

Names and titles of newspaper executives who were exceptionally courteous and helpful, are listed. These do not include all the ones, and in some cases are men I have previously known.

I believe that a note from the publisher would aid in stimulating contacts that might be increasingly advantageous. Of all of the contacts made, only two had ever been in Yakima. Many expressed the belief that such trips would be productive to themselves, but they had been "putting it off." Some had difficulty in connecting Yakima with any specific state or area.

1-Malcom Epley, managing editor. Frank Jenkins, publisher, Klamath Falls Herald and News (only Oregon paper visited)

2-Paul Bodenhamer, Redding Record Searchlight, Redding, Calif.

3-Myron V. Depew, city editor, Sacramento Bee, Sacramento, Calif.

4-Luther E. Gibson, publisher, Wyman Riley, managing editor, Vallejo News Chronicle, Vallejo, Calif.

5-Modesto Bee, W.B. O'Shea, business manager (former Visalian) Modesto, Calif.

6-H.R. McLaughlin, managing editor, Fresno Bee.

7-Jim Day, managing editor, Bakersfield Californian, Bakersfield, Calif.

8-Kenneth S. Conn, editor; Ross Miller, managing editor, night, San Jose Mercury Herald.

Klamath Falls, Oregon.

Klamath Falls Herald and News. Evening paper. Circulation 12,044.

City area 25,495. Trade area 66,781. Frank Jenkins, Publisher.

Malcom Epley, managing editor. Radio station KFLW operated ABC network in newspaper plant.

Newsplant remodeled. Started as \$40,000 to \$50,000 project, ended over \$100,000. Very neat and compact plant, although crowded.

New plant in making.

Cafeteria operated by hiring ~~persons~~ person to cook, serve etc.

Coffee purchased by company, made available for morning coffee session. Executive session held in small room around coffee cups.

AP Wirephoto cleared by toll charge from Portland. Cost variable strictly according to toll.

Photography: One photographer used, should use two. Pay rate \$55 and he is permitted free lance which brings him in \$10 to \$40 extra a week. One hundred pix ? published during one week.

9:30 a.m. picture.

Staff of six in news room One is \$40; rest \$62.50. Only one beginner or trainee. Practice is to hire experienced persons. Non-guild.

Shop: Six machines.

Two editions published. Plan to move to three editions to cover points in California and Idaho where sparse population exists but where other papers are start coming in. This made possible through train schedule changes, speedup etc. Expect to hit 16,000 circulation. Present 2:30 p.m. edition, sometimes earlier, hits down to Dunsmuir, Calif. Present 3 p.m. edition, sometimes slightly later, is local.

Staff works 35 to 44 hour week, depending on need. Jenkins and Epley both contribute to paper through writing. Six day operation. Proof reading done in shop, but is non-union. ~~to~~ \$32 and \$38 paid.

Two proof readers used, were formerly in news department.

Universal copy desk, of own manufacture, used.

Competition: S.F. Chronicle, Oregon Journal, Oregonian^R, S.F.

Examiner.

Redding (Northern California)

Redding Record Searchlight (Scrips-Howard) Circulation 6,337; city area 9,619; population 8,109 (10,000 estimated current) Trading area 28,800.

Paul Bodenhaner, publisher.

Editorial room costs figure 22 per cent of gross. This figure does not include editorial share of telephone service charge, lights, rent, janitor, etc.

Newsroom staff of six, plus publisher who writes editorials, stories, features , covers some luncheon clubs and takes some pictures ~~work~~ on 48 hour week basis. Salary range \$40 for beginners to \$65 for top. (not executive)

Two editions published daily, 1:30 p.m. and 3:15 p.m. Workday starts at 8 a.m. with exception of sports and some telegraph. Machines start at 8 a.m. in back shop.

Photography and engraving: Photography done by staff members; engraving by apprentice. Photographic supply costs, including film, chemicals, flash globes run \$15 to \$20 a month. No set number of pictures but spot news field is covered with frequent page 1 pix.

