805 acres in 155 national forests. The Department of Interior's Bureau of Land Management supervises 142,140,308 acres of grazing land.

Consider, for example, the Social Security Administration. It has regional offices in Washington, Boston, New York, Cleveland, Chicago, Minneapolis, Atlanta, Kansas City, San Antonio, Denver, San Francisco, and Juneau. In 1947 it had four hundred and sixty-four field offices and more than two thousand itinerant stations.

The Bureau of Reclamation operates irrigation and power projects in seventeen states. The Bureau of Internal Revenue has sixty-five collection districts. The Department of Commerce has forty-six field offices in the United States.

An inventory of federal offices and agencies reveals that they may be found in almost every section of the United States. Certainly those which deal with agriculture, banking, industry, education, and conservation affect many communities. And in an interdependent economy the impact of the federal government on each community probably will grow.

Conclusion? The Washington correspondent no longer has a monopoly on news of the federal government. The local newsman has a federal beat, with administrative offices as well as district courts to cover. The beginner, therefore, should prepare himself for this task.

Communications and Government

Newsmen in all nations are affected by their government's interest in and attitude toward media of mass communication. This is as true in the United States as in Russia. Fortunately, American newsmen are not government employees, and they are hampered by relatively few limitations.

Government activities, says F. S. Siebert,

director of the University of Illinois School of Journalism, may be classified into four groups: (1) government as a restrictive agency, (2) government as a regulating agency, (3) government as a facilitating agency, and (4) government as a supplementary agency.

Here is Siebert's view of the proper role of government as stated in his discussion in *Communications and Society:*

> Let the government keep its hands off information content, let it be efficient but cautious in regulating the market place, let it be unhampered in facilitating the work of existing media, and let it use its own media where such use seems desirable.

The Federal Beat

Carl Magee was not a Washington correspondent. A New Mexico publisher, he wondered what accounted for costly improvements on the ranch of Albert B. Fall, former senator and secretary of interior. Magee found out and exploded the Teapot Dome scandal.

Magee had courage as well as curiosity. That is what the reporter on any beat needs. His nose for news must not be deterred by threats or violence. True, he will not find scandal everywhere, but he will encounter many officials who do not know what news is and who want only favorable facts reported.

Mark Twain gave some advice which every newsman should heed. "Always do right," he urged. "This will gratify some people and astonish the rest."

What is right? No doubt there are several answers to that question, but the responsible newsman wisely may consider that given in the Code of Ethics of the American Newspaper Guild. Three of its sections are of exceptional importance in covering news of government. They are:

> That the newspaperman's first duty is to give the public accurate and unbiased news reports, and that he be guided in his contacts with the public by a decent respect for the rights of individuals and groups.
>
> That the equality of all men before the law shall be observed by men of the press; that they shall not be swayed in news reporting by political, economic, social, racial or religious prejudices; that they should be guided only by fact and fairness.
>
> That newspapermen shall refuse to reveal confidences or disclose sources of information in court or before judicial or investigating bodies, and that the newspaperman's duty to keep such confidences shall include those he shared with one employer even after he has changed employment.

Obviously, the newsman covering federal government news should understand how the federal government works. He should have studied its evolution in American history. He should have examined its intricate ramifications in political science courses.

But it is not enough for the newsman to understand the machinery. He must be well acquainted with the men who make the machinery work. He must be able to maintain contact with those who are important, those who think they are, and those who do the routine work.

The beginner, then, should make a complete survey of federal government news in his community. He should find out just what each agency is supposed to do locally. Then he can report the progress the office or agency is making in achieving its goals in terms of public service. Usually the most important is the post office.

> Milwaukee was pointing to a new record in the volume of Christmas mail handled, with cancellations hitting 9,804,254 at the post office Wednesday.
>
> In the same period in 1946, which was a record year, cancellations totaled 7,897,725.
>
> Despite urgent appeals by postal authorities for early Christmas mailing, cancellations dropped Wednesday below the number recorded on the same date last year from 1,127,027 to 1,056,415. The volume of parcel cancellations was holding up.
>
> A total of 30,897 sacks of parcels has been received this year, com-

pared to 24,383 a year ago. Each sack contains about 15 parcels.

Outgoing sacks of parcel mail totaled 58,602 for the first 10 days in December, compared with 44,026 in 1946. Wednesday reports show that 6,860 sacks of parcels were mailed out, while 5,547 were sent out the same day in 1946.

—Milwaukee *Journal.*

Eugene's postmaster, Ethan Newman, announced today that a new three-cent stamp commemorating one-hundred years of peace with Canada went on sale this morning. The new stamp is available at the stamp window.

--KUGN-Eugene.

There are veterans in every community. They are interested in what the federal government does for them. The news is all the more important when local or regional emphasis is possible as in this story:

The Veterans Administration is expected to decide early this week on the site of its new $15,000,000 hospital here, and construction will be under way before 1949, Representative Davis said yesterday.

Mr. Davis told The Commercial Appeal by telephone from Washington that he is scheduled to confer with VA officials there today, and will have their decision before he and his family leave the capital for Memphis Wednesday.

Two Locations Pondered

Choice of the site has been narrowed to two locations among the 15 or 20 considered. . . .

Funds for the project — about $15,000,000 — are already appropriated. . . .

Mr. Davis recalled that the hospital is one of eight to be built under the VA's nationwide expansion. . . .

Maj. Gen. Carl Gray, head of the Veterans Administration, favored Memphis as a spot for one of the new hospitals because . . .

—Memphis (Tenn.) *Commercial Appeal.*

Eugene draft board officials reported this evening that today's registration was unusually heavy...and the need for more volunteer assistance has become acute. Persons interested in assisting with the draft registration should report to Room 204 of the Eugene Armory tomorrow morning at 8 o'clock.

The peace-time draft registration of young men born in 1923 continued today...and tomorrow and Friday, it will be sign-up time for American men born in 1924.

--KUGN-Eugene.

Willamette National Forest crews will be at the Eugene airport tomorrow to watch the demonstration of a helicopter. The show is being made to illustrate how the "aerial eggbeater" can be used to help with forest fire control. Willamette National Forest Supervisor, J. R. Bruckart, said the helicopter will arrive from Portland tomorrow morning.

--KUGN-Eugene.

The Senate subcommittee hearings on sustained yield and O & C land management will be held at the Veterans Memorial Building next Tues-

day morning...after Labor Day. The session is scheduled to begin at 10 o'clock in the morning and will be open to the public.

Four members of the five-man Senate subcommittee are expected to arrive in Eugene late next Monday for the hearing...and Assistant Secretary of Interior, C. Girard Davidson, will represent the Interior Department at the meeting. --KUGN-Eugene.

In this story the reporter brings the reader up to date by providing essential background.

By KENNETH EHRMAN

An ace government investigator has come to San Francisco to seek evidence on which to base a third formal effort to deport Harry Bridges, The Call-Bulletin learned today.

The official agent, this newspaper was informed, is looking for information which would link the Australian born dock union chieftain with the Communist party and thus lay the groundwork for cancellation of his citizenship and ultimate deportation.

The investigator, sent here direct from the office of Attorney General Tom Clark in Washington, is John Phillips of the U. S. Immigration and Naturalization Service.

Probe Underway

He came to San Francisco about a week ago after working on the case for two months in other cities, including New York.

He was out of town today and is expected back tonight to pursue his local study.

It was learned that Phillips has been contacting union associates and former associates of Bridges here as well as certain former Communist party members.

Seeks Evidence Here

He has been working closely with local officials of the Immigration Service it was learned, in his effort to uncover San Francisco evidence and witnesses against the longshore boss.

The new move is the third of its kind against the lanky former stevedore since 1939.

Bridges a Citizen

It is complicated by the fact that Bridges has become a naturalized American citizen since the two previous deportation hearings in which the government unsuccessfully tried to send him back to his native land.

But persons familiar with the new probe said Bridges' naturalization is not considered a major obstacle to deportation if his alleged Communist link can be proven.

Should Phillips find evidence showing Bridges had been a Communist before he became a citizen, it was explained, that in itself would be basis for court action to cancel his citizenship.

Deportation Possible

After that, bereft of his citizenship and again legally classed as an alien, Bridges could be deported as an alien Communist, these persons said.

It was pointed out two things must be proven before an actual deportation order could be issued:

1. That Bridges had been a member or had been closely connected with the Communist Party.
2. That the party advocates the overthrow of the United States government by force and violence.

Phillips, it was said, feels that the charges against the party itself may be proven in several deportation cases now under way — including the San Francisco proceedings against Nat Yanish, People's World advertising manager, and Per M. Eriksson, secretary of a Swedish seamen's union.

Should the "force and violence" precedent be established either in these cases or in others now progressing elsewhere, it would be unnecessary to prove it again in Bridges proposed new hearing.

Thus Phillips was said to feel that, at this time, all he needs to do is to find evidence proving the longshore leader's alleged Communist membership.

Decision by Clark

When he finishes his probe, he will make his official recommendations to his superiors. On the basis of his report, Clark's office will decide

whether to go to court for denaturalization proceedings and, ultimately, a formal deportation case.

Phillips was reported to have gathered certain "important" evidence in other cities before coming here.

Bridges, Australian seaman who rose to national prominence through leadership of the International Longshoremen's and Warehousemen's Union, first faced deportation proceedings in 1939.

Cleared by Landis

After a 45-day hearing, Trial Examiner James M. Landis ruled he was not deportable because he had not been proven to be a Communist party member at the time of the hearing.

Congress then passed a law aimed specifically at Bridges, ruling that an alien was deportable if he had ever been a Communist. After a hearing in 1941, Bridges was ordered deported, but the United States Supreme Court invalidated the order on the ground it was not shown the party advocated "force and violence."

—San Francisco *Call-Bulletin*.

This story of national significance is adapted to the region which the *Rocky Mountain News* serves:

By ROBERT L. PERKINS
Rocky Mountain News Writer

More than 20,000 Colorado men between 19 and 25 will face the possibility of uniforms before snow flies if the new draft act clears through Congress next week.

On the basis of Census Bureau statistics, there are about that many Colorado men in the draft age group who are non-veterans.

The Senate version of the draft bill, passed Thursday, exempts most veterans.

Also subject to call would be about 400 Colorado doctors and 197 dentists 44 years old or younger.

If the new draft law is passed by the House next week, as expected, the program could be in operation before the end of the summer.

The Selective Service Act of World War II was passed in September 1940, and by Oct. 15, 1940, the first national registration was under way.

Most Veterans Exempted

Under the Senate version of the new law, exemptions from the two one-year tours of duty would be granted as follows:

1. To men with 18 months of active duty in the armed forces since 1940 and those on active duty 90 days or more between Dec. 7, 1941, and Sept. 2, 1945.
2. Married men.
3. To men in certain occupations or professions as determined by the President.
4. High school students until graduation or until they reached the age of 20.
5. College students until the end of the school year.

Conscientious objectors would be assigned to special work "of national importance" under civilian direction.

Registration Required

All men between 18 and 25 would be required to register, and those 19 to 25 would be subject to two years of duty in the United States or abroad. Eighteen-year-olds would be permitted to volunteer for a year's service and avoid the two-year duty later. . . .

—Denver *Rocky Mountain News*.

Thirty-five private Utah organizations or individuals have a healthy respect for the federal government's alcohol tax laws.

They pay a federal retail liquor dealer's tax of $27.50 per year, although Utah's liquor laws expressly forbid retailing liquor through other than state owned stores or designated package agencies.

While most of the tax certificates are in the names of established clubs, a survey of federal government's wage and excise tax division offices in Salt Lake City shows that several new licenses have been issued recently to individuals in Utah.

Pay Annual Fee

In addition to the privately owned tax receipts, the state liquor control commission's stores and agencies also pay the annual fee.

G. A. Gralton, investigator in charge of the alcoholic tax division, said that the federal government "is interested only in cases of noncompliance with federal laws.

"When we find instances where liquor is being retailed in Utah, we notify the person or organization that a federal tax certificate must be obtained. We have never had a case of noncompliance with federal law," he said.

George H. Lunt, state liquor control commissioner in charge of en-

forcement, admitted that the federal and state law are in conflict.

Dealer's Stamp

Any person who holds a federal retail liquor dealer's stamp, unless acting for or licensed by the commission, is prohibited by Utah law from owning, storing, having or permitting other persons to have liquor on the premises described by the federal stamp.

"By purchasing a federal stamp, the clubs are not subject to federal prosecution if they sell liquor," Mr. Lunt said. "They didn't want a run-in with the government."

Beer Taverns

"It was to prevent liquor being brought into beer taverns," he said.

Walter Anderson, assistant chief, federal government wage and excise tax division in Salt Lake City, said the commission is given a duplicate copy of every retail liquor dealer's stamp issued by his office.

Of the 35 stamps being held by other than authorized liquor selling agencies, four are in Vernal, 11 in Salt Lake City, two in Helper, four in Price, six in Ogden, two in Tooele, two in Provo and one in Cedar City, Eureka, Clearfield and Woods Cross.

—Salt Lake City (Utah) *Tribune.*

This story from the Denver *Post* came from its Washington Bureau and gave the necessary regional emphasis:

Special to The Denver Post

Washington, March 10 — Army engineers Wednesday asked the senate to restore nearly all cuts in appropriations made by the house in its record $538,875,000 waterways bill.

The recommendation included a request that a one and one half-million-dollar cut in appropriations for the Cherry creek reservoir project near Denver be restored. This would bring funds for fiscal 1949 back to the 8-and-one-half-million-dollar budget originally proposed for the project.

The engineers' proposal would add 131 million dollars, or 25 per cent, to the house total. Even as the house figure stands, it is a record high appropriation for waterways.

Urgency Cited

Lieut. Gen. R. A. Wheeler, chief of army engineers, testified before the senate appropriations subcommittee that it is necessary to restore the cuts because of the "urgency" of flood control and waterways projects.

Other requests included the restoration of the Harlan county reservoir in Nebraska to the original 9-million-dollar appropriation and the addition of a half-million dollars to the budget for the Omaha project.

The engineers also asked that the Fort Peck project in Montana be given an additional half-million for fiscal 1949.

The Fort Gibson reservoir in Oklahoma would be given a budget boost of one and one-half million dollars under the engineer's recommendation. Nearly 3 million dollars in additional appropriations were proposed for other Oklahoma projects.

—Denver (Colo.) *Post.*

The first 100,000 income tax forms for 1947 returns have been mailed, office of Collector Francis R. Smith announced today. They went to persons in 22 eastern Pennsylvania counties.

Mailing to Philadelphia taxpayers will start next week. The forms, which are the "long" type, are going only to those who filed with similar ones last year. Altogether, some 750,000 will be sent out.

—Philadelphia *Evening Bulletin.*

Covering Washington

If all reporters who aspire to cover Washington were laid end to end, they would be very uncomfortable. And the beginner who works in Washington cannot lie down on his job, for he actually is a legman. Yes, he must know how to walk, just as he did in Boulder or Baton Rouge, Seattle or Montpelier.

Washington newsmen face pitfalls, warns Bert Andrews of the New York *Herald Tribune* and winner of the Pulitzer Prize for distinguished reporting of national affairs in 1947. His articles exposing the State Department for its dismissal of employees without disclosing the charges proved that he knew how to avoid the pitfalls.

What are the pitfalls? The bottle, laziness, and swell-headedness, says Andrews. Any one of these may be an obstacle to the beginner, the downfall of the veteran. And, once the newsman becomes an oracle, he ceases to be a newsman.

Those who cover the capital should avoid

Merriman Smith, United Press White House correspondent and author of several books on covering the president's office and the presidential life, here takes part in a press conference with dozens of other newsmen, including Drew Pearson, columnist and radio commentator, who is at upper left of circle.

bias, advises Arthur Krock, chief of the New York *Times* Washington Bureau. They should beware, he says, of "the intrusion of personal views, political philosophies, likes or dislikes and other prejudices."

Washington, of course, is covered by many newsmen. They represent all the media of mass communication — newspapers, press associations, radio, syndicates, business papers, farm journals, church periodicals, newsmagazines, picture magazines, and letter services, such as those of Kiplinger and Whaley-Eaton.

Take a look at the press gallery of Congress. More than seven hundred and fifty newsmen are listed in it, representatives of France Presse, Tass, Reuters, and foreign newspapers as well as those of the United States. Then there are about one hundred and fifty listed in the radio correspondents' gallery.

Women as well as men cover Washington and the world capitals. As early as 1702, for example, Elizabeth Mallet founded the *Daily Courant* in London, the first daily newspaper. Anne Royall knew every president from Washington to Lincoln. In *Ladies of the Press,* Ishbel Ross refers to many others. More recently Bess Furman, first of the Associated Press and later with the New York *Times,* has reported the adventures of a newswoman in Washington, in *Washington By-line,* which covers the administrations of Hoover and Roosevelt and the first term of Truman.

The United Press expanded its Washington Bureau in 1948, according to Lyle C. Wilson, manager. It then had a staff of one hundred and seven, of which eighty were newsmen. The four-man desk was changed to a five-man desk. Thirteen newsmen gave full time to the Senate or House and ten to the bureau's foreign department.

The Associated Press Washington Bureau also exceeds one hundred. It likewise has specialists on its staff; for example, one covers the Supreme Court. News from Congress is transmitted to the main office from a teletype in the Senate and House galleries. The diplomatic editor covers international conferences.

The New York *Times* Washington Bureau usually has a staff of about twenty newsmen. They not only are good general reporters, but also experts in one specialty or another. They write much of their copy late in the afternoon and send from fifteen to thirty thousand words a day, and sometimes more when texts of messages are transmitted.

Newspapermen representing one or more dailies look for local or regional angles. They know that press associations will provide general coverage. What they want is news of an appointment, project, or law of unusual interest to their own readers.

Newsmagazines report news of nation-wide interest, whereas business papers cover that of a particular industry or segment of it. Farm publications, of course, stress agricultural news. Religious, educational, labor, and other specialized media likewise feature news of special interest to their readers.

The most important beats in Washington are the White House, State Department, and Congress. In wartime the Secretary of Defense is a leading source of news. The Atomic Energy Commission in time may become of even greater importance than it is today.

White House newsmen get and write news about the President. Daily, usually at about 10:30 A.M., they meet with the President's press secretary who outlines the day's activities. Once a week they attend the President's press conference. They may ask questions, but direct quotes are permissible only when expressly authorized.

Naturally, White House newsmen, who have a press room in the building, see important callers. They keep in contact with the President's assistants. They cover the President's speeches and his trips, whether for fish, votes, or other reasons. The President's press conferences are unique, as James E. Pollard points out in *The Presidents and the Press*.

Since World War II the Department of State has been a major source of national news. The Secretary of State's assistant in charge of press relations usually has a press conference daily at noon. The Secretary of State often has two press conferences a week.

Newsmen who cover the Department of State attend social affairs — teas and cocktail parties, for example, at embassies and legations. Here they frequently pick up news tips. They also keep in touch with men in the Department of State who have charge of various divisions.

Sessions of the Senate and House of Representatives are open to the press. Secret sessions, it is true, may be held, but there are few instances of them. Though neither statutory provisions nor judicial precedents assure newsmen of the right to attend sessions, they have been doing so in the House since 1790 and the Senate since 1792.

Much of the important work of Congress is done in committee meetings. Though newsmen have no right to attend these sessions, they generally are admitted to hearings. They may be barred from deliberations. These proceedings, of course, make no permanent impact until acted upon by Congress.

Uncle Sam, Reporter

Uncle Sam works for some 150,000,000 bosses. So he tries to tell them what he is doing. The *Congressional Record* is an example — not the best one — of his reporting

efforts. So are the handouts released by press relations officers and bulletins published by the Government Printing Office.

The major departments of government and other important agencies have their public relations men. Their titles vary, but their job is to inform the public in the hope of winning its good will. Hence, they make news available to the press and the public, sometimes concealing it in undigested information and at times, some say, in outright propaganda.

How much initiative should the federal government take in reporting what it does? In World War II, for example, many people regarded the Office of War Information, reported Palmer Hoyt, director of the domestic branch, "as a sort of thermostat on national morale, warming up national ardor whenever it cools, and cooling it off when it gets too high."

Should Uncle Sam have such a peacetime agency — one that actually would achieve that objective? No doubt Palmer Hoyt would say what he said in wartime as follows:

> The first trouble with that notion is that no one can have sufficient wisdom to know with exactitude and certainty what attitudes people ought to have at a given moment.
>
> The second trouble with it is that even if you knew what effect you wanted to create, you couldn't do it successfully without the type of pervasive control that characterizes a dictatorship.

Writing the News

By the time the typical newsman is assigned the federal beat, he should know how to get and verify news effectively. He will, of course, have to adapt himself to government officials. They are not like the men and women he encounters in the troubled atmosphere of the police station.

Yet, unless the newsman relays his facts to the rewrite man, he also must know how to put them together so they make sense. True, he may report the facts, but they still may be devoid of meaning. Thus, he should tell what the news means as well as what the news is.

This boils down to understanding the news consumer. The newsman who covers news for a business paper, for example, may wish to examine details which do not interest the newspaper reader. The press association newsmen may prepare a story to be read everywhere, hence can give little consideration to local or regional aspects.

If the newsman knows what his particular readers or listeners want, he can fashion a story to fit their needs and interests. Until he grasps this point, he may be writing words which signify next to nothing. And, as a consequence, he may succeed in investigative reporting yet fail in interpretative feeling.

Certainly he should beware of assuming that government is a tremendous machine, a soulless entity. Actually it is the projection of human beings, themselves perverse variables. That is why government is interlaced with politics and personalities and why it seems ever the same yet is never the same.

After all, a sponge can absorb water and release it, without knowing what water is. Sometimes the newsman on the federal run is like the sponge; he absorbs facts and releases them, and neither he nor the news consumers know what they mean. And thus federal government seems needlessly to be a mysterious maze.

The newsman is a human adding machine with only a sub-total key. This fact he should remember on the federal beat in Quincy or Fort Collins, in San Francisco or Washington, D.C. Unless he writes the news effectively, those who read or hear what he writes will never know what the sub-totals are.

Uncle Sam interprets his role not only to American citizens, but also to foreigners. The State Department's Office of Information and Education Exchange is entrusted with this delicate mission. Its efforts, some of them experimental, have not been universally ac-

claimed, but there is a growing recognition of the need for an official program.

What does this agency do? Its division of press and publications prepares a wireless bulletin of seven thousand words daily. It goes to the foreign press as well as representatives of the United States Government abroad. The air bulletin, sent by air mail, features the less timely yet important aspects of the federal government's activities.

This division also publishes *Amerika,* Russian language magazine distributed in Russia. Broadcasts to foreign countries were a daily occurrence in 1948. The New York office broadcasts three hundred thousand words daily in twenty languages and dialects.

Unfortunately, some of the government's news releases are dull. Writers often develop a federalese or gobbledegook in which much news may be lost. James Masterson and Wendell Brooks Phillips in *Federal Prose How to Write in and/or for Washington* suggest that many of these handouts are intended to say as little as possible in as much space as possible without interesting the reader. Even so, it is probable that there will be more interpreters for Uncle Sam, men on his payroll who will portray him as a good neighbor in both hemispheres.

Federal Government

"The basis of our political system," said George Washington in his Farewell Address, "is the right of the people to make and to alter their constitutions of government."

Few nations recognized this right in 1796. Few did when Theodore Roosevelt in 1902 declared, "The government is us; we are the government, you and I."

Before Woodrow Wilson led the United States in World War I to make the world safe for democracy, he outlined the American concept of government thus:

> Government is merely an attempt to express the conscience of everybody, the average conscience of the nation, in the rules that everybody is commanded to obey. That is all. If the government is going faster than the public conscience, it will presently have to pull up; if it is not going as fast as the public conscience, it will presently have to be whipped up.

Taken for granted in the United States, these enlightened views are not accepted widely. To be sure, there is widespread lip-service to democracy abroad. Yet after World War II, mankind still seemed more interested in self-extermination that self-determination.

To the common man, the difference between dictatorships and democracies is clear. In a democracy the government is the servant of the people. In a dictatorship, royalist, fascist, or communist, the people are the servants or slaves of the government.

How does our federal government get things done? Its fundamental operations are described in the Constitution. Article I describes the legislative powers; Article II, executive authority; Article III, judicial control. The four other original articles deal with minor aspects of organic law.

Presumably every child who has gone to school has read these articles and the various amendments. But this may be a presumption. In any event, the newsman covering federal government should re-examine the Constitution if he hopes to understand fully Uncle Sam's role in Washington, Muncie, or Batavia.

Federal laws, of course, are made by Congress. Some originate in the House of Representatives consisting of 435 members, others in the Senate with 96 members. Much of the work is done in committees which may expedite or retard action.

This story, though clear, would have been better had the writer shortened some of his sentences.

> A senate Appropriations Subcommittee yesterday heard Federal and District officials appeal for funds for an early start on Washington slum clearance.
>
> The witnesses asked that the subcommittee, headed by Senator Clyde

M. Reed (R., Kans.), restore to the independent offices appropriation bill all the $3,461,500 for Washington slum clearance which the House knocked out.

Grant Among Witnesses

Among the witnesses were Maj. Gen. U. S. Grant, chairman of the National Capital Park and Planning Commission, whose agency is asking $61,500 for slum clearance planning, and officials of the District Redevelopment Land Agency. It has asked $3,400,000, mostly for buying land in the Barry Farms and Marshall Heights sections of Washington to start the slum clearance program.

Appearing for the land agency were Mark Lansburgh, chairman; Edward A. Dent, District tax assessor, and Richard R. Atkinson, members of the agency.

William H. Cary, jr., director of public health engineering for the District Health Department, said a survey of Marshall Heights showed 88 per cent of the dwellings need either major repairs, complete rehabilitation or demolition.

Cary said one man built a house out of 52 discarded telephone booths. He said one family travels a block to toilet facilities and pays $1 a week to use them.

Senator Reed indicated he would be cool to the idea of providing the slum clearance funds. He said he knew of no other large city which is "less bedeviled with slums" than Washington. He said the witnesses would probably have to exercise their "persuasive powers" on the House.

—Washington *Post*.

Freda B. Hancock, first woman to be nominated as a Federal Communications Commissioner, was confirmed by the Senate shortly after midnight Saturday (19). Her term is for seven years starting July 1.

It looked for awhile that the Senate would not act on President Truman's appointment of the New York lawyer, but in last minute meetings before the close of Congress, it was put through.

—*Variety*.

Executive authority is vested in the President. He is the most powerful government leader with the exception of the Russian dictator. He is aided by the nine members of his cabinet, various aides and assistants, and administrative agencies. In 1949 the reorganization commission headed by Herbert Hoover proposed that six agencies should be made a part of the president's office and that seventeen others report directly to him. Forty-two agencies, offices, and commissions which now report to him would be placed in other government departments.

The cabinet consists of the President and the heads of the nine departments. Main units of these departments are summarized here:

State. In addition to the Undersecretary of State and Undersecretary for Economic Affairs, there are assistant secretaries in charge of administration, economic affairs, occupied areas, American republic affairs, and transport and communications. Departmental offices deal with the major areas of the world, intelligence research, international information and cultural affairs, and various other activities.

Treasury. Main units are the Bureau of Internal Revenue, Bureau of Customs, Bureau of the Mint, United States Coast Guard, Bureau of Printing and Engraving, Office of the Comptroller of Currency, Bureau of Narcotics, United States Secret Service, Office of Tax Legislative Counsel, Division of Monetary Research, United States Savings Bond Division, and Committee on Practice.

Newsmagazines more often than newspapers stress investigative and interpretative reporting. True, solid fare is not relished by everyone. Even so, this expository account of the rising cost of government as reported in the summer of 1948 by *United States News and World Report* tells the news clearly and what it means:

> What the U. S. taxpayer is up against in trying to support his Government after nearly three years of peace is shown graphically on Treasury books for the fiscal year just ended.

In that period — the fiscal year 1948, which closed June 30 — the Government spent more than $5 for every $1 it spent in fiscal 1938, just a decade earlier. From taxpayers, it collected more than $7 for every $1 it collected in this fiscal year 1938.

For the year just closed, the Treasury found itself with a budget surplus — that is, an excess of income over outgo — that was greater than the annual cost of Government in years prior to the New Deal.

Government financing at these levels is to go on for years more. Federal spending on the fiscal year 1949, which began July 1, is likely to be even greater than in fiscal 1948. Taxpayers, thus, will have to get accustomed to an entirely new scale of peacetime Government operations.

The following analysis of Treasury accounts for the fiscal year just ended will be helpful to people who find it hard to fathom the idea of a $40,000,000,000 Government.

Income for the year totaled $44,746,000,000. That was larger than federal revenue for the fiscal year 1947, which ended June 30, 1947, despite a tax cut for individuals that Congress voted last April. It was just a little less than the Government collected in fiscal 1945, when revenues reached a wartime peak. The excess-profits tax was in effect then.

Spending, as shown by Treasury accounts, was $36,326,000,000 in the fiscal year 1948. However, to that must be added $3,000,000,000 that Congress ordered the Treasury to set aside for the first year's operations of the European Recovery Program. That is a bookkeeping transfer designed to ease the Government's financial situation in the fiscal year just started. Congress's idea in ordering such a transfer was to make room for the individual tax cut. With that addition, spending came to $39,326,000,000.

At that figure, spending was $3,179,000,000 less in fiscal 1948 than in fiscal 1947. It was in the 1947 fiscal year that the Government put up its subscription to the International Bank and Monetary Fund, and budgeted $2,000,000,000 for GI terminal-leave pay.

Surplus for the 1948 fiscal year was $8,419,000,000, from which must be subtracted the ERP set-aside. That leaves $5,419,000,000. Even so, the surplus is by far the highest ever recorded. It broke the record of fiscal year 1927, when the Treasury collected $1,155,000,000 more than it spent.

The big surplus in the year just ended enabled Secretary John W. Snyder to trim nearly $6,000,000,000 off the public debt. The Treasury will not be able to keep debt retirement going at such a clip in years ahead. Even if the Government could pay off $6,000,000,000 of the debt every year, it would be 1990 before the whole amount could be retired. At the turn of the fiscal year, the debt stood at $252,000,000,000 . . .

The article then analyzes sources of money, supplementing the text with this table:

FEDERAL INCOME AND OUTGO

Income	Year ended June 30, 1947	Year ended June 30, 1948
Income taxes (individual and corporate)	$29,300,000,000	$31,200,000,000
Excise taxes	8,000,000,000	8,300,000,000
Employment taxes (net)	600,000,000	800,000,000
Customs	500,000,000	400,000,000
Sales of surplus property	2,900,000,000	1,900,000,000
Other income	1,900,000,000	2,100,000,000
Total	$43,200,000,000	$44,700,000,000
Spending		
National defense	$14,400,000,000	$12,000,000,000
Veterans	7,300,000,000	6,500,000,000
Interest	5,000,000,000	5,200,000,000
Tax Refunds	3,000,000,000	2,300,000,000
Foreign aid	5,900,000,000	2,300,000,000
Other	6,900,000,000	8,000,000,000
Total	$42,500,000,000	$36,300,000,000
Surplus	$700,000,000	$8,400,000,000*

* Less $3,000,000,000 set aside for first year's operation of European Recovery Program.

The article then examines federal spending. It considers the major items in the tables and then continues thus:

> General Government costs are on the top of all that. These costs account for the remaining $8,000,000,000 of federal spending during the year just closed. Spending for general Government was $6,900,000,000 in fiscal 1947. The increase was spread over many agencies and programs. Here are some of the places where the outlays for General Government went in the year just closed:
>
> Farm programs cost $1,400,000,000.
>
> Social Security and other welfare programs cost $1,000,000,000.
>
> Public roads and buildings involved outlays of $356,000,000.
>
> Post Office Department ran a deficit of $310,000,000, which was made up out of the year's tax collections.
>
> Treasury operations, other than interest payments and tax refunds, cost about $640,000,000. This figure includes the expenses of the Bureau of Internal Revenue in collecting taxes.
>
> Commerce Department spent $170,000,000.
>
> Interior Department spent $350,000,000.
>
> Justice Department outlays totaled $119,000,000.
>
> Labor Department costs were $87,000,000.
>
> State Department cost $670,000,000.
>
> Congress's operating expense was $43,000,000.
>
> Federal courts cost $20,000,000.
>
> For most of these agencies and programs, the spending figures above represent a moderate rise over the preceding year. It is in the spending categories directly related to World War II — national defense costs, veterans' Programs, interest and foreign aid — that the tremendous increases have taken place.
>
> In some other categories, in fact, outlay would have been larger except for postwar prosperity.
>
> Public works projects, for example, have been held down. No provision has been made for relief of work relief in postwar budgets. Outlays for farm aid would have been much larger if farmers had been less prosperous. The abundance of jobs in private industry has reduced veterans' claims for unemployment compensation and school aid.
>
> A business setback, thus, might have the effect of pushing federal outlays higher in some important fields.
>
> High-cost Government, in any case, is here to stay. Until there is a definite turn for the better in world relations, there seems to be but little likelihood of cutting spending much below $40,000,000,000 a year. Military outlays are to be on an increasing scale in the period ahead. Foreign-aid expenditures will continue at high levels for years.
>
> Taxes, to support such a Government, must be held at levels that dwarf any taxes this country ever saw before the war. This is the burden of World War II saddled on the American taxpayer.[1]
> —*United States News and World Report.*

Business papers as well as newspapers cover federal government. When the seventy-group program was urged, *Aviation Week* supplemented its story with a table. The opening paragraphs presented here were followed by paragraphs on bombers, long range reconnaissance, transports, trainers, tooling, and the 1952 deadline.

> Final Congressional approval was given last week to the bill scheduled to pour $3,198,000,000 into the aircraft industry during the next fiscal year.

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[1] Reprinted from *United States News and World Report*, an independent weekly magazine on national and international affairs published at Washington. Copyright 1948 United States News Publishing Corporation.

USAF will get $2,295,000,000 including procurement of 2727 new planes. Naval Aviation is authorized $905,000,000 to buy 1535 new planes (*Aviation Week* May 10). The 2727 new USAF planes made possible by Congressional boosts in procurement funds contrast with the 978 planes authorized in the original Presidential budget for fiscal 1949.

The Air Force plans to buy 243 bombers; 1575 jet fighters and 909 miscellaneous types including photo-reconnaissance, transport, training, rescue, and liaison planes.

Testimony by Air Secretary W. Stuart Symington and other Air Force procurement officials indicated the following distribution of contracts:

Fighters — Republic P-84; North American sweptwing P-86 and the Lockheed P-80 C with an Allison jet engine will rate new production orders . . .

—*Aviation Week.*

Not typical of newspapers but typical of *United States News and World Report* is this story published in the summer of 1948 on federal jobs as political plums. The article itself did not assume the victory of either Truman or Dewey, but discussed what might happen if the latter won. The fact that Dewey lost does not make such a speculative article necessarily undesirable.

Jobs open to Republicans are numbered in the thousands, rather than the hundreds of thousands or millions, if Thomas E. Dewey takes over the White House from Harry Truman next January 20.

Candidate Dewey was quoted recently as promising the "finest house cleaning in Washington there ever was," if elected. G. O. P. politicians nationwide immediately pricked up their ears. They wondered if this pointed to a wholesale turnover of Government jobs. The Federal Government employs 2,061,000 persons. Annual pay roll is around $5,700,000,000.

In jobs, the Government is nearly four times the prize it was when Democrats took over in 1933, with only 563,000 persons on the pay roll. Salaries and wages paid amounted to less than one-fifth the present scale.

Actually, overnight firing of federal employes with rehiring on a political basis is the last thing to expect from a Dewey Administration, on the basis of the record in New York. There, the civil service system has been expanded and strengthened, rather than wrecked or weakened. The same record is reported for Governor Earl Warren, the Dewey running mate, in California.

A thorough turnover in top U. S. jobs is taken for granted. Changes are expected to be widespread among people holding executive jobs, just below the top. These changes will open up jobs for thousands of loyal party workers, if Republicans win.

But down among the rank and file, in the great mass of Government working forces, any changes made will come gradually, will not involve job openings for the taking by the hundreds of thousands. The reason for this is told in the following:

Postal employes account for 489,000 of the 2,061,000 federal workers. Postal workers do not lose their jobs, with a new Administration, on the basis of any experience in the recent past.

"Blue-collar workers" in the arsenals, shipyards, naval stations and similar activities number around 471,150 in the U. S. They are artisans. Political considerations would not be likely to cost such skilled workers their jobs.

Overseas employes number 230,000. Few overseas jobs are open for people without technical training. A few hundred well-paying positions, of a non-technical nature and of temporary status, may be made available. But the great

majority of overseas workers are natives, hired for Army-Navy work in occupied territory or territorial bases.

Those three groups account for 1,195,000, or more of the existing Government positions. As for the remaining 866,000 employes:

Civil Service rules protect around 728,000 of them . . .

No Civil Service protection surrounds the remaining big group of employes, numbering about 138,000 workers. Yet, even in this group the majority are safe from political ups and downs . . .[2]

The news story then discusses political jobs, lawyers' jobs, judges' jobs, big administrative jobs, small administrative jobs, postmasterships, diplomatic jobs, and patronage jobs. It notes the possibility of agency reorganization. A map showing a state-by-state count of federal employees indicates that there are almost as many federal employees in California as in Washington, D.C.

Defense. Main units of the National Military Establishment are departments of army, navy, and air force, and the National Security Council, National Security Resources Board, War Council, Joint Chiefs of Staff, Munitions Board, and Research and Development Board.

Justice. Main units are immigration and naturalization, Federal Bureau of Investigation, Board of Immigration Appeals, Office of Alien Property, Bureau of Prisons, Board of Parole, Administrative Division, Federal Prison Industries, Inc.

Post Office. Main units are the Bureau of the Chief Inspector, Bureau of Accounts, Post Office Service, and numerous divisions supervised by four assistant postmaster generals, including those dealing with railway mail service, stamps, newspaper and periodical mail, and engineering and research.

A boost from CAB and another jolt from the Post Office Department have highlighted recent government moves pertaining to the feeder experiment.

Financially hard-pressed short-haul operators were heartened by the Board's action in offering Southwest Airways a lump sum mail payment of $1,893,658 for the period from Dec. 2, 1946 (when service began) until Mar. 31, 1948. This would enable the company to show a profit on its first 16 months' operations over its Los Angeles-Medford, Ore., routes.

Service Opposed — But shortly before CAB's action on Southwest, the Post Office Department took the unprecedented step of opposing Iowa Airplane Company's request for issuance of the temporary certificate for which the carrier was designated in December, 1946.

Iowa Airplane told CAB sufficient airports are now ready to permit operation over these routes (*Aviation Week,* Mar. 22), but Post Office officials asked the Board to hold a hearing to determine whether it is still in the public interest to activate the feeder system . . .

—*Aviation Week.*

Interior. Main units are Bureau of Land Management, Office of Land Utilization, Bureau of Indian Affairs, U. S. Geological Survey, Bureau of Reclamation, National Park Service, Bureau of Mines, Fish and Wildlife Service, Division of Territories and Island Possessions, Division of Power, National Power Policy Committee, and Oil and Gas Division.

Agriculture. Main units are Bureau of Agricultural Economics, Agricultural Research Administration, Office of Foreign Agricultural Relations, Bureau of Agricultural and Indus-

[2] Reprinted from *United States News and World Report,* an independent magazine on national and international affairs published at Washington. Copyright 1948 United States News Publishing Corporation.

trial Chemistry, Bureau of Animal Husbandry, Bureau of Dairy Industry, Bureau of Entomology and Plant Quarantine, Bureau of Human Nutrition and Home Economics, Bureau of Plant Industry, Soils, and Agricultural Engineering, Office of Experiment Stations, Extension Service, Farm Credit Administration, Forest Service, Production and Marketing Administration, Rural Electrification Administration, Soil Conservation Service.

Commerce. Main units are Bureau of Foreign and Domestic Commerce, Bureau of Marine Inspection and Navigation, Coast and Geodetic Survey, Bureau of Census, Bureau of Standards, Inland Waterways Corporation, Weather Bureau, Civil Aeronautics Administration.

Labor. Main units are the Division of Labor Standards, Bureau of Labor Statistics, Children's Bureau, Women's Bureau, and agencies dealing with employment and with labor disputes.

Dozens of other offices and agencies are not allied with any of the nine departments. Some of the most widely known are:

Civil Service Commission, Interstate Commerce Commission, Federal Communications Commission, Federal Reserve System, National Labor Relations Board, Securities and Exchange Commission, Veterans' Administration, Tennessee Valley Authority, Smithsonian Institution, U. S. Maritime Commission, Atomic Energy Commission, U. S. Tariff Commission, and National Mediation Board.

Judicial authority of the federal government is discussed in the chapter on courts. Briefly, the federal system includes District Courts, Circuit Courts of Appeal, the Supreme Court, and various special courts.

The newsman covering federal government, whether he works in Laramie, Wyoming, or in Washington, D.C., should make a thorough analysis of its framework. He may benefit by studying the *Congressional Directory* and similar sources of information. He also should consult standard works on American government — its evolution and current status.

How important is the role of the newsman on the federal beat? Long ago George Washington gave a good answer to this question. He said, "In proportion as the structure of a government gives force to public opinion, it is essential that public opinion should be enlightened."

Chapter 23

The Struggle of Forces

POLITICS AND ELECTIONS

The Nature of the Job . . . Knowing Politics and Politicians . . . A Check List of Possible Stories . . . Lines of Communication . . . Keeping Confidences . . . Crusading . . . Policy Writing . . . Understanding the Public . . . Backgrounding and Interpreting . . . The Stories to be Covered . . . The Barriers to be Faced . . . The Legal Angle . . . Examples of Political Reporting

Although he no longer is as important as he was in the day when the press was dominated openly by political parties, the modern reporter of politics still has one of the most valuable and prized beats.

Today newspapers, wire services, and magazines cover few subjects as thoroughly as they do politics. Radio, being without the long history of association with the political world that distinguishes the press, gives more time than ever in its existence, although politics on the air is subordinated to the reporting of sports and the entertainment world.

All newspapers report politics. Some give just routine coverage to the local activities and depend upon wire services or other syndicates for state and national news in this field. Others conduct political crusades and send political writers far afield in the search for extraordinary news. Papers that are placid about politics or excited about it will offer their readers at least one syndicated column of political interpretation.

City papers generally take more interest than small-town papers. They have more to cover and they often have a greater direct stake in the political world. But large or small, newspapers in the United States are either the tools of politics or watchdogs of the political arena.

Because of this varying intensity of attention, the reporting of politics will either be entrusted completely to one or two staff newsmen or be an occasional assignment mixed in with coverage of luncheon clubs, city hall, and sports events, left to whatever staff writer is handy.

Much the same division holds for the wire services. They hire some specialists in politics to write stories for national distribution, but bureau men are depended upon for picking up the facts about county and state political events. Magazines leave the spot news reporting to the newspapers and wire services and radio stations. As in so many other news areas, the infrequency of publication of magazines leaves them with the job of interpretation. In the magazine world direct coverage is left to the newsmagazines, like *Pathfinder* and *Newsweek;* to the supplementary weeklies, like the *Nation* and *New Republic;* and to the party organs, like the *New Leader,* the *Call,* the *Democrat,* or other permanent or campaign publications. Magazines, therefore, hire political experts capable of the synthesizing, master-minding, and explanation which

distinguishes their political content from that of daily or even weekly newspapers.

Radio networks and stations, forbidden to express editorial opinions and expected, more than the press, to keep a balance of attention to different political groups, attend to politics in two ways. Important political speeches or meetings will be reported directly, with microphones set up like a spray of mechanical flowers between the speaker and his audience. Interpretation will be provided through interviews, roundtables, forums, and commentaries. Thus far radio has employed few newsmen to cover local politics, depending largely upon the jacks-of-all-trades who gather many types of news. The large chains have political experts, but as yet the political writer has not earned the same place in radio that he for years has held in newspaperdom.

The political beat, which really is not a beat at all, has been a coveted post on a newspaper staff. The only other prospect which is capable of exciting the beginner as much is covering sports. For the political reporter is thought to have achieved high salary, independence, and public influence. He knows the inside dope, he becomes acquainted with the most important persons in the community, he may step

Ray Owens, newscaster for WFBL, Syracuse, New York, also gathers and edits the news, specializing in local and regional stories.

from his job into a responsible governmental position. The history of American journalism shows that, at its best, political reporting is all the dreaming tyro believes it to be. It is a truism that many a governmental figure was a newspaperman once. Fifty active or former journalists, for example, were in the 81st Congress.

Political news remains as important as it is, not only because, as Henry Adams put it, it is a struggle of forces and not of men, but also because it at one time dominated the American press. A century and more ago, when there was no radio to act as a corrective or balance, the press was the slave of politics. It propagandized, often viciously, as a reading of the lives of Jefferson, Hamilton, and other leaders will remind us. This misuse of the press led, in time, to a loss of faith in it, and the rise of publications with newer and higher motives.

Considering that in those days virtually everything in a newspaper or magazine dealt with politics, it is not surprising that the reporting of political news has survived to the subordinated but still major position it holds now.

The reporter's place has altered, however, with the changed attitude toward politics of the newspapers themselves. A century ago readers did not have to guess which was a Whig or a Tory paper. Today they often cannot tell, without consecutive days' reading, whether a paper is Democratic or Republican (minority party papers are instantly distinguishable, since they rarely try to compete with general newspapers). It may call itself independent, or Independent Democratic.

Professor George L. Bird of Syracuse University in 1940 published a study of the partisan newspaper in which he made this observation: "The most significant features . . . are that the actual political alignment of a newspaper is not revealed in its new designation and that the announced independent state is often a new cloak for an old allegiance."

This has freed the political reporter from certain internal pressures, but it has exposed him to new ones. He must realize that there are few clear, long-held political alignments that he needs to regard, but that he must recognize the existence of a certain fundamental concern or interest that determines the political attitudes of the press. This, as phrased by William Allen White in his presidential address to the American Society of Newspaper Editors in 1939, is: ". . . our inherent attitude . . . toward controversies arising out of the changing status of property revealed in our politics." He went on to say that: ". . . our adversaries and the jury of public opinion might vote guilty on the count which charges us with a strong and poisonous bias in favor of the status quo as it affects the rights of property."

This shift in the reporter's allegiance — from political party to a social program or platform — makes it just as necessary for the newsman to hold to the highest standards of performance in his job. It explains why his beat is as important as any other on the paper.

His place is to report and explain the political happenings. He likes his place for such personal reasons of ambition as already have been noted. He holds that place most firmly, however, when his incentive is a belief, such as that of Charles B. Cheney, for forty-five years a Minneapolis political reporter and columnist: "The people rule — when they know what it is all about."

The Nature of the Job

Political reporters actually do not have beats. Of all the communications agencies, only newspapers might construct beats or runs, but even they do not do so, since political news is not routinized to permit such organized coverage. In a city big enough to keep a political reporter busy full time, the newsman does not call on certain offices or news sources every day, as he might if he were on the city hall run. He is not covering government news, although the overlapping is obvious. Some political groups practically

disappear, as news sources, between elections. Certain political leaders cannot be seen regularly; others would provide background information but no immediate stories.

Political reporting, for any type of outlet, is virtually a department of the newspaper. If the reporter who covers politics knows his business, he will be left more or less to himself. The city editor will let the political man — and for the most part these reporters are men — have his head. He will be expected to keep track of his own assignments, to assign himself, so to speak. He may need help, as election time approaches, and appeals to the city desk for it, but only if the city desk sees little copy or finds the opposition printing stories which are not being turned in is there question about what the political man does with his time. With direct competition at low ebb, there is more chance for loafing, but the direct competition may be appearing in a new form as radio stations give greater attention to political coverage in the city or county.

To operate on his own, thus, the political reporter must have certain characteristics and capacities. Murray Snyder, political man for the New York *Herald Tribune,* has devised a code of behavior for people with his job. He says the political reporters must:

1. Maintain strict impartiality.
2. Establish a reputation for trustworthiness by protecting sources of information and respecting off-the-record confidences.
3. [Not] be a free-loader, pick up your own share of the check, your paper can afford it.[1]

Coming from a big-time newsman, this is a surprisingly simple reminder of the homely virtues. From others like him, however, come strictures that the political reporter should be fair-minded, capable of balanced judgments, possessed of integrity, and be disinterested.

[1] Joseph C. Herzberg, ed., *Late City Edition* (New York: Henry Holt, 1947), p 68.

Knowing Politics and Politicians

With such fundamentals under control, the newsman next must give his attention to knowledge and techniques. He must know the people of politics, the political systems and schemes, the lines of communication, the policies of his publication, the public for whom he is the middleman, the kinds of material he is to deliver.

A political reporter can understand national, state, or local politics only by spending time in the places where politics exists. It will help to master the governmental forms. He could hardly write intelligently about politics without understanding government, which politics seeks to rule. The theoretical study of political science or citizenship in college paints the broad background for him. To this he must add familiarity with governmental structures in the area he covers, a fact which is as obvious as that a sports writer must know the rules of the game he reports. There is still another addition: knowledge of the political systems at work in his community. Although fundamentally the same throughout the United States, party organization differs in the way it is used.

Therefore, the political newsman will spend much of his time in the offices of political leaders and in talking to the rank and file of politically active citizens. He will make it his business to know all the political figures, but play favorites with none of them. Like a sports reporter he will think the world is bounded by his subject; nothing else interests him quite so much. During conventions, after caucuses, at election times, he would have time for nothing else. Although no veteran political reporter ever would admit it, this necessity to drown oneself in one's assignments is a drawback, for the political writer may become narrow. Since it frequently becomes a lifetime job — witness the careers of Charles N. Wheeler of the Chicago *Daily News* and Charles Cheney of the Minneapolis *Journal* among many others — this is a serious matter.

Knowing politicians and political systems means more than reading biographical sketches and historical articles from the reference library, although none of this is wasted time. It means attending meetings, long talks with key political figures at picnics or on the golf course. It means analysis of the way things are done and seeing behind the given reasons.

A Check List of Possible Stories

Political stories can be divided into three main groups: organization; campaign and convention; and registration and election. Some parts deserve mainly feature treatment, others only straight news. The majority will produce some of each. Here is a broad check list:

Organization

City or county committee: election of precinct workers, ward committeemen, and township chairmen; rallies, miscellaneous meetings, social affairs (picnics, parties, etc.).

State committee: elections of personnel within committee, such as chairman, national committee members; business sessions.

Campaigns and Conventions

Announcements of candidacy.

Official filings for office.

Primary campaign activities.

Endorsements: independent as well as party.

Petition circulation, especially by minority political groups.

Platforms.

Elections of delegates to national conventions.

National, state and county conventions: speeches, nominations, committee appointments and reports, color stories, interviews.

Splinter group formation.

Party boltings.

Situation stories: polls, inquiring reporter interviews.

Registrations and Elections

Temporary or permanent registration: number for each party, fraud in registration, comparisons with previous votes; estimates in size of regular vote.

Election day: advances, biographical sketches of candidates, electioneering activities, polling place lists; size of vote, human interest features of voting day (first voters, oldest voter, weather), fraud charges, results of day: size of vote, result of election, statements from winning and losing candidates, interviews with winners, exact table of votes by precincts, wards, or districts, interpretation.

Lines of Communication

Novices at news-gathering and writing soon learn both to set up lines of communication and also to keep them clear. Tyros, of course, are not trusted with important political stories. Thus, the regular writer knows the vital help to be obtained from lines of communication that are kept open.

Just what are the political scribe's lines of communication? They include politicians in and out of office, party leaders and bosses, rank-and-file workers, friends as well as enemies of political groups and politicians, and persons in a position to benefit from political activity. The telephone line is only one of the lines that will communicate news. Off-the-record information, background, and explanation take too long to obtain during a phone conversation. Direct questions in the place where the source feels at ease will bring some facts. Much can be learned simply by listening.

Lines are kept open by the integrity and fairness mentioned by experienced writers on politics. If the reporter identifies himself with any one group, he is mistrusted. Nor is it reasonable to expect a politician to confide in a reporter who may quite likely inform the opposition. Careful note-taking, to avoid spilling off-the-record information, helps to keep the communication lines in good order.

Accepting no favors but doing them is good for the lines. Corrupt reporters working for corrupt newspapers in corrupt political situations can ignore this, but only until there is public revolt, as there usually seems to be, eventually. A reporter who sells out, or a

newspaper that encourages or winks at such selling, is being undermined.

Friendliness is not enough, however. The lines will not communicate much if the reporter seems to be in cahoots with all factions. He must not avoid a story which will embarrass one group or all groups. For he is the middleman, working between the public and the political parties. The lines pass through him. If he supervises the lines too closely, and at the loss of news to the public, he loses the public's confidence also. The public is his reason for being; he needs it.

Keeping Confidences

The difficulties of keeping confidences were highlighted in 1948 when two newsmen in Newburgh, New York, were jailed for their refusal to reveal their sources. Theirs was not a straight political story, but it had political overtones. They would not tell a county grand jury where they had obtained "numbers" lottery tickets reproduced in their paper, the Newburgh *News*. This incident points up the situation and the issues clearly.

Up to early 1948, only eleven states gave legal protection to newsmen who will not reveal the source of information obtained in confidence. The list did not include New York, where Douglas V. Clarke, news editor of the Newburgh *News*, and Charles L. Leonard, a reporter, were imprisoned. They were given a ten-day jail sentence and one hundred dollar fines each. While before the court they made this statement:

> The code of ethics of the newspaper profession, without any statutory authority, stipulates without compromise that violation of a confidence is the gravest ethical omission of which a newspaperman can stand accused.
>
> We feel that we are bound to comply with this principle and to make any sacrifice to perpetuate the lofty ideals of the newspaper profession.

Typical of the legislation that exists in Alabama, Arizona, Arkansas, California, Indiana, Kentucky, Maryland, Montana, New Jersey, Ohio, and Pennsylvania is the bill introduced in the New York legislature by Senator Thomas C. Desmond of Newburgh. Twice before the incident in his home city Senator Desmond had attempted to obtain passage of protective legislation. He was moved, with Assemblyman Lee B. Mailler, to reintroduce his bill, with the case of Clarke and Leonard as dramatic example. It differs only in scope from existing legislation.

His bill was an amendment to the Civil Practice Act, adding a section which would read:

> No person engaged on, connected with or employed by any newspaper or press association for the purpose of gathering, procuring, compiling, editing or publishing news, shall be compelled to disclose in any legal proceeding, trial or prosecution in any court of this state, or before any official thereof, whether such court be a court of record or not of record, or before any grand jury or petit jury of any court or at any coroner's inquest, or before the presiding officer of any tribunal or before any committee of the Legislature or any commission created thereby, before any state or municipal inquisitional body, department or commission, or elsewhere, the source of any information procured or obtained by him and published in the newspaper or disseminated by the press association on which he is engaged, employed or with which he is connected.

Although the newsmen were released from custody on habeas corpus writs (because of flaws in the papers committing them) after five days in jail, the Desmond Bill, as it came to be known, was not passed by the legislature. Supreme Court Justice J. Gordon Flannery, who had imposed the fines and sentences, had pointed out that he had no choice under the law but to impose the punishment. In an earlier case the Court of Appeals of New York had ruled that "A newspaper reporter, called as a witness before a grand jury, may not lawfully refuse to answer pertinent questions relating to communications made to him as a

reporter. Such communications are not privileged."

Objection to the Desmond Bill came chiefly from lawyers, who pointed out that newsmen are not in the same class with clergymen and doctors, who are given protection in some states but not others. Also objecting were some editors, who feared abuse of the privilege, and the governor of New York, who authorized a statement in which he explained that he thought such legislation unnecessary.

In the states where there is no protection of this type, it would be of greatest help to police, politics, and government (city hall, county building, federal building) reporters. Without such protection, reporters will ask a news source not to tell them certain facts in confidence or at all, but they obviously will do this only with information of secondary importance.

Crusading

Crusading, as it was done at the turn of the century by Joseph Pulitzer and William Randolph Hearst in newspapers and S. S. McClure in the magazines, is out of fashion, to be read about in such volumes as *Newspaper Crusading,* by Silas Bent and *The Era of the Muckrakers,* by C. C. Regier. The disappearance of the more raucous brand is for the good but along with it went much of the spirit that went into more dignified and yet effective campaigns. Charles Cheney, for many years a political writer in Minneapolis, explains the change in part when he says: "It is unusual now for a newspaper to battle so vigorously in a political campaign. In the long run, probably, it does not pay to make so many enemies."

Exactly what Mr. Cheney meant by "does not pay" is not certain. If he meant the phrase literally he might be only partly right. It paid the New York *Times* to combat Tweed. It paid Fremont Older and the San Francisco *Bulletin* to fight Ruef. It currently pays newspapers in big cities and small to take up the cudgels against political corruption. The result may rest largely in how it is done.

Evelyn Wells, in her biography of Older, and Older in his autobiography, describe the method and experiences of one crusader against political chicanery. In 1904, while he was editor of the San Francisco *Bulletin,* Older, a courageous idealist, decided to expose the graft rampant in that California city. He discovered that not only were the politicians raking in the graft, but that his own paper, owned by a not too sympathetic man, was receiving subsidies.

Older assigned reporters to follow up every suspicion of graft in the attempt to expose Mayor Eugene F. Schmitz and his political boss, Abraham Ruef. They found graft being received from the sale of liquor licenses, from French restaurants, from street repair contracts, from dance halls, and other sources. As he published the stories, the political gang in San Francisco became panicky. Thugs were hired to attack the newspaper's owner, who refrained from interfering only because the paper was selling so well during the crusade. He was badly beaten, but police, under the control of Ruef, refused to investigate.

Next the politicians got gangs to stage a fake newsboys' strike against the *Bulletin* and to mob the paper's building. The paper was crippled for a few days, but Ruef did not succeed in putting it out of commission and eventually Older won the battle. He later wrote that he had enjoyed the situation.

Nat Ferber, a Hearst political writer in New York, is less widely known as a crusader than Older, Lincoln Steffens, Charles Edward Russell, Mark Sullivan, Ida Tarbell, Will Irwin, and the other famous journalists who exposed political corruption. Ferber once worked for the Brooklyn *Daily Times.* As a reporter for it, in the early 1900's, he uncovered a political scandal involving the New York state comptroller, who was seeking the gubernatorial nomination. When he mentioned this to his superior, the story was ignored. He then gave

the news to the New York *World,* Joseph Pulitzer's famous crusading daily, which gave it a big spread. Consequently the *Daily Times* asked Ferber to write the story he had originally offered, and issued extras in an attempt to offset the *World's* scoop.

In more recent times is the experience of the political expert for the Atlanta *Journal,* C. E. Gregory, whose stories exposing political wrongdoing in that Georgia city had brought him innumerable threats and, in 1947, the bombing of his home. Political reporters find crusading, even under the existing mild methods, both exciting and potentially dangerous, but not unappreciated by the public.

Policy Writing

Crusading is closely connected to policy writing, the latter being the preparation of stories to agree with the editorial position of the publication. A reporter cannot conduct a crusade without co-operation from the rest of the staff, especially from management. He may suggest a campaign or it may be assigned to him. A crusade must have the backing of the entire paper or magazine; certainly it dare not run counter to the newspaper's or periodical's point of view.

For every medium of mass communication has a policy. Even if a radio station is prohibited by law from editorializing, it has an editorial policy. The mere act of programming is an expression of policy. Although no attempt is made to give equal amounts of time to all parties competing, the major political groups dominate, since their constituency is the larger. Politics cannot be put in a box. It often is part of a radio broadcast by a chamber of commerce executive secretary or the president of a ministerial council.

By scheduling particular articles and pictures, departments, and features, a magazine expresses policy. By assigning and printing certain news stories and not others, using particular size titles or headlines, publications exert their point of view. The problem is not "Shall there be a policy?" but "What policy should we hold to?" The reporter is the agent to carry it out. Working more or less on his own in covering politics, he must be fully aware of the policy decided upon; if his boss knows his business, he takes the reporter into the council that determines the viewpoint the paper will champion.

In its simplest expression, writing to conform to policy means emphasizing the news which will gain public support for a particular stand on a public issue. In politics it usually is a candidate, or a group of candidates advanced by a party, or a platform. The reporter may or may not agree with a particular policy. He should not expect to agree continually. If he finds himself in regular disagreement, he will not be able to write convincingly or work enthusiastically. If he is asked, as occasionally happens, to omit facts that belong in a story simply because they would harm the publication's favorite son or to present persons or groups of persons in a light they should not share, he has the recourse of changing jobs. This is not always an easy solution, especially for a reporter with responsibilities. On papers with union organization he can ask for help from his colleagues in the unit of the American Newspaper Guild to which he may belong.

Political reporters may be expected to support policy in either subtle or blatant ways. Often policy writing is unconscious. The newsman agrees with the position and naturally supports it by selecting the right news and the favorable emphases. Publications of strong and permeating policy, such as the Chicago *Tribune, Time* magazine, New York *Sun,* Los Angeles *Times,* St. Louis *Star-Times,* and *Christian Science Monitor,* to name representatives of different viewpoints, will ask for special stories or suggest the use of a special vocabulary.

During the 1939 city election in Chicago the Chicago *Sunday Times* printed a column discussing the campaign. It was written by

General Hugh Johnson and intended for another Chicago afternoon paper, a subscriber to the United Features Syndicate. It did not conform to that paper's policy; the *Times* took special glee in reprinting it, with an editorial note saying that another paper had refused to publish it, "for some unknown reason." Columns by Westbrook Pegler and others have been treated similarly.

Somewhat more subtle techniques have been used by the Hearst chain and the newspapers owned by the McCormick-Patterson family. A political reporter for the Hearst-owned Chicago *Herald-Examiner* carried forward the chain's animosity toward the LaFollettes and the Roosevelts by the use of words and phrases intended to prejudice the reader against the activities of both those politically prominent families. The injection of policy can be noted clearly by comparing the two stories that follow. The straight story, attempting objectivity, was sent out by United Press and is from the Chicago *Daily News;* the policy story is from the Chicago *Herald-Examiner,* with policy words in boldface.

(The Straight or Non-Policy Story)

FOND DU LAC, Wis., May 19 (UP) — A new political party, with a middle-of-the-road alignment between the "old guard" left and the socialistic right, was in the making here today.

Delegates to the LaFollette progressive republican convention took over the city this forenoon, with at least the most vociferous elements favoring severance from the parent party.

Senator Robert M. LaFollette, leader of the faction and doubly interested in the outcome of the convention because he is a candidate for reelection this year, dominated the hotel lobby conferences preceding the convention opening.

LaFollette, successor to "Old Bob' and Philip LaFollette in his stewardship of Wisconsin progressive principles, conferred with his lieutenants yesterday in Madison and called other leaders into powwow immediately upon his arrival here.

The convention keynoter and temporary chairman was William Mauthe, Fond du Lac manufacturer and one of the original progressive backers.

Delegates of one-third of the state's counties were instructed to form a new party, abandoning completely the republican label. Only a few delegations were instructed against the action, with the balance unrestricted.

Impetus was given to the new party movement by a recent state Supreme court ruling which removed virtually all barriers to placing a complete third party ticket on ballots.

Delegates sponsoring the severage movement asserted that the prospective new organization will be "a party of principles" as opposed to a party of officeholders. They hope to round up under their banner liberal democrats, socialists who have left their party and dissatisfied agrarian elements.

(The Policy Story)

FOND DU LAC, Wis., May 18 — Senator Robert M. LaFollette tomorrow will **shed** the Republican **veneer** under which the house of LaFollette has **operated** in Wisconsin politics for a generation.

Refusal of the Washington leaders in the Roosevelt **milieu** to indorse him for renomination, as they are doing for Senator Johnson in California, has resulted in the decision of the LaFollettes to launch a new third party in the Badger state.

