Your Newspaper... and You!

Tennessean, Nashville, Tenn.

73

36p.

The Tennessean, Amon C. Evans, President, 1100 Broadway, Nashville, Tennessee 37203 (Contact publisher for price)

MF-$0.75 HC-$1.85 PLUS POSTAGE

*Critical Reading; Editing; Elementary Education; *Instructional Materials; *Journalism; *Newspapers; News Reporting; *Reading Habits; Reading Interests; Reading Materials; Secondary Education

*Newspaper in the Classroom Project

President Signs Education Bill

The Tennesseean
NASHVILLE, TENN. - JUNE 29, 1962
Page 5

East Battered By Worst Floods Ever

Hendersonville Property Tax
AMA Censures Insurance Companies' Fee Setting

Nature Rebels Against Man With Mighty Blows

Raps 'Inadequate' Antibusign Provisions

Your Newspaper and YOU!

NHA Appraisal Policy Challenged

By PATRICK L. WILSON

The Tennesseean
NASHVILLE, TENN. - JUNE 29, 1962
Page 7

Nature Rebels Against Man With Mighty Blows
HOW TO GET THE MOST OUT OF
YOUR NEWSPAPER
A NEWSPAPER IS MANY THINGS
PEOPLE AT THE PAPER
THE FRONT PAGE
HEADLINES
STORIES IN THE PAPER
THE OPINION PAGES
EDITORIAL CARTOONS
SYNDICATED EDITORIAL COLUMNISTS
LETTERS TO THE EDITOR
HOW DOES A NEWSPAPER FIND
ITS STORIES?
DATELINES AND BYLINES
THE TRUTH GENERALLY LIES UNDER
THE SURFACE
WHY SO MUCH "BAD" NEWS
IN THE PAPER?
HOW A LOCAL STORY GETS
IN THE PAPER
WHAT TO BELIEVE IN THE NEWSPAPER
ERRORS IN THE PAPER
PHOTO-JOURNALISM
HOW A LOCAL PICTURE GETS
IN THE PAPER
COLOR PICTURES
THE SPORTS SECTION
WOMAN'S NEWS
"POCKETBOOK" NEWS
A NEWSPAPER IS A LOT OF
OTHER THINGS
THE BIG SUNDAY PAPER
ADVERTISEMENTS
CLASSIFIED ADS
NEWSPAPER JARGON

When the press is free
and every man
able to read,
all is safe.

Thomas
Jefferson

Prepared as a Public Service by
THE TENNESSEAN

Amon C. Evans, President John Seigenthaler, Publisher
HOW TO GET THE MOST OUT OF YOUR NEWSPAPER

Some people are natural-born efficiency experts.
- They can mow the lawn without turning around and back-tracking.
- They can wash the dishes in 13 minutes flat.
- They can make up a bed before others can smooth the wrinkles out of the bottom sheet.
- But not many of them are very efficient when it comes to reading a newspaper.

On the other hand ...
- There are people who, even though they can’t wash a cup without breaking off the handle...
- And can’t mow the grass without cutting the hosepipe in two...
- Nevertheless can get more out of reading a newspaper for just 15 minutes...
- Than some folks can by reading it an hour.

This is because newspaper-reading is a science.
- But it’s a homely, folksy sort of science...
- A science just about anybody can master.

Some people would as soon go to bed without supper...
- As do without reading their newspaper sometime during the day.
- That’s how important they think it is.
- That’s how much a part of their life it has become.
- Their hunger to know what’s going on in their world...

- Is as real as a little boy’s hunger for chocolate ice cream.

And so some people have made a science of reading the newspaper.
- They have some suggestions for those who never gave it much thought...
- For those who grew up with newspapers around the house all the time...
- And who just assume they know how to read them well...
- And then wonder how they miss all those things in the paper...
- That their friends see and comment on.

Here are some helpful hints from some crackerjack newspaper readers.
- Hints that will help nearly anybody get more from his paper...
- And get it in a shorter time, too.

First, let’s say you can spare only 15 minutes to read your morning paper.
- Where do you begin?
- You begin at the beginning: Page One.
- Right off, you read every headline on Page One.
- At first, don’t read the stories—just the headlines.
- Page One is the showcase of the paper.
- That’s where you’ll find the leading news of the
This way, you’ll get some idea of the major happenings in your world.
It takes less than a minute to read the headlines on Page One.

Second, you now take three or four minutes to scan the stories you’re interested in on Page One.
You may want to read some of them completely.
On others, the first two or three paragraphs may satisfy you.

Third, you’ve now got 10 minutes left to thumb through the rest of the paper.
— Don’t skip any pages.
Look at every headline.
Glance at every picture.
Notice any advertisements that catch your eye.
You can train yourself to go through the entire paper this way in 15 minutes.
When you’re through, you still won’t know the news like you want to.
But you’ll know something about the news.
That’s a good start.
Later – perhaps in the evening – you’ll want to go through the paper again.
You’ll want to read the longer stories you earmarked as interesting.
You’ll want to give full attention to parts of the paper you love best.

Perhaps that is sports.
Or the comics.
Or the letters to the editor.

Of course, you will never want to read everything in the newspaper.
Not even the editors of the paper expect you to do that.
They know that different people have different interests.
That’s why they put the paper together the way they do.

However, you’ll make a thrilling discovery.
— The more you read, the wider your interests will become.
— And the wider your interests, the more wonderful your world will be.

A skilled newspaperman once took the trouble to draw up seven rules:
1/ Don’t read merely the headlines.
2/ Don’t read merely the front page.
3/ Don’t be a one-subject reader.
4/ Get the facts before forming opinions.
5/ Avoid good-and-evil thinking.
6/ Don’t jump to conclusions.
7/ Read the paper as a daily habit.

And you might try skimming . . . it can work wonders!
— If you don’t read newspaper articles fairly rapidly, your reading method is probably wrong.
— Skimming is a high-speed method of reading.
— You train your eyes to run quickly over a page . . . or a column . . . or a story.
— You train your brain to register what is interesting and important.
— Skimming helps you discover what you want to read more carefully.
— When you find it, you slow down to get the full content.
— On light stories, you can trot along pretty briskly.
— But editorials, significant speeches and serious columns are another matter.
— There, you slow down.
— Another thing: Skimming does not mean skipping.
— Different people develop different techniques for skimming.
— The results are the same.
— You gain more knowledge in a shorter period of time.

BUT REMEMBER: Understanding what you read is much more important than gaining top speed in reading!
Making Friends With Your Daily Paper:

A Newspaper Is Many Things!

To a lot of people, a newspaper is something of a puzzle.

You can't always find what you're looking for. It's seemingly without pattern... A forbidding confusion of type... A hodge-podge... Haphazardly thrown together by deadline-erased editors and printers.

Actually, there is nothing haphazard about the way a newspaper is put together.

It is put together with four main functions in mind:

✓ To provide information,
✓ To interpret that information,
✓ To serve as a marketplace,
✓ To entertain.

To do these things, the editors and printers must produce a completely new product each day. That takes some doing!

Even though these readers have hundreds of different interests, their product must be attractive enough to lure them as readers...

A newspaper has two basic parts:

- Editorial content.
- Advertising.

The editorial content is anything which is not advertising.

—Editors are responsible for all editorial content. The advertising director is responsible for all ads.

✓ News space is never for sale.
✓ Advertising space is always for sale.

Even if you are a regular newspaper reader, you should find it helpful to examine your paper carefully, as though for the first time, page by page, and section by section. It is usually a mistake to assume that you "understand" the paper simply because it arrives on your doorstep every morning.
The "City Room" in The Tennessean's Editorial Department

People at the Paper

A modern newspaper office is different from what most people think.

Nobody wears a green eye-shade.
Nobody goes around with a press card stuck in his hat band.
Nobody runs in the front door shouting: "Stop the press!"