Outside competition: Mainly Fresno Bee, 175 miles distant. Bulldog edition laid down around 6 p.m. Bee correspondent in Redding makes up to \$110 a month on flat basis plus space. Anticipate laydown of Bee in Redding by airplane when conditions permit.

Country correspondence: Doubt expressed over news value as such. This is a change in thinking over years past. Man covers neighboring communities to pick up feature stories, crackerbox material and do photographic work. Provides own car for which expense is allowed. Mileage is 6 cents (Gasoline price 3 to 5 cents lower than in Northwest)

Shop scale \$1.25.

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Plans for building sidetracked because of material costs, etc.

Sight remodeling program has been completed at far in excess of estimates.

Chico (Northern California)

Chico Record. Morning and Evening. Started under new management one year ago. Entered evening field. Has gone from 2,000 class to 6,500 class on expensive paper. Chico population listed at 9,287 but clearly hits 16,000. City area listed at 13,240. Trading area 24,611. Paper owned by Beaubaire and Topping of Hanford, Calif. and publisher is Arch Nichols, formerly advertising manager of Visalia Times-Delta.

--- Fredericks, formerly co-publisher of Bremerton Sun? business manager.

News room : nine on editorial staff. Six reporters work news assignment for evening paper and three for morning on makeover basis. Reporters paid \$50; desk men \$65 along with top reporters.

Circulation estimated to be 10,000 to 12,000 when newsprint etc. permits. Much of the circulation gain from 2,000 to 6,000 class has been on \$110 and \$210 newsprint (that price before current boom)

Class ads, editorials, etc. including comics, picked up.

Sacramento

Sacramento Bee. Circulation 85,450. Population 105,958. City area 119,984. Trading area 300,658, extending 175 miles or more in north-south directions. Fred B. Moore, managing editor. Myron V. Depew, city editor. J. Brown Mahoney, public relations.

Depew, city editor, working executive.

City room: includes telegraph desk, desks for reporters, slot desk.

Society: Separate room, clears through city. Society closes at 1 p.m. for next day. Editorial page closes 1 p.m. for next day. Wait for mat before clearing page on day of publication. News room crew starts to work at 7:30 a.m. Three editions published: first: 9:30 to 10 a.m.; second, 1 p.m.; third, 3:15 p.m. (to get baseball)

Eight to 12 galleys of Superior California news picked up from 10 a.m. edition to run through other editions. Tie-in connections, former residents etc. news value, names, listed as editorial reasons for pickup of such news.

Valley department (Superior California) Four-man crew and 125 correspondents. Farm news, spot, handled as such, with valley or city staff clearing. Rest held for Saturday pages. No Sunday issue.

City desk keeps society lined out on art and good stuff. Constant attention necessary according to Depew and ~~Depew~~ E.

Guild paper: Better off without it, and full reasons listed by several executives.

New building : held off because of cost.

News room space, half again as large as Rep-Herald. Valley, sports and main society in small, separate offices. Twenty-two persons in newsroom. Equipment slipshod.

Personnel work: hiring tips from two department heads:

Bee has firm policy against rehiring. Reasons given.

Training: Believe it will be necessary to break precedent and set up own training program. This, because of lack of quality men. Only quality men, sifted through several sources, find employment. Little chance to obtain supply of competent men seen. Age bracket of 35 to 40 considered best in news employment. Attempt to interview all resigning employees if possible, as check on superiors.

Radio: Four FM applications through in Sacramento.

Circulation: street sales not pushed. Attempting to get back to more automobile routes which admittedly have built up Bee circulation throughout Northern and Central California.

Farm department: Combined with radio. Farm editor serves as farm editor of all Bees, including radio stations where farm programs are developing rapidly. Train men at Sacramento and place them. Find good farm men few and far between. Sometimes spend up to nine months training man for spot, then find he jumps gun to top job elsewhere. Just about caught up on that kind of procedure. Have confidence in continued good farm situation although admit setbacks in store, sooner than generally anticipated. Picture taking for farm work, discouraged by any but competent cameramen. Reason: People more accustomed to good pictures in papers and magazines and you belittle yourself to run amateur pictures.