The convention, which will be held here tomorrow, is already organized, according to reliable information from the insiders. While some monkey wrenches may be tossed into the setup, the information is that the LaFollettes — Robert M. and former Governor Philip — **have everything under control.** As a result the 1,000 delegates are expected to declare for a new third party to be known as the LaFollette progressive party, with a platform that will carry an appeal to the Roosevelt **"spenders."**

If everything goes according to schedule, Senator LaFollette will be placed at the head of the new organization in Wisconsin, and Brother Philip will be indorsed for governor.

The difference in treatment illustrates also why the wire story on politics must avoid the use of biased words. Republican, Democratic,

and Progressive party papers would receive the same copy and naturally would object when it offended their policies. The *Herald-Examiner,* it should be noted, did not credit a wire service, give its writer a by-line, or assume responsibility in other such conventional ways for the opinions expressed through word choices.

Such methods as these to support policy are condemned by critics of the press within it and outside it. Typical of the objections is the statement made in 1945 by Arthur Krock, chief Washington correspondent for the New York *Times,* during a series of lectures sponsored by his newspaper.

"The intrusion into news dispatches of the personal views, political philosophies, likes or dislikes and other prejudices of the reporter or his superiors," Mr. Krock said, ". . . must be strictly guarded against. . . . Adjectives are deleted if they creep into a story."

Ideally, then, the political reporter seeks to report the facts. Complete objectivity is an unreachable ideal, however, inasmuch as any reporter, no matter what he covers, must make a selection from the total facts available. He tries to reduce the amount of bias.

Publications whose political writers have shown themselves to be dependable, wise, fair, and well-informed frequently allow those writers to express their opinions in special signed articles or personal columns. Although what they say in their columns may be faulty at times, as it inevitably must be in quantity production, the reader knows that this is one man's opinion and is not masquerading as fact.

A dislike for policy writing does not mean, however, that the political reporter must be unrealistic. He still can see through and expose the fraud and hypocrisy so common in the political world. Propaganda words are not a substitute for facts and with thoughtful readers are far less convincing than facts. The reporter's realism should include a measure of cynicism and of sophistication. This attitude is well described by Murray Snyder of the New York *Herald Tribune:*

> . . . the political writer should, as far as possible, regard opposing political parties as he does rival ball clubs. The contestants fight like blazes during the season for the glory of the club and a share of the political equivalent of World Series revenue. But after the election is over, they're likely to be pals, drinking companions, or even law partners.

Mr. Snyder was writing, of course, about reporting the activities of the major parties in the United States. Among new groups, at least early in their political histories, such cynicism is unmerited. The new political writer should re-read, annually, this further bit of advice from the New York newsman, as he explains it in *Late City Edition:*

> . . . in politics, as in sports, nothing should be taken too much to heart, it has all happened before and will again. Upsets, landslides, swings to right and left, revolts, scandals, reform administrations, and reversions to the old machine control. Much of the fighting within the parties and between them is phony, a disillusioning discovery the reporter makes very early.

Understanding the Public

As the middleman, the political scribe has a deep interest in social psychology. The findings of public opinion polls concern him directly. He will understand the techniques used in running such opinion-gathering machines (see Chapter 13), and, for large enough papers, wire services, magazines, or radio stations, will conduct such polls himself in the interest of finding out what the people in his area think, or to stimulate interest in political coverage or to sell papers and magazines.

A political writer who has helped his paper make good use of such devices is John Dreiske of the Chicago *Sun-Times,* whose career shows the pattern for many another journalist specializing in politics. The Dreiske family had lived in Chicago for years; several of his brothers were police officials in that city. He

knew the city's life well. Shortly after graduation from the Medill School of Journalism at Northwestern in 1928, he joined the staff of the Chicago *Times*, then a young tabloid. He worked as a cub reporter, then was shifted to police, and had that run for a number of years. About 1936 he was put on politics, and has become one of the most successful political editors and writers in the Midwest. He writes a daily column; during election periods he has by-line stories in addition. He obtains much of his political insight from carefully made public opinion surveys developed by Richard J. Finnegan, editor, and Karin Walsh, city editor. A crew takes off for some Illinois city and goes through the community asking questions about political views. Sometimes Dreiske has been inexact in judgments based on these findings, but far more often amazingly accurate, and to that extent helpful to both his readers and his paper.

If he does not understand public opinion, the political reporter is robbed of a valuable basis for analyzing political acts. It is a fact, for example, that the local mayor is going to run for the state senatorship, opposing the incumbent. But what does it mean? What is the public's likely reaction? If the reporter knows that the present senator is the mayor's political opponent from way back, that he is a business competitor, or that his wife and the mayor's wife are sisters, the reporter understands the announcement somewhat better. If he knows also that sentiment against the mayor has risen to the point where he could not possibly be re-elected or that his party machine will not support him for the mayoralty hereafter and that he either must run independently, which is impossible in his community, or drop out of politics altogether or try to make a go of it in another political job, the reporter will be able to analyze the situation for his readers — the public — with greater reality.

Political writers understand the public by remaining close to it, by direct questioning, and by watching all the signs of change from the public. Long talks with bosses as well as rank-and-file workers in the precincts, study of letters to the publication, checking on the results of surveys and studies of public opinion all help to bring about the understanding needed. It is not yet scientifically possible accurately to probe the public mind. Doubt that there is such a mind exists among many reputable psychologists, but a reporter covering a small area can come as close as the most devoted political leader to foreseeing public action.

Backgrounding and Interpreting

A danger of seeking to estimate public reaction in politics is that the reporter may indulge in master-minding. Writers who accept limited evidence, who rely on the judgments of political leaders whose sources are faulty, and overlook the effect of immediate events sometimes go off the deep end in their prognostications. Full-time political scribes for major publications and services rarely are guilty of such *faux pas*. It is the ivory tower editorialist or the columnist who considers himself expert on all subjects who is fooled.

As in all other interpretative journalism, interpretation of politics is based, first, on a knowledge of as many facts about the situation as the reporter has time to obtain; second, upon his ability to show relationships and point out valid parallels; third, on his capacity to write simply and clearly the explanations, not the opinions, which the public needs to gain understanding of the particular political situation.

The background of a situation is a set of facts about it from the past. Such facts are not opinions. They serve to give perspective on new events. The wisdom implied in the saying that history repeats itself is the sort of wisdom provided by adequate backgrounding of the news. If the reporter knows the facts in the case, he will appreciate what those facts signify, in politics as in all other types of news.

From everyday life this can be illustrated by the story of the woman motorist who, driving behind a Denver *Post* newspaper truck, saw a bundle of papers tumble from it as the truck went around a curve. She retrieved the pile, and then another and another as more appeared to escape as the other machine lurched along. Finally she caught up with the truck and informed the driver that she had rescued his lost papers, only to be told, with unconcealed disgust, that he simply was delivering them.

Political interpreters, remembering Cheney's point that if the public is given the facts it will rule, are at their best when they subordinate opinions to documented and proved pointings of trends. If they feel the necessity to insert their opinions, they explain their reasons and state the facts on which the opinions are based. Writers on government and political policy like Anne O'Hare McCormick, Hanson W. Baldwin, Walter Lippmann, and Marquis Childs, to mention only a few of the many who have won public respect and readership, are careful not to rely on adjectives, half-facts, and opinions.

Less eminent reporters will find such standards difficult to meet. Because the press has covered politics long and intimately, the public looks to it for guidance. Many readers prefer master-minding and dubious inside dope material, as can be shown by comparing the influence and popularity of Mrs. McCormick or Lippmann to the power and following of Westbrook Pegler and Walter Winchell.

Newsmen can stay out of trouble by remembering that, in demanding explanations of politics, the public wants them to tell not only the Who and What and When and Where of a story, but also the Why. How does a political reporter go beyond the first four W's? Chiefly by avoiding the standard news-story pattern and bringing together historical, biographical, and other background facts and placing the current facts against that background. From his extensive friendships among political leaders and his wide knowledge of the political past, he can explain what on the surface may mean little. He does not tell all he knows, or at least not all at once, but he goes below the surface.

This can be reduced to a simple example which may confront a newsman eager to cover politics but not yet ready for the assignment. He is being groomed for the city hall beat, frequently a stepping stone to full-time political writing. He attends a city council meeting with the regular man on that run. After waiting an hour and a half for the session to begin, he finally sees the councilmen come out of committee meetings to which the press was not admitted. Business begins. Sometime during the discussion one of the aldermen rises to announce, in a voice that mixes wrath and disgust, that he will run for mayor at the next election and see that something is done about the matter they were discussing. The reporter notices that the regular man does not even make a notation of this important news. During a lull in the proceedings he asks him about it. "Oh," says the regular man, "old man Renfield threatens to do that every year about this time. I've heard him do it before the last two or three elections and nothing ever comes of it. After you've been here awhile you'll learn that he's just a big bag of wind."

On the surface it was news. Against its background of facts this news is unimportant. The alderman was speaking for effect. It is up to the political scribe to be possessed of such background so as to be able properly to evaluate the political importance of what happened. Thus it is in the state capital and in Washington.

Reporters get such background facts, not only from living in their jobs, but also from familiarizing themselves with the city's or state's history, from talking to old-timers, from study of the minutes of preceding sessions of the governmental body their political assignments reach into, from knowledge of what

their papers or magazines have printed before, and from the briefings of political insiders.

The Stories to be Covered

Most of the stories the political newsman covers are for daily and weekly newspapers, for wire services and syndicates, for magazines, and radio programs. House magazines and papers, specialized journals (except those, like the political science scholarly publications, devoted wholly to politics and government) and reviews give him little outlet for political copy. Most of the stories are to be seen in the daily press, especially since the media of journalism more and more resemble one another in content. James A. Wechsler, Washington writer on politics, contributes to magazines and newspapers. Walter Lippmann is a valued contributor to *Harper's* magazine as well as to the dozens of daily papers that run his column. Roscoe Drummond of the *Christian Science Monitor* writes a special article daily but occasionally discusses politics on radio forums.

Three members of the staff of the Philadelphia *Inquirer's* television department with two of the movie cameras used in preparing the *Inquirer's* television newsreel. (Philadelphia *Inquirer* Photo)

All politics is copy, either straight news, feature, or interpretative. Every story that is true will have one or more outlets, although political reporters may be bound by their publications or wire services not to sell copy elsewhere. The story may be as trivial as the one that grew out of the fact that someone spotted this error on the AP copy fed by teletype into the editorial department of the Marshfield (Wis.) *News-Herald:* "Four candidates had their hates in the ring today." Or it may be as important as a national convention of a major party to which hundreds of reporters and photographers and commentators and televisers are assigned.

Political news intensifies according to political season. It is most luxuriant during campaign periods. But between campaigns the reporter is not turned loose or assigned to writing obits except on small publications that do not use full-time political coverage to begin with. The difficulties of coverage vary with the intensity. David Lawrence, whose *United States News and World Report* is deeply concerned with political news, has pointed out that it is easier to report political news between campaigns because the readers are not so sensitive in this interim. Also, the public expects the press to give the victorious politicians a chance after a campaign. Traditionally in this country the press has met that expectation and at least during the honeymoon period, the first few months in office, policy stories are withheld.

Yet, as Mr. Lawrence points out in the *American Political Science Review,* that period is, from the public's viewpoint, important. ". . . the material," he writes, ". . . printed between campaigns is the most important part of political news." Why? Because then the straight news of politics and government action will appear. "I believe that the

reporting of the activities of government officials in a fair way will have, in its last analysis, more effect on the voter in the making of public opinion than the interpretative articles on some of our editorial pages," he declared.

That was said in 1928. Some years later there occurred incidents in American journalistic and political life that seemingly discredited newspaper influence but actually proved it and substantiated Mr. Lawrence's generalization. This was the repeated election of Franklin D. Roosevelt in face of newspaper and magazine editorial opposition. The same papers and magazines that attacked Rooseveltian policies on their editorial pages were forced, by events, to give vast quantities of space to Mr. Roosevelt and his presidential decisions. They learned that giving publicity to a politician's actions can do him more harm (or good, depending upon the actions) than concerted editorial attacks.

The stories a newsman covers, whatever the political season, will be more evident to him, since he is on his own much of the time, if he understands the election laws, keeps always available the records of the candidates, learns the history of his voting area, including such current information as the racial strains in it and the effect of the gain or loss of population upon it, and attempts to see stories that he successfully can sell to the city desk, bureau chief, or news editor.

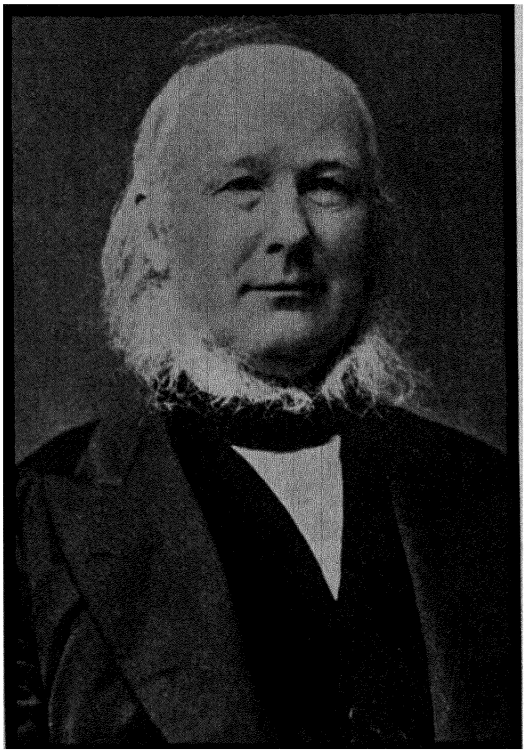
The Barriers to be Faced

Some of the barriers already have been mentioned: closed lines of communication, inability to keep confidences and punishment for keeping them, and the restraints of unwelcome policy. Several others need separate consideration. They are publicity and propaganda from outside and political reporting traditions that exist within the press.

Best known of the propaganda devices to which the reporter is exposed in politics is the roorback, the lie issued toward the end of a campaign, advanced so late that the candidate about whom it is told has no chance to reply. The press has at times willingly collaborated in this trick, but today most responsible papers and magazines refuse to print last-minute charges about a candidate if he will have no chance to reply. This political lie became known as a roorback more than one hundred years ago. An extract, supposedly from a book called *Roorback's Tour through the Western and Southern States in 1838,* was published during James K. Polk's campaign for the presidency in 1844. It harmed but did not defeat him.

Political groups today place their propaganda activities in the hands of companies that make a business of creating public opinion or bringing about changed attitudes toward their clients. These firms do not stop, of course, at preparing news stories, but turn out or arrange for whole magazines and papers, films, posters, leaflets, booklets, meetings, use of radio time, and other propaganda channels. Professional propagandists have become more prominent partly because of the relative independence of the press. In the old days of Greeley and Webb and Weed cooperation was proffered; today it must be obtained especially, particularly by the group not favored by the paper or magazine.

Naturally the political writers' mail will be filled with stories, many of which are ready to be printed and some of which can be used as is. Chiefly they serve as tips to the reporter for better stories. He does not wish to print identical copy. Many public relations committees and even some firms will send the same mimeographed story to several newspapers in the community. But the canned-copy approach is the least harmful or helpful. Abstracts and full copies of speeches are released in advance. Announcements, pictures of committees and candidates, policy statements, and many other stories will reach the desk for the political reporter's use. Political parties are expected to advertise (paid in advance) and weak papers will give them addi-



Horace Greeley, famous editor of the New York *Tribune*. Not only were his words on politics widely influential, but he also took an active part in politics, once as candidate for president.

tional free reading-matter space. Sometimes the political reporter will have to fill that space or will try to, so that bald publicity does not go into it, to his embarrassment.

Propaganda pressures are a barrier to achieving one of the aims of the political newsman in keeping peace among his sources. They make it difficult for him to give equal space to all parties. What the propagandists forget is that he must go on working with some of the politicians — the successful ones when they are in office.

Another barrier is the American journalistic tradition about news. Two facets of that tradition affect him: (1) Political conflict is the best news about politics, and (2) minority parties should be ignored or played down because they have few constituents.

The first tradition is at its peak. Political candidates *should* differ on policy, for competition is as much the life of politics as it is of business. But a hangover of pre-Civil-War political writing is the publishing of personal attacks on candidates which are forgotten after election day. Candidate *X* is a scoundrel and public menace the day before election, but if he wins he seems to acquire a new and better character the day after. Such mind-changing has made the public skeptical about journalists who write political news and views and has reduced confidence in the press as a whole. The press capitalizes on the conflict within and about politics at the expense of candidates and at the expense of the political system. Political life is considered sordid and consequently left, at times, to persons who do not object to the supposed sordidness.

Ever since the Republican and Democratic parties began alternating in power, third or minority party groups have been overlooked. The two-party system meant also that the majority of the newspapers and magazines of the United States were supporters of one or the other of the two parties. Other groups had no press to speak of, for complicated economic and sociological reasons explained by Lincoln Steffens in his autobiography and Frank R. Kent in *The Great Game of Politics*. Minority parties in this country in the past half-century have generally represented politicians with a radical leaning or groups determined to win with one major platform plank; prohibition or old-age pensions.

With virtually all journalism supporting or covering thoroughly only the two major parties, few American citizens can name any other political party than those symbolized by elephant and donkey. As major parties tend to become less distinguishable from each other, the need for new political alignments and groups grows. The public deserves both to know of possible opportunities for change and

to be warned against political groups that are anti-social.

The Legal Angle

Novice newsmen sometimes are puzzled by what they consider the inconsistency of the law because they read political stories that appear to break the libel laws. The man who writes politics, it seems, is allowed to break the laws if he wishes; the publication evidently does not copyread political material as carefully as it does police and county building stories.

Two attitudes toward libel exist in journalism. One is what the press has stressed to reporters for generations: be careful not to write what it is against the law to say. The other developing attitude is: find out what you can say safely. The cynical way to put it is to say: find out what you can get away with. A big metropolitan daily, with its own legal department, will take chances that a small-town paper would not risk. A little shopkeeper is in no position to make the trouble that a big corporation might make. By the same reasoning, a reporter who wishes to tell the truth about a politician is safe if he tells only part of what he knows, for the politician does not want everything revealed about his character and his practices if they are reprehensible. In other words, if the person to be libeled has no defenses the risk is not so great.

Also, in political reporting, the central figures lose most of their immunity by entering the political arena. A public figure loses considerable protection for his private life. It is the price of notoriety or fame. A public figure who enters politics not only loses privacy, but also exposes himself to attack which the press, under unwritten law, is not often punished for repeating.

Speeches during a heated campaign are common examples. One candidate will accuse another of conduct that the public, presumably, does not appreciate in its servants. Should the reporter print those assertions? In any other type of story, no; in politics he is reasonably safe. The politician who would bring suit is considered unsporting and unwilling to pay the price of public life. So many publications print the epithets that any one is protected by the many.

Crusading papers and magazines are willing to run the risk. They believe it is their duty to expose candidates for office who have committed acts that make them unsuitable for office. Failure to expose politicians, they fear, can be construed by the public as collusion with them or agreement in their policies. This is the reporter's dilemma: it is not entirely safe to print derogatory information about politicians, but determining the truth, obtaining evidence, and winning the legal battle that may result is a lengthy and costly process.

The law gives publications certain protection. Cases are on record which support the policy of publishing certain types of material which might be objectionable about a private person but are not when they are about a candidate for office. There is no liability for defamatory comment about a candidate or officeholder unless the charge is of corruption, if it injures moral character, if it is not based on fact, or not published in the public interest. Truth is the deciding test of defamatory statements of fact.

In practice the political writer would find out what the law in his state provides. If he works for a publication of local circulation only, or if he writes for a magazine or wire service of wide distribution he makes sure no unnecessary risks have been run. His superiors, especially on larger publications and services, would act as a buffer, although they should not be depended upon for such protection. In any clearly dubious instance the copy might be submitted to the publication's lawyer for an opinion. All the text and case books on press law provide records of important cases affecting political candidates and public officers; the reporter would be careless

not to familiarize himself with these or to have some concept of his limits.

Examples of Political Reporting

Specimens of all the different types of political reporting (see the foregoing check list) would fill another book this size. Political journalism, unlike much other and despite the insistence upon brevity, runs to length, especially in campaign years. Battle pages, analytical articles, interviews, and discussion pieces will run from fifteen hundred to four thousand words in newspapers and even longer in magazines.

It is therefore possible, and probably most desirable, here to present excerpts from longer examples and only a few samples of the shorter news and feature treatments of politics as the subject appears in the press and radio. From these exhibits the student can learn at least what he is likely to handle on the job in his earlier experiences with the subject.

(Newspaper — Series on Primary Election)

A primary election in which only routine matters were to be decided does not provide the most dramatic illustration of the types of stories that occur during it. Any other, however, would require the reproduction of dozens of stories to be complete.

This particular election was held on April 6, 1948, in Syracuse, New York. The coverage by the two dailies and five radio stations was approximately the same. It is typified by these stories, all of which are from the same newspaper, the Syracuse (N. Y.) *Post-Standard,* a morning daily.

First mention of it appeared two weeks before election day. This story is routine. It was given little space and only a few seconds on the air because what it announces is widely known, for it has been the law for a number of years.

> Alcoholic beverages may not be sold primary day, Tuesday, April 6, during hours when polls are open, it was announced last night from New York City by John F. O'Connell, chairman of the New York state liquor authority.
>
> The ban will apply to Syracuse and other upstate communities from 12 noon until 9 p.m.
>
> Grocery stores and other premises licensed to sell beer at retail for consumption off the premises are prohibited from selling beer during hours polls are open in those counties where the local alcoholic beverage control board has restricted its sales on primary day, O'Connell's announcement said.
>
> Dr. John J. Buettner, member of the Onondaga county board, said Onondaga county is among those where such sales are restricted.

The next story to appear also was one every political reporter writes before every election, primary or any other. If there is more than one active civic group of this type, he will either combine their releases or run them on separate days. The *Post-Standard* ran this story almost a week before election day:

> "Can you get your candidate nominated?" is the question members of the League of Women Voters are asking citizens of New York State, warning them of the approach of the spring primary.
>
> "If you are enrolled in your party's books, and if you were registered as a voter last November, Tuesday, April 6, is your chance to make your vote count," said Mrs. Reuben Lavine, president of the local league. She went on to point out . . .

Two more paragraphs explain routine details about the function of the primary in a presidential election year, quoting Mrs. Lavine directly.

The Sunday before election day the paper devoted an inside eight-column streamer to the coming event, reading out into an eleven-paragraph story summarizing the political party facts. The reasons for the light interest in the election and explanation of and speculation on various party angles occupy most of the space.

With final details for Tuesday's primary election being completed by the county election bureau, voters will go to the polls to set the political pot boiling.

Election Commissioner John H. Bachman said that supplies for city polling places were delivered yesterday, and will be delivered to polling places in the towns today.

It will not only be the earliest date that a primary election has been held, but it will be the first time that four political parties will conduct primary elections in the county, Republican, Democrat, American Labor, and the new Liberal party.

Party leaders admitted that they do not expect a large vote and that the primaries are not exciting much interest. The fact that only delegates to the national convention and state and county committeemen are to be elected, lack of lively contests and the early date of the primaries are the reason, they believe, for the lagging interest on the part of voters generally. Polls will be open from 12 noon to 9 p.m. in the city and towns.

Only Republicans and Democrats will elect delegates to the national conventions and they are formalities. County Chairman Charles H. McNett and Fred Baldwin are the proposed delegates to the national convention, with Mrs. Gertrude S. Brooks and State Sen. John H. Hughes alternates.

The Democrats have chosen . . .

Republicans and Democrats will elect one man and one woman from each of the three assembly districts as members of their state party committees, and all parties will elect members for the county committee from each election district.

Eight polling places in the city were changed by action of the city council last week, as follows:

First ward, Ninth district, barber shop, 714 Kirkpatrick st.; . . .

Republican delegates will be instructed to back . . .

On election day this story earned another inside streamer. Running to fifteen paragraphs, several of them oversize, little of the space was given directly to the primary voting but to general political sentiment in the city, county, and state. The reporter obviously was hard put to it for something new to say about an event which never had much news content. The day for action finally having arrived, a What lead was used ending on a tie-in to the national situation.

Delegates to presidential conventions will be officially named in today's primary election, but the voting in Onondaga county is expected to shed no light on the deepening political mystery: Who will be the 1948 standard bearers of the two major parties?

It is already known that the Republican delegates from Onondaga are pledged to back Gov. Dewey. Whether the governor will win out at the convention is another matter, however, with the contest wide open among a half dozen aspirants.

Pro-Dewey sentiment was reported running high . . .

In Democratic circles . . .

[Most of the story from here on is a repetition of local facts from Sunday's round-up piece, with wider attention to county activities than before. The account concludes with four paragraphs from a wire service.]

The picture in the state as a whole was summed up by the Associated Press like this:

"Ninety Republican national convention delegates, all claimed by campaign strategists for Gov. Thomas E. Dewey, will be chosen today at New York state's spring primary.

"The course of the 90 Democratic delegates to be elected at the same time is not so clear. Some candidates have . . ."

Primary day turned out to be as dull as the stories had forecast, but Mario Rossi, one of the *Post-Standard's* two political writers, at last had a body of specific facts to pass on to readers.

He naturally featured one of the few contests in the election. His story, which ran to a half-column on the local page with a seven-column line carrying out the lead, also prominently mentioned the weather.

Deputy City Clerk William F. Collins retained his post as Republican committeeman in the Third district of the 11th ward yesterday by defeating former Supervisor John E. Metzger in the principal fight of five contests featuring a rainy spring primary day in Onondaga county.

Voting, from noon to 9 p.m., was light and generally consisted of sim-

ply putting the official stamp of approval on Republican and Democratic delegates to the forthcoming national convention.

Collins, who has been a committeeman 20 years, polled 144 votes to Metzger's 115 in the finish to a hotly contested door-to-door drive. Collins' running mate, Mrs. Rita Hayes, replacing Metzger's wife as committeewoman, defeated Mrs. Clara Amend.

Metzger lost in spite of the fact that he enjoyed the backing of the ward chairman, Carl J. Batcharie.

Two "organization" Republicans in the Second district of the town of Onondaga went down to defeat in another close race yesterday. The winners were . . .

[Six more paragraphs recount the results in similar vein.]

With the primary election over, the two major parties provided the next news, the familiar follow-up to every election of this sort: the annual meetings and elections of the political committees.

Thursday's editions of the *Post-Standard* carried two follow-ups of this type, one for each of the major parties. Combining them might be confusing, so they were given identical space and placed one beneath the other on the local page. Not much effort was made to make them sound different. Routine treatment of both stories, in a situation like this, is the safer policy, for political leaders are hypersensitive to their treatment by the press. The stories, in part:

Annual meeting and election of the Onondaga county Democratic committee will take place at 1:45 p.m. Saturday in the Hiawatha room of the Onondaga, it was announced last night by Charles J. Hogan, candidate for re-election as chairman.

Hogan said he expects all of the present officers will run for another term. Hogan will be seeking a third term. The other officers are . . .

Hogan announced that a special guest at the meeting will be . . .

Annual meeting of the Onondaga county Republican committee will be held at 2 p.m. Saturday in the appellate division room, courthouse, for the purpose of electing officers and organizing.

Announcement of the meeting was made by J. Norman Crannage, secretary.

All officers are expected to be reelected. They are . . .

Attending will be several hundred committeemen and women from 38 wards and towns.

(Newspaper — County Committee Action)

Morris Zuckman, Albany County Chairman of the American Labor Party, has obtained a Supreme Court order requiring 1330 members to show why they should not be ousted from the party.

In his second legal effort to purge the ranks of the party of those whom he called "O'Connell Democrats," Zuckman challenged all but 113 members of the county organization. Justice Isadore Bookstein issued an order directing the others to appear before him on March 30 and defend their enrollment.

—New York *Star.*

(Newspaper — State Convention Action)

New York Socialists will back Norman Thomas for the party's presidential nomination.

Delegates to the State convention here formally indorsed Thomas yesterday.

They adopted a resolution describing Henry Wallace's third party as unworthy of the support of lovers of peace and democracy.

Another resolution declared the "Dewey-controlled State Legislature" had failed this year to "do anything constructive about housing, about education and about an equitable adjustment of taxes between city and State."

Professor Coleman B. Cheney of Skidmore College, Saratoga Springs, was re-elected chairman of the State committee. Other committee officers elected included:

Alex Benedict, Geneva; . . .

—Syracuse (N. Y.) *Herald-Journal.*

(Newspaper — Endorsement of Candidate)

Henry Wallace was assured of support in his campaign for presidency today by the local chapter of the Progressive Citizens of America.

Joseph Myerson, chairman of the local chapter with offices at 1831 Chestnut st., said the PCA would mobilize immediately to aid Wallace's campaign.

—Philadelphia *Daily News.*

(Newspaper — City Politics)

By HERBERT D. REIS
Daily News Staff Member

Michael J. Bradley, Democratic city chairman, has been slated definitely for the collectorship of the port, Democratic leaders reported today. His appointment awaits his formal resignation of the chairmanship.

Bradley announced he will resign on some indefinite date in January. Under the law, he cannot hold a federal job while engaged in local politics . . .

Prominent Democrats gathered today for the induction of three reelected party officeholders in Room 696, city hall. Judge Curtis Bok administered oaths to . . .

—Philadelphia *Daily News.*

(Newspaper — Forecast)

By WARREN MOSCOW

The undercurrent of dissatisfaction with the Truman candidacy in the ranks of New York State organization Democrats seemed likely yesterday to result in the state sending to the Philadelphia national convention a delegation uncommitted in any way to the Truman candidacy.

This procedure seemed certain of adoption by New York State Democratic leaders to avoid, if possible, bringing to a head before the convention of the definite anti-Truman sentiment that has existed for some time . . .

Under the New York State law there is no way of pledging in a binding form the ninety delegates . . .

However, custom has been, instead, that the state committee content itself with adoption of a resolution endorsing the administration . . .

It appeared likely yesterday that no such resolution would be presented . . .

[The remainder of the story, covering seven additional paragraphs, discusses other candidates, traces the reasons for the feeling reported, and ends on a paragraph announcing two speeches to be made by Henry Wallace.]

—New York *Times.*

(Newspaper — State Committee Meeting)

By JOHN DREISKE
Sunday Sun and Times Staff Correspondent

Springfield — A boom-in-earnest backing Sec. of State Edward J. Barrett for governor was started in an important huddle of state Democratic leaders here today by John Martin, of Salem, State Central Committee treasurer.

Martin, former state auditor and treasurer and always a big contributor to Democratic campaign coffers, said he plans shortly to confer with Mayor Martin H. Kennelley of Chicago concerning a Barrett candidacy.

Martin admitted that an important factor . . .

—Chicago *Sun-Times.*

(Newspaper — Political Column)

INTRAPARTY SQUABBLE

Springfield — It may be that John Stelle's strong and vehement demand to be admitted once more to the top Democratic party councils in the state could virtually force Sen. Scott W. Lucas into declaring his candidacy for governor in 1948.

There are those Democrats who insist that, should he refuse to declare himself soon, he might also . . .

[Two paragraphs discuss this further.]

George Murphy, secretary of the Illinois Industrial Compensation Commission, and, of cqurse, a Republican appointee, is wondering if what happened to him the other day conceivably could hamper his political future . . .

[The remainder of the column, five more paragraphs, consists of similar political shop talk.]

—John Dreiske, Chicago *Sun-Times.*

(Wire Service — Biographical Article)

ALBANY (AP). - VETERAN ASSEMBLY SPEAKER OSWALD D. HECK'S CHANCES FOR THE 1950 REPUBLICAN GUBERNATORIAL NOMINATION COULD BE SETTLED - ADVERSELY - IN THE ELECTION OF A NEW LEGISLATURE NEXT FALL.

HECK, A POWERFUL POLITICAL FIGURE AS SPEAKER FOR A RECORD 12 YEARS, FACES A TOUGH FIGHT FOR REELECTION IN SCHENECTADY COUNTY.

HIS CAMP ADMITS THE PROSPECT OF A SEVERE TEST. BUT THEY'RE CONFIDENT THAT HECK WILL BE RETURNED TO THE ASSEMBLY IN WHICH HE HAS SERVED SINCE 1932.

(IN THE 14 PARAGRAPHS USED FOR THE REST OF THE STORY HECK'S RECORD AND ACTIVITIES AND HIS POLITICAL OPPOSITION ARE EXPLAINED.)

--Associated Press.

(Wire Service — National Committee Work)

PHILADELPHIA (AP). - A MEMBER OF THE REPUBLICAN NATIONAL COMMITTEE SAID LAST NIGHT ONLY 4,000 TICKETS WOULD BE AVAILABLE TO VISITORS TO THE GOP CONVENTION. G. MASON OWLETT, A PENNSYLVANIA MEMBER OF THE COMMITTEE, SAID MOST OF THE TICKETS WOULD GO TO CONVENTION DELEGATES, PARTY OFFICIALS, AND REPRESENTATIVES OF PRESS, RADIO, AND TELEVISION. THE GOP CONVENTION WILL OPEN IN PHILADELPHIA JUNE 21.

--Associated Press.

(Wire Service — Petition Story)

HARRISBURG, PA. (UP). - SIGNATURES OF AT LEAST 7975 REGISTERED VOTERS WILL BE NEEDED BEFORE HENRY A. WALLACE'S NAME CAN APPEAR ON THE 1948 PREFERENTIAL PRIMARY BALLOTS APRIL 27 AS A THIRD PARTY CANDIDATE FOR PRESIDENT.

STATE ELECTION LAW REQUIRES AN UNRECOGNIZED PARTY TO FILE A PETITION WITH SIGNATURES EQUIVALENT TO AT LEAST ONE HALF OF 1 PER CENT OF THE HIGHEST VOTE CAST IN THE PRECEDING ELECTION BEFORE ITS CANDIDATE'S NAME CAN APPEAR ON THE BALLOTS.

JOHN S. FINE POLLED 1,594,817 VOTES NOV. 4 IN WINNING A STATE SUPERIOR COURT JUDGESHIP. --United Press.

(Wire Service — Legal Angle)

RICHMOND, VA., (UP). - THE U.S. FOURTH CIRCUIT COURT OF APPEALS TODAY UPHELD THE RIGHT OF NEGROES TO VOTE IN DEMOCRATIC PRIMARIES IN SOUTH CAROLINA IN A STINGING OPINION WHICH SAID THE POWER OF THE STATE WAS BEING USED TO VIOLATE THE FEDERAL CONSTITUTION.

JUDGE JOHN J. PARKER UPHELD A FEDERAL DISTRICT COURT RULING...

--United Press.

(Wire Service — Campaign Plans)

WASHINGTON (AP). - MICHIGAN REPUBLICAN LEADERS WERE REPORTED TO HAVE HIT NEW STRATEGY FOR KEEPING THE NAME OF SENATOR ARTHUR VANDENBERG BEFORE THE REPUBLICAN NATIONAL CONVENTION.

THIS PLAN - UNLESS IT IS UPSET BY THE STATE'S APRIL 2 G.O.P. CONVENTION - CALLS FOR SKIPPING ANY FORMAL NOMINATION BUT HOLDING MICHIGAN'S 41 VOTES LINE UP BEHIND... --Associated Press.

(Feature Syndicate — Personal Column on Politics)

This also illustrates the use of defamatory statements.

BY WESTBROOK PEGLER.

MAURICE MILLIGAN, WHO SENT HARRY TRUMAN'S BOSS AND PATRON TO PRISON, HAS PUBLISHED THE HISTORY OF THE KANSAS CITY ELECTION FRAUDS AND RELATED ATROCITIES UNDER THE TITLE OF "THE INSIDE STORY OF THE PENDERGAST MACHINE BY THE MAN WHO SMASHED IT." THE DESIGN ON THE JACKET IS THE CRIMINAL MUG OF NO. 55,295, TOM PENDERGAST, WHO SERVED AN INSUFFICIENT STRETCH OF 15 MONTHS IN LEAVENWORTH.

PRESIDENT TRUMAN WAS THE PROTEGE AND CREATURE OF THIS GROSS, BRUTAL, AND GREEDY IGNORAMUS. MILLIGAN'S BOOK REVIEWS TRUMAN'S POLITICAL LIFE AND RELUCTANTLY FINDS HIM, AT LEAST, NOT INNOCENT.

WITH THOSE... [THE REST OF THE COLUMN IS REHASH OF THE BOOK.]

--King Features Syndicate.

(Newspaper — Political Column for a Weekly)

> Olympia — Ernest C. Huntley, State Senator from Whitman county, is being discussed as a candidate for governor by prominent republicans in both eastern and western Washington.
>
> [Five more paragraphs are devoted to Huntley's record and qualifications.]
>
> Active republican leaders are apparently more of the opinion than ever before that 1948 will be the year for a drastic change in elective offices in Washington state. They give a number of reasons.
>
> [In seven remaining paragraphs the reasons are enumerated, with indication of several persons who may not be affected.]
>
> —Guy LaFollete in Ritzville (Wash.) *Journal-Times.*

(Newspaper — Political Column for a Daily)

> **POLITICAL PERISCOPE**
>
> [First 12 paragraphs report a speech and local reaction.]
>
> John M. Metzger has dispatched letters to registered Republicans in the 11th Ward, asserting he is the regular party candidate for committeeman from the third district. He has the backing of Carl J. Batcharie, ward chairman, who was appointed by McNett (earlier explained to be

Charles A. McNett, county Republican chairman.)

Metzger's wife is a retiring committeewoman and Metzger accuses William F. Collins, incumbent committeeman, of dismissing Mrs. Metzger without consulting her. He quotes Batcharie as saying she is a willing and loyal worker.

[The columnist explores this political row at considerable length, concluding it in 17 more paragraphs.]

—Laurence J. O'Toole in the Syracuse (N. Y.) *Herald-American*.

(Publicity Release — For general newspaper and specialized local publication)

O'Reilly, Doty and Summer
Suite 1000, 205 West Wacker
Chicago 6, Illinois
Financial 2624-5

March 11, 1948

For Release on Receipt

Frank Lundy, recruiting chairman of the non-partisan Joint Civic Committee on Elections, today appealed to Chicago citizens to volunteer their services as poll watchers during the primary of April 13, 1948. Since its formation in 1939, the Joint Civic Committee on Elections has militantly striven for honest elections in Chicago. Lundy's statement follows:

"The Joint Civic Committee on Elections, during the primary of April 13, will again act to safeguard Chicago citizens' right to vote. In order to effectively carry out its campaign, the Committee issues the call for volunteer workers, who will act as poll watchers, form roving squads of election observers and perform other tasks vital to the guarantee of more honest elections. Of Chicago's 3,804 voting precincts, 273 are known to the 'bad' precincts, and of fifty city wards seventeen require the 'special attention' of civic minded citizens.

"During the last presidential election, 7000 citizens volunteered to act as poll observers in Chicago. Many of these public spirited citizens have served again and again during elections. I want to thank each one of them personally on behalf of the Joint Civic Committee on Elections, and to extend an invitation for them to serve again in April.

"Those citizens who want to serve are urged to contact Committee Headquarters, Room 1103 West Monroe Street, Chicago, Illinois - Tele-

phone: Franklin 1770. The Joint Civic Committee on Elections is non-partisan and extends its invitation to all public spirited citizens interested in doing their share toward assuring honest elections in Chicago."

(Magazine — Interpretation of Specific Situation)

By Helen Fuller

The Wallace Party is understandably elated over the impression it is making. Enthusiasm billows from the New York Headquarters, but underneath all the excitement, the third-party leaders are doggedly concentrating on the dull details that are the heart of politics. They are grimly determined that no opportunity to get votes and build organization shall go by default.

A candidate can't win votes unless he can get on the ballot. So major attention is still on the mechanics of filing in the various states. (About 500 words follow on the situation in California, New Jersey, Ohio, and other states).

Word has leaked out from the Fortune editorial offices that Elmo Roper made still another poll which showed that Henry Wallace, as of now, would receive 11 per cent of the total vote next November.

(This information is explained further. Then Miss Fuller recounts the areas in which the Wallace organization is concentrating its appeal.)

In spite of the clearly stated official policy of the CIO, "of express opposition to any third pary in 1948 and one of positive support for the Marshall Plan," state and local industrial-union councils in most areas where the so-called "left wing" unions are strong have kept the way open for individual members and unions to support Wallace if they wish. Philip Murray, Director of Organization Allan Haywood and Director of Councils John Brophy have repeatedly warned local leaders to get in line. Now, it appears, they are ready to go much farther. Brophy has addressed a letter to all 397 CIO councils stating that no "evasion or compromise" on these issues will any longer be tolerated.

To both sides in the CIO, this is war. The anti-Wallace side has the strongest weapons at the moment. If they are prepared . . .

—*New Republic.*

(Magazine — General Explanatory and Background Article)

Someone once remarked "Americans are cynical about their politics and idealists about democracy." By that he meant that as a people we tend to use the term politician in a disparaging way and to accept graft and favoritism as a normal part of our governmental arrangements, particularly at the local, level, while at the same time we bubble with enthusiasm about the democratic process in general. . . .

Some may argue, "What's the harm in this peculiar cynical-idealist combination of ours?" The danger, I think, lies in the possibility that too much disillusionment with the actual operations of politics may undermine faith in the ideal and may . . .

—Payson S. Wild, Jr., in his department, "What goes on here," reprinted from *Woman's Day.*

(Radio — Local News Broadcast on Primaries)

THE NATION'S FIRST PREFERENTIAL PRIMARY -- ONE OF THREE WHICH COULD MAKE OR BREAK A COUPLE OF REPUBLICAN PRESIDENTIAL CANDIDATES -- WILL BE HELD TOMORROW IN NEW HAMPSHIRE.

GOVERNOR DEWEY OF NEW YORK WILL OPPOSE HAROLD STASSEN OF MINNESOTA FOR NEW HAMPSHIRE'S EIGHT DELEGATES TO THE REPUBLICAN NATIONAL CONVENTION. A SPLIT DELEGATION IS EXPECTED. BUT IF STASSEN BREAKS EVEN OR BETTER HE WILL HAVE STRUCK A HARD BLOW AT DEWEY'S CANDIDACY IN THE FIRST ROUND OF THEIR BATTLE.

ON APRIL 6TH DEWEY AND STASSEN WILL COLLIDE AGAIN IN WISCONSIN'S PRIMARY. A THIRD ENTRY THERE IS GENERAL DOUGLAS MACARTHUR.

ON MAY 21ST DEWEY AND STASSEN WILL FIGHT IT OUT IN THE OREGON PRIMARY. DEWEY HOPES TO MAKE THESE THREE PRIMARY ELECTIONS THE SHOW CASE OF HIS PREELECTION CAMPAIGN.

--WFIL, Philadelphia.

(Radio — Local News Broadcast; Election Sidelight)

WE'VE GOT A LITTLE SIDELIGHT STORY ON THE ELECTION TONIGHT THAT WE LIKE AND SO WE THOUGHT WE'D PASS IT ON TO YOU.

ONE OF OUR FRIENDS IN THE UNITED PRESS OFFICE JUST CAME IN AND TOLD US THAT SHE GOT A CALL A FEW MINUTES AGO FROM A FELLOW WHO ASKED HER: "HOW'S THE DEMOCRATIC SENATE NOMINATION RACE GOING?" HAVING HER HANDS MORE THAN FULL AT THE MOMENT SHE SAID: "WE'RE PRETTY BUSY YOU'D BETTER CALL BACK AGAIN IN A FEW MINUTES." "CALL BACK IN A FEW MINUTES?" HE EXCLAIMED. "I'M CALLING FROM WASHINGTON, D.C."

"JUST A MINUTE," SHE APOLOGIZED AND ADDED "I'LL GET THE LATEST FIGURES." THEN TURNING TO A FELLOW STANDING NEAR SHE HANDED HIM THE TELEPHONE. HE HAPPENED TO BE CHARLEY WOOD, SECRETARY TO SENATOR CHARLES C. GOSSETT. TAKING THE PHONE HE SAID: "WHO'S CALLING?" "THIS IS ROSS HAWORTH," THE CALLER REPLIED. "SECRETARY TO SENATOR TAYLOR."

OUR FRIEND DIDN'T SAY WHETHER MR. HAWORTH GOT THE INFORMATION HE WANTED OR NOT. THINGS ARE PRETTY CONFUSED ALL OVER TONIGHT.

--KIDO, Boise, Idaho.

Radio — Political Social Event

BOISE -- NEWLY ELECTED IDAHO STATE OFFICIALS -- ALL REPUBLICANS -- HAVE BEEN INVITED TO A "GET ACQUAINTED" DINNER AT THE HOTEL OWYHEE IN BOISE ON DECEMBER 9TH.

THE AFFAIR IS BEING ARRANGED BY REPUBLICAN CHAIRMEN OF NINE SOUTHWESTERN IDAHO COUNTIES.

GOVERNOR-ELECT C. A. ROBINS WILL BE PRINCIPAL SPEAKER.

EJ8400MS 2

--United Press.

(Radio — Political Column)

ON THE POLITICAL SCENE, MAYOR COSTELLO ARRIVED BACK IN THE CITY FROM NEW YORK LAST NIGHT. BUT AT HIS PRESS CONFERENCE TODAY HE SAID HE HADN'T YET DECIDED ON THE MAN WHO WILL BE APPOINTED TO THE POST OF JUSTICE OF POLICE COURT. THE MAYOR SAID HE HOPES TO TALK THE MATTER OVER WITH COUNTY PARTY CHAIRMAN CHARLES A. McNETT BEFORE ANNOUNCING HIS DECISION.

HOWEVER, SINCE McNETT IS OUT OF THE CITY TODAY, IT'S BELIEVED PROBABLE THAT THE APPOINTMENT WILL NOT BE MADE BEFORE MONDAY -- THO IT'S QUITE CERTAIN THE ANNOUNCEMENT WILL NOT COME LATER THAN MONDAY.

SPECULATION ON FILLING THE POST IS STILL RUNNING HIGH, WITH THE ODDS FAVORING THE SELECTION OF A CANDIDATE OF IRISH DESCENT.

IN OTHER POLITICAL DEVELOPMENTS, A REPUBLICAN MEMBER OF THE BOARD OF SUPERVISORS HAS ANNOUNCED THAT HE WON'T BE A CANDIDATE FOR . . .

ONONDAGA COUNTY DEMOCRATS ARE SCHEDULED TO BE ACTIVE IN THE COMING WEEK. PARTY CHAIRMAN CHARLES J. HOGAN WILL CONFER WITH . . .

--WFBL, Syracuse, N.Y.

(Radio — Report of a Caucus)

AUBURN, JUNE 9. - SUPERVISOR WILLIAM E. AXTON, OWASCO, WAS RENOMINATED AT A REPUBLICAN PARTY CAUCUS FRIDAY NIGHT IN OWASCO TOWN HALL. HE ALSO WAS NOMINATED AS A REPUBLICAN COMMITTEEMAN.

OTHER NOMINEES, AS THE CAUCUS CHOSE A COMPLETE SLATE FOR SUBMISSION TO VOTERS IN THE PRIMARY ELECTION, WERE STANLEY LAWSON, FOR

PEACE JUSTICE; FRANK TEN EYCK, CLERK; HERBERT VAN PARSELL, COUNCILMAN; AND MRS. GORDON W. TRAINOR AND CHARLES F. SEABROOK, FOR COMMITTEE MEMBERS.

PRESIDING AS CHAIRMAN OF THE MEETING WAS EARL GLANVILLE. RUMORED OPPOSITION FAILED TO MATERIALIZE AS FAR AS AXTON WAS CONCERNED. HE HAS SERVED SEVERAL TERMS WITH CAYUGA COUNTY BOARD OF SUPERVISORS.

-WFBL, Syracuse, N.Y.

Political writers, particularly columnists and commentators, received a major setback in the 1948 presidential elections. Most of them forecast that Dewey would defeat Truman, and so did the polls of Gallup, Roper, and Crossley. When the election returns proved somewhat dramatically that these oracles had been wrong, critics of the press were quick to focus public attention on the forecasters' folly.

What had happened? Too many newsmen accepted the polls without question; others relied too much upon other reporters, political workers, the people encountered at conventions, on the candidates' trains, and in Washington, New York, and Hollywood. James Reston of the New York *Times* declared, "We relied too much on techniques of reporting which are no longer foolproof; . . . we were too isolated with other reporters; and we, too, were too far impressed by the tidy statistics of the polls."

"Some changes are in order, certainly changes in attitude," warned Marquis Childs, Washington columnist. He decried the tendency to assume that there is "a mass man," one whose political pulse can be taken as quickly as a temperature reading from a thermometer. Such a "mass man," he said, would fit only in a totalitarian environment in which he then might be expected to be told what to think by the press or radio.

Political attitudes of the press have been challenged by outspoken critics. They say that the presidential elections of 1936, 1940, 1944, and 1948 were defeats for the newspapers as well as the Republican candidates which the majority of newspapers supported on their editorial pages. Brucker in *Freedom of Information* disagrees, asserting that the newspapers elected Roosevelt "by means of the objectivity of their news pages." It is the responsibility of newsmen covering politics to see that they maintain this objectivity so essential in strengthening the newspaper's influence on public opinion.

Chapter 24

The Sociological Beat

NEWS OF SOCIAL PLANNING, RELIGION, AND EDUCATION

What is Included Under Social Planning News? . . . Reasons for the New Attitude . . . Where Does Such News Come From? . . . Special Problems . . . The Mutual Advantages . . . A Reporter Faces a Story . . . Examples of Stories . . . Education and Religion . . . School, College, and University News . . . Organized Religion

Social planning news has existed in the United States for many years. Why, therefore, has news of it only recently received attention as a sort of sociological beat? Why has it for so long been ignored by the textbook writers of journalism? Partly because journalists were themselves not interested in such news. Partly because they thought the public unconcerned. And partly because the amount of social planning news was comparatively slight until the first quarter of this century had passed. And, finally, social planning has long been misunderstood.

Compared with the Scandinavian countries, England, Switzerland, Cuba, Venezuela, and many other foreign lands the United States has been slow in social planning. News results either from action or from the concoctions of propagandists. Although little such planning was attempted and few propagandists created the news artificially, neither press nor radio has made special efforts to report it.

Yet a modicum of social planning news has been available to newsmen who cared to dig it up. City editors — and other journalistic bigwigs — then as now are not perfectly informed on all subjects. Newspapermen, magazine writers, and wire service reporters generally have more knowledge than persons in certain other occupations. But there is no evidence that as a group they were more tolerant of new social programs than anyone else in society. Journalists deeply embroiled in politics might be for or against social plans because of the partisan implications. Many a journalist has attacked social planning as a social danger, confusing it with socialism or communism or some other political or social plan of less specific boundaries and objectives.

What is Included Under Social Planning News?

Social planning news cannot be understood without some concept of what is meant by social planning. The confusion attributed here to the journalist results naturally because sociologists have been studying and writing about national planning, city planning, human planning, social planning, and planned economy, to mention only the more common terms. Government, business, economic schemes, and politics are so interlaced with sociology that the social planning story can easily be considered part of another beat at times.

Social planning, as understood by the authors of this book, *is the organized redevelopment of a community.* Community may mean the nation or a village and all between those

extremes; it is any area in which humans live. The redevelopment may be physical or may be concerned with the adjustment of human relationships within a community. In any case it is orderly, or is intended to be so.

Such orderly, organized redevelopment produces news and provides occasion to write straight news, news interpretation, or news features. Fragments of other beats can be added to sources that are clearly sociological in nature and produce a rough classification of kinds of stories to be found on this new run, as follows:

Housing: Slum clearance, rebuilding of blighted areas, cooperative plans, government plans, government regulation.

Crime: Juvenile delinquency, desertion, prostitution.

Employment: Unemployment and its causes, relief measures, changes in types of employment, vocational trends, workmen's compensation.

Education: Literacy rate, need for facilities, adult education projects, non-normal children projects, child welfare, community nurseries.

Race: Race prejudice, fair employment policies, segregation and non-segregation.

Medical and health: Hospital plans, clinics, meeting community needs,

Recreation: Community programs, playground needs of equipment and personnel, leadership, cooperation between organizations, such as schools and churches.

Social work, which is part of social planning efforts, is itself a century old. The press generally has exploited the news of this and other types of social planning for its sensationalism or its political implications. It could have done otherwise in all the years that have passed, but it chose to write about prostitution to sell more papers first and then, as a by-product, to expose it as a social evil; to tell the story of a mate's desertion in marriage as gossip and not as a social problem needing correction that might be obtained through understanding.

Social planning news has been there, but for good and bad reasons has been overlooked, neglected, or mishandled. Slowly, however, a new attitude is appearing.

Reasons for the New Attitude

In the United States the press must succeed financially to succeed in any other way unless its owners are willing to subsidize it. Subsidy of huge metropolitan dailies or sprawling radio chains would wipe out any millionaire quickly; the "angel's" support is not considered a sound economic basis for any medium of mass communication even if available for centuries.

So long as journalists did not know how to cover special planning news or make it interesting to read or listen to, it was mishandled. So long as the government did little, in the nation, states, cities, or villages, about social plans and programs, the public had little interest and the press little to cover. For political and economic reasons the United States has only since the turn of the century shown, as a whole people or a federal or state government, any sufficiently large concern for organized social improvement to merit its coverage as a separate news beat. Actually it did not offer much bulk as news until the national elections of 1932. With the advent of the New Deal government interest in correcting unemployment, checking disease, encouraging workers' and adult education, and similar activities reached a height they never had struck before in this country.

As playground building and the provision of other recreation facilities increased, for example, public interest increased in the news of such action. Thus it was, before 1932 to a limited extent and to a much greater degree after 1932, when government proceeded to encourage the erection or operation of more hospitals, clinics, dispensaries, among other public health institutions, and the study of the conditions and opportunities among the foreign-born. After 1932 there came into being social plans begun long before that year, some of them the outgrowth of work by com-

missions inspired by President Herbert Hoover, such as the groups reporting on Recent Social Trends, Child Health and Protection, and Costs of Medical Care, to name three which received wide attention even before 1930.

Whether its facets were developed under Herbert Hoover or Franklin D. Roosevelt, social planning more and more became newsworthy in the thirties and forties. A few large dailies assigned reporters to coverage of what amounted to sociological beats. More and more general-assignment newsmen found assignments in this area on their schedules. Magazines gave increasing attention to explanation and interpretation of social plans; such copy even found its way into the pages of the mass magazines (except for the occasional farsighted editor like Edward Bok or Bessie Beatty, however, they ignored the mass of the material), and radio found it useful to stage occasional forums and roundtables on the topics.

The press and radio had to give attention to social planning because they could not afford to ignore it.

Where Does Such News Come From?

News and other types of copy about social planning come from organizations formed to work in one or more of the areas named. These may be either private or governmental. Among the most familiar such sources are:

Council of Social Agencies
Community Chest
American Red Cross
Salvation Army
Boy Scouts and other scout groups
Big Brotherhood Movement
National Institute of Social Relations
Young Men's Christian Association and similar groups
National Conference of Christians and Jews
Children's Bureau, United States Department of Labor
National Committee for Mental Hygiene
National Jewish Welfare Board
National Recreation Association
Bureau for Intercultural Education
Visiting Nurse Association
Family Welfare Society
Maternal Health Center
Planned Parenthood Association
Municipal League of America
Housing Authority (state and city)

From them and dozens of others, many on a local basis, will come much routine news. Handling this will differ not a whit from covering speeches, business sessions of organizations, open meetings, banquets, or other standard types of assignments. Once again the subject matter may differ, but the way to report and write the story does not differ in technique.

Special Problems

Nevertheless, there are special problems, not all of which are shared in the same way the forms of the stories are shared. Three problems are foremost: (1) the newsman's need for background; (2) the need for developing interest still further; (3) the presence of propaganda as a handicap. These are problems of reporting rather than writing. And the reporting problems are closely tied up with sociological knowledge and the social and political peculiarities of social planning news.

Such information often is controversial. Although a great deal more is printed and said about it these days than ever before, little of it goes below the surface. Most media of journalism have not yet probed deeply into the news of social plans in a particular community, with the occasional exception of a Springfield Plan story. They do better on the safer national level because the press services and syndicates and columnists do it for them.

A demonstration of this assertion can be made and is being made constantly by university students on several campuses. In an advanced journalism class of thirty-five students at Syracuse University, for example, each was assigned to report and write on a particular

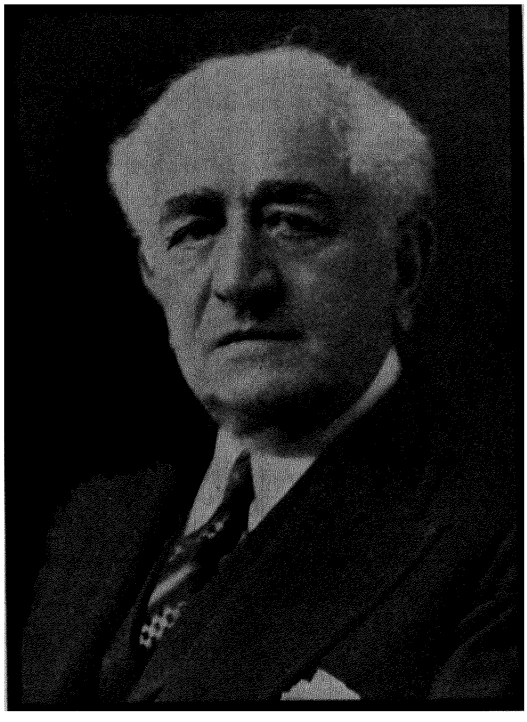
phase of social planning or other sociological news of his own choice. The choice was related to his background of experience or training. Some of the articles and short features were superficial, admittedly. They said little the two daily papers and five radio stations of Syracuse, New York, had not said. But others went far below the usual news level and brought out viewpoints and masses of facts not given attention before. Even more important, possibly, the students correlated this newly found information with facts and news related earlier, providing a new perspective and interpretation.

Newspapers, radio stations, and community magazines that are interested in this type of news or convinced that the public will read it in greater quantities could do the same. Certain newspapers do so and have achieved national recognition: the Chicago *Daily News,* St. Louis *Star-Times,* Chicago *Sun-Times,* New York *Post,* New York *Herald Tribune,* New York *Times,* and the *Christian Science Monitor,* for example. A magazine like *The Survey* has presented almost nothing but social problem news for many years, although not at a profit. Radio has given such news attention chiefly through discussion programs of the Town Meeting of the Air order.

If newsmen had more special training and experience in the field of sociology they could do a better job of handling the sociological beat. The situation is the same here as with science, education, religion, and labor. A working editor, Joseph T. Adams of the Rochester (N.Y.) *Times-Union,* speaking at the editorial forum of the New York Society of Newspaper Editors in 1948, put it this way: "The editor needs more expert writers — business, science, economics, women's, children's, and other departmental writers of more than passing skill."

Newsmen of "more than passing skill" must be specialists. Specialists become such only through advanced study and experience in a field. Journalism students who major in sociology and also study psychology, economics, and anthropology have started to become specialists in social planning news. Here, as with the other specialists, they will find it financially profitable to remain with journalism only on the staffs of major publications, a lesson which the entrepreneurs of both press and radio have not applied or cannot possibly apply.

The second problem — the belief of editors, publishers, radio station managers, and syndicate owners that the public does not care about social planning news as it does about such other types as sports, crime, and political — cannot be solved by reporters unless they are given full chance to cover the sociological beat properly and thoroughly. Also, manage-



Adolph S. Ochs, great editor of the New York *Times.* His interest in adequate coverage of education and science, among other unsensational subjects, helped bring that newspaper to its present position of eminence. (New York *Times* Photo)

ment must put skilled writers on this beat. For social planning news must have high reader interest and such interest will be gained only by excellent craftsmen.

Judging by the results of reader interest surveys the editors' beliefs are justified. Even if they find, after duplicating the work of Albert Deutsch while on the New York *Star,* for example, that social planning news is not as eagerly read as the last divorce story, they need not discard it. They may have a part to play in a social plan themselves: a plan which calls for the co-operation of the media of communication. This might be considered the plan to publicize the causes as well as the results of social maladjustments. Until the general public takes greater social responsibility press and radio may have to carry an abnormal share. Social planners may not expect the press to do so at an economic loss, but neither do they expect it to be content with the degree of responsibility exhibited so far in its history.

The third major problem — weeding the news from the propaganda and publicity — probably is the most complex. Like the first problem it touches the newsman directly; the second affects him indirectly.

First of all, the reporter has to avoid letting his personal viewpoint enter strongly into his thinking, news-gathering, and writing. He cannot keep it out altogether. With most of his stories it would be natural for him to have at least a slightly partisan attitude. He must be completely selfish or cynical not to recognize the human values. And it would do little or no harm, with the usual social planning story, for him to take sides. Why should a newsman oppose an honest civic campaign to eradicate cancer? Why should he be against systematic, planned steps to rid the community of some widely acknowledged social evil? He may be alienated by hypocrites in such movements, but this he cannot hold against the social plan as such.

Yet there are stories in which the reporting of planning is heavily touched with controversy. For example, the whole central topic of city planning is a troublesome story. A reporter with some knowledge of the history of that aspect of planning might want to prepare a story or a series about the planning or the lack of it, using as the basis the city in which he is working. City planners, however, follow several different theories. One school, for example, believes in decentralizing cities. Another group espouses piling cities up. The reporter soon finds himself enmeshed in the squabbles between experts. Even if the city planning forces in the community are agreed, he will find himself encountering persons who are against any sort of city planning because it would alter property values, put government into competition with private building or other construction work, or bring some other threat, real or imagined, to the present property-ownership system.

In the second place, this same reporter will need to steer away from the social planning enthusiasts who expect him and his paper or syndicate or station automatically to support their views and who will complain if they do not get all the space they think they or their ideas and plans deserve. Such zealots will be a tiresome problem. The reporter, therefore, must have some kind of guide, aside from the orders his superiors give him, about the amount of attention any one social plan or program or problem deserves. Best, possibly, is the test of the degree of interest it arouses. If a committee is pushing it in the community, to take a local situation as an example, a gauge of interest will be the attendance at meetings, the frequency of such gatherings, both public and committee, the number of persons active in the group's direction, and the importance of the project in the city's or town's development.

Reporting which takes such factors into consideration is responsible journalism. It gives a local agency a chance to exert influence in a constructive way in the community it has

chosen to serve. This demand, however, that the project have community support must not be allowed, by the newsman, to kill off extremely new and untried ideas. But public support, if not relied upon too much, is a test or limitation that any medium of communication must impose unless the publication, radio station, or magazine is financially independent and can risk creating antagonism by supporting or even giving publicity to some project which the more powerful social forces in the community tend to disapprove.

The Mutual Advantages

Yet crusading newspapers have at times supported unorthodox social plans because of genuine belief that those plans would in the long run help the community. Some examples of newspapers that gave attention to the news of social planning include the Corsicana (Tex.) *Sun,* the Attleboro (Mass.) *Daily Sun,* Minneapolis *Journal,* Youngstown (O.) *Vindicator,* the Nassau (N.Y.) *Daily Review-Star,* and the Kansas City *Star.*

In Attleboro, earlier in this century, a group within the community had a plan for a better town government system. Especially did they want an improved city charter. The crusade actually began in 1909 and was the first of a series of campaigns conducted in accord with a plan. By 1914 the first plan succeeded and a sound city charter was achieved. In 1934 the paper began a ten-year program to bring about certain community improvements, making promotional use of the fact that in 1944 Attleboro was two hundred and fifty years old. The campaign was entirely successful.

In Kansas City the citizens, led by the famous *Star,* campaigned five years to get a municipal auditorium to replace one lost in a fire. In Youngstown there was a ten-year improvement plan, but it was interrupted by the depression of 1929 and seemed to be dying. Under the stimulus of the Youngstown *Vindicator,* through news stories and editorials, a three-million-dollar plan to widen narrow streets and cut new traffic arteries, a million-dollar fund to build bridges, and a half-million-dollar fund for park improvement were undertaken.

Each day the paper carried copy about the campaign and the need for supporting the civic plan, printing some stories in red ink. Sixty-five per cent of the community's vote was needed for approval of the bond issues being floated to pay for these improvements. The Youngstown plan succeeded dramatically. But all around it, in neighboring cities, similar bond issues failed.