That doesn't mean a newspaper's not an exciting place to work.

It just means that, these days, the drama's a little more subdued.
Usually,
They _do_ shout: "Get out to (such-and-such an address) there's been a shooting!"
And they do shout "Copy boy!"
— You can't get a newspaper out without copy boys.
— It's traditional to shout at copy boys.
But only on TV dramas do reporters come in shouting: "Stop the press!"

The Tennessean is a very complex organization.

— Amon C. Evans is the president and chief executive officer.
— More than 1100 people are involved in producing Nashville's two daily newspapers at 1100 Broadway.
— An additional 1300 are required to deliver the papers to the readers.
— Nearly everybody is a specialist.

Take the editorial department (the news-gathering people), for example.

— There's the publisher: John Seigenthaler.
— He and the president, Amon C. Evans, work together to establish The Tennessean's policy on issues of the day.

— They decide what editorial stands the newspaper will take.
— The publisher oversees the planning of the total news content of the paper.
— He works with the editors in originating editorial campaigns and investigative reporting endeavors.
— These editors include:
  - The executive editor.
  - The managing editor.
  - The associate editor.
  - The sports editor.
— They are in charge of producing each day's paper.

There are many other editors and key people. Among them:

- City editor.
- State editor.
- Wire editor.
- News editor.
- Copy desk chief.

- Features editor.
- Woman's editor.
- Chief photographer.
- Librarian.
- Make-up editor.

There are editorial writers.

They express the newspaper's views on vital (and often controversial) matters in the news. Their editorials appear on the editorial page.

There are editorial cartoonists.

They illustrate the paper's position in drawings, often with biting sarcasm.

There are general assignment reporters.

They are "jacks of all trades."
They are sent out to cover any story that comes...
up, from a tire to an interview with a strip-
tease.

—There are reporters assigned to special areas
called "rounds" or "beats":

- Police.
- Religion.
- Science.
- Industry.
- Metro government.
- State government.
- Federal building.
- State courts.
- Drama.
- Farm.
- Business.
- Music City.
- Urban.
- Washington, D.C.
- Education.
- Movies.
- Food.
- The midstate area.

—There are also:

- Staff photographers.
- Rim men (who read stories and write head-
lines) on the copy desk.
- Columnists of many varieties.
- Artists.
- And many others.

And then there are the people in the non-editorial
departments.

—The advertising department.

—The business office.
—The mechanical department.
—The circulation department.

In all, there are more than 150 kinds of jobs at The
Tennessean, including:

- Engravers.
- Printers.
- Pressmen.
- Paper handlers.
- Mailers.
- Stereotypers.
- Metal tenders.
- Ad skippers.
- Copy cutters.
- Fly boys.

—Not least of which are telephone operators.
—Their switchboard lights up like a Christmas
tree when a big story is breaking!

* * *

Things have gotten a lot more complicated than they
were in the old days.

—Back then, a man and his wife sometimes put
out a paper all by themselves.
—Or, if things got too busy, they hired an itinerant
printer who "floated" from town to town.
—But they didn't holler "Stop the press!" either.

---

The Front Page

The front page of your newspaper is like the face of a
close friend.

—Sometimes it looks happy.
—Sometimes it looks sad.
—Sometimes it shows anxiety.
—Sometimes alarm.
—But it's always the face of a friend.
—And you don't have the slightest difficulty recog-
nizing it.
—No other newspaper in any other city looks
quite like it.

* * *

Late each afternoon, the editor of The Tennessean
holds a news meeting.

—To this meeting come the people who will help
him make a decision.
—That decision: What expression will your friend,
the newspaper, wear the next morning?
—Happy? Sad? Anxious? Alarmed?
—The people at that meeting include:

- The news editor and the president's repre-
sentative.
- The copy desk chief and the wire editor.
- The city editor and the state editor.
- The chief photographer.

These newsmen discuss with the editor the news
events of the day.

—They decide which of the stories and pictures—
in the opinion of the editors—are the most
important.
—These stories will go on Page One.
—Sometimes the discussion at the news meeting is
very spirited.

At other newspapers, in other cities, similar meetings
take place.

—On a given day, the decisions as to what should
go on the front pages will vary from city to
city.
—It's a matter of opinion—of news judgment.
—Sometimes the decision is agonizing.
—Sometimes there are so many important stories
that there isn't room for all of them on the front
page.

* * *

In the course of the evening, the expression on the
face of the next morning's newspaper may
change two or three times.

—This is because news happens all around the
clock.
—Tragedies have a way of striking more often at
night.
—This is especially true of murders, traffic accidents
and fires.
—A late event can change the look of Page One
completely.

A general rule: The leading news story is usually,
found at the top right corner of the front page.

Sometimes stories are too long to be contained on Page One. They are then continued on an inside page. This is called "jumping" a story.

* * *

Editors know that readers like to feel "at home" with their newspaper. They like to be able to find things quickly in the paper. And so editors try to arrange the news sections and features in approximately the same place every day.

But this isn't always possible. So an abbreviated index is usually carried on Page One. This helps the reader find what he is looking for. But even without an index, long-time readers can locate their favorite features without much trouble.
You'd have a hard time making sense out of a newspaper without headlines.

The headline is the title of the story.
It gives you a brief sample of what's to come.
The more important the story, the bigger the size of the headline.

Headlines serve several purposes:
- They inform the reader as rapidly as possible.
- They can be read at a glance.
- They are easy to read.
- They catch the reader's eye.
- They show where a story begins.
- They dress up the page typographically.
- They make the page look more attractive.

Headlines are usually written in the present tense. They give immediacy to the events described.

But the headline writer is nearly always handicapped by a limitation of space.
- He must say a lot in a little space.
- So he usually leaves out non-essential words.
- Words like "a," "an," and "the."
- This gives a telegraphic effect to a headline.
- This makes it more vivid.
- More urgent.

Short words are used in headlines when possible.
- This is also for economy of space.
- This has led to the creation of a sort of "headline vocabulary."

"Headlines," some people call it.
- Words are used in ways you don't ordinarily use them in speaking or writing.

"Headlines" can get a headline writer in trouble.
- Some words can be either a noun or a verb, like "hit" and "hike."
- In a headline, this can become confusing.
- Sometimes a reader has to think twice about a headline to see what it means.
- Occasionally he must even read the story to find out.
- Happily, this is rare.
- But it happens.

Bobby-Buying Bothering Britain's Yard
Youth Told Man Seeking Prowler 'Run or Die'
'Shot, Robbed in Yard
Before Shot Parents Let Mongoloid Die
Crippled Family To Be Evicted
Ex-Belly Dancer Wins Court Suit
Suit Filed To Force Wife To Have Abortion

THE
Memphis Police Say Helicopter Fired On

A
WAS
Dropped words in a headline

Lib Speaker [Blasts] Laws 'Against' Women
Congress Gets Nixon Power Plea
Chiang Vows Firm Stand on Taiwan
Eaststate Petitions Edl Strip Mining

Music People
Cross Keys
Metro Building
Recovery Arrives
Busing Funds
Need Scored

Pollution Facts
Key to Hall,
Says Stimmel
Chicago Firm Panel's
Choice To Study Metro

Heads that make you think twice

BUT: As valuable as headlines are, you can never master the news just by mere headline-reading. Headline news is sketchy and does not always give a balanced picture. Most stories contain information not even hinted at in the headline.
Way back in 1737, a fellow named Matthew Green called news "the manna of the day."

- It was a good comparison.
- Almost everybody hungered for news.
- Almost everybody wants to know what's going on around them.
- In their neighborhood.
- In their city.
- In their world.

A newspaper feeds a reader's hunger for information in many ways:

- Through photographs.
- Through maps.
- Through drawings.
- Through charts.
- Through advertisements.
- Through tabulations.

