Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

September 7, 1972

Mr. and Mrs. Ivan Doig
15004 Linden Ave. North
Seattle, Washington 98113

Dear Ivan and Carol,

Enclosed are your first author's copies of NEWS. At least I hope these have gottento you first. I just got back from vacation and found them here.

I think all our hard work was worth it. The book really looks fine. I hope you're as pleased with the cover as I am.

It's been a great pleasure working with you...I hope we can work together again, after NEWS has become the smashing success it deserves.

With my very best wishes,

Sandy

Sandra Messik (Mrs.)

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

August 21, 1972.

Mr. and Mrs. Ivan Doig
15004 Linden Avenue N.
Seattle, Washington 98133

Dear Mr. and Mrs. Doig:

I wanted to reassure you that NEWS is, or has been, on display at the AES convention. We have hired a student to display our books there.

Enjoy London!

Sincerely,

Susan

Susan J. Anderson
Assistant Editor -English-

SJA/cms

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

July 21, 1972

Mr. and Mrs. Ivan Doig
15004 Linden Avenue, North
Seattle, Washington 98133

Dear Carol and Ivan:

It is virtually impossible to guarentee that the Teachers Manual will only go to teachers of two year schools. We will be promoting the book in both English and Journalism Departments and I feel that in English Departments, many teachers would appreciate a manual to reinforce a media-oriented course. I don't think that the manual will send any four year instructors in Journalism Departments. It is welldone, but they are free to totally ignore it if they wish.

Do you want us to add the New York Times and a Chicago paper to the list of papers?

I'm glad you found my brief list on London useful. October should be a delightful month to be there.

We're looking for the book the third week of August. Not long from now!

Cordially,

Bill da

William H. Oliver
Editor - Journalism/English

WHO:da

P.S. I just learned that the Instructor's Manual will not be published until September 15. However, we have arranged for the manual to be automatically sent to all those people who have already received the book by that time, and it will also be sent with all future samplings of the paper edition.

15004 Linden Ave. N.
Seattle, Wash. 98133
August 12, 1972

phone 206-364-9408

William H. Oliver
Editor -- Journalism
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Bill

Just a few quick lines before Carol and I take off into the Olympic Mountains on a week-long hike. It doesn't seem to us it's worth tinkering with page 2 of the teachers' manual to add the NY Times to the list of newspapers; the Times is a standard reference source most libraries have anyway, and also the Times' outlook as a national paper of record makes it different from the good local-regional papers we're touting in this list. That is, our main point is to show what excellent local coverage is possible -- and that's not really the forte of the Times. As for the Chicago papers, none of them are as all-round good as the other papers on the list. We tried for a geographical spread, and the Des Moines Register seems to us the Midwest's best example of an excellent local news source.

Thanks for passing along the trade catalog. We're hoping like hell that you will get the book on display at the AEJ, because that's the best crack we're going to have at letting teachers know the book will be available for this autumn.

We appreciate the London suggestions you've been passing along. We're looking forward to putting them to good use.

Regards

Ivan Doig

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

July 14, 1972

Mr. and Mrs. Ivan Doig
15004 Linden Avenue, North
Seattle, Washington 98133

Dear Carol and Ivan:

I'm glad you like the cover. We do too.

The number of pages listed in that form we sent you was an original estimate, and, of course, it will be corrected to show the actual length of the book.

It won't be long now.

Sincerely,

Bill

William H. Oliver
Editor - English & Journalism

WHO:da

More later — —

15004 Linden Ave. N.
Seattle, Washington 98133
July 5, 1972

William H. Oliver
Editor - Journalism
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Bill

Thanks for having a copy of the cover sent along. We think it's a good job, and that the two colors bring out the detail very well.

Thank you, too, for answers to our several questions, and for the copy of the form sent to Publishers Weekly. Looking it over, we see just one perplexing item: the number of pages is listed as 256. Was that just an error in filling out the form -- our page proofs show 230 pages to the end of the index -- or do we have a foul-up in the pagination?

Cordially

Carol M. Doig (Mrs. Ivan)

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

Mr. and Mrs. Ivan Doig
15004 Linden Avenue, North
Seattle, Washington 98133

June 30, 1972

Dear Mr. and Mrs. Doig:

The cover sketch has been completed and printed, and I enclose a copy of it for you to have. I think you will find that the title stands out clearly, and that the cover draws attention to itself without being too raucous.