The late Maynard Brown, a young journalism teacher at the University of Wisconsin, once prepared a list of the types of stories reporters of civic project news can anticipate handling. He grouped them in four parts, or stages. The first stage that provides stories is the period when the project or plan is being considered. Stories take the form of interviews and reports of debates, with background on similar projects elsewhere or in the same community. Next are the stories that crop up when the plan is started, such as activities for or against, presentation of the sponsors, news of the bids on the work, and of committee meetings, also the tracing of the early progress in the work. Upon completion of the project arise stories on the ceremony, program, and speechmaking; finally, after the dedication, reports on its use, the activities surrounding it, changes made in it, and the usual anniversary follow-ups. Pictures at the various stages, broadcasts direct from the scene, and televising of the action would now be added but were less common in Professor Brown's experience in the mid-thirties.

Although reporters of social planning news sometimes have had to fight for their copy, they have had an argument for its publication which few publishers or city editors or magazine owners can controvert. It is that the community publication that gives adequate attention to social plans in its territory builds belief in its own interest in the area it serves.

The greater the civic loyalty of the readers and the greater the civic loyalty of the paper, the greater will be the loyalty of those same citizens and readers to the publication. They are in the battle together. Each helps the other. Since the modern journalistic medium is first of all in need of sound finances this pragmatic consideration is important.

Since social planning itself has grown markedly in the United States in the past fifteen to twenty years, it has become news, therefore, of economic value to press and radio.

A Reporter Faces a Story

Ed Tomlinson, a reporter in a medium-sized American city, carried through a social planning news assignment and then set down his procedure and experiences. A brief summary of his explanation will show the new reporter on such a story what he faces.

Ed's story was to obtain information for a background feature on the racial phase of employment problems. In his state an anti-discrimination law had been passed the year before. He was assigned to check up on the operations of the law in the local area, with the state experiences as background.

First Ed looked up the text of the law, noting especially the method by which it was to be administered. He learned that the administration was in the hands of a commission, which happened to have a branch, called a council, in his own city. This was a lucky break, because it gave him access to first-hand information and the chance to consult the documents he needed.

At this commission branch, whose offices were conveniently downtown, he found the council chairman, a field representative and chief investigator of complaint cases, a representative of management's side, a representative of each major labor group, American Federation of Labor and Congress of Industrial Organizations, and a spokesman for one of the minority groups most concerned.

From the field representative, whom he found to be most thoroughly informed of all, he obtained a complete briefing of the council's operations and details about the investigation and prosecution of alleged cases of violation of fair employment practices. He was allowed to consult the office clipping files, showing records of council activities in the first year of its existence.

From the documents available to the public Ed was able to copy the exact terms of the bill and from the first annual report a record of the number of cases, on a percentage basis, for each national, religious, and color minority group. The latter he found to be only on a state, not a city or county basis, which was a handicap in localizing his story.

He did learn that his own city's council had completed action successfully on seven cases since its inception. But he could not learn how many cases were under investigation, or the total number still pending a solution, or the relative number of employees of the various minority groups in each of the more than twenty sizable corporations of his city.

At first he was inclined to blame the commission and the local council for these deficiencies, but he soon realized that the fault "was not wholly that of either group," as he later wrote.

> Both are so comparatively new that machinery has not yet been completely set up to make those statistics readily available to newspapers or the public at large.
>
> Another handicap in getting statistics was the fact that the law deliberately prohibits the asking of questions about race, color, creed, or national origin on application blanks . . . And corporations have not kept too close a record of their employment patterns. Naturally, where those patterns are shown to be defamatory to the individual corporation, there is a reluctance to release figures, even if available.

From the representative of the social group in a minority status he obtained facts about the number of persons employed in the city.

This member of the council had written a thesis on employment problems. He was able to give Ed specific examples of progress that had been made in the city as a result of the existence of the law.

From the labor unions he received a pamphlet propagandizing the FEPC and full employment lobbies in Congress.

Generally [he concluded] the picture is one of widespread superficial knowledge and public relations for the ethics of the fair employment program without much real inside information on how the law is being administered by individual corporations. There should be more case histories available to the public through the press and more statistics on the local situation.

This preliminary report was not solid enough for his city editor, so Ed was asked to keep on digging, particularly to try the almost impossible job of getting the employers' point of view. He began calling on personnel managers of some of the twenty corporations already mentioned. He talked further to the representative of the National Association of Manufacturers. He succeeded in breaking the ice a little. He found, he wrote later, that:

Employers claim (1) that other employees in their plants or stores resent the hiring or upgrading of minority groups and show their resentment in the calibre of their output on the job. There have been instances of stop-work and sabotage campaigns in factories where unwanted minorities were thrown in with other workers. (2) that customers will refuse to buy in a store, for instance, that hires sales people from certain minority groups. Yet contrasted to this objection is the statement from the council's representative of one of these groups that downtown department stores have begun to promote these sales people from stock departments to the selling floor.

Ed then prepared a summary of the three main difficulties he encountered in gathering information for a story:

(1) The lack of adequate statistics on the local situation.

(2) The reluctance of management to divulge figures, where available, of employment patterns that show past evidence of discriminatory tactics, or to divulge methods used by them to circumvent the law or combat it through their legal counsel.

(3) The newness of the legislation and the agencies established to carry it out puts most of the work done on public relations and investigation of the employment on a city-wide basis on an experimental plane. Despite the willingness of the council to be co-operative, it lacks the available records to release to the public.

Examples of Stories

If newspapers are referred to most often as the publishers of news from the sociological beat, it is simply that there are more of them. Newsmen working on such stories, if they master the differences and similarities of technique in the different media, can prepare copy for wire services, national and specialized magazines, daily and weekly local newspapers, and broadcasts.

Here are classified samples from all these media, showing typical stories. Few of the quoted sections are of routine news. Coverage of a speech about Community Chest needs would look little different from the examples in the chapter on speech reporting. Instead, the excerpts show copy that reflects some of the special problems explained earlier in this section.

(Daily Newspaper — Routine News)

Approximately 30 officials, zone and committee chairmen, and drive workers are expected to attend the organizational meeting at 6:30 P.M. tomorrow for the 1948 fund drive of Newport News-Warwick County Chapter, American Red Cross.

Campaign details will be completed and supplies distributed at the dinner meeting, according to Mrs. Ellen Morrison, acting executive secretary. Dr. R. Cowles Taylor and Mark J. Stockton, co-chairmen of the campaign, will preside.

Dinner will be served . . .

[Succeeding paragraphs list the zone chairmen and committee names and leaders, explain the financial goals, conditions for contributing, and the uses to which Red Cross money is put.]

—Newport News (Va.) *Times-Herald.*

(Daily Newspaper — Advance on Survey)

Important information on population changes, economic conditions and housing in the Scranton-Wilkes-Barre metropolitan district since the 1940 census will be collected by census employes who started their task yesterday, Director J. C. Capt announced over the weekend in Washington.

The survey will give an approximate measure of the current population of the Scranton-Wilkes-Barre metropolitan district and the field work on the canvassing is expected to be completed early in May. Anthony W. Wallace, supervisor of the local district, Bureau of the Census, said the 1940 population of the district was 629,581.

The April survey will yield estimates of:

[Included in the topics, each receiving a moderate size paragraph except the last, which is subdivided into four parts, are population, labor force, housing, consumer income, and a description of the types of income that will be published.]

Information from the April survey will be available only for the Scranton-Wilkes-Barre metropolitan district as a whole, and not separately for the city, or for subdivisions within the city. The Scranton-Wilkes-Barre metropolitan district includes Luzerne and Lackawanna Counties and also the town of Factoryville in Wyoming County and Forest City in Susquehanna County.

—Scranton (Pa.) *Times.*

(Daily Newspaper — Report on Private Survey)

A simple but scientific method has been devised to measure the amount of racial or religious prejudice in any community, it was reported here yesterday.

The new scale, planned to make possible tests of the value of specific programs for combating discrimination, was developed by the Commission on Community Interrelations, the research arm of the American Jewish Congress.

At the same time that officials of the commission announced details of the method in their office in 212 W. Fiftieth Street, they also described its first trial.

This took place last year in . . .

—New York *Times.*

(Daily Newspaper — Housing)

This story illustrates several unusual journalistic points: (1) How to handle an open letter. (2) How to extract the essence of the letter and concentrate it in a 1–2–3–4 lead. (3) The propaganda pressure to which the reporter is subject (failure to publicize this letter would bring complaints).

Opposition to the proposed 25-unit state public housing project was voiced today in an open letter received by Mayor Costello from the Onondaga Better Builders Association.

The letter, signed by Harry G. Hermann, president, charged:

One — The project will put the state in direct competition with builders for materials and labor.

Two — Syracuse builders can provide housing quicker and cheaper than the state project without dissipating taxpayers' money.

Three — The state project will be tax exempt while private homes would not be.

Four — The mayor promised no public housing during his administration.

The association asked for a public hearing to . . .

—Syracuse (N.Y.) *Herald-Journal.*

(Daily Newspaper — Planning Conference)

Special to The New York *Times*

MILWAUKEE, Wis. — Two hundred and fifty persons from all parts of the country, including many official representatives of community planning bodies, heard speakers today at the Citizens Conference on Planning advocate unification of the governments of metropolitan areas, improved legislation for the assembly of land for public use and creation of municipal parking authorities.

A dozen speakers addressing sessions on . . .

[Various speakers are then quoted in the remaining seven paragraphs.]

—New York *Times.*

Leads of social planning stories tend to be cumbersome. Too often they concentrate on the abstract or impersonal. The What rather than the Who plays the big part on the news stage in this type of journalism. In the foregoing examples, it will be noted, the subject of the leads has been *information, opposition,* and *a new method;* two others have begun with numbers, leading into mentions of persons, but only once with the personal or human touch so essential to maintain interest and closeness to the reader.

The New York *Times,* for many years a regular transgressor of the rule about simple lead writing, has been reforming itself, as the report on the prejudice survey lead shows. These next two examples, illustrating still other subjects in the sociological area, also show that the *Times* is taking seriously the suggestions of the readability experts.

(Daily Newspaper — Juvenile Delinquency Correction)

> Not only are anti-social street gangs in New York growing in number, but gang warfare is being carried on "not with snowballs but with Luger pistols," G. Howland Shaw, president of the Welfare Council of New York City, declared yesterday.
>
> In his talk at the annual meeting of the Union Settlement Association, 237 E. 104th Street, Mr. Shaw said . . .
>
> —New York *Times.*

(Daily Newspaper — International Relief)

> Residents of Waterbury, Conn. have "adopted" four towns in Europe, it was announced here yesterday by Aldro Jenks, head of that city's chapter of Common Cause, Inc.
>
> To promote . . .
>
> —New York *Times.*

(Daily Newspaper — Special Article by Staff Expert)

The paper which originally published this next article is one of the few that employed a full-time reporter in the field of sociological stories. This writer, Albert Deutsch, achieved national prominence through his work for his paper. He contributes to national magazines and has written several books on the basis of his assignments.

> By ALBERT DEUTSCH
>
> **Memo: to Gov. Dwight H. Green of Illinois.**
>
> **Subject: The State Reform School of Juvenile Delinquents at St. Charles.**
>
> I gather that many citizens of Illinois have addressed protests and inquiries to you concerning conditions at St. Charles after reading my series on reform schools or my recent article on the same subject in the Woman's Home Companion. You have referred these letters to Mr. Cassius Poust, director of the Illinois Public Welfare Dept., which operates the institution for child delinquents at St. Charles. To each protesting or inquiring citizen, Mr. Poust has sent a three-page form letter purporting to answer my charges. This "answer" is so replete with falsehoods and distortions, impugning my reputation for accurate reporting as well as whitewashing a situation that cries for reform, that I am constrained to set the record straight.
>
> (Mr. Deutsch then proceeds to quote from the letter and to quote in turn from affidavits and official reports. He uses both direct and indirect quotes so as to keep the material readable yet realistic.)
>
> —New York *Star.*

(Weekly Newspaper — International Relief)

> Appropriately on February 12, the birth of the nation's greatest exponent of freedom, Abraham Lincoln, a train with food for starving Europe will leave Lincoln, Nebr. As it moves east each state in the Mississippi Valley will add its cars of food.
>
> Cook county is called on for a car of corn, wheat, . . .
>
> "We have designated Carl Bormet of Tinley Park to supervise south Cook county and Henry L. Moehling of Palatine for north Cook county," states L. W. Pohlman, president of the Cook county farm bureau. "Each township is to be organized by . . ."
>
> The following is the allotment for Cook county townships and the township director:
>
> Barrington township, Frank Fender, director, 3 tons.
>
> Bloom, George F. Kloss, 3 tons.
>
> Bremen, . . .
>
> —Arlington Heights (Ill.) *Herald.*

(Specialized Newspaper — Social Legislation)

> Support was given by the ACLU February 4th to House legislation intended to equalize the rights of men and women aliens in obtaining immigration preferences if they are married to American citizens.
>
> Attorney William B. Gurock testified before . . .
>
> —Civil Liberties Quarterly.

(Social Work — Magazine — Explanation of National Program)

THE CANADIAN WAY

Herbert H. Hannam

This is a "how we did it" story. It is a story in which a great many Canadians take satisfaction, because it is the story of how we harnessed our vast capacity for food production to the war. It is worth telling now not as a proud chapter in Canada's history but because it offers a possible starting point for new international organizations being developed to meet the postwar world food crisis.

Canada's food program is based on organized cooperation between . . .

—*The Survey.*

That article, which appeared in the March, 1948, issue of *The Survey,* runs into several thousand words. It is not strictly a news account, except that to many United States citizens the job accomplished in Canada was unknown. It is chiefly background material.

(Specialized Press Service — Social Responsibility)

> LOUISVILLE, KY. (RNS) — A girl in Criminal Court whipped out a pistol and aimed at Officer Joe Martin. She pulled the trigger, and when the gun failed to go off, exclaimed: "I won't miss the next time."
>
> Charles E. Keller, a Louisville attorney, told the American Business Club here that she — and thousands of other criminals — must be rehabilitated.
>
> The girl got a two-year sentence and Keller asked the businessmen: "Are we going to wait two years for her to shoot Joe Martin before we try to readjust and rehabilitate that girl for society?
>
> "The job cannot be left to our institutions alone," he continued. "Here is a job for the church. Church congregations have something to do besides congregate.
>
> "The Protestant churches of Louisville have been working for seven years on a policy of active study and assistance to public institutions, trying to give them an aim in civic life."
>
> Keller compared objectives of the churchmen to those of a police Crime Prevention Bureau.
>
> "If the Police Department recovers your watch after it is stolen, that is spectacular; it makes the headlines. But if the Crime Prevention Bureau prevents your watch from being stolen it gets no public acclaim but is worth just as much to you," Keller said.
>
> —Religious News Service.

(General Magazine — Racial Reconciliation)

By William F. Russell

THREE years ago a certain neighborhood out in Queens was a mixed community where few people mixed. Not one of the city's best areas, and not one of the worst, its people were not getting along well together. They were mostly Negro, with a minority of Italian, Irish and Jewish origins. War tensions and the enemy's propaganda had worked upon old prejudices; among the adults all the familiar slanders were in circulation and among the youngsters there were name-callings and gang fights. Mistrusting one another, each of the racial or religious groups drew in more closely upon itself. The atmosphere was at all times taut and sometimes violent.

A few weeks ago, in this same neighborhood, a remarkable thing took place — and no one remarked on it. In a white Protestant church a group of amateur Negro actors put on a traditional Jewish biblical play and contributed the proceeds to a fund for community activities, of which there are dozens.

What had happened to bring about that change? What had turned bitterness into harmony and mistrust into common cause? Many things had happened, when they are all counted up. But they all stemmed from one rather small acorn — a simple device called a Community Council.

It is an idea which came from and has been fostered by the Board of Education. It was tried as an experiment in three test neighborhoods. . . .

(This full-length article then goes on to describe the original problem and situation and the specific proposals made to correct them and relate the practical results.)

— New York *Times Magazine.*

(House Publication — Magazine — Social Agency Campaign)

The house publication, particularly that intended for employees, is a favorite objective of social agency publicity. For here is an ideal situation: a group of persons who can be reached en masse. While not necessarily capitalized upon, the situation also is favorable because the employer can bring strong support to the campaign. In the example reproduced, it will be noticed that the company, by giving all-expenses-paid trips to the most successful solicitors, provided an added incentive. Much of the house publication copy is a localized version of a general publicity release, but the reportorial staff of such a magazine is expected to be the distributing agent and to compile facts and figures for each department and otherwise co-operate with the small inside editorial staff.

Throughout all Fafnir departments, the 1947 drive for Community Chest contributions will open on Monday, Sept. 29 and continue until Oct. 17. It is expected, however, that all employes will have been approached by Oct. 10.

This year's quota is based on 10% of an employe's pay for one week.

An entirely new method of Chest campaigning will be followed in the coming drive. For some years foremen have been designated as solicitors in their departments. This year a corps of about 30 young women from the Fafnir plants and offices will contact all employes on behalf of the Chest, working in teams of two.

Pointing out that these young women have willingly accepted the duty of approaching about 150 persons each, officials have asked that their requests for Chest donations be received courteously, that the response be prompt and generous.

The Fafnir management has indicated that it will give a week-end visit to New York, all expenses paid, for the four girls who lead in contributions received. Merits of the Chest need no explanation. . . .

—*Fafnir News.*

(Radio — Juvenile Delinquency)

This is a sample of a spot announcement to generate interest in radio's major way of presenting reportage on social problems aside from straight news broadcasts.

LISTEN TO THE KIDO NEWS FORUM EACH SUNDAY NIGHT 10:30 TO 11:00 . . . THIS COMING SUNDAY NIGHT'S PROGRAM WILL BE A DISCUSSION OF JUVENILE DELINQUENCY BY FOUR UNIDENTIFIED 'TEEN AGE HIGH SCHOOL STUDENTS.

-KIDO, Boise, Idaho.

Here, from another station, is a portion of the radio script used in calling attention to another social problem: the social responsibility of the press. Two journalism teachers — John R. Whitaker and Mario Rossi, then of the staff of the School of Journalism at Syra-

cuse University — were asked to analyze the way the press handled the news of United States and the Union of Socialist Soviet Republics relations. Presented on a program called "Syracuse Speaks," each speaker had five minutes and possessed a prepared script which was submitted to the station in advance of the Saturday evening broadcast.

WHITAKER -

Today -- hardly three years after V-E Day -- the press and the air are filled with talk of war. Tension mounts under the trust of each day's spate of alarming headlines "U.S. ULTIMATUM TO REDS URGED," "FORRESTAL CALLS FOR DRAFT," "RED COUP IN ITALY FEARED." Occasionally there is a much smaller headline: "Speaker Decries Talk of War." It looks weak and helpless -- like a child in a den of roaring lions.

[Professor Whitaker went on to develop this point of view, drawing upon other specific examples, declaring that he was "quoting the record." He concluded with certain rhetorical questions and a direct one for the other speaker to deal with.]

Whose duty is it to analyze both the news and the news commentators? Whose responsibility is it to shed light rather than heat "amid the encircling gloom?" Whose duty is it to be calm when others see a Red under every bed? Whose obligation is it to supply wise counsel and cool, deliberate leadership in times of crisis? The newspaper editor is that man. Never in the history of American journalism has there been so great an opportunity for a free press to free its readers of misapprehension and doubt, of unreasoning fear and deadly panic, and to set them on the path to an enlightened judgment.

QUESTION: Granted that most newspapers show restraint in their editorial pronouncements, is there much visible coordination between news and editorial policy? In other words, with most editors, isn't it a case of the one hand not knowing what the other does?

ROSSI -

In considering a question such as this, I think the first thing to bear in mind is that the fundamental duty of the press is to report the news. That doesn't, of course, preclude the molding of public opinion through editorials and analytical and commentary columns, but it

does mean that the most important criterion of evaluation is the way the press gathers, writes, edits, and displays what we know as straight news.

Well, what kind of a job has the press done with the straight news concerning Russia? Has this news been played up or down? Frankly, I think it has been played up and, as a newspaperman, I'm the first to admit that no papers that I know of have de-emphasized the news. Many of the developments concerning Russia have rated good-sized headlines, and this fact has brought criticism down upon the heads of editors.

But it doesn't follow that because the news has been played up and because there has been criticism, that the press deserves to be castigated. . . .

(Some of the other speaker's specific instances are here considered.)

After stating his conclusion, Mr. Rossi dealt with the question from Professor Whitaker.

REPLY TO DR. WHITAKER'S QUESTION - Well, Jack, that's like trying to answer the old question - When did you stop beating your wife, because it presupposes the existence of the condition to which you refer. However, I think that where the Russian question is concerned, there did appear at the outset to be lack of co-ordination, indicating that in some cases, considered editorial judgment didn't always ride along with news display. But I think the trend is definitely toward a co-ordinated policy, with the editorials reflecting the news. I would say that this trend vindicates the editors who have played up the Russian stories.

(The rebuttal period filled in the remaining time on the half-hour program. It was launched by Mario Rossi putting another question relating to the reporting of the international news.)

- WSYR, Syracuse, N.Y.

Education and Religion

News of education and religion belongs by association with news of social planning. Opportunities for education result from social planning supported by virtually the entire population and entrusted to government. In the United States, on the contrary, religion has no such relation to government. Yet it is organized and administered through church bodies. Like education, therefore, it creates news.

Press and radio generally give their atten-

tion to the organized church more than to religion; to school, college, and university rather than to education. *Education* and *religion* are abstractions. Writing and reporting them are matters of discerning trends and explaining movements, of dealing with philosophical concepts. The mass of the American people are not especially interested in such concepts. Mothers with children in school will read eagerly news stories about activities at Main Street School but show comparatively little interest in an article in *Education* magazine called "Humanizing International Education on the College Level." Members of the First Methodist Church of Atlanta, Georgia, are all interested in the travels of their minister but the majority have no inclination to give close reading to an explanation of Barthianism in *Religion and Life* magazine. This is not a desirable situation, but it is the situation.

Only specialized magazines and a few syndicates are in a position to give the world authoritative articles on education and religion. General publications seek to cover the news day by day or week by week. Such work is the task of the education and church reporters and editors; beats bearing the names *school* and *church* on small publications (which is the majority of the press) often are left to the same newsman.

Writers on these topics — at least the good writers — are local experts. As with all other specialties, these particular two demand some background knowledge as well as a wide acquaintanceship among educational and religious leaders, especially in the area being covered. The best school news reporters can tell a listener the difference between the points of view of John Dewey and Robert Maynard Hutchins. Competent church editors, likewise, can distinguish the Northern Baptist Convention from the Southern Baptist Convention and even explain why these denominations call themselves "conventions" and not "churches." Editors and writers of religious copy learn when to use *father, pastor, priest, the reverend,* and *the right reverend.* They understand why the Council of Churches consists only of Protestant groups. They learn also to be tolerant of all the many denominational splinters and try to handle fairly the news of the numerous religious organizations seeking their co-operation.

Church and school editors function mainly for newspapers. Only on the largest are they kept busy doing nothing more than cover their specialties. Generally they write up other types of news as well. Churches and schools frequently are associated with not only regular social planning news but also with clubs or with cultural news, the fine arts, for example. Radio stations have no staff to spare for regular coverage, but may give the executive secretary of the Ministerial Association or the Council of Churches a weekly fifteen-minute news program. An officer of the Board of Education or a member of the public relations department of the university in the area may have a similar program. General wire services and syndicates have need to cover only major stories.

School, College, and University News

Educational news mingles with club, social, government, and almost all other types of news extant. Is the annual school play school news or theater news? Is the lacrosse game with Colgate educational news or sports news? Is the rise in tuition for next year at Downtown College financial news? Sometimes the line is not easy to draw. Except in a departmentalized publication the distinction probably is unimportant. The main thing is to print the news in a readable fashion. A guide might be: what is of wide interest can be called local news; what is of interest in other special areas will be the news of those areas.

As educational institutions have realized that it is impossible for the average publication or radio station to staff itself sufficiently to cover everything going on, they have en-

gaged ex-journalists to be their publicity representatives. Large universities and educational bodies of other types have set up full-fledged offices of public relations. Thus, school, college, and university more and more take their news to the press and the radio. They are eager to co-operate with those media in making coverage easy, accurate, and thorough.

So highly developed has this co-operation become that the educational bodies will maintain what amount to small newsrooms, with reporters gathering stories and copyreaders editing them and photographers submitting prints to accompany them, with radio script writers preparing copy for the air, and other typical editorial office staff members doing their jobs. The Bureau of Public Information at Syracuse University, for example, uses a teletype machine to convey news breaking at the university. Swiftly and directly the news goes to wire services, selected newspapers, and other media equipped to receive the messages.

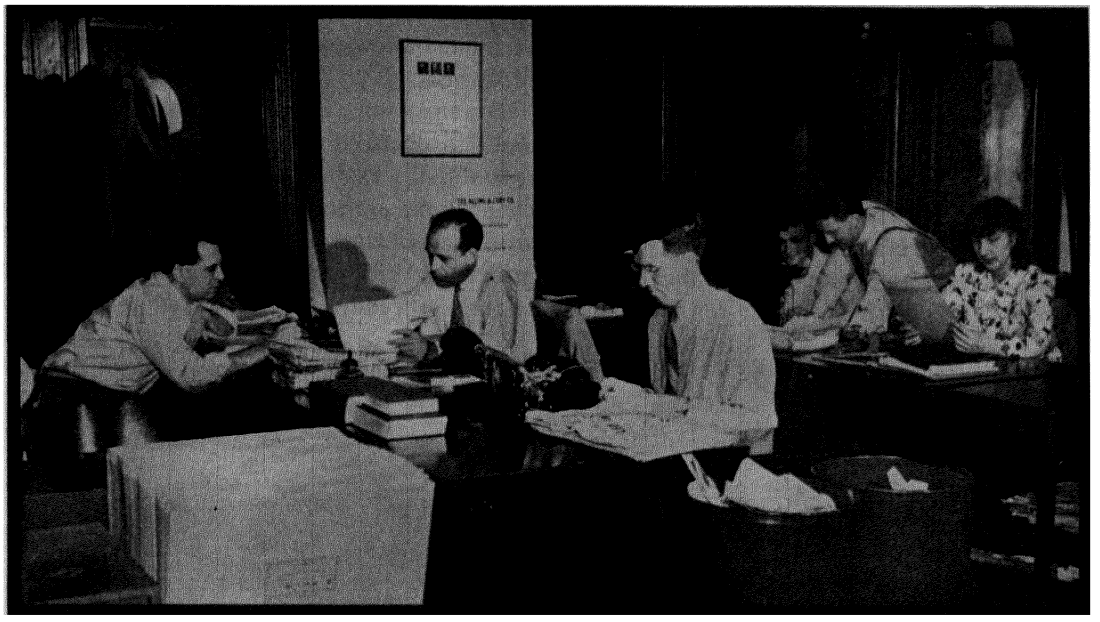
Newsmen assigned to educational news have one special problem; otherwise they use the same methods and procedures as city hall, county building, and science reporters. They must learn how to make often commonplace news attractive reading. When school news editors fail at this, it is chiefly because space is limited and there is no time to work out special effects by using a feature style or digging up background. The bane of school coverage is the repetitiousness of the material, the routineness of the events. The educational world repeats itself regularly. Enrollment figures are released two or three times a year and usually at the same two or three times. Commencements begin in May and end by July, year after year. Occasionally school board members disagree or some freak story breaks. Frequently the story of conflict is not too helpful to the school system, such as one about a pupil's insistence upon wearing certain types of clothing or a principal's ruling against the reading of particular novels of the day.

The form of the educational story, whether for press or radio, is standardized. An advance on the school play sounds no different, except for sponsorship, from an advance on a play being offered by the Woman's Club or the Knights of Columbus. A follow-up of a speech by a Commencement speaker reads precisely like the follow-up on a speech by the mayor at a Columbus Day Dedication, so far as journalistic form is concerned. School reporters need not know special techniques of presentation; they need to understand the world of education.

Organized Religion

Press and radio find organized religion somewhat more difficult to cover than organized education. The public has delegated to its paid employees many of the functions of operating the schools and colleges; private institutions are a minority. But even if they were not, they would not be characterized by the many differences so typical of the church in the United States. The seventy-five million persons in this country who are members of churches belong to more than two hundred denominations as widely separated in their views and practices as Buddhist, Roman Catholic, Spiritualist, Protestant, and Jewish. The *Yearbook of American Churches* reports that 80 per cent of these church people belong to more than fifty denominations, with names as widely known as Presbyterian Church in the United States and as rarely heard as the United American Free Will Baptist Church. Separatism and dogmatism, despite a trend toward unification of like bodies, still are common. Such divisions offer press and radio a major problem which has led to squeamishness on their part in handling the news created by organized religion. Yet it is a common difficulty that any journalistic specialist will encounter.

Denominations tend to watch jealously what is printed or broadcast about rival groups and to upbraid journalists for imagined favori-



Six members of the editorial staff of Religious News Service at work in the New York office of this non-profit, specialized agency, which supplies news, features, pictures, and other kinds of copy to newspapers, magazines, and radio stations.
(Religious News Service Photo)

tism. Keeping peace among the churches, a paradoxical situation, sometimes is a far greater problem for a church news reporter than getting that news, although that, too, tries his patience.

Newsmen reason that an institution like the church, constantly reaching out for the public, should want to co-operate intelligently with press and radio. The majority of religious leaders attempt to do so, but just as the church editor sometimes is not as well versed in theology and church history as he would like to be so the churchman frequently is not well informed about the operations of press and radio. He tends to expect impossibilities and to interfere with the operations of the news-carrying agencies.

As with educational news, much church news is routine and of limited interest. Educators and churchmen alike yearn to use press and radio as extensions of themselves, forgetting, at times, that the communication agencies are privately owned and must be self-supporting to exist. A wire service cannot, therefore, be expected to carry a one-thousand-word story about the quarterly conference or an official board meeting or a change in pastors.

But also, as with educational news, the routineness is no excuse for inaccuracy, poor judgment, and unco-operativeness on the part of press and radio. Newsmen sometimes try to pry out of ministers and priests secrets about the private lives of members of congregations. Or they misrepresent the work of church bodies by emphasizing sensational comments made by one speaker out of several dozen at a conference. Such tactics or poor workmanship engender mistrust of journalism.

Except in a small community, newsmen covering churches or church organizations can find enough news and features of all sorts to fill many pages of their papers. Thus, theirs is a job of careful selection, intended to give the public the news of widest or greatest in-

herent interest. Details often must be ignored, thus making it necessary for thousands of community churches to publish their own small papers or magazines. Denominations, likewise, issue publications for their constituencies. Based on estimates by Religious News Service, a world-wide syndicate, the number of such newspapers and magazines for church bodies exceeds one thousand in the United States. All of these are eager for news and feature material and supplement the general accounts in newspapers and magazines and in broadcasts.

Examples of church news stories for print and broadcast, if reproduced, would closely resemble the examples under almost all other chapters on subjects for news. Reporting and writing problems stem mainly from background and are heavily concerned with nomenclature, procedure, and protocol.

Chapter 25

Business as Usual

INDUSTRY IN THE NEWS

Business in the News . . . Early Business Coverage . . . Business Papers . . . Business Reporter . . . Getting Business News . . . News Sources . . . Specialized News . . . Kinds of Business . . . Writing Business News . . . Libel in Business News

Men like to live. They like to eat three meals or more a day. They like enough clothing for comfort or adornment. They like to sleep with a roof over their heads. Yet few men live in a Garden of Eden, so they must work to get what they need or want.

True, men do not live by bread alone, but they do pray for their daily bread. Those who starve do little to maintain the family or church, the school or government. They may become delinquent or criminal or even converts to foreign ideologies.

Result? Men must make a living. And, as Melvin Anshen avers in *Introduction to Business,* "business is the way men make their livings." That is why, as Calvin Coolidge once told newspapermen, "the business of America is business."

Thus defined, business encompasses much that we do — and think about doing. It concerns what we produce, how we produce it, and how we distribute what we produce. The resultant decisions and activities involve ideas, events, and conflicts, some of which are newsworthy.

Business in the News

Business always has been news. It was news forty-four centuries ago when newsmen of Ur and Uruk reported price controls, business regulations, and general news. Recorded on clay tablets, this news reveals the diverse economic interest in ancient Mesopotamia.

European merchants of the fifteenth, sixteenth, and seventeenth centuries sought business information. The House of Fugger in Germany devised a chain newsletter system known as *Newes Zeitungen* — a sort of house organ. Thus, news came from and went to several continents.

The British were quick to recognize the value of business news. Thomas Gresham III, for example, built a vast fortune because he devised an effective means of getting the business news he wanted. Indeed, he had an important role in shifting the center of world commerce from Antwerp to London.

Early Business Coverage

Several British business papers were founded before 1700. Among them were *A Collection for the Improvement of Husbandry and Trade* and *Lloyd's List,* first known as *Lloyd's News.* The former appeared early in 1694 and the latter in 1696.

Why did the British succeed in world trade? They kept informed. How? Their press in general and business papers in particular discovered the importance of business news. Thus, before World War II, there were approximately six hundred business papers in Great Britain.

In Germany one of the earliest business papers — *Physikalisch-Oekonomische Wochenschrift* — was published in 1749. Another — *Dingler's Polytechnisches Journal* — was founded in 1820. In 1837 there were about two hundred business papers; a century later there were nearly six thousand.

Business news was virtually ignored by American newspapers of the eighteenth century. They did report the sailing and arrival of ships and news of piracy and privateering. There often was more news in the advertisements of cure-alls, lost slaves, and real estate.

Founded in 1795, *New York Prices Current* was the first business paper established in the United States. Within the next seventy years, there were approximately thirty business papers and dailies in the United States.

Mercantile newspapers of the early nineteenth century played up marine and shipping news, but gave scant space to general business. Fulton's "Folly," for example, received a short paragraph in the New York *Commercial Advertiser*. Until the inventor sought publicity, his steamboat was disregarded by the press.

James Gordon Bennett, who founded the New York *Herald* in 1835, was the first American publisher to stress financial news. During his first year as publisher he introduced and wrote news and comment on Wall Street. These money articles evoked widespread interest. Typical of these analyses was his first which in part is presented here:

> Stocks are somewhat shaken since late arrivals. The winding up of three or four U. S. Branch Banks makes dealers pause as to the future operations of the money market. On Saturday railroads started two or three per cent.
>
> New York, Philadelphia, Baltimore, Boston, are all on the qui vive about stocks. Speculation in this article was never so flourishing. The rise is greatest in fancy stocks or new banks, such as Morris Canal — Baltimore Canton Company — Kentucky Northern Bank — and especially certain railroads.
>
> What is the cause of these movements? How long will they last? Who will be the losers? Who the winners?
>
> This not uncommon rise is not produced by accident. A secret confederacy of our large capitalists in the commercial cities, availing themselves of the political and commercial events of the times, could easily produce the speculation that has astonished the world during the last three months. . . .

Until the stock market crash of 1929, however, relatively little space was given to business news. What there was consisted chiefly of tabular matter and news stories of interest only to investors. The latter dealt with developments in Wall Street and other financial centers.

Then, as well as now, the tabular matter was compiled with the utmost accuracy. It consists, of course, of data on the variations in the prices of securities and commodities, fluctuations in interest and money rates, and other statistics indicative of business trends.

People are more interested in business news today. The depression that began in 1929 made them realize the relationship between business and daily living. World War II accentuated this realization. Since then it has become more and more apparent that we live in one world economically and that the stability of all nations is affected by instability anywhere.

Consequently, there is a greater emphasis on business news in weeklies and dailies and on the air. It receives greater attention from press associations and syndicates. It is presented in newsmagazines, farm journals, business papers, and house publications. It is the subject of articles in general magazines.

Business Papers

Business papers cover business news more thoroughly than dailies or weeklies. Sometimes called trade journals, they serve as "information railways." Discussing their vital role, Elfenbein in *Business Journalism*[1] notes

[1] (New York: Harper and Brothers, 1945).

that circulation does not depend upon news of politics, crime, sports, or upon syndicated matter — comics, crossword puzzles, or fiction. He says further:

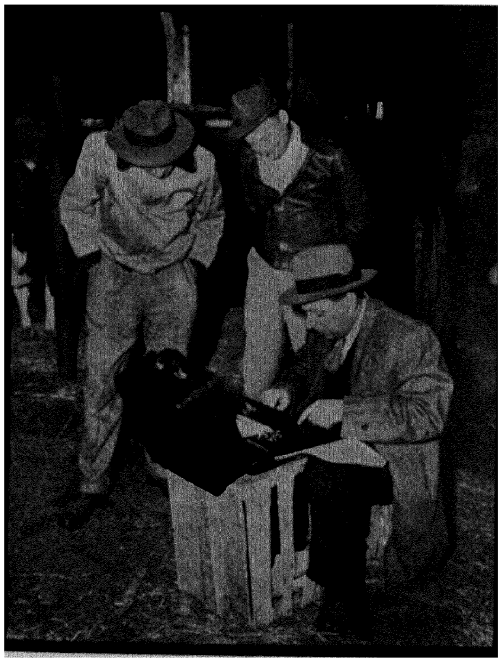
> The businesspaper is the up-to-the-minute source of continuous vocational education, the "homework" for businessmen and women who want to improve their jobs by keeping constantly informed of changing technics, practices, and policies. The businesspaper editor transmits news of the latest discoveries and inventions, the latest know-how, to his readership in a steady stream of printed words and signs.

Business papers cover each of the four kinds of business — extractive, transformative, contributive, distributive. Some are "vertical" publications in that they serve a specific industry. Others are "horizontal" because they concern various industrial areas.

Three major groups are recognized in the *Blue Book* of the Associated Business Papers, an organization of business paper publishers. They are: industrial and technical press, merchandising or trade press, professional and industrial press.

The Business Newspaper Association of Canada is affiliated with Periodical Publishers Association.

How big is the business press? There are more than sixteen hundred business papers in the United States and Canada and they serve about one hundred and sixty specific groups. They are issued daily, weekly, biweekly, semimonthly, monthly, bimonthly, quarterly, semiannually, and annually.



Many a business has its own publications. One is the Kraft Foods Co., which publishes a large magazine, *The Kraftsman*. Here three members of the firm's staff are on a visit to Wisconsin to get data from dairy farmers. (Courtesy Kraft Foods Co., Chicago)

Business Reporter

Wherever there is business, there is news. Newsmen at work, therefore, must prepare to cover business. After all, they may be employed by any of the mass media of communication or as public relations men. The sooner they learn to understand the scope of business, the sooner they will be assets to their employers and to the news consumers.

Consider the training of this newsman. To report business, he should understand business. Thus, in addition to mastering the general techniques of getting and writing news, he also should study business and the whole economy of which it is a part.

The beginner in business journalism, therefore, should take courses in economics, statistics, and business administration. In fact, a dual major or field of concentration in one of these areas is recommended. If this is out of the question, he should have the initiative to undertake an independent yet comprehensive study of these fields.

The business newsman must speak the language of business. He must know what the terms mean — asset and liability, stocks and

bonds, debentures and dividends. Yet he will find much less jargon than in sports, and he will note that technical terms often are widely used and understood.

How can the beginner build his vocabulary of business? He may review his books on economics and business. Better yet, let him underline words he does not understand in a metropolitan daily's financial section or in a general business paper. Next he may consult the dictionary, and begin to use the words himself.

Business newsmen should understand the role of accounting in modern business. Issued periodically, balance sheets and operating statements interest not only management, but also stockholders, employees, and some government officials. The reporter who knows how to interpret figures in these reports and to compare them with previous reports of the same firm or similar reports of competing firms is in a position to explain their significance.

Newsmen covering business often consult specialized sources of information. Sometimes this is necessary just to verify details in the news. Now and then they may want to gather background data needed to interpret current news.

Among the useful sources are publications of the federal government. These include some reports issued by the Department of Commerce, the Department of Labor, the Department of Agriculture, and particularly by the Bureau of Census, Bureau of Labor Statistics, and Bureau of Foreign and Domestic Commerce. Studies of special committees analyzing current trends also may be significant.

Particularly useful are some of the following: *Census of the United States, Agricultural Yearbook, Census of Business, Census of Manufactures, Commerce Yearbook, Crops and Markets, Domestic Commerce, Survey of Current Business, Market Research Sources, Monthly Labor Review, Market Data Handbook,* and monthly surveys of Federal reserve banks where published.

Interpretations of business trends are provided by Babson's Reports, Inc., Brookmire Economic Service, Dun and Bradstreet, Inc., Harvard Economic Service, and Standard Statistics Service. Useful also are Moody's *Manual of Investments,* New York Stock Exchange Listing Statements, *Accountant's Index.* Local, state, and regional sources likewise may be useful.

To keep informed, the newsmen should read business papers. Important among them are the *Wall Street Journal, Journal of Commerce, National Business, Financial Weekly, Dun's Review, Dun's Statistical Review, Harvard Business Review.* Various trade associations and research institutes gather and publish valuable data.

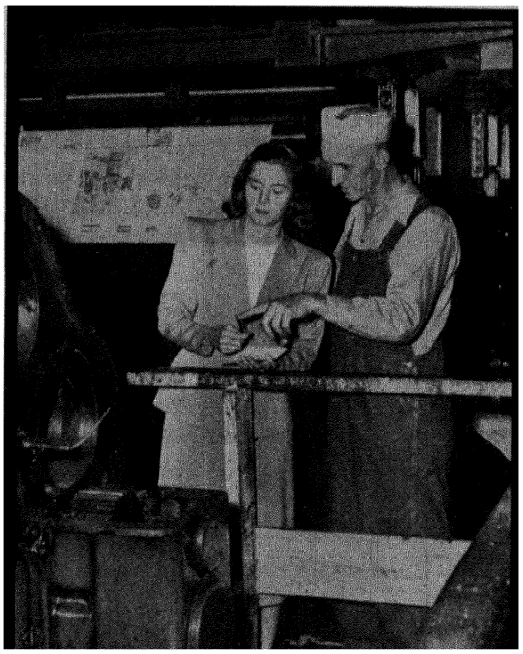
In addition to these more general sources of information on business, there are specialized publications, yearbooks, directories, and reports for almost every legitimate business. For example, the reporter covering the waterfront may know of *Jane's Fighting Ships, Lloyd's Register of Shipping,* and the like. Other transportation fields have similar sources of accumulated information.

Among the organizations for business newsmen are the Aviation Writers Association, National Association of Real Estate Editors, National Conference of Business Paper Editors, and International Council of Industrial Editors.

Getting Business News

Business is news. Ideas, events, and conflicts in business are news. Why? They are timely. Often they are near at hand. The size of some makes them news. The activities of others have consequences — chain reactions — that give them meaning around the world.

Look at *The Trib,* for example. It is the house publication of the Chicago *Tribune.* Here is an issue that reports that "September was a record-breaker in classified." That is



Pressman Warren Sheckler explains to Ruth L. Moss, newsman of *The Trib,* house magazine of the Chicago *Tribune,* the mechanism of a press being assembled in the new addition to the pressroom. (Chicago *Tribune* photo by Russell V. Hamm)

news to the readers of *The Trib,* chiefly the employees of the Chicago *Tribune.*

Public relations experts advise business firms to share information with employees. Realistic and practical, employees want no "doubletalk," says Heron in *Sharing Information With Employees.* Types of information in which they are interested include the following, he asserts: finances, personnel, organization, labor policies, products and their uses, expansion plans, sales and order prospects, research activities, industry outlook, taxation, company history and the company's position in its own industry.

Newsmen who cover business for weeklies and dailies seldom are experts. How do they do it? Telephone calls save shoeleather. And they get acquainted — know the people who can tip them off. Day in and day out they run quickly through routine items, always ready for a big story or feature.

How much is there to cover? Ask the Chamber of Commerce how much business there is in your town. Consult the classified section of the telephone directory, and examine the city directory too. Make a thorough survey of the number of business establishments — and you will find plenty of sources of news.

Consider sources of business news, for instance, in Athens, Georgia; Champaign, Illinois; Missoula, Montana. Sooner or later each business establishment may have news, and some will have it frequently. Then, too, there may be composite stories on any of the groups.

News Sources	*Athens*	*Champaign*	*Missoula*
Retail stores	301	432	356
Food group	108	91	66
Apparel group	34	48	31
Furniture-radio-household	11	19	13
Automotive	13	20	22
Filling stations	30	39	57
Eating and drinking places	40	99	74
Drug stores	11	15	11
National banks	2	2	2
State banks	0	3	0

People in business make news, and so do figures. Changes in postal receipts, bank deposits, municipal bonded debt, assessed valuation, automotive registration, income tax returns, and retail sales are news. The number of telephones, gas meters, or wired homes may be a prosperity index.

Figures arouse the newsman's curiosity. For example, bank deposits in Reno, Nevada, are several times those in Tuscaloosa, Alabama — cities of about the same size. Why? The alert reporter will find the reason perhaps in the kind of industry, transportation or extent of the retail trading territory.

It boils down to this: Most of the local business news comes from banks, stores, real estate offices, factories, airports, bus and railway stations, and the Chamber of Commerce.

In each instance the reporter learns what is news for his newspaper or radio station.

Take the real estate reporter. He is interested in the sale, lease, or construction of residential, commercial, or industrial property. He wants to know the names of the buyer and seller. He is curious about the price, background, present use, and prospective use of the property.

News Sources

News sources? At the city hall the newsman can find out about the building permits issued. In some communities he may consult the realtors' board or real estate exchange. In addition he may go to the federal housing agencies — Federal Housing Administration, for example. Then there are realtors, architects, contractors.

Department stores are an occasional source of news. Often there are short items about the personnel or sales volume. There may be changes in working arrangements or in hours the store is open. Usually more important are stories of expansion in plant, facilities, or service.

Similar opportunities for news stories may be found in other local business firms. Some of it, indeed may be important enough to put on the wire or to mail to a business paper. Much of it, of course, may appear in the firm's house publication if it has one.

Suppose a new business, Atomic Products, Inc., is set up in Madison. The weekly or daily there wants to know its purpose. The form of ownership is news, too, whether it be individual proprietorship, general partnership, limited partnership, syndicate, joint venture, corporation, holding company, or Massachusetts trust.

Once it is organized, Atomic Products may buy real estate, construct a plant, begin production, announce sales, report earnings, declare dividends, finance expansion, sell stocks or bonds, publicize safety records, seek tax adjustments, participate in community activities.

Who will do the work? People. Some will be hired, fired, retired. Some will be promoted; some transferred. Employers and employees will consider hours, wages, and working conditions. They may meet, elect officers, establish records, and win honors. All of these are news possibilities.

Coverage of business news in New York City necessitates more careful planning. The New York *Times,* New York *Herald Tribune,* and New York *Sun* have separate business news and financial news departments. Each works independently yet co-operates with the other.

The division of labor on the New York *Herald Tribune,* according to *Late City Edition,* follows:

> Business news: Broadly speaking, business news, among other phases of business management, covers production, planning, sales, advertising, promotion, purchasing, pricing, merchandising, and wholesale-retail distribution. Specific industries covered include: automobiles, rubber, tires, food, liquor, textiles, men's and women's clothing, shoes, leather, hosiery, radio, television, broadcasting, advertising, electrical appliances, heating equipment, pharmaceuticals, plastics, furniture, floor coverings, motorcycles, motorboats, office equipment, household goods, cosmetics . . . jewelry, toys, luggage, tobacco, and candy.
>
> Financial news: Just as business news covers the management functions of industry, so financial news takes over the financial functions. These include the annual financial statements, bond and stock issues, dividends, and similar actions. In addition, financial news embraces the stock and bond markets and various exchanges throughout the country. It also includes the commodity markets, banking and insurance, and several industries, including railroads, aviation, petroleum, coal, public utilities, foreign trade, steel, iron, and chemicals.[1]

[1] From *Late City Edition* by Joseph G. Herzberg and members of the New York *Herald Tribune* staff, used by permission of the publishers, Henry Holt and Company, Inc. Copyright, 1947, by Joseph G. Herzberg, p. 119.

Newsmagazines devote a department to business news. They report general business news with national or international significance. They do not compete with newspapers providing local and regional coverage or with business papers giving specialized coverage.

What is news in a business paper? *Business Week,* published by McGraw-Hill Publishing Company, Inc., lists these topics in its table of contents: automotive, business abroad, business outlook, finance, international outlook, labor, marketing, the markets, new products, production, readers report, the trend, Washington outlook.

Foreign news for McGraw-Hill's thirty-five business, technical, and scientific publications is gathered by its own news network, World News. It maintains bureaus in London, Paris, Berlin, Moscow, Stockholm, Tokyo, Bombay, Rio de Janeiro, Buenos Aires, and Melbourne. It has stringers in sixty other cities overseas. They provide about three hundred articles a month. Some of the news is sent by cable, but about 90 per cent is sent by air mail.

Consider business news in *Foreign Commerce Weekly,* issued by the federal government. Typical issues deal with current trends in industry and commerce in foreign countries. Topics covered usually include fairs and exhibitions, transports, utilities, communications, reparations, selected exchange rates, and trade leads.

Specialized types of business reported regularly include: automotive; chemicals; coal; construction; essential oils; foodstuffs and allied products; general products; lumber and resins; medicinals and crude drugs; naval stores — gums, waxes, and resins; oils, fats, and oilseeds; paints and pigments; paper and products; railway equipment; rubber and products; textiles and related products.

News for the *Wall Street Journal,* first issued July 8, 1889, is gathered by a staff of two hundred newsmen. Some of them are stationed in New York, San Francisco, and Dallas, where the three editions are published. Others work in bureaus in sixteen key cities. They are aided by one hundred special correspondents in other American cities and by newsmen in foreign bureaus in London and Paris.

The *Wall Street Journal* is owned and operated by Dow, Jones & Company, which was founded in 1882 and acquired ten years later by Clarence W. Barron. The company also operates a ticker service on business and financial news. News coverage on the two coasts is co-ordinated by leased wire.

Specialized News

Some business papers, in fact most of them, specialize in the news of one industry. Take, for example, Fairchild Publications, publishers of *Women's Wear Daily, Men's Wear, Daily News Record,* and *Retailing Home Furnishings.* Dedicated to "publishing specialized, timely, unbiased news and ideas" of the business it serves, it provides a detailed manual for its correspondents. Here is some of the news that Fairchild asks its newsmen to provide:

1. Introduction of new merchandise in any of the lines covered by our papers.
   a. A firm extends its operations into new field.
   b. Makes a new product in the same line it is in.
   c. A new seasonal line is made.
   d. A new price bracket is invaded.
2. Production of merchandise in any lines covered by all our papers.
   a. Plant expansions or retractions.
   b. Fire, strike, or disaster.
   c. Reorganization or any new money setup.
   d. Personnel changes.
   e. Impact of government regulations.
   f. Distribution policies on manufacturing levels.
   g. Changes in brand names.
   h. Pricing policies.
3. Distribution of merchandise in any of the lines covered by any of our papers.
   a. News of stores carrying merchandise in our lines.

b. New stores.
c. New departments added, enlarged, or decreased.
d. What is being bought in the manufacturing markets by store buyers. What they seek. Their reactions to new merchandise.
e. What is selling at retail. What looks good for the next season. What the smart customer is looking for.
f. Buying policy changes.
g. All personnel changes.
h. Display ideas.
i. Advertising ideas.
j. Promotion of merchandise. What? How? Results?

—Fairchild News Correspondents' Manual.

Press associations provide newspapers, newsmagazines, and some business papers with news of business. The wire service includes both news stories and tabular matter. For the most part, this news consists of national and regional stories not covered by local staffs. In some instances alert newsmen note important local or regional angles to wire stories.

The business news department of the Associated Press, according to *The A. P. Reference Manual,* handles all stock, bond, and other financial tabular matter and the general flow of corporation, financial, commodity, and business news. There are special editors for labor, automotive, and radio and television news.

It operates the "D" wire from 10 A.M. to 6 P.M. Monday through Friday and on Saturday from 10 A.M. to 5 P.M. News for the general news pages may be sent over the "A" wire. Regional as well as national business is covered. There is an increasing interest in general business and economic news.

Various syndicates also provide news service for trade papers. Letter services, those of Kiplinger and Whaley-Eaton, for example, cover business as well as political news.

Kinds of Business

Business may be classified into four brackets, according to the Standard Industrial Classification of the Bureau of the Budget. The four groups are: extractive, transformative, contributive, and distributive. And this is a simple — though not foolproof — grouping.

Broadly considered, extractive industries are concerned with raw material, organic and inorganic. The former include farms, forests, and fisheries. The latter include mines, oil wells, and quarries, to cite common examples.

Transformative industries manufacture producers' goods and consumers' goods. The first consists chiefly of equipment and supplies for industry. The second may be classified as convenience, shopping, or specialty goods, or as perishable, semidurable, or durable goods.

Distributive industries transfer goods from producers to consumer. This involves more than communication, transportation, and warehousing. It involves also the agent, assembler, broker, wholesaler, and retailer and many independent, chain, co-operative, mail order, or other firms.

Contributive business makes it possible for the three other kinds of business to succeed. It provides management, labor, and personal service. It arranges for accounting, insuring, financing, advertising, selling, and other "contributive" activities.

Obviously we live, then, in an interdependent economy. It is intricate, complex, dynamic. It affects all civilized people. Because this is true, the ideas, events, and conflicts in business interest so many people that their news value is inescapable.

Consider the extractive industries, those concerned with raw material, organic and inorganic. They are a source of much news not only for weeklies and dailies, but also for the agricultural press discussed elsewhere.

Glance at *The Timberman,* monthly business paper of the lumber industry. In one issue it may feature "Cedar Mills are Different," "Decking Pine Logs for Winter Operations," "Bend Plans Her Lumber Future Now," "Lumbering in Hawaii," "Big Time Tillamook Salvage Mill."

Note the departments: editor's mail, editorial, plywood industry, lumber and timber securities, wooden boxes, waterborne lumber trade, California section, log market, obituaries, Canadian news, machinery and supplies. The number of miscellaneous items is three times as long as this list.

Typical stories are like this one on "October Log Holdings at High Level." The first two of its three paragraphs follow:

> Combined log inventories in the Columbia River and Puget Sound districts on October 1 were in excess of one billion feet, the highest in many years. Columbia River holdings on that date were 553,591,000 feet of all grades and species in all ownerships, a gain of 36,863,000 feet from September 1. The inventory of October 1, 1946, was 309,480,000 feet. Details of the latest inventory by species showed: Fir, 327,834,000; hemlock, 176,494,000; spruce, 21,511,000; cedar, 7,651,000; white fir, noble fir, and pine, 10,191,000.
>
> Puget Sound had 580,486,000 feet in the water on October 1, a gain of 67,897,000 feet from previous months. The inventory of October 1, 1946, was 335,448,000. Latest breakdown by species showed: Fir, 288,536,000; cedar, 38,253,000; hemlock, 210,045,000; spruce, 8,577,000; white fir, larch and pine, 35,175,000.

Similarly *The Pacific Fisherman* deals with another extractive industry. This is a typical story:

> More than 700,000 lbs. of fish and 6,000 dozen crabs were landed at the Westport dock during August, Port of Grays Harbor officials said Sept. 5.
>
> Fish included 95,649 lbs. of salmon, bringing the season's total to 1,210,068; 600,793 lbs. of tuna, for a season's total of 912,507 lbs.; crabs, 6,497 dozen, total to date, 229,103 dozen.
>
> Miscellaneous deliveries accounted for about 25,000 lbs. —*Pacific Fisherman.*

What about the extraction of inorganic materials? This means news of gold mines to the Denver *Post,* copper mines to the Montana *Standard,* iron mines to the Hibbing (Minn.) *Tribune,* coal mines to the Morgantown (W. Va.) *Post.* This means news of quarries to the Barre (Vt.) *Times.* And to many a newspaper in Oklahoma and Texas it means news of petroleum. At the same time much of the news of local interest may be presented in different form in various business papers.

Writing Business News

Business news is written to be read. Those who read it may number less than those who skim the front page and then turn to the sports page or comics. Even so, they are among those who have much to do with the successful operation of our economy.

Naturally the newsman writing about business should know the language of business men. Actually he will encounter little jargon or slang. At the same time he will encounter terms which are common in business and which he should understand.

Typical of the words he should understand and use are the words in this obviously incomplete list:

Abstract of title
Acknowledgment
Agents
Arbitraging
Articles of incorporation
Asset
Assign
Audit

Balance sheet
Bankruptcy
Bear
"Blue Sky Law"
Bond
Budget
Bull

Call loans
Capital (fixed)
Capital (liquid)
Capitalism
Certified public accountant
Check off
Clearing house
Collateral
Collective bargaining
Commodity exchange
Common and preferred stock
Contract
Co-operative marketing
Corporation
Credit and debit
Craft union

Debenture
Deposit currency
Depreciation
Discount
Dividend

Demand curve
Diminishing utility
Director
Double entry bookkeeping
Dumping

Earnest money
Economy
Elastic demand
Employee
Escrow
Executive

Federal Reserve Banks
Fiat currency
Fluctuations
Foreclosure
Foreign exchange
Futures

Garnishes
Gross and net income

Incumbrance
Index number
Industrial unions
Insolvent
Insurance
Interest
Interlocking directors
Investment

Lease
Ledger
Lien
Liquidate
Laissez faire
Liability
Lockout

Marginal utility
Market rate
Median
Mode
Monopoly
Mortgage

Open and closed shop
Operating statement
Overhead

Par value
Peg the market
Principal and interest
Profit sharing
Public utility

Quit claim deed

Receiver
Receivership
Rediscounting
Reserve
Retail and wholesale
Rent

Sabotage
Sampling
Scab
Sitdown
Slowdown
Stock certificates
Surplus
Supply curve

Trust
Trustee

Voucher

Wage scale
Workmen's compensation

Yellow dog contract

Business writing, however, is not highly technical, especially in newspapers and business papers of wide circulation. At least news should be reported in readable form with sentences averaging about eighteen words in length, with one hundred and fifty syllables to one hundred words, and with plenty of personal references. It can be done as the *Wall Street Journal* has proved.

"Good business reporting is not essentially different from good reporting in any news field, except in degree," says H. C. Hendee, editor of the Pacific Coast edition of the *Wall Street Journal*. He adds:

There probably is room for a little more interpretive writing, but there are also many of the spot news items to be presented which hang upon condensation of essential facts. It is probable that brevity is basically essential to a greater degree in business writing than elsewhere, for the simple reason that the business reader is the type who has less time to devote to his news reading. Where brevity is abandoned, the style should offer relief in the form of lively composition.

William F. Kerby, managing editor of the *Wall Street Journal*, explains his newspaper's policy on news writing thus:

It's our theory that a great many news stories contain a great many words they don't need, and we try, not always successfully, to cut it down to important facts . . .

It's the hardest type of writing there is. It takes a heck of a lot more skill and a heck of a lot more judgment and writing ability to write briefly.

Typical of this terse style are the stories in the Business and Finance section of *What's News:*

BUSINESS AND FINANCE

Commodity prices broke yesterday in a fashion reminiscent of the sharp declines of early February. Heavy selling again converged on the grain markets. Wheat, corn and soybeans dropped the limits permitted in a single session before any support developed. Final wheat prices at Chicago were off 5½ to 9¼ cents. Corn closed six to eight cents lower. Renewed liquidation of grain futures reflected trade reports that the government's proposal to buy flour for export in April had attracted a flood of offerings from millers. Late yesterday, the Agriculture Department announced it had rejected most of the flour offered because it considered prices too high. Millers will be asked to submit new tenders to cover the flour needed to fill April export quotas.

U. S. taxpayers in middle and upper income brackets will get much less relief from the bill shaping up in the Senate Finance Committee

than the House version provides. Key members of the committee have about decided to recommend cuts ranging from 20% for low-income groups to 5% for that portion of income above a specific point. The House-approved Knutson bill would grant reductions ranging from 30% to 10%. The Senate bill will closely follow the House version except for the percentage cuts. Republican and Democratic members of the Finance Committee favor trimming the percentages enough to bring down the revenue loss of the measure to about $4.5 billion yearly, or slightly more.

The Supreme Court ruled that patent rights cannot be legally used for price fixing agreements among competing companies. In two separate cases, the tribunal held there had been anti-trust law violations on the part of 12 electrical equipment manufacturers and six gypsum companies. In both instances, the companies involved had agreed to fix minimum sales prices on certain goods made under patent licensing agreements. Yesterday's rulings put limitations on the extent to which price fixing in patent licensing can be employed. The decisions were limited to circumstances where several firms hold patent licenses covering the same field. The court refused to overrule a 1926 decision which upheld such price-fixing when only one firm owns the patents.

Sears, Roebuck & Co. bucked the general trend in the mail order business during February. It reported sales 22.1% above a year ago, compared with a 17% gain in January. Montgomery Ward & Co. had only about half as large a sales gain in February as it did in January. Both Spiegel, Inc., and Alden's had smaller sales last month than a year ago. Trade sources said the excellent Sears' showing reflected an aggressive expansion program being pushed by this company and its strong position in hard goods.

Department stores sales in New York City last week were 3% below a year ago, the Federal Reserve Bank reported. Store officials said unseasonable weather was a factor in the decline. But they conceded that public resistance to high prices was making it self evident.

Steel operations this week are scheduled at 96.6% of capacity, the highest level since early January. Milder weather, permitting an improved flow of raw materials to steel plants, accounted for the rise above last week's rate of 94.6%.

—*Wall Street Journal* (March 9, 1948).

Interpretative stories also are written in readable style as these excerpts from two stories indicate:

By W. C. BRYANT

Staff Correspondent of the Wall Street Journal

Washington — The high cost of highway neglect is coming home to the American taxpayer.

The long war years saw the roads you travel take a terrific beating and get little care. In 1944 Congress voted (to begin in October, 1945) a half billion dollars a year for three years to start fixing them up.

Actually only a small part of this $1.5 billion total has been spent. By the end of last January $680 million of it had reached the "contracts let" stage. But now federal road builders are speeding up their planning; they're "programming" — first step towards final approval — new projects at close to a $500-million-a-year rate. At this speed the $1.5 billion would be allocated before 1948 is over.

And the highway improvers want to see this planning pace continued — even after all funds from the 1944 bill are earmarked. So this week a House Public Works subcommittee is set to approve a bill continuing the $500 million a year outlay.

Should Have Clear Sailing

The bill should slide through Congress with ease. It has the friendly nod of Speaker Joseph Martin, and a Senate committee is waiting for the House to act. President Truman is as favorably disposed to the program as are the Republicans.

When you take the old jalopy out into the country to drive off a little spring fever in months just ahead, you'll be rolling on roads in far worse condition than you may imagine. Testifying before the House subcommittee, engineer experts drew a dismal picture.

Of the 107,000 miles of the best national highways, only 49,000 miles will be useable (if not repaired) by 1958, said top man Thomas H. MacDonald of the Public Roads Administration, sub-agency of the Federal Works Agency . . .

—*Wall Street Journal* (March 9, 1948).

By PHILIP GEYELIN

Staff Correspondent of the *Wall Street Journal*

Washington—San Francisco Bay's Golden Gate will swing wider for foreign traders tomorrow.

In Washington, Commerce Secretary Harriman will hand over to the City of San Francisco a special charter creating a Foreign Trade Zone — a restricted, dockside area where foreign traders and importers can unload and store their merchandise free from customs regulations.

Since 1934 when Congress legalized such trade areas, sometimes called "free trade zones," only two other American ports, New York and New Orleans, have established facilities. But prospects are there'll be more soon. Los Angeles has taken preliminary steps to obtain a similar charter. Seattle and Houston are studying the possibilities of opening zones.

For San Francisco it's one important step among several aimed at broadening the international commerce horizons of San Francisco Bay.