But the most important way is through written accounts of the news of the day.

These accounts are called different things by different people:

- Items.
- Writings.
- Articles.
- Reports.
- Dispatches.
- Stories.
- Features.
- Articles.
- Reports.
- Dispatches.
- Releases.

Examine a newspaper and you will see there are many kinds of stories.

- They can be characterized in several ways. One way:
  1. Local news.
  3. International news.
- Another way:
  A. Information people want to know.
  B. Information people need to know.
- A third way:
  1. News of primary interest to men.
  2. News of primary interest to women.
  3. News of primary interest to young people.
  4. News of interest to everyone.
- A fourth way:
  - Stories the editors knew were going to happen.
  - Stories that were unexpected.
  - Stories a reporter had to dig out.
- A fifth way (according to area of interest):
  - Sports news.
  - Political news.
  - Cultural news.
  - Religious news.
  - Crime news.
  - Farm news.
  - Women's news.
  - Business news.
  - Accidents.
  - Entertainment.
  - Teen news.
  - And so on.

A sixth way:

- News stories.
- Feature stories.

Most stories have three parts:

1. The headline (or "head"): It tells what the story is about.
2. The lead: The opening paragraph; it usually tells the most important fact in the story.
3. The body: The rest of the story following the lead.

---

The 3 Parts of a Story

The basic type of article in a newspaper is the news story.

- It tells of a hard news event of the day, such as:
  - A major fire.
  - Congressional action.
  - A shooting.
  - Traffic accident.
  - A death.
- News stories are written in an "inverted-pyramid" style.
- The most important facts are told first.
- The further you get down in the story, the less important the facts.
- There are two reasons for this:
  1. A reader can get the basic information in a hurry.
  2. Sometimes stories have to be cut for space (Continued)
Most news stories contain "the Five W's" and an "H" in the opening.

The "Five W's" are:
- **Who.**
- **What.**
- **When.**
- **Where.**
- **Why.**

The "H" stands for "How."

It's surprising how much information can be crammed into one short paragraph.

**Federal Jury Indicts 9 Police In Graft Case**

NEW YORK--A police lieutenant and eight patrolmen in East Harlem were indicted here yesterday on federal bribery-conspiracy charges resulting from the Knapp Commission investigation of police graft.

The lieutenant, in addition to another lieutenant and five of the eight patrolmen, were also charged with perjury for denying to a federal grand jury that they ever accepted bribes or knew about the bribery of other policemen.

THREE MEN identified in the indictments as gamblers were charged with conspiring to obstruct justice by bribing policemen to protect illegal gambling operations in East Harlem.

The charges came in the second series of indictments here in two days as a result of information supplied by the Knapp Commission.

**Usually There Are 5 W's and an H**

The interpretive story goes beyond the scope of the news story.

- It takes a look "behind the news."
- It probes deeper into the "why" and the "how" of an event or situation.
- It peers ahead at the future significance of the happening.

**And then there are feature stories.**

- "These are stories with an unusual twist, such as:
  - The hippie who became a millionaire.
  - The family of five daughters which finally had a son.
  - The bathing beauty who saved the lifeguard from drowning.
  - The woman who died the day before her 100th birthday.

- Feature stories are supposed to intrigue the reader.
  - To arouse his curiosity.
  - To appeal to his emotions.
  - Reporters throw the rule book out the window when they write a feature story.
  - They use every trick at their command to make the story enjoyable or entertaining or touching.
  - Feature stories are a special challenge to headline writers, too.

**Their Puffs Went Against His 'Grain'**

BRENTWOOD, Tenn -- It looked like an open and shut case.

There they were, five of them, all juveniles smoking grass.

THE BRENTWOOD police officer, who caught the quintet with homemade cigarettes as the smoke billowed skyward, rushed them to the sheriff's office.

Chief Deputy Sheriff Archie Lee Buttery Jr., the local expert on marijuana, made a quick check. The answer was affirmative.

It was grass — in fact alfalfa.

**A DANDY LITTLE FEATURE STORY**

Many words have been applied to describe the ideal newspaper story, among them:

- Concise.
- Fair.
- Forceful.
- Balanced.
- Complete.
- Timely.
- Readable.
- Interesting.
- Understandable.
- Accurate.

As a famous New York newspaperman said in the last century:

*When a dog bites a man, that is not news; but when a man bites a dog, that is news.*
One day, an executive of The Tennessean ran into a friend downtown.

—The friend had a question for the newspaperman.

—“Is The Tennessean calming down its editorials these days?” he asked.

—“No,” the newsmen answered, “one of our editorial writers is on vacation.”

A few days later, the editorial writer who had been on vacation came back to work.

—When told of the conversation downtown, he was quite pleased.

—He was pleased because the conversation indicated:

1. His editorials were being read in the community.
2. More important, they were being read thoughtfully.
3. They were missed when they didn’t appear in the paper.
4. Conclusion: His writings were having an impact on the community.

A newspaper is a business, and must make money to continue in business.

—but it is much more than a business.

—it is a vast fact-gathering organization.
"OF COURSE WE HAVE A FREE PRESS"

"Of course we have a free press..."

--But it is more than that, too.
--It is a public trust.
--It is, or should be, a vital force in the community.
--It has, for good or bad, a tremendous influence on the people who read it.
--Hopefully, the influence is for good.

That influence is strongest in the newspaper's editorials.

--In the editorials, the publisher, the editors and the editorial writers tell what they see as right and wrong with their world.
--They tell it in words that are often forceful.
--The editorial page is the heart of the newspaper.
--And the editorials are the heartbeat.
--They throb with the emotions of the publisher, the editors and the editorial writers.
--They throb with anger, with disgust, with concern, and, occasionally, with joy.
--Editorials serve many purposes. They:
  - Interpret.
  - Criticize.
  - Persuade.
  - Praise.
  - Entertain.
  - Examine alternatives.

"I am always in favor of a free press, but sometimes they say quite nasty things."
--Winston Churchill

Editorial pages as we know them would disappear if a dictator took over America.

--C. C. Colton said in 1820:
"Despotism can no more exist in a nation until the liberty of the press be destroyed, than the night can happen before the sun is set."
There is an old Spanish proverb which says:
"It is better to appear in hell than in the newspaper."
—The Spaniard who coined it may have been the subject of an editorial cartoon.
—A cartoon is an editorial comment which has been drawn instead of typed.
—It uses crayon or india ink instead of words to get its message across.
—It can be a powerful influence in shaping public opinion.
—Sometimes its comment is favorable.
—Sometimes it is merely interpretive.
—But, more often, it is critical.
—Harshly so.

For example, in a typical 30-day period, 63 cartoons appeared in The Tennessean.
—Of this 63, the breakdown was as follows:
  • Interpretive or explanatory: 25.
  • Favorable comment: 1.
  • Highly critical comment: 37.
—Words you hear describing editorial cartoons include:
  ✓ Biting.
  ✓ Incisive.
  ✓ Satirical.
  ✓ Brutal.
  ✓ Savage.
  ✓ Hilarious.
  ✓ Penetrating.
  ✓ Cutting.
  ✓ Trenchant.
—Many cartoons in The Tennessean are drawn by the chief cartoonist or other artists who work for the paper.
—Others are clipped from other newspapers and reprinted.
—Some are drawn by syndicated cartoonists.

Where do cartoonists get their ideas?
—They stay right on top of the news.
—Some days, they must choose between a half-dozen suitable subjects.
—Other days, a single subject looms so large it can't be ignored.
—There is an occasional day when nothing seems worth drawing.
—But, happily, such a day is rare.