We all think it's a great cover. I hope you agree!

Sincerely,

Susan

Susan J. Anderson
Assistant Editor - English

:sja
Encl.

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

June 28, 1972

Mr. and Mrs. Ivan Doig
15004 Linden Avenue, North
Seattle, Washington 98133

Dear Carol and Ivan:

Thank you for your letter of June 24.

We are in the process of requisitioning a check for $35.05 for you to cover your secretarial and mailing costs for the Instructor's Manual.

Regarding your concern over the publicity of the book in the usual library journals, I have enclosed a copy of the library notice that was drawn up, and a note explaining it.

The error in the 1972 P-H catalog is our goof and will be corrected. The book was a last minute addition to the catalog.

I gave the list of people to receive complimentary copies of the book to our public relations lady, and they will receive their copies shortly after publication.

Have a great trip to England. Mine was marvelous.

Cordially,

Bill

William H. Oliver
Editor - Journalism

WHO:da

15004 Linden Avenue N.
Seattle, Washington 98133
July 2, 1972

William H. Oliver
Editor - Journalism
Prentice-Hall Inc.
Englewood Cliffs, N.J. 07632

Dear Bill

We're glad you like the instructor's manual; thanks for the kind words. We think it's a good idea, too, to ship the manual with sample copies going to teachers, with one exception: Yes, professors at four-year colleges and universities definitely should get sample copies of the book. But no, please don't automatically ship them instructor's manuals. The manual is definitely written for the nonspecialist, not the university professor. We have great potential in the four-year market, but if the four-year people think the book's meant especially for two- year colleges, they won't give it a serious look.

Does that sound reasonable?

Thanks, too, Bill, for your suggestions about London. We'll repay you with some additions to the list when we return. As I mentioned in the last letter, we won't be leaving until about October 1, so you can reach us at the usual address until then.

We look forward to seeing the book, by golly. Any further word about when it's likely to be off the press?

Cordially

Carol M. Doig (Mrs. Ivan)

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

June 27, 1972

Mr. and Mrs. Ivan Doig
15004 Linden Avenue, North
Seattle, Washington 98133

Dear Carol and Ivan:

Just a brief note to say that the Teachers Manual is excellent! I think that it will be a most useful took in turning sales and in making the book effective in the classroom. I certainly appreciate the time and talent given to it.

I did wonder why you omit the New York Times and the Chicago papers from your page two list of newspapers. Is it perhaps because they are so obvious?

We'll arrange to have the manual shipped automatically with all sample copies of the book going to teachers.

Have a wonderful summer.

Cordially,

Bill

William H. Oliver
Editor - Journalism

WHO:da

Just received yours of the 24th - will respond soon, send $, etc. London is marvelous, just enjoy - see the countryside - I strongly recc. the Arden Hotel in Stratford - across from the RSC theatre - also Charlcotte Palace nearby. We stayed in the Americana Hotel 172 Gloucester Place - near Baker NW1

Street and Regents Park. There'd Do much and it all Do Cival, even the Underground. The food was better than I'd heard but not Paris. We liked The Swiss Grill - (They are Changin names) to Something else on Belsize Underground Exit in Hempsted - (NW3) turn right - 161K - also The Torino (French) on new Oxford St - Oxford Circus Underground Exit and around Corner near new high rise. Ask for George, a waiter, and tell him MR. MOCK Sent You - (Maynard Mock, Yale) it Greek; very pleasant - Try fish.

The London Museum in Kensington Park is well worth it - (understatement) They have a superb Exhibit on Charles London.

Again, Enjoy!

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

June 22, 1972

Mr. and Mrs. Ivan Doig
15004 Linden Avenue, North
Seattle, Washington 98133

Dear Mr. and Mrs. Doig:

Just a note to let you know that we've received your Instructor's Manual.

Bill is in Washington, D.C., for what it's worth at the moment. I understand they're under a lot of water and nothing's moving. He was supposed to come back today, but...

Anyway, when he does get back, we'll put the Manual into production. I have to wait for him for the figures. Be assured that it will get going soon.

Happy summer. Hope you're not as damp as we.