Foreign Trade Soars

As the "gateway to the Orient," the five San Francisco Bay ports which make up the San Francisco foreign trade area have more than tripled the dollar volume of their foreign commerce compared with 1935; since 1940 volume has risen more than 2½ times. Last year goods valued at $576.1 million flowed through the Golden Gate, going to or coming from foreign countries. That was a gain of nearly 44% from 1946's total commerce of $399.6 million. This makes it biggest on the west coast and thirteenth in the national ranking.

But much of this increased traffic has been rehabilitation and relief exports to help the Asiatic countries rebuild their war-damaged facilities. San Francisco is looking to the day when it must compete more heavily with other ports for commercial traffic.

The new free trade zone, which will begin operation within 90 days, is one step. Another is a plan for a World Trade Center close to San Francisco's busy waterfront.

This center, expected to be completed within a few years, will centralize in a $60 million group of buildings all the bay area's port trade activities. Offices and exhibits of domestic and foreign manufacturers will be housed in the center, as will offices of import and export firms, consular headquarters, foreign departments of banks, transportation and communications companies, insurance firms, customs brokers and other segments of the foreign trade industry.

—*Wall Street Journal* (March 9, 1948).

Newspapers do not have a monopoly on scoops. Business papers make them too. An excellent example is this story in *Aviation Week*, published December 22, 1947. It was one of the biggest scoops in business paper journalism, although it was not confirmed officially by the U. S. Air Force for almost six months.

By Robert McLarren

THE Bell XS-1 has flown faster than the speed of sound.

First piloted flight through the transonic zone was made by Capt. Charles Yaeger of the U.S. Air Force more than a month ago. This flight and several subsequent penetrations beyond mach 1 by Yaeger and NACA test pilots Howard Lilly and Herbert Hoover have been shrouded in heavy official secrecy.

Altitude Record

All of these supersonic flights have been made at the Air Force's Muroc, Calif., Desert Flight Test Center. Flights were timed by radar tracking at altitudes of from 40,000 to 70,000 ft. setting new altitude records for airplanes.

Biggest surprise was the ease with which these historic flights were executed. None of the pilots experienced any undue difficulties during their supersonic flights. Severe stability, control and structural load problems, generally anticipated, failed to materialize.

Significant Factors

Another significant factor was the use of a straight-wing aircraft in the first successful supersonic flight. Results of transonic wind tunnel research indicated the desirability of swept back wings in passing from subsonic to supersonic speeds. A large part of the joint Air Force-Navy NACA supersonic flight research program was designed to explore the comparative efficiencies of straight and swept wing configurations.

Now the strong possibility exists that swept wings will not be required for supersonic aircraft and a re-evaluation of high speed design characteristics of current projects is indicated.

While no longer a danger zone for specially-designed research airplanes, the transonic speed range continues as a major menace to conventional aircraft designed for subsonic flight. Such high speed fighters as the Air Force's Republic P-84 and North American P-86 and the Navy's McDonnell FD-2 and Grumman F9F would face serious difficulties at mach No. 0.9 and above due to their wing and empennage design. The sonic barrier has not been destroyed but only opened to those airplanes designed specifically for supersonic flight.

Data obtained during the first supersonic flights will be reflected in the Air Force program for a new stable of supersonic interceptor fighters. Republic, Lockheed, McDonnell and Convair are already working on experimental models of these fighters featuring combinations of rocket and turbo-jet power with design speeds up to mach 1.2. Republic has already changed its needle-nosed XP-91 design back to straight wing and empennage from its original swept-back planform.

Program History

The high speed flight research program that culminated in the first supersonic flight is a joint Air Force, Navy and NACA enterprise that began with a Wright Field conference in November 1944. Research aircraft contracts were let less than a year later and the XS-1, the first aircraft to be completed under the contracts, made its initial flight tests (without power) in the spring of 1946.

The XS-1 type has made more than 50 air-launches from its Boeing B-29 "mother plane" and has increased its flight speed at small but steady increments since its first powered flight just one year ago.

Changes in Original

The supersonic XS-1 varies from the original airplane in several respects. Wing is only 8 percent thick (Thickness divided by wing chord) as compared to the 10 percent thick wing of the original plane. [The article then discusses other changes.]

Steady Increase

After the NACA and Air Force took over the XS-1 flight test program last July high speed tests began and the sonic barrier was approached steadily with mach Nos. 0.90, 0.92 and 0.96 being recorded. Actual sonic and supersonic flights were made in steep climbs after the air-launch at 40,000 ft. . . .

Actual speed of the XS-1 need only have been 662 miles per hour, the speed of sound above 35,000 ft. This speed in miles per hour has been attained by the Douglas D-558 Skystreak at sea level. The latter performance represents only mach number 0.87 compared to the 1.1 of the XS-1 flights. No cockpit heating difficulties were experienced with the XS-1, whereas the same flight at sea level would have generated cockpit temperatures of more than 160 degrees F.

Other Planes Listed

Both Air Force and NACA engineers readily admit that these historic supersonic flights have not provided the final answer to supersonic flight design and the technological surface has merely been scratched. . . . [The article devotes four paragraphs to specific supersonic planes.]

International Roundup

Achievement of the first supersonic piloted aircraft flights indicates a solid foundation of American technical superiority in the high speed flight field. The British nearly a year ago abandoned their piloted supersonic research program and are now attempting to carry on high speed research with rocket-powered scale models.

The French are still exploring the top ranges of subsonic speeds and have no completed aircraft designed for transonic speeds.

Russia remains an enigma but there are no indications of a Russian supersonic flight research program although numerous supersonic wind tunnel research facilities are operating, according to all available sources.

—*Aviation Week.*

Libel in Business News

Libel lurks in business copy as well as in other news. The newsman covering business, therefore, should verify all his statements and present them so that they will not be misconstrued. Siebert in *The Rights and Privileges of the Press* points out that there are numerous possibilities for defamation. He says:

Any publication which impeaches the credit of any merchant or trader by imputing to him bankruptcy, insolvency, or even embarrassment, either past, present, or future, or which imputes to him fraud or dishonesty or any other mean or dishonorable conduct in his business, or which impugns his skill or otherwise injures him in the way of his trade or employment is actionable. No special damages need be proved . . .

Business institutions may sue for libel reflecting on the management of their trades or business without alleging or proving special damages . . .

A story which deprecates or disparages the merits, utility, qualities or value of any person's property may be made the basis for an action on the case for special damages . . .

A recognized branch of the law of defamation, "slander of property," provides a remedy where words affecting the title or transfer value of real estate are published. It is an ancient remedy but has largely fallen into disuse because of the difficulty of proving special damages . . .[2]

Banks and similar institutions are protected by state penal codes which make it a crime to circulate false information about their stability. Thus the statutes of Pennsylvania provide that:

Any person who shall make, utter, circulate, or transmit to another, or others, any statement untrue in fact, derogatory to the financial condition of any bank, banking house, banking company, trust company, surety company, guarantee company, title insurance company, or any other financial institution in the Commonwealth, with intent to injure any such financial institution; or shall counsel, aid, procure, or induce another to originate, make, utter, transmit, or circulate any such statement or rumor, with like intent, — shall be guilty of a misdemeanor, and, upon conviction thereof shall be punished by a fine of not more than five thousand dollars, ($5,000) and by imprisonment at hard labor for a term not exceeding five (5) years.

Business is an important source of features as well as straight news. Specialized advice on this subject is found in *Business Paper Writing* by Pauline and Wilfrid Redmond. The beginner will do well to explore fully some of the businesses with which he comes in contact and to emulate the work of article writers in the better newspapers and business papers.

The first stories below are examples of radio news copy. They are followed by two examples from a business paper, one from a newspaper, and another from radio.

[2](New York: D. Appleton-Century, 1934, pp. 167-8, 175, 179.)

North Shore commuters may soon be paying more for train rides. Six railroads serving suburban Chicago today asked the State Commerce Commission for a 20 per cent boost in fares effective August 1st. Single fares would not be affected...only the 10, 12, 25 and 60 ride tickets.

--Medill News Room.

The people of Illinois are going to have to pay more for telephone service beginning next month. The State Commerce Commission today gave Illinois Bell Telephone Company temporary authority to raise rates effective July 1st.

And here's how the increase will affect your pocketbook --

If you have a business phone, it's going to cost you one dollar more each month.

And for your telephone at home, you'll pay 50 cents more a month. That is, if you live in the city. Rural service at homes will increase only 25 cents a month.

Then there's another increase for phone-users here in Evanston and along the North Shore. People in the suburbs make a lot of Chicago calls, and the charge for this service is going up too. For example, under the new rates, it will cost 15 cents for most calls from Evanston to Chicago whereas the present rate is only 10 cents.

Charges for calls between suburbs will also be increased. But Illinois Bell's Manager in Evanston - Raymond Carey - told a W-E-A-W reporter this afternoon that he didn't know just how much.

--Medill News Room.

Westinghouse Electric Corp., which operated at a record rate in the final quarter last year, expects new orders and production to continue at a high level.

This was disclosed by Gwilym M. Price, president, in the annual report. This showed that the company had unfilled orders totaling $685,340,329 on December 31, last. This compared with unfilled orders of $589,483,459 at the end of 1946.

The report also revealed that 1947 profits were the largest in its history. Net income last year totaled $48.8 million equal to $3.58 a common share. In 1946, when the company was hampered by a four-month strike, net income totaled $8,823,846 or 65 cents a common share. . . .

—*Wall Street Journal.*

Chicago — Sales of standard-size household washers in January by manufacturers totaled 358,445 units, compared to 351,152 in the preceding month and an increase of 38.2% over 259,233 sold in January, 1947. This was reported by the American Washer and Ironer Manufacturers' Association.

Sales of small washers with a capacity of three pounds dry weight, or less, were 35,862, compared to 38,058 in December and to 50,000 in January, 1947. Ironer sales aggregated 40,192 compared to 70,599 in the month before and to 31,509 in January, 1947.

—*Wall Street Journal.*

Springfield Building Permits

New structures: Harold E. Lee, Ninth and N sts., two duplexes, $8000; John Harman, 1108 Fourth St., residence, $3000; Cecil Runyon, 1110 J St., residence $4000; J. P. Runyon, 941 First St., residence, $4000; J. T. Reid, Twelfth and J Sts., residence, $4000; Paris Bredelane, Fourteenth and A Sts., residence, $3500; Pauline A. LaJoie, Ninth and M Sts., residence, $1500.

Repairs and alterations: Mrs. A. F. Krause, 945 Sixth St., garage, $250; Don Gragg, 637 Kelly St., residence, $1000; Steve Edwards, 521 North Fifth St., business, $1600; G. H. Keating, 944 Fourth St., garage, $150.

—Eugene (Ore.) *Register-Guard.*

(5:45 Sept 2, 1948)

Building in Eugene during August took a tumble of nearly a half-million dollars . . . but it isn't considered serious in construction circles. The total building volume was over a million dollars, but the large amount included a half-million-dollar building on the university campus. The total building volume during August was 599-thousand dollars. Some 230-thousand of the total during August was confined to church building. --KUGN-Eugene.

News releases from news bureaus or public relations offices cover many aspects of business. Sometimes they can be localized by the business newsman. Here are two, the first from Western Air Lines, and the second from the Automobile Manufacturers Association.

The nation's oldest airline yesterday took delivery of the country's newest airliner.

In an informal ceremony at its Los Angeles Airport Headquarters, Western Air Line accepted delivery of the first of 10 300-m.p.h. Convairs which it has on order from Consolidated-Vultee Aircraft Corp. of San Diego. . . .

Detroit, June 25--Factory sales of motor vehicles from U.S. plants fell to 338,531 units in May, the lowest monthly output since September, 1946, the Automobile Manufacturers Association announced today.

A strike which closed the plants of one producer for 17 days during the month and continued material shortages were major factors causing the reduced output, the AMA said.

Despite a 20-month low point in May, total output in the first five months of 1948 reached 2,057,268, or more than five per cent above the 1,948,275 units built in the comparable period of 1947, the AMA said.

Comparative monthly factory sales figures, including numbers of vehicles shipped to foreign markets, are attached. . . .

Motion picture business in each leading city is covered something like this by *Variety:*

Indianapolis, June 22.

Biz remains spotty at first runs here. "Bride Goes Wild" at Loew's is week's top grosser, being sock. "Best Years" is a moderate click in first showing on pop scale at Circle. Kids are putting new life into "Bring 'Em Back Alive" at Lyric.

Estimates for this Week

Circle (Gamble-Dollie) (2,800; 44-65) "Best Years" (RKO). Oke. $11,000. Last week, "Bambi" (RKO) (reissue) and "Heart of Virginia" (Rep), $9,000. . . . —*Variety.*

News of earnings always are important. This story in *Aviation Week* begins with a three-paragraph summary. Then it gives several paragraphs each to the mail rate, accounting change, 1947 revenues split, borrowings, and hotel program.

Pan American Airways continued its profitable trend of operations with a reported estimated net income of $2,960,000 in 1947. This represents but a slight variation from the $2,983,000 net profit for 1946. The composition of income elements, however, differs widely for the two years in question.

The company reported a consolidated book value of $14.65 per share. This gives Pan American the distinction of being the only certificated passenger airline whose book value is higher than prevailing market quotations of its stock.

In viewing 1947 results, however, important qualifications must be noted which under certain circumstances may sharply alter the published income accounts and balance sheet. Presumably it is for this reason that President Trippe was careful to qualify 1947 earnings as "estimated. . . ."

—*Aviation Week.*

This newspaper story features elements of both business and science.

By KENNETH EHRMAN

A young San Francisco chemist who, when he was a Lowell High School Kid, "always had the cops out in our neighborhood" because he liked to experiment with explosives, is the target of some of the world's biggest chemical companies today.

They would like to have his secret — a secret he carries in his head, with his mouth tight shut.

For Carroll F. Chatham, who is 33, is believed to be the only man in the world who has been able to produce, by literally growing them from a seed, synthetic emeralds comparable to the natural gem in quality.

Puny German Gems

As early as 1840, European scientists produced emerald crystals in microscopic sizes. And in the 1930's Germany's I G. Farbenindustrie, the great chemical trust, made some "igmeralds" which they proudly presented to their fuehrer.

These were worth nothing commercially, however — and looked it, compared with Chatham's stones, which go up to 100 karats.

By August, the young chemist says, he hopes to be in full production here.

"I expect to make about 100 karats a month of finished quality," he explains. "Probably average about $10,000 a month at retail prices."

This little production quota will be turned out by one man — Chatham himself.

"I don't want anyone else helping me — not that there aren't plenty of people who would like to be my partners," he says.

His small laboratory at 70 Fourteenth street reflects this feeling for security. The office space is limited and neat, with nothing but a few bottles of rough emeralds, worth about $50,000, cluttering it up.

Toward the rear is a locked door with a sign: "Control Laboratory. NO ADMITTANCE." And he means it.

"My most secret work is done at a lab down in San Mateo County," Chatham says. "Don't ask me where it is, though."

He explains that the emeralds are grown from rock containing beryl, a compound which, when green, is in fact emerald.

"Growing emeralds is sort of like making rock candy," he said, "Only it takes 10 months to produce a batch of rough emeralds. Why, just to get the process started takes a month and a half.

"Fundamentally, though, its just a question of making the crystals grow. Crystals are almost alive, you know. The only difference between crystals and plants is that a plant can seek its own food, whereas crystals must be fed. And plants grow from within, while crystals add to the outside."

The green color is imparted by adding traces of compounds contain-

ing chromium and iron and oxygen. The whole process is carried out under high pressures and temperatures.

His secret, he explains, is in a new technique of crystalization and accurate control, rather than in the synthesis itself.

"It took me 18 years, on and off, and about $85,000, to perfect the process," he said. "I got my first colorless beryl crystals in 1940. Four years later I made some small but perfect green crystals. Then in 1941 I grew a batch of commercially good emeralds.

"One thing amuses me, though. Here I've been making emeralds on a large scale for at least two years. I've sold them in almost every country of the world. Yet no San Francisco jeweler knew what I was doing.

"Why, one jeweler wrote to New York to find out where he could buy these synthetic emeralds he had seen. It turned out he lived two blocks from me."

Chatham says that at first he had a hard time selling his emeralds. Jewelers were afraid his stones would break the market in real gems, and tried to discourage him.

"Now I can't supply the demand," he said. "The jewelry trade knows I'm not going to flood the market, and I sell only unfinished emeralds."

His price for synthetics is about one-tenth of the price of natural gems, although the only way the two can be told apart is to heat them until the natural emerald cracks. ("Not a practical test if you want to keep your emerald," Chatham points out.)

Although he realizes that some other chemist may discover a similar process, Chatham would like to keep the secret for his children, John, 5½, and Thomas, 2½.

He also hopes his methods, which he says involve "entirely new chemical principles," can be applied to other crystals. He has worked unsuccessfully on diamonds, and is trying to grow quartz.

—San Francisco *Call-Bulletin*.

More than forty years ago Ambrose Bierce, a San Francisco newspaperman, remarked, "the gambling known as business looks with austere disfavor upon the business known as gambling." The stereotype of the business man which he attempted to establish fits few men in business now. There are relatively few robber barons or malefactors of great wealth today, as the newsman covering business soon discovers. In fact the social responsibilities of those involved in maintaining the nation's economic equilibrium is too important to misrepresent or underplay. Consequently more and more news media need newsmen qualified to gather and interpret the news of business.

Chapter 26

Labor is Big News

COVERING ANOTHER SPECIALTY

The Press and Its Own Unions . . . Labor's Special Journalism . . . Special Problems of Covering Labor . . . Reference Materials . . . Types of Labor News . . . Routine Stories

Until the 1930's labor news was mainly news of strikes and of the defalcations of labor leaders. Occasionally brief stories on routine union meetings found their way into print. Only in the communities that were heavily industrial and populated by working people was this not the situation. Even in a few such cities, such as Racine, Wisconsin, and Reading, Pennsylvania, it was necessary for labor to establish its own publications. Other special groups within communities had done the same thing long before because the quantity of their news has become so great that there was no room for it in the general press. The radio was not on the horizon during labor's period of strength early in the present century. Magazines were somewhat inclined, especially during the muckraking period from about 1890 to 1910, to be a little more hospitable than the newspapers. Louis Stark of the New York *Times,* a widely known labor reporter, has said, in Harold Ickes' *Freedom of the Press Today,* that the tendency has been to rank labor news as the stepchild of the news family.

Labor news was unimportant in the minds of the newsmen of the first two decades of this century. A reflection of this situation is the lack of attention to it in the early journalism textbooks. No news reporting or writing text even so much as mentioned labor news until 1925. The first book to do so, William S. Maulsby's *Getting the News,* recognized it by giving it less space than the author gave railway news: two pages.

Labor began to play a larger role in everyday affairs when Congress, in 1933, enacted the National Industrial Recovery Act, which provided for collective bargaining. All forms of mass communication have given labor news more attention ever since. The passage of the National Labor Relations Act (Wagner Act) in 1935 and of the Labor-Management Relations Act (Taft-Hartley Act) in 1947 kept labor in the news. It remained in the news chiefly because it was news and not because press and radio had any sudden desire to do justice to the beat. Labor had made news in the days of Samuel Gompers and Eugene V. Debs also, yet it was ignored, on the whole, by the metropolitan as well as the community press. There are several explanations: some publishers were anti-labor, untrained reporters could not cover labor well, and labor did not co-operate with the press.

Mr. Maulsby, in his treatment of labor news, restricts it entirely to strikes. Labor policies, organized labor's routine activities, such as its relief plans, insurance programs, and other constructive programs, rarely have been given thorough attention outside the labor press itself. As a result, the American public has a stereotype as its mental portrait of labor, as it has of so many other American institutions.

But not all of the American public. The

15,000,000 members of organized labor and those persons among the remaining 43,000,000 who were employed in the mid-1940's who are sympathetic to labor realize that, while their activities are not fully reported in the general press, the stereotype — a giant wearing a square paper hat and overalls and swinging a huge hammer at a capitalist — is as untrue to the facts as most such stereotypes are likely to be.

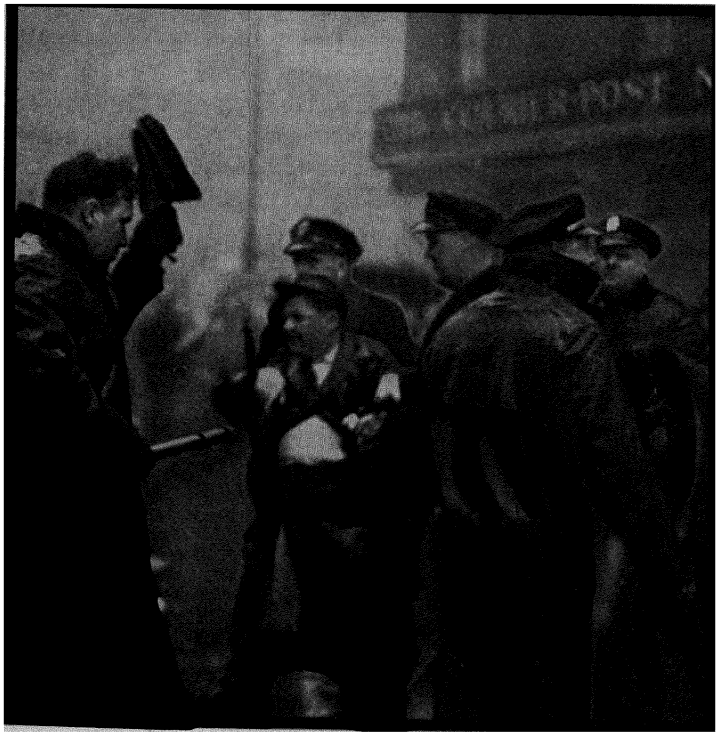
Reporting of labor news has improved since the early 1930's because metropolitan dailies and wire services have assigned special labor writers to its coverage. One hundred and forty-four papers listed labor editors in the 1947 *International Yearbook of Editor and Publisher Magazine*. Press services for both radio and newspaper not only have hired specialists but also send out more labor news than ever before. Newsmagazines have found more space for it, as have general magazines. And, of major importance, the representatives of labor, for the most part, are becoming public relations conscious. As a result it is not uncommon to find a front-page story about the labor world that is not a strike yarn and to see, as in the large dailies of New York City, whole pages of stories and pictures about significant events, such as signing of new contracts and the meetings of labor groups.

Two issues of one Scranton, Pennsylvania, general newspaper, for example, produced in a random selection of editions a generous number of current stories. These news accounts would have gained little or no attention a quarter of a century ago. They were: Laying off of twenty-four hundred workers by forty firms in the area, one-half column; wage increase obtained for the workers of a certain firm, affecting sixty employees, four inches; streetcar men's union submission of demands to a transit company, four inches; a packing company announcement of an increase in retirement income for employees, four inches; wire story from Pittsburgh about several brewing companies submitting petitions requesting a court for an injunction to enjoin AFL Teamsters Union, two inches; wire story from Philadelphia about electrical contractors' association announcement of an industry-wide pension plan for more than 150,000 members of the electrical workers' union, four inches; International Ladies' Garment Workers Union official quoted on spring market applications, one-third of a column.

The Press and Its Own Unions

The press has lost some of its indifference to labor news in part also because its own workers sometimes are members of unions. Newspaper and wire service employees can join the American Newspaper Guild (CIO) or the American Editorial Association (AFL). Magazine and book employees may become members of the Guild or the Book and Magazine Guild, United Office and Professional Workers of America (CIO). Radio workers have their groups also. Radio, in fact, is far more thoroughly organized than any other kind of journalism, mainly because long-existing unions were able to move into the radio field. In the newspaper world, however, the type of work done did not logically make employees come under standard organization. Music, since it is a major part of radio activity, gave the American Federation of Musicians (AFL) a direct interest. Radio musicians come under it. Actors, announcers, sound men, and vocalists belong to the American Federation of Radio Artists, known as AFRA for short. Writers have the Radio Writers Guild, a subdivision of the Authors League of America. Broadcasting engineers belong to the International Brotherhood of Electrical Workers, or similar groups. Thus, this industry's employees have union organizations for virtually every job they do.

Their membership in these unions has affected the employees of the mass communication media in more than the obvious ways of obtaining protection and improvement of their working and wage conditions. It has



Labor news sometimes is peaceful, sometimes violent. Here the American Newspaper Guild finds itself involved in both types. The upper photo shows Everett Norlander, managing editor of the Chicago *Daily News,* signing a new Guild contract. Looking on, left to right, are Maxwell E. H. Pyle, executive secretary of the Midwest District Council of the Guild; Eugene P. Barnes, business manager of the *Daily News;* M. W. Newman, *Daily News* unit chairman; and Chandler Forman, president of the Chicago Newspaper Guild at the time the picture was taken. The other photo was snapped in Camden, New Jersey, during a strike at the *Courier-Post,* daily newspaper of that city. The Guild supplied this caption: *Cops swinging clubs on Guild pickets.* (Photographs Courtesy of American Newspaper Guild)

made them more conscious of labor as an entity, and in the news reporting activities has made for better-informed reporters and, possibly, as asserted by some opponents of unionism in journalism, has made the employees of the press sympathetic with workers in other areas to the extent that they no longer are objective reporters. Offsetting this is the contention of other persons that there is no complete objectivity possible in journalism and that the owners of the press have for years used it to combat labor, so that a balance may now have been struck.

Labor's Special Journalism

For the reasons already presented, labor groups decided many years ago to enter journalism themselves. This decision created a special journalism of considerable consequence but not of great potentialities. With about five hundred and fifty newspapers and magazines of its own, labor has far more strength in the publications field than in radio, where its outlet chiefly is through labor news broadcasts, symposia, and round table programs over stations it does not own. Two labor news services supply the labor and sympathetic-to-labor press with mailed news releases and a variety of syndicated matter. They are Labor Press Associates and the Federated Press, both of which might be examined here in some detail as typical of specially organized syndicates such as may be found as well in such subject fields as religion and science.

Labor Press Associates was founded in 1944 primarily to provide labor news for union publications. Centered in Washington, it mails a weekly report that includes mimeographed releases taking up labor news in three sections: government and labor, government and unions, and routine labor news. The envelope also carries to subscribers two interpretative signed columns, miscellaneous fillers, and proofs of cuts, the mats for which may be obtained.

About one hundred labor publications received this service in 1947. Subscribers were almost evenly divided between the American Federation of Labor and the Congress of Industrial Organizations. Labor officials, libraries, government agencies, and Congressional offices also bought it. Rates varied by circulations, ranging from twelve dollars a month to a publication with five thousand circulation or less to twenty-two dollars for one with twenty thousand or more.

The Federated Press was founded in 1919 and has its headquarters in New York, from which it sends out daily releases, which it describes as "objective, pro-labor." Both manuscript and pictures are sold to subscribers, who in 1947 numbered about two hundred and fifty publications, independent as well as AFL and CIO. Its releases also are to be found in political publications appealing to labor groups.

During 1947 the Federated Press maintained bureaus in New York, Washington, and Detroit, and listed twenty-five correspondents. Its releases average thirty thousand words weekly and embrace about the same news material as those of Labor Press Associates except the interpretation. Federated Press also provides more conventional syndicated material than the other service, such as comic strips, cartoons, specialized columns on sports, health, consumer problems, home activities, and one that the editor describes as dealing with "the inaccuracies and misrepresentations of the daily press."

It declares that the service gives papers "everything the wire services and big syndicates give the commercial dailies." Although a comparison will show that this is an exaggeration, what is available can be obtained at unusually low prices, a recognition of the financial difficulties of the labor press.

These difficulties explain why labor's papers and periodicals have not, for the most part, kept pace technically with its gain in power and influence. There is labor news enough to justify one, but there is no labor daily. Many

of the weeklies are badly edited and printed, a publication like *Labor* or the *CIO News* being the exception rather than the rule. Labor's magazines are of a higher quality than its newspapers typographically and in journalistic style, and some of the large unions finance substantial journals.

So important has become labor's viewpoint, as expressed through its press, that in 1944 a service for business was established to provide a summary of opinion as derived from study of the "labor, left wing, and group press." This organization, which issues the *DM Digest,* asserted, when founded, that the labor press, whose circulation it estimated as between twelve and twenty-five million, is antagonistic toward the general newspapers.

In labor's own publications from time to time appear articles recommending the greater use, when development makes it possible, of FM radio and facsimile newspaper reproduction. Labor news, if this were done, would gain greater circulation than is now likely to be provided by general publications which must, after all, serve many groups within society.

Special Problems of Covering Labor

Labor reporters, like business news reporters, must have a rudimentary understanding of economics and of labor law. Much of their time is spent in studying the texts and interpretations of such legislation as the Wagner and Taft-Hartley Acts, for current labor news often results from labor's defiance or acceptance of the law.

In addition, newsmen should comprehend the history of the labor movement as well as the confusing lines that comprise the intricate network of such movements today. Whether the journalist works for a general publication or one that specializes in labor news he will gain from direct contact with labor. An academic attitude soon can become realistic after six weeks of working wherever the limited skills of the ordinary newsman will permit. Being a brakeman or a barber is a helpful complement to classroom study of labor's problems.

For the newsman intending to enter labor journalism on labor's own publications job experience is practically imperative. Labor leaders, as a rule, are not themselves journalists. Therefore they look upon the journalism technician, especially the reporter, as being only remotely connected with labor, even if he can exhibit a union card.

A second problem for the newsman is to overcome the decades of suspicion that have existed between the general press and labor. The *DM Digest's* report of labor's attitude toward the daily press simply brings to the surface a position long held toward the press at large. Many publishers have resisted unionization of their plants. They also have consistently opposed legislation benefiting labor. Organized labor especially tends to be cynical and to believe that it cannot find hospitality in the publishing quarter. If a newspaper like the Chicago *Tribune* insists upon using the words *regimentation, agitator, inquisitor,* and *labor dictator* when it means *regulation, organizer, investigator,* and *labor leader,* the suspicion can be understood.

Occasionally that attitude may be encountered at first-hand by reporters for radio or newspaper. They may not be admitted to meetings or they may be barred from writing about gatherings they have a right to attend. More often they will encounter simple indifference. The secretary in the town's union offices or the Labor Temple, if there is such a headquarters, may not recognize news when it is so labeled. Some story may have gone astray in the mail, a certain publicity release may, of necessity, have been heavily edited, and therefore there is a genuine belief that the general paper does not really want news, but is simply badgering the organization or sniffing for internal troubles that are the business only of the organization's membership.

Labor, when it is unusually secretive about

its activities, is so out of fear, as the exposés of labor racketeers have shown, but racketeering is no more characteristic of labor than it is of industry. Much of the secrecy springs from a natural wish to keep internal disagreements, which are an expected part of any democratic deliberation, from being misunderstood. Reporters will encounter this attitude whether they cover the United Nations, the United States Congress, or the annual convention of some union like the Master Barbers Mutual Aid Association.

Miss Shirley Swanson, who entered a journalism school after she had some experience in a labor union as well as in general newspaper work, in 1948 compared the problems she encountered. Her experiences illustrate what the labor reporter sometimes must contend with.

One summer I spent as secretary to the Superior (Wis.) Metal Trades Council, a central American Federation of Labor organization, and three summers later spent the three months editing a special supplement on labor for the local paper. . . .

The Council was a temporary organization set up to combat the CIO, which was attempting to take over some 7,000 shipyard workers who were, at that time, working under the AFL unions. The campaign was carried on for three months, at the end of which time the NLRB held a hearing and election and the AFL was able to maintain its jurisdiction.

Our job, naturally, was to let the papers get only that material which would be favorable to the AFL and to keep from them any news which might work against our side. . . .

The first and foremost job was to keep the newspapers from calling a *dispute* a *strike,* and that statement was about the only one which we ever gave to the papers. The reporters began to lose interest in the story after calling every day for a week and getting only: "This is not a strike, this is a labor dispute." It was small wonder they were discouraged and angry at labor for trying to keep quiet the first big labor dispute the city had had for some 35 years. One of the greatest problems a reporter can face is official resistance. It becomes almost impossible to break it down.

To illustrate to what lengths labor officials often go to evade the newspapers and other information seekers, the Council, which was throughout the dispute the controlling body of directors, left our office and holed up in a cabin in the woods the last week or so of the campaign so that they could not be reached for a statement. They came into the office only after hours and then only through the back door. Such an attitude further complicates the situation for, while the reporter might have enough difficulty getting the facts, the task becomes almost impossible when he cannot even get to the source.

Three years later, when I was on the other end of the phone and the other side of the desk, trying to get the news, I viewed the previous situation in a slightly different light. I would criticize labor quite strongly for its attitude toward the press in some respects.

In doing the supplement, it was purely a public relations piece for the benefit of the unions. It was planned to glorify their work and sell them to the public. There was no news of strikes or disputes, except in a few cases of past history. There seemed to be no material, or very little, that would need to be kept hidden, for any reason. It was purely a matter of factual reporting. And yet, the labor unions were about as uncooperative, for the most part, as any organization I have run into.

In this case it was not a matter of their attempting to suppress any vital news or facts, but mainly a matter of apathy on the part of the unions. They couldn't be bothered to maintain good relations with the press. They refused to take time out to give any information or they gave a weak "I'll call you back later."

It is little wonder, then, that newspapers often get fed up and decide to run only what they see, or nothing at all.

Such mistrust can be overcome only by reporters who show that they have an understanding of labor's problems and background. They must give evidence that despite any affiliation of their own they are independent, if not actually sympathetic, and that they are honestly concerned with accurate reporting of labor's news, routine or extraordinary, and are to be trusted with confidences.

Labor's language will offer a problem to the newsman who does not know its words.

Each trade or occupation has its colloquialisms. Reporters who cover the business world are expected to be responsible for distinguishing between preferred stocks and bonds and to know a discount from a discount rate. They should be willing, likewise, to take time to learn labor jargon and the special vocabularies that surround any job. The reporter who knows that baking is a term used in iron foundries as well as bakeries, and that foundries, like hotel kitchens, have cups as well as pots but for different purposes, will earn the friendship and respect of labor sooner than one who takes no pains to learn the new language. Labor's lingo is harder to learn than that of business because little of it has been incorporated into textbooks.

Preserving impartiality is a problem that the newsman cannot face alone. It will be difficult for him to call at a labor office the afternoon of a day on which his paper, a morning sheet, through some desk editor's carelessness or the necessities of news pressure, has left out labor's side of some controversy. Labor's representatives would no more be able to withhold resentment than would those of business or industry if the latter's viewpoint had been skipped in favor of a suicide story.

Newsmen must have the co-operation of the city editor, the news editor, the radio news editor, and other executives, for they are in the middle. Labor for so many years was considered minority news that editorial offices rarely considered the need to be impartial, back up a reporter, or be of help in keeping the news channel clear.

Policy, the publication's or radio station's official attitude toward events, usually is not made by a reporter, but he is the agency's representative. If a paper is consistently pro-labor in its editorial views, it is logical for labor leaders to expect support with extra space in the news columns. Not being journalists, and usually being enthusiasts for the persons or views they represent, they rarely can understand the difference between partisanship and objectivity, for to them objectivity is printing chiefly their own side. Reporters who are taken as exponents of a policy antagonistic to labor have an almost unsolvable problem if that policy is so antagonistic to labor that it finds its way not only into the cartoons but also into the news columns. The periodic boycotts of the Chicago *Tribune* and of papers in the Hearst chain, frequently supported by specific labor groups, have not made it easier for the reporters on those papers to cover labor news, whether the boycotts were merited or not.

In their stops at labor offices reporters who are new at covering labor news will find that, contrary to the impression that may be given by oversimplified editorial page panel cartoons, labor is far from a unified force. Jurisdictional disputes not only make news but also often are as bitter as the traditional Kentucky feuds. Unions reflect political differences and disagreements; a question to almost any union leader about his group's acceptance of workers from racial minorities will reveal other undercurrents. Other conflicts go beyond internal union affairs, such as company unions versus independent labor unions or organized versus unorganized workers.

Such conflicts give labor coverage its best news elements, from the conventional standpoint of reader interest. Reporters will be tempted, however, to look only for the clash and clamor when there is so much conflict. If the police force in the reporter's community has a labor detail, the emphasis is likely to be on labor conflicts, not labor agreements.

News values will not have to be adjusted, but they will need to be applied with care by reporters on the labor beat. Newsmen will seek to tell the story in proportion to its importance and reader interest. They will, however, try to tell not only the story of conflict but also the story of change, accomplishment, and progress. The construction of a half-million-dollar medical center by the CIO

Amalgamated Clothing Workers is important to labor and also important labor news and more significant than an ordinary strike. A newspaper or a newsmagazine that reported only the clashes would simply warp the story of the institution it is covering, labor or otherwise. And the press has long been accused of doing just this — or something equally as superficial — in the worlds of science, religion, and social planning.

Reference Materials

If his office possesses it, the newsman may make occasional reference to *Who's Who in Labor*. If he must go to the public library for this volume, he may use it less frequently, but it remains a helpful source. *Editorial Research Reports,* when treating labor subjects, are mentioned by labor reporters as useful also. Other references are varying reports from the United States Department of Commerce, the United States Bureau of the Census, the United States Department of Labor, the United States Bureau of Labor Statistics, the National Industrial Conference Board, the International Labor Office, and such counterparts of these on a small scale that may exist in states and communities.

Labor news is so dynamic that labor writers can obtain little help from books. They depend heavily upon the findings of such groups as the Division of Labor Standards, the United States Conciliation Service, the Women's Bureau, and the Wage and Hour and Public Contracts Divisions, all subsidiaries of the Department of Labor. From their offices as well as those of the National Labor Relations Board, National Mediation Board, and National Wage Stabilization Board will come press releases, pamphlets, and reports in confusing abundance.

Types of Labor News

One way to avoid blind spots in gathering news is to know what kinds of news exist in the area covered. Assuming that such coverage will find an outlet, the reporter working for a general daily or weekly newspaper, for example, will find that the news of labor can be sorted into three types: (1) Routine activities, such as elections, meetings, speeches, picnics, pronouncements, and conventions. (2) Special stories, including strikes, legal developments affecting labor locally, negotiations, picketing, lockouts, and settlements. (3) Features and departments, such as summaries, interviews, personality articles, on-the-job sketches, and human-interest stories.

The routine stories so often obtained from a central organization or by visiting individual union offices are handled just like the routine stories that grow up in other areas. Covering a union meeting that includes an election may send a reporter to a different neighborhood from the one he enters when he covers a woman's club election, but the resulting stories are likely to be brother and sister. The voices may be bass and soprano, but their background political jockeyings have the same tone. A speech after all cannot be anything but a speech, whether uttered by a labor leader or a member of the National Association of Manufacturers. Only policy orders, or unconscious understanding of unuttered policy, and limitations of space should alter the treatment of either speech in the press.

A member of the executive staff of a large dress retailing firm might as readily have written the story reproduced below as did the real author, a labor union's district manager. It reveals that readable and useful business condition stories can be obtained from a labor source today. In the past such a story always has come from the representatives of other groups, groups not all of which enjoy public confidence.

Here is a portion of the business story from labor sources:

> Enzo Grassi, district manager for the International Ladies' Garment Workers Union, said today that Spring market conditions are ex-

pected to stimulate production in the Scranton area's dressmaking plants.

Since last October, he pointed out, dress plants in this vicinity have been hard pressed to keep going in view of a growing consumer resistance communicated from the retail store level to the manufacturing end of the dressmaking business.

Buyer resistance, Manager Grassi said, developed from high price tags affixed to women's dresses as a result of increases in the price of manufacturers' material and the fact that wartime production of this industry was never curtailed, thus eliminating a heavy postwar demand. . . .

—Scranton (Pa.) *Times*.

In the post-World War II period strikes, picketings, lockouts, and other results of the failure of labor and management to agree, assumed the magnitude of major murders and disasters in newspapers and on the radio. Coverage of a strike or lockout is a difficult assignment, not to be aided extraordinarily by the study of typical versions.

Strike or lockout reporters have been compared to war correspondents — at least the war reporters of the old school who were able, by the isolating of war to a limited battlefield, to remain impartial. The war analogy, if not taken too literally in this atomic age, is acceptable. There are two or more "enemy" groups, union versus management or union versus union. Each side has its public relations experts or at least persons delegated to make news statements, keeping the news under control much as governments do in wartime. Propaganda is issued by all sides. Allied or sympathetic groups complicate the picture, none so much as the police. Even if the labor reporter is known to police and his paper, press service, or radio station has friendly relations, tempers are high in labor disputes, police are not popular when in evidence, and coverage becomes both dangerous and complex.

If the reporter's employers have the confidence of all factions his work is made somewhat easier, but never easy enough. If the strike is of sufficient size, beat men or other reporters will be assigned to phases, for one labor writer cannot handle all aspects of a major strike, which, often as not, is a news-maker of national scope. This distribution of responsibility complicates the regular man's job.

Experienced reporters soon learn that the best formula for impartiality is to give all sides whenever possible. Usually there are only two: labor and management.

If the union makes a charge, 'phone management to get an answer. If management makes a charge, 'phone labor for the answer. Print them both in the story. This is the defense of labor reporters when their superiors say they are biased. "At least," they can reply, "I got in touch with both sides, and printed their versions."

This quotation is the advice of Jacob Scher, now assistant professor of journalism at Northwestern University, but for a decade on the staffs of several large Chicago dailies.

As an illustration of Professor Scher's point is the following story. Sometimes the newsman cannot be so generous with space for both sides; other times one side or the other refuses to talk and he must write, as did a wire service writer for the AP in covering a Rochester, New York, strike: "John G. Strobel, international representative of the union, could not be reached for comment."

Officers and members of the council of the Authors' League of America, meeting yesterday at the Hotel New Weston, Madison Avenue and Fiftieth Street, unanimously approved a projected strike by the Radio Writers Guild, a league affiliate, against advertising agencies and producers of "package" radio shows.

A strike will not take place before Monday, when membership meetings of the Radio Writers Guild are to be held in New York and Hollywood. If there is no settlement in the meantime, the strike date will be announced then.

[The next two paragraphs describe preparations for the strike and the size of the Guild, with explanation of "package" radio shows.]

The radio writers made their demands for two main reasons . . .

> [Approximately 100 words are used to explain these demands.]
>
> Leonard T. Bush, of Compton Advertising, Inc., speaking for eighteen of the major advertising agencies, explained that . . . [About the same amount of space is given to this view.]
>
> [Another point under dispute then is explained; the story ends on a short interview with the president of the guild, running to about 150 words.] —New York *Herald Tribune.*

Between the effort to remain impartial, to be sure to get the essentially small amount of straight news that is available, to find his way around in the rumors and propaganda, to be on the watch for human-interest aspects, and to be present when important negotiations are concluded or violence occurs, the labor reporter has an exciting and tiring job in handling a strike story.

Strike stories follow many patterns, depending upon the nature of the news created. They run for days, are interwoven with news of legal action, and cannot be clearly illustrated with single story examples. There follows, therefore, a series of Associated Press stories on the same strike, showing how different stages were handled. Such an account is naturally not perfect in all details of writing, but the changing phases are well represented. The content is essentially the same whether released for newspaper or radio presentation. The news stories are those portions of wire stories used by the Syracuse *Post-Standard* in its coverage.

First is the story relating that negotiations to avoid the strike are to be held. This was the first wire story on the strike.

> BINGHAMTON — (AP) — An effort will be made today to avert a bus strike scheduled for 5 a.m. Saturday in Binghamton, Johnson City, and Endicott, a union official said yesterday.
>
> James J. Gormley, international vice-president of the Amalgamated Association of Street, Electric Railway and Motor Coach Employes of America (AFL), said the union and Triple Cities traction corporation officials would resume negotiations this afternoon.

The next day the AP carried another negotiation story. Note that this second story mentions major facts omitted from the first: the number of employes affected, the kind of workers affected, and the way general population would be affected.

> BINGHAMTON — (AP) — An eleventh-hour attempt will be made today to avert a strike Saturday of 230 bus drivers and maintenance men in Binghamton, Endicott and Johnson City.
>
> Federal Conciliator Frank E. Walsh scheduled a conference today with officials of the Triple Cities Traction Corp. and the Amalgamated Association of Street Electric Railway and Motor Coach Employes (AFL).
>
> The union has set 4 a.m. Saturday for the strike, which would deprive the Tri-Cities area of 114,000 population of its principal means of transportation.

The day of the strike the AP state wire carried three stories. An early one summarized the situation to the night before, with the following lead:

> BINGHAMTON — (AP) — Union and management officials held last minute conferences last night in an effort to head off a bus strike in Binghampton, Endicott and Johnson City, scheduled for 4 a.m. today.

A few hours later the story of the accomplished strike went on the wire.

> BINGHAMTON — (AP) — Bus drivers in the Triple Cities struck today for an improved contract, eliminating public transportation with Binghamton, Endicott and Johnson City.
>
> About 130,000 persons live in the three communities.
>
> The walkout followed an early morning meeting at which the Amalgamated Association of Street, Electric Railway and Motor Coach Employes (AFL) voted confidence in their leaders and thus affirmed an earlier strike vote. The leaders had reported on negotiations, which broke down last night.
>
> The 230 drivers and maintenance men seek liberalized overtime provisions, larger pensions, sick leave benefits, night work premium pay, and paid holidays.

About three and a half hours later a first lead was sent, reporting on the effects of the strike, and picking up all but the first paragraph of the preceding story.

> BINGHAMTON — (AP) — Bus drivers in Binghamton, Endicott and Johnson City, seeking an improved contract, struck at 4 a.m. today, leaving the communities without public transportation, but the public did not appear seriously inconvenienced.
>
> Major industries in the area do not operate on Saturdays. Consequently there were few stranded persons. Taxicabs were not overtaxed with business, a spot check indicated.
>
> Hardest hit were commuters attempting to travel from Endicott and Johnson City to Binghamton.
>
> About 130,000 etc. . . .

Several attempts at settlement were made before the strike came to an end more than three weeks later. In the week following the start of the strike members of the AP received copy that read:

> BINGHAMTON — (AP) — Striking Triple Cities bus drivers yesterdismissed as "the brain child of management" a mayors' proposal that the union seek a court order to force arbitration of issues.
>
> Members of the Amalgamated Association of Street, Electric Railway and Motor Coach Employes (AFL), who struck Saturday for an improved contract, charged in a statement that the proposal "did not originate" with Mayors E. Raymond Lee of Endicott, Leon Youngs of Johnson City and Walker B. Lounsbery of Binghamton.
>
> The first two denied the allegation. Lounsbery declined to comment.
>
> The mayors sent their suggestions to a mass meeting of the 230 drivers and mechanics in a statement which declared, "The public interest requires that there be no further stoppage."

A typical story during the course of the strike was this distributed two weeks after it began, also under the head of settlement attempts.

> BINGHAMTON — (AP) — Striking employes of the Triple Cities Traction Corp. yesterday rejected company proposals to end the 15-day walkout and a state mediator said negotiations had been broken off.
>
> Announcement that the strikers, members of the Amalgamated Association of Street, Electric Railway and Motor Coach Employes of America (AFL), had rejected the proposals came after a conference of union and management officials with State Mediator Ernest W. Lanoue of Albany.

The end of the strike was reported in a story which the Syracuse paper reduced to the new elements and a brief recapitulation, thus:

> BINGHAMTON — (AP) — A 23-day-old strike of 160 AFL bus drivers and maintenance men in Binghamton, Endicott and Johnson City ended yesterday with signing of a one-year contract providing a wage increase of 15½ cents an hour and other revisions.
>
> The settlement was ratified, 128 to 3, by members of the Amalgamated Association of Street, Electric Railway and Motor Coach Employes of America after union officials reached the agreement with the Triple Cities Traction Corp.

Feature and departmental material about labor, in its technical aspects, is not unlike such copy treating of politics or fashions. Interviewing a famous labor leader involves confronting as many public relations men as interviewing a noted college president. Once the questions are answered, the writing job follows the norm; determine the purpose of the interview, keep it readable, and say something the reader may not have heard before from the interviewed person.

Labor news is departmentalized in few general publications, either newspaper or magazine. Where it may be, as in the New York *Herald Tribune* or the Chicago *Tribune*, it is little more than the arrangement, side by side, of unrelated labor news stories. Departments in labor papers are either conventional material of the sort (fashions, crossword puzzles, advice on health columns) or signed opinion columns or reports from particular labor areas, such as certain railroad divisions or manufacturing plants.

A house magazine or newspaper rarely

prints news of unions and divides its space between departments dealing with personal and family news of workers and articles presenting the side of management in any all-company activity short of conflict.

A few large newspapers and wire services distribute round-ups of labor news. These are either collections of brief summaries of past events or attempts at explanation. Not many American journalists are given the opportunity to write interpretative articles with regularity and independence. Among them, however, are Louis Stark of the New York *Times*, Edwin A. Lahey of the Chicago *Daily News*, and the unsung researchers of *Time*, *Newsweek*, *New Republic*, and *Fortune*.

All the journalistic virtues a labor writer must possess will be brought to bear in the production of such an expository piece as this by Mr. Stark. But in the opinion of many practising journalists and journalism educators the coverage of labor news never will be the equal of the coverage of politics or sports until much more such writing is printed or broadcast:

By LOUIS STARK

Special to The New York TIMES.

WASHINGTON — Wage settlements in the steel industry and General Motors Corporation have suddenly changed the overcast industrial relations skies.

Predictions are now for a relatively peaceful outlook for some time, barring unexpected developments.

The prolonged conferences between the United States Steel Corporation and the CIO's United Steelworkers gave the country the jitters. But the constant public pressure on the parties for a peaceful adjustment of their dispute is credited with the outcome.

"As goes steel so goes the nation," is a common saying. Bethlehem, Youngstown, and other steel producers are following "the corporation." Similarly the General Motors settlement augurs well for peaceful adjustments in Chrysler and Ford.

It has been apparent for some time that the mood of labor is one of anxiety and of hope for an increment to offset higher living costs, and also, as observers stress, against striking. Last year's strike losses are too fresh in the minds of the millions who walked off their jobs. Besides, prospective labor legislation has dulled the desire to strike.

[Next Mr. Stark summarizes the issues in the telephone strike and the dispute in the coal industry of about the same period. He then returns to a forecast.]

Once the telephone strike is out of the way, and excluding the coal conference next week, it would seem that the only disturbing signs on the labor horizon now are somewhat in the future: possible difficulty in the meat-packing and in the maritime industries.

[After evaluating these possible conflicts, Mr. Stark ends with consideration of inter-union conflict.]

Having won wage concessions, the CIO has an improved bargaining position in the forthcoming peace negotiations with the AFL. However, observers in official and labor circles are exceedingly skeptical as to the outcome. Both organizations have so many deeply rooted, vested interests in jobs and prerequisites for officers that adjustment is expected to be extremely slow.

Routine Stories

Few labor stories have the interpretative and forecasting characteristics of Mr. Stark's or of the few other labor analysts. Nor will the new reporter on the labor beat have much opportunity to write the analytical story. He will be expected to handle the sort of copy that follows. These are more or less common types of labor copy. The classification and outlet are indicated with each.

(Wire Service — Negotiations)

NEW YORK--(AP)--CONTRACT NEGOTIATIONS BETWEEN THE BETHLEHEM STEEL CO. AND THE CIO UNITED STEELWORKERS WILL BEGIN AT 2:30 P.M. TODAY, WITH BETHLEHEM THE FIRST OF APPROXIMATELY 80 BASIC STEEL CORPORATIONS TO HEAR OFFICIALLY THE UNION'S RECENTLY DETERMINED 15-POINT PROGRAM.

THE UNION SAID JOSEPH MALONY OF BUFFALO, DIRECTOR OF THE UNION, WOULD HEAD ITS NEGOTIATING COMMITTEE.

NEGOTIATIONS WITH U. S. STEEL, ORIGINALLY SLATED TO START TODAY, WERE POSTPONED UNTIL NEXT WEEK AT THE REQUEST OF THE CORPORATION. NO DEFINITE DATE HAS BEEN SET.

DISCUSSIONS WITH JONES AND LAUGHLIN OF PITTSBURGH ARE SCHEDULED TO OPEN TOMORROW, WITH DIRECTOR BERT HOUGH OF AMBRIDGE, PA., HEADING THE UNION DELEGATION. NEGOTIATIONS START MONDAY WITH YOUNGSTOWN SHEET AND TUBE AT YOUNGSTOWN, O., REPUBLIC STEEL CORP. IN CLEVELAND AND INLAND STEEL IN CHICAGO.

--ASSOCIATED PRESS.

(Wire Service — Bargaining Election)

BUFFALO--(AP)--THE NATIONAL LABOR RELATIONS BOARD SAID TODAY THAT A COLLECTIVE BARGAINING ELECTION IN THE FOUNDRY OF THE NEW YORK AIR BRAKE CO., WATERTOWN, WAS INDECISIVE AND THAT THE ELIGIBILITY OF TWO CHALLENGED BALLOTS WOULD HAVE TO BE DETERMINED.

THE INTERNATIONAL MOULDERS AND FOUNDRYWORKERS OF AMERICA (AFL) RECEIVED 24 VOTES AND THE INTERNATIONAL ASSOCIATION OF MACHINISTS FIVE VOTES, WHILE 17 EMPLOYES VOTED FOR NEITHER.

IN A SIMILAR ELECTION IN THE COMPANY'S MACHINE SHOP, THE NLRB SAID, THE FOUNDRYWORKERS RECEIVED SIX VOTES AND THE IAM NONE.

--ASSOCIATED PRESS.

(Labor Press Service — Conference)

NEW YORK--(LPA)--IN A WIDELY CIRCULATED LETTER, THE NATIONAL EDUCATIONAL COMMITTEE FOR A NEW PARTY HAS ANNOUNCED A NATIONAL CONFERENCE TO BE HELD IN DECEMBER OF THIS YEAR.

THE COMMITTEE DECLARED THAT "THE TIME IS PAST RIPE IN AMERICA FOR A MODERN POLITICAL PARTY ORGANIZED TO MEET THE CHALLENGE OF OUR MODERN AGE."

IT DECLARED THAT A "NEW PARTY MUST GO BEYOND THE OLD 'NEW DEAL,' " THAT "GIANT MONOPOLIES AND OTHER KEY INDUSTRIES MUST BE CONTROLLED NOT BY THE FEW FOR THE BENEFIT OF ABSENTEE OWNERS, BUT BY THE MANY FOR THE BENEFIT OF THE ENTIRE COMMUNITY."

THE COMMITTEE WAS FORMED IN THE SPRING OF 1946 AT A MEETING IN CHICAGO.

TEMPORARY OFFICERS ARE JOHN DEWEY, HONORARY CHAIRMAN; A. PHILIP RANDOLPH, TEMPORARY CHAIRMAN; C. J. McLANAHAN, TEMPORARY SECRETARY, AND PEARL WILLEN, TEMPORARY TREASURER.

--LABOR PRESS ASSOCIATION.

(Labor Press Service — Annual Report)

NEW YORK--(FP)--UNION HOTEL WORKERS AND THEIR FAMILIES RECEIVED MORE THAN A MILLION DOLLARS IN INSURANCE AND HOSPITAL BENEFITS IN THE PAST TWO YEARS, THE SECOND ANNUAL REPORT OF THE NEW YORK HOTEL TRADES COUNCIL (AFL)--HOTEL ASSOCIATION INSURANCE FUND DISCLOSED.

EXACT AMOUNT PAID OUT WAS $1,056,041.48. THE PLAN, FINANCED BY HOTEL EMPLOYERS THROUGH A 3% LEVY ON THEIR WEEKLY PAYROLLS, WENT INTO EFFECT MARCH 1, 1945. TOTAL NUMBER OF PERSONS TO WHOM BENEFITS WERE PAID WAS 6,431. DURING THE SECOND YEAR, THE HIGHEST NUMBER OF DISABILITY CLAIMS IN ANY ONE CATEGORY--660--WAS PAID TO MAIDS.

--FEDERATED PRESS.

(Daily Newspaper — Presentation of Demands)

The Scranton Streetcar Men's union is scheduled this afternoon to submit its 1947 contract proposals to Harry H. Dartt, president of the Scranton Transit company.

Union Business Agent John F. Holleran is scheduled to meet Mr. Dartt this afternoon for the purpose of outlining wage demands formulated by the union's 400 members at a meeting early Sunday morning.

Although Holleran reiterated today that the union seeks a "substantial" but not specific amount of wage increase, it was reported that the bus-trolley operators, track and maintenance men are after a boost of 35 cents an hour.

Holleran declined to comment on the possibilities of an arbitration of the union's demands in the event agreement cannot be reached with officials of the utility. Reports are current that arbitration machinery may be restored this year for the first time in more than two decades.

—Scranton (Pa.) *Times.*

(Daily Newspaper — Union Policy)

Repeal of a city ordinance governing the hours of barbers unless the law is enforced by police will be suggested by Newark Master Barbers Mutual Aid Association. Bruno DeMayo, association president, made this announcement today after two barbers were fined $10 each by Police Judge Sugrue in Fourth Precinct Court on charges of remaining open after 1 P.M. Washington's Birthday.

The two were Angelo Rocco of 767 Sandford avenue and William George of 616 South 12th street. Complaints against them were made by the association. DeMayo said "violations would be wholesale if the association did not police its members and barbers not affiliated with the employer group."

—Newark (N. J.) *Evening News.*

(Daily Newspaper — Party)

LITTLE FALLS — The annual Christmas party of the F. S. Dress Co. personnel was held Tuesday with Mayor Clifton Wagoner as the speak-

er. Carols were sung, lead by Joseph Lamonda, who with Henry Guisto provided the entertainment. Gifts were exchanged.

These members of the supervisory personnel received gifts: Felix Sandis, head of the firm; Paul De Simons, Ann Kryniak, Frances Gresham, Mrs. Alice Galusha, Mrs. Nellis Cross, Mrs. Marion Walrath, Olga Prawlocki, Mary Bartone and Floyd Di Tata.

—Herkimer (N. Y.) *Evening Telegram.*

(Trade Magazine — Legal Decision)

PHILADELPHIA — More than 350 newspapermen and women who were employes of the Evening Ledger when it folded into bankruptcy and suspended publication in 1942 are entitled, under provisions of their union contracts, to receive severance or vacation pay, according to a decision handed down by the Third U. S. Circuit Court of Appeals.

The decision reverses an original ruling by Bankruptcy Referee David Bachman.

In November, 1945, severance pay claims totaling $223,528 were made by 218 members of the Philadelphia-Camden affiliate of the American Newspaper Guild and vacation pay claims of $13,290 were made by 135 members of the Philadelphia Typographical (ITU) Union No. 2.

The opinion now holds that the loss of jobs resulting from suspension was tantamount to a dismissal of the employes through no fault of their own. However, the court does not specify what sums were due, leaving that matter to the lower court to decide.

The Circuit Court's ruling stipulates that payments are to be made from funds realized from liquidation of the newspaper after it suspended Jan. 5, 1942. Collection would be from the estate of the late Cyrus H. K. Curtis, whose morning Public Ledger suspended eight years before the evening edition.

—*Editor & Publisher.*

(Newsmagazine — Union Activities)

In St. Louis and in Dallas last week, locals of the International Ladies Garment Workers Union were pushing plans to lower the cost of new houses by pooling their funds to buy building sites and hire architects and contractors.

The plans, similar in nature, call for the sale of shares, at $10 to $25 each, to union members. Completed houses would be assigned in the order the stock was purchased. The object is to achieve housing at cost, which can be paid for like rent.

—*Newsweek.*

(Radio Wire Service — Picketing)

MOBILE, ALABAMA -- RADIO STATION W-M-O-B IN MOBILE, ALABAMA, IS BEING PICKETED TODAY BY THE STATION'S ANNOUNCERS AND TECHNICIANS. THE PICKETS SAY THEY ARE SEEKING A PAY RAISE WITHOUT CALLING A STRIKE.

JOHN A. THOMPSON, INTERNATIONAL REPRESENTATIVE OF THE A-F-OF-L INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS, SAYS---"WE'RE USING THE PICKET LINE AS A MEANS TO ACQUAINT THE PUBLIC WITH OUR DEMANDS WITHOUT DEPRIVING THEM OF THEIR RADIO PROGRAM."

FOUR ANNOUNCERS AND SEVEN TECHNICIANS ARE INVOLVED IN THE PICKETING. THEY ARE ASKING FOR A 22 PER CENT WAGE INCREASE.

W-M-O-B IS OWNED BY THE NUNN BROADCASTING COMPANY WHOSE HEADQUARTERS ARE IN LEXINGTON, KENTUCKY. THE PRESIDENT OF THE COMPANY -- GILMORE N. NUNN -- SAYS HE IS -- QUOTE -- "FLABBERGASTED."

--UNITED PRESS.

(Local Broadcast — Employment)

INDUSTRIAL EMPLOYMENT IN SYRACUSE AND ONONDAGA COUNTY DROPPED SLIGHTLY DURING THE MONTH OF APRIL. FIGURES RELEASED TODAY BY FORREST E. McGUIRE, EXECUTIVE SECRETARY OF THE MANUFACTURERS' ASSOCIATION OF SYRACUSE, SHOW THAT NEARLY 600 PERSONS LEFT LOCAL MANUFACTURING PLANTS IN THAT PERIOD.

ACCORDING TO McGUIRE, THE LOSS IS LARGELY ACCOUNTED FOR BY WOMEN LEAVING INDUSTRY. TOTAL INDUSTRIAL EMPLOYMENT ON MAY FIRST WAS SLIGHTLY ABOVE 57-THOUSAND WHICH COMPARES WITH ABOUT 57-THOUSAND, 600 ON APRIL FIRST.

THE NUMBER OF JOB OPENINGS IN LOCAL MANUFACTURING CONCERNS INCREASED TO ONE-THOUSAND, 24 AT THE END OF APRIL. OF THESE, 736 WERE FOR UNSKILLED LABOR.

--WFBL, Syracuse, N. Y.

(Labor Periodical — Legal Interpretation)

By Joseph A. Padway

An important decision was recently handed down by the Supreme Court of the State of California in the case of George W. Emde, et al., v. San Joaquin County Central Labor Council, et al., which reversed a judgment against the San Joaquin County Central Labor Council, Teamsters Local 439, the Stockton Labor Journal and certain individuals for alleged libel of employers with whom the union was engaged in controversy. This decision is important because some of our local unions in California were sued for libel on similar grounds.

[There follows a résumé of the case and quotations from the opinions of the court.]

"In recent years a tendency has been exhibited by employers in this state to destroy the effectiveness of labor unions by bringing suits for libel. Several such suits were instituted in the past few years. Had the employers succeeded in this case, it is not difficult to imagine that dozens of such suits would deter labor unions from exercising their legitimate rights and functions and thereby completely destroy the effectiveness of lawful economic pressure to which unions must resort in their economic struggle with employers . . ."

—*The Painter and Decorator*, official journal of the Brotherhood of Painters, Decorators and Paperhangers of America, A.F.L.

When industrial warfare occurs, the noncombatants as well as the participants share the consequences. Whenever there is a strike of bus operators, coal operators, newspaper pressmen, or any other union, the public may suffer with labor and management. It may blame the union for striking or management for not granting labor's demands. What the public thinks or does about labor-management relations depends largely on what newsmen tell the public in the press and on the air.

Chapter 27

Number One Industry

COVERING AGRICULTURAL NEWS

Farm Life Today . . . News for Farmers . . . Newspapers and Farmers . . . Farm Publications . . . Farm News on the Air . . . Getting Farm News . . . Verifying Farm News . . . Writing Farm News . . . What to Produce . . . How to Produce . . . How to Distribute . . . Farm Reporters

George Washington was a successful farmer. He was first in war, first in peace, first in the hearts of his countrymen, but his first interest was his farm at Mount Vernon. While serving as the republic's first president, he wrote thus to John Sinclair:

> I know of no pursuit in which more real and important services can be rendered to any country than by improving its agriculture, its breed of useful animals, and other branches of a husbandman's cares.

As early as 1773 George Washington recognized the effectiveness of newspaper advertising. That year and in 1774 he had land for sale, and so he advertised. In 1797 in the *Federal Gazette and Baltimore American* he advertised for "a complete Country blacksmith, One who knows how to make Ploughs, and all other implements of the farm."

