

A Sacramento plant for which Wong seeks investors would produce about 40,000 tons of agri-pulp annually and cost up to \$15 million, he said. If it also manufactured paper, the cost could shoot up to \$30 million to \$40 million.

"Our impression is positive," said Smurfit vice president Jim Tisdale. "We went into this looking for fatal flaws and have yet to find one. On balance, agri-pulp is slightly better than average newsprint."

But Tisdale made it clear there is more work to be done, pointing out that Smurfit, which normally turns out 2,000 tons of newsprint a day, made only 180 tons of the agri-pulp combination.

"We believe there is good reason to continue our exploration on the viability of this fiber and its cost-effectiveness," he said.

BY MARK FITZGERALD

Some Scenes From The SuperConference

EVER WONDER HOW "Jeopardy" quizmaster Alex Trebek would do at the game without his cards?

David Cole, the newsroom systems maven and editor and publisher of the *Cole Papers* newsletter, found out at the Newspaper Association of America's 1997 Newspaper Operations SuperConference in Orlando when he hosted a Jeopardy-inspired quiz called "Pagination Imagination."

Industry pagination experts such as Phoenix Newspapers' Howard Finberg and the *New York Times*' Kristin Tennent giggled, hemmed and hawed, guessed and sometimes answered quickly and correctly a series of often-obscure questions about pagination.

Cole visibly enjoyed the panels' embarrassment — and then had to share it.

The question: What does RISC stand for?

"Er, reduced instruction set computer?" one side guessed.

"Uh, reduced instruction set chip?" the other team asked.

"Yup, it's chip," Cole said.

There was an immediate outcry from the audience.

"Okay, computer," Cole said.

True fact: This system replaced one nick-

named HAZWOPER, pronounced "has-whopper."

It didn't make the Pagination Imagination quiz, but the best acronym to emerge at the SuperConference was OSCAR. It stands for OSHA System for Compliance Assistance and Referral.

"Ooooooh, sorry!"

The correct Jeopardy question is, "What is, five years down the road?"

Several of the questions in David Cole's pagination quiz were contributed by audience members. One asked, "How long will it take for 80% of newspapers to be fully paginated?"

By an overwhelming voice vote, the audience picked the answer, "When hell freezes over."

Why Mickey uses a Norelco

Rob Bee, manager for industrial hygiene and safety at Walt Disney World, regaled SuperConference attendees with stories of the challenges of meeting government health and safety regulations at the massive complex.

Consider, for instance, the OSHA standard on blood-borne pathogens. At first, Bee said, he thought the standard would affect only Disney World's emergency technicians and medical workers. But then he discovered the typical hotel maid confronts blood once a day — and he learned of an even more frequent source of bloodletting.

At an Old West-themed barber shop, barbers using straight razors were drawing blood in seven of ten shaves, Bee said.

"So, you know, I said, 'Well, is this really customer satisfaction?'" Bee said. The barber shop no longer gives shaves.

Last riddle

Answer: Just over 700, a substantial increase from the approximately 450 at last year's SuperConference, the first

"What was the attendance at the 1997 SuperConference, Alex?"

Projects At BHG

BLEVINS HARDING GROUP, Boulder, Colo., is providing strategic planning, design services, and operations analysis for the Cedar Rapids, Iowa, *Gazette*.

The newspaper operations consulting firm also was hired to reconfigure the *Hartford Courant*'s offices.

Agfa Working With Monotype Typography

BAYER'S AGFA TYPOGRAPHIC Systems Division, Wilmington, Mass., and Monotype Typography Inc., Elk Grove Village, Ill., said they will jointly produce and distribute a type CD-ROM and collaborate on a range of other initiatives, including a contest, a scholarship for promising design students and a U.S.-U.K. exchange of renowned graphic designers.

The companies combined their typeface libraries, providing more than 5,900 typefaces for the Creative Alliance compact disc. Monotype will make and support the CD, while Agfa will manage its marketing and distribution.

The companies said they will release more than 100 new typefaces quarterly — approximately 25% exclusive to their alliance — available first on diskette and online, later on CD.

Ridder Receives Isaiah Thomas Award

KNIGHT-RIDDER INC. chairman and CEO P. Anthony Ridder will receive the 1997 Isaiah Thomas Award in Newspaper Management from Rochester Institute of Technology's School of Printing Management and Sciences at an April 2 ceremony at the Rochester, N.Y., campus.

Named for the Colonial American patriot printer-publisher who later wrote *The History of Printing in America*, the annual award recognizes outstanding contributions to the newspaper industry.

Ridder, who has held the top jobs at Knight-Ridder since 1995, spent several years at the *San Jose Mercury News*, where he eventually rose to publisher. In 1986, he was appointed president of the company's Newspaper Division. Three years later, he was promoted to president of Knight-Ridder Inc.

Ridder serves on the boards of the Newspaper Association of America, the Associated Press and the Seattle Times Co. He also is a member of the NAA's executive committee and chairs the association's public policy committee.