Morgue: ~~Revised~~ Four employees. Needs revision. Scattered through several offices. Metal, 1 and 1-2 col alone saved. Clips: Main work, old form, kept on outside racks, become dirty. Now, all morgue material converted into cabinets as rapidly as possible. Files three rows wide inside each drawer. File by name and division; lots of cross filing necessary.

Library: Total of 1,000 books kept under lock when librarian is absent. Used by families. Very popular.

Music: Wired to all departments. Provided by platter table and special service. Girl plays records for various departments, one type of music for one, another for separate department. Test after few weeks and repeated test showed music highly in favor. Soft music played for editorial room. Mechanical department gets snappy music.

Lounge: Off cafeteria, only room in building where smoking permitted. This due to combination of fire laws and insurance entanglements. Had several close calls previously.

Cafeteria: Coffee served up to 10 or 10:30 with all employees encouraged to take time out. Thereafter, lunch served only at cost of 30 to 40 cents.

Newsroom scale, etc: Guild contract in possession.

Associated Press Wirephoto, San Francisco.

Regular Associated Press photo men handle the service and clear 50 pictures a day through San Francisco. Mats are made up in San Francisco and mailed out by the time the pictures have cleared, in Seattle, Spokane and Portland. Four to seven of the best pictures are selected for the mat service.

Pictures are received either as positives, which can be sent direct to the engraver after developing, or as negatives, which have to be printed to become positives. Use of positive receiving machine cuts costs and saves time. Associated Press and Acme work on direct plates. Both are experimenting with plastics which will be introduced in half year to a year. This will permit plastic cut to be made on receiving machine instead of positive or negative and this plastic cut can be turned over directly to the backshop.

Associated Press wirephoto mats are cleared at night or early evening. Clear through Portland at 8:20 and 8:40 via plane. Airmail, at \$2.75

a week difference, would possibly speed up delivery. Mat service for the west is contingent on the wire photo operation.

Camera tips.

Standardization of equipment to 4 ~~or~~ 5 cameras has been found most practical. Camera described as Speed Graphic with Solar for flashwork. Other types of flashguns have been found impractical. No ranger finder use permitted on staff. "Guess" system used. Camera should be held to the shoulder, tight, at time of exposure. 5 1-2 inch lense used for ordinary work, 8 inch lense for longer range use and 12 to 14 inch lense for sports such as football. Graflex used for sports activities. Lenses mounted on interchangeable lense boards.

One film pack or two, with 12 films each, and film pack adapter carried as standard equipment each time cameraman leaves the office. This, for emergency use or when going out to cover parade or some activity that

requires numerous exposures, is time saver and a "must" with the AP. This system has frequently brought photo beats for photographers who normally would be returning without unexposed film to use if they should bump into good spot news pix like accident, etc.

Mug shots etc. taken in shade without use of photoflash bulbs when conditions permit. All mug shots taken at ~~approx~~ arm length. Each camera marked with focus mark for individual cameraman to designate arm length, and this is also time saver, etc. Camreamen use same equipment, taking care of it etc. as if it were their own. This has eliminated mussed up equipment and has prolonged equipment.

Dark room tips.

Associated Press has found that it is important to change chemicals regularly. This is aided by fairly even flow of amount of negatives and pictures through chemical tanks. Thursday is chemical change day.

Film dryer is simple arrangement with fan and heating unit attachment. Speeds up picture work and aids in dry printing from negatives instead of wet printing.

Dryer for prints is flat stereo board which takes care of six prints at one time.

Two dark rooms are used. Absolute dark room not found necessary for laboratory work. Double set of trays used. Same enlarger used.

News setup, United Press bureau, San Francisco News building, S.F.