Cordially,

Debby Arnold

Deborah Arnold
Assistant to William Oliver
Editor - English/Journalism

da

15004 Linden Avenue N.
Seattle, Washington 98133
June 24, 1972

William H. Oliver
Editor - English
Prentice-Hall Inc.
Englewood Cliffs, N.J. 07632

Dear Bill

We've just received a return receipt indicating that the instructor's manual for News: A Consumer's Guide reached you on schedule, June 21. So I'm enclosing with this letter, according to your instructions of March 15, the typist's bill for $29, along with a separate receipt of $1.05 for special correction fluid which Ivan bought for her. In addition, registered mail, which P-H instructions require, plus air mail cost $5, for a grand total of $35.05.

We paid the typist by personal check so that she would be reimbursed promptly. Would you have your bookkeeping department, then, reimburse us?

Just a few other miscellaneous items:

We've had Shoreline's reference librarian looking through the usual library journals for mention of our book, and we have looked ourselves. Although they have been previewing books to be published through September, we have so far seen no mention of ours in either Publishers Weekly or in Library Journal. How does P-H handle that part of the publicity?

Another problem: the 1972 P-H catalog for humanities and social sciences has the book listed, but under the Public Relations catagory! It should, of course, be included under Principles of Journalism.

On the plus side, we were glad to see the book at the top of the back page ad in Journalism Quarterly.

Finally, Ben Elderd told me some time ago that you could arrange to have copies of the book sent to those persons who contributed especially to its writing. Therefore, I'm enclosing ~~a list~~ addresses of those listed in our Acknowledgements. About half are teachers who would want examination copies anyway. Any problems?

We hope you enjoyed the London vacation, Bill. We're just now beginning to have enough time to think about our own trip, which we'll begin about October 1. If you have any advice about how to survive and prosper in London, we'd be glad to have it.

Cordially

Carol Doig (Mrs. Ivan)

NEWS: A Consumer's Guide

Following are addresses for the people listed in the Acknowledgements. Please send a copy of the book to each.

Ms. Jean Roden
13534 Sherman Rd. NW
Seattle, Wash. 98177

Linda and Clint Miller
3038 NE 85th
Seattle, Wash. 98115

Mr. and Mrs. Marshall Nelson
21208 96th W.
Edmonds, Wash.

J.K. Bateman
4220 Riverdale So.
Salem, Oregon 97302

Bill Chamberlin
701 E. 6th, Apt. 203
Ellensburg, Wash. 98926

Mr. and Mrs. Tom Holden
2785 Carmel
Ann Arbor, Michigan 48104

Dr. Bill Reeburgh
Box 5 - 628
College, Alaska 99701

Professor Denzil Walters
Shoreline Community College
16101 Greenwood Ave. N
Seattle, Wash. 98133

Miss Melvylei Stone
Shoreline College Library
16101 Greenwood Ave. N
Seattle, Wash. 98133

William Caldwell
The Record
Hackensack, N.J.

Professor Neale Copple
Director, School of Journalism
University of Nebraska
Lincoln, Nebraska 68508

Professor Ben H. Baldwin
The Medill School of Journalism
Northwestern University
Evanston, Illinois 60201

F.B. Muller
112 Stockton Avenue
Ocean Grove, N.J. 07756

Betty M. Thomas
Harvey Cedars
New Jersey

Ainsley Roseen
1805 Cleveland St.
Evanston, Illinois 60202

Mrs. Bessie Ringer
Box 155
White Sulphur Springs
Montana 59645

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

Ivan and Carol Doig
15004 Linden Avenue, N.
Seattle, Washington 98133

June 13, 1972

Dear Mr. and Mrs. Doig:

I'm very glad you approve of the cover for NEWS! Now we can all rest easy that production will procede on schedule. The title will be quite noticeable; it will take up about one-third of the cover space. As you suggested, the picture will be reduced so that the title has the top third of space on the cover, and it will be printed in bold letters.

Let me know if there is anything else I can do to be of help. Bill says hello; he's just returned from England and is still re-patriating.

Sincerely,

Susan

Susan J. Anderson
Assistant Editor - English

:sja

15004 Linden Ave. N.
Seattle, Wash. 98133
June 13, 1972

phone 206-364-9408

Edna S. Zeitz
Publicity and Public Relations
College Division
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Miss Zeitz

Thanks for your letter of May 30, outlining the promotion of our book NEWS: A CONSUMER'S GUIDE. I'm enclosing a list of recipients for the book, as you requested. The professors and periodicals you inquired about are on page 1; the other pages list some suggested review possibilities. I'm not clear whether that remainder of the list comes under your department or somewhere else in Prentice-Hall; at any rate, I'll explain the list, and you can decide whether it belongs to your or should be passed along to someone else.