Farming was a vital part of the American economy then as now, yet it received little attention in the press. In fact, when Horace Greeley founded the New York *Tribune* in 1841, he realized that newspapers were doing little for the farmer. In the daily and the *Weekly Tribune,* he supported westward expansion, homestead laws, and scientific methods in agriculture. In 1850 he wrote, "Go west, young man, and grow up with the country."

Since then, America has come of age. Though agriculture no longer absorbs most of our manpower, it is our number one industry. In fact, agriculture is a thirty-billion-dollar industry in the United States. It has become what it is today partly because the press has promoted better farming and better farm life.

Farm Life Today

Is farming important? That, someone has said, is like asking if the light of day is beautiful. We take it for granted, perhaps too much so, for what industry ultimately has more to do with the basic needs of everyday life?

More than twenty-five million people live on farms in the United States. As many more live in rural communities. Thus, what they produce, how they produce it, and how they distribute what they produce are news. They are important factors in the national economy and in global concord.

The farmer is his own boss. A capitalist on a small scale, he usually is the sole proprietor of his business. More often than not he owns his farm; yet almost two farms out of five are operated by tenants, according to government figures. Though the farmer also is an employer, he relies for the most part upon himself and his family.

In one sense, farming is small business, but

in another it is big business. Often one-twelfth of the nation's annual income is produced on our farms of which there are about six million occupying well over one billion acres. If the farmers prosper, the nation prospers, but if they lose so do all of us.

American farming is becoming more and more scientific. Sound methods of research are used to improve seeds and breeds, insecticides and fertilizers, machinery and buildings. The output of the agricultural worker has doubled and his income has tripled in the past forty years.

Cartoonists who portray farmers as hicks from the sticks, bearded oafs chewing straws are just plain ignorant. So is anyone else who accepts this stereotype. Nor are American farmers peons or peasants — mere tillers of the soil. Instead they are businessmen, often professional in spirit, eager to learn how technological advances effect them and their role as citizens in one world.

News for Farmers

How does the farmer keep informed? He reads his weekly newspaper for farm news of his own community. Often he subscribes to a daily newspaper, preferably one whose farm editor covers regional and national news of agriculture. Some newspapers, of course, have relatively few farmers on their subscription lists and carry little specialized news for them.

Why publish farm news? Professor Rodney Fox of Iowa State College says that agricultural journalism has two great services to perform. He describes its role thus:

1. It must educate and inform the farmers who produce food and clothing and shelter. Not only must it inform farmers about new methods in agriculture, but also it must help to show them their part in the whole social structure.

2. It must explain and interpret agriculture to the rest of society. Agriculture, as one of the greatest segments of the world's society, must be understood and appreciated if our economy is to function smoothly.

Here, then, is the opportunity which press and radio face in serving American farmers. The printed media, newspapers and farm publications, traditionally have recognized this opportunity. Within this century, farm news on the air likewise has contributed to the advancement of agriculture.

Newspapers and Farmers

Every farmer needs a newspaper, but not just any newspaper. He needs a newspaper which reports and interprets farm news in his community. He needs a newspaper which is interested in his welfare and takes positive steps to support constructive efforts to improve agricultural conditions.

Weekly newspapers may aid the farmer in several ways. They may print the news of his activities and of the organizations which he supports. The editors may relate national and regional developments to the local scene, explaining how state or federal laws affect the farmer.

Sometimes the county agent or extension representative may write a column. Thus, he may provide farmers with practical advice on how to combat pests, boost yields, or otherwise apply general principles to immediate problems. The success of the column depends upon the ability of the writer.

Hundreds of daily newspapers that printed little farm news in the past now give considerable space to agriculture. This they must do to interpret economic trends. Then, too, big advertisers recognize the farm field as a good market. In the South, some newspapers play up agriculture news, perhaps, because of the amazing mechanization potential in prospect there.

Approximately four hundred dailies have farm editors, but treatment of farm news varies widely. The Des Moines *Register* and *Tribune* issue a farm weekly edited by J. S. Russell. Similar publications are published by the Portland *Oregonian,* Kansas City *Star* and *Times,* and other newspapers.

Many dailies have farm pages. Some stress purely local news and features — a story on the largest potato. Others present news of farm techniques, equipment, and trends. Sometimes they receive considerable material from state agricultural colleges — Iowa State College and Kansas State College, to cite two.

Some of the farm editors also are columnists. John Davis of the Cleveland *Plain Dealer* writes a scholarly column of national interest on farming. The farm editor of the Detroit (Mich.) *Free Press* gives considerable attention to the garden type of farming news.

Several newspapers own their own experimental farms. Among them are the Chicago *Tribune* and Cincinnati *Times-Star*. The Frank E. Gannett Newspapers own a splendid farm and have an able farm writer, L. B. Skeffington, whose column is syndicated in the Gannett newspapers.

Nationally, news of agriculture, follows the pattern of any legitimate news. All wire services carry farm news on the regular wires, business farm news on their business wires, and feature material in their packaged offerings. Emphasis varies with the value of the news. Picture services, including Acme, Underwood, Galloway, and others, carry farm pictures of immediate news value as well as feature pictures.

More and more newspapers are recognizing the importance of agriculture in the news. They have farm reporters or farm editors qualified to get and write this news. Thus, both the farmer and the layman should know and understand more of the news of agriculture today than ever before.

Farm Publications

Newspapers do not have the space to provide all the news of agriculture which many farmers want. That is why there are five hundred and twenty-five farm publications in the United States today. According to the Facts for Industry Series of the Bureau of the Census, "the magazine publishing industry in the United States in 1947 reported 160 titles of agricultural and farm media with an aggregate circulation per issue of 18,281,397."

Founded in 1811, the *Agricultural Museum* probably was the first of them. *American Farmer* was established in 1819, *Prairie Farmer* in 1841, *Agricultural Journalist* in 1842, *Country Gentleman* in 1853. There were approximately forty such media by 1860.

Progress in agriculture is largely due to the farm press. Nelson A. Crawford and Charles E. Rogers stress this conclusion in *Agricultural Journalism*. They note the contributions of E. T. Meredith, Orange Judd, Henry Wallace, J. H. Sanders, and others.

The farm press, they assert, has boosted interest in the 4–H and Future Farmers movements in experiment stations, registries for horses, agricultural colleges, railroad rate regulations, rural credits, traveling libraries, improving fertilizers, co-operative marketing, and other constructive measures.

Both in World War I and World War II the farm press promoted food production. In the more recent conflict it supported drives to save food, gather scrap metal, salvage fats, cut lumber. And despite loss of manpower and scarcity of equipment, the farmers responded wholeheartedly with their characteristic positive patriotism.

Farm publications for the most part are dedicated not only to better farming, but also to better living on the farm. Thus, many of them contain editorial matter for the whole families. In this way, the farmer's wife learns how to be a more efficient partner.

Farm publications sometimes are classified as farm magazines and farm papers. The former serve most or all of the country. The latter may serve a state or region, a specialized type of farming, or the interests of a specific organization or movement.

If we accept this classification — and some do not — there are five farm magazines. They are *Successful Farming, Capper's Farmer, Progressive Farmer, Country Gentleman,* and

Farm Journal. Two of them have more than two million circulation, and two others top one million.

Many farm papers serve a specific state or area. They may be read in 50 to 75 per cent of the farm homes in the region they serve. The majority of them are published monthly on newsprint; the page size is similar to the tabloid's.

Typical among these media probably are *Wallace's Farmer and Iowa Homestead, Washington Farmer, Southern Planter, Pennsylvania Farmer, Dakota Farmer, Southern Agriculturist, New England Homestead,* and many others.

Specialized farm papers focus attention on a particular interest. Dairy cattle and stock raising, fur farming and bee keeping, poultry and horticulture, forestry and flowers receive special attention. *Hoard's Dairyman, Poultry Tribune, Turkey World,* and *Drover's Journal* are among these media.

News of agriculture receives attention in newsmagazines and business papers too. Thus, trade publications in the implement industry circulate among eighteen thousand dealers and distributors. Among the top publications in this field are *Implement and Tractor, Implement Record,* and *Farm Implement News.*

Farmers also are served by other agencies which issue publications regularly or occasionally. Examples? State and federal departments of agriculture, state extension services, agricultural experiment stations and industrial development associations and farm organizations.

Note the work of the Office of Information in the United States Department of Agriculture. In 1947 its publications division prepared or reviewed seven hundred and thirty manuscripts. It distributed more than thirty-nine million copies of its Farmers' Bulletins, leaflets, and other publications.

High professional standards for agricultural newsmen are supported by the American Agricultural Editors' Association. It is an organization of farm paper editors whose publications have a total circulation exceeding sixteen million. It encourages the exchange of ideas and techniques. Annually it sponsors a tour so that its members can investigate thoroughly an important phase of contemporary agriculture.

The Agricultural Publishers Association has thirty-two member publications. It maintains an advertising agency service and advertising measuring service. It sponsors the Continuing Study of Farm Publications conducted by Farm Publication Reports, Inc.

Readership surveys of farm publications reveal that both editorial and advertising content receive attention. Editorial matter is read by one or two women in five, by one-fourth to three-fourths of the men.

To be sure, the farm press can be improved. Page makeup, copy readability, type legibility, and content organization in some instances could be improved. Here as in the newspapers opportunities to investigate and interpret are overlooked.

How do farm papers get their news? Obviously, because their purposes differ, their organizations may differ. The objectives of *Farm Quarterly, Agricultural Engineering,* and *Country Gentleman* may be similar, but their readers are different.

Take a sectional publication, *The Washington Farmer.* Its staff consists of four women and five men in the home office in Spokane and one man exclusively in the field. All of the men and two of the women make from a few to many field trips each year.

Fred W. Clemens, managing editor, notes that his staff seeks "up-to-date, authoritative information on new developments in agriculture from whatever source. The keynote of our policy is specific helpfulness to readers." He elaborates thus:

> We obtain information from a great many sources, the two chief ones being agricultural col-

lege experiment stations and extension services, and farmers themselves. A staff member visits a farm that seems to have a worthwhile story and obtains all the information possible about its operation, particularly phases of the operation which tend to make it successful. These phases include anything and everything such as tillage methods, seed treatment, livestock breeding, feeding rations, crop rotation, soil conservation, irrigation methods, seed selection, labor saving devices and household conveniences.

Prairie Farmer covers intensively four states — Illinois, Indiana, Wisconsin, and Michigan. It has a field editor in each state who is responsible for news and photograph coverage in his state. They submit their material to the managing editor who selects pictures and copy, editing it for the publication.

Editorial staff members of *Successful Farming* make frequent and extended editorial field trips, says L. S. Goode, editor. Thus, they gather material first-hand, and expert photographers get the pictures. Goode notes that his staff keeps "in close contact with state agricultural experiment workers, the United States Department of Agriculture, and various agricultural associations and workers."

Capper's Farmer has a staff of four field editors who travel by car from farm to farm to interview farmers. They do not call on farmers in a haphazard way, Ray Yarnell, editor, points out. He says:

> Usually we have a tip on the ones who are worthy of a story because of the good methods they follow or have developed in producing crops of livestock, in remodeling a barn or building, in finding shortcuts to reduce labor, in working out a procedure to save time or cut costs. These tips come . . . from county agents, from neighboring farmers, from extension men, from implement dealers, from bankers, etc. . . .
>
> We do a rather thorough job of covering state agricultural colleges by visiting the campuses and contacting the college personnel in various departments . . .

Farm Journal has fifteen associate editors and approximately one hundred correspondents in strategic places of the United States. In 1948 it was the only farm magazine with branch editorial offices. These are situated in Boulder, Colorado; Cedar Rapids, Iowa; Chicago, Illinois; Washington, D.C. Many of the newsmen in the central office in Philadelphia take frequent trips.

Free lancers also write for farm publications. The *Country Gentleman* receives several thousand manuscripts a year, according to J. T. Bingham, associate editor. Commenting upon editorial policies, he says:

> Well over 95 per cent of these are rejected for one reason or another — poor writing, untimely, imcomplete, subject foreign to readers' interests, duplicated material on hand or recently published, and lack of confidence in author. Perhaps the biggest reasons of all for such rejections are the author's incomplete knowledge of the subject and the fact that new writers fail to realize that every publication, regardless of its field, directs its editorial efforts within certain limits.
>
> Whenever a good unsolicited manuscript from an unknown writer turns up, the average editor is leery of the unknown and will not publish his work without asking for personal references and/or conducting a discreet investigation as to the author's reliability. Unsolicited manuscripts that are bought are spoken of as having "come over the transom." Now and then an unsolicited manuscript will be on a sour subject but the author shows a flair for writing. In such cases the average editor tags him as a "find" and endeavors at his first opportunity to toss a small assignment his way to see what he can do with it. Thus, new writers are discovered.

Naturally the *Country Gentleman* does not rely on unsolicited manuscripts for its content. Approximately 20 per cent of its material is written by staff members or by recognized part-time writers. The latter include from eight hundred to nine hundred county agents, extension specialists, college of agriculture or Department of Agriculture experts.

Most of the features come as a result of field trips made by various members of the staff. Each of them takes three to ten trips

a year to renew contacts in various sections of the country and to keep in touch with current developments. As article ideas emerge, many of them based on news of agriculture, arrangements are made with staff members or part-time writers to prepare them.

If agriculture has a future, the farm press has a future. And, as long as there are people to feed, there must be farmers to grow the food. The men and women on the farm will turn to the farm press to learn how they can make a living on the farm and enjoy the life they live.

Farm News on the Air

Radio journalism is an indispensable asset to the American farmer. Without farm news on the air, he would be living in the nineteenth century. Indeed, the farmer's wife and the farmer's children depend upon the radio as much as he does.

To be sure, there is nothing unique about the farmers' tastes or interests in non-news programs. In this respect, farmers are like other people. Some like Fred Allen better than Bob Hope, symphony better than popular music, give-away contests better than town hall talks.

Agricultural broadcasting probably was born in 1921. E. S. Bayard, editor of the *Pennsylvania and Ohio Stockman and Farmer,* urged KDKA to broadcast market and weather reports. Frank Mullen joined the farm paper's staff to supervise this service. In 1924 KGO and KPO in San Francisco presented farm programs, working in co-operation with state co-operatives and the University of California College of Agriculture.

Radio stations in the farm belt were quick to recognize the value of farm news on the air. Those owned by universities and colleges in some instances were used by extension services. Among those presenting information, market reports, and weather news in the twenties were Kansas State College, Cornell University, Oregon State College, Purdue University, Michigan State College, and Texas Agricultural and Mechanical College.

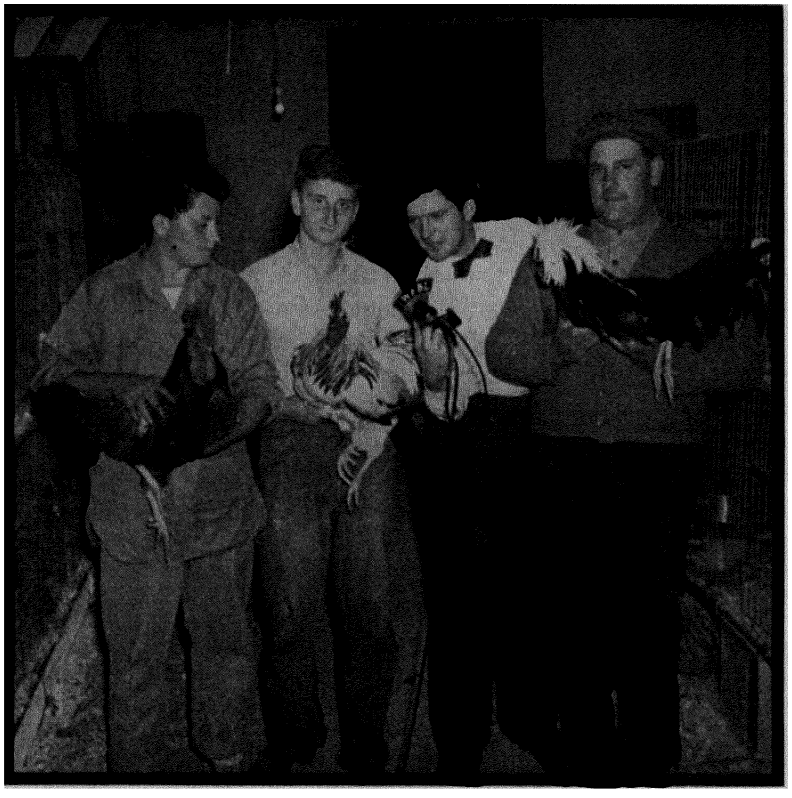
All networks today have a national farm director. When the National Broadcasting Company was established, Frank Mullen of KDKA took charge of the agricultural broadcasting. In 1928 NBC established the "National Farm and Home Hour." Originally broadcast in the Middle West, this program is now presented in all regions.

In its annual review for 1946-1947, NBC issued this statement:

> Weather and market reports are of vital interest to the farmer, and the immediacy of radio news has greatly lessened the handicap of isolation for the nation's farms. Information concerning crops and livestock that is direct, specific and timely is necessarily of local rather than national character, and is wanted every day. For this reason, each of the six NBC-owned stations has a daily early-morning farm program under the direction of a thoroughly qualified agricultural specialist who is intimately acquainted with local farm conditions, problems and markets. Each program is tailor-made to fit the particular needs of the area within a 200-mile radius of the station. The services . . . are integrated under the over-all supervision of the NBC director of agriculture with headquarters in Chicago.

The American Broadcasting Company has sponsored "The American Farmer," a sustaining farm program on Saturdays. "Columbia Country Journal" is maintained throughout the year by Columbia Broadcasting System. Smaller networks also have sponsored such programs; the Mississippi Valley Network, for example, has sponsored "Town and Country Time."

Networks and stations alike have received co-operation from the radio service of the Department of Agriculture's office of information. Understaffed, this agency in 1946-1947 — as in the past — provided farm news and some features for the foregoing programs. Specific achievements of that year include the following:



Robert (The Deacon) Doubleday, widely - listened-to central New York farm reporter for radio, in the upper photo stops production at Oswego to get live material for his program. In the lower picture he gives poultry a chance at the mike while he is at the Chenango County Fair, Norwich.

103 five minute news scripts
75 special features of five to twenty-five minutes
51 market news reports on two major networks
32 special features on a third network
52 weekly background letters to three hundred radio farm directors and 500 women's program directors
406 Farm Flash items
250 International News Service items
70 recordings
87 special programs for single stations
58 radio training clinics for twelve hundred state, county, and federal agricultural workers

Farm news on the air has been discussed at radio clinics sponsored by the National Association of Broadcasters. For example, such topics as propaganda in farm copy have been considered. It has been asserted that farm directors are less easily deceived than press association newsmen by slanted copy.

Some four hundred radio stations, perhaps as many as six hundred, have farm editors, although not all of them are full-time employees. Substantial programs are provided by numerous stations, WWJ-Detroit, WKRC-Cincinnati, WHO-Des Moines, and others, but some just broadcast pure corn.

Approximately one hundred twenty-five radio farm editors are known as RFD'ers. They are the members of the National Association of Radio Farm Directors. They organized for the "purpose of rendering better radio service to rural audiences."

Herbert Plambeck, farm service director at WHO, Des Moines, describes the programming in the farm department thus:

Our first program is at 6:30 a.m., consisting of weather news and forecasts, national and international news, national and state farm news, review of markets, calendar listing meetings of interest to farm people for the day, and more state and local farm news stories. This is carried 6 days a week, and is a 15-minute straight voice show.

At 8:55 a.m. we have a 5-minute program on food and market news. It contains material aimed at the consumer as well as the producer, such as eggs, poultry and butter prices, outlook material for consumer goods, and information on better marketing practices. This program is also carried 6 days a week.

At 12 noon, 6 days a week, we have a 15-minute report on weather, markets, international, national and state farm news. We also include an interesting feature honoring couples married 50 years or more. We carry a few service announcements and news concerning agricultural activities in the state.

On Saturday noon (12:00) we have a half hour program of features, including educational, public service and timely farm topics. In this program we recognize outstanding work in farm safety, fire prevention, soil conservation, 4-H and FFA work, Master swine production awards and many others.

We also have a 15-minute homemakers program on Saturday morning with the help of a home economist. These programs are leveled at the rural women and have very wide acceptance.

Consider also the agricultural broadcasting of WLS, a service begun in 1924. Arthur C. Page, farm program director at WLS and associate editor of *Prairie Farmer,* outlines the activities thus:

Numerous times a day we give complete coverage of all markets with which our Middle West farmers are concerned. Livestock markets are given direct from the Chicago Union Stockyards, grain markets from the Chicago Board of Trade. We give, also, regular coverage on produce, poultry, butter and eggs, weekly coverage of wool, and at times other special items. This is the first and basic item.

Every morning, and again just at noon, we give a quarter hour of farm news. For this we draw on three press wire services, all of the Middle West agricultural colleges and experiment stations, the farm organizations, breed associations, and a vast resource of our own from our *Prairie Farmer* editorial staff. We initiate surveys, make telephone calls, write letters, and conduct interviews. In order to keep our facts in order, our staff members make numerous auto trips into regions where there are important situations which need investigation. All this comes under the head of farm news.

At noon we have a half-hour program, never commercialized, which might be called an agricultural feature period. This program also carries much farm news, treating it somewhat more completely than in the other programs, giving background and interpretation. In the course of the year we make hundreds of announcements of farm events in the Middle West, and offer fullest cooperation to all farm organizations, even down to the local township.

On this program we have a great many interviews, ranging from Secretary of Agriculture, state officials, farm leaders, individual farmers, all the way to short introductions of farm newlyweds who come to visit us to the number of about two hundred couples a year. Some forty to fifty times a year we take this program out for a remote broadcast, bringing a firsthand report of a meeting or an event of agricultural importance.

At state fair time we broadcast a week from each of three state fairs, having a circus-size tent and always a large audience . . .

Six evenings a week we have a quarter-hour period which is more in the nature of commentary and farm news. Monday night, "The Field Editors' Roundup," a report directly from *Prairie Farmer* field editors in the various states. Tuesday night, "The RFD Mail Box," is based on letters we receive, including some reports on surveys and special projects. Wednesday night is devoted to shop talk, especially concerning livestock, with news, reports of sale results, new dairy cow records, veterinary reports, and discussion. Thursday night is devoted to news and discussion of special interest to farm women. Friday night is a summary and commentary on the farm news of the week. Saturday night is devoted to various feature subjects. . . .

In special situations we ride on a story constantly, as for instance in the recent packing house strike, we were in constant touch, day and night, with the packers, the livestock exchange, the stock yards company, and the union headquarters. It was of extreme importance to our listeners who ship livestock to the value of millions of dollars in a single day.

We tackle anything, all the way from the cold facts of soil fertility to the heart throb of good neighbors coming in to help when a farmer is flat on his back. We are at times, encyclopedia, commentator, or cheer leader. We know that farm life is not all lived on the plow, but that our farmers are interested in many of the same things as other folks in towns and cities.

Farm news on the air lanes reaches into every state to aid the farmers and their families. Many stations serve their regions as do WLS and WHO — at least as their resources permit. Thus the farm newsmen of the air join with those of printed media in helping farmers develop prosperous and productive farms. As long as Americans are well-fed, they will not discard democracy — and they will be well-fed as long as American agriculture continues to advance.

Typical radio story on weather is this from the *Prairie Farmer's* Commentary on the Farm News:

Well, the first frosts came this week, and more are predicted for tonight. There's always a lot of interest in the first frost, because a killing frost marks the end of the growing season. These have hardly been really killing frosts.

Frost has done some damage in low lying fields, especially, with tender vegetable crops. There is some concern about tomatoes in Indiana, for the crop is late, and every day means a great deal in the final total. Don't know what it has done to pumpkins at Eureka, Illinois. Their pumpkin festival is today and tomorrow.

As to corn, the frost has not yet been of very great importance.

Another week or two of good hot growing weather would carry some of it to better maturity. --WLS, Chicago.

The chronological approach is used in this excerpt from the *Prairie Farmer's* Commentary on Farm News:

In past years, vast importations of pure bred animals were brought into the United States to build up the flocks and herds here. It has often been said that this country now has the greatest reservoir of pure bred livestock in the world.

Now the flow is being reversed. In the year ending June 30, 1947, nearly 18,000 pure bred cattle were shipped out for breeding herds of forty-three foreign countries. About 5,000 horses were shipped, for breeding purposes, and nearly 5,000 sheep.

This is important for the future of those countries because it will lift the whole standard of their livestock population.

-WLS, Chicago.

"USDA Headlines" are broadcast every Saturday over the full network of the National Broadcasting Company in "The National Farm and Home Hour." Here is the first story of the June 19, 1948, newscast broadcast by Kenneth M. Gapen. The whole newscast took four minutes, forty-three seconds.

This is the first Saturday in four weeks that we can talk about the flooding Columbia River without having to say it's rising. Since the river crested for the third time early this week, its waters have been going down. The stage the Weather Bureau expects this morning at Portland is 27 feet; that's down three feet from the crest of about 30 feet. How long will it take for the river to get back into its banks and the water to drain off the flooded fields is a guess. But the Weather Bureau says in the great flood of 1894, it took five weeks for the Columbia River to return to its banks.

The first estimate of the damage to farms which the Department of Agriculture is making in the flooded areas has just been finished. It indicates that income lost to farmers in crops alone will be around $10,000,000. That's merely losses from farm production. Losses through damage to buildings, fences, roads, flooded fields, personal property and so on...run into many more millions. Roughly, Washington State farmers suffered about half the total damage to agri-

culture; Idaho and Oregon about a fourth each. Over 1300 farms were affected in Washington State and about 800 each in Idaho and Oregon.

The cost of rehabilitation is extensive in all directions. For example, the estimated cost of getting flooded fields to normal in Washington state alone is around $800,000. In Idaho, the needs for hay to last until another crop season is $600,000 - feed grains an additional $75,000. In Oregon, seed for replanting mint crops and restoring pastures and hay fields will cost over $400,000. These are merely examples picked here and there from the long list of repairs that farmers in flooded areas of all three states will have to make.

"The Business Side of Farming," a short newscast prepared by the U. S. Department of Agriculture's Office of Information, was broadcast over one hundred eighty-seven stations by American Broadcasting Company in 1948, on "The American Farmer" program.

Typical broadcast consists of about one and a half pages of single-spaced copy. The program opened in Chicago, then switched to Washington for the newscast. In this instance, Dana Reynolds gave the news thus:

Here we are in Washington, Tom Casey, where the biggest official farm news this week is that the new corn crop is getting off to a good start. Corn is our most important feed for animals, and the crop was short last year. If farmers get a good corn crop this season, it means they may have a chance to shift back into higher production of meat, milk, chicken, turkeys, and eggs.

The Department of Agriculture's Crop Reporting Board said this week farmers had nearly all their corn crop planted by June first. This is a vast improvement over last year when spring weather was so wet that Ohio farmers had managed to plant only about 16 per cent of their corn by June first. Indiana had only planted about a third, and Illinois about a half. That was last year.

This year, the Crop Board also said that prospects for wheat improved a great deal in May. The Board forecasts the second largest wheat crop in our history - the fifth in a row to go over a billion bushels. Montana, Washington, and Oregon expect the biggest wheat crops this season they've ever had. But for four of the Nation's leading wheat states, the production outlook is down about 40 per cent

from last year. The rye production estimate has dropped 6 per cent, compared with a month ago.

Dry weather also hit the hay crop in May...

[The foregoing is about one-third of the newscast.]

For broadcast use only, "farm flashes" are released by the United States Department of Agriculture's office of information. Some present or interpret news; others give useful information. This one deals with cotton exports to Europe.

Europe's been using more U.S. cotton since the war ended.

But in years to come, when economic assistance programs end, the amount of American cotton sold to Europe will depend on several things.

That's the gist of a U.S. Department of Agriculture report on the use of American cotton in eight European countries. The report is based on a survey conducted under the Research and Marketing Act in Britain, France, Italy, Switzerland, Belgium, the Netherlands, and the western zones of Germany and Austria. Between the two World Wars, these countries took two-thirds of our cotton exports.

Since the shooting stopped in World War II, western European cotton mills have run largely on American fiber. Because of the shortage of dollar exchange, that cotton has been brought largely on credit or with loans. And there'll probably be considerable use of American cotton in Europe as long as the economic aid programs are in operation.

It must be remembered, however, that before the war, cotton from Brazil, Argentina, India, and Africa was finding an increasing market in Europe, and that during the thirties the synthetic-fiber industry was expanding fast in Italy, France, Germany, and Britain. Today cotton acreages are increasing in other cotton countries and synthetic-fiber production is expected to increase.

When aid programs end, the supply of foreign cotton, the amount of restoration of the synthetic-fiber industry, the price of U.S. cotton, and the ability of European countries to buy our cotton will become more important than ever before in the world's cotton markets.

Getting Farm News

Getting farm news is hard work. Why? Walter T. Murphy, manager of press and radio relations for Dearborn Motors Corporation, gives this answer:

Farm news is one of the most difficult fields

to cover reportorially because it is substantially technical. Many "bulls" in journalism occur when city-bred boys lend their editorial talents to farm stories. As in every other field, acquaintance with the subject is the prime requisite for a good reporting job.

A great danger for inexperienced reporters in this field is to try to cover their ignorance with a veneer of sophistication. But it inevitably looks like the mortician replacing the surgeon.

Straight news reporting still follows the basic pattern of asking questions of the right people and sticking to their answers. In the farm field experts are generally available and cooperative, and seldom get the reporter off base.

Another angle, perhaps too elemental to mention, is that some beginning reporters are inclined to write their stories from the country cousin angle. Down the nose, if you please.

The newsman may ask the farmer or his wife what is new. It may be a road or a fence, a silo or a barn, a house or a tractor, but if it is new, it is news — what is he doing — butchering hogs, mending wall, cutting alfalfa, thinning sugar beets, pruning cherry trees — or one of a thousand other things.

Perhaps he has a terrier that is rough on rodents; or a rooster that stood off a hawk; or a record-breaking Holstein. Maybe he has bought a Hereford bull or sold a prize-winning Poland China. He may explain why he expects a lot from his new hybrid corn or what he is doing to prevent erosion on the south forty above Whitmore Creek.

The farmer is interested in organizations. There are the American Farm Bureau Federation with headquarters in Chicago and the National Grange with central offices in Chicago. The National Farm Labor Union, affiliated with the American Federation of Labor, hopes to make an impact on agriculture.

Farm organizations are sources of both news and propaganda. There are those like American Dairy Cattle Club, American Potash Institute, and, in fact, about one hundred in all. Then, too, there are some twenty-five City Farmer Clubs whose members are businessmen who also engage in farming.

Russell L. Park, assistant farm program director of WLS, interviews two young 4-H showmen at the International Livestock Show in Chicago. WLS is the *Prairie Farmer* station. (C. M. Frank Studio Photo)

Consider also the organizations for adolescents. The 4–H clubs with 1,759,911 active members are widely known for their constructive program. They have trained 14 million American boys and girls. So also are the Future Farmers of America, an organization with almost 240,000 members and an investment of about $30,000,000 in farming.

Many counties have a county agent or county extension director — a consultant to whom farmers may go for specialized advice. There are 6,534 county agents in the United States. Among standard sources are agricultural colleges, extension services, and state and federal departments of agriculture.

The Department of Agriculture maintains a press service at its office of information. In 1947 it issued 2842 separate releases, reports, and statements. These were prepared primarily for Washington newsmen representing newspapers, periodicals, and press associations.

It provided photographs and picture stories, maintains a daily summary of press releases, sends a weekly letter to farm publications, issues a clip sheet, distributes a special release for the Negro press, and prepares food and home notes for editors of women's and food publications.

Particularly important are farmers' co-operatives — some local in scope, others nationwide in their impact. Their membership exceeds five million persons, their annual business more than six billion dollars. One-fourth are concerned with purchasing, three-fourths with marketing. Among the latter are those which market grain, dairy products, fruit, vegetables, livestock, cotton, poultry, nuts, tobacco, wool, and other products.

Major industries which serve agriculture are excellent sources of news and background information. Virtually every big farm equipment company is willing to work with the press on special stories and photographs. Consider some of the service provided by Dearborn Motor Corporation as described by Walter T. Murphy, manager of press and radio relations:

An excellent source of news is the farm equipment industry itself and the individual companies. New developments are continually coming from the various companies in the form of releases and photographs.

We at Dearborn announce our new implements in the regular fashion: complete coverage of all national and local media with releases and art. National press demonstrations are held occasionally; at Dearborn we have one every spring, at our educational-experimental farm near Detroit. . . .

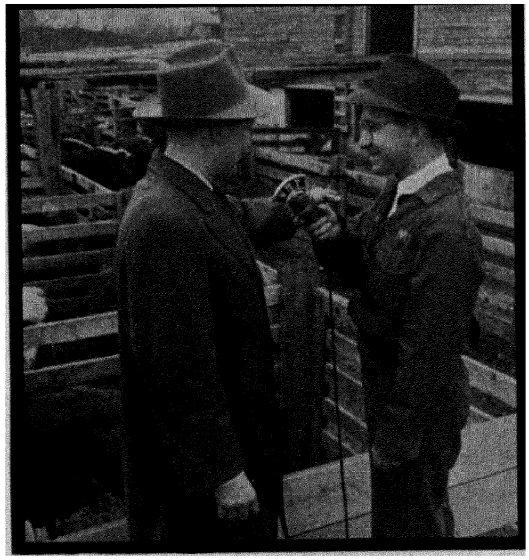
At Dearborn we publish a quarterly roto magazine which goes to 2½ million farmers throughout the nation. We also have a dealer magazine, strictly sales promotion, with a circulation of about 15,000.

The consumer research division has myriad statistics on the farm market, on the trends in mechanization and in crop expansion, etc.

Research and experimental division always is doing newsworthy work. . . .

Interviews with top officials normally are productive of good stories if the reporter knows what he wants . . .

Local businessmen who buy from or sell to farmers often are sources of news. So also are realtors when farms change hands. The county health officer may inspect dairies. In fact, wherever there are farmers, there are many others whose business is dependent upon the success of farmers.



Warren Kester, former WMT Farm Editor, and now with station KAYX in Waterloo, talks with J. Morris Christy, livestock service director of Wilson & Co. in Cedar Rapids, during newscast of market news.

These stories, except the last one, are from weekly and daily newspapers.

The cattlemen are riding the Chesnimnus range again this week, gathering the cattle that were missed in the last ride.

—Wallowa (Ore.) *County Chieftain.*

Something new in sheep sales will take place Sunday and Monday, November 2 and 3, at the Canby fairgrounds. Sponsored jointly by the Western Columbia Sheep Breeders' association and the Oregon Columbia Breeders' association, this sale will include from 50 to 100 bred ewes and from five to ten rams.

R. W. Davis, assistant county agent of Clackamas county, has been named sales manager with Marcus Vetter, Woodburn, and E. J. Handley, McMinnville, serving on the sales committee.

Consignments for the sale will be made from Columbia breeders in Montana, Utah, Colorado, Idaho and Wyoming. Among the breeders bringing sheep to the sale is Ernest White, who owns the oldest flock of privately-owned Columbias in the nation and is recognized as the founder of the breed.

—Portland (Ore.) *Oregonian.*

The Decatur chapter of Friends of the Land will hear E. A. Norton, chief of the soil survey for the U. S. soil conservation service, speak at a meeting next Tuesday at 7:45 p.m. in the farm bureau building.

Mr. Norton will discuss soil conservation as a national problem, pointing to the things the country must do in the next 20 years if it is going to retain its soil for a growing population.

Pete E. Cooley, past president of the chapter and delegate to the Friends national convention in Houston, Texas, last month, will review convention activities.

—Decatur (Ill.) *Review.*

Plans for the Farm Bureau membership drive to begin Jan. 7 were outlined yesterday by Henry B. Claar, organization director for district No. 1 of the Illinois Agriculture association.

Farm bureau representatives from the 17 townships in Macon county were present at the meeting in the St. Nicholas hotel to hear Mr. Claar.

The job of the Farm Bureau, Mr. Claar said, is to organize and coordinate the efforts of farmers and in order to do an efficient job every farmer in Macon county should be a member of the bureau, the speaker said.

A census shows that there are 2,370 farms in the county and the membership in the Farm bureau is short of perfect by 73 farmers, Mr. Claar said.

The speaker said that membership teams should be organized in each township under the general supervision of the bureau. The duty of the teams will be to explain the purpose of the bureau and the ways in which it can benefit the farmers.

—Decatur (Ill.) *Review.*

"Working together for a better home and world community."

That's the theme of National 4-H Achievement week for 1947, as the 24,000 boys and girls who are members of 4-H clubs in Oregon and their 2487 club leaders receive recognition for work done during the preceding year. The 4-H year officially ends October 31, when all projects are supposed to be completed and records turned in.

Oregon's record in 4-H club work has been a proud one, ever since 1915, when the program was first organized, under provisions of the Smith-Lever act which set up the extension services at each land-grant college. Today, the Oregon enrollment exceeds that of any other western state, and nationally, in proportion to population, is at or near the top among all states.

Even so, as State Club Leader L. J. (Doc) Allen, is quick to point out, only one boy and girl out of each five rural youths in Oregon is a member of a 4-H club. Expansion is limited by the number of volunteer adult leaders.

In 1946 the gardens tended, the pigs and calves fed, the poultry raised, and the food preserved by 4-H club members had a value of $701,769, Allen stated. The cost to 4-H club members was $429,758, leaving a value above cost, or labor value, of $272,010.

Of the 2487 4-H clubs in Oregon, 1197, or nearly half, completed their work projects 100 per cent in 1946. Girls outnumber boys in the ratio of three to two. Allen explains that the reason is that projects for girls, such as cooking and dressmaking, generally represent less of a cash outlay than the livestock and crop projects that boys favor.

During 1946 Lane county led in 4-H enrollment, with 3012; followed by Marion with 2750 and Clackamas with 2419. Figures for 1947 are not yet complete. Besides clubs in rural areas, Oregon conducts 4-H clubs in Portland and in other towns.

The Portland enrollment for 1946 was 1709.

Eligible for membership are boys and girls between the ages of nine and 21. State club leaders are encouraging participation of more older youth in club projects. They point out that a number of advanced projects are especially well suited to older members. Some in their late teens have herds of 20 or more dairy cows, sheep flocks numbering 50 or more, and hundreds of chickens. Some of the girls make all their own clothes.

"Four-H club work has been popular among boys and girls because they can see the tangible results of their efforts in food prepared or livestock raised to marketing age. County and state fairs play an important part in the program, since each member must prepare exhibits for display. This gives them a means of comparing their work with that of other club members, and the blue ribbons and other prizes also afford public recognition for work done," says Allen. Value of all awards to 4-H clubbers in 1947 is expected to total $45,500.

But the results of 4-H club work go farther than this, Allen points out. Former club members are numbered among state and local leaders, as members of the state legislature and of county courts, as officers of farm organizations, as members of the Oregon State college extension service, and as operators of successful farms . . .

—Portland, (Ore.) *Oregonian.*

First walnuts to receive a bath in the new $250,000 plant of the Salem Nut Growers' Co-operative, 2828 Cherry avenue, Salem, were put through the washers in a test run in mid-October.

Close to 540 tons of walnuts from throughout the Willamette valley will be received at the plant between now and December 1, deadline for delivery, and to date 507 tons of green filberts, and 82 of dry have been received. Deadline for filberts is November 15.

The new building, now 90 per cent complete, replaces the old one destroyed by fire on November 12, 1946, at a loss of approximately $400,000. The new structure is 255 feet long and 54 feet wide. Approximately 950 yards of concrete have been used in construction. Manager J. J. Gallegher says he believes this plant is one of the largest single nut-drying plants in the nation.

Officers are E. J. Allen, Woodburn, president; Frank Way, Salem, vice-president and Hazel Ingalls, secretary-treasurer.

—Portland (Ore.) *Oregonian.*

Farmers were advised Monday, at a convention of representatives of 250 co-operatives at the Multnomah hotel, to buy their own oil wells, their own phosphate rock for fertilizer and to expand their interests in farm machinery factories as means of beating down high costs and assuring a flow of supplies to farms in the years ahead.

These three programs would cost some $15,000,000, Charles Baker, secretary and general manager of Pacific Supply Cooperative, of which the locals are members, declared in his annual report to the convention.

He suggested the projects be financed through the sale of interest-bearing debentures to the farmers, and warned that unless the farmers make sure of their own oil, in particular, they may have none in the not too distant future . . .

—Portland (Ore.) *Oregonian.*

A new farming empire was born May 15 near Pasco. Wash., when water began to flow on the first unit of the million-acre Columbia basin. There are only 84 family-size farms and 5,552 irrigable acres in this first unit. Eventually, however, water will come to a million acres, of which 216,000 will be opened by 1952.

Individuals, corporations, including railroads, and the Bureau of Reclamation, own the land in the Columbia basin. Bureau lands will be sold to applicants whose names are drawn in lotteries. World War II veterans get preference. . . .

—*Farm Journal.*

Industrial firms serving farmers frequently have directors of press and radio relations. Here, for example, are news stories released by Dearborn Motors Corporation:

DETROIT -- Dearborn Motors Corporation, Detroit, newest among the full-line companies in the farm equipment industry, today demonstrated 45 farm implements that have been added to the Dearborn line.

Ranging from eight types of plows, ten varieties of seed bed preparation tools, seven kinds of cultivating implements to harvesting equipment and special tools for soil conservation, the line also included specialized implements for farming operations in widely divergent sections of the nation.

The demonstration, attended by 500, including representatives of farm organizations, the metropolitan and agricultural press and radio, was held at the company's educational-experimental farm, Deer Lake Hills Farm, Clarkston.

Dearborn Motors, national marketing organization for the Ford Tractor and Dearborn farm equipment, introduced the new Ford Tractor and 19 Dearborn implements in July, 1947.

Today's demonstration paraded 64 farming tools designed to operate with the Ford Tractor . . .

Importance of the farm market to Detroit is evidenced by the fact that farmers purchase more than 35 per cent of the industry's truck production, and about 20 per cent of the automobiles.

Farmers' income today is at a record level. In 1947 farm income reached the high of more than $39 billion, $6 billion more than in 1946, and almost exactly three times as much as in 1940.

Cash income from sale of crops and livestock products, plus government payments, totaled more than $30 billion to the nation's farmers in 1947. Cash income from off-the-farm sources netted more than $4-1/2 billion in 1947, bringing the farmers a total spendable cash income of $35 billion.

Agriculture's assets are now worth over twice as many dollars as in 1940. The value of these assets at the start of this year is estimated at $111.2 billion compared with $53.8 billion in 1940.

Not counting real estate, farmers' physical assets are worth about $31 billion -- a figure that represents a gain of 101 per cent since 1940. A major portion of these assets consists of farm tractors and implements, automobiles and trucks.

Approximately 27-1/2 million people are living on 6 million farms in America today.

The nation's modern farm publications, whose editors will be in Detroit for a three-day meeting starting May 10, are a far cry today from the first farm publication originated in this country back on April 2, 1819.

On that day John Stuart Skinner founded the American Farmer in the city of Baltimore. A weekly paper of 8 pages, it numbered among its early contributors such men as Thomas Jefferson, James Madison, John C. Calhoun, Timothy Pickering, Henry Clay, and General Lafayette.

The American Farmer catered to a predominantly agricultural America where four persons were needed on the farm to produce enough food and fiber to support themselves and one extra person in the towns. Mechanization was virtually unknown . . .

One of the earliest farm papers was the Michigan Farmer, founded in 1843, and still published at East Lansing. This periodical proved to be one of the most influential of the Western papers, and from its inauguration in the early forties, was noted for a number of outstanding editors and departments.

Like most magazines of that period, however, it had its financial troubles. Unexpected encouragement came in 1844 when the Michigan Senate passed a resolution requesting the delivery of the Michigan Farmer to every Senator during the session of the legislature.

The history of the farm press is one of aggressive leadership in the interests of agriculture. In the days when "education for everyone" was almost heresy, the farm papers urged the establishment of state agricultural colleges in every state. They were the first to recognize the need for a separate department of agriculture in Washington, with a director of cabinet rank.

They established and promoted the institution of the country fair. They urged the formation of farmers' clubs and associations. They followed closely and reported completely, every development in farm tools, and many farm editors used contraptions called "combines" just to show they were no humbug!

State agricultural college services accommodate both farmers and the press by issuing timely news releases. Here, for example, is a release prepared by the Iowa State College Information Service:

Ames, Iowa, Sept. 28 -- It's the height of the grape season in Iowa, and the crop for both wild and cultivated varieties is good.

The nation's total grape crop is going over the 3 million ton mark this year, 12 per cent above average. So there are grapes on local markets this fall where they aren't to be found on roadsides or in gardens.

Can grape juice, and make your jelly later on, suggests Mildred Nelson, Iowa State College extension nutritionist. Your jelly will have a fresher flavor if you make it of canned juice shortly before you use it. Jelly loses flavor if it stands for a long period.

Methods for making juice of wild and cultivated grapes are somewhat different, Miss Nelson says. Juice from cultivated slip-skin grapes, such as Concord, contains tartaric acid. So it requires special treatment to prevent formation of gritty needle-like crystals in the jelly.

To make juice for jelly, boil the fruit to extract the pectin in the juice . . .

Verifying Farm News

Newsmen covering farm news soon discover that agriculture is a science as well as a business. The reporter not reared on a farm may encounter terms he never heard of. What to do? He may consult a successful farmer or the county agriculturist. If they cannot help, he can turn to the nearest agricultural college.

Sometimes, of course, he may find what he wants in a standard reference. Among these are the *Yearbook of Agriculture, Agricultural Index, Cyclopedia of American Agriculture,* and many general and special books as well as almanacs and encyclopedias. To avoid mistakes, note the recency of the edition available.

Libel lurks in any news story, farm news included. Hence, it is vital that the newsman verify details fully and that he identify persons accurately. Farming, of course, is a business, and the laws that cover defamation in business in many instances may be applied to agriculture, though relatively few cases have arisen.

Writing Farm News

News of agriculture is presented in several ways. Some of it can be presented in tabular form, often in agate type. Then there are the routine stories which should be brief yet accurate and complete. Finally there are the feature stories which may interpret as well as inform.

How should farm copy be written? Several years ago editors of a national farm publication began to take readability seriously. They

began to shorten sentences, use shorter words, humanize copy. As a result, the magazine is easier to read today — so more of it is read, and it has more readers.

"We believe in short pieces and many of them," says Carroll P. Streetcar, managing editor of *Farm Journal,* "written as simply, directly, and informally as possible, with bits of flavor thrown in in what we hope is the right proportion."

"We endeavor to write as much as possible in the language farm folks use every day," says Ray Yarnell, editor of *Capper's Farmer.* "We avoid technical jargon; use simple words as much as we can; keep sentences reasonably short; use names of people frequently. Our goal is text that is easy to read and understand."

Typical leads in agriculture stories should be limited to two or three typewritten lines. This policy is observed by the Information Service of Iowa State College in its releases for farmers. Here are several examples with an Ames, Iowa, dateline:

Some 20 to 40 million rats, whose yearly board bill is $6 to $8 apiece, are due to get the bum's rush in Iowa this fall.

Right now is a good time to shift from summer to winter dairy rations, according to Floyd Arnold, Iowa State College Extension dairyman.

Two field days scheduled for Thursday and Friday of this week will be used to show farmers how best to market grass which must be grown for erosion control in western Iowa.

Naturally farmers expect the newsman to use agricultural terms correctly. To the farmer, Poland China, Delicious, Bartlett, Jersey, Plymouth Rock, and Valencias have a special meaning. Moreover, a farm and ranch are not synonymous. The reporter must know the terms in his community even if he is vague about spot cotton and grease wool.

Essentially, then, the newsman writing about agriculture writes news just as he writes about politics or society. He judges news in terms of news values, presents it in the order of interest, and does so as concisely as possible. The news feature, as noted elsewhere, is somewhat more flexible and has a place in the farm press.

What to Produce

The modern farmer, like all farmers, is a producer. It is his business to grow something — plant life or animal life or both. What shall it be — cranberries in Connecticut, soybeans in Illinois, loganberries in the Northwest? The farmer either must choose the best location or let his location make the decision for him.

You can grow sugar cane in Montana and wheat in Louisiana, but can you do it profitably? Climate, of course, is a vital factor. So is the soil, the lay of the land. Adequate transportation is essential. And there must be a market. The farmer must also have the know-how and stick-to-it-iveness — and money helps.

Farmers often are specialists. Cotton is king in the South. Kansas usually leads in wheat production, Iowa in corn, Minnesota in oats, North Dakota in barley, Maine in potatoes, North Carolina in tobacco. Salinas is known for lettuce, Fresno for grapes, and your home state for something else.

What almost has become the synonym for pineapples? Hawaii. For peaches? Sutter County. For apples? Wenatchee. Prunes? Santa Clara Valley. Oranges? There's only one answer — California or Florida. Somewhere a community proclaims that it is the

world's capital of apricots or avocados, flax or hops, figs or nuts.

Farmers change signals sometimes. Near Walla Walla, Washington, they raised wheat year after year. And it paid — for a while. But as wheat profits declined, some turned to raising peas, and raised their profits. A similar story could be told in hundreds of communities. Thus, few people realize that Florida now is an important cattle-producing state.

What the soil produces, then, depends upon the weather, and what makes the good earth good. As man takes something from the soil, he must put something back into it. Some crops, tobacco, for instance, deplete the soil; others rebuild it. Thus, the farmer may rotate his crops to preserve the balance.

How replenish the soil? A rocky hillside in Vermont may require one kind of fertilizer; the fine silt in the Quincy Valley something else. The farmer may spread barnyard manure, use commercial fertilizer, or set up an elaborate system of nitrogation. If he wants the soil to take care of him, he must take care of the soil.

It is easy to be too casual about conservation — to forget the dust bowls. Yet the peril of famine looms ahead for the United States if it, like China, allows its top soil to wash away. With a growing population, we should conserve and improve the soil on our farms. If we do not, America faces a decline and fall.

Once the farmer has decided what he will raise, he must prepare the soil accordingly. What kind of equipment shall he use — the plow, disc, harrow? Shall it be pulled by horses, mules, oxen, or tractor? What other equipment or machinery will he need?

Obviously there is a time to plow and a time not to plow. Or, to put it this way, too much cultivation may harm the soil — may make it easy for the wind to blow it away or water to wash it away. In some instances contour farming may prevent erosion. In any event, the plowman's folly may result in dust bowls.

When the weather does not defeat the farmer, Nature counterattacks with pests and disease. The farmer tries to choose seeds and plants that will resist these incursions. He also uses sprays, insecticides, and similar weapons. But he always is alert for blight and rust, red spider and chinch bugs, boll weevil and coddling moths, locusts and grasshoppers.

To be sure, all this sounds somewhat obvious — perhaps oversimplified. At least so it may seem to those who have grown up on a farm. Yet farm life is complex, not simple. The farmer has to do many things well — not just a few. He has to know what vegetation his farm will produce profitably; he also has to know what animals can be produced profitably on his acres.

It is no small job to care for the animals on American farms. In the United States there are eighty million cattle, twenty-six million milch cows, sixty-two million sheep, forty-four million hogs, eleven million horses and mules, and five hundred million chickens. And we raise chinchilla, silver fox, and skunks, to say nothing of millions of goldfish produced in Indiana.

How to Produce

The farmer must decide not only what to produce, but also how to produce it. No matter what his decision may be, he is a war with Nature. He never knows a truce or armistice. Weather always is the question mark. In a few minutes it may catapult him toward bankruptcy, for rains may ruin and winds may wither.

Yes, too much rain is as bad as too little. And when moisture falls in snow pellets, it can do as much damage as a late frost. The hot sun that sends corn shooting upward dries up the drinking holes. Sometimes the farmer counts himself the worst gambler of all and sums it all up by saying "you can't win."

Some farmers, of course, do not wait for rain. They have learned what the Egyptians learned centuries ago — that irrigation systems can be devised. Thus, the Mormons built up their empire in Utah. And today reclamation projects in many of the western states are making the desert blossom as the rose.

The care and feeding of animals takes constant attention too. There are menus to plan — to put weight on the hogs and keep the hens laying. There is the housing problem, which involves more than throwing a few boards together. Domestic animals have their ailments, some easy to cure, others feared as much as hog cholera or the hoof-and-mouth disease.

Suppose that despite Nature's strategy the "harvest truly is plenteous." The laborers may not be few, but they must be paid well. The crop must be stored where neither weather nor rodents can get at it or it must be marketed at once. Sadly enough, a bumper crop may not mean bumper prices.

Clearly enough, then, the farmer is not only a businessman, but also a carpenter, mechanic, electrician, and general handy man. In addition he must keep his accounts straight, because of taxes, and at the same time he must be a market analyst who can tell when he can make the most of his investment — sometimes shoestring finance.

Typical newspaper stories follow:

> Official grades for strawberry plants produced in Oregon became effective January 26, following hearings held recently in Salem. The grades apply to plants of the Marshall variety and those of similar characteristics. They do not apply to some of the everbearing varieties, on which grades may be established if the demand is evidenced.
>
> Under the standards, the first ever established in Oregon for strawberry plants, two grades are established: Oregon No. 1, size A, and Oregon No. 1, size B. Both grades must comply with certain requirements. . . .
>
> —Portland (Ore.) *Oregonian.*

> **By DREW SHERRARD**
> Oregonian Garden Consultant
>
> Twenty million vegetable gardens will be America's goal in 1948. During 1947, a busy pastor of a small town church has demonstrated for gardeners in this area, just how it is to be done. He is Rev. Virgil Hicks, pastor of the Congregational church in Oswego.
>
> Less than a year ago, in January, the minister started to hew his way to a summer garden, battling first stumps, trees and an impenetrable thicket of Himalaya berries taller than himself, on a vacant lot adjoining the churchgrounds. He fought his battle alone, except for a little help from some good neighbors, amounting to about two man-days. Asked how he got the blackberries out, the preacher flashed his likeable grin, and flexed the muscles of his arm. . . .
>
> —Portland (Ore.) *Oregonian.*

> **By GEORGE P. GRIFFIS**
> Promotion Manager, The Oregonian
>
> Armchair farmers and den-boaster hunters have dreamed of those thousand-plus acres all of their own. Here they would indulge in the whims of their avocations and life would be sweet.
>
> One Oregon farmer has made such dreams a reality. He is Chet V. Barton, owner and operator of the famous Black-and-White ranch of Poe valley. Pureblooded beef stock, powerful Percheron horses, Karakul sheep, buffalo, deer, elk and other animals abound on his 1760-acre ranch in Klamath county, about 18 miles southeast of Klamath Falls. . . .
>
> **Children Visit Ranch**
>
> The bus loads of school children who come from miles around to see his herd of 30 elk, his deer that include some five varieties from different parts of the world, the bald eagle, or the coyote that howls when the horn of his master's car is sounded — these children probably don't care about motives. But any breeder, any lover of fine animals, any hobbyist will understand.
>
> There are really two stories to tell of this place that has been in the news spotlight from Los Angeles to London. The first is the animal collection, and the second that of the origin and the reason for its moniker.
>
> Realization of a boyhood dream began in 1935 when Chet acquired and tamed a coyote. He always had liked

and loved wild animals, does even to this day, and has had his entire place declared an official state game park by the Oregon game commission. During the duck-hunting season, he hires special guards to keep nimrods away from his three private lakes. He is also busy then running a hospital for wounded ducks from less protected areas.

Buffalo Herd Rare

The same year that brought the coyote also saw the arrival of five buffalo and the real beginnings of the now famous zoo. These rovers of the American plains were surplus from the Portland zoo. Additions from Yellowstone park and successful breeding (Barton says they aren't hard to raise in the Klamath country, but they eat a lot—about half again as much as a domestic cow) have added to his rather rare private herd.

The addition of elk to the menagerie in 1940, then subsequently other animals that fit naturally into the Klamath habitat, has built here a zoo collection that would make any park commissioner very proud. The latest arrivals are two wallabies and a cattalo calf. The wallabies are native of Australia and have the same tails, pouches and means of locomotion as the kangaroo. As a matter of fact, they are much the same except for their smaller size.

The cattalo calf is even more of a rarity. Its grandmother, a buffalo, was born on the Black-and-White ranch. She mated with an Angus bull and the resulting cattalo cow is now the proud parent . . .

—Portland (Ore.) *Oregonian.*

News features on the air as well as in print appeal to the farmer. Russell Park of WLS in one of his newscasts, for example, discussed unusual crops in the Middle West. Here is a little more than the first page of the six pages of his 15-minute newscast:

The land of corn, soybeans, oats and clover --- that's the usual picture of midwestern agriculture. And then don't forget the sweet corn of Illinois... and the tomatoes of Indiana...in southern Wisconsin its canning peas, in Michigan its navy beans. Yes, all are rather common midwestern crops.

But did you know that you can see a 14-acre field of Zinnias growing in Illinois? Or that Louisiana's chicory comes largely from the state of Michigan? Yes, there are corn and soybeans, here, but that's not all. There is cotton in southern Illinois...and there are fields of pumpkins, and sunflowers, farther north. There are tropical castor beans growing by the acre, and wormseed, and cranberry bogs, and buckwheat fields. All important midwestern crops.

Last Labor Day weekend two thousand people visited the farm of Robert Bolen in central Illinois. They came to see his 14-acre field blooming Zinnias. For Zinnias are a crop on the Bolen farm. 14 acres of dazzling flowers -- not for bouquets, but for the seed they produce. Robert started growing his unusual crop 8 years ago. He had been growing Zinnias as a hobby, but after winning several state fair flower contests, he decided to begin producing more seed for his friends.

A ten cent store company put his hobby on a commercial basis when

they asked him to grow some Zinnias seed for them. Bolen wasn't sure it would work on such a large basis, but he would try. There were lots of difficulties those first years, but the crop paid, and he expanded production. One of the first troubles was harvesting the seed. It had to be done by hand -- and it took one picker a whole day to pick the seed from a quarter-mile row. But a combine is used for the job now -- a special machine that has no air blast.

After the harvesting comes a careful cleaning process in which the seeds are put thru a fan mill. And then the packaging -- over a million little seed packets from each year's crop. And it keeps the Bolen farm busy all winter. Yes, a hobby that paid -- and now Robert Bolen's acres of flowers make him the largest Zinnia seed producer in the nation....

--WLS, The Prairie Farmer.

How to Distribute

First, the farmer must know what to produce; second, he must know how to produce; third, he must know how to distribute what he produces. Yet the farmer is unlike the typical industrialist, for he has little direct contact with those who want to buy food products or raw materials from him.

Farm products and raw materials come from millions of farms, not a few factories. These farms, or production units, are scattered. What they produce often is not uniform, not standardized. Often, indeed, it is perishable. And the demand for farm products may be thousands of miles from the source of supply.

Contrast the farmer with the manufacturer of electric refrigerators. True, the latter has no monopoly either, but he can number his important competitors on his fingers. The farmer has little idea what other farmers may produce or how much they may produce. Thus, he is in an unfavorable position to bargain.

Consequently, farm products in the bulk, those not consumed locally, are in the hands of the middlemen. It is they who grade, store, and transport farm products from primary markets to central markets. It is they who concentrate farm products in great cities where they can be bought and sold on a large scale.

Wheat, for example, flows from the farm to the primary market — the country elevator. Here it may be cleaned and mixed and then shipped to a central terminal market — say, Minneapolis, Kansas City, Milwaukee, Chicago, or Buffalo. Concentrated here in standardized and uniform grades, it can be bought on the grain exchange when it is wanted and needed.

Who are the buyers? Among them are exporters, of course. Then there are millers who will make flour to ship to the bakers whose bread you buy. And there are the cereal manufacturers eager to provide you with something crisp and crunchy for breakfast — and tasty, too, if doused with cream and sugar.

What is the basis of sales? Obviously sellers and buyers study weather reports. They examine crop estimates. They investigate the probable demand for the actual supply. Then they interpret trends in terms of these and

other factors and their own experience in local, national, or international markets.

There are the bears who try to keep prices down, and the bulls who try to push them up. The shorts are those who sell short; that is, anticipate a declining market and accordingly sell a future delivery which they do not yet own. Having done this, they may hedge; that is, buy or sell so as to offset the risk incurred by a former purchase or sale.

Future prices in wheat and other grains are presented in tabular form. The *Wall Street Journal* (Feb. 4, 1948) publishes them thus:

Tuesday, February 3, 1948

	Open	High	Low	Close	Change	High	Low
CHICAGO:			**WHEAT**				
Mar.	295¾	298	295	295	—½	315½	215
May	286¾	290	286	286—½	—⅝ to ⅜	306¾	204½
July	259	261	257⅝	257¾—258	—⅝ to ⅜	274½	207½
Sept.	254¾	256¼	253¼	253¼—½	—⅞ to ⅝	267	234
Dec.	253	254¾	251½	251½	—¾	263¾	248
MINNEAPOLIS:							
May	284	286½	282⅝	283¼	—¾	301½	215¾
July	——	——	——	270¼a	—¾	289½	274¼
KANSAS CITY:							
May	278½	275⅜	275¾	275¾	—⅜	296¾	192¾
July	249½	251	248	248⅜	—⅞	264½	217
Sept.				Not quoted			
CHICAGO:			**CORN**				
May	251¼	252½	247½	247¾—½	—3⅞ to 4⅛	270¾	142
July	242½	242⅝	237	238—237	—3⅞ to 4⅞	260⅛	191½
Sept.	224¾	225	217½	218—217½	—6¼ to 6¾	241½	195
Dec.	189¾	190	185	185	—4	197¾	184½
KANSAS CITY:							
May	250¾	251⅞	247⅞	247⅞	—3¼	270¼	218
July	241¾	241¾	239¼	239¼	—1¼	257½	239¼
CHICAGO:			**OATS**				
Mar.	——	——	——	128¾n	—1	139	73⅞
May	119¾	120¾	118⅝	118⅝—⅞	—1⅞ to ⅞	129¾	72¾
July	101⅜	101¾	99¾	99¾—⅞	—1½ to 1⅜	109⅝	86⅞
Sept.	94	94⅛	92⅛	92½—⅝	—1½ to 1⅝	98⅞	75½
Dec.	91½	91½	89¾	90	—1¼	95½	87¼
MINNEAPOLIS:							
May	113¾	115¼	113¼	113¼	—⅝	123⅞	90¾
July	95¼	96⅝	94¾	94¾	—⅝	105⅛	94½
WINNIPEG:							
May	88¼	89	88	88½	—⅜	95⅛	78⅛
July	84⅛	85⅛	84⅛	84¾	—⅝	95½	75½
Oct.	——	——	——	80⅛b	—¾	83	78
CHICAGO:			**SOYBEANS**				
Mar.	389	390	386	386	—7	441	282
May	386	386	380	380	—6	436½	334
July	381	381	377	377	—6	433½	375
Nov.	——	——	——	313n	——	325	313
MINNEAPOLIS:							
May	264	264	263	263	—½	295	260
WINNIPEG:							
May	428	428	424¾	426	—½	433	234½
July	381	381	376	377⅞	—2⅛	393½	310
Oct.	266½	266½	262¾	264½	—2	313	257
WINNIPEG:			**BARLEY**				
May	128⅛	128⅞	127½	127⅝	—½	136⅝	110
July	120½	121½	120	120⅛—⅜	unch to -¼	131¾	107½
Oct.	——	——	——	114⅞b	—⅜	125¾	114½

What do these figures mean? Simply this: May wheat in Chicago opened at $2.95¾ a bushel, rose to $2.98 and fell to $2.95 at which it closed, a decline of one-half cent from the previous day. Comparable data from Minneapolis and Kansas City show that prices in those cities were lower.

Future prices in similar form are quoted from New York on wool tops, grease wool, cocoa, coffee, hides, sugar, black pepper, potatoes, cottonseed oil, soybean oil, and cotton; from New Orleans on cotton; from Chicago on lard, eggs, butter, and onions.