Four state bureaus operate in Washington, Seattle, Spokane, Tacoma and Olympia. Seattle is the principal bureau. Olympia fills in during legislative session. Spokane covers eastern Washington.

Daywire, trunk, serves both Portland and Seattle. Portland is relay point. Trunk opens at 1 a.m., continues to 3 p.m.

Night wire is known as 7505-W(W for West) It is filed in San Francisco and runs from Phoenix to Great Falls Montana.

Three night bureaus operate in Washington, Portland, Seattle and Spokane. World News clears out of San Francisco. There is a three-hour split each night. Wire 7605E opens at noon and runs until 1 a.m. Relay opens at 3 p.m.

Salary scale:

First year men \$40; Second year \$45; Third year \$55; Fourth year \$65; Fifth year \$77.50; Sixth year \$87.50. Individuals can go higher. (\$100 scale) Frequently find that two or three year men top oldest in point of service in ability.

Auto expense of 8 cents a mile paid.

Night differential runs 5 per cent of regular salary.

Six holidays observed under guild contract and time and one-half is paid. (Trick clause on holidays) Overtime found killing. Building up entire staff of six year men kills budget. Supply of young men found at Stanford and California universities. Take on regular college men to build up. Find that they develop more drive etc. in two years than customary "oldsters."

Applicants for jobs are asked to fill out questionnaire. The rapidity with which application is completed, with minimum of questions etc. asked is guidepost to alertness of applicant. This, generally, has been proven ~~time after time~~ over long period of time.

News employes have contract open to entire staff. Only three to five on entire staff carry guild cards . Guild agents show up frequently to gain new members, pointing to benefits guild has achieved for entire group, etc. The guild does all negotiating and comes in and asks for memberships on that basis.

Vallejo (Northern California, across bay from San Francisco)

Vallejo News Chronicle, evening, 20,652 circulation.

Times-Herald, morning, 21,512 circulation.

Vallejo city area listed in Editor and Publisher as 88,412 .

Luther E. Gibson, publisher (also in radio) Wyman Riley, managing editor.

Operations carried on in crowded uptown location. Printing and presswork carried on ~~at~~ separate location. Fire destroyed part of facilities.

Building plans well along. Will house everything under one roof.

Two papers are published for the price of one and subscribers receive each, delivered by carrier boy. This has turned back all S.F. opposition and chased other newspapers in town out of business. San Francisco papers, which hit Vallejo with various editions, now limited to street sales from previous heavy subscription lists. Metropolitan ideas followed.

Evening paper is published five days a week. Morning paper is published seven days a week. Morning paper , as of April and May, 1947, running 150 pages a week and evening paper 90 pages a week. Heavy curtailment coming along because of few days inventory of news stock. Letters dispatched to all advertisers explaining situation.

No news or advertising duplicated in either the morning or evening paper.

Gibson does layout work for special Sunday section.

Guild has been in Vallejo for two years. Very ⁱⁿ ~~is~~ satisfactory.

Emphasis placed on pictures of local nature and AP wirephoto.

Gibson accompanied advent into newspaper field with modernization of news, bringing local news to metropolitan status.

Sports handled only in A.M. paper. Two men employed in sports department.

Society used extensively in evening paper only and heavy in Sunday. Sunday deadline: all society in by Friday noon. Editorial page deadline

for Sunday is Friday. Feature deadline for Sunday is also Friday.

All wire services, UP, AP and INS used. INS used extensively in Sunday edition. All news operations, an admitted madhouse, carried on out of room not larger than 12 by 20 feet. Same news room facilities used by individual crews. Managing editor in charge of both papers, has separate office. City editor in charge of the morning paper.

Salary scale: year men, \$47.50. Five year men \$68. Overtime fairly regular. One photographer, at \$69, gets regular check of \$100. Photographer needed and extra one is being secured.

Sports, in a.m. paper, runs two pages daily, seven days a week. Class adds, one page of separate comics used in a.m.