--periodicals and professors: some of the professors we selected because we know them at least slightly, the rest we chose because they head large journalism schools which have an interest in teaching news consumer courses. Incidentally, the best guide to journalism educators probably is the 1971 directory issue of The Journalism Educator, Dept. of Journalism, U. of Nevada, Reno, Nevada, 89507. It lists instructors of every school, and sells for $3 a copy.

--journalism reviews: Most of these are small publications, but prime audiences for this book; the reviews are widely read by journalism teachers and others interested in media performance.

--newspapers: the ones checkmarked in green are all newspapers where we're known. The others include some smaller dailies which are diligent enough to be concerned about news consumerism. We hope the book can be given very wide sampling among newspapers, for at least two reasons: 1) many newsmen moonlight as journalism teachers, and so might use the book in their classrooms once they're aware of it; 2) the book is timely for the election campaign, and papers more and more are carrying comment about media performance because of criticism of the news.

--magazines and media critics: again, the checkmarked ones are where we'll be known personally.

I hope this covers everything; if not, let us know.

Cordially

Ivan Doig

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

May 30, 1972

Mr. & Mrs. Ivan Doig
15004 Linden Avenue, North
Seattle, Washington 98133

Re: NEWS: A Consumers Guide

Dear Mr. & Mrs. Doig:

We are now involved in the advance promotion of your book, and our fieldmen are ordering complimentary sample copies for people who are in a position to adopt it.

If you would like to submit a list of professors or instructors who would be in a position to adopt your book for a considerable number of students, we will be happy to rush copies to them as well. We sample very liberally, so please limit your list to ten names. (Only current addresses complete with zip codes can be handled by our clerical staff.)

Incidentally, it would be very helpful, in the case of each name you give us, if you could indicate what your relationship is. For example, "Professor John Rice, of the University of Tampa, Head of the Department there, formerly taught here in my department, and is in a position to use my book." This would enable our fieldman to personalize the discussion.

Your book will be mailed to appropriate periodicals for review. While our lists are up-to-date and extensive, you may, if you haven't already done so, suggest five or six periodicals of your own choosing. Please select those where you have been a contributor or reviewer, and we'll send personal notes along reminding the editors of the relationship.

Our publicity will meet with greater success if you will remember to update your biography ... mention your book when speaking to members of the press ... and notify us of future speaking engagements, since it may be possible to have your book displayed at the time of your appearance.

It is truly a pleasure to be involved in the strong campaign we plan for your book, and I look forward to an early reply. Many thanks!

Sincerely,

Edna S. Zeitz

Edna S. Zeitz
Publicity and Public Relations
College Division

esz:jlh
Enclosure

P.S. Enclosed is the general outline of our promotional program to date. While some slight deviation from this pattern may occur, you can expect it to be followed for the overall promotion.

OUTLINE OF PROMOTIONAL PROGRAM

Your Author's Suggestion Form has been completely reviewed and incorporated in our plans for publicizing and marketing your book. The following is a basic outline of the promotion program.

Sales Manual Page

The Sales Manual Page describing your book was distributed to our sales and promotion staff. Our sales representatives find this page an indispensable aid in discussing your book ... and our advertising and publicity people use it extensively in preparing publicity releases and circulars.

Approximately 300 College, Library, El-High School and Trade Sales Representatives work with this page.

Announcement Circular

Copies of the finished printed circular are mailed to you as soon as they arrive from the printers. This announcement circular will be mailed to the most current, specialized and productive lists in the United States, Canada and foreign countries.

Journal Advertising

As near as possible to the publication date of your book, an announcement will appear in the most appropriate journals serving the potential markets for your book.

Publicity

Review copies of your book, and copies of the announcement circular, will be mailed to the most suitable professional journals and to other book reviewing media. A list of their names will be forwarded to you as soon as the books are sent. However, it should be remembered that a time lag of six months to a year often occurs before a review appears in a professional journal.

Library Promotion

A description of your book will be included in an issue of the "Prentice-Hall Book News" which is sent periodically to school libraries, public libraries, industrial libraries and government book buyers throughout the nation.