The Commodity Exchange Authority of the United States Department of Agriculture reports the volume of trading in grain futures on the Chicago Board of Trade at the close of each day of business. These data are published in tabular form with information on open interest in Chicago grain futures.

Cash prices are summarized in five groups, four of interest to the farmer, in the *Wall Street Journal*. Here are examples from different groups — foods, grains, and feeds, textiles and fibres, and miscellaneous:

	Tuesday	Monday	Month Ago
Coffee, Santos 4s, N. Y., lb.	$ .27	$ .27	$ .25 ⅝
Cocoa, Accra, N. Y., lb.	.45½	.45	.42½
Bran, Buffalo, ton	77.50	82.00	78.50
Flaxseed, Minneapolis, bu.	6.90	6.90	7.00
Wool, fine staple terr., Boston, lb.	1.890	1.880	1.890
Copra, Pacific Coast, ton	290.00	300.00	265.00
Soybean oil, Decatur, Ill., lb.	.23	.23	.27
Turpentine, Savannah, gal.	.63	.63	.64

Discussing commodities and raw materials, the *Wall Street Journal* opened with this story, a part of which follows:

> Commodity markets were mostly lower yesterday. Corn and soybeans were weak with corn futures at Chicago declining almost 7 cents a bushel. Hide-futures at New York were down more than 1½ cents a pound, with decline in domestic sugar futures extending to 10 points. Cotton futures at New York dropped as much as $1.10 per bale. Most of the selling in futures yesterday was touched off by news of easier cash markets.
>
> **Lower**
>
> Wheat — off 3⅞ to ⅞ cents at Chicago, Minneapolis declined ¾ cent, with Kansas City off ⅜ to ⅞ cent. Hedging and commission house profit-taking.
>
> Corn — off 3⅞ to 6¾ cents at Chicago. Kansas City declined 1¼ to 3¼ cents. Weak cash market resulted in general selling.
>
> Oats — off ⅞ to 1½ cents at Chicago. Minneapolis declined ⅝ cent, with Winnipeg up ⅜ to ⅝ cent. Selling at Chicago was encouraged by easier wheat and corn markets.
>
> Soybeans — off 6 to 7 cents at Chicago. Lack of processor demand resulted in general selling. . . .

Because wheat is important in the economy of Minnesota, the Minneapolis *Times* gave it considerable attention. It published not only grain futures, but also data in tabular form on grain movement and on flour and feed. One of its major stories on the financial pages deals with sagging wheat futures. There was an effort to provide background details and interpretation as well as objective data.

> Slow flour demand and reports of heavy snows in the Southwestern winter wheat area weakened grain prices at the Minneapolis pit today.
>
> Wheat futures lost 3⅝ to 4⅜ cents for the day. Oats dropped 1⅞ to 3⅜ cents, rye fell 2¾ cents and Chicago corn futures tumbled 3 to 5⅜ cents.
>
> To some extent wheat still was influenced by the agriculture department's report last week placing stocks at 795,000,000 bushels. The devaluation of the French franc did not appear to have any immediate effect on prices.
>
> Spring wheat closed steady to 3 cents lower, the loss being noted on 15 and 16 per cent protein offerings. Winter wheat was steady to 2 cents lower.
>
> Choice milling durum gained 1 to 2 cents, medium advanced 2 to 4

cents and ordinary climbed 1 to 3 cents. Red durum held steady. Corn slipped 1 cent while rye gained 1 cent. Barley dropped 2 to 4 cents and flax and soybeans closed steady.

Another world wheat conference is scheduled to convene in Washington Wednesday to again make an effort to fix world prices for wheat, and to establish world-wide export controls.

A similar conference was held in London last year but it failed when Great Britain refused to sign a draft agreement because the price schedule, which suggested $1.80 a bushel as a maximum and $1 a bushel as a minimum for the period through the 1950-51 harvest was regarded as excessively high.

The Commodity Credit Corporation continued to buy wheat. The agency announced it had taken 170,000 bushels at Minneapolis, 500,795 bushels at Chicago and 740,000 bushels at Kansas City last week-end. It was believed the agency was in the market again today.

Cattle is big news in the Middlewest. That is why the Des Moines *Register* published more than a column of tabular data on estimated receipts and quotations. It features "Register-land" hogs, giving quotations on different kinds, weight, and quality as reported from Chicago, Omaha, Sioux City, East St. Louis, and interior Iowa-southern Minnesota. Quotations on steers, heifers, cows, bulls, vealers, and calves of different kinds and qualities are reported from Chicago, Sioux City, Omaha, and Kansas City. Packing point prices on hogs are quoted from Des Moines, Mason City, Waterloo, Cedar Rapids, Ottumwa, Austin, and Fort Dodge. Here is an objective story on the Iowa hog market:

By K. L. URBAN
(Federal-State Market News Service)

Light receipts and broad demand resulted in a stronger market for hogs in interior Iowa and southern Minnesota Friday.

The market was steady to 25 cents higher. Most butchers gained 10 to 25 cents and sows were generally steady to 15 cents up.

A few packers were more or less indifferent to attracting more than limited supplies at current levels, but most interests were fairly aggressive and the shipping demand was broader.

The run for Friday's count totaled only 35,600 head compared with 63,200 a week ago and 48,000 a year ago. The count for Saturday was expected to be about like the 47,000 of last Saturday.

The sheep market in the area was fully steady to strong with instances 25 to 50 cents higher on lambs. About 80 per cent of a light fresh supply came from native producers.

Sheep marketing totaled 4,200 head and on hand count stood at 12,400 compared with a run of 8,700 a week ago when the on hand total was 15,400.

Good and choice native slaughter lambs were bringing $23 to $23.50 with a few up to $24 in southern Minnesota.

Medium to good grades sold at $17.50 to $22. Good and choice ewes brought $7.50 to $8.50

Good and choice 200 to 270 pound butcher hogs were going in central eastern Iowa at $26.25 to $26.50 with a few down to $26, steady to 25 cents higher; in southern Iowa southern Minnesota at $26.25 to $26.60. Steady to 25 cents up; and in western Iowa at $26.25 to $26.50, instances to $26.60, steady to 25 cents higher.

Among short items in the *Wall Street Journal's* section on commodities and raw materials are these:

Washington — Fertilizer tax tag sales in 16 reporting states during 1947 were slightly below sales in 1946, the National Fertilizer Association reported. Sales for 1947 in the 16 states amounted to 9,161,000 short tons, or only 1% below the record sales of 9,276,000 tons established in 1946. The association reported that fertilizer tag sales have increased sharply for the past 15 years, with the exception of 1938. During 1945 disappearance amounted to 7,850,244 tons, compared with 1935-39 average of 4,832,693 tons.

The market for bran inclined $4.50 a ton with Buffalo mills offering spot deliveries supplies at $77.50 a ton. Prices compared with a week ago show a decline of $10 a ton. This reaction reflects a considerable slowdown in demand from feeders.

The regional emphasis in agricultural news is apparent in most metropolitan newspapers. Those of the South play up cotton and tobacco. Those of the Southwest stress cattle. Those of the West Coast stress vegetables, fruit, and berries, as a glance at the Portland (Ore.) *Oregonian* or San Francisco *Chronicle* indicates.

Prices of vegetables are quoted for topped, bunched, and "cellophane" vegetables and by the pound, box, lug, or crate. Bok toy may be $2 a crate; rhubarb, $3.25 a crate; parsnips, $2.25 a lug; sweet potatoes, Jersey type, $4.75 a bushel basket. Truck gardeners watch these prices — and so does the housewife.

Quotations on fruit cover bananas, coconuts, persimmons, tangerines, and those that are more widely known. These lists vary according to the season. In February, for example, quotations on apples include the Delicious, Newtowns, Winesaps, Romes, some of which are not available in early fall.

Farm Reporters

Is there a future in agricultural journalism? R. R. Lashbrook in his chapter in *Careers in Journalism* asserts that there is. He says that the "demand always has exceeded the supply of journalism graduates who have special training in agriculture and allied fields." How prepare for such a career? Here is his answer:

> Best possible training for these jobs is a combination of farm background plus training in agriculture in classrooms of a good state agricultural college. Many publications and agencies employ women who have training in home economics and journalism to edit women's departments. Farm background is desirable but not essential. The demand for writers who know something about agriculture is so great that many young men and young women reared in city communities have succeeded in the field.

Charles E. Rogers, formerly head of the departments of journalism at Kansas State College and Iowa State College, took a similar point of view in *Journalistic Vocations:*

> The beginner in journalism who hopes to enter agricultural journalism should . . . be firmly rooted in the soil. If he be not country born and bred, he must learn the professional vocabulary of the farmer and the attitudes toward life that are a part of rural birth and breeding. Knowledge of these is prerequisite to success. . . .
>
> The college beginner in journalism can best prepare himself for agricultural journalism by pursuing a major or minor course in agriculture . . . Training in the college of agriculture should include, in addition to basic natural and social sciences, courses in applied branches including agronomy, animal, dairy, and poultry husbandry, horticulture, farm engineering, and agricultural economics. . . .[1]

As long as we have farms, so long will there be farm news. This news will include not only what happens on the farm, but also what happens to farm products after they leave the farm. It will include the impact of science, business, and politics upon agriculture. So there will always be opportunities in agricultural journalism.

"The first farmer was the first man," Emerson observed in *Society and Solitude,* "and all historic nobility rests on possession and use of land." Daniel Webster put it this way, "When tillage begins, other arts follow. The farmers, therefore, are the founders of human civilization."

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[1](New York: D. Appleton-Century, 1937, p. 120.)

Chapter 28

Science in the News

THE BIGGEST STORY EVER ASSIGNED

What the Press Has Done . . . Science, Also, is Changing Its Attitude . . . Science Service as a Source . . . Science News in Magazines . . . Science Writers and Their Task . . . What Can the New Newsman Do? Stories to Guard Against . . . Local Sources of Science News . . . Difficulties at the Source . . . Charlatans and Publicity Hounds . . . The Science Writer's Vocabulary . . . Writing the Story for Newspaper or Wire Service . . . The Magazine Slant . . . Radio's Handling of Science News

The press has always been responsible for informing the public about the world of science. But as long as scientific developments had a favorable effect upon mankind or were limited in their influence, the failure to meet this responsibility was not tragic.

Everything changed in 1945, when the world learned that science had shown the way to destroy civilization. The press readily accepted the assignment to keep the people informed about a newly discovered force: atomic energy. No longer could the press ignore most of its obligation to tell the story of science. The excuse that the public did not care or that it is impossible to reduce scientific facts to simple language no longer was valid. The press might bungle the assignment, but not unknowingly. It must fulfill its task or itself disappear with the rest of civilization.

Watson Davis, director of Science Service, from which many publications and radio stations for years have received their chief news of science, long before had described the duty:

> The destruction of lives, cities and fields is a great tragedy, but more dangerous to the future of our civilization are the throttling of ideas, the suppression of facts and the sterilization of intelligence. . . . It is our duty to give every person the opportunity of becoming an informed, rational, and concerned unit in our democracy.

What the Press Has Done

The press has no encouraging record from which to undertake this renewed assignment. Nor, so far, has the full importance of the job been realized.

Science journalism has suffered during the life of the press, on the one hand from the press's lack of trained and informed writers, and on the other from the public's fear of science as an enemy of religion and its incapacity to understand scientific ideas and facts.

As a result of this situation, scientists have mistrusted the press, which, partly because of ineptitude, ignorance, and lack of co-operation from scientists, has printed innumerable stories of frauds, false claims, cure-alls, and trivialities under the guise of accurate material.

Newspapers were for years the principal outlet of so-called science news in the United States. Two paragraphs on science appeared in Benjamin Harris's short-lived *Publick Occurrences*. Such news has mounted in quantity if not so much in quality until the peak was reached with William Laurence's story

on atomic energy for his paper, the New York *Times,* in what since has been considered one of the most brilliant accomplishments in American journalism, scientific or otherwise.

As Hillier Krieghbaum, himself a science writer and journalism teacher, has shown in his history of the reporting of science news in the United States, the newspapers for years contented themselves with routine and superficial science news. When the penny press caught the public's loyalty the human-interest element made science news less dull but also sensational and exceedingly inaccurate. What was not routine or sentimentalized usually was of the caliber of the famous Moon Hoax published in 1833 by the New York *Sun.* This story, by Richard Adams Locke, pretended to describe life on the moon; the series mentioned bat-men, and was widely copied.

The passage of eleven years did not improve the situation, for when Samuel F. B. Morse invented the telegraph only a few newspapers were impressed. A decade or so later the Atlantic cable received even worse treatment at the hands of the press. Not only was news of it played down, but also some editors went so far as to doubt that it had ever existed, although President Buchanan had received the first message over it, from Queen Victoria.

Science news, of a sort, again was in the press and this time in the public's mind when Henry M. Stanley, in 1869, went in search of David Livingstone. This journey was a stunt, a newspaper promotion device. Stanley's contributions to exploration were not made until his return to Africa after his moment of saying: "Dr. Livingstone, I presume."

Just how the press treated the development of the telephone is not clear, because the records are inadequate, but the reception of Edison's perfecting of electric light was far more generous, at least in the metropolitan press, than anything theretofore.

But the newspapers backslid in 1903, when the Wright brothers made their now famous flight at Kitty Hawk on December 17 of that year. So unimportant was it to the newspapers that no newsman was assigned to cover the story. Yet it was the first demonstration that man could go through the air, not on a flying trapeze alone but in a powered machine. The Wrights' hometown papers were indifferent. Possibly it was too much to expect that they should foresee that some day a thousand such flying machines would soar over a city, either to demonstrate their speed and beauty or to destroy the patch of world beneath.

With the advent of yellow journalism, science news suffered as did all other from sensationalism and inaccuracy and exaggeration. So much fakery in science writing marred the work of the press at the turn of the century that the American public is still skeptical of the dependability of newspaper reports.

World War I helped correct many of the weaknesses of science journalism. Science was brought to the aid of national defense. Public interest in science became greater; newspapers had to do a better job of science coverage. Reporters with scientific background were hired in larger numbers by the papers and agencies that could afford them or saw their value. Many of the leading science writers of World War II entered journalism in the period from 1910 to 1920.

Science journalism received impetus also from the thorough and serious interest shown in it by several carefully edited newspapers, notably the New York *Times.* The *Times'* concern for science reporting came chiefly through its publisher, Adolph S. Ochs, and a remarkable managing editor, Carr V. Van Anda.

A quarter of a century after the *Times* presented one of its most unusual stories, the discovery of Tutankhamen's mummy, one of the reporters assigned to it recalled the acumen of Mr. Van Anda in handling this news story from Egypt in 1922.

Russell Owen, recalling the Egyptian find, wrote that "The discovery . . . caused al-

most as much excitement in the New York *Times* newsrooms as at the Egyptian tomb. It was stirred up infectiously by the curiosity of Carr Van Anda . . . whose encyclopedic knowledge seemed to encompass everything, from the distance between a derailing switch and a railroad crossover to great prize fights, the unknown man in the Hall-Mills case, and Einsteinian mathematics. Mr. Van Anda was as pleased with the discovery of King Tut as he was with the dimensions of the star Betelgeuse."

When the King Tut story broke, the *Times* staff discovered that its managing editor, in addition to many other accomplishments, was an accomplished Egyptologist. Mr. Owen recalled that he not only knew the history of Egypt, but that he also could read its language.

"One discovery he made on his own," Mr. Owen later wrote in the *Times,* "was that Horem-heb had removed Tutankhamen's name — which had originally been carved in the cartouches on a stele or tombstone — and substituted his own. This led to Van Anda's careful examination of other forgeries in the stele."

This incident was typical of the managing editor's astounding knowledge of science; he was considered one of the few men who could understand Einstein's theory of relativity. Mr. Owen, for example, at one time obtained from the great physicist a definition of the finite universe in which Mr. Van Anda made a correction which was accepted by Professor Luther Pfahler Eisenhart of Princeton.

Science, Also, is Changing Its Attitude

Although scientists still are not fond of the press, an improved attitude is discernible. For many years only publicity-seekers among scientists would have dealings with the press. The indifferent ones were hardly to be blamed. If newspapers gave any attention to science, it was usually on the level of astrology and phrenology. Serious sessions were converted into jokes by imaginative and ignorant feature writers. Reporters who knew little or nothing about any of the sciences naturally were bored by conventions and the reading of papers in language which they could not understand and which was not intended for them or the public. Conscientious scholars were sickened by the hokum that appeared in the Sunday supplements under the editorship of men like Morrill Goddard and Arthur Brisbane. Discoveries of cures were announced where scientists simply declared that a cure was a possibility.

Typical of the uninformed or deliberately warped coverage was the story of the fossil findings of numerous scientists over a period of thirty years. The basic facts were contained in a memoir published August 21, 1937, by the United States National Museum. This 287-page report was the work of Dr. George G. Simpson, a paleontologist, and entitled "The Fort Union of the Crazy Mountain Field and its Mammalian Faunas." All the findings in the three decades had been made in that particular field.

The press release was a non-technical summary, which Dr. Simpson later described as "rigidly correct." It did not say that the report made a contribution to the theoretical side of evolution. It pointed out that the primates discussed were not ancestral to living primates or to man. It did, however, compare the size of some of the early mammals with rats and mice. It went on to say that the report gave a clearer indication of what life was like in North America fifty million years ago.

Three years later Dr. Simpson published in *Science,* the official organ of the American Association for the Advancement of Science, an analysis of nearly one hundred clippings of newspaper stories based on his report. The quality of the editorial work on the release was low. After studying the newspaper handling of the story, Dr. Simpson learned that six newspapers published the entire release. One said that some of the fossils were seventy mil-

lion years old, a twenty-million error possibly of little consequence today, yet indicative of the carelessness that existed generally in dealing with the copy. Another changed the figure to "70 or 80 million." The New York *Times'* condensation of the story was "generally accurate," Dr. Simpson wrote, yet the headline (on large papers always written by a specialist in such work) declared "Man 'Traced' Back 70,000,000 Years." The story accurately said fifty million, however.

This carelessness was minor when compared with the results after the Associated Press dealt with it. This usually dependable wire service rewrote the release, and its version appeared in thirty-four papers. It began with this lead:

> Man, instead of having descended from the monkey, probably ascended from a 4-inch long, tree-dwelling animal which was the ancient granddaddy of all mammals on earth today.

Over this account one newspaper ran the headline: "Monkey Father of Man? Nope, a Mouse."

The United Press, the AP's greatest rival in this country, distributed an account which the scientist considered reasonably accurate. But it, too, used the figure seventy million and had the mouse touch.

Misinformation based on newspaper distortion of the original release persisted for fully a year after its first publication, some of the subsequent references to the original story becoming entirely fantastic and associating the scientist with ideas which he had never held.

Newsmen who know of incidents of this sort can well understand the reticence, even the animosity, of scientists who have been misrepresented. In recent years the more responsible science writers have formed their own organization, the National Association of Science Writers. They are attempting to raise the level of science news reporting by encouraging the study of science journalism by journalism students and the hiring of well-prepared reporters and writers to cover the field.

Scientific bodies also have been making an attempt to co-operate more with the press and radio by appointing press representatives and by taking into their confidence the dependable science editors and writers and the syndicate which is the chief outlet for science news in the United States, Science Service. Since the release of atomic energy many of the scientists concerned with the implications of that event have turned to the press, in all of its ramifications, for assistance in bringing to the attention of the general public the dangers inherent in atomic warfare. These efforts have ranged all the way from the publication of their own magazine, *Bulletin of the Atomic Scientists,* to requesting Al Capp, the comic-strip artist, to inject the thesis into his cartoons, which he did in 1947.

Science Service as a Source

An important force for bringing about better relations between press and science, as well as for making available to newspapers, magazines, and radio stations the latest, authentic yet readable information about science, is the non-profit corporation directed by Watson Davis.

Dr. Davis is recognized as the author of the first science column in an American newspaper. This contribution appeared early in 1921 in the Washington *Herald.* His work since, and that of Edwin E. Slosson, first editor of Science Service, has been carried on in the best traditions of the leading science journalists in the short history of the press. The syndicate's work carries out a hope of E. W. Scripps, one of the last of the personal journalists and working publishers.

Guiding Science Service are some of the most distinguished scientists and journalists, including Harlow Shapley, director of the Harvard College Observatory; Alexander Wetmore, secretary of the Smithsonian Institution; R. A. Millikan, California Institute of

Technology; and O. W. Riegel, director of the Lee Memorial Journalism Foundation at Washington and Lee University.

The Institution for the Popularization of Science, as Science Service officially is known, has its headquarters in Washington, and has the largest editorial staff in the world for the coverage of the sciences exclusively. A basic newspaper service consists of a daily news report and a weekly science page. Each week the office issues a radio program on science news, which for many years has been carried by the Columbia Broadcasting System as "Adventures in Science." Small radio stations may obtain "Science News of the Week," a short script. In addition there is a feature service, covering health, astronomy, and other topics. Special signed columns are included regularly in the mailings. Spot news as well as advance release stories are provided to subscribers. A typical routine story is this seasonal release. (Other Science Service stories appear in additional examples and models toward the end of this chapter.)

WASHINGTON (Science Service) - Winter officially begins for people in the northern hemisphere at 11:43 a.m. today.

This is the time of the winter solstice. The sun, reaching the southernmost part of its yearly journey, appears to stand still before it reverses its direction. The word solstice literally means sun-standing-still, for the sun appears to rise always to the same height at noon for several days around this time.

Besides being the beginning of winter in northern latitudes, today also will be the shortest day of the year. At 30 degrees north latitude, about that of Houston, 10 hours and 13 minutes will elapse between sunrise and sunset, according to calculations made at the U.S. Naval Observatory here. At 35 degrees, about the same as Memphis and Albuquerque, there will be nine hours and 48 minutes of sunshine.

People in Columbus, Indianapolis, Denver and other places near the 40-degree parallel will find that only nine hours and 20 minutes elapse between the time the sun first appears and is last seen today.

Those in Minneapolis and St. Paul, at 45 degrees north latitude, will have eight hours and 46 minutes of sunshine. Others along the 50-degree parallel, which runs through Winnipeg, Canada, will have to get along with only eight hours and four minutes of sunlight.

Science News in Magazines

Because magazines usually are more carefully edited than newspapers, being issued at greater time intervals, such as monthly and weekly, they have carried more dependable features and news stories.

Magazines are prepared for a more patient, better-educated, and serious-minded group of readers than newspapers. Periodicals like *Popular Science Monthly, Scientific American, Popular Mechanics,* and *Science Illustrated* have done much to popularize throughout the

world the developments of science and mechanics. Those magazines devoted to pure science, like the journals of highly specialized societies, are precious depositories for the findings of pioneers.

Magazine format lends itself more than newspaper format to the presentation of much of the news of science. Scientific information often is complicated and must be clarified with graphs, charts, diagrams, and photographs. Daily and weekly newspapers have neither the money nor the space (and little confidence that the public as a whole appreciates them) for many such appurtenances of journalism. They must appeal to a wider public and one accustomed to hasty reading. But a magazine devoted to popularizing science or carrying a department on science news, such as *Nature* or one of the newsmagazines, will take the pains to include maps and pictographs where they will help to illuminate the text. In most magazine offices there is time to rewrite science news, to integrate and interpret it, and to illustrate it.

The highly specialized science journals invariably use the magazine format. Therein the news is condensed; a chemistry journal will extract from the stories of science only those of interest to its special group of readers. Invariably the technical vocabulary and technical nature of the stories are in direct ratio to the special interests of the readers. The more specialized the subject, the less popular the content.

Although they have not been entirely free of sensationalizing and their advertising has for years strained the nature of science, the magazines of the United States have a better record in their handling of science news than the newspapers. Edward Livingston Youmans, founder and first editor of *Popular Science Monthly,* expressed the philosophy of the best of the magazine journalists in this field when almost a century ago he wrote that "The work of creating science has been organized for centuries. . . . The work of diffusing science . . . is clearly the next great task of civilization."

Science Writers and Their Task

Only infrequently do young people select science writing as a career. The majority of writers, editors, and others on the editorial side of journalism avoid the study of the sciences. The literary and journalistic worker always has found the preciseness and exactness of science and mathematics less pleasant than the more undisciplined activities of the world of words and ideas. Thus, it is the rare individual who can combine the two areas — science and writing.

Another reason for the little interest in the field is that the belief exists that to become a science writer requires a long period of training. A young man will prefer sports writing because he likes sports already; he probably has been active in games all his life and knows their rules, records, and personalities by heart. Young women seem chiefly to want to write fiction. They have read stories all their lives and see no reason why they cannot write tales as good as most of those they read. Neither group realizes that considerable hard work still must be done to achieve influence or success or whatever it may be they seek to gain in sports writing and fiction production. Depending upon the individual's talents, the work may be no easier than science writing.

The question can be settled more readily by understanding what is meant by "science writing." Many persons who are considered science writers actually write little about the sciences. They write about applied science. They prepare copy on mechanics or invention. There is little use of science in their subjects. While the very best of the journalists in the field have had training in the sciences, many hundreds more are able to make places for themselves because they are intelligent, are willing to teach themselves the special vocabulary needed in some phases of science writing, are accurate, are able to use sources

properly, and do not lose sight of what will be most effective with conveying the message to the reader.

Once again we see in the field the problem of which shall be first: the scientist or the journalist. Does a science writer develop from first being a scientist or from starting as a journalist? The leading writers of the day are examples of both types of travelers in vocational paths. John O'Neill, a Pulitzer Prize winner for his science work on the New York *Herald Tribune,* followed the path of being a radio editor of the Brooklyn *Eagle,* then that daily's automobile and aviation editor. After seven years of such assignments he became science editor of the newspaper in the city where a tree grows. For five years he held that post, and then succeeded Robert Potter as the *Herald Tribune's* science editor.

The late Edwin E. Slosson not only was the first editor of Science Service, but also was the author of one of the few best-sellers among technical books: *Creative Chemistry*. While at the University of Kansas he won honors for excellence in both literary and scientific achievements. He majored in the sciences, emphasizing chemistry, and went on to a master's degree in it. He then taught the subject at the University of Wyoming, serving at the same time as chemist at the Wyoming Experiment Station. Next he obtained his doctorate at the Universtiy of Chicago. He had been doing spare-time writing on science in the meantime. This was helpful to him when he entered journalism by doing summer work for a magazine, *The Independent.* He increased his free-lance writing, producing many books and articles on scientific subjects, and also became a special lecturer at the Graduate School of Journalism of Columbia University. When E. W. Scripps endowed the society which gave birth to Science Service, Dr. Slosson was the natural man to become the Service's editor.

Two of the most prominent science writers in the United States intended to be lawyers. Waldemar Kaempffert, science editor of the New York *Times,* became a patent attorney after being graduated with a bachelor of science degree from New York University. But while he was studying law he also served as assistant editor of *Scientific American* magazine. He continued the magazine work, becoming managing editor of this old monthly that popularizes science. He moved to the editorship of the still larger *Popular Science Monthly* and from there went to the *Times* staff, which he served beginning in 1927.

A colleague but an independent science writer is William L. Laurence, who took his law degree at Boston. Laurence's boyhood was spent in Europe. He came to the United States when seventeen and with fifty cents. After doing odd jobs he entered Harvard, where he majored in philosophy. He was so effective a tutor that he carried on that occupation, particularly in three subjects, philosophy, psychology, and literary history, while attending college and later founded a tutoring school. After Boston University granted him his law degree, he free-lanced as a writer, and adapted the works of Dostoievski and other famous novelists. A casual meeting with Herbert Bayard Swope, then of the New York *World,* led to his being hired as a reporter for that paper when Laurence was thirty-eight. He remained a general reporter until 1930, covering a few scientific stories.

Laurence did such a good job on an interview with a Dartmouth professor who had attacked the Einstein theory that the New York *Times* hired him as a science writer. Since his first association with the *Times* he has had a roving commission. In 1945 he was chosen by the War Department for a top priority project: to prepare the releases on the atomic bomb. He was the only newspaperman taken into the secret. He inspected the various plans and later prepared a supplement to the *Times* which is considered a masterpiece of science journalism.

Dean of the science writers in the United States is Howard W. Blakeslee, who for twenty years has been science editor of the Associated Press. A newspaperman all his life since early college days, Mr. Blakeslee is a native Washingtonian, but attended the University of Michigan. His first journalism was writing news copy for the Detroit *Journal*. He wrote straight news, features, and sports for that daily and papers in Chicago before becoming an AP staff member in 1906. That wire service made him chief at New Orleans, Atlanta, and Dallas in the next ten years. From 1916 to 1928 he served as news editor in the Chicago and New York bureaus, specializing more and more in science writing and editing until his appointment as full science editor in the latter year. His alma mater recognized his scientific journalism by giving him an honorary master of science in 1935. Mr. Blakeslee has been president of the National Association of Science Writers and in 1937 was co-winner of the Pulitzer Prize for reporting.

Thus, we see that science writers come with various backgrounds, and by no means is the background always thoroughly concerned with science, invention, or mechanics. A few more case histories show that the big dailies and magazines are receptive to almost any type of background the science writer can use.

A young man who had majored in one of the natural sciences, but had studied the elements of several others as well, was engaged by a large metropolitan paper to do general reporting, with some responsibility for science stories. One day there was a tidal wave in the Pacific that did serious damage to the land areas over which it swept. This reporter was assigned to a story explaining tidal waves. He knew where to gather such facts, went to the documentary and living sources promptly, and produced so competent a background story that he was made science writer for the paper. Within two years this young journalist was being praised by eminent scientists, several of whom allowed themselves to be quoted on the first page of *Editor & Publisher*. Of him this writer's paper said:

> Plowing up the significant in the inscrutable field of science is a specialized job. Pouring daylight through it so the reader can see and grasp what's underneath — that's a super-specialized job. Arthur J. Snider, Chicago *Daily News* science writer, packs a double-barrelled deftness for doing both jobs uncommonly well.

Another young man, also a journalism student, used nature subjects for his class papers in the school he attended. Far from a brilliant writer, he nevertheless produced papers that had a sound factual basis. He needed help chiefly in making his copy more popular. He responded, slowly but lastingly, to the instruction in writing. After a while he began selling those class papers to nature and outdoors magazines. When he was graduated he joined the staff of a group of agricultural magazines and newspapers.

A young woman who majored in chemistry found a place for herself on a chemistry magazine, doing editorial work, because she added a master's degree in journalism to her master's in chemistry. Another young person, a young man without the full degree work in journalism but considerable natural gift for writing and editing, had no difficulty holding a position as an associate editor of one of the major magazines for the popularization of science and mechanics.

These vocational experiences mean that skillful writers and reporters, with a basic knowledge of the sciences or the capacity to acquire that knowledge quickly, with the intelligence to learn vocabulary and other background, are welcomed by newspapers, magazines, syndicates, wire services, publicity firms, and other agencies and organizations that seek to make clear the meaning of the sciences.

Clarification: that is the major task of the science writer. He is the middleman between the public and the world of science. Dr. K.

Starr Chester, director of research of the Research Foundation and an Oklahoma Agricultural Experiment Station scientist, several years ago told a group of journalism students that the science writer must have the ability to fit the story into the background in terms that the layman can understand. Dr. Chester admitted that the average scientist is not an easy source of news, explaining that he does not realize what material is news and he is afraid of being reported inaccurately. Therefore, part of the science writer's task also is to help bring about rapport between those who create the news and those who disseminate it.

What Can the New Newsman Do?

Much as the coverage of science news has improved in the past quarter of a century, many newspaper city editors, radio station news directors, and editors of non-technical magazines, such as house publications, will rely on general reporters for the handling of science news. How can a novice newsman, knowing little more than college chemistry, high-school physics, and possibly something about aviation mechanics learned in war service, be expected to handle even the run-of-the-mill science stories that occasionally appear in a community? Such assignments are likely to be received in a college or university town or city.

Admittedly, the best science writing can be done only by the Laurences, Blakeslees, Kaempfferts, and other journalists of their caliber. But many stories in this field, as in business, labor, sports, and other specialties, can be handled by journalists who have command of the general principles of news work. Although it is signed by Mr. Laurence, any competent general reporter could have written this story from the New York *Times:*

> Scientists of all countries have been invited to compete for prizes totaling $40,000 posted by the Sugar Research Foundation, it was announced last week by Dr. Harlow Shapley, chairman of the National Sciences Fund of the National Academy of Sciences. The prizes were established "to stimulate scientific studies of sugar as a food and an industrial raw material which may lead to its greater usefulness." Awards of $5,000 will be given in 1947, 1948, and 1949, with a grand prize of $25,000 to be given in 1950 for "the most significant discovery of the preceding five years." Winners of the preliminary award are also eligible for the grand prize. . . .

Nor would this story for radio tax the ability of any average newsman:

BOISE -- AN ARMADA OF MORE THAN 60 PLANES WITH OVER 124 PORTLAND, OREGON, BUSINESSMEN IS SCHEDULED TO START LANDING AT BRADLEY FIELD AROUND 4:00 P.M. TODAY. IN THE GROUP IS A HELICOPTER WHICH WILL LAND ON THE LAWN EAST OF THE POST OFFICE AT FIVE O'CLOCK. BOISE POSTMASTER HARRY YOST SAYS THIS IS TO BE THE FIRST HELICOPTER LANDING EVER STAGED WITHIN THE CITY LIMITS.

- KIDO, Boise, Idaho.

Under a headline reading "Transmitters Shrink to Lipstick Size" there appeared in one of the major magazines that popularize science a few hundred words about certain laboratory models of these devices. The informality of the style, at least in the lead, possibly is excessive but not untypical. Fundamentally it is harmless.

> THE guy who tells you that you'll soon be talking through your hat may not be talking through his. For now your hat is plenty big enough to hold a complete broadcasting station. The printed, or painted, radio circuits developed for the proximity fuse, already used for receivers, have been applied to transmitters.

> These laboratory models, no bigger than a lipstick, are the after-hours work of Dr. Cledo Brunetti and fellow experts at the National Bureau of Standards. Tiny transmitting circuits are painted on. . . .
>
> —*Popular Science Monthly.*

The neophyte newsman, therefore, can apply his knowledge of the general principles of news reporting and writing to the science field as well as to any other. So many science stories are not on scientific principles, but on the actions of men of science, that a good journalist can handle numerous assignments.

What shall he do, however, when the assignment is obviously beyond his capacities? It may have something to do with supersonic flight, and the reporter does not even understand the meaning of the word supersonic. Radar always has completely mystified him, and the news that the local weather bureau has received such equipment for weather observation work may leave him as cold as the January day on which he is working.

In such a situation the reporter would do what he did on assignments which were not clear to him at first in the fields he regularly covers. If he covered politics, and the first voting machine arrived in the city to be placed on display and for study by future voters, he would follow certain steps in preparing his story. He would read about the history of the machines, the experiences with their use in other cities or states, and the instructions for operating this one. He would study the machine itself, try to use it as on election day, and imagine himself a reader with no more knowledge of it than he possessed when he began.

A voting machine's background is more easily understood and obtained than that of supersonic planes. Familiarity with *Facts on File,* the New York *Times Index,* the *Reader's Guide to Periodical Literature,* aviation almanacs, texts, and other literature available at most libraries would rapidly clarify many details. Interviews with local authorities (about whom the newspaper staff or the reporter himself should know as part of general information) will bring further data. A reporter who knows not too much about his subject, if he is thorough and conscientious, sometimes can produce a better story than one who starts with a vast amount of information that is taken for granted or has grown into a set of prejudices or biases. The newsman will bring a fresh viewpoint and more nearly represent the uninformed reader he serves. He must be a painstaking researcher and be certain to write a rounded story, however, or his newness leads him to present superficial and incomplete knowledge.

Stories to Guard Against

Novices at science writing need to be protected from types of stories which are suspect. Science Service early in its career issued a list of such stories which still is sent to would-be contributors to this syndicate. Dr. Davis, then managing editor of the Service, explained that:

> Stories on this list should not be used until they are thoroughly checked and investigated by specialists in the subject. These are not forbidden stories, for some of the impossible things of today may become possible tomorrow, but scientific discoveries rarely come nowadays from accident or inspiration. They are usually the result of systematic research of many investigators.

The list, he said, could be many times as long, but the subjects in it "are those that trouble the reporter and copydesk most frequently":

General

Any "secret" scientific or technical process.

Any process or preparation, where the essential element is not disclosed, bearing a coined name.

Announcement of the sudden achievement of "what scientists have long sought for in vain."

Complaints of "a conspiracy of silence" against

the inventor or other evidence of a persecution complex.

Sweeping claims of any sort.

"Supernatural" Stuff

Telepathy.

Spirit manifestations of any sort.

Long range weather forecasts in general.

Long range weather forecasts based on animal habits.

Astrologists and horoscopes.

End of the world predictions for the near future.

Evil or beneficial influence of the number 13.

Evil or beneficial influence of the number 7.

Evil or beneficial influence of any number.

Stars affecting human events or destinies.

Phrenology.

Predictions based on lines of hand, shape of nose, or bumps on head.

Intelligence or character based on size and shape of features, handwriting or hands.

Charms, amulets, lucky coins and other such survivals of savagery.

Rediscoveries of lost prophetic books.

Medical

Universal germ killers.

Any absolute cure of any disease.

Unauthenticated treatments of cancer, tuberculosis, colds and such diseases.

Cancer "cures."

Cures of deafness, blindness or baldness.

Doctors who advertise.

Cures for "male and female weakness."

Drugs for curing obesity and underweight.

Rejuvenation and gland transplantations.

Glandular extracts in general.

Electrical treatments for serious disorders.

Electric belts.

Electronic treatments by the Abrams or other such methods.

Spinal adjustments.

Whiskey as an antidote for snake bite.

Mad stones for snake bite.

"Marking" of children by experiences of mother before birth.

Determining or controlling of sex before birth.

Mineral waters as cures for disease.

Cure of rabies by a stone or by shooting the dog.

Physics and Mechanics

Perpetual motion.

Machines that produce more energy than they use.

Fuelless motors.

Chemicals that greatly increase gasoline mileage.

Fluids that recharge storage batteries.

Methods of burning water or ashes.

Chemicals that make coal burn hotter.

Rediscovery of supposed lost arts, such as hardening of copper.

Death rays.

Divining rods.

Intuitive methods of discovering water, oil and minerals.

Transmutation of metals.

Animal and Plant World

Creation of life.

Spontaneous generation of life.

Sea serpents.

Seeds that grow after more than 300 years, especially that old chestnut about wheat in mummy cases.

Superhuman intelligence in animals.

Prehistoric and gigantic animals living today.

Gigantic snakes in temperate zones.

"Hearts," "nerves" or other animal-like organs in plants.

Record-breaking new species of rubber plants.

Inheritance of acquired characters.

Absolute proof or disproof of evolution.

Hybrids between unlike plants or animals: e.g., goat and pig, or carrot and beet.

Toads or frogs enclosed for many years in stones or rocks.

Animals (e.g., turtle or frog) living in the human stomach after being swallowed.

Living "Milling Links."

Man-eating trees.

Miscellaneous

Discovery of prehistoric men of gigantic or dwarfed size.

Ozone in sea-side, mountain or prairie air; radium water.

Messages from or to Mars or other planets; inhabitants of other planets.

"Moron" as synonym for "sex offender."

People living to extreme ages, as 115 and 120 years.

"Squaring" the circle; trisecting the angle.

Moon's influence on weather, crops or people.

Discovery of the secret of the pyramids, sphinx or other ancient monuments.

Discovery and interpretation of ciphers in old books or manuscripts.

Lost continents, such as Atlantis and Mu.

Equinoxial storms.
Earthquakes are necessarily accompanied by volcanic eruptions.

Local Sources of Science News

Placed on his guard, then, the reporter who does not wish to wait for assignments of science stories, or who wishes to do free-lancing in the field, is ready to examine the chief sources of such information.

In the average community the newsman can look to these sources, regularly as a rule:

Laboratories: government, industrial, and educational; occasionally private.
Offices: government (such as the board of health), municipal, state, federal; medical and dental societies, health associations; social service agencies.
Individual: Experimental and research (that is, theoretical) scientists, heads of laboratories and agencies dealing with all phases of science; industrial and applied science departments; heads of museums, aquaria, zoos, and other scientific exhibit places.

If newspapers and radio stations had the space and time to use the results, there would be few that could not find enough stops for a science beat in their areas. A country village with eight houses in it would not, of course, provide much by way of direct sources, although it would not be barren of science news, for wherever human beings gather science is at work. But that country village may be near a state experimental station from which agricultural journalists can obtain many a useful story. Or officials from the state department of agriculture and other such groups may pass through the village and be available for an interview; traveling scientific exhibits, government or industry sponsored, are a source; weather and crop information; mechanical developments with a local angle: all these are possibilities even for a small county paper.

Likewise the opportunities in a city of one hundred thousand are enough to keep a beat man constantly busy, especially if the community includes a well-equipped technical high school or an institution of higher education. Science news of a routine nature and science features are ready for the asking, if the reporter knows where to look for them and how to ask the right questions.

Difficulties at the Source

Sources are a problem, not only in the number that exists, but also in their difficulty of penetration. The greatest obstacle is the press's bad reputation with some scientific leaders. More and more, however, the sources are meeting the press halfway. Such a changing attitude is revealed in an incident like the one that took place when a Penn State College professor told chemists about a new, cheap, artificial production of three powerful sex hormones, known scientifically as testosterone, progesterone, and desoxycortiscosterone, from sarsaparilla root compounds.

When the college publicity department sent out the story of this product it warned science writers and editors who might handle the release:

...We have tried to provide you with a popular angle, but there is obviously a point beyond which the the scientists will not go. We have provided caution signals where we believe extreme care should be taken....The source material...is derived from the lowly sarsaparilla root....It is called sarsasapogenin (CAUTION: Please note that the source material is derived from the lowly sarsaparilla root....The hormones themselves are <u>not</u>...). The root itself has no beneficial qualities in the

treatment of illness. More recently sarsaparilla has found a major role as a flavoring for soft drinks (CAUTION: But please do not assume that the hormones are derived from a bottle of soda pop).

Time magazine, which reported this incident, teased the press about the habits surviving from yellow journalism's heyday by saying that Professor Russell Earl Marker, the Penn State scientist, had expected to see such stories as this if the cautions were not regarded:

> Men! Are you skinny, tired, nervous, run-down? Try a bottle of sarsaparilla and watch those muscles grow.

General reporters who approach scientists for news, therefore, will have to follow to the letter all the advice their leading and most successful colleagues can suggest. Included will be:

Respect accuracy as you never have before, for if you do not achieve it, the scientist will never trust you again, if you are trusted at all now.

Try to find out something about the subject before you interview him on it, but do not pretend to know any more about it than you really do, which is likely to be very little in any case.

Ask plenty of questions, but try to make them pertinent and intelligent. If this cannot be done, ask questions anyway. You are less likely to be wrong if you ask sufficient questions than if you do not ask enough.

Check back with the science news source before publishing your story.

Give credit to the individual where it is due, but do not overplay the personal element; it causes trouble, sometimes, in scientific circles.

Get scientific stories from scientists and political stories from politicians.

Another aid to coverage is a knowledge of some of the more readily available source books of science, such as a medical dictionary, yearbooks, encyclopedias, and dictionaries of science or individual sciences, and biographical books of the *Who's Who* type that list scientific leaders, especially *American Men of Science*. Newsmen responsible for stories in particular fields will want also to keep up with the magazines and papers that serve those fields. Clues to these publications can be found in *Ulrich's Periodical Directory, Ayer's Directory of Newspapers and Periodicals,* and others of that type to be seen in the larger libraries.

Charlatans and Publicity Hounds

Science copy must be subjected to careful verification, not only because it naturally demands accuracy and completeness, but also because one of the plagues of handling such news is the charlatan or exploiter of public ignorance of science and the public's faith in the scientific world.

Herbert D. Nichols, science editor of the *Christian Science Monitor,* has said that "the biggest task is to separate the news of real advancement [in science] from disguised advertising, nature-faking, and would-be promoters of pet theories." The local newspaper is more likely to be victimized from within its own community than via wire services or syndicates, which are able to screen their material more closely and readily.

Science reporters will encounter such charlatanism in several ways. A grubby, down-at-the-heels man, usually bearded and elderly, will visit the newspaper office, wire service bureau, or radio station to coax the editor or station manager to print or broadcast news of some scientific marvel he says he has invented. Proverbially his invention deals with perpetual motion. Actually it has to do with some unsuccessful commercial development — a more efficient household gadget, an easily replaced rubber heel, or a special kind of paint. The earnestness of such individuals will cause the scribe to be patient and promise to report back. Telephone calls to informed persons

usually will bring analysis of the gadget's faults sufficient to explain its uselessness. Possibly some works of genius are neglected or overlooked thus, but it cannot be otherwise in the rush and superficiality of journalism.

Another form of charlatanism is a certain kind of publicity story. Publicity, as such, is highly useful in the field of science. Here is a special body of knowledge that the general press needs help in interpreting. The publicity committee is of immeasurable assistance, for instance, during the coverage of a scientific meeting, for it acts as another middleman between the press and the scientists. But a few manufacturers of gadgets find it less expensive, if not more effective, to send out so-called news releases about their products than to advertise them in paid space or by direct mail. These, as well as the stories that accompany paid advertising, must be tested by the science writer. The claims for them may be exaggerated; there may be little news in the accounts; the writing often is unjournalistic, and the story can be used only by rewriting. Pictures as well as news and features come thus unsolicited; those with a local angle are more easily checked and more worth-while using. Science stories from publicity sources must be watched for the slipping-in of a trade name under conditions which do not make it news whatsoever.

Here is an excerpt from a publicity story sent to a trade magazine. It is a model of how-not-to-do-it for would-be public relations or publicity counsels. It filled four pages, double-space. The publicity firm's name dominated the first sheet. Its subject, the fabric known as corduroy, has possibilities for popular treatment. Instead this type of account was sent. A writer or editor of science material would be completely without discrimination to print it in this form:

> Corde-de-Roi! The fabric of royalty, to be literal - "The Corde of Kings." That was the regal name for the beloved cotton fabric now known as Corduroy, that is worn by more people of every age and type, and manufactured into a greater variety of clothing than almost any other material on the market. Foremost in Corduroy, is the name . . . and its maker . . . Mills owned by . . . and his two sons . . . and . . .
>
> . . . did not feel very kingly that day sixty years ago when he stood alone and poor, at the portals of this new world....

In this badly punctuated and adjective-filled way the release goes on to tell of the career of the firm's owners. When the reader reaches the center of the fourth page, he finally encounters information about the fabric itself. Peppering the story are such expressions as "carve out a future for himself," "a firm footing," "gathering his family to his breast," "he sank all his savings," "laboriously recouped resources," "seeming Rock of Gibraltar," "a lesser man would have called it quits. Not so this man"; and many more.

The Science Writer's Vocabulary

Word choice, as well as freedom and responsibility of expression, is affected by the fact that the science writer frequently is allowed to use his by-line. Such acknowledgment of authorship is an advantage shared by all specialists among newsmen.

While a by-line permits a direct approach to the reader and an informality of style, it does not free the science writer from the necessity of explaining the terms he uses. The special vocabularies of sports, music, and other popular areas of human interest are clarified by a certain amount of use in conver-

sation, or on the radio. Scientific words often are too unpronounceable to be encountered readily on a walk through the park or from listening to radio broadcasts. The newsman, then, must be sure that his reader understands the special language of the scientific world. He does so either by defining the strange word with common ones or by using familiar synonyms.

Typical handling of the problem was demonstrated by the Associated Press, in a story about radio research: ". . . the discovery was made . . . in experiments with an infrared ray barometer, a device developed at Johns Hopkins during the war for 'seeing' objects in the dark."

A New York *Times* writer, announcing the discovery of a relief for arthritis, used a sentence containing the word enzymes. Parenthetically he added "(living catalysts)." Possibly he was assuming too much even to use the word catalysts without explaning it also. Elsewhere in the *Times* that day appeared reference to leukemia. It was explained, in parentheses, as "abnormal increase in the number of white blood corpuscles."

Writing the Story for Newspaper or Wire Service

His facts gathered and verified, the newsman still faces the job that he often relishes most: the composition of the story.

Every good news writer seeks to perform a double job when he prepares news copy. First he wants to convey the news — that is, tell the story. Next he wishes to give the reader an understanding of the event. Therefore he tries to inform and to explain at the same time.

Events that have no special background meaning, such as accounts of isolated burglaries, do not require the news writer to write expositorily. But if the writer seeks to explain some phase of science he must use all his ability to write clearly lest his exposition be as obscure as his subject.

Science news writing for media that carry spot news is done under difficult conditions. The newsman must work quickly. He runs a greater danger of committing mistakes. He has less time for obtaining verification. Actually, however, only a small proportion of science news is of a spot nature. Generally the need for hasty preparation occurs in connection with an explosion or a violent storm. These are side features or follow-up stories. Careful news executives prefer that writers lose time, except in the instance of some world-rocking discovery which is not exclusive with the paper or service, rather than run the risk of misrepresentation. Here is an example of such a delayed story, with the phrase "was being investigated today" used to provide a timeliness that does not exist:

A91

(140)

LONDON, MAY 13 - (AP) - THE FIRST REPORTED CASE OF SUPERSONIC ILLNESS, ATTRIBUTED TO THE EFFECT ON THE HUMAN BODY OF SOUND WAVES TOO HIGH FOR HUMAN HEARING, WAS BEING INVESTIGATED TODAY BY BRITAIN'S MEDICAL RESEARCH COUNCIL.

THE VICTIM, AN ANSWER TO A PARLIAMENTARY QUESTION DISCLOSED, IS AN UNIDENTIFIED WORKER IN A TURBO-JET ENGINE FACTORY IN HERTFORDSHIRE. HIS SYMPTOMS WERE NOT DESCRIBED, BUT DOCTORS SAID THEY PRESUMABLY WERE LASSITUDE AND INABILITY TO WALK STEADILY.

OFFICIALS OF THE DE HAVILLAND AIRCRAFT COMPANY, OWNERS OF THE JET ENGINE PLANT, SAID ALL THE 100 WORKERS EMPLOYED IN SUPERSONIC PROCESSES WERE UNDER CONSTANT MEDICAL SUPERVISION BECAUSE OF THE POSSIBILITY THAT THEY MIGHT BE AFFECTED BY THE "HIGH-PITCHED" WAVES.

THE BRITISH PRESS RECALLED THAT IN RECENT AMERICAN EXPERIMENTS SMALL FISH EXPOSED TO SUPERSONIC WAVES AT VERY CLOSE RANGE WERE KILLED WITHIN A FEW MINUTES.

JJ855AED - Associated Press.

More nearly typical of the way science news stories are written are these examples, of which little more than the leads is presented, since structurally the accounts follow the patterns for speech, meeting, and other routine types of stories:

B33PX (SEG)

BY HOWARD W. BLAKESLEE

ASSOCIATED PRESS SCIENCE EDITOR

(PX) NEW YORK, MAY 15-(AP)-RECENT DISCOVERIES OF MECHANISMS IN LIVING BODIES THAT ENABLE PEOPLE TO RECOVER FROM INFECTIOUS DISEASES WERE EXPLAINED TO THE SOCIETY OF AMERICAN BIOLOGISTS TODAY BY DR. WILLIAM H. TALIAFERRO OF THE UNIVERSITY OF CHICAGO.

MEDICINE DOES NOT CURE PEOPLE DIRECTLY. EVEN THE NEW DRUGS...

A100FX

(180)

INYOKERN, CALIF., DEC. 19-(AP)-AN ASCENT NEARLY 19 MILES INTO THE STRATOSPHERE IS PLANNED FOR NEXT YEAR AT THE NAVAL ORDNANCE TESTING STATION HERE.

THE 100,000-FOOT CLIMB, TO BE ATTEMPTED VIA SPECIAL BALLOONS CARRYING SCIENTISTS AND THEIR COMPLICATED INSTRUMENTS, WILL BE IN SEARCH OF NEW DISCOVERIES ON COSMIC RAYS, WHICH CONTAIN...

A23BA

(250)

BALTIMORE, DEC. 19-(AP)-VISTAS OF UNEXPLORED FIELDS OF RADIO RESEARCH WERE OPENED TODAY WITH AN ANNOUNCEMENT BY JOHNS HOPKINS UNIVERSITY SCIENTISTS THAT THEY HAVE ACCIDENTALLY DISCOVERED A NEW METHOD OF RADIO RECEPTION USING ONLY A TINY STRIP OF FROZEN METAL - WITHOUT POWER SOURCE, TUBES OR ANTENNA.... - Associated Press.

The contrast between the writing of scientific news for modern newspapers and wire services and that of a century ago can be grasped when comparisons are made in the standards of prominent papers of each period.

Samuel Bowles, of the Springfield (Mass.) *Republican,* included an article on "Wine Drinking Among the Ancients" as one of the few science news contributions of the paper he made so famous. A much more nearly scientific news story broke in 1830, however, when the first steam locomotive was run in the United States. As Laurence Greene points out in his book, *America Goes to Press,* the importance of this event was hardly appreciated by American editors. Typical of the news-writing style of that day is this story from the September 2, 1830, issue of the Washington *Daily Intelligencer:*

> BALTIMORE, Aug. 30 — The first Rail-Road Car, propelled by steam, proceeded the whole distance from Baltimore to Ellicott's Mills on Saturday last, and tested a most important principle, that curvatures of 400 feet radius offer no material impediment to the use of steam power on Rail-Roads, when the wheels are constructed with a cone, on the principles ascertained by Mr. Knight, Chief Engineer of the Baltimore and Ohio Rail-Road Company, to be applicable to such curvatures. The Engineers in England have been so decidedly of the opinion that locomotive steam engines could not be used on curved rails, that it was much doubted whether the many curvatures on the Baltimore and Ohio Rail-Road would not exclude the use of steam power. We congratulate our fellow citizens on the conclusive proof which removes forever all doubt on this subject, and establishes the fact that steam power may be used on our road with as much facility and effect as that of horses, at a very reduced expense.

More than a century later, Herbert Nichols of the *Christian Science Monitor,* also a famous Massachusetts paper, wrote that his publication asks two questions of every science story before it is published, two tests which Samuel Bowles' little paragraph would not have passed, but which the anonymous writer in the Washington paper could answer in the affirmative about his story. The two questions are:

(1) Does it show how research is helping to overcome human lack or limitations?

(2) Is it something about which all well-informed readers should know?

That such a policy is appreciated may be indicated by Mr. Nichols's report that a single article in his paper which told about a new development in physics brought one hundred and sixty letters and two telegrams requesting further information.

A third type of news story on science in the high-speed areas of journalism is the interpretative article, which varies from the spot news or routine news account in that it requires considerable background research and that it is off the beaten track. It differs little from a regular magazine article except that it is briefer, is given a feature-like display, and is composed with more of the characteristics of newspaper style: exceedingly short sentences and simple words as well as an open attempt to be eye-catching. The example quoted is by a science writer earlier referred to.

> By ARTHUR J. SNIDER
>
> Staff Science Writer
>
> (First of Two Articles)
>
> Is Illinois headed for state suicide?
>
> Is this Midwest sovereignty which orators like to extol for its vigor and youth actually gravitating toward the wheel chair?
>
> The questions are posed by this astonishing fact:
>
> Illinois is producing fewer babies per capita than any other state in the union.
>
> * * *
>
> SOME PUBLIC health men and population experts see in the stork's holiday an omen of calamity.
>
> In their belief, the state's mantle of leadership in the production of agricultural implements, radios, soybeans, meats, etc. as well as scien-

tists, educators, business tycoons and political leaders could be endangered.

"It's true there is considerable concern about Illinois' birth rate," said Dr. Edward A. Piszczek, Cook County director of public health.

Dr. Piszczek is then quoted further, after which another source, the chief of the state division of vital statistics and records, is quoted for six years of figures, with opinions from the same authority supporting those of the reporter and Dr. Piszczek. The story concludes with a bold-face paragraph.

(Tomorrow: Are Illinois mothers shirkers? Shall they be paid for babies? Chicagoans discuss factors behind the state's low birth rate and what might be done about it.)

The second in the series makes a head-on attack on the problem, and begins with a direct attempt at explaining the reasons for the situation:

Blame Illinois' twilight in parenthood on:

—Families jammed in crowded living quarters.

—A drop in immigration of women in the child-bearing ages.

—The emphasis on material values.

—Birth control.

—Economic plight.

—A subconscious fear of the future.

—The acceptance of two children as a proper sized family.

These were the answers today in a sampling of Chicagoans queried about the state's low birth date.

[Eleven persons, including widely known sociologists, social hygienists, ministers, rabbis, social scientists, engineers, and physicians, are quoted directly to complete the remainder of the story.]

—Chicago *Daily News*.

It should be noted that nowhere does the reporter inject his own opinion. He bases his generalizations on the views and figures provided by others. Yet it was he who brought the evidence together to make a certain point: that point is the substance of the interpretative writing. The entire motive of the story is to clarify a situation. Thus interpretation becomes news.

General techniques of interpretative writing already have been examined and explained. (See Chapter 5.) But here they can be applied to a specific problem. Even the new science writer must be capable, it is assumed, of handling the simpler science story, such as coverage of a science speech, meeting, or convention, as if it were any regular speech, meeting, or convention. Simply to report any of these would satisfy most city editors, but science stories sometimes are dull and meaningless because the reporter has not interpreted the event he reported.

Journalists explain the meaning of a science story by one or more of several possible methods:

1. Relating the news to past news in the same area.
2. Recalling earlier scientific events so as to provide a pattern of recognition.
3. Repeating background news events without indicating even obvious relationship to the new story.
4. Indicating directly the writer's belief about the meaning of the event, a phase of interpretation that leaves the realm of fact and moves into that of opinion, speculation, and forecast.

While archaeologists were studying the remains of an Inca city, for example, the following story was sent to its subscribers by Science Service. Less than half of it deals with the activity of the moment; the rest is historical background. The lead alone illustrates the way to give perspective:

WASHINGTON -- Neither the glory that was Greece nor the grandeur that was Rome produced the largest city in any civilization, archaeologists of the Smithsonian Institution here have decided.

The honor, they say, of being the largest ancient city probably

should go to Chanchan, a Peruvian center centuries before the Inca Empire that the Spaniards overthrew.

Eleven square miles of ruins of this ancient city are located near the Viru Valley in Northern Peru, where the most intensive archaeological studies yet conducted in South America are now getting underway.

Center of the new research is the valley that was a site of flourishing culture long before the more famous Incas that the first European discoverers encountered. The Viru Valley is now about 20 miles long and three to four miles wide, and is believed to have had a larger habitable area at the time when it was a center of the ancient civilization.

How the valley grew smaller is one of the problems that is to be studied. The habitable portion of the valley has been subject to alkalization of the soil by alkali-loaded irrigation waters from the Andes, and much may be learned about long-range planning for irrigation projects by tracing the history of this ancient development.

The work in the Viru Valley is being conducted under the auspices of the Institute of Andean Research, with seven co-operating institutions. [The names follow.]

The Magazine Slant

The magazine story on science differs from science copy in other media with which it may fairly be compared, such as the daily or weekly newspaper story or the wire service or syndicated article, in the way magazine copy generally differs during such comparisons.

It tends to be longer, for an article is inescapably longer by reason of being an article. Being aimed at a better-educated and supposedly directly interested reader group, its vocabulary can be more technical or complex, the sentences, words, and paragraphs somewhat longer, and the subjects more complicated.

Magazine copy on science and related subjects divides somewhat clearly into types:

1. Short, popular articles, such as found in *Popular Mechanics* and the other periodicals of the kind intended to keep readers informed on the latest news in this field or of interest chiefly to young people.

2. Popular but detailed accounts of scientific developments, superficial on the whole but offering a more rounded collection of information. These are found in magazines like *Harper's* or *Fortune.*

3. Highly technical articles intended for consumption by scientists only and having little interest or comprehension for the readers of the other two types; typical of these magazines would be *Chemical Abstracts.*

Students of magazine science writing should review here the distinctions between the various kinds of news features, for the science writer must decide, depending upon his readers, whether he is simply to describe what he sees or to take his reader through the process of production. If in preparing a particular piece of copy he decides to use the purely

descriptive method, he may decide that a more effective plan is to rely almost wholly on photographs, using the picture story with only sufficient text to explain the pictures where necessary.

In reality, little science news finds its way into most magazines, if we consider that prior publication by a newspaper has robbed the magazine of its newsiness. Magazines of the newsstand type will retell the news already announced via press and radio. They will seek to explain the meaning of the science event rather than to be the first to report it. A considerable number of news breaks appear in the technical journals of scientists, and alert science writers and editors who can comprehend such publications win tips to stories for their own publications or programs through them. The rank-and-file newsman who studied the articles in even so relatively simple a publication as *Railway Mechanical Engineer* ordinarily, however, would not recognize a science news scoop if he saw it.

Whereas timeliness is of the essence of news and a syndicate like Science Service urges its correspondents to "Rush in your copy by air mail" and counsels them to send it by wire if it is "particularly timely," magazines are prepared weeks and months in advance of publication. Only newsmagazines of other weeklies that deal with news are concerned so much with speed, although many a large newsstand magazine will pay well for an exclusive science story which it may hold until it can publish it.

The type of magazine material on science that beginners can produce in large quantities if they are near or in large cities, especially if associated with manufacturing centers, are the short paragraphs on developments in mechanics and invention. Typical of these is this sample:

> Close on the heels of prophecy, the first television broadcast of an actual operation was made late in February as a test to determine its practicability for surgical education (PSM, Feb. '27, p. 66).
>
> Presented by Johns Hopkins in cooperation with RCA, the experiment enabled 300 doctors to witness the so-called "blue" baby operation (delicate heart surgery to correct an oxygen deficiency).
>
> Two transmitters, one directly above the operating table and the other in the gallery with a telephoto lens, provided a view of the operation as clear and inclusive as that of the surgeon himself. A microphone above the table permitted the surgeon to comment during the operation.
>
> —*Popular Science Monthly.*

Such condensation is useful practice for science writers who can prepare the abstracts that fill the pages of so many scientific and technical periodicals. Those journalists capable of reading foreign languages will have many assignments translating and abstracting articles from journals published elsewhere in the world which should be brought to the attention of scientists and technicians in the United States.

Radio's Handling of Science News

Newspapers, syndicates, and wire services tell the news of science straight, magazines explain it, and radio dramatizes it.

This is an oversimplification, for radio also gives the spot news of the scientific world as quickly if not as thoroughly as newspapers. It cannot interpret or provide extensive detail because it is a different medium. The ear tires quickly, whereas the eye can absorb larger amounts of material. To keep attention from wandering, then, science writers for radio must keep the news brief and offer the feature and explanatory angles chiefly by dramatizing.

Radio spot-news stories or routine coverage of meetings and speeches in the scientific fields take special pains to explain terms when difficult words must be used. Scientific jargon is

avoided as much as possible. Writers also will try to keep their language concrete, avoiding abstract ideas and complex explanations altogether. Until television is more widely used, radio cannot, as can printed media, use charts or maps or diagrams. Otherwise radio science news differs in the usual way from science stories to be printed: informal and direct style, a natural development of the story instead of the summary lead, short sentences and paragraphs. Here is an example of a press association feature which has been localized. Prepared by Joan Marble of the United Press, it could be used by any station subscribing to the radio service of this association. It originated in Washington:

THE POSTWAR FIREMAN STILL WEARS HIS SHOES UNLACED AT NIGHT AND SHINNIES DOWN A POLE WHEN THE ALARM GOES OFF.

BUT ASIDE FROM THAT, THERE'S LITTLE ABOUT HIM TO REMIND YOU OF THE FIREMAN OF THE GOOD OLD DAYS.

THE WAR - IT SEEMS - CHANGED MANY THINGS. IT TURNED FIRE FIGHTERS INTO MEN OF SCIENCE. MODERN FIREMEN NO LONGER SPEND ALL THEIR TIME BEHIND THE ENGINE PLAYING CHECKERS. MORE LIKELY YOU'LL FIND THEM PORING OVER TEXTBOOKS ON CITY WATER SYSTEMS AND HYDRAULICS.