Society, in afternoon paper, runs two to three pages daily, five days a week and ^{or more} eight pages on Sunday. Picture section page and page of society news pictures carried on Sunday. Daily sox deadline 10 a.m.

Staff of not more than 16 persons takes care of both papers.

Photographer works from 1 p.m. until 10 at night, part of the time and has free day for assignments on other days.

Two engravers employed. Pictures run larger than in usual paper and plan is to expand photography.

Proofreaders, formerly in news dept., transferred to backshop but same girls hired and same mistakes occur. One proofreader used day, one night and one used as swing.

Deadlines: Most copy for afternoon paper in 11 to 11:30 a.m. and city cleanup completed 12:30 to 1. Paper locked up at 2 and rolls at 2:30 p.m.

Deadline for A.M. paper is 10 p.m. Windup at 11 but can handle late news up to 12:30 a.m. Lockup at 1 and press rolls at 1:15 to 1:30 a.m.

Correspondents, to handle adjoining counties, work full time in some cases and some work three days as a flat basis. State page and county page of news carried.

Pay differential of \$5 a week paid for photographer and car allowance or to newsmen using own cars. Insurance split. Photo costs, including materials only, run about \$90 a month. Standing order on size of pictures when being made by engraver is to "add one column for the publisher

Wire photos cost \$70 a week

Afternoon paper, feature page replaces editorial page. Datelines eliminated from a.m. paper.

Publisher working on radio expansion, news expansion. Works closely with civic organizations, etc. but plays news for what it is worth.

Modesto Bee (Central California)

Modesto Bee, 16,648 circulation. Evening . City area of 24,814 served. Trading area of 94,234 served. Harry E. Conway, managing editor. W.B. O'Shea, business manager, long-time family friend , former Visalian. Paper situation, poor. Sometimes as low as 10 days or even less on inventory. Restricts entire operations. Advertising turndown hits from 200 to 1000 inches daily.

Two editions published, first 12:30 a.m. to serve entire county in which indications point to 20,000 circulation when paper permits. Closing time for news 11:30. Second and home edition rolls at 3:15 to catch baseball. Closes on local news at 2:45.

Circulation claim of 18,000 now compared to 16,648 listed in 1947

Editor and Publisher. Aim to hit 22,000 in two to three years.

Paper carries from 56 to 58 col of news in 16 pages. Job situation still tight, rarely find suitable man.

Scale: Paper is non-Guild. Salary scale starts at \$48 and ranges up to \$72 for old timers as reporters and desk men, also assistant dept. heads. Sacramento Bee Guild contract is kept on file and efforts are made to "beat" Guild negotiation demands to punch by giving voluntary raises in worthy causes.

Society: department uses two employees. One page of society produced daily. Two pages produced Saturday. (no Sunday paper issued)

All society copy is cleared day previous to publication . Editorial page also closed day previous. This permits backshop to get out on schedule. Battery of 10 machines.

Sports: 2 1-3 man used on sports. Sport page made over from morning edition to afternoon home edition. Sports power, extra, needed because of baseball league.

Photography: Limited now intentionally, due to paper shortage, but

2-Modesto:

have plans to build up photography when conditions permit. Man working in class ad department now used for spot news coverage on pictures.

Commercial photographs purchased from outside source of weddings, public events etc. at customary rate in Modesto of \$3 a print.

Newsroom operates on five-day basis. Found 6:40 hour, six-day week impractical from working standpoint as well as production. Find use of swing men more practical on five-day deal than mixing up employees.

Country correspondents: String of 30 carried on space or full time to give complete news coverage throughout the entire county. One man in office handles incoming letters, sent both by mail and stage, and telephone calls on spot news.