In addition, our Library Division provides maximum exposure of new titles to the library market through our Library Review Plan. This plan permits libraries to order books of their choice on a review basis. Your book will be offered to libraries on this plan.

Agency Plan

More than 250 College and Trade booksellers are enrolled in the Prentice-Hall Agency Plan. Under this plan, they receive books in categories of their choice automatically upon publication. These books are then added to their reference shelves for potential single copy sales. Your book will be distributed under this plan. NEWS: A Consumers Guide will also be listed in our new Trade Catalog.

1500½ Linden Ave. N.
Seattle, Wash. 98133
May 12, 1972

phone 206-364-9408

William H. Oliver
Editor - Journalism
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Bill

We talked a bit on the phone the other day about what promotion of the book should be done at the AEJ convention this August 20-23. Since then, I've had a chance to check back on AEJ convention attendance, to see just what the audience will be. I found these figures:

1968 convention, 425 delegates
1969 " , 512 "
1970 " , 405 "
1971 " , 379 "

These are big numbers in the field of journalism education; the AEJ has only about a thousand members total. Representation at the conventions is, I suspect, a much higher percentage than at the MLA or other annual meetings of English teachers, for example. And it's a broad constituency. At the 1970 convention you attended in Washington, for instance, 152 schools and departments were represented. In short, the AEJ convention is THE big meeting of the year. Since the Midwest is the heartland of journalism education and the convention will be in the Midwest this August, it seems to us the Carbondale convention is an excellent site to publicize NEWS: A CONSUMER'S GUIDE.

Also, something should be done as soon as possible about making the summer publication date known. Friends who have received the advertising flyer which says "fall publication" keep writing to us to lament that it sure is too bad the book won't be out before fall, because they'd like to use it.

On the subject of ads, we're enclosing a list of suggested publications. If they have not already been scheduled -- and if not, time is very short -- ads should start with the summer issue of Journalism Quarterly, which is the one which will prime AEJ people to look for the book at the convention, and the July issue of the organization's publication Journalism Educator. Columbia Journalism Review is a good thought, but the magazine doesn't run advertising. Some of the local journalism reviews do, and they're a natural audience for our book -- teachers and journalists concerned about the profession. Of these, the New York journalism review, which is called (MORE), and the Chicago Journalism Review are the most important. Even classifieds, which is all the space some of these reviews have, would help.

At this point we're also wondering about the broader advertising campaign planned for the book. Rather than ask pages of questions of you, perhaps it would be easier for you just to refer to your own letter of July 16, 1971, where you laid out the areas in which the book would be promoted. If you can give us a basic rundown on that, we would have a good idea of where we're heading.

Cordially

Carol M. Doig

Suggested publications for ads for NEWS: A CONSUMER'S GUIDE --

Journalism Quarterly

Journalism Educator
Editorial Office,
Dept. of Journalism
University of Nevada
Reno, Nevada 89507

Today's Education: NEA Journal
National Education Association
1201 16th St. NW
Washington, D.C. 20036

College English
National Council of Teachers
of English
508 South Sixth St.
Champaign, Ill. 61820

Junior College Journal
1 Dupont Circle NW
Washington, D.C. 20036

(MORE)
PO Box 2971
Grand Central Station
New York, N.Y. 10017

St. Louis Journalism Review
PO Box 3086
St. Louis, Mo. 63130

Philadelphia Journalism Review
1001 Chestnut St., Rm. 915
Philadelphia, Pa. 19107

Chicago Journalism Review
192 N. Clark St.
Chicago, Ill. 60601

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

May 30, 1972

Mrs. Carol Doig
15004 Linden Avenue, North
Seattle, Washington 98133

Dear Carol:

I have your letter of May 12 and will attempt to answer your questions.

First, regarding the instructors' manual camera copy paper, we would need a sample of the typewriter that will be used in order to send you the proper form. There is one for elite and one for pica.

We are making every effort to have representation at August's AEJ in Carbondale, but it will be very difficult for me to attend personally. I do want us to have a booth and poster, and a supply of the new titles (including yours, I hope) available. I would hope for some spot adoptions for the Fall once people see the availability of the book.