Because cartoonists, themselves, are rare people.
—They have keen imaginations.
—They can see that extra twist in an event that eludes most other people.
—They have an ability to simplify the complicated.
—To hone. To polish. To refine.
—Sometimes the day's idea comes in a flash of inspiration.
—Sometimes in hours of perspiration.

Cartoonists often use symbols to express their ideas.
Some of these symbols are:
★ Death: a skull, or a cloaked skeleton carrying a scythe.
★ Peace: a dove.
★ War: Mars, the Roman god of war.
★ The Republican Party: an elephant.
★ The Democratic Party: a donkey.
★ Justice: a set of scales.
★ Vested interests: a fat man or a fat pig smoking a cigar.
★ U. S. Government: Uncle Sam.
★ An election: an old-style ballot box, with padlock.
★ Freedom: the Statue of Liberty.
—Lately, however, some cartoonists have tried to get away from using symbols.
—They want their daily offerings to be fresh and sprightly.
—If they use a symbol, they try to use it in a different way.
People who love a good argument are right at home with The Tennessean's opinion pages.

—That's where some of the nation's top-notch syndicated columnists have their say.
—The Tennessean subscribes to these columns for good reason:
  • To give readers an in-depth view of the news.
  • To present conflicting opinion on the meaning of the news.
—The "line-up" of columns varies from day to day.
—It depends on the timeliness and importance of the columnists' comments.
—But all of the columnists have two things in common:
  • They are competent observers.
  • They are competent writers.
—Often their opinions and interpretations differ from those of The Tennessean's publisher and editors.

The Tennessean's opinion pages are presented for the enjoyment and enlightenment of people with the time and the desire to explore the issues of the day thoroughly. These pages should not be read in a hurry.

One day, a subscriber to The Tennessean was hopping mad.
—He was upset about the wording of a story in the paper.
—He didn't think the reporter had handled the matter fairly.
—So he called in to say he wanted to cancel his subscription.

The circulation director explained he didn't want any reader to quit taking the paper.
—Instead, he suggested that the irate subscriber write a letter to the editor.
—He suggested that the reader explain in detail why he was unhappy with the coverage of the event.
—So the reader sat down and wrote a thoughtful letter.
—It appeared in "Letters to the Editor" a few days later.
—Another reader had had his say.

The "Letters to the Editor" column is a space reserved for readers to talk back to the newspaper.
—Or to agree or disagree with people quoted in the paper.
—Or with other letter writers.
—Or where they can comment on a subject all their own.

Of course, not all letters sent to the paper appear in print.
—There are too many of them.
—But the best ones do.
—And are welcomed by the newspaper.
How Does a Newspaper Find Its Stories?

Like everyone else, newspapermen sometimes become upset.

There's one thing that upsets them most. That's when something important happens in town one day...

But they don't find out about it until the next day. It is particularly upsetting if they read about it in some other newspaper.

This means they have been "scooped."

Newspapers like to get news in print the next edition after it happens.

They like to give the news to readers while it is still hot.

---

A LOCAL NEWS STORY

---

FOR IMMEDIATE RELEASE

SUBJECT: HEARINGS ADVANCE

INFORMATION OFFICE: 101-343
FOR FURTHER INFORMATION
CAROLYN LAWRENCE

NASHVILLE, JANUARY 11, 1972. Tennesseans will get their second chance to react to the state's proposed new air pollution control plan Jan. 19 in a series of hearings to be held simultaneously around Tennessee.

Hearing examinations would be held at 10 a.m. sessions in Memphis, Knoxville, Nashville and Chattanooga.

In Memphis, hearing examinations will be held at the Memphis-Shelby County Health Department.

In Chattanooga, hearing examinations will be held at the Center Hotel Meeting Room.

In Nashville, hearing examinations will be held at the Center Hotel Auditorium.

Tennessee's proposed Clean Air Plan is required by the federal government later this month to show how the states will meet federal anti-pollution standards by 1975.

State officials called a second set of hearings last month after a Dec. 13 hearing in Nashville drew wide response and requests for an opportunity for greater public participation.

---

A PRESS RELEASE
And so newspapers go to great lengths to uncover the news.
They try to set up a foolproof system for finding out what's happening.
In their city.
In their state.
In their nation.
In their world.
It's an expensive and complicated system.
And it usually works.

How does The Tennessean find the stories it carries?
Here are some ways:

1. It assigns reporters to cover "beats" where events are likely to happen:
   - The police station.
   - The courthouse.
   - The state capitol, etc.

2. It has several general assignment reporters ready to cover any type of happening:
   - Fires, accidents.
   - Unusual weather (floods, tornadoes, severe freezes).
   - Important speeches.
   - Press conferences with "big name" visitors.
   - Deaths.

3. It keeps a file on events that take place regularly, such as:
   - Christmas parade.
   - Opening of school.
   - Metro council meetings.

4. It engages extensively in investigative reporting.
   - This means digging for stories that aren't readily apparent.
   - This is a very important part of newspapering.

5. It monitors police radio frequencies.

Dennis the Menace  By Hank Ketcham

"Newspaper boys is like cowboys, Joey. Straight shooters, good guys an' born to the saddle!"
Datelines and Bylines

A newspaper reporter gets paid for his work in a number of ways.

- Most obvious of these is his weekly paycheck.
- Reporters like to joke about how little money they make.
- It's true that most of them could make more money in some other line of work.
- Such as public relations.
- Or selling cars.
- But it's also true that most reporters wouldn't swap jobs with anybody outside the newspaper business.
- Besides, the pay isn't really all that bad.

There are other ways a reporter gets paid.

- He goes places most other people never go.
  - Inside a mine.
  - Into the offices and homes of famous people.
  - Into otherwise closed meetings.
  - Right up front with the combat troops.
  - Inside the police lines at a fire.
  - Inside the murder house.
- He gets paid in satisfaction.
  - He writes stories that give people enjoyment.
  - Stories that help people be healthier.
  - And happier.
  - Stories that sometimes actually save lives.
  - Stories that make his town a better place.

And a reporter gets paid in bylines.

- That means his name appears with his story.
- He gets public credit for his work.
- Or, if he makes an error, public blame.

Many stories also carry "datelines."

- The dateline tells where the story happened (if it happened outside Nashville).
- There was a time when it also told when a story was written, such as "TOKYO (May 12, 1912)."
- That was because stories sometimes took days or weeks to reach the "outside world."
- But no more.
- Communications are so swift today that the date isn't necessary.

Datelines sometimes include the name of the news service filing the story:

- AP (Associated Press).
- UPI (United Press International).
- NEA (Newspaper Enterprise Assn.).
- Washington Star, etc.

Belfast (AP) — British soldiers shot five persons dead yesterday — two sisters in MOSCOW (AP) — About 50 Soviet Jews were detained for suspected anti-Soviet activities in Budapest, Hungary (UPI) — A Hungarian correspondent reported in a STOCKHOLM (UPI) — Chilean Pablo Neruda, loved and admired as a poet but shunned in Karachi, Pakistan, — The Pakistan government claimed, BUENOS AIRES (AP) — Bobby Fischer, 28, of the United States defeated Tigran HONG KONG (UPI) — Dr. Henry Kissinger, adviser to President Nixon, praised the QUANG TRI, VIETNAM (UPI) — Some call him Junkie or Crazy; to most he's BOSTON (AP) — A Polish fisherman jumped ship yesterday — HOLLYWOOD (AP) — "It's pornography. Nothing more.

EAST LANSING, Mich. (AP) — Dollar bills will be doled out DENVER (AP) — Dickie Post, a veteran running back, was traded to the Houston Oilers yesterday. Bronco Coach and General Manager Lou}

UNITED NATIONS, N.Y. (AP) — Secretary-General U Thant's fellow acupuncture victim.