Library: Created on orders from Sacramento against wishes . O'Shea has found that it is now highly in favor with employees and their families and is now very desirable. No charge is made on books but penalties are collected when books are kept overtime (past two weeks.) Dozen top magazines subscribed to. These , with main papers of the area kept on file. Sacramento prescribed set of classics which have been popular with staff members. Library filled in with popular fiction. Book bill for each month runs around \$50. Library is maintained by woman keeping check on ~~000000~~ clip material for reference, etc. Sox girls file metal

Building plans: Plans drawn for one-half million dollar building. (Figure does not include equipment) One-half block site owned by company on which school building now stands. School building will be used as adjunct to new building and will be remodeled to house Bee operated radio studio and some commercial phase of new building (engraving perhaps) Matter of parking for employees has been taken into consideration in building plans. Bee is campaigning for off-the-street parking, as also are merchants, and this procedure is in line with most congested California cities where building plans are being made by both newspapers and commercial businesses.

Paper spends from 20 to 23 per cent of gross on news production, anticipates slight upturn due to expansion of services when paper supply permits.

Fresno

Fresno Bee. Circulation 55,600 afternoon, 55,809 Sunday. Serves city population of 60,000 and city zone of 100,491. Trading area service of 347,186 figures additional counties other than Fresno, extending even over Kern county, served by Bakersfield Californian. H.R. McLaughlin, managing editor. Staff of 25, not including copy girls, photogs etc., takes care of editions. Non-Guild paper but influenced by Sacramento Guild scale, keeping within that range. Scale ranges from \$50 to \$70 and overtime is run up in practically all cases. Overtime of four hours paid regularly on Saturday night shift toward Sunday paper.

Sports: three-man staff, with two of the men frequently running into overtime putting them at \$100 a week to cover the job. Sports uses separate office. Sports cuts kept in the sports office along with large sports library. Deadlines for Saturday night is 10:20 and 11:20 p.m. (looking toward Sunday edition)

Two full-time photogs on scale of \$70. Overtime runs up to \$90. Negatives kept filed in boxes in photo room, identification being written serially on them. Master index of photo negs kept by librarian. (Steno) Photogs allowed to resell prints, etc., where there is no competition with commercial photographers.

All photographs as in the case of other papers where photography counts, sent through art department on regular size ratio of 3:2. All wedding pictures, submitted for publication copied in studio. This is same as in other papers. Standard equipment, 4 X 5 Graphics used. Individual camera assigned to individual, no equipment interchanged. Negative holders punch-marked so key to photographer is registered on negative/ Holders numbered. Aerial camera part of equipment which also includes large dark room and photo lab with studio attached. Supply records kept by each photographer daily, submitted in weekly totals. All pix filed in library.

Farm section: Tabloid, currently running 12 pages and carries 550 inches of advertising at premium of \$2.00. Could run 16 to 20 pages with

proportionately heavy advertising if paper facilities permitted.

Farm editor is member of three-man valley staff (all inside desk men) and he makes two half day trips a week, Monday and Wednesday, on farm features. Photo work done by photographer. All farm material, including layouts which go through art department and are all retouched, is Thursday, 3 p.m., for Sunday edition. Would normally carry 1,000 inches of advertising in 20 pages.

Valley Department: Three man staff, all desk men. 100 correspondents cut from 125 pre-war because of paper shortage, feed in news by mail, stage and telephone, customary breakdown on type of news as to medium of communication.

Editions: Valley edition, Bulldog, runs at 10:20, issued for points as distant as Bakersfield. Second valley edition, 12 o'clock noon for nearer points like Hanford, Visalia, Tulare, Madera, Merced. Valley staff works on overnight or Sunday material after 12 o'clock noon or lunch hour which expires at 1 p.m. Full news page, without advertising, used for valley and material is carried over. Space count copy schedules is kept as in all departments. Space rate of 15 cents an inch paid correspondents or men are retained full time as in case at Bakersfield, Hanford, Visalia, Tulare etc.

Library: Family and employe library maintained as in other Bees. Clips and zinc kept on file. Zinc restricted to 1 and 1-2 col. material. Larger layouts only being kept for "historical" purposes. All other Bee information, such as art department, artist, formula. Three men used on telegraph, handling three services, feature material, etc.