In the future, ads for the book that will appear in Journalism Educator, we will announce the August publication date. There's not much we can do to change the "Fall Announcement" comment in the advertisement that was published. People who were interested in the book and asked for it will receive it upon publication in time for use in their Fall courses, if they so desire. There will be an ad in the next issue of Journalism Quarterly, and I've already mentioned Journalism Educator. It will appear on our trade catalog for the summer and fall and receive a special institutional campaign from our library service division. Review copies will be sent to a wide number and variety of media including all those that you mentioned in your letter and in other correspondence. The promotional factor that you may not be considering is our large fieldstaff. They will be keeping keeping people posted with the publication date and see that the right people receive sample copies. Your book will be featured on our late summer list for last minute adoptions to media courses.

You will recall that the trade potential of the book among laymen is not as enormous as we had originally thought. In fact, there was a time when we considered doing the book as a Spectrum paperback, but then we stuck to our original plans for have a paper text edition with a trade cloth. There should be a fair trade sale through the promotional efforts of our trade department sales force and advertising campaign to libraries. It would be deluding ourselves to put on a full scale trade campaign for a book whose primary sales will be classroom adoption.

I appreciate very much your suggestions on possible advertisers and we will look into the rates for MORE and the Chicago Journalism Review.

Another source of advertising promotion will be the special list of college books prepared for high school promotion. This catalog will appear in the fall and be used throughout the year by our high school representatives promoting the book in high school courses. Please be assured that we are doing what we feel is best based on our experience with advertising to properly promote NEWS: A CONSUMERS GUIDE.

Cordially,

W. H. Oliver da

William H. Oliver
Editor - Journalism

WHO:da

Review copies of News: A Consumer's Guide --

periodicals

Alfred Balk
Editor
COLUMBIA JOURNALISM REVIEW
700 Journalism Bldg.
Columbia University
New York, N.Y. 10027

Helen Johnson
Book Editor
TOGETHER
Box 423
Park Ridge, Ill. 60068

EDITOR & PUBLISHER
850 Third Avenue
New York, N.Y. 10022

COLLEGE ENGLISH
Wesleyan University
Middletown, Conn. 06457

Calder M. Pickett
General editor, books
JOURNALISM QUARTERLY
William Allen White School of Journalism
University of Kansas
Lawrence, Kans. 66044

TODAY'S EDUCATION: NEA JOURNAL
1201 16th St., NW
Washington, D.C. 20036

professors

Robert O. Blanchard
Chairman, Dept. of Communication
American University
Washington, D.C. 20016

Richard G. Gray
Chairman, Dept. of Journalism
Indiana University
Bloomington, Ind. 47401

Malcolm S. MacLean Jr.
Director, School of Journalism
University of Iowa
Iowa City, Iowa 52240

Nathan B. Blumberg
School of Journalism
University of Montana
Missoula, Mont. 59801

Anthony G. Hillerman
Chairman, Dept. of Journalism
University of New Mexico
Albuquerque, N.M. 87106

Robert L. Jones
Director, School of Journalism
and Mass Communication
University of Minnesota
Minneapolis, Minn. 55455

Theodore Peterson
Dean, School of Communications
University of Illinois
Urbana, Ill. 61801

Ronald T. Farrar
Chairman, Dept. of Journalism
Southern Methodist University
Dallas, Texas 75222

Wayne A. Danielson
Dean, School of Communications
University of Texas
Austin, Texas 78712

Don E. Wells
Chairman, Dept. of Communications
Washington State University
Pullman, Wash. 99163

Review copies of News: A Consumer's Guide (cont.)

journalism reviews

The Review of
Southern California Journalism
6101 E. 7th St.
Long Beach, Ca. 90804

The Unsatisfied Man
PO Box 18470
Denver, Colo.

Hawaii Journalism Review
603 Koko Isle Circle
Honolulu, Hawaii 96821

Chicago Journalism Review
11 E. Hubbard St.
Chicago, Ill. 60611

Thorn
PO Box 1040
Holyoke, Mass. 01040

St. Louis Journalism Review
PO Box 3086
St. Louis, Mo. 63130

MORE
PO Box 2971
Grand Central Station
New York, NY 10017

Philadelphia Journalism Review
Room 918
1001 Chestnut St.
Philadelphia, Pa. 19107