DECORAH, Iowa (AP) — Fred More, former Associated Press chief of bureau in MILWAUKEE (UPI) — Mrs. Lois Nakao says she is 5-foot-9, 128 pounds and measures MIAMI (AP) — Philip Wylie, who wrote 34 books that castigated everything.

CELINA, Tenn. — Services for John Butler Overstreet, 73, retired postmaster of Celina.

HARTSVILLE, Tenn. — The chairman of the Trousdale — Communities.

WOODBURY, Tenn. — Services for John Wiley Melton, retired financial manager for Arnold


SMITHVILLE, Tenn. — When the new Dekalb County Courthouse is dedicated here CLARKSVILLE — Montgomery County General Sessions Court Judge Robert M. Hickerson, 46, was found dead at his home in Clarksville last night.
The Truth Generally Lies Under the Surface

A good newspaper reporter would make a good police detective.
— He is skilled at finding facts.
— These are facts that somebody often doesn’t want him to find.

Detectives and reporters discover one thing early in their careers.
— The true facts about a situation are seldom simple.
— And they are often deeply hidden.
— They are like an iceberg.
— About an eighth of an iceberg is visible.
— The other seven-eighths lies under the water.
— You see only the tip of the iceberg.
— Or of the facts.
— This is why reporters spend so much time diving for the facts.

A reporter often sticks his nose in places where it’s not wanted.
— Where conditions in some nursing homes are deplorable.
— Where strip miners do great damage to the countryside.
— Where Tennessee walking horses are mistreated.
— Where criminals pretend insanity to escape justice.
— Where legislators operate in secrecy behind closed doors.
— Where politics influences hiring and firing in government.
— Where patients are mistreated in a mental institution.
— Where private citizens get the runaround from governmental agencies.

This is called "investigative reporting."
— It often results in the most important news in the paper.
— And the target is often some agency of government.
— Government agencies are happy to give out information that makes them look good.
— But government people sometimes try to "cover up" bad news.

One or the most important functions of a

(Continued)
newspaper is to throw a strong light on government and report what it sees—good and bad.

And so reporters say to public officials: "May I ask you a question or two?"

"Why did it cost that much?"
"Who stands to make the profit?"
"Why hasn't it been finished yet?"
"What's the connection between so-and-so and such-and-such?"

That's diving for the facts.
That's seeking information to give the reader a fuller story.
That's searching for deeper, hidden meanings.

Thomas Jefferson summed it up many years ago:
"Were it left to me to decide whether we should have a government without newspapers, or newspapers without a government, I would not hesitate a moment to prefer the latter."

Many years later, another President—Herbert Hoover—said it another way:
"Absolute freedom of the press to discuss public questions is a foundation stone of American liberty."

Copyright 1971, United Feature Syndicate, Inc

Why So Much "Bad" News In the Paper?

For a long time, people have been complaining about "bad" news.

--In 1594, Thomas Kyd observed: "Evil news flies faster than good."
--In 1611, John Davies opined: "Ill news are commonly true."
--And in 1616, James I wrote: "No news is better than evil news."

More lately, people have asked: "Why is there so much bad news in the newspaper?"

--Newspapermen have given a lot of thought to the answer.
--Or, more correctly, to the answers.
--Because there are many answers.

A Virginia editor, Will Winstead, summed it up:
--News is many things.
--It is natural phenomenon and human endeavor.
--It is murder and rape and arson.
--It is births and marriage and deaths.
--It is war and pestilence and turmoil.
--It is progress and development and achievement.
--News is magnified by drama, surprise, significance.
--The underdog team that wins is worth a bigger headline than the favorite that wins.
--The assassination of a President is more news-worthy than the President living another day.
--Who would read a story about a bank that went through another day without being robbed?
--Or a taxi driver who got home from work without being mugged?
--News is both the good and the evil that men do.
--The evil cannot be wished away.
--Only by learning of "bad" can men make decisions for "good."
--A newspaper must serve the public by reporting what people would rather not read as well as what they want to read.

"Bad" news in the newspaper often leads to worthwhile results.

--A story about a home robbery encourages readers to protect themselves against similar robberies.
--A story about a wreck on an interstate bridge warns readers to beware the danger spot.
--A story about a murder points up the need for better law enforcement.
--There may have been a day when newspapers had to play up bad news to sell papers.
--That is no longer true.

Actually, there is more good news in the paper than most people realize. It's usually not as eye-catching as the "bad" news. But it's there. All you have to do is look for it.
HOW A LOCAL STORY GETS IN THE NEWSPAPER

1. The city editor learns a fire has broken out at an industrial plant, and sends a reporter to cover it.

2. The reporter talks to firemen and other witnesses, gathering as much information as he can.

3. Returning to the office, he phones for more facts.

4. He hurriedly writes his story for an early deadline.

5. The city editor reads the story and edits it.

6. A copyreader reads it and writes a headline.

7. A tube takes the story to the composing room.

8. The story is punched on a long strip of tape, taking the form of holes in the tape.

9. The tape activates a hot-metal line-casting machine.

10. The type is “proved” and the proof is read for errors.

11. The headline is also set and cast in hot metal.

(CONTINUED ON NEXT PAGE)
12. Printers place the story and headline, along with an engraving of the fire picture, in the page of type.

13. The page is pressed against a "mat" in the stereotype dept.

14. The mat is curved into a mold and the page is cast as a curved press plate.

15. A conveyor takes the plate to the press room where it is placed on a curved press cylinder for printing.

16. The loading dock of a newspaper at edition time is one of the busiest places in town—the papers leave before the ink is dry.

17. A carrier delivers the paper by dawn's early light.

18. Over breakfast, the subscriber reads about the fire.

But Changes Are on the Way!

The "hot metal" system of printing described on pages 21 and 22 has been a way of life at The Tennessean for many decades. But it is now being replaced by the "cold-type" method. This new printing technology uses high-speed computers and photo-typesetters to produce a newspaper faster and more efficiently, with less errors. The Linotype machine (shown in panel No. 9) has long been the "workhorse" at the newspaper. It is now being put to pasture. This changeover at the Tennessean will take many months to complete.
What To Believe
In the Newspaper

Thomas Jefferson once said:

"The man who never looks into a newspaper
is better informed than he who reads them,
inasmuch as he who knows nothing is nearer
the truth than he whose mind is filled with
falsehoods and error."

Newspapers are like mothers-in-law:

✓ They are the butt of many jokes.
✓ You sometimes get aggravated with them.

Jefferson wasn’t joking—and he appeared quite
aggravated—when he said the harsh words
above.

In view of his pro-newspaper statements at other
times, however, the statement shouldn’t be
taken completely seriously.

Anymore than you should take too seriously
the long-time, loyal reader who declares:

"You bet I believe everything I read in The
Tennessean. Always have and always will!"

Such unqualified testimonials—or condemna-
tions—are rare.

The question: "What should you believe in the news-
paper?" The answer:

1. Most things you read in the paper are true.
2. Some things are doubtful.
3. A few things are not true at all.
4. It takes a thoughtful reader to tell the difference.
5. But the clues about what to believe and what to
question are generally found right there in the
story itself.
6. Newspapermen put those clues in there on pur-
pose.
7. The last thing they want to do is fool a reader
deliberately.
8. If a reporter suspects a statement is not true, he
will try to get the truth from another source.
9. If a reporter is honestly mistaken, or has been
lied to, he will correct the mistake later, when
he finds out about it.

Consider these factors:

—Reporters are professionals.
—They try to look at events as accurately and im-
partially as possible.
—Like other human beings, they have their likes
and dislikes.
—They admit this, and try to overcome it in their
work.
—They do their best to keep their likes and dis-
likes in the background.
—Sometimes, however, their biases show through
in their stories.
—But not often.
—Because everything a reporter writes is checked
by two or three people before it gets into
print.

Now for those clues about what to believe and what
to question.

