

Matters of Newspaper Policy
YAKIMA DAILIES

Business Stories - Most business stories are going to have to be treated on an individual basis. However, gimmicks by established businesses which are strictly promotional should be avoided. If an established business is doing something that is new and original, it probably can be used. When a business is enlarging, expanding, building or re-building, that can be used. Changes in top management are all right, too, but minor promotions or sales-man shifts are to be avoided.

Club News - Activities of women's clubs, garden clubs, 4-H clubs, granges, service clubs, etc., are of interest only to their rather restricted memberships. Consequently, we do not do stories on their meetings unless the speaker or activity is of general interest. Then we treat the story on the basis of its news value.

Conventions - We get them in and out of town. If, however, any of their speakers or activities are of general interest, we treat the stories on the basis of news value.

Drives, sales and bazaars - This is a tricky one. A good general rule is that we do not provide free publicity for organizations seeking to make a profit; nor do we provide publicity for organizations involved in a commercial enterprise, although charitable, if the enterprise is in competition with established business. In cases of the arts or in cases where the enterprise is not in competition with established business, a more liberal policy may be followed. Also in cases where relatively large groups are engaged in handling used products, such as the annual Rotary Club suit sale and the YMVA book sale, a liberal policy may be followed.

Divorces - We use the decree, not the filing.

Drunken driving - Instead of "drunken driving" we say "driving while under the influence of intoxicants."

Funerals - In Valley funerals we do not use the time of funerals; in out of Valley stories we do if available, but we do not chase.

Garnishments - In case a bank account is attached, we do not use the name of the bank. We use "an account in a local bank." The precise bank is not germane to the story.

Honor rolls - We use end of semester rolls only.

Juveniles - We do not use the names of juveniles in crime stories unless the juvenile is to be treated in court as an adult.

Malpractice suits against doctors - We do not touch these until after a verdict has been reached against the doctor.

Medals - We do not run pictures of posthumous awards to servicemen unless the medal is a Congressional Medal of Honor or one grade below. Stories on such awards are OK.

Phone numbers - We do not run telephone numbers in stories as numbers to call for reservations, further information, etc.

Professional men - Specifically doctors and lawyers. When young lawyers pass the bar examination we use their names; when a public official goes into private practice, either alone or as a member of a firm, we use a brief story on that. However, when new lawyers or doctors move to town and when doctors or lawyers make new affiliations, we do not use stories.

Scholarships - To warrant the use of a picture, the scholarship must amount to at least \$500. Stories on lesser grants are all right.

Sex crimes - We do not use the names of victims except in filiation actions. In such actions, the victim is a willing party to the act and, by the filiation route, is trying to obtain support for the offspring.

We use the specific crime in all cases except incest which we call a morals offense. To pinpoint the crime as incest is to name the victim.

Ticket price - We do not use.

Trade names - We do not use unless germane to the story.

Trips - We do not advertise that a person is on a trip. To do so is an open invitation to burglars to help themselves.

Who's Who - Listings in "Who's Who" we do not use. Almost anyone can make the grade upon payment of a fee.

Wills and Estates - We treat sparingly. We note that a specific will has been filed for probate and we give the appraised amount of the estate but we do not name the devisees nor what they will receive. Occasionally, there are exceptions, as in the case of a person leaving a million dollars to a cat.