Journalists Newsletter
Box 1174
Postal Annex
Providence, R.I. 12903

Buncombe
2317 Maryland Ave.
Baltimore, Md. 21218

TCJR: Twin Cities
Journalism Review
Box 17113
St. Paul, Minn. 55117

Daniel M. Larson
Executive Editor
Washington Journalism Review
2121 N St. NW
Washington, D.C. 20037

San Francisco Bay Area
Journalism Review
Box 3451
Rincon Annex
San Francisco, Calif. 94119

Overset: A Review of Newspaper
Journalism
3513 Columbia St.
San Diego, Calif. 92103

Montana Journalism Review
University of Montana
Missoula, Montana

Review copies of News: A Consumer's Guide (cont.)

newspapers

Larry Rumley
Book Editor
Seattle Times
Fairview Ave. N. and John
Seattle, Wash. 98111

Roy Edenholm
Magazine Editor
Seattle Post-Intelligencer
6th and Wall
Seattle, Wash. 98121

Bill Hill
The Everett Herald
Grand and California
Everett, Wash. 98201

Joe Bianco
Editor, Northwest Today
Portland Oregonian
Portland, Oregon 97210

Tom Jobson
Managing Editor
Asbury Park Press
Press Plaza
Asbury Park, N.J.

David V. Felts
1970 W. Wood
Decatur, Ill.
(columnist for Lindsay-
Schaub newspapers)

Stan Stapp
The Outlook
4273 Woodland Park N.
Seattle, Wash. 98103

Nelson Pyynter
St. Petersburg Times
St. Petersburg, Fla.

Cle Cervi
Cervi's Journal
1326 Delaware St.
Denver, Colo.

Thomas Pew
Editor
Troy Daily News
Troy, Ohio 45373

George Chaplin
Editor
Honolulu Advertiser
Honolulu, Hawaii

The National Observer
11501 Columbia Pike
Silver Spring, Md. 20910

Bob Cromie
The Chicago Tribune
Tribune Tower
435 N. Michigan Ave.
Chicago, Ill. 60611

Richard Hainey
Chicago Today
435 N. Michigan Ave.
Chicago, Ill. 60611

Chicago Daily News
401 N. Wabash
Chicago, Ill. 60611

Chicago Sun-Times
401 N. Wabash
Chicago, Ill. 60611

Philadelphia Inquirer
400 N. Broad St.
Philadelphia, Pa. 19130

John McCormally
Editor
Burlington Hawk-Eye
Burlington, Iowa

(We assume Prentice-Hall has a standard list of metropolitan newspapers which receive review copies. Papers of this sort which might be especially interested in our book because of its topic: Boston Globe, Providence Journal, Des Moines Register, Atlanta Constitution, Los Angeles Times, Minneapolis Tribune, Washington Post, Washington Star, Miami Herald.)

Review copies of News: A Consumer's Guide (cont.)

magazines

Karl K. Krueger
Editor
The Rotarian
1600 Ridge Ave.
Evanston, Ill. 60201

George Bangs
Managing Editor
Northwestern Report
2530 Ridge Ave.
Evanston, Ill. 60201

The Washington Monthly
1150 Connecticut Ave., NW
Washington, D.C. 20036

The Nation
333 Sixth Ave.
New York, N.Y. 10014

The New Republic
1244 Nineteenth St. NW
Washington, D.C. 20036

The Progressive
408 W. Gorham St.
Madison, Wisc. 53703

The Collegiate Journalist
Box 2707
East Carolina University
Greenville, N.C. 27834

Quill
35 E. Wacker Dr.
Chicago, Ill. 60601

Nieman Reports
48 Trowbridge St.
Cambridge, Mass. 12138

Broadcasting
1735 DeSales St. NW
Washington, D.C. 20036

media critics and commentators

Ben Bagdikian
The Washington Post
Washington, D.C. 20007

James Aronson
The Antioch Review
Yellow Springs, O. 45387

Nat Hentoff
The Village Voice
80 University Place
New York, N.Y. 10003

Harry Ashmore
Center for the Study of Democratic Institutions
Santa Babbara, Calif.

Edwin Diamond
WTOP-TV
Washington, D.C.

Freedom of Information Center
University of Missouri
Columbia, Mo.

Robert L. Bartley
Washington bureau
The Wall Street Journal
Washington, D.C.

John Herchenroeder
Louisville Courier-Journal
Louisville, Ky. 40202

Mel Wax
KQED-TV
San Francisco, Calif.