—You must understand "attribution."
—In most stories, the writer lets you know where
he got his information.
—He attributes the quotes, the facts, the opinions.
—Unless you understand attribution, you can’t
read the paper intelligently.

If the story says, "The mayor said . . .", the attri-
bution is perfectly clear.

—But you’ve got to decide whether to believe what
the mayor said.
—Or the reporter may choose to use a vague phrase
of attribution:
  ● "It is said . . ."  ● "It is believed . . ."
  ● "It is reported . . ."  ● "It was alleged . . ."
—This may mean the reporter has received the in-
formation from someone he trusts, but still
is unsure of it himself.
—Or he may have been given the information on
condition he would not reveal the source.
—If he is positive of the information, but cannot
reveal the source, he may say something
like:

(Continued)
A newsman who has covered a beat (news area) for some time knows a lot about it. He knows more about it than most of his readers. More even than his editors. His interpretation of events can be invaluable. Interpreting the news should not be confused with slanting the news. That is, with misleading the reader deliberately.

Readers must be careful not to jump to conclusions. "Rogers has been charged with murder" does not necessarily mean "Rogers is a murderer." A charge is not a conviction. "Police reconstructed the crime as follows" does not necessarily mean that's the way it happened.

A thoughtful New York newspaperman once made these points:

—To make democracy work, it is important that citizens reach their own conclusions.
—They should not swallow ready-made opinions.
—They should not simply parrot what they have read in an editorial or a column.
—They should think the matter out for themselves.
—But first, they must get the facts.
—Few things are completely good or bad.
—They are usually somewhere in between.
—Advocates of a cause have a way of:
   • Putting their case in the best possible light.
   • Putting the opposition in the worst possible light.
—Beware advocates of causes.
—When you hear something denounced, do not instantly accept the denunciation.
—Rather, make an effort to hear the other side.
—That is the intelligent way.

Errors in the Paper

One day, a staff writer turned in an article to his editor at The Tennessean. It was a long story, perhaps 2000 words.
Just for fun, as the editor edited the story, he counted the number of misspelled words. After he had finished editing the story, he called the reporter to his desk.
"George," the editor said, "you misspelled nine words in this story!"

"Yeah," George said. "but look how many I got right!"

Truth is, it’s remarkable there aren’t more errors in the paper.
—More misspelled names.
—More linecasting mistakes.
—More garbled paragraphs.
—More upside-down lines.
—More stories ending in the middle of a sentence.
—More misquotes.
—More wrong addresses.
—More improper identification.
—More inaccurate facts.

Because a daily newspaper is produced under great pressure.
—It is written, edited and put together at high speed.
—Every time you turn around, there’s another deadline to meet.
—The atmosphere has been called “controlled chaos.”
—The wonder is that the paper manages to get out at all, some nights.

Mistakes and typographical errors are inevitable.
—But a good newspaper tries hard to make as few mistakes as possible.
—And it is willing to correct those it does make.
Photo-Journalism

The greatest eye-catchers in a newspaper are photographs:

- A student lies dead after a rifle volley on a college campus.
- A tornado touches a Western town with its deadly tail.
- A beautiful little girl lies in a coma, her doll clutched in her arms.
- A halfback plunges through the air like a human bullet.
- A woman cries quietly outside a courtroom door.
- A winning candidate's headquarters goes wild with jubilation.
- Glamorous couples dance at a gala ball.
- Thousands of dead fish float in a polluted stream.
- Soldiers ride a tank into battle.
- City councilmen stage a shouting contest.
- Young lovers stroll through the park in spring.
- A horrible accident blocks a highway.
- The large eyes of a starving child stare silently.

Photographers play a vital role on the newspaper team.

- They are news reporters who write their stories on film.
- Their pictures tell dramatic stories at a glance.
- Imagine how dull a newspaper would be without photographs!
- A picture in the paper can:
  - Illustrate.
  - Entertain.
  - Inform.
  - Arouse.
- As the old Chinese proverb says, a picture is worth more than 10,000 words.

The Tennessean employs a large staff of photographers.

- They shoot both color photos and black-and-white pictures.
- They use a large photo laboratory (lab) at the newspaper office to develop and print their pictures.
- Most of the photographers have two-way radios in their cars.
- They remain in constant touch with the newspaper office.
- They can be dispatched quickly to the scene of a news happening.
- Their assignments take them throughout the newspaper's readership area.
- Sometimes they go to distant places to shoot pictures.

But most pictures from outside Middle Tennessee are provided by news services.

- Their photographers are on duty in most parts of (Continued)
HOW A LOCAL PICTURE GETS IN THE NEWSPAPER

1. The city editor sends a photographer to a fire by calling him on the car radio.

2. The photographer makes several pictures at the fire.

3. He returns to the office, develops his film, and prints his picture.

4. The news editor decides how big to make the picture, and how to "play" it.

5. An engraver makes a picture of the picture, shooting through a screen so the photo becomes lines of dots.

6. The screen (here much enlarged) is printed on a sheet of metal.

7. The metal engraving (or "cut") is taken to the composing room and placed in a page with the type.

8. The cut moves through stereotype and on to the press room.

9. The picture the reader sees is actually a series of tiny dots of ink printed on the newsprint.
the world.

They are in more than 100 nations.

Their news pictures can be transmitted to Nash-
ville in a matter of minutes.

They are sent here by means of a wirephoto net-
work.

This network connects most major cities of the
world.

Sometimes the pictures are transmitted by radio.

But, usually, undersea telephone cables linking
the continents are used.

Example: A student riot rocks Paris, France.

1. A photographer “shoots” violence in the streets.
2. He goes to a photo lab and develops his film.
3. He prints the picture to be sent out on the
wirephoto network.
4. The photo is mounted on a drum rotating in
the transmitting machine.
5. All over the world, newspapers who want the
picture have their receiving machines connected
to the network.
the photograph as it turns on the drum, picking
up details of the picture.
7. Electronic impulses are sent out on the tele-
phone circuits linking the newspapers on the network.
8. In a fraction of a second, the impulses arrive
at receiving machines in the various newspaper
offices.
9. Scanners bombard photographic paper with the
impulses, and—presto!
10. The riot picture is in Nashville!

About seven minutes is required to transmit a
wirephoto on the network.

Another 20 seconds is needed to “develop” the
picture at The Tennessean.

It’s then ready to be published in the next edi-
tion of the paper.

Tennessean photographers sometimes use a portable
wirephoto transmitter to send pictures from
out-of-the-way places.

All you need are:

- Running water.
- An electrical outlet.
- A telephone.

The running water is necessary to develop the
film and wash the print.

The electricity is necessary to operate the en-
larger.

The telephone line is necessary to transmit the
photo.

A bathroom serves nicely as an emergency photo
lab.

**Color Pictures (Colorphotos)**

Take a magnifying glass.

- Look at a *news colorphoto* in the paper.
- You will find it quite interesting.

How do you print a colorphoto in the paper?

- Much like you print a black-and-white photo.
- Except you have three half-tone engraving plates
  instead of one.
- One of the plates is for red ink.
- One is for yellow.
- One is for blue.

These three plates are printed one on the top of the
other.

- First the blue, usually.
- Then the red.
- Then the yellow.

Take a closer look with your magnifying glass.

- You will see all the tiny dots.
- Some are red, some yellow, some blue.

You can print any color there is by combining red,
yellow and blue dots—even black and
white.
A 'Little Newspaper' in Itself:

The Sports Section

The word "fan" (as in "sports fan") is interesting.
—It is thought to be an abbreviation of a longer word: fanatic.
—The dictionary describes a fanatic as a person "marked by excessive enthusiasm and intense uncritical devotion."

