

Letters

PRAISE FOR EDITORS

All concerned were delighted by Howard B. Taylor's complimentary comments on the format and typography of the *Daily Trojan* at the University of Southern California (Feb. 1). But he gave me more credit as faculty adviser than I deserve. It was not I who redesigned the paper, but rather the editors, who have complete control over content and production. All I do is try to keep the staff members apprised of the latest trends in newspaper design.

ROY H. COPPERUD
Altadena, Calif.

ANOTHER VICTORY

I am sure all of our association members appreciate your editorial comments (January 25) regarding our successful effort to have the University of California upgrade journalism rather than toss it out as they had once planned.

You may be interested in a similar success we have recently had in helping improve journalism education.

For several years we had been living with the handicap of a teacher credential system which virtually precluded journalism majors from getting teaching credentials or conversely precluding aspiring teachers from taking any substantial journalism studies.

In November we convinced the State Board of Education to amend one portion of the credentialing regulations to eliminate this problem.

That victory coupled with the University of California's establishment of a graduate school should open the avenue in our state for more advanced and thorough journalism training for more young people.

BEN D. MARTIN
Sacramento, Calif.

AP STRIKE GAINS

You ask (January 18 editorial) why AP's wage offer could not have been submitted to Wire Service Guild membership before a strike was called.

AP Guildsmen voted overwhelmingly in favor of authorizing strike action. They did this AFTER each received a telegram from AP which read: "Be certain you know and understand the Associated Press' final offer to the Guild which is available in your bureau, before you vote on any referendum."

In addition, the Guild told its membership that a vote for strike authorization was a vote against management's money offer. The Guild mimeographed and distributed to all bureaus additional copies of the management offer, saying it agreed with AP management that members should study management's final offer before voting.

You ask "why did they (Guild members) have to go through the motions of

a disruptive strike . . . ?" then load the question with additional points you wish to establish. Strike action was made necessary because AP broke off bargaining the week before and set about installing strike-breaking equipment. AP further refused to bargain on a Guild counter offer earlier in the week of the strike vote, but merely dismissed it.

Assuming we gain the same fundamental rights a majority of union members throughout this country enjoy, the strike will have been a success. We won contract concessions after AP management gave us its second "final offer," this one a take-it-or-leave-it final offer. Union members will make the same amount of money they would have under the Guild counter offer, only the Guild will not go into next contract negotiations on the "wage plateau" the counter offer would have produced. Instead, because of the strike, the union will go into negotiations on an organizational plateau.

We asked for, and got only because of strike action, expanded 37½ hour work week, greater AP participation in employee health plan, improvements in night, overnight and Sunday differentials, additional holiday, vacation and other benefits.

We won the strike, even though we had hoped to achieve more of our objectives. We are extremely proud of our fellow Guildsmen, and of United Telegraph Worker's Union members who honored our lines so faithfully.

WILLIAM C. McLAUGHLIN
New York

OUT OF THE ASHES

It might be of interest to your readers to note first birthday of *Phoenix*, the laboratory newspaper published by the San Francisco State Journalism Department.

Phoenix, which rose out of the ashes of the *Daily Gater*, is a weekly devoted to the interpretive reporting. We began publishing the last day of February with a prayer, some borrowed equipment and two printers who were unfamiliar with their machine. Somehow we came out and a new era at San Francisco State journalism was started.

Phoenix is a six-column full size offset newspaper (8 pages) with students doing all of the production work outside of the typesetting and press run. Although the paper is published by the Journalism Department, students are responsible for editorial content.

Student reporters covering the crisis learn quickly to weigh their words carefully and sometimes judge themselves against the professionals covering the campus. Although *Phoenix* strives to be professional both in its coverage and writing, it is open to experimental ideas. In its use of pictures and its make-up the paper is a flashy example of what one journalist has called the "look of the future". Its make-up is the design that Howard Taylor writes about in his E&P Layout and Design column; good use of art, down-style heads, blocks of pictures and type, strong corners.

The paper is published with funds from the Journalism Department. However a

strong push is being made for advertising to give the paper more flexibility. *Phoenix* is a member of AP and National Educational Advertising Services.

HOWARD FINBERG
San Francisco

NEW PAPER ON CAMPUS

A new trend may be setting in in college journalism, if a development on the Vanderbilt University campus in Nashville is any indication.

Like student newspapers on many college campuses these days, the Vanderbilt *Hustler* has been under the editorial control of a little band of student activists and radicals. They have used the newspaper more as a journal of opinion and propaganda sheet than a newspaper.

When the *Hustler* editorially endorsed Dick Gregory for President last fall, it was more than a lot of moderate Vanderbilt students could take. Especially a sophomore named Michael Frank, who decided it was time to publish a newspaper that would be more representative of majority student attitudes.

Mike says he has had good success in selling subscriptions to *Versus* on campus, and he has a full-scale organization recruited to help him put out a paper each Wednesday (the *Hustler* publishes Tuesday and Thursday). While the *Hustler* is supported by a compulsory student activities fee collected by the university, Frank's enterprise is entirely self-financed.

W. M. HOLDER
Nashville, Tenn.

Short Takes

A Thai terrorist grabbed a carbine and shot his way out of jail, wounding two Thais and killing an American Air Force. — *New York News*.

Mrs. McD . . . was at the third floor gynecology clinic. She put on a cot in a nearby room and slept. — *Versailles* (Ky.) *Woodford Sun*.

From a classified ad: We are an illegal opportunity employer. — *Woonsocket* (R.I.) *Call*.

Mayor Lindsay announced the city would provide 30-gallon plastic hags in which garbage may be placed. — *New York Times*.

Acting on a sip, detectives took the youth into custody. — *Buffalo Evening News*.

The President popped in between the creeps and the fruit to joke with the guests. — *Boston Herald Traveler*.

Representatives of Slick arrived cussing the proposed tender offer. — *Wall Street Journal*.

(E&P pays \$2 for each amusing typographical error found in newspapers.)