AND WHEN THEY RACE TO FIRES -- THEY WON'T BE HANGING ONTO THE SIDES OF HOOKS AND LADDERS. THEY'LL BE RIDING IN TRIM, STREAMLINED JOBS WHICH THEY CALL "AERIAL TRUCKS." THE HOOK AND LADDER IS "OLD HAT" IN THE FIRE-FIGHTING PROFESSION.

THE UNITED STATES OFFICE OF EDUCATION REPORTS FIRE-FIGHTING HAS BECOME SUCH A SCIENTIFIC JOB THAT FIREMEN HAVE TO SPEND MOST OF THEIR TIME STUDYING TO KEEP UP WITH NEW DEVELOPMENTS.

AND WHEN THEY AREN'T STUDYING THEY'RE OUT WORKING, BECAUSE THE NUMBER OF FIRES HAS GONE UP 60 PER CENT IN THE LAST YEAR. EXPERTS POINT OUT THAT HOUSES HAVE BECOME CROWDED AND RUN DOWN DURING THE WAR YEARS. THEY CATCH FIRE MORE EASILY.

TO COPE WITH THE PROBLEM, FIRE DEPARTMENTS ALL OVER THE COUNTRY HAVE STARTED INSTRUCTION PROGRAMS WHICH AIM TO TRAIN BETTER FIREMEN QUICKER. ONE OF THESE COURSES IS NOW GOING ON IN BOISE.

.....YES, BOISE'S NEW FIRE PREVENTION BUREAU BEGAN OPERATIONS TODAY IN THE OFFICES AT FIRE CHIEF PULASKI'S HEADQUARTERS. THE BUREAU IS UNDER THE LEADERSHIP OF CAPTAIN GEORGE B. FELTMAN, FIRE PREVENTION ENGINEER.

CITY COUNCILMAN RUSSEL ASH RECENTLY PLACED A NEW CITY FIRE ORDINANCE IN THE HANDS OF THE COUNCILMEN, AN ORDINANCE WHICH HAS BEEN

MODERNIZED IN EVERY WAY. WHEN QUESTIONED, MAYOR WESTERMAN WHILLOCK SAID, "THE OUTSTANDING CHANGE OF THE NEW OVER THE OLD IS THAT WE HAVE ORGANIZED A BUREAU WITHIN THE FIRE DEPARTMENT TO DEAL EXCLUSIVELY WITH FIRE PREVENTION WORK RATHER THAN HAVE THE WORK CONSIDERED AS AN ADDITIONAL DUTY TO ALL MEMBERS OF THE DEPARTMENT." CAPTAIN FELTMAN, HEAD OF THE NEW BUREAU, HAS HAD TWENTY-ONE YEARS OF EXPERIENCE IN FIRE FIGHTING AND PREVENTION AND HE EXTENDS THE INVITATION THAT THE BUREAU BE CALLED WHENEVER THERE IS ANY DOUBT AS TO ANY FIRE HAZARD WHICH MIGHT EXIST ON YOUR PROPERTY.

- UP - KIDO, Boise, Idaho.

Science Service provides radio stations with two types of broadcasts on science news. One, entitled "Science News of the Week," is for individual stations. This five-minute broadcast deals with several scientific developments, and is a straight radio talk. Another, "Adventures in Science," is a fifteen-minute program, with a more dramatic script and intended for chain broadcasting.

Reprinted here for study is the script of one of the "Adventures" broadcasts. Part of this originated at WTOP, Washington, and part from WBBM, Chicago. Dr. Davis, director of the syndicate, issued this script in advance of the broadcast; the Chicago announcer's name therefore is not included.

This is not the completely dramatized type of science program offered by some stations or chains. Such plays about scientific leaders or re-creations of events in the history of science may or may not have a news peg. They are not mainly news programs, but are radio dramatics first and news only incidentally.

PARTIAL ORIGINATION FROM WTOP, WASHINGTON: SWITCH TO WBBM, CHICAGO.

DAVIS: This is Watson Davis, speaking from Washington.

You can scratch plague, the "Black Death" of the Middle Ages, off your list of horrors to be feared if nations ever start fighting each other with germs as well as atom bombs and more ordinary weapons. Streptomycin, earth mold chemical, is effective against the most deadly or pneumonic form of plague, at least in 90% of mice given the chemical in experiments at the University of California.

There is every reason to believe streptomycin will be equally effective in man. Because this seems to mean that the last threat of this disease has been removed in modern nations, it is the top science news of the week in my opinion.

ANNCR: For more news of the world of science, listen now as Columbia presents "Adventures in Science" with Watson Davis, director of

Science Service and editor of the Science News Letter. In a few minutes you will hear how you can save dimes, perhaps your own life. Now, Mr. Davis, highlights of science in other fields.

DAVIS: I want to talk about the flood for a few minutes. The Mississippi and the Missouri and all their northern tributaries have been on a ruinous rampage. We heard of levees topped, breached, washed out. Back of them the muddy waters, a conqueror sullen even in triumph, befouled whole towns, drowned millions of acres of cornland.

At least part of the millions lost and the new millions that have to be spent for reconstruction could have been saved if we in this country had been a little more intelligent in our handling of the rivers. Until recently, the only thing we could think of was to put corsets on them -- levees, to hold them in their channels. This is all very well for ordinary spring freshets, but in major floods, when the rivers burst out of their corsets, this very confinement makes their liberated conduct the more violent.

We might have learned from "China's Sorrow," the tremendously destructive Yangtse river. This great stream has been kept in corsets for centuries, while peasants in the hills above have practised much the same kind of bad farming that is all too common in America, increasing the river's heavy load of silt with contributions from their topsoil. During times of slack water, a good deal of this silt is deposited in the bottom of the main channel. This makes the river climb higher on its confining walls, which the Chinese then build higher still. This endless rat-race between silt, river and levees has finally raised the bottom of the river higher than the surrounding plain. Then, when a really big flood comes, the Yangtse does not climb up to the peasants' cottages and barns; it pours down on them -- and hundreds of thousands perish in a deluge and in the famines and plagues that follow.

There is a lesson in all this. Levees are necessary, but they are not sufficient. The way to control ordinary floods and to mitigate extraordinary ones is to do much of the work upstream. Reforestation and resodding of cut-over and over-grazed slopes,

thousands of little dams on little streams, bigger dams on the larger tributaries with capacities never fully used, and above all anti-erosion plowing and grazing methods -- all these combined can level out the flow of big rivers in ordinary times and at least reduce the crest heights of big floods.

This is not theory; it has been done. A generation ago the Tennessee river was one of the "orneriest" in the country. The control devices I just mentioned were used by the Tennessee Valley Authority. And there hasn't been a flood on the Tennessee since. It has become a tame river, delivering dividends in power, navigation and recreation; but the program would have been worth while for flood control alone.

ANNCR: Now, Mr. Davis, what is our Adventure in Science today?

DAVIS: We are going to try to save a few lives today, or rather, suggest how those on a holiday this weekend can help to save their lives and the lives of others. There's both sense and science in that, you know. Our guest today is an expert on safety. He is Mr. Sidney J. Williams, assistant to the president of the National Safety Council. To hear Mr. Williams, Adventures in Science takes you now to Chicago.

SWITCH TO WBBM, CHICAGO, AT 4:34:15 P.M. EDST.

ANNCR: This is Chicago, _____ speaking. And here is Sidney J. Williams, Assistant to the President of the National Safety Council. Mr. Williams, I believe you are also director of the Public Safety Department of the Council.

WILLIAMS: That's right, Mr. _____, I am.

ANNCR: Just what does it mean.....to be director of the Public Safety Department of the National Safety Council?

WILLIAMS: Well, for one thing, it means appearing on radio programs such as this in an effort to keep people from killing themselves or from killing others.

ANNCR: Especially while enjoying a three-day holiday!

WILLIAMS: Right. You may remember that more than 200 deaths from traffic accidents alone were reported immediately after the Memorial Day holiday.

ANNCR: Yes, I remember.

WILLIAMS: Well, the Council would like to see a lot fewer deaths during the present Fourth of July celebration. But we fear the toll may be even more tragic unless the nation...and of course that means the individual citizens of the nation...resolve to celebrate with more caution.

ANNCR: Some of them haven't celebrated wisely, it seems. Just before going on the air, I checked with our news room and they tell me that the press associations have reported _____ killed in traffic accidents alone up to _____ o'clock today. Do you believe the worst is over?

WILLIAMS: Not necessarily. Past records indicate that one of the most dangerous periods in a three-day holiday is when everyone is hurrying home -- and when they're already tired out from celebrating.

ANNCR: You feel then that roads leading into big cities will be jammed on Sunday afternoon and night?

WILLIAMS: Exactly. In fact, the biggest traffic jam in the nation's history may well occur at the tail end of the holiday.

ANNCR: Well, just what is the National Safety Council doing to prevent Fourth of July accidents?

WILLIAMS: That's a fair question. Realizing the size of the job, the Council invited 130 other national organizations to join in a united effort to stop these tragedies. You know, we estimate that 30,000,000 vehicles will pack the highways and that their speedometers will clock nearly four billion miles before we all get back to work on Monday. That's a lot of exposure!

ANNCR: It certainly is. And it's easy to see why traffic accidents lead the holiday parade. However, there are other hazards connected with the Fourth of July - fireworks, for example.

WILLIAMS: Yes, fireworks will take a toll. But fireworks accidents can be easily prevented simply by attending public displays, rather than letting little Willie put on his own show.

ANNCR: What other hazards face pleasure-seekers over the Fourth?

WILLIAMS: The usual seasonal hazards. Over-exertion at golf, tennis

and other sport....Over-exposure to the sun....Over-eating.... Things like that.

ANNCR: I notice that _____ persons have been drowned so far in this year's celebration. Where do drownings fit as a cause of death?

WILLIAMS: Well, of course, that depends partly on the weather in various sections of the country, but usually drowning ranks next to traffic as a cause of accidental death.

ANNCR: You mentioned the weather as a factor in determining the number of deaths by drowning. I suppose the weather will have a lot to do with the traffic toll, too, won't it?

WILLIAMS: (Reply to be written in at rehearsal, based on weather at time of broadcast and on prediction through Sunday night.)

ANNCR: But, doesn't the weather work both ways? I mean sometimes it helps prevent accidents and at other times, it causes them. Isn't that true?

WILLIAMS: Yes, it is.

ANNCR: Now, if you don't mind, Mr. Williams, I'd like to go back to one of your previous statements. You said the National Safety Council had invited 130 other organizations to take part in your Fourth of July Safety Drive this year.

WILLIAMS: Yes, that's right.

ANNCR: Well, speaking purely as a layman, it has always seemed to me that you can get a lot of people worked up about a problem such as accidents in a short campaign, but that the enthusiasm and interest doesn't last. What is the experience of the National Safety Council along that line?

WILLIAMS: Naturally, we run into many of the "hit and run" type of safety campaign, but special periods of danger deserve special attention. That's why we put forth special effort around holidays. We know holidays are danger spots on the calendar.
Let me make it perfectly clear, however, that it has always been our theory that a year-round safety program, aimed at engineering, enforcement and education, is really the best way to stop accidents.

ANNCR: In other words, your Fourth of July campaign merely highlights a year-round battle against accidents?

WILLIAMS: Exactly. Our technicians work day by day, hour by hour to accumulate facts about how accidents are caused and how to prevent them. Then we try to make those facts available to the general public in many ways...through radio broadcasts, our own publications, the press of the nation, through the schools and through a whole host of cooperating organizations.

ANNCR: Through the schools? Does that mean driver training, or simply teaching the elementary rules of safety?

WILLIAMS: Both. Driver training is of increasing importance, however. Just one generation of teen-age drivers, taught to take pride in driving with expert care and skill, might reverse the whole trend of traffic accidents in a few years.

ANNCR: How do you arrive at that conclusion?

WILLIAMS: Simply by studying figures -- which show that the fatal accident rate on a mileage basis for drivers under 20 years of age is nearly twice that of the rate for all drivers.

ANNCR: I see. Coming back to holiday theme:
Do you have any evidence of the results you can expect from your Fourth of July campaign?

WILLIAMS: I can only say that a similar coordinated effort last year helped hold the July 1946 traffic toll 23 per cent below the previous high in 1941. We believe public officials, traffic officers and safety leaders everywhere save lives each time they join in an all-out drive against accidents.

ANNCR: Still you believe - I mean, of course, the National Safety Council believes - that safety in the final analysis is largely up to the individual. Is that right?

WILLIAMS: It is. For example, it's a moral duty for every operator of a motor vehicle to take positive and effective steps to make sure his car is in fit condition to be driven at normal speeds under any kind of traffic and road conditions.

ANNCR: First, then, we should check our cars.

WILLIAMS: Then we should check our driving ability. That can be

done by answering a few simple questions. Would you like to take the test, Mr. _____?

ANNCR: Well, that's really putting me on the spot. But, what can I say but "yes"?

WILLIAMS: All right, let's go. Answer yes or no. Do you ALWAYS take it easy and adjust your speed to changing conditions of the weather, the road and your own physical condition?

ANNCR: Why yes? Well, I believe I do.

WILLIAMS: Do you know the traffic laws of your state and city?

ANNCR: Not all of them I'm afraid.

WILLIAMS: Do you go beyond the actual requirements of the law when occasion demands it? I mean, are you willing to give the other fellow the right-of-way, even when you think it should be yours? Do you always act courteously, regardless of the other driver's bad manners? Do you always make sure you are well-rested and wide-awake when you drive? Do you keep strictly off the streets and highways if you have been drinking? Do you try to get there regardless, or do you take it easy?

ANNCR: Wait a minute! Wait a minute!

WILLIAMS: Now, of course, I don't expect to put you on the spot, Mr. _____ by insisting on answers to all those questions, but you can see how each individual driver can check on his own driving ability simply by being honest with himself.

ANNCR: I certainly can. And I'll say you've made me realize that good driving means a lot. But there's one other thing we haven't mentioned.

WILLIAMS: What's that?

ANNCR: Your "Signs of Life" campaign. I heard a lot about that last month.

WILLIAMS: Oh, yes, that's one of the most important campaigns we've conducted this year. If motorists and pedestrians ALWAYS obeyed traffic signs and signals hundreds of lives would be saved each year. And traffic signs and signals are especially important during holiday periods such as this. If we read them and heed them they can really be signs of life!

ANNCR: I agree! Now, in conclusion, Mr. Williams, will you sum up the Council's advice to holiday America?

WILLIAMS: I'll be glad to. First, take it easy on the road. Don't speed or take chances in passing. Second, if you swim, don't swim alone. Wait at least an hour after eating before going in the water... and know the depth of the water. Third, don't overdo in exercise, eating or exposure to sun. Fourth, observe the ordinary rules of courtesy, caution, and common sense.

ANNCR: Thank you, Mr. Sidney J. Williams...and we do hope that you will come back another day to "Adventures in Science" to tell us of new developments in safety.

WILLIAMS: And our thanks to you and Mr. Davis for helping us bring this vital message to your listeners. They may be healthier and happier on Monday as a result of our broadcast today.

ANNCR: "Adventures in Science" has just brought you an interview with Mr. Sidney J. Williams, Assistant to the President of the National Safety Council. This is in connection with the Council's drive to prevent Fourth of July accidents. Next week Adventures in Science will bring you a survey of the world's food conditions with Sir John Orr, director general of the Food and Agriculture Organization of the United Nations as Mr. Davis' guest.

OPTIONAL: Each week new advances in all fields of science, including safety, are reported in the weekly magazine, Science News Letter, issued by Science Service. A free sample copy will be sent on request. Just write for it. For your sample copy of the Science News Letter, drop a postcard to Watson Davis, Science Service, Washington 6, D.C. Be sure to ask for a sample copy. (I'll repeat the address: Watson Davis, Science Service, Washington 6, D.C.) You have been listening to Adventures in Science with Watson Davis, director of Science Service...a CBS presentation... heard every Saturday, same time, same station.

This is CBS, the COLUMBIA BROADCASTING SYSTEM.

(SYSTEM at 4:44:30 P.M. EDST)

Science is revolutionary, and it always has been. It makes its greatest achievements where scientists enjoy freedom of research and newsmen enjoy freedom of communication. The discoveries of the former are not limited, however, to revolutionizing warfare with atomic bombs. Scientists, for the most part, believe in a humane and constructive approach to life, and therefore are interested in the betterment of mankind. Much that they do is news not because it shakes the world, but because it helps people to improve their diets without cost, to keep weeds out of the lawn, and to have many small things that add to the comfort and pleasure of living. The newsman may in his small way accelerate or decelerate the progress of science by his handling of news, for the public in the long run supports scientific advances only when it understands them.

Chapter 29

The Lighter Side

REPORTING THE ENTERTAINMENT WORLD

Entertainment's Place in Journalism . . . Reporting is Not Criticizing . . . The Differences in Media . . . Special Problems . . . The Reporter as Critic . . . Examples of News and Criticism by Subject

Some reporters are paid to go to night clubs. Others could not be paid to go to one. Whether such an assignment is considered a sinecure or a bore, press and radio must cover the world of entertainment.

What makes up that world? Recitals, concerts, plays, night club performances, dances, movies, vaudeville, circuses, even radio itself. Sports, in a sense, is entertainment also, but that is so elaborate an assignment it has its own chapter in this book. Also, in another sense, books, the dance, painting, sculpture, and other fine arts are part of that world or have been accepted as part of it.

By no means do all book writers seek to entertain their readers. Max Shulman did with his *Barefoot Boy With Face,* but William Ellery Hocking did not with his *Freedom of the Press,* nor did Dostoievsky in any of his somber novels. Some painters just daub colors on canvas and onlookers are entertained, dismayed, annoyed, or enthralled, depending upon what they bring to the work.

In the United States certain art forms have come to hold places in the entertainment world, although they are not useful only as entertainment: the motion picture, for example. About eighty million Americans go to the movies every week, usually to be entertained. Yet documentaries, educational films, problems-solved-on-film or problems-explained-by-film movies are a legitimate use of the medium. The stage is considered a medium of entertainment, yet who would call *King Lear* entertaining? By its nature, entertainment is something on the lighter side.

Therefore the word is inexact, like another one, ravel, which means one thing as well as its opposite, depending upon its use. Only part of the entertainment beat will be entertaining.

Entertainment's Place in Journalism

Entertainment news has a prominent place in press and radio, especially if we include in the reporter's job that of evaluating as well as reporting. Whole magazines, entire twelve-page Sunday newspaper sections, and regularly appearing columns are printed in newspapers of all sizes and their counterparts read over the air. No daily newspaper omits a page or half-page devoted entirely to entertainment or, as it often is called, amusements.

Entertainment reporting is a career which occasionally breaks over into criticism. To become a dramatic or book critic is the ambition of many a new newsman, so he will covet assignments to cover concerts the regular critic is too busy to attend or be elated when the city desk hands him two free tickets even if they admit him only to the Woman's Club annual presentation of *The Mikado.*

Reporting amusements is not always the double dose of pleasure it would appear to be.

Like clerks who work in the candy department and soon tire of the smell of sweets, reporters condemned to seeing from five to ten movies a week have been known to hate the film industry and all its products. Book critics' eyes wear out and drama reviewers become so blasé they leave after the first act out of choice or before the third out of the need to meet the deadline.

Theodore Dreiser, while he was a drama reporter and critic in St. Louis, once became so indifferent to the new plays opening one night that he busied himself elsewhere while the first performances were given. Since it was the habit in those days to print chiefly innocuous or praising reports, he turned in his review in advance without having seen the plays. Along about closing time in the theater district he walked to the two theaters concerned, found them dark, and decided that it was so late the audience and actors had all gone home. He went home too. The next morning his paper carried reviews of plays that never had been shown. Dreiser's career as a play reporter ended that day.

Today, in small cities, such haphazard reviewing still occurs once in a while. What is worse, however, is far more likely to occur: reporters who are incompetent to criticize do the reviewing, or amateur musicians, actors, or painters are appointed to be the reviewers and praise everything indiscriminately.

Therefore, a newsman who knows something about the background, lingo, techniques, and personalities of some phase of the entertainment world can soon find a place for himself as a journalist in it. And, until it begins to pall, it is fun for free.

Reporting is not Criticizing

One significant difference between the journalism of the United States and that of other countries, as has been pointed out in general before in this book, is that here the reporter is expected to keep his opinions out of his story. In general, reporters of entertainment news are not sure of their boundaries. Consequently, standards are badly mixed. Advances on play presentations, specially if they are local productions, are likely to be puffs instead of news. Much of the copy on the amusement pages in dailies and in the fan magazines literally serving the movie and radio industries sounds like — and often is — press agentry. Somehow, a city editor who would become sarcastic about a reporter who dropped a few words of praise into his story about a visiting statesman lets that same reporter write hokum about a new night-club singer scheduled for the next week.

Theoretically newsmen are supposed to handle entertainment assignments in two ways; actually they mix and confuse them. They are expected either to report them or to report-and-criticize them. The first function is left to staff writers of no pretensions to authoritative criticism. The second falls to the ladies and gentlemen who pretend to — and often do — know something about the subject and have the necessary critical equipment.

The difference is sharper if we examine some illustrations. The Associated Press, one day, distributed a story about Florence Quartararo, the soprano. The day before she had stepped in at the last minute to save the opera when a singer became ill. The story was about other occasions on which Miss Quartararo had been called upon as a substitute for Helen Traubel or some other soprano. It was a pleasant success story, a combination biographical-personality feature. The news was the substitution; the feature was her career. Neither, however, attempted to evaluate Miss Quartararo as a singer, except by implication. Neither story opined that the soprano knew her way to high C or would do well to practice certain famous passages a little longer. Whoever wrote the story did not need to understand the musical scale, voice quality, the history of grand opera, or the difference between an alto and a contralto.

But when Albert Goldberg, critic for the

Chicago *Tribune,* attended a concert one night given by the Chicago Piano Symphony Orchestra, he was expected to write more than that the musicians performed. He was obligated to tell his readers what he thought of the performance — that is, how well the musicians did their work. That he was displeased is easily realized from reading his reaction as it appeared in his paper:

> The Chicago Piano Symphony orchestras continued their guerrilla warfare on music in Orchestra hall Monday night, with the "all-Girl orchestra" — 12 pianos, 12 girls, 1 harp, 1 harpiste, 1 conductress — employed as the task force during the first half of the program, and Tschaikowsky's "Romeo and Juliet" overture as the major objective of the campaign.
>
> Little did we think we could ever again object to anything that might happen to "Romeo and Juliet." Various conductors and "Our Love is Like a Melody" seemed to have closed the subject. But we were mistaken. We had not heard it played on 12 pianos — with some five minutes of original music interpolated for good measure — and we discovered there was still a shred of pity in our heart. It shouldn't have happened even to "Accentuate the Positive."
>
> Then Louis Leibow, a baritone, came on to sing "The Lord's Prayer," — 20 minutes too late — and continued with "Ol' Man River" and "Love's Old Sweet Song," as the weary walls of Orchestra hall never heard them before. From here the Piano Symphony, having successfully reduced "Romeo and Juliet" to rubble, took up the burden again, with side sorties on Debussy's "Claire de Lune" and Dohnanyi's C major "Rhapsody." The first part of the program — and our attendance — came to an end with a statuesquely beautiful soprano, Floria Campbell, singing "Dich theure Halle" from "Tannhäuser," and songs by Grieg and Sibelius, with lots of voice and little comprehension.

Exactly how much opinion and fact go into the recipe of entertainment world reporting will vary with the publication. Marjorie Turner, amusements page editor for the Syracuse (N.Y.) *Herald-Journal,* who had been reviewing movies for three decades, believes that "both reporting and opinion usually are called for in newspaper reviewing, which is completely apart from 'smart' magazine writing which journalism students invariably love." Mrs. Turner also points out that the "basic attitude of the news reviewers should be that entertainment is for the many, and not for his taste alone."

Here as in other journalistic areas the best reporting is free of opinion; the best criticizing is not free of reporting. The conscientious newsman will resist telling what he thinks if he knows, in his mind, that he is no fit critic. This self-discipline is not easy to exercise. After a few chances to write smartly about what dubs he saw in the tryout cast of a proposed Broadway play, the newsman begins to feel his power. It takes little ability beyond a quick vocabulary and a little general reading to compose a book review that dismisses the life work of a scientist as "a dull dish of statistics." Reporters may see their canons violated constantly, but they need not accept the violation as guidance.

Unquestionably reporting and criticism meet, but not necessarily in the same person. How, then, is the reporter who is no critic to keep his copy readable if he omits the adjectives? The job is easier or harder depending upon whether the story is an advance or a follow-up. Whether for the air or for print, the advance story has little excuse for adjectivitis. When it is so diseased, it is the result of having been bitten by the publicity bug. Frequently this insect is approved by the boss, even nurtured and fed by him, and his bite has no sting. In that instance the situation gets out of control, and the scribe can only hope no one knows he wrote what sees print or is heard from the phonograph-radio-facsimile-television combination.

If the publicity writer for the Woman's Club annual variety show had her way, the press and radio would tell the world about the show in a story like the first one on page 505.

A REVIEWER *Reviews Her Routine*

By MARJORIE TURNER

THE general plan of running the Syracuse *Herald-Journal's* theater-movie page includes producing a series of units in the six-day schedule. They are a daily column, headed by a short feature and a cut, with news of local films, advance stories of films coming, and general news items written in the office or edited from releases. Reviews of new movies go in as part of the column. Only Saturday is out.

Here is a typical weekly schedule:

Monday — Inasmuch as Tuesday is my day off, Tuesday's and Wednesday's pages have to be sent out on Monday. That means a column for Tuesday, including advance stories of movies opening on Wednesday; a syndicated column (in our case it's Parsons), timetable, a column for Wednesday, advance stories for movies opening on Thursday, new timetable for Wednesday shows, Parsons.

All material for the following Sunday is due on Monday, brought in by the managers. Pictures are selected for pages and for the files. Making up a new timetable for Wednesday is necessary, also.

Wednesday — Write column, cover new shows, write reviews, send out pictures for Sunday page. Get a new timetable for Thursday and send out features.

Thursday — Write column. Cover new shows. Write reviews. Write Sunday column. Send out Sunday features, short fillers, cut lines, and the timetable for Friday and Sunday. Write any legitimate theater news and take care of all the people who want something in the Sunday paper.

Friday — The light day of the week. Usually spend the morning going through a bushel of releases — mostly worthless — collecting items for future use which can be worked up into a column. Make up the Sunday page in the afternoon. Send out timetable and one feature, Parsons, for Saturday.

Saturday — Write Monday column and send out some outside story on the chance that Monday page will be open.

The amusement page has been hardest hit by the lack of space, with the result that it is a running battle between the advertising department and myself to keep the beer and soap off the page. Sometimes I win.

The job includes writing, editing, and copyreading all material, selection of pictures, handling publicity from ballet to night clubs, and trying to interest the readers while keeping the chiselers out. There is no interference from the business office or managing editors' office, but neither do they take responsibility for any blunders.

Working hours are variable, as nearly everything other than movies must be covered at night. A review of a night show entails going in to the office early next morning to make the first edition, which closes at 9 a.m. Monday, Wednesday, and Thursday are heavy, the rest of the week more leisurely. If sources are of interest: it takes time to digest *Variety, Motion Picture Herald, Film Daily, Theater Arts,* and several lesser trade papers, but it is part of the job . . .

MARJORIE TURNER, amusements page editor of the Syracuse (N. Y.) Herald-Journal, *has been reviewing movies for thirty years. Her's is a journalistic family. Her husband, E. S. Turner, is Sunday editor of the paper. Her daughter, Martha, has a journalism degree from the School of Journalism at Syracuse University, and is a reporter on the* Herald-Journal. *A son, Captain Egbert Jr., is more or less in the family groove, since he is public information officer in the regular army air corps.*

> The annual "Woman's Club Varieties," with the most expensive sets ever purchased in its history and the largest and best trained cast ever presented, will be shown for five nights beginning Wednesday, August 5, at the Woman's Club building on Treanor street West.
>
> Mr. Robert Gleason, professional director engaged by the club this year, the first time it has had professional direction for its annual show, expects the performances to reach their highest peak of perfection.
>
> Mrs. Morgan Vanderwelt, this year's president of the Club, also has high expectations for the performances, since so much preparatory work has been done, she said last week at a directors' meeting.
>
> "Woman's Club Varieties" has a script that is amusing, satirical, and entertaining. Forty local citizens have parts in this delightful collection of skits . . .

The rewrite to whom this may be turned over finds in it few facts. Simply cutting out the adjectives is not enough as a means of improvement. A few well-placed telephone calls may bring enough of the missing information to allow the building of a new story, covering such points as the titles and nature of the skits, the names of the authors and composers, the names of the leading players, and a bit about the background of the more experienced actors, if any.

Well-written publicity stories, of course, differ little from well-written copy turned out by staff newsmen. Omitting opinions in the advance announcements of an entertainment event is a test.

Follow-ups are more difficult to control, for the story to be written after a theatrical performance or a concert will be flat if it merely restates the advance in the past tense. Barring a fire, accident, riot, or some other occurrence that throws the story into another category, the follow-up must include at least some mild evaluation. The reporter can minimize his dependence upon judgment, however, if he watches for other possibilities for copy than the obvious one of the main event itself.

The problem is evident by comparing these two versions of a story. The first is an advance and the second a follow-up kept entirely free of opinion.

(Advance)

> The 53-piece Skaneateles High School Band, under the direction of Maurice Rose, will present a concert tomorrow at 8 P.M. in the school auditorium.
>
> Compositions to be played include "Men of Valor March," Bizet's "Agnus Dei," "Lochinvar Overture," "Saskatchewan," and "Our Director."
>
> Lewis Willington, Ann Keebler, David Perkins and Kenneth Spitzger will be featured in a cornet quartet. Also on the program will be a trombone solo by Richard Spitzger, saxophone solo by William Clark and a sousaphone solo by John Edwards.

(Follow-up)

> Six band numbers, a cornet quartet, and several instrumental solos were heard last night when the Skaneateles High School Band gave a concert in the school auditorium.
>
> The band of 53 pieces, under the direction of Maurice Rose, played "Men of Valor March," Bizet's "Agnus Dei," "Lochinvar Overture," "Saskatchewan" and "Our Director." One encore was played.
>
> "Mariacci," by Palestrini, was played by the cornet quartet, consisting of Lewis Wellington, Ann Keebler, David Perkins and Kenneth Spitzger, Richard Spitzger played a trombone solo, "Dardanella," which was followed by a saxophone solo by William Clark, who played "Kitten on the Keys." Final number was a sousaphone solo, "Strike Up the Band," played by John Edwards.

If the reporter sits through the performance and is observant, he can obtain facts which will enable him to write a better story than this last. He should estimate the size of the

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The amusements page editor or the movie reviewer has more to do than write a screen criticism once a day, as Marjorie Turner, who holds both jobs on the Syracuse (N.Y.) *Herald-Journal*, explains on the opposite page.

audience, find out if the parents of the soloists are present, ask for background on them and on the band as a whole, inquire after all is over the names of the numbers played as encores, learn if the proceeds are for a benefit of some sort, and make note of the numbers that obtained most applause from the audience. With such facts he can write a story of this type:

> Band members' parents and other persons in the audience liked the Skaneateles High School Band's playing of "Saskatchewan" so much last night in the school auditorium that the band had to play that numer twice.
>
> This popular number was one of six compositions played by the 58-piece band to an audience which was said to be one of the largest ever to hear this student group. More than 1,200 persons crowded both the main floor and the two side balconies.
>
> A cornet quartet and three instrumental soloists also were on the program, which was presented as a benefit venture for the new Skaneateles infantile paralysis clinic.
>
> Bizet's "Agnus Dei," "Men of Valor March," "Lochinvar Overture" and "Our Director" were other regularly scheduled numbers played by the band, which added "Phantom Trumpeters" as an overture after repeating "Saskatchewan."
>
> Palestrini's "Mariacci" was played by the cornet quartet, which consisted of Lewis Wellington, Ann Keebler, David Perkins, and Kenneth Spitzger. Kenneth's brother Richard, a trombonist, played as his solo "Dardanella." At its conclusion Maurice Rose, director of the band, interrupted the program to introduce Mr. and Mrs. Milton Spitzger, parents of the brothers, and to congratulate them "on having two such fine musicians for sons."
>
> Two other soloists, William Clark, saxophonist, and John Edwards, sousaphonist, played "Kitten on the Keys" and "Strike Up the Band," both of which had been arranged for their instruments by Mr. Rose.

Thoroughgoing criticism is an altogether different matter. It is not the function of this book to give detailed instruction in how to become a critic, although some guidance is offered later in this chapter. Such is the low state of journalistic criticism that it is possible for a reporter to be assigned to criticize local entertainment events without too close examination of his qualifications. Such critical writing has little merit, as a rule. Able critics are widely read, well versed in the area they wish to enter, possessed of an unteachable quality — good taste — and at the same time capable of communicating their reactions honestly and fairly.

Many assignments are available for the newsman who may not be ready to turn critic quite yet and wants to write it straight. And such stories may be written for all the media.

The Differences in Media

Newspapers cover more straight entertainment news than any other medium. Syndicates, radio, wire services, and magazines are interested chiefly in the feature angle and in the critical approach. Thus, here, too, newsmen can be triple-threat men with their typewriters.

The newspaper expects the reporter to give the local emphasis. Especially does the small-town paper play up what the home folks do. The Woman's Club annual show is many times more important than the opening of a new Shavian comedy on Broadway, especially if Broadway is as far as Waco, Texas, is from New York City. The daily or weekly therefore will go out of its way to publicize local entertainment activities. This means printing many publicity stories, running special features on Sundays, and giving generally sympathetic coverage to the efforts of the writers, painters, singers, and other artists in town.

Except in the big cities it obviously will not do to use the sarcastic tone of Albert Goldberg in the Chicago *Tribune* example. A small community is like a family. One's sister is not expected to poke public fun at one's singing efforts, incompetent or inexpert as they may be at first. The theory is that the hometown talent is doing its best, therefore give it a break. On the philosophy that a mediocre

performance by amateurs who enjoy themselves and have an outlet is to be preferred to open-mouthed adulation of a few experts, the journalistic policy of the small community is sound.

Even the caustic review or report in the metropolitan paper or the regional magazine like *The New Yorker* accentuates the local, albeit the local is of national importance, such as a performance by a big city symphony orchestra or the first showing of a new movie.

Also, in a city of any size, reporting the entertainment of the community has an important advertising tie-in which is one of the special problems for newsmen to be considered later in this chapter. Candid reporting can do more than offend the performers. It can offend advertisers. It should not but it does, and enough publishers agree with the advertisers' viewpoint on this that the reporter must know his limits.

As with all other news breaks, entertainment news is most cherished when it deserves front-page space. The peculiar evaluation which journalists make of events causes them to work harder on a story about a musical event which broke up in disorder than one which took place with nothing more sensational than the breaking of a violin string during a number.

The covering of a mural to which the University of California Medical School took exception brought the painting a half-column story and a three-column cut in the San Francisco *Chronicle,* which was more attention than it received the day it was unveiled. Artur Rodzinski's appointment as musical director of the Chicago Symphony Orchestra was just routine news, winning two or three paragraphs, if any attention at all, in the papers outside Chicago and New York. But when the Orchestral Association in Chicago dismissed him unexpectedly from the post, the news was big — conflict and prominence, two important news elements, were at work.

Whatever the limits set by his city editor or publisher on the newsman's candor in reporting or reviewing, he will be expected to protect the paper on the main spot news breaking in the entertainment field locally and to see that at least the biggest affairs of regular occurrence are covered adequately. When the scope of the beat is considered later, we shall see that *biggest* actually covers only a few events and that thorough attention to all phases of entertainment would not be feasible for any size paper. In the small town the staff is too small; in the big city the events are too many.

The reporter who has his own page, possibly once a week, will work as any other departmental editor does: as his own city editor, and will canvass certain sources regularly, weed out the home-grown publicity, and look for local tie-ins on the bushels of material shipped by express, delivered by mail, or brought by messenger from out-of-town theatrical managers, Hollywood press agents, and public relations companies working for museums, circuses, and book publishers.

Reporters employed by press services and syndicates cover only the biggest news events of the entertainment world and prepare the copy for many newspapers, magazines, and radio stations at one time. Wire services will assign newsmen to a first showing of a five-million-dollar movie, for example. They will cover it as a spectacle rather than as an event of entertainment. The same services will assign other men and women as critics, to put on the wires a critical opinion. Wire stories about entertainment beyond spot news consists in such material as awards of prizes, important changes in theatrical casts, novelties in program selection, openings of new entertainment places, sales of manuscripts to Hollywood, and human-interest features about persons in the entertainment world.

The seriousness with which daily newspapers alone take the coverage of entertainment in all its forms except sports may be realized by knowing that in 1947 there were four hundred book editors, three hundred and

seventy-five motion picture editors, three hunded and eighty music editors, three hundred and thirty radio editors, and three hundred and twenty theatrical editors, or a total of about eighteen hundred. On small papers several such editorships are combined in one person, but most metropolitan papers will have separate personnel.

This personnel does not include the employees of feature syndicates and wire services engaged in gathering news and preparing other copy about entertainment. Forty features, most of them carrying news, are available about the movie industry alone, with such names as "Behind the Scenes in Hollywood," "News from Hollywood," and "Screen Reporter." John Chapman, Jimmie Fidler, Louella Parsons, Mae Tinee, Sheilah Graham, and Maurice Dekobra are among the reporters whose names are recognized by the public.

Although only a few companies gather music news, several dozen news and feature services provide coverage and reviews of the book world, with Sterling North, James Gray, and Lewis Gannett as recognizable names. Another thirty features are available about radio, with writers like John Crosby, Larry Wolters, and C. E. Butterfield among the better-known reporters.

Nor must the staffs of the entertainment newspapers — *Variety, Billboard,* and *Downbeat,* for example — be overlooked in exhibiting the scope of the coverage.

There likewise are whole publications for the subdivisions of the entertainment world, notably magazines like *Modern Screen, Photoplay, Theatre Arts, Saturday Review of Literature,* and many more, all of which have some reporters and use the findings of free-lance writers as well. None of the phases of entertainment in the United States is without its own magazine except the ballet.

The beat is big, but not too difficult. No stupendous technical knowledge is required to write authoritatively about it, although good taste and judgment are needed in those who wish to print or air their opinions. The subject of the feature or news story may be different, but the treatment can be the same. Yet this aspect of reporting is not without a few problems of its own, at least one of which can be troublesome.

Special Problems

Among the troublemakers are advertising hookups, interference by local entertainers who seek to use press and radio only as publicity media and resent honest criticism or reporting, the danger of using the jargon for the general reader, and certain legal complications that come from a reporter being ignorant of postal regulations.

In discussing the difference between reporting and criticizing, it was necessary to consider the first two sore spots: advertising hookups and the hometown performers who must be handled gently. The first, at least, is not and probably never will be exhausted as a subject.

Free advertising for entertainers is not as serious a compromise of press and radio ethics as it appears to be on the surface. Most of it is harmless. Yet self-respecting journalists do not like to have to deal with it. Weak publications or radio stations are inclined to make the compromise in the interest of economic survival. The reporter — unless he also owns the paper or station — does not have the responsibility for meeting the weekly or daily bills, so the ethical objection is easy for him to make if he thinks of making it at all.

Puffery, while never desirable as copy, should at least be interesting if it is to be published at all. It is to be found throughout the press and radio. Newsmen must put up with it until the whole world of journalism reverses itself. Here is a story sent over the nation by one of the big press associations, which devotes its efforts simultaneously to reporting world-shaking political news.

HOLLYWOOD - ELIZABETH TAYLOR AND HER PARENTS HAVE TAKEN A HOUSE

AT MALIBU BEACH OR THREE MONTHS, SO THAT THE YOUNG ACTRESS CAN ENJOY HER FAVORITE SPORT - SWIMMING.

In another, covering four paragraphs, a wire service told the waiting world that:

THE TELEPHONE OPERATORS ARE GOING TO LOVE DEANNA DURBIN. SHE WANTS TO FORM AN ALWAYS-BE-COURTEOUS-TO-TELEPHONE-OPERATORS CLUB.

MISS DURBIN'S LATEST FILM ROLE IS THAT OF A SWITCHBOARD OPERATOR.

"I NEVER REALIZED," SHE SAID, "THE MANUAL DEXTERITY, SHARP WITS, EVEN DISPOSITION AND TACT REQUIRED OF A PBX OPERATOR. NEVER AGAIN...."

If the reporter must turn free readers or publicity notices, as they are variously called, into the desk to keep advertisers happy or pave the path to new accounts, he will want to avoid the most obvious puffery by extracting as much news from the situation as possible and emphasizing that.

We already have seen how overenthusiastic local impresarios can pester the press and radio with plugging copy containing praise rather than news. The newsman never willingly alienates a source, but he runs the risk of doing so if he does not print the copy exactly as submitted or devote much of the time of a hometown newscast to the event in question. He also can encourage trouble by playing up one event which is of no greater news value than another. Entertainment world people are hypersensitive to publicity and will measure inches or count spot announcements even if they are free time on the air. In defense of his most fair-minded actions the reporter can pass the blame to a superior who decides on the amount of space and cite the pressure of other news.

Reporters of this specialty in the news sometimes becomes so closely connected with it that they tend to write in the jargon used by the habitués. Few garden variety publications go to the lengths even in one story that have been reached by *Variety* throughout its issues (that trade paper of the amusement world calls press agents "flacks" and prints headlines like "PITT B.O. IN CELLAR"). Yet scribes expected to assemble theatrical news (or some other from this whole area) in columns and to spend most of their waking hours with the musicians, actors, and other persons in all departments of amusements will take over some of the short-cut language and technical terms. Specialized terms need not be omitted, but they should be explained.

Legal problems follow the newsman into this area of coverage and writing. Entertainers are temperamental and highly individualistic. Feuds are many. A reporter who enters the crossfire and prints too much about the battle may libel one contestant or the other by being careless with his quotes. A reporter for radio does not want to spread slander. All the common precautions are needed.

Publishing news about lotteries, however, is a legal problem peculiar to the world of entertainment, although to some extent it is encountered in church and club news coverage also. Magazines and newspapers must obey the postal laws and regulations. Radio stations are restricted by the Communications Act. Both bodies of law restrict these agencies of communication from engaging in a lottery scheme.

Even if what is being done is not a lottery or game of chance but simply the giving away of some object (as merchants sometimes do to induce buying), it may not be publicized. This is not to say that parties at which door prizes are offered or church socials with bingo on the program are not publicized and that the papers and stations that announce such events

are conforming to the law. They simply have not been prosecuted. So many violations occur, often innocently, that the government prosecutes relatively few. But penalties are heavy and offenders are punished.

Newsmen who have beats that produce any stories involving lotteries or their variations should talk to a post office superintendent and also study the book which every post office owns: the postal laws and regulations, and its amendments, since such rules are recapitulated only every decade. Radio reporters should examine Section 316 of the Communications Act of 1934, with its amendments.

There they will learn that, under interpretations of the law, bank nights, news of financial and commodity markets, bingo games, give-away radio programs, and horse-races have come into question. Financial and commodity market and horse-racing information was exempted, but the bingo games, outright lotteries, bank nights, and similar gambling activities cannot be reported. Newspapers and magazines that wish to do so and still use the mails for delivery must delete the offending paragraphs, entire story, or whole page. An editor can do this by replating or by obliterating the material.

The Reporter as Critic

Although the main function of the newsman is not to criticize but simply to report as objectively as he can, it often befalls him to criticize as well as report a play, concert, or recital. What is presented under this heading is not intended as a thorough guide to critical writing. It may help the reporter to understand what he may do to provide attractively written comment for the reader or listener.

The legal problems just considered in connection with entertainment world reporting apply to criticism of the efforts of entertainers. Critical writing, however, propounds a new problem. If the writer is expected to criticize, how can the laws of libel be invoked against him? Does not the singer, actor, circus clown, or novelist waive his immunity by publishing or performing?

Although press and radio may comment on public offerings, the human sources of such offerings are not without protection. The critic should, as much as possible, criticize the work of art rather than the producer, in reviewing a book or play, or musical composition. If he criticizes the performance of an artist, his comments, if they are derogatory, should not be malicious and should be founded on fact. Here the newsman's defense is that what he said was fair comment. Or he may rely on qualified privilege.

The classic case in the entertainment world is that of the Cherry Sisters. This trio sued the Des Moines *Leader* for libel in 1901 when it printed a paragraph evaluating the work of the women, who danced, sang and recited. The paper said:

> Billy Hamilton, of the Odebolt Chronicle, gives the Cherry Sisters the following graphic write-up of their late appearance in this town:
>
> "Effie is an old jade of 50 summers; Jessie is a frisky little filly of 40; and Addie, the flower of the family, a capering monstrosity of 35. Their long, skinny arms, equipped with talons at the extremities, swung mechanically, and anon waved frantically at the suffering audience. The mouths of their rancid features opened like caverns, and sounds like the wailing of damned souls issued therefrom. They pranced around the stage with a motion that suggested a cross between the danse du ventre and fox trot — strange creatures with painted faces and hideous mien. Effie is spavined; Addie is spring-halt; and Jessie, the only one who showed her stockings, has legs with calves as classic in their outlines as the curves of a broom handle."

Despite this abusive and satirical comment, the Cherry Sisters did not win their case. The evidence introduced in support of the criticism included such facts as these: There was no orchestra. The pianist departed halfway through the performance. The only music thereafter was the sisters', who had their

voices, a drum, and cymbals. The performers read essays, sang songs, and gave recitations, interrupting themselves with threats of bringing down the curtain if they were not less taunted by the audience. The audience shrieked and cat-called, obviously reflecting its lack of satisfaction.

In finding for the defendant the court held that:

> If, from the defendant's point of view, strong words seemed to be justified, he is not to be held liable, unless the court can say that what he published was to some extent, at least, inconsistent with the theory of good faith . . .
>
> One who goes upon the stage to exhibit himself to the public, or who gives any kind of performance to which the public is invited, may be freely criticized. He may be held up to ridicule, and entire freedom of expression is guaranteed dramatic critics, provided they are not actuated by malice or evil purpose in what they write. Fitting strictures, sarcasm, or ridicule, even, may be used, if based on facts, without liability, in the absence of malice or wicked purpose. The comments, however, must be based on truth, or what in good faith and upon probable cause is believe to be true, and the matter must be pertinent to the conduct that is made the subject of criticism . . . The public should be informed as to the character of the entertainment, and in the absence of proof of actual malice, the publication should be held privileged.

In writing his critical report the newsman tries to answer his reader's main question: how well has this job been done? He arrives at the answer by understanding what the performer, as in a play, or the novelist, in the case of a book, set out to do.

Criticism takes as its main tools standards which may be in the mind of the critic or assumed by the reader. These standards may be set by preceding performers and rest upon the exercise of specific, visible techniques. Or they may rest entirely in the capacities of the critic, who is a person of such sensibilities and good taste that he sets the standard himself, is himself the arbiter. The first of these two bases for criticism, the eclectic, is the easier. The second, the impressionistic, demands a critic of higher caliber. It is relatively easy to read a book telling a story about a reporter, and, having read Meyer Levin's *Reporter,* Clyde Brion Davis' *"The Great American Novel,"* and Henry Justin Smith's *Josslyn,* compare the new novel with these and point out the differences, using the others as the standard. The impressionistic does not have so convenient a point of reference; he records the effect the book had upon him; his subjective analysis must not be too abstract or diffuse. Let these reviews illustrate the difference:

(The Classical Review)

EARLY IRISH LITERATURE. By Myles Dillon. Chicago: The University of Chicago Press. 1948. 192 pp. $3.50.

Reviewed by Vivian Mercier

"There are only three subject-matters for a man of understanding," says a famous couplet in Old French, "those of Britain, France, and Rome the Great." The "matter of Britain" includes, besides the Arthurian sagas, much Irish material that found its way into medieval French literature by way of Wales and Brittany. Professor Dillon's new book is the best short summary to date of that magnificent body of ancient Irish literature which has been the inspiration of poets in every generation from the late Middle Ages to the present.

Myles Dillon, now professor of Celtic at the University of Edinburgh, is one of the greatest Celtic scholars in the world. He was chosen to establish the department of Irish studies at the University of Wisconsin in 1937 and taught there for nine years; he also taught at the University of Chicago. Before coming to this country he had a distinguished career as scholar and teacher in Germany and Ireland. After such an apprenticeship, he was ideally equipped to compile the present survey, aimed chiefly at the general reader.

"Early Irish Literature" provides a summary of every important story in the great cycles; many of the loveliest passages are translated word for word. The author gives only the necessary minimum of scholarly commentary, and is thus able to cover a great deal of ground. The reader will find not only the great stories — those of Deirdre, of Dermot and Grania, of Cuchulain, of Bricriu — which are already familiar to him through the writings of Yeats, Synge, and others, but also such hidden treasures as "The Vision of Adamnan," which may have inspired Dante, and that irresistible parody, "The Vision of Mac Con Glinne." . . .

I have only two criticisms of Professor Dillon's study. One is that he seems almost entirely unaware of the relevance of anthropology to his subject; after all that has been done by Fraser and his successors, it is odd in a work of this kind to find but the vaguest hints at the ritual and magical basis of mythology. My second criticism is that a book so calculated to whet the appetite gives no short list of the feast of Irish literature that is now available in English. Here I can only mention Lady Gregory's two great books, "Cuchulain of Muirthemne" and "Gods and Fighting Men" and Frank O'Connor's "The Fountain of Magic." They will be enough for a beginning.

I would urge those who have never had any previous interest in mythology to read Professor Dillon's book. It will open up a new world to them, a world that is already lurking in their own unconscious. If Jung is correct, these and other myths embody the "collective unconscious" of mankind. A generation like ours, that knows and cares so little about the myths of the Old Testament, is impoverishing its inner life; these Irish myths cannot fail to enrich that life, which faces starvation and death in the desert of our hyperconscious civilization.

—The Saturday Review of Literature.

THE GOOD EUROPEAN. By Richard Blackmur, Cummington, Mass.: The Cummington Press. 1947. 40 pp. $5.

Reviewed by Dudley Fitts

If it were only for the third section of "Three Poems from a Text: Isaiah LXI: 1-3," an elegy called "A Garment of Praise for the Spirit of Heaviness," Mr. Blackmur's new book would be a contribution of signal importance to American poetry. As it happens, the elegy need not stand alone; there is nothing here that is not ponderable, and much that is as moving, philosophically (not, perhaps, so bitterly compelling), as that poem. The writing, not least in the two sets of epigrams, "Scarabs for the Living," is nervous, extraordinarily complex in texture, and urgent with a kind of religious New England cantankerousness that one has scarcely heard in contemporary verse since the too-early death of John Wheelwright — not that I mean to imply that Mr. Blackmur derives from Wheelwright (the debt, if it exists, must surely be reckoned the other way around), but that the vibrant originality of the one stirs memories of the other, *discordes concordantes.* A comparison of Mr. Blackmur's "Three Poems from a Text" with Wheelwright's elegy on Hart Crane, "Fish Food," will illustrate what I am getting at: no poems could be less alike, yet they both, with clean violence, exacerbate the memory of the dead and take the reader's imagination by surprise. I am saying, in short, that Mr. Blackmur, extraordinarily difficult than he can be, is a poet *sui generis;* and the *genus* is rare and important.

For the first time in my experience I feel that I must comment on the typography of a book of verse. Mr. Victor Hammer's American Uncial is a strikingly beautiful font — it seems to be based largely on the Irish alphabet — but it is extraordinarily hard to decipher. It is a question whether it is well suited to poems like Mr. Blackmur's,

which demand undistracted attention. It is difficult enough to have to work one's way through the lines, weighing every word, without having the extra task of worrying over each letter as in reading a medieval manuscript. For once, typographical beauty clogs understanding.

—*The Saturday Review of Literature.*

These two criticisms illustrate the classical method, first on non-fiction and then on creative writing. Both reviewers use phrases or passages that show reference to objective standards or examples outside the framework of the book. Both are preoccupied with the author and devote space to him which might better be used to provide understanding of the book, if that is the main function of the criticism.

In contrast to this is a review of a novel. This reviewer is concerned with nothing but the book and uses his space to describe it, indicate the plot, and evaluate the performance from no other viewpoint but his own. No other novelist is mentioned, nor any school of research or scholarship. Here the book is the hero, not the author or the typography.

(The Impressionistic Review)

THE TRIAL OF SOREN QVIST. By Janet Lewis. 256 pp. New York: Doubleday & Co. $2.50.

By EUGENE GAY-TIFFT

Exquisite craftsmanship, a cool perfection of utterance, have long been the enviable property of Janet Lewis.

"The Trial of Soren Qvist," a novel, and the latest work to leave her hand, represents her talent at its best. She has taken a deeply moving seventeenth-century tale, has transmuted it into winey prose. The poise and restraint which have always stamped her verse have now involved her scholarship, with the result that the latter is at last in proportion. Too, she has somewhere discovered along the way the art of narration and in the present book has almost succeeded in offering that necessary degree of suspense which the mind craves along with other virtues of story-telling.

It is a grim drama, played in an atmosphere of clinging fog and drafty candle-light, which crowds the heart from first to last with inexorable and almost grotesque tragedy. It relates how an innocent man — a minister of God during the early reign of Christian IV, and the soul of virtue in his rural community — could be ensnared in a net of circumstantial evidence manufactured by a diabolically crafty enemy, and how that evidence in its cumulative effect could be so imposing that in the end even the accused was convinced of his own guilt and testified against himself.

A one-armed wretch returns from the Thirty Years' War to his native Jutland village to beg his bread and, if all goes well, establish his identity as the sole surviving heir to a local fortune. But it was for the murder of this very returning soldier that Pastor Soren Qvist had been tried and executed twenty-one years before. The beggar thus returns home not merely as an heir to a fortune, but as an accomplice to an act of murder most subtly contrived.

The main part of the book is devoted to the events out of which the cynical plot against the pastor was woven. It is a story of weird, medieval conflict; of spurned suitorship and revenge, of virtue at grips with vice, of superstition darkening the mind's enlightenment, of love and loyalty wrestling in the dark, with hatred and contrivance.

There is, during the later unfoldment, little in the way of suspense. The plot has already been given away, and we follow the sweaty struggle through to its inevitable conclusion not as sleuths but as students of human nature. Of love in this tale there is little, of physical passion none at all; but there is much in the way of emotional struggle and loyalty. Of action there is less than of brooding talk, and of warmth there is only that upon which the Jutland fog is constantly creeping; but there is an atmosphere as rich and authentic as that of life itself. There is excellent characterization. And last of all, there is throughout the book a charm which is born of Miss Lewis' peculiar eloquence and which rides down every other consideration.

—The New York *Times Book Review.*

Most critical writing is likely to be a mixture of these two methods, chiefly because a critical method and philosophy are possessed

mainly by full-time reviewers. The occasional reviewer, as the newsman is likely to be, has had no need to think through a philosophical approach to criticism. Much like Zulieka Dobson, he knows what he likes and why he likes it, and has given no study to the subject matter of most books, plays, or concerts on which he is to expatiate. It cannot be otherwise if a newsman of average education is expected to review books on many subjects for a weekly book page or on successive days report his reactions to motion pictures, a play, a concert, or a recital. The critical writing of journalism usually qualifies as hack work of low order because of this situation.

Criticisms and reviews have no special patterns, as do news stories or features. They are brief essays in the writing of which the journalist has his choice of methods for gaining and holding criticism. First-person writing is common, extraordinary forms, such as letters, verse, and narrative, are welcome as variations from the straight essay approach.

Critical writing is appealing to newsmen who enjoy self-expression, for its freedom from patterns allows for experiments with a style and method. Thus relaxed it was possible for Wilella Waldorf, the New York *Post* critic, to write that "The Murtah Sisters murtahed several songs" and for Brooks Atkinson, the New York *Times'* drama critic and foreign correspondent, to say that "Guido Nadzo was Nadzo Guido." When they write for large magazines and newspapers, critics can indulge in such cleverness; it is not so much appreciated when the butt of the joke is a hometown performer.

So free has criticism become that one critic created a literary furor when he criticized plays that he never had seen. This was James Agee, writer for *Partisan Review* magazine, who in a 1944 issue of that esoteric journal wrote a criticism of *Oklahoma!, Carmen Jones,* and the version of *Othello* being shown that year, saying that he disliked these attempts at pseudo-folk art, and declaring that he disliked the plays so much that he had not gone to see them. This technique of criticizing a play one has not seen brought comment from *The New Yorker* that threw some national attention on Mr. Agee's critical philosophy. One defender, James Grossman, answered *The New Yorker*:

> Mr. Agee's procedure was scientific in the extreme. He had heard the opinion of friends who had liked the plays and friends who had not liked them. That is, although he had not been there he had seen his object from two separate and known points of view and had placed it accordingly. This is the precise method used in map-making.

The reference to map-making was unwise, however, for later *The New Yorker* undid Mr. Grossman's idea by carrying the analogy to a *reductio ad absurdum.* Nor did it help for Mr. Agee's friend to write also that "After all, to stay away altogether is the only true appreciation of really bad art. If this admits of refinement it is solely in terms of who stays away. Yet it is everyone's privilege to pass this judgment, even those who never go, and it is denied only to the professional critic — presumably he is the one the most fit to make it."

The only certainty that came out of this controversy was that neither Mr. Agee nor Mr. Grossman evidently had ever devoted much energy to the production of a substantial work of art. Otherwise they would not have been so ready to judge the result of an artist's work on the opinions of their own friends.

Radio never has given much attention to reviewing and criticizing the arts. Talking has its limits on the air; an adequate evaluation and analysis of a book or play is by its very nature concerned with abstract ideas that cannot be assimilated easily through the ear. A few book-review programs have persisted, but have no significant Hooper rating. Radio's contribution to criticism is chiefly through the random comments of assorted columnists of the air, who will give their opinions of a new

play or artist in a few sentences. Radio prefers to give the listener samples of the artist's wares, which is feasible with some of the art forms only. Television can broaden this area widely, for to radio's presentation of singers and instrumentalists it can add dancers, actors, sculptors, and even architects.

Examples of News and Criticism by Subject

The entertainment field is so wide that only the commonest stories and critical articles can be illustrated. Gathered here are typical examples from those portions of the entertainment world that the newsman is most likely to cover early in his career.

Reporters will find examples of news or critical treatment of the less common phases dealt with by press and radio, such as radio itself, the ballet, the dance in general, painting, sculpture, and the motion picture purely as an art form by reading the relatively few specialized magazines or searching out the few specialized radio programs. The source of most such reporting and writing is New York City. There the movie criticisms of John McCarten of *The New Yorker,* the radio comments of John Crosby of the New York *Herald Tribune,* the by-lined articles on the dance of John Martin, and the drama criticism of John Mason Brown of *The Saturday Review of Literature* are of a high order. Book criticism is not so New York centered, although the work of Malcolm Cowley, Hamilton Basso, Louise Trilling, Clifton Fadiman, Lewis Gannett, Burton Rascoe, and Jacques Barzun, contributing regular departments to the *New Republic, The New Yorker, Nation,* New York *World-Telegram,* and *Harper's* magazine, cannot be duplicated in any other city in quantity and only occasionally in quality.

(Music — Local Newspaper Advance Story)

> The 50-voice Harvard University Glee club, acclaimed by Dr. Serge Koussevitzky of the Boston Symphony orchestra as the most outstanding choral group in the country, will appear in the Syracuse Museum of Fine Arts Tuesday evening.
>
> G. Wallace Woodworth, son of Mrs. Florence Woodworth, 121 Green st., is conductor of the group, which has sung with the Philadelphia and Boston Symphony Orchestras. . . .
>
> (The story goes on to name other Syracuse or nearby connections, the expected attendance, and the names of the committee members making arrangements.)
>
> —Syracuse (N. Y.) *Post-Standard.*

(Music — Local Newspaper Coverage)

> A joint concert by the Choral Club of Hartford and the University Glee Club of New Haven under the direction of Marshal Seeley and Marshal Bartholomew, respectively, was presented last evening at Bushnell Memorial.
>
> The concert marked the 40th anniversary of the Choral Club and also constituted a silver anniversary for Mr. Seeley. In keeping with the occasion the program was in popular vein with many numbers aimed exclusively at audience pleasure.
>
> Four numbers, two of them original compositions, by Ralph Baldwin, founder and conductor of the club during its first 30 years, highlighted the evening. His "Swing Low Sweet Chariot" and "Railroad Bill" have become standards in the repertoire of many an Apollo Club.
>
> The songs from "A Shropshire Lad" by Stanley Wilson sung by the New Haven Club proved the most interesting portion musically. Russell H. Mower, baritone, sang the solo passages tastefully and simply with much sweetness of tone.
>
> In spite of the fact that the evening was dedicated to the late Mr. Baldwin, which might conceivably have animated the group to greater effort, the general effect was at times disappointing. Too frequently the tempi dragged and there was considerable straying from pitch in a cappella passages.
>
> However, the gentlemen of the pink and white carnations gave the near-capacity audience a thoroughly delightful and melodious evening.
>
> —J.B.G. in the Hartford (Conn.) *Times.*

(Music — Radio Local News)

ANGEL REYES, CUBAN VIOLINIST, WILL GIVE A CONCERT THIS EVENING

AT 8 IN THE HIGH SCHOOL AUDITORIUM. REYES WILL BE ACCOMPANIED BY ROGER AUBERT AT THE PIANO. THIS IS THE SECOND IN A SERIES OF CONCERTS BY THE BOISE COMMUNITY CONCERT ASSOCIATION. REYES IS A 27-YEAR-OLD NATIVE OF CUBA AND HAS APPEARED NATIONALLY WITH THE NEW YORK PHILHARMONIC AND THE PHILADELPHIA ORCHESTRAS.

-KIDO, Boise, Idaho.

WE WANT TO REMIND OUR LISTENERS THAT THE 37TH ANNUAL CONCERT OF THE MADRIGAL CLUB HAS BEEN SCHEDULED FOR TOMORROW NIGHT IN THE COLUMBIAN CLUB.

THE MADRIGAL CLUB WILL GIVE A MEMBER A ONE-HUNDRED-DOLLAR VOICE SCHOLARSHIP TO BE USED FOR LESSONS WITH ANY LOCAL TEACHERS OF THE MEMBER'S CHOICE. THE GROUP HAS BEEN PRESENTING AT LEAST TWO CONCERTS A YEAR FOR 18 YEARS.

-KIDO, Boise, Idaho.

(Theater — Daily Newspaper Routine News)

Special to the New York *Times*.

PALO ALTO, Calif. — The award of $1,000 Stanford Theater fellowships for 1948 to three actors and two technicians was announced today by Prof. Hubert C. Heffner, head of the university's speech and drama department. The successful candidates will enter Stanford on April 1 for five months of study.

Included is one New Yorker . . .

—New York *Times*.

(Theater — Wire Service — Routine News)

NEW YORK - (AP) - ARTHUR MILLER'S "ALL MY SONS" WAS VOTED "BEST PLAY" OF THE 1946-1947 THEATRICAL SEASON BY THE NEW YORK DRAMA CRITICS CIRCLE YESTERDAY.

THE PLAY RECEIVED 12 OF A POSSIBLE 26 VOTES. EUGENE O'NEILL'S "THE ICEMAN COMETH" WAS SECOND CHOICE, WITH SIX VOTES, AND "ANOTHER PART OF THE FOREST," BY LILLIAN HELLMAN, WAS THIRD WITH FOUR VOTES.

"BRIGADOON," A FANTASY...

- Associated Press.

(Classical Criticism — Daily Newspaper)

By L. A. SLOPER

Michael Sayers calls his new play, "Kathleen," at the Plymouth, a romantic comedy. Actually, it is a farce with symbolic overtones of the fate of Ireland.