That's a sport fan, alright.
—Uncritically devoted.
—Excessively enthusiastic.
—If you don't believe it, go to a basketball game.
—Listen to the crowd when there are eight seconds to play.
—The home team is one point behind.
—The other team has the ball.
—The home team steals the ball.
—And scores.
—Just listen!

The sports section of a newspaper is for fans like these.
—It is for fans who go to the game . . .
—And would like to know what was said in the locker room later.
—It is for fans who can't go to the game . . .
—But want to know, anyhow, just what happened.
—It is also for the players.
—And the coaches.
—And the referees.
—But it is mostly for the fans.

The sports section is a "little newspaper" in itself.
—A paper within a paper.
—It's tucked away inside the big newspaper.
—It has its own sports editor.
—Its own editorials (sports columns).
—Its own reporters.
—Its own language.

It tells of the "controlled violence" of athletics.
—Its headlines exude mayhem:

- "Unbeaten Bucks Blast Cavaliers"
- "Georgia Jars VU, 24-0"
- "Gators Slap Seminoles"
- "Centre College Belts Tigers"

—Its stories are sprinkled with strange words and

(Continued)
with familiar words used in strange-sounding ways:

- Wishbone
- Kegler
- Red-dog
- Birdie
- Eagle
- Bogey
- Turnover
- Scrimmage
- Photo finish
- Bullpen
- Texas leaguer
- Squeeze play

Many sports stories have great appeal, even to non-fans:

- The polio victim who comes back to make the team.
- The player who goes to court to challenge the rules of an organized sport.
- The “old man” who wins another one.

The sports section touches on many subjects:

- Archery.
- Badminton, baseball, basketball, bicycle racing, bowling, boxing.
- Camping, canoe racing, cricket.
- Dog shows, dog trials.
- Fencing, fishing, football.
- Golf, gymnastics.
- Handball, horse racing, horseshoes, hunting.
- Ice hockey.
- Ping-Pong, polo, Rugby.
- Sailing, skeet shooting, skiing, soccer, softball, swimming.
- Tennis, track.
- Volleyball.
- Weight lifting, wrestling.

Woman’s News

In many ways, we live in a woman’s world.

- The Tennessean recognizes this.
- It gives considerable space to news of primary interest to women.

There was a time when this was called the “society section.”

- That was back when there was more emphasis on the “doings” of the “social set.”
- But that has changed.
- The doings of the social set are still reported, to some extent.
- But the emphasis has shifted to a more practical kind of woman’s news.
- You read more about the homemaking arts:
  - Sewing.
  - Cooking.
  - Food marketing.
  - Decorating.
  - Etiquette.
- Fashions are big.
- So are women in the news.
- And cultural activities.
- And charities.
- Gala annual social events get a big play, too:
  - The Swan Ball
  - The Symphony Royale
  - The Hunt Ball
  - Eve of Janus

But there’s less of such things as:

- Weddings.
- Engagement announcements.
- Parties.
- Personals.
- Showers.
- Teas.

Nashvillian Elected Virginia’s Young Woman of the Year

Market Basket
Menu Planning Aids
Quality, Economy

Junior Group
Will Work
On ‘Project’

Miss Nichols Marries
John C. Hornaday Jr.

Mildred Gives Advice To Young Housewives
Real Estate Group Bid To Dilute Zone Text Turned Back

By HUGH LAUZETTI: 
The Metro Planning Commissions decided yesterday to 

``Pocketbook'' News

A daily newspaper carries a lot of business news. 
—You might think the term “business news” has a dull ring. 
—But don’t let that turn you off. 
—Many business-related stories are quite interesting. 
—Some are extremely vital to the reader.

For example: 
—Does the family car have a dangerous flaw? 
—What drugs or food preparations may be harmful? 
—What would a shorter work-week mean? 
—Is industrial pollution endangering our health?

Other stories, though less vital, are quite helpful. 
—What about no-fault auto insurance? 
—What impact will the new tax have? 
—Is it costing more to feed a family? 
—Will a house cost more to build next year? 
—What stores will be located in the new shopping center?

—Why is the price of stereo albums going up? 
—What is the relation between retail prices and stores being open on Sunday?
—What new apartment buildings are being planned? 
—What new subdivisions? 
—Industrial plants? 
—Recreational facilities?

People want to know about “pocketbook news.” 
—Some business news is for people with specialized interests: 
  • Daily stock market reports. 
  • The bond market. 
  • Local securities reports. 
  • Livestock and farm product prices. 
—These appear on the “Business World” pages. 
—Other business-related stories appear throughout the paper. 
—Often, one or more such stories will appear on Page One.
A Newspaper Is Also:

The "Comics"—Some Funny, Some Dramatic

The Crossword Puzzle
And Other Word Games

Nashville's Temperatures

Weather News
And Predictions

Radio and TV Logs

The Horoscope

Book of Isaiah

Inspiration

.

And Lots of Other Things!
A typical Sunday paper will weigh a little more than two pounds.

- Less than an ounce of this is ink.
- The rest is paper, or newsprint.

The Sunday paper is the biggest issue of the week.

- It sometimes includes more than a dozen sections of various sorts.
- It sometimes has more than 200 pages.

The Tennessean set a record on Sunday, April 29, 1962.

- It published probably the largest newspaper ever produced in the state of Tennessee.
- This was the 150th anniversary edition of The Tennessean.
- It contained 394 pages.
- It weighed five pounds a copy.
- It had 40 news and feature pictures in color.
- It used nearly 11 tons of black ink.
- It required 18 freight car loads of newsprint.
- It was quite an edition.

A typical Sunday paper, though less ambitious, is still a massive production.

- The way it is put together may vary from week to week.
- It will go together something like this:
  - Section A: Main news section.
  - Section B: Today's World (Editorials, cartoons, opinions, politics, reporting in depth).
  - Section C: Sports.
  - Section D: Classified advertising.
  - Section E: Tennessee Living (The arts, medicine, books, travel, housing, music).
  - Section F: More Tennessee Living (Personalities, women's news, medicine, brides).
  - Sunday Magazine and Young World.
  - Sunday Showcase (Entertainment).
  - Comics.
  - Various advertising supplements.

Some people keep the Sunday paper all week.

- There's too much of it for most people to read thoroughly in a day.
- It has a variety of columns and special pages.
- These range from the book page to the outdoors page (hunting, fishing, camping, etc.).
- There's a lot in the Sunday paper for everybody.
The 'Marketplace' in the Newspaper:

Advertisements

Item 1:

— A Nashville store has a boxcar-load of furniture it wants to sell.
— It is a close-out of a certain line.
— Some 200 pieces of furniture are involved.
— The store announces the close-out in the Sunday paper.
— By noon Monday, all the furniture is sold.

Item 2:

— A Nashville woman has a late-model car she wants to sell.
— She calls the newspaper's classified advertising department.
— She and one of the ad-takers work out the wording for a classified ad.
— They decide how many days the ad will run.
— On the first day the ad appears in the classified section, the woman calls to cancel the rest of the run.
— She says she has sold the car.
— Her phone hasn't stopped ringing since morning.

Item 1 and Item 2 are a couple of case histories.
— Each of them happened just that way.
— Each of them illustrated wise use of the advertising columns in a daily newspaper.

The Tennessean—in addition to telling the news—

also serves as a marketplace.
— Its advertising columns are a meeting place.
— There, sellers and buyers get together.
— Sellers tell what they have to sell.
— Buyers find what they want to buy.
— The advertising columns provide a public service.

Of course, newspapers charge advertisers for the space they use.
— A newspaper, in addition to being a public trust, is also a private business.
— Economic security is important to freedom of the press.
— The publisher must make money to stay in business.
— He charges advertisers for space and he charges subscribers for papers.
— But advertising is the main source of revenue.