It has a lot of elements. There is the revolt of youth, from early in this century. Kathleen swims in the nude, she reads about the sex customs of savages, she pretends she is going to have a child in order to test her suitors. This is reminiscent of Stanley Houghton's heroine in "Hindle Wakes" of 35 years ago, except that she was not pretending.

But Kathleen is also Yeats' Cathleen-ni-Houlihan, the perverse, willful, charming spirit of Ireland. She dreams of a lover who will take her on her own terms, who is fine and wonderful, who, riding on the winds of spring, will save Ireland.

Other persons of the play are stock characters out of Irish drama: the sympathetic but fumbling priest, the worldly but understanding doctor, the exasperated father, the comic rich man's son, the scheming and plausible poor man's son.

You think of Lady Gregory and Synge and O'Casey. But Mr. Sayers does not characterize his people as the Old Masters did. He tries for the

poetry but misses it. His wit has not the unexpectedness, the originality of theirs. Most of his lines are commonplace.

At the end there is even some H. G. Wells. For a modern Niall, in the shape of an army engineer, appears, delivers a long speech on the wrongs of Ireland, and proposes to right them by means of a dam which shall bring all the blessings of civilization to this poor land. It's all rather confusing. As for the story, Kathleen has been to a party in Dublin.

(The plot is recapitulated.)

Some accomplished character actors and some less accomplished straight ones do what they can with the refractory material. Andree Wallace of the radio is charming but not quite at ease in the part of Kathleen. Whitford Connor is handsome in the role of the soldier hero. Henry Jones displays a remarkable talent for farce comedy as the rich man's son. James McCallion is the scheming poor man's son.

Other parts are competently taken by Whitford Kane as the priest. Frank Merlin as the doctor, Jack Sheehan as Kathleen's father, Morton L. Stevens as the rich boy's father, and Anita Bolster as the housekeeper. The direction emphasizes the farcical elements.

—*Christian Science Monitor.*

(Theater — House Magazine — Review)

Since this was printed a full month after the event, in the monthly magazine for a group of employees, the coverage consisted mainly of pictures of the employees who comprised the cast and a scene from the musical comedy. In publications of this type there is a tendency to rely on the clichés of criticism: "enthusiastically received," "an appreciative audience," "expert direction," "capable assistance," and "a notable performance."

"Out in Idaho," a musical comedy which was presented at the Avenue Auditorium on January 13 and 14 by the Little Theatre group, was enthusiastically received by an appreciative audience.

Under the expert direction of James F. Harvey, and the capable assistance of Catherine Keough and Mary Beadle for the dance and musical routines, the entire cast presented a notable performance. Others who assisted with the presentation were . . .

Included in the cast were . . .

—*Edison News.*

(Motion Pictures — Daily Newspaper — Routine News)

A collegiate romance, loaded with song and dance and full of campus complications, is seen in "Good News," now at the Warfield.

June Allyson, Mel Torme and Joan McCracken work out on "Lucky in Love," "Peace Pipe," and "The Best Things in Life Are Free," while those who recall the raccoon-coat era will enjoy the "Varsity Drag" dance routine.

Georgia Lee, teen-age singer and dancer, makes her first film appearance in "Good News." Miss Lee, daughter of the old-time minstrel man, George Settle, is receiving favorable comment from audiences for her handling of a telephone scene in the musical film.

—San Francisco *Chronicle.*

(Motion Pictures — Press Association — Feature Story)

BY BOB THOMAS

(ADVANCE) HOLLYWOOD - (AP) - ESTHER WILLIAMS, WHO OUGHT TO KNOW, ADVISES YOU GALS TO EXERCISE A LITTLE CARE BEFORE YOU SNAP UP YOUR SUMMER BATHING SUIT AT THE BARGAIN COUNTER.

"GIRLS TAKE ALL THE TROUBLE IN THE WORLD TO PURCHASE A SUIT, A COAT OR A DRESS," SAID THE SWIMMING STAR. "THEY MAKE SURE THAT THEY ARE THE RIGHT COLOR AND FIT CORRECTLY. YET, WHEN THEY GO TO BUY A

BATHING SUIT, THEY JUST SAY, 'I'LL TAKE THAT ONE.'

"AFTER ALL, WHEN A GIRL IS AT THE BEACH WITH HER BOY-FRIEND, HE REALLY GETS TO SEE HER IN THE RAW. SHE SHOULD DO HER BEST - WITH WHAT SHE HAS - TO LOOK HER BEST."

IF YOU HOPE TO SHOW UP AT THE STRAND LOOKING LIKE ESTHER, YOU MIGHT AS WELL FORGET IT. IN THE FIRST PLACE, FEW GIRLS ARE AS...

- Associated Press.

(Motion Pictures — Radio Press Service — Column)

IN MOVIELAND

NEWS OF THE STARS AND STARLETS, OF THE FILM HEROES AND VILLAINS AND OF THE MOTION PICTURES. IN MOVIELAND, A SPECIAL RADIO FEATURE PREPARED FOR STATION (____) BY HAROLD E. SWISHER, MOTION PICTURE EDITOR OF UNITED PRESS RADIO.

TO THE RIGHT, INSIDE THE FRONT DOOR OF DONALD WOODS' PRETTY HILLSIDE HOME IS THE DANCE HALL. IT WASN'T BUILT FOR ONE. IT'S SUPPOSED TO BE THE LIVING ROOM, BUT HAS BEEN TURNED INTO A PLAYROOM FOR THE TWO WOODS CHILDREN, 12-YEAR-OLD CONRAD AND EIGHT-YEAR-OLD LINDA.

THERE'S WHENEVER THEY'VE A MIND TO, THE YOUNGSTERS ENTERTAIN THEIR NEIGHBORHOOD FRIENDS, DANCING....

NOW FOR A FEW STUDIO BRIEFS:

WALTER PIDGEON'S DAUGHTER, EDNA, WILL MARRY ROBERT AITKENS, A RECORDING COMPANY EXECUTIVE, IN SANTA BARBARA ON SUNDAY, DECEMBER 16TH....YOUNG CATHOLICS AT THE ANNUAL SODALITY BALL LAST NIGHT IN PASADENA GAVE JIMMY DURANTE A SILVER ROSARY FOR HIS CLEAN RADIO AND SCREEN ENTERTAINMENT....ROBERT PRESTON AND HIS WIFE, CATHERINE CRAIG, WILL APPEAR TOGETHER IN....

-United Press.

(Painting — Daily Newspaper — Spot News)

Wallpaper is being pasted over the celebrated 10-panel mural of medical history at the University of California Medical School.

The action has brought forth a protest from the mural's creator, Bernard Zakheim, and a spirited defense by the Dean of the college, Dr. Francis Scott Smyth.

The mural, depicting California medical history from Indian times to the present, was completed in 1938 as a WPA Federal Art Project contribution to the medical school.

Zakheim devoted four years to the work, which covers the walls of a lecture amphitheater in Toland Hall on Parnassus avenue.

Since its completion it has attracted thousands of visitors to the medical school; has been the subject

of a monograph published by the University of Mexico; and only recently Zakheim has been requested to send sketches of the work to the University of Texas medical branch in Galveston.

When asked why, after nine years, the murals were being covered, Dr. Smyth said:

"They are very interesting murals, but they would be better in a museum than a lecture hall.

"For years now, faculty members have complained that the murals distract students attending lectures.

"Finally a faculty committee recommended the present action.

"It is also true that they attracted so many persons it created a problem in an institution where we are concerned with germs and diseases.

"They are very fine murals and we are doing our best not to destroy them. . . . We mean no offense to Zakheim."

Regardless of what the Dean means by the action, the artist has certainly not gone along with the present plan.

"If all they wanted to do was prevent the murals from distracting students, there are at least three other methods they could have used to darken the work," Zakheim said. . . . "I am happy that some faculty members have apologized to me for this act."

—San Francisco *Chronicle.*

(Painting — Radio Press Service — Feature Story)

UPR6OW

LOS ANGELES -- NAIL POLISH, CHUNKS OF CHALK AND MAGAZINE CUT-OUTS -- JUST ABOUT ANYTHING IS USED IN MODERN ART.

SCREWBALL JIM MORAN OF LOS ANGELES IS WORKING ON HIS SECOND FLING AT ABSTRACT "ART" TODAY. HE SAYS THIS WORK WILL BE FINISHED IN.24 HOURS AND WILL BE JUST AS BAD AS THE FIRST. HE CHALLENGES CRITICS TO DENY HE PAINTED THE ORIGINAL MONSTROSITY WHICH MADE MONKEYS OUT OF THE LOS ANGELES ART ASSOCIATION.

IT'S ALL MORAN'S IDEA OF IMPRESSIONISTIC ART -- AND THE BEST HE CAN DO WITH NAIL-POLISH, CHALK AND MAGAZINE CUT-OUTS.

THE FIRST PAINTING, ENTITLED "THREE OUT OF FIVE," WAS A MORAN MASTERPIECE TOO, ACCORDING TO MORAN, EVEN IF A LEGITIMATE ARTIST NAMED LENARD KESTER CALLS HIM A FRAUD. KESTER INSISTS HE AND NOT MORAN PAINTED THE THING.

MORAN SAYS THAT WAS AN INSULT TO HIS INTEGRITY. SO HE STARTED THE ARTISTIC FREAK OVER AGAIN --- THIS TIME BEFORE WITNESSES.

MORAN ADDED A DROOPING CANNON TO THIS VERSION. HE SAYS IT SYMBOLIZES HIS FEELINGS FOR THE WHOLE ART ASSOCIATION. HE CALLS THEM A BUNCH OF DROOPS.

SF 213P -United Press.

(Radio — Daily Newspaper — Straight News)

Steve Wilson, played by Edward Pawley, will pit his influence against a dangerous underworld gang when "Big Town" is heard tonight at 8 over WWNY and the Columbia network.

Bradley Kincaid will sing some hillbilly tunes, including "Cumberland Mountains" and "Raise the Window Higher, Mother," on "Checkerboard Time" tonight at 7:15 over WWNY.

Francesco Collura, industrial designer whose products range from electric clocks to heavy cranes, will sign the guest register of the Betty Crocker Magazine of the Air tomorrow at 10:25 a.m. when the program is heard over WMSA and the American network.

—Watertown (N. Y.) *Times.*

(Radio — Newsmagazine — Straight News)

RADIO, naturally enough, likes to be reassured of its popularity. Two years ago, the National Association of Broadcasters financed a survey by the National Opinion Research Center. The public cast an overwhelmingly favorable vote. Last week N.O.R.C. and Sponsor N.A.B. tried again and found that the public still cared — but not quite so much.

In 1946, 82% thought radio was doing a good-to-excellent job in the community; only 70% still think so.

In 1946, 61% relied mainly on newscasts as their principal source of daily news; now only 44% do.

In 1946, radio advertising got a favorable nod from only 23% of the public; 32% like it now.

—Courtesy of *Time.* Copyright Time, Inc., 1948.

(Radio — Newspaper Wire Service — Straight News)

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(230)

NEW YORK - (AP) - CUTTING FRED ALLEN'S SUNDAY NIGHT COMEDY PROGRAM OFF THE AIR FOR APPROXIMATELY A HALF MINUTE MAY COST THE NATIONAL BROADCASTING COMPANY "A NICE LITTLE CHUNK OF DOUGH."

IN ANNOUNCING THAT NBC WOULD BE BILLED FOR THE TIME LOST, A REPRESENTATIVE OF J. WALTER THOMPSON, ADVERTISING AGENCY REPRESENTING ALLEN'S SPONSOR, SAID:

"WE BUY AND PAY FOR HALF AN HOUR'S TIME FROM NBC FOR THIS PROGRAM, AND THAT'S WHAT WE EXPECT TO GET. ALLEN WAS...

- Associated Press.

(Circus—Daily Newspaper—Routine News)

Some 3,000 residents of children's hospitals and public institutions in the county will be guests of the Tigris Shrine at the first performance of the Shrine circus Monday afternoon.

Children from St. Vincent's Orphanage, Elmcrest Children's Home, Dunbar Center, Percy Hughes School, the Syracuse Boys Club, the House of Providence, and other youth centers will be present, as will residents of the Jewish Home for the Aged, Loretta Rest and the Onondaga County Home.

Harold R. Roderick, potentate of the Shrine, announces that buses are being furnished handicapped children and aged adults.

And there'll be plenty of peanuts, popcorn, crackerjacks, pink lemonade and all the traditional circus eatables for the kiddies.

Expenses of the program are paid for by a group of "Circus Daddies" who purchase tickets for this performance.

Mr. Roderick reports kiddies and grownups alike will see the greatest array of "clean, wholesome, spine-tingling, hair-raising acts ever presented in Syracuse."

—Syracuse (N. Y.) *Herald-Journal.*

(Circus — Daily Newspaper — News Feature)

This story demonstrates a way to handle the flood of publicity received from circus

press agents without acting purely as an advertising outlet for the circus company.

By IRVING SPIEGEL

The signs around town called attention to it. A portly but erudite fellow made it official. Without any fanfare, he said yesterday: "We'll be at Madison Square Garden on April 7 until May 9. The circus I mean. You've heard of Ringling Brothers and Barnum & Bailey?"

This Sarasota, Fla., native by the name of Roland Butler — out from retirement in a swivel chair — got off on a new tack. He has been delving deep into the circus history of New York.

"Know something, young fellow," he said, "this metropolis had its first circus around 1800 on wasteland located on the northeast corner of Prince street and Broadway. They passed the hat around for the entertainers. When they had enough . . ."

(In the remaining 800 words of this story the press agent (Butler) tells stories about early circuses in New York, with occasional references to the new edition. He is quoted directly and indirectly. Most of the account is strictly factual.)

—New York *Times*.

Newsmen at work face an unusual challenge whether they work on the entertainment beat or specialize in sports, science, politics, or agriculture. However modest may be the role of individual reporter, whatever he does in getting and writing the news is a factor in determining the public's attitude toward the media of mass communication. If the press is to win the favor of more people, newsmen must give to their profession more than they have in the past. More thorough training will help, but to this must be added the initiative, integrity, and courage so essential in newsmen and news media with a conscience.

Appendices

I. THE NEWSMAN'S TERMINOLOGY

II. STYLE SHEET

III. BIBLIOGRAPHY

Appendix I

Newsman's Terminology

Newsmen should learn the journalistic terms they need to know in reporting. Some will be important to them as editors as well as reporters. The authors present here only the terms the student should learn in a basic course in reporting. Obviously, there are many terms in editorial, business, and mechanical departments which he may learn in other courses or his professional experience. Hence, only the minimum essentials are included in this glossary.

ABC: American Broadcasting Company

Across the Board: A radio news program presented the same time each day for five days a week.

Ad lib: Composing as one speaks; that is, without a prepared script.

Add: New copy to be added to a story already written for a printed news medium.

Alive: Type or copy still available for use.

ANG: American Newspaper Guild.

A.N.P.A.: American Newspaper Publishers Association.

A.M.: Morning newspaper.

Angle: A particular viewpoint, aspect, or emphasis played up by the newsman.

A.S.N.E.: American Society of Newspaper Editors.

A.P.: Associated Press.

Assignment: A newsman's task.

Assignment Book: The editor's record of newsmen's tasks.

Back-timing: Timing a newscast's last two or three stories so the newscaster will get off the air on time.

Beat: The regular stops made by a newsman; an exclusive story.

Blotter: Police department record of arrests.

Boil: Reduce the copy.

Bulletin: Late news printed before the lead of the story to which it is related; also the first brief announcement on the air of an important news event.

Bulletin or *Dateline Program*: Written in bulletin style, this is a news program each story of which opens with the name of the town or city from which the news is reported.

Bulletin Interruption: The act of breaking into a regular program to present an important news bulletin.

Bureau: Headquarters or newspaper or press association for centralizing and co-ordinating news coverage.

By-line: Line containing name of newsman who wrote the news story — usually between the headline and the lead.

Call Letters: Letters identifying radio station as assigned by FCC.

Canned Copy: Syndicate and publicity copy.

Catch Line: Word or words used on copy to index it.

CBS: Columbia Broadcasting System.

C.G.O.: "Can go over"; copy to be held or used at another time.

Check: Verify.

City Desk: City editor's desk sometimes shared with assistants.

City Room: Newsroom in which city and local —and often all — news is handled.

Clean Copy: News copy requiring little revision.

Clip: Cutting from any publication.

Clip Sheet: Syndicate or publicity matter in sheet form, to make clipping easy.

Close: Announcement with which program closes.
Column: Row of type extending the length of the page vertically.
Commentary: Program of news with comment.
Continuity Writer: Radio writer who writes copy other than news.
Copy: Written material.
Copy Desk: Where copy is read, revised, headlined.
Copyreader: Staff member who reads, corrects, revises, and headlines news copy.
Correspondent: Out-of-town newsman.
Cover: To be responsible for getting and writing a specified news story.
Crusade: Journalistic campaign — usually for reform — often involving co-ordination of specialized reporting and editorial writing.
Cub: A beginning newsman.
Cue: A signal — either in words or by sign.

Datebook: Records of dates and notes for future assignments.
Dateline: Line indicating date of news medium's publication; also information at beginning of story indicating where and when it originated.
Day Side: Daytime staff of newspaper.
Dead: Copy or type that no longer has any use.
Deadline: Specified time when news copy is due.
Desk: The copy desk or city desk.
Desk Editor: Editor responsible for giving newsmen's assignments.
Dirty Copy: News copy containing many errors and faults.
District: An area covered by a newsman, usually larger than a beat.
Dope: Information about the news, often the news behind the news.
Dope Story: An interpretative news story.
Dupes: Carbon copies of news stories or manuscripts.

Edition: Copies printed during one press run.
Editorialize: To inject opinion as news in a news story.
End Mark: Symbol indicating end of copy.

Facsimile: Photoelectric reproduction of news medium and its distribution by means of radio.
Fake: Fabrication of news copy.
Feature (verb): To stress, emphasize, or play up certain details.
Feature (noun): The news feature, including the human-interest story, is written as a feature rather than a straight news story; that is, with less formal treatment.
File: To send a story by wire or cable.
Filler: Copy, usually not very timely, set in type in advance.
Flash: A short message reporting some important news.
Follow: A story with new details; that is, often related to one in a previous edition.
Follow-up: Same as follow.
Folo: Same as follow or follow-up.
Fotog: Cameraman or press photographer.
Future: Record of coming event.
Futures Book: Book in which coming events are noted for possible coverage.
F.Y.I.: For your information.

Galley Proof: A proof of the galley of type.
Ghost Writer: One who writes under another's name and is employed to do so.
Glossy: Photographic print with shiny finish, preferable for reproduction in halftones.
Grapevine: Source of rumor.
Guideline (newspaper): Part of headline written on news copy to relate the two when type is set.
Guideline (radio): One-word identification of news story.

Handout: Publicity material.
Head of the Desk: Staff member in charge of news or copy desk.
H.F.R.: Hold for release.
Hold: Do not release until so ordered.
Human Interest: News with emotional appeal.

I.N.S.: International News Service.
Interview (noun): A news story obtained by talking with the person featured.
Interview (verb): Talking with a person to get news.
Intro: Wire service term for opening portion of story.

Jumping Cue: Act of starting a program before it is scheduled to start.

Kill: To remove material from copy or to destroy type.

Late Watch: Small staff to handle late copy or produce late editions.
Lead: Opening paragraph or two of news story, not necessarily just one sentence.
Lead All: Summary lead correlating related stories or parts of a single story.
Leg Man: Newsman who gathers news to relay it to the rewrite man.
Libel: Defamation in written copy whether to be read or heard.
Library: Sometimes called the morgue, this is the reference department in a news medium's headquarters.
Local: Copy originating in the news medium's territory.
Localize: To emphasize the community's interest.
Local Room: Room or section of newsroom in which local copy is handled.
Log: The assignment book.

Magazine: Bound publication issued regularly and containing general editorial matter.
Markets: Section of newspaper devoted to market news.
MBS: Mutual Broadcasting System.
Media: Publications, usually those with advertising.
Mill: Typewriter.
Monitoring: Listening to a radio program.
More: Written at the bottom of a page of news to indicate more copy to come.
Morgue: Reference library.
Must: Executive order indicating that copy must be printed.

NBC: National Broadcasting Company.
N.E.A.: National Editorial Association.
News Analyst or *Commentator*: One who reports, analyzes, and comments on news — editorial writer or columnist of the air.
Newscast: Radio program of straight news.
Newscaster: One who presents newscast — and sometimes writes it.
News Editor: Radio newsman who rewrites, edits, and supervises news programs.
Newshawk: Synonym for newsman.
Newshen: Woman newsman or news-woman.
Newsman: Man or woman who gets and writes news for press and radio.
Newsroom: Room or section of radio station or publication office in which news is handled.
News Sleuths: Synonym for newsman.
Night Side: Staff that works at night.
Nose for News: Ability to get news.
N.P.R.: Night press rates.

Obit: Obituary.
Optional Copy: Extra news stories available if the newscaster or announcer needs more.

Pad: To lengthen story.
Personal: Short news item about persons.
Pick-up: Copy-desk instructions that standing matter may be used.
Pics: Pictures.
P.M.: Afternoon newspaper.
Policy: News medium's attitude on any subject.
Pony Service: Summary of press association news obtained over telephone.
Precede: Additional news often set ahead of the lead.
Press Agent: Person who obtains publicity and deals with news media.
Printer: Teletype machine.

Q. and A.: Questions and answers, as used at trials, etc.
Query: Summary of news wired to paper by newsman or free-lancer.

Release: Usually news copy sent in advance to be held for publication at designated time.
Reading Cold: Reading a program or news story without benefit of rehearsal.
Reporter: Synonym for newsman.
Rewrite: To rewrite a news story.
Rewrite man: Newsman who rewrites copy and takes stories over the telephone.
Rim: Outer edge of copy desk.
Run: Newsman's beat.
Running Story: Continuing story lasting a number of days.

Sacred Cow: Favored material or subjects.
Scoop: A news story exclusive with one news medium.

Sectional Story: Long story coming in sections.

Shorts: Short news stories, usually unimportant.

Slanting: Stressing certain aspects of news to indicate newspaper policy.

Slot: Inlet of copy desk where dealer or chief copyreader sits.

Slug: Word or words identifying news story.

Sob Stuff: Stories with sentimental or emotional appeal.

Special Event: Broadcasting news event on the scene.

Spot News: Immediate news.

Squib: Very short news item.

Straight News: Plain news account.

Style: Rules observed in preparing news copy.

Summary Lead: Lead that presents highlights of news.

Suspended Interest: Story in which climax comes at end.

Syndicate: Firm that sells varied kinds of copy to printed media.

Thirty: Written to indicate the end of the news story.

Time Copy: Copy available for use any time.

U.P.: United Press.

Appendix II

Style Sheet

Style sheets vary widely. In one office, the editor may give a few instructions and tell the beginner to read the newspaper. In another, *A Manual of Style,* published by the University of Chicago Press, may be the supreme authority.

Short or long, style sheets for printed news media have one characteristic in common: they are inconsistent. The style sheet provided here is no exception. It does cover many of the style problems that afflict the beginner.

Students should note that style sheets intended for printed news media must be adapted when used for radio. In this instance, the authors recommend that radio news copy be written in conformity with Baskett Mosse's *Radio News Handbook* or a similar guide.

LOCAL COPY PREPARATION

Paper

1. Use unruled paper that is about 8½ by 11 in size.
2. Do not fasten sheets. Proper numbering and slugging make that unnecessary.

Spacing

3. Write on one side of the sheet only.
4. Double-space all copy.
5. Indent five spaces to begin paragraphs.
6. Leave from three inches to one-half a page blank at the top of the *first* sheet.
7. Leave one inch blank at top of all other sheets.
8. Leave one inch margins on all other sides of all pages.
9. Put each story on a separate sheet, except personals or other materials that are to be run under one headline. Some papers paste together all takes on a story.

Form

10. Typewrite all copy.
11. Put the story slug in the upper left-hand corner of each sheet.
12. Put your last name on the first sheet, under the slug. The last name is sufficient unless some other staff member has it.
13. Put the page number after the slug word.
14. Keep to a uniform length for each line. Write 10 words to the line if your typewriter has pica type; 12 if it has elite.
15. Do not split a sentence or paragraph between pages. In other words, end each page with the end of a paragraph; start each page with a new paragraph.
16. Do not write perpendicularly in the margins.
17. Keep paragraphs within three to five typewritten lines.
18. Avoid erasures and overwritings of typing. Carefully x-out the erroneous material and type the correct wording beside it.
19. If a story does not end on a sheet, write *more* at bottom of the page.
20. End a story with the symbol #.
21. Read your copy before turning it in, to be sure it is correct. But as soon as possible learn to produce clean, correct copy which requires little hand or other re-

vision. If you make longhand changes in your copy be sure to print all names and to mark the letters m, n, o, w, a, and u so that they are clearly understood. Overscore the m, n, and a, and underscore the u, o, and w.

WIRE COPY PREPARATION

Under this title are style suggestions for use in preparing mail stories for papers at a distance from the point of origin of the news and in preparing copy for wire transmission.

Datelines

Datelined stories should begin with the name of the city or town of origin of the news in all caps, followed by the state name, abbreviated. Follow the table of abbreviations in the style sheet.

State names need *not* be used if:

1. The sending point is in the newspaper's circulation area or is familiar to readers in the locality.
2. The sending point is Boston, Chicago, Cleveland, Denver, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, San Francisco, St. Louis, or Washington.

Datelined stories should begin with the name of the city *and* be followed by the name of the country or province, abbreviated according to the list in the style sheet.

Country or province names need not be used in datelines if the city is:

Amsterdam
Athens
Berlin
Bombay
Brussels
Budapest
Cairo
Calcutta
Capetown
Copenhagen
Dublin
Edinburgh
Geneva
Glasgow
Hamburg
Havana
Hong Kong
Honolulu
Jerusalem
Liverpool
London
Madrid
Manila
Melbourne
Mexico City
Montreal
Moscow
Nanking
Ottawa
Paris
Quebec
Rome
Shanghai
Stockholm
The Hague
Toronto
Tokyo
Vienna
Vladivostok
Warsaw
Yokohama

Examples:

MOHAWK, N.Y., Nov. 16 -- (AP) - Thirteen children walked into . Mayor Lynn Corman's office here today all set to....

REIMS, France, Sept. 12 --(UP)--In this historic city today five visiting American congressmen....

Credit Lines:

Credit lines, frequently used with wire and cable copy, should follow a particular style.

If it is a story received through special correspondence:

Special Correspondence
Of The St. Louis Daily News-Tribune Foreign Service.
Copyright, 1948, The St. Louis Daily News-Tribune, Inc.

or

Special to the St. Louis Daily News-Tribune.

or

Special Cable of the St. Louis Daily News-Tribune Foreign Service.
Copyright, 1948, The St. Louis Daily News-Tribune, Inc.

If it is to be more prominently credited to a press service than through the usual logotype (AP, INS, UP), this style may be used:

(By the Associated Press)

or

(By United Press)

Copyright lines may be set in brackets or parentheses.

GENERAL WIRE STYLE

Press association copy is transmitted in all caps. Copy desks handling it prepare it stylistically by underscoring with one, two, or three lines (according to individual office practice), those letters which are to be capitalized (although already in caps in copy). Since wire copy goes to papers with different typographical styles and varying rules on abbreviation, punctuation, figure use, and the like, it cannot be made to conform to any one newspaper's style.

Wire copy is prepared according to the usual rules of the best style books or guides on such points as clean and uniform copy, dictionary spelling, correct use of quotation marks, simplicity of writing, and short paragraphs.

SYMBOLS

Although reporters will spend little time with them, they should understand the symbols used in wire copy — both written and picture — distributed to newspapers, newsmagazines, and radio stations. Adding the symbols or call letters to the copy is the job usually of the teletype operator or some member of a bureau desk.

On page 123, for example, is a short obituary for newspaper use. It is datelined from Buffalo, N. Y. Above the dateline and placed flush left are these numbers and letters:

S55BF

The S represents the relay or wire system over which this story traveled, in this case the S or State wire. Other wires, for groups of states, a national network, or to carry certain types of news only (such as financial), would be called A wires or some other letter agreed upon for an area.

The 55 represents the number of the dispatch. Stories sent out by a bureau are numbered consecutively during the day or night. This is the fifty-fifth so far from that source (bureau).

The letters BF are the call letters for the city of Buffalo, which is the bureau source from which the Associated Press dispatched this news. A story need not break in a particular city to be sent from that city but it usually is from the vicinity or within it. See page 529 for a typical list of such city call letters.

At the end of the dispatch appears this even more puzzling line:

VT1157AESNM

The first two letters, VT, are the initials of the operator who sent the obit. When the story was sent (11:57) comes next. That it was sent in the morning is revealed by A and that it was Eastern Standard Time is shown by ES. Next is indicated that no further details can be expected, this being hidden in NM or "no more."

Bureaus can converse with one another briskly by using such letters and abbreviations. At one time they resorted to a code in which numbers and punctuation marks were represented by letters of the alphabet, but they now use more or less complete sentences for elaborate and semi-private inter-office communications. These or brief messages, like KILL IT, which means disregard what has just been sent, affect the reporter only indirectly.

Wire services use a similar system for indicating on copy bought by radio stations the source and the time of sending. Since the number of central dispatching points for radio copy is smaller than for material to be printed, as there are fewer radio than newspaper subscribers or members, the list of city abbreviations is smaller. The news services employ different symbols on such copy, the Associated Press using APR (Associated Press Radio) and the United Press designating its radio copy as MS. All, however, send the text of any story completely in capital letters, for speedier handling and to meet the varying style rules of publications.

ABBREVIATIONS

A. *General Rules*:

1. Use common abbreviations as stipulated here primarily to speed the reading.
2. Avoid uncommon or technical abbreviations, using them only with the approval of the desk.

ALL NETWORK POINTS:

There follows, for posting at all stations, an up-to-date listing of call letters of all regular transmitting points, both on and off the main network:

Transmitting Stations on Main Network

AB Albany
AH Omaha
AN Akron
AX Atlanta
BA Baltimore
BC Buffalo night
BF Buffalo day
BM Birmingham
BX Boston
CD Cleveland
CE Cincinnati night
CG Chattanooga
CL Columbus, Ga.
CO Columbus, Ohio
CS Cincinnati day
CX Chicago
DC Des Moines
DF Detroit night
DN Dallas
DO Toledo
DT Detroit day
DY Dayton
DX Denver
FX San Francisco
JO Providence
JV Jacksonville
KO Oklahoma City
KX Kansas City
LA Los Angeles
LX Louisville
MD Miami day
MH Miami night
MI Milwaukee
MP Minneapolis
NA Indianapolis
NR Newark
NS Nashville
NY New York
PB St. Petersburg
PD Portland night
PG Pittsburgh
PJ Portland day
PX Philadelphia
RL Orlando
SB South Bend
SE Seattle
SK Salt Lake City
ST St. Louis
SU Syracuse
TA Tulsa
TR Toronto
TP Tampa
WI Wichita
WX Washington

Regular Portable Points Off Main Network

AQ Albuquerque
AU Austin
BK Battle Creek
BN Bangor
CH Charlotte
CN Charleston, W.Va.
FO Fargo
HD Hartford
HF Halifax
HN Huntington
LJ Lansing
LR Little Rock
MO Mexico City
MX Memphis
NU New Orleans
PN Phoenix
RO Reno
SX Spokane

Portable Transmitters On State Networks

Pennsylvania

AC Atlantic City, N.J.
ES Easton
HX Harrisburg
HZ Hazleton
NT Norristown
RG Reading
SC Scranton
WS Williamsport

Virginia

NW Newport News
NK Norfolk
RM Richmond

Southern California

GL Glendale
GO San Diego
LB Long Beach
NH North Hollywood
SN Santa Barbara

(NY 4 Feb. 22)

Michigan

AO Ann Arbor
BY Bay City
FN Flint
GS Grand Rapids
JA Jackson
KZ Kalamazoo
MG Muskegon
PO Pontiac
SG Saginaw

Iowa

CP Cedar Rapids
DP Davenport
DI Iowa City
DQ Dubuque
MC Mason City
MU Muscatine
UM Ottumwa
WO Waterloo

Illinois

BJ Bloomington
CM Champaign
DR Decatur
KW Kewanee
ML Moline
PE Peoria
RF Rockford
RD Rock Island
SD Springfield

Texas

FW Fort Worth
HO Houston Chronicle
HT Houston Post
SA San Antonio News and Express
SO San Antonio Light

(Any emergency portable location is designated by three letters)
NY PHOTO - NY TRAFFIC

A typical list of call letters used by a wire service to indicate the source of a news story, the transmitting stations of photographs sent over wires, or the origin of a radio dispatch. This chart was distributed by the Associated Press for the information of its bureau personnel and applies only to its photo transmitting network.

B. *Abbreviate*:

1. *Academic titles*: When they precede the name — Prof. Warren C. Price, Dr. Earl English, acting Dean Simon Bozarris.
2. *Alumni*: By classes — G. Edward Clark, '38; Gail Tully, BA '45.
3. *Ampersand*: In corporate names in which it commonly is used — Dun & Bradstreet.
4. *Apartments*: In addresses — Shadrach Shemerdiak, Apt. S, 77 S. Second st.
5. *Bible references*: I. Sam. xii: 16-22; Rev. vii: 12.
6. *Big Man on Campus*: In college papers — BMOC.
7. *Big Woman on Campus*: In college paper — BWOC.
8. *Business firms*: If commonly accepted; e.g., NBC for National Broadcasting company; MGM for Metro Goldwyn Mayer; TWA for Transcontinental Western Airlines; C.B. & Q. for Chicago, Burlington and Quincy Railroad; Inc. and Ltd. after corporate firms, but not co., corp., bros.
9. *College degrees*: A.B.; Ph.D.; M.A.; LL.D.
10. *Common abbreviations*: Only when essential — A.D.; AWOL; B.C.; c.o.d.; e.g.; et al; f.o.b.; h.p.; i. e.; IOU — not I O U; I.Q.; k.o. and t.k.o.; m.h.p.; SOS — not S O S; TNT — not T N T; viz.
11. *Ecclesiastical titles*: When they precede the name — Rev. for Reverend and Msgr. for Monsignor, but no others — The Rev. Ernest Fremont Tittle; Msgr. Thaddeus Cavassa; The Rt. Rev. Stuart Knox; but Father O'Halloran. Always use *The* with Rev. and Rt. Rev.
12. *Government agencies*: When commonly used — FBI, ICC, RFC, ROTC, SEC, TVA
13. *Junior*: Philip Ward Burton Jr.; Philip Ward Burton Sr.
14. *Legislation*: Bills, laws, resolutions, etc., to indicate origin — A for assembly, S for Senate — as 144-S; sections of laws or statutes thus: Sec. 1732.
15. *Markets*: In financial section only — barrel, barrels (bbl, bbls); bushel, bushels (bu); cent, cents (c); horsepower (hp); hundredweight (cwt); kilowatt hours (kwh); pound, pounds (lb, lbs); pint (pt); quart (qt); gallon (gal).
16. *Military titles*: When they precede the name, all except chaplain — Pvt. for private of rank; Pfc, for private first class; Cpl. for corporal; Sgt. for sergeant; Sgt. Maj. for sergeant major; Lt. for lieutenant; Capt. for captain; Maj. for major; Col. for colonel; Brig. Gen. for brigadier general.
17. *Military units*: WAC, but Wac Leslie Van Guelpen.
18. *Months*: In dates and datelines if month has more than five letters — Jan. for January; Feb. for February; Aug. for August, Sept. for September; Oct. for October; Nov. for November; Dec. for December.
19. *Mount*: In proper names — Mt. Vernon, Mt. Rainier (Fort is not abbreviated).
20. *Nations*: Only in U.S.A. or U.S. and U.S.S.R.
21. *Number*: When used with specific figures — No. 13; Nos. 13 and 14; also Vol. 1, Vols. 1 and 2; Fig. 3, Figs. 3 and 4.
22. *Naval titles*: When they precede the name, all except chaplain — Ens. for ensign; Lieut. for lieutenant; Lieut. Com. for lieutenant commander; Adm. for admiral; Wave.
23. *Organizations*: When commonly used — AAUW, BPOE, DAR, GAR, GOP, IOOF, P-TA, YMCA, YWCA, WCTU, but C. of C.
24. *Official titles*: When they precede the name — Gov. for governor of a state, but not for governor of federal reserve bank; Lieut. Gov. for lieutenant governor; Rep. for Representative; Sen. for senator; Ald. for alderman; Supt. for superintendent; but no others.
25. *Points of the compass*: When used with names of street — 1419 E. Genesee st.; 1201 16th st., N.W.
26. *Political parties*: Sen. Wayne Morse (R. Ore.)
27. *Province of Canada*: These only — Alta. for Alberta; B.C. for British Columbia;

Man. for Manitoba; Ont. for Ontario; Que. for Quebec; Sask. for Saskatchewan; also N.S. for Nova Scotia; N.S.W. for New South Wales.

28. *Radio stations*: WFBL, KUGN.
29. *Religious titles*: See ecclesiastical titles.
30. *Saint*: St. Paul, Minn.; St. John, the Apostle; Sault Ste. Marie, but San Jose, Santa Clara.
31. *Sports*: For typographical style, see chapter on sports.
32. *Streets*: st. for street; ave. for avenue; hts. for heights; sq. for square; blvd. for boulevard; pky. for parkway; ter. for terrace; rd. for road; but way, lane, alley.
33. *States* (U.S.): Excepting Idaho, Iowa, Ohio, and Utah; also C.Z. for Canal Zone; D.C. for District of Columbia; P.I. for Philippine Islands; P.R. for Puerto Rico; T.H. for Territory of Hawaii; but spell out Alaska. Standard abbreviations:

Ala.	Md.	Okla.
Ariz.	Mass.	Ore.
Ark.	Mich.	Pa.
Calif.	Minn.	R.I.
Colo.	Miss.	S.C.
Conn.	Mo.	S.D.
Del.	Mont.	Tenn.
Fla.	Nebr.	Tex.
Ga.	Nev.	Vt.
Ill.	N.H.	Va.
Ind.	N.J.	Wash.
Kans.	N.M.	Wis.
Ky.	N.Y.	W.Va.
La.	N.C.	Wyo.
Me.	N.D.	

34. *States* (Mexico): Chih. for Chihuahua; Sin. for Sinaloa; Son. for Sonora.
35. *Student identification*: John Smith, LA '50.
36. *Time of day*: 7 a.m. today, but not 7 o'clock this morning; 8:30 p.m. today, but not 8:30 o'clock this evening; 8 p.m. (EST); omit 12 Midnight and 12 Noon.
37. *Titles*: Mr. and Mrs.; avoid use of Mmes., Messrs; see also academic, ecclesiastical, military, naval, and official titles.
38. *Years*: When referring to college classes — '26 graduate, BA '50, also 1851-61.
39. *United States of America*: When used after military or naval titles or as part of official title, name of vessel, or readily recognized government agency — Lieut. John Brown, U.S.N.; U.S.S. Montana; U.S. marine corps.
40. *U.S.S.R.*: May be used for Russia.
41. *United Nations*: UN; also its important agencies if commonly known—UNESCO.

C. *Do not abbreviate*:

1. *Business firms*: Co., Corp., or Bros. unless commonly used in title.
2. *Cents*: Except in financial section, 45 cents, not $.45, 45 cts., or 45c.
3. *Christian names*: Except in corporate titles, spell out Chas., Wm., Geo.
4. *Christmas*: Xmas is to be used neither in stories nor headlines.
5. *College courses*: Mathematics, not math; political science, not poli sci.
6. *Countries*: Except U.S.A. or U.S. and U.S.S.R.
7. *Fort*: Fort Collins, Fort Ticonderoga.
8. *Measurements*: Spell out, unless otherwise indicated.
9. *Per cent*: 45 per cent, not 45% or 45 percent; don't use per centum.
10. *Point*: West Point.
11. *Port*: Port Said, Port Townsend.

CAPITALIZATION

A. *General Rules*:

1. Use capital letters sparingly, following down style unless otherwise indicated.
2. Titles in lists of persons holding positions are published with names preceding positions — Frank Booth, president; David Ormiston, vice president; William Bancroft, treasurer; Kenneth Ehrman, treasurer.
3. Long titles seldom are used before the name, but they may be used with U.S. cabinet positions — Secretary of State Acheson.
4. Acting, ex-, and former are not capitalized when used with titles — former

President Herbert C. Hoover, ex-Governor Harold Stassen; acting Dean Rudyard Rutherford.

B. *Capitalize thus*:

1. *Aircraft*: Flying Fortresses, B-29.
2. *Animals*: Proper names of pets, farm animals, racing horses, etc. — Rover, Phar Lap, Dobbin.
3. *Article*: When abbreviated — Art. 1; also Chap. 1; Sec. 1, Fig. 1, Vol. 1.
4. *Associations*: Only when they precede the rest of the name or are within the name — Association of Commerce, National Council of Teachers of English, but Merchants association, National Safety council.
5. *Astronomy*: Planets except the earth, but sun, moon, milky way.
6. *Athletic teams*: Wildcats, Red Sox, Golden Bears.
7. *Automobiles*: Ford, Packard; but use only when essential to news stories.
8. *Books*: "Exploring Journalism," "Newsmen at Work." (But in book publishing usage — *Exploring Journalism.*)
9. *Breeds*: Distinguished parts of names: cats — Maltese, Manx, Siamese; dogs — Boston bull, great Dane, Scotch Collie; cattle — Holstein, Shorthorn, Jersey; hogs — Chester White, Poland China; poultry — White Leghorns, Rhode Island Reds.
10. *Buildings*: Distinguishing part when it precedes the name — Chimes building; Paramount theater — not theatre; Union station; Hall of Fine Arts; Archbold stadium; White House, Quirinal, Vatican, Yates Castle, Blue room, Executive mansion; but post office, city hall, county building, state house.
11. *Characters*: In books, plays, operas, comic strips, radio programs, etc. — Hamlet, Dagwood, the Great Gildersleeve.
12. *Chemical compounds*: N_2O; but hydrogen, oxygen.
13. *Churches*: Also cathedrals, tabernacles — Wesley chapel, Calvin Presbyterian church, St. Peter's cathedral, Bahai temple, but Church of the Transfiguration.
14. *Chinese names*: With last names first — Chiang Kai-shek, Sun Yat-sen.
15. *Cities*: When city is part of name, except New York city — Salt Lake City, Marion City, Kansas City.
16. *Common nouns*: When commonly used as adjectives — french pastry, french fried potatoes, arabic numerals, bessemer steel, india rubber, morocco leather, panama hat, paris green, prussic acid, roman type, scotch whiskey, but English language, Russian history.
17. *Colleges*: College of Business Administration, but San Jose State college.
18. *Corporations*: John Smith company or John Smith corporation.
19. *Days*: Sunday, Thursday, Ash Wednesday, Good Friday.
20. *Debates*: Resolved: That the U.S. Senate be abolished.
21. *Degrees*: When abbreviated—A.B., M.S., Ph.D., but bachelor of arts, master of science, doctor of philosophy.
22. *Deity*: God, Holy Spirit, Jesus Christ, and personal pronouns — but not adjectives referring to deity, not deities of pagan religions.
23. *Denominations*: Methodist, Catholic, Mormon, but infidel, atheist, unbeliever, agnostic.
24. *District*: Second congressional district, but 10th district.
25. *Documents*: Constitution, Declaration of Independence, Bill of Rights, Magna Charta, Social Security act, Atlantic Charter, Monroe Doctrine, New York State constitution.
26. *Educational institutions*: Syracuse university, but University of California, Menlo junior college; Marysville union high school.
27. *Epithets*: Alexander the Great
28. *First words*: In sentences, direct quotations, and lines of poetry.
29. *Flags*: Stars and Stripes, Tricolor, Stars and Bars, Old Glory.
30. *Flowers*: See plants.

31. *Geographic regions*: Occident, Orient, Far East, New World, Loop, East side, trans-Atlantic, Barbary coast, Pacific slope, Deep South.
32. *Holidays*: Fourth of July (not July 4th), Christmas (not Xmas), but dollar day, old home week.
33. *Lectures*: "One World Now," "A Look at a Book."
34. *Magazines*: Time, Quill, Editor & Publisher.
35. *Magazine articles*: "Women Editors — Why?"
36. *Nationalities*: Scottish, Chinese, Mexican.
37. *Newspapers*: the Stanford Daily, the Denver Post.
38. *Nicknames*: Persons — Ramon (Silent) Ramirez; pets — Slick Chick; clubs — Cardinals; teams — Bill Orange; states — Evergreen state; East side, Salt city, Hoosier, GI, Old Hickory, Manassa Mauler.
39. *Organizations*: Distinguishing words only unless others precede them — Boy Scouts, American Legion, Community Chest, Camp Fire Girls, Epworth league, Sunday school, Child Welfare association, Liberals club.
40. *Paintings*: "Mona Lisa," "Spring in Big Bend."
41. *Personification*: Of colleges, cities, states, etc. — Old Sol, Mother Nature.
42. *Pets*: Pretty Face, the cat; Coco, the dog
43. *Plants*: Horticultural varieties — apples — Delicious, Baldwins; pears — Bartletts; roses — American beauties; Reid Yellow Dent corn; Valencia oranges.
44. *Plays*: "The Iceman Cometh," "Front Page," "The Taming of the Shrew" (But in book publishing usage, *The Taming of the Shrew.*)
45. *Political organizations*: Republicans, Democrats, Democratic party, Socialists, Communists — when actual party affiliation is indicated.
46. *Press Associations*: Associated Press, United Press, International News Service.
47. *Proper names*: Of persons, places, things, as indicated herein.
48. *Publications*: Newspapers — the Denver Post; magazines — *The Ladies' Home Journal*; books —"*Effective News Reporting.*"
49. *Pullman*: Wenatchee.
50. *Races*: Negroes, but the black race; use only when essential to news and never disparagingly.
51. *Radio stations*: WAGE; or station KNBC.
52. *Regions*: central New York, northern California, southern France, Holy Land, Back bay, Nob hill, the South; see also geographic regions.
53. *Schools*: School of Speech; Quincy high school.
54. *Sermons*: "Gild on Guilty Men."
55. *Ships*: USS Texas, Old Ironsides, the Queen Mary.
56. *Statuary*: Rodin's "Thinker."
57. *Streets*: S. Scher st.; First st.; 10th ave.; Taliaferro blvd.; Hutchins lane; but the Street personifying the financial district; Unter den Linden; Rue de la Paix, No. 10 Downing Street.
58. *Titles*: When they precede names — Principal Pedro Osuna, but Arthur Butzbach, principal; Wac Jane Chase, Wave Ruth Beck.
59. *Trade names*: Names of brands — Birdseye frozen foods, Old Golds, Milky Way; avoid use in news stories.
60. *Union*: To refer to the United States; also Republic to refer to the United States, but national government, federal government.
61. *Unions*: American Federation of Labor; Congress of Industrial Organizations.
62. *United Nations*: UN.
63. *Wards*: First ward, 10th ward.
64. *Wars*: Franco-Prussian war, World War I, World War II.

C. *Do not capitalize*:

1. *Adjectives* derived from proper nouns: arabic numerals, bessemer steel, bordeaux mixture, french fried potatoes, french

pastry, graham flour, india rubber, plaster of paris, paris green, manila rope, morocco leather, panama hat, prussic acid, roman type, scotch whiskey; but German language, Roman history.

2. *Armed forces*: army, air forces, coast guard, navy, signal corps, state police, Canadian mounted, U.S. army, U.S. navy
3. *Campus terms*: alma mater, alumnus, fraternity, faculty, graduate.
4. *Classes*: freshman, sophomore, junior, senior.
5. *Compound terms*: all-American, anti-Christian, mid-Victorian, trans-Siberian, ex-Governor Baldwin, Senator-elect Ives.
6. *Degrees*: When spelled out — bachelor of arts.
7. *Departments*: of university — department of editorial practice; of government — department of state.
8. *Educational institutions*: When used indefinitely.
9. *Government bodies*: city council, board of supervisors, assembly, congress, senate, house of representatives, supreme court, cabinet, weather bureau, British parliament, student body.
10. *Historic periods*: Christian era, dark ages, colonial period, golden age, 20th century, industrial revolution, renaissance, reformation, paleozoic age, pliocene age.
11. *Medical terms*: arterio-sclerosis, bright's disease.
12. *Points of the compass*: east, west, but S. Wanzer st.
13. *Prefixes*: de, d', la, von.
14. *Religious terms*: heaven, hell, scripture, gospels, biblical, angelic, devil.
15. *Scientific terms*: classes, order, families, genera of plants, animals, insects.
16. *Seasons*: spring, winter.
17. *Titles*: When they are preceded by person's name.

FIGURES

A. *General Rules*:

1. Use figures for numbers — ordinal or cardinal — of 10 or more unless otherwise indicated.
2. Omit ciphers except to line up tabular matter. In time — 6 a.m., not 6:00 a.m.; in money — $4 not $4.00; in per cent — 5 per cent, not 5.0 or 0.5; and in all instances in which ciphers add nothing to clarity.
3. Maintain consistency in use of figures thus: 5 out of 12, not five out of 12; 19,000 to 20,000, not 19 to 20,000.

B. *Use figures for*:

1. *Addresses*: 822 Maryland ave., 203 Yates Castle; 1776 Independence building, Apt. 13.
2. *Ages*: John Smith, 81 (not aged 81), the 9-year-old boy has been an orphan since he was 6 years old; it is his third year in Boulder.
3. *Aircraft*: B-29.
4. *Anniversary*: Ninth anniversary; 50th anniversary.
5. *Armament of vessel*: 16-inch guns; 3-inch pieces; 10-inch mortars.
6. *Automobile licenses*: Without commas — 1 222 333.
7. *Auxiliary adjectives*: 10-pound; 8-inch; 9-foot; 7-year-old; 45-caliber.
8. *Betting odds*: 2 to 1; a 3-1 favorite.
9. *Bible references*: I. Sam. xii: 16-22; Rev. vii: 12.
10. *Cardinal numbers*: Beginning with 10 and up unless otherwise indicated.
11. *Caliber*: .45-caliber (not calibre).
12. *Conventions*: Ninth Annual, 10th Annual.
13. *Dates*: Oct. 14, March 9, not March 9th.
14. *Days of the month*: Cardinal — not ordinal — numbers are used — Jan. 31, not Jan. 31st; March 11, not March 11th.
15. *Dimensions*: 5 feet 10 inches, not 5 ft. 10 in. or 5'10"; 25 by 32 by 13, not 25 x 32 x 13.
16. *Election results*: ayes, 13, noes, 3; by vote of 42 to 8; Smith, 43; Smythe, 42.
17. *Fire companies*: hook and ladder company 6.

18. *Fractions*: Spell out when denominators are nine or less — one-third, but 4/11, except in markets.
19. *Highways*: highway 42.
20. *Historical periods*: Use ordinal numbers — fifth century, 10th century.
21. *House numbers*: 30 Tait ave.
22. *Hours of the day*: 7:30 p.m. today or 7:30 this evening; 10 p.m. Thursday, not 10 p.m. last evening or 10 p.m. last night; 9 a.m. — not 9:00 a.m.; avoid use of o'clock.
23. *Latitude, longitude*: 37 47 28 N.; 122 1 44 W.
24. *Military units*: 5th regiment, 7th army
25. *Money*: 40 cents, not $.40 or 40 cts; $5, not $5.00, $16 million, not $16,000,000; English money: £ 2 9s 2d; 9 shillings 4 pence; six-pence — not 6 pence or 6-pence; for exceptions, see markets.
26. *Oil leases*: Sec. 18, 16-24.
27. *Per cent*: 9 per cent, not 9% or 9 percent or 9.0 or 0.9; for exceptions, see markets.
28. *Political subdivisions*: 10th ward, but fifth Congressional district.
29. *Prices*: See money.
30. *Recipes*: 2 cups of sugar.
31. *Roman numerals*: To designate a king, pope, Bible reference, but not chapters, sections, volumes, figures or tables.
32. *Serial numbers*: dog license 434, motorman 1492, not motorman no. 1492.
33. *Scores*: Oregon 28, Ohio 7; Northwestern 27-21.
34. *Stops*: stop 8.
35. *Street numbers*: 555 W. Main st.; 83½ W. Catalina ave.
36. *Telephone numbers*: 3-9360; University 4554.
37. *Temperature*: 5 degrees above zero.
38. *Time*: See hours of the day.
39. *Wave lengths*: 780 k.c. for kilocycles; 12.45 m.c. for megacycles.

C. *Do not use figures for*:

1. *Cardinal numbers*: Up to 10 unless otherwise indicated.
2. *Expressions*: a committee of one-hundred; ninety-nine out of a hundred; half a billion; one man in a thousand.
3. *Numbers together*: twelve 10-inch boards.
4. *Ordinal numbers*: Up to 10th unless otherwise indicated.
5. *Sentence beginnings*: Supply initial word or spell out figures.

IDENTIFICATION

A. *General rules*:

1. Accurate identification of all names in the news is imperative.
2. Accurate identification of the source of news likewise is imperative, for example, in telephone calls.
3. Avoid any identification that is defamatory.

B. *Identify names in the news thus*:

1. *Academic title*: Dean M. Lyle Spencer of the School of Journalism; Prof. Kenneth Bartlett, dean of University college; Dr. Herman C. Beyle, professor of political science; always use correct academic rank.
2. *Achievement*: Dr. Frank Luther Mott, Pulitzer prize winner, spoke . . .
3. *Address*: Dr. Robert W. Turnbull, 420 Willkie st.; Roger Craig Benton of 1860 Lincoln st.; Melancthon Morgenthau, R. I., Hammonton; Joseph Mordaunt, RFD 3.
4. *Age*: Ezra B. Sedgewick, 91, pooh-poohs progress; 4-year-old Malcolm.
5. *Alumni status*: Wilma Avery, '46 graduate; Faye Farnham, LA '46.
6. *Description*: Bent with age, Mordecai Mallory grimaced.
7. *First names*: Christian name of person as he used it — usually first name and and initials — except for president of United States, governor of the state, and persons so widely known that such identification in superfluous — President Truman, Governor Dewey, Premier Stalin.
8. *Fraternity membership*: Chetworth Chutney, Sigma Nu.
9. *Nationality*: Mrs. Robert Ruthven,

Australian war bride; but never use derogatory terms.

10. *News past*: Laertes Lagomarsino, who swam the English channel in 1933.
11. *Nicknames*: in general news stories only when needed for accurate identification —Nigel (Spike) Nell; in sports stories — Buzzbomb Billings.
12. *Occasion*: Hanley Corning, who will speak at OPA reunion.
13. *Occupation*: Bianchini Capitelli, high school teacher.
14. *Race*: Only when essential and then never in a derogatory sense.
15. *Reputation*: Mrs. Mason Perry, who for 17 years has advocated smoke control; but beware of references which impair reputation.
16. *Relationship*: Miss Charla Clark, daughter of Mr. and Mrs. George J. Clark.
17. *Sex*: A woman known as Theda Thackeray.
18. *Sorority*: Susan Brown, Chi Omega Phi.
19. *Student position*: Arthur Smith, editor.
20. *Student status*: Joyce Wood, LA '47.
21. *Titles*: See also academic, ecclesiastical, military, naval, official titles.

C. *Do not identify names in the news*:

1. *Criminal record*: Refer to a person as a criminal only after he has been so designated by a court decision and then only when his record is of immediate significance in the news.
2. *Diseases*: Avoid statements that a person is suffering from a loathsome or pestilential disease e.g. . . . leprosy, syphilis, hydrophobia, or insanity.
3. *Moral turpitude*: Avoid imputations of immoral or infamous conduct.
4. *Occupation*: Avoid disparagement of a person in his job, trade, office, business, or profession.
5. *Public ostracism*: Avoid statements exposing persons to public scorn, pity, contempt, hatred, ridicule, scorn, or obloquy.
6. *Racial discrimination*: Avoid needless references to race, particularly those which are derogatory.

PUNCTUATION

Apostrophes

A. *General rule*:

1. Use apostrophe where a letter or letters are omitted.

B. *Use apostrophes in*:

1. *Common possessives*: Bird and Merwin's "Newspaper and Society."
2. *Contractions*: Don't, '95. 'tis, won't.
3. *Figures*: early '70s.
4. *Plurals of numbers and letters*: five 2's, three R's.
5. *Possessives*: Except with pronouns, Burn's poems, the Joneses' dog.

C. *Do not use apostrophes in*:

1. *Contractions*: phone, varsity.
2. *Firm names*: Unless used by firm.
3. *Possessive pronouns*: yours, his.

Colon

A. *General rule*:

1. Use colon sparingly.

B. *Use colons for*:

1. *Bible references*: Gen. 1:10.
2. *Explanations* (or enumerations when used as appositives): His favorite heroes were South Americans: Miranda, Bolivar, and San Martin.
3. *Quotations*: When long or formally announced — The governor spoke as follows: "If we want one world now, we must disarm now . . ."
4. *Resolutions*: "Resolved: That we con demn isolationism as . . ."
5. *Subtitles*: American Journalism: A History of Newspapers in the United States Through 250 years 1690 to 1940.
6. *Time*: The Denver Zephyr left at 4:15 p.m.; the car made the first lap in 0:6:13⅛.

C. *Do not use colons for*:

1. *Time*: In flat hours — 10 a.m., not 10:00 a.m.

Comma

A. *General rule*:

1. Use commas only when essential to clarity.

B. *Use commas with*:

1. *Adjectives*: Time style is curt, concise, complete.
2. *Addresses*: 706 Sanchez st., San Francisco.
3. *Adverbs*: He wrote briefly, yet brilliantly.
4. *Appositives*: Leland D. Case, editor of The Rotarian, said . . .
5. *Complex sentences*: To separate dependent and independent clauses, when the former precedes the latter.
6. *Co-ordinate clauses*: To separate them when linked by an, or, but, for, nor.
7. *Direct quotations*: "If atomic bombs are here to stay, men are not," he asserted.
8. *Directive expressions*: To enclose them — "California, however, cannot accept . . .;" Freedom of the press, of course, is the first freedom . . ."; "Liars, we discover, use statistics too . . ."
9. *Election summaries*: "Brown, 30; Browne, 28."
10. *Main clauses*: See co-ordinate clauses.
11. *Misleading combinations*: "Inside, the editor heard the teletype."
12. *Non-restrictive modifiers*: "Senator Ampersand, who favored a low tariff, denied . . ."
13. *Parallel clauses, phrases*: "If war comes, if bloodshed mounts, if chaos overwhelms, we must blame ourselves . . ."; "With a clear head, with firm hands, with a courageous heart, he faced the intruder."
14. *Parenthetical elements*: See addresses, appositives, directive expressions.
15. *Participial phrases*: "Trouncing his opponent, he won his title . . ."
16. *Series*: "Positions of the wrist in fencing are termed prime, seconde, tierce, carte, and quinte."

C. *Do not use commas with*:

1. *Addresses*: Before of—"Kenneth Knight of Sebastapol."
2. *Junior*: "Truman Hannegan Jr."

Dash

A. *General rule*:

1. Use dash sparingly, for often its use indicates loose construction of sentences or ignorance of punctuation rules.

B. *Use dash with*:

1. *Datelines*: See wire copy preparation.
2. *Emphatic pause*: "I went to cover an obit and I brought back — a front-page scoop!"
3. *Parenthetical words*: "The comics — uncomic as usual — dealt with violent death, torrid romance, and business intrigue."
4. *Testimony*: "Q.—Did you see Chase slug Mill? A.—No."
5. *Unfinished sentences*: "As he expired, he gasped, "All I want is—"

C. *Do not use dashes*:

1. *Commas*: When a comma will do just as well, avoid the dash.

Hyphens

A. *General rule*:

1. Use hyphens as little as possible; that is, only when specifically indicated.

B. *Use hyphens with*:

1. *Adjectives*: widely-known, 9-year-old.
2. *Compound dates*: 1946-50.
3. *Compound words*: With these prefixes or suffixes — brother-, by-, cross-, -elect, extra-, father-in-, great-, half-, mother-, open-, public-, quarter-, -rate, self-, sister-.
4. *Compound words*: with prefixes to proper names — un-American, pro-German, anti-Russian.
5. *Figures*: one-fifth, twenty-seven, eighty-eighth.
6. *Measurements*: If used as adjectives — 6-foot ladder.

C. *Do not use hyphens with*:
1. *Compound words*: commonly written as one word, or as two words without the hyphen.
2. *Titles*: vice president, editor in chief, attorney general, but captain-elect.

Interrogation Point

A. *General rule*:
1. Use interrogation point only when questions are asked.

B. *Use interrogation point with*:
1. *Questions*: Actual or rhetorical.

C. *Do not use interrogation points with*:
1. *Exclamation point*: to express amazement or doubt — !?!

Parentheses

A. *General rule*:
1. Use parentheses and brackets seldom.

B. *Use parentheses with*:
1. *Newspapers*: To indicate location — Marysville (Calif.) Appeal-Democrat.

C. *Do not use parentheses with*:
1. *Commas*: Use commas instead if meaning is just as clear.

Periods

A. *General rule*:
1. Observe standard practice unless otherwise indicated herein.

B. *Use periods with*:
1. *Abbreviations*: See abbreviations.
2. *Decimals*: 231.14.
3. *Declarative sentences*: To end sentence.
4. *Imperative sentences*: To end sentence.
5. *Money*: $5.10.
6. *Omission of quoted matter*: Use three periods — "Chaos or communism . . . will submerge the individual."

C. *Do not use periods with*:
1. *Abbreviations*: See abbreviations.
2. *Nicknames*: Butch. Billings.
3. *Per cent*: 45 per cent, not .45 per cent.

Quotation Marks

A. *General rule*:
1. Use punctuation marks within double quotation marks, but outside single quotation marks.
2. Use quotation marks at the beginning of each paragraph of an extended statement, but at the end of only the last paragraph.
3. Use quotation mark at the end of every quotation.

B. *Use quotation marks with*:
1. *Articles*: In magazines — "One World Now."
2. *Books*: except the Bible, Koran, Talmud — "News Gathering and News Writing." (In book publishing usage, book titles are put in italics without quotes.)
3. *Coined words*: If not generally recognized — He was a member of the "Renobility."
4. *Direct quotations*: "Where the press is in fetters, so are the souls of men."
5. *Irony*: His "limousine," I found, was really a jeep.
6. *Lectures*: "Radio Advertising — Bane or Boon?"
7. *Motion picture films*: "The Road to Bikini."
8. *Paintings*: "Mona Lisa."
9. *Poetry*: If quoted — the first line of each stanza.
10. *Radio Programs*: "Inflammation, Please."
11. *Speeches* (and sermons): "Golden Rule or Rule of Gold?"
12. *Statuary*: "The Thinker."

C. *Do not use quotation marks with*:
1. *Characters*: In books, plays, movies, radio programs.
2. *Copy*: When set in narrower measure or smaller type.
3. *Magazines*: Coronet, Successful Farming.
4. *Names*: Of pets, pullmans, ships, etc.
5. *Newspapers*: The Denver Post.
6. *Nicknames*: Manassa Mauler.
7. *Slang*: bobby-soxer.

8. *Teams*: B team.
9. *Testimony*: Q—Who was the newspaperman I saw you with? A.—That was no reporter; it was Kilroy.

Semicolon

A. *General rule*:
   1. Use semicolons sparingly.

B. *Semicolons with*:
   1. *Addresses*: In series — Francis Holland, San Francisco; Jane Yingling, Albuquerque; William Ehling, Cheyenne.
   2. *Clarity*: In sentences in which it is needed for clarity.
   3. *Co-ordinate clauses*: If not connected with and, but, for, nor, or, neither.

Appendix III

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This bibliography indicates the major books the authors found helpful in preparing *Newsmen at Work*. It is not a complete record of the books on news. Such a listing may be found in *The Journalist's Bookshelf* (Chicago, 1946) and its annual supplements.

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