Spread out a newspaper and turn the pages slowly.
— Pay special attention to the “display” ads (not the classifieds—we'll look at them later).
— Notice how the ads vary in size.
— What is the largest ad you can find?
— Does it take up two full pages?
— What is the smallest ad?
— Is it one column wide and only an inch deep?
— See how the ads vary in content.
— And in design.
— And in approach to selling.

(Continued)
You can find out a lot about your community by reading the ads.

- Its tastes.
- Its living habits.
- Its work.
- Its recreation.

Actually, there are days when the most important news for a certain person may be found in the ads rather than in the news columns.

- A day when a budget-conscious mother must buy new shoes for her child.
- A day when a father must purchase new tires for the family car.
- A day when a family sets out to buy a house or rent an apartment.

Who designs newspaper ads?

- Sometimes the store itself.
- Sometimes a national manufacturer.
- Sometimes one of the newspaper's advertising salesmen.
- Sometimes the newspaper's art department.

Do all ads successfully generate business for the advertisers?

- No. Most ads, but not all.
- Sometimes the product is not in demand.
- Sometimes the ad is poorly drawn or positioned.
- Sometimes the timing is off.
- Sometimes the weather will interfere, as with a snowstorm.

Do newspapers reject certain advertisements?

- Yes.
- If the ad is suggestive.
- Or obscene.
- Or in poor taste.
- Or violates the standards of the newspaper.

Classified Ads

Some people read the "want ads" just for fun:

- A man has lost his black-rimmed glasses in Madison.
- Another man is not responsible for debts other than his own.
- Somebody wants $250 for a 1950 Plymouth that "runs like new."
- A grocer is retiring and wants to sell his business.
- An affectionate cat needs a loving home.
- A 16-foot sailboat awaits the first taker, at $400.
- Four black Angus heifers have strayed away from home.
- A student wants a ride to Chicago.
- A psychic class is now being formed.
- A lady who fell in a supermarket parking lot wants the gentleman who helped her home to call her.
- An apartment is available in the Hillsboro section, but drinking, children and pets are not welcome.
- A manufacturer is in need of five sharp young men.

(Continued)
But most people read the want ads because they want to do business.

—“Classifieds” provide a service which is not duplicated anywhere.
—They usually appear toward the back of the paper.
—They are indexed by sections, according to subject matter.

For example:

- **Announcements:**
  - Lost and found.
  - Personals
  - Special notices, etc.
- **Service guide:**
  - Driveways built.
  - Moving, storage, hauling.
  - Painting, papering.
  - Pest control.
  - Septic tanks, etc.
- **Educational:**
  - Business schools.
  - Vocational schools, etc.
- **Employment:**
  - Help wanted.
  - Part-time work.
  - Positions wanted, etc.
- **Financial:**
  - Business opportunities.
  - Personal loans, etc.
- **Motor vehicles:**
  - Automobiles for sale.
  - Motorcycles, scooters, bicycles.
  - Trucks, etc.
- **Livestock, farm supplies.**
- **Sports:**
  - Boats, motors.
  - Truck campers, trailers.
  - Hunting, fishing supplies, etc.
- **Merchandise:**
  - Household goods for sale.
  - Miscellaneous for sale.
  - Miscellaneous wanted.
  - Swaps (“Let’s Trade”), etc.
- **Rentals:**
  - Apartments, furnished or unfurnished.
  - Farms, acreage.
  - Houses, unfurnished.
- **Commercial and investment property.**
- **Real Estate:**
  - Homes for sale.
  - Lots for sale, etc.

Most want ads come to the newspaper by telephone.

—There is a special phone room for this purpose.
—The ad-takers are skilled in helping customers word and classify their ads.

Want ads are relatively inexpensive.

—A three-line ad costs only a few cents more than a telegram from Nashville to Chattanooga.
—The ad would be inserted once in both the morning and afternoon newspapers.
—The longer an ad runs, the less the rate per line per day.
Newspaper Jargon

AP: Associated Press.
Ad: Abbreviation for advertisement.
Assignment: A story a reporter has been told to cover.
Banner: A headline in large letters running across the entire width of the front page.
Beat: A reporter’s assigned area for covering news.
Body type: Type used in a story; not a headline.
Boldface: Heavy or dark type.
Box: Editorial matter enclosed in a border.
Bulletin: An important last-minute story received at deadline; only a paragraph or two can be gotten into the paper.
Byline: A reporter’s name at the top of a story.
Caps: Abbreviation for “capital letters.”
Caption: An explanatory line above or below a picture.
City editor: Presides over the city desk and oversees the work of news reporters in the newspaper’s city of publication.
City room: The area where the news staff has its desks.
Clips: Abbreviation for “clippings”—stories clipped from the paper and saved for future reference.
Composing room: Where type is set and pages assembled.
Copy: Material ready for publication, usually in written form but can include pictures.
Copy boy: The newspaper equivalent of “office boy.”
Copy desk: Where stories are copyread and headlines written.
Cover: To get the facts for a story and write it.
Credit line: The source of a picture.
Cropping: Marks put on a picture to show what area of it will appear in the paper.
Cut: A picture etched on metal so it will print in the paper.
Cutlines: Information below a picture.
Dateline: The line at the beginning of a story telling where it happened.
Deadline: A time by which stories for an edition must be completed.
Dummy: A layout of a newspaper page showing placement of headlines, stories, pictures and ads.
Ears: Boxes or blocks of type placed beside the newspaper’s name at the top of Page One.
Editor: Has charge of planning and producing part of the news content of the paper.
Editorial: An essay expressing the publisher’s or an editor’s opinion.
Editorialize: To insert the writer’s opinions into a story.
Feature story: A story with an unusual twist.
Filler: Short item to fill a small hole in a page.
Fourth Estate: Traditional name for the press.
Galley: A metal tray for holding type.
Galley proof: A proof of a galley of type to be checked for errors before it is put into a page.
Halftone: A picture etched on metal so it will print in the paper.
Handout: A press release.
Hard news: Important factual information about a current happening.
Head: Abbreviation for “headline.”
Jump: Continuation of a Page One story on an inside page.
Kill: To strike out part of a story or of a page so it will not print at all or will print no longer.
Lead: The opening paragraph of a story.
Makeup: Arrangement of stories, headlines and pictures on a page.
Makeup editor: Liaison man between the editorial department and the composing room.
Masthead: The newspaper’s name at the top of Page One.
Morgue: The newspaper’s library where clippings, pictures and background information are on file for use when needed.
News editor: He “dummies” the news pages, determining position and size of headlines, stories and pictures.
Obit: Abbreviation for “obituary,” the story of a person’s death.
Op-Ed page: The page facing the editorial page; it usually features opinion columns.
Pica: A printer’s measure; a sixth of an inch.
Proof: A printed sample of freshly set type.
Proofreader: One who reads proof and marks errors.
Publisher: Chief editorial executive of the newspaper.
Railroad: To rush a story into the paper at deadline without proofreading it.
Reporter: Covers news assignments; develops investigative stories.
Rim: Outer edge of the horseshoe-shaped copy desk.
Rim man: Sits on rim of copy desk; copyreads stories and writes headlines.
Running story: A story with new developments day by day.
Scoop: An exclusive story.
Slant: To write a story in such a way as to present only one side of a question or issue, in line with a special interest or bias.
State editor: Has charge of news coverage in the state where the newspaper is located but outside the metropolitan area.
Story: An article other than an editorial or opinion piece.
Streamer: A headline across the entire front page.
Stringer: Part-time correspondent who covers news in his home town or county for a metropolitan paper.
Sunday editor: Has charge of producing many parts of the big Sunday paper.
Telegraph editor (also “wire editor”): Monitors wire service copy, deciding which stories to use.
Trim: To shorten a story to save space.
Typo: Abbreviation for “typographical error.”
Wirephoto: A picture received electronically from a distant point, usually by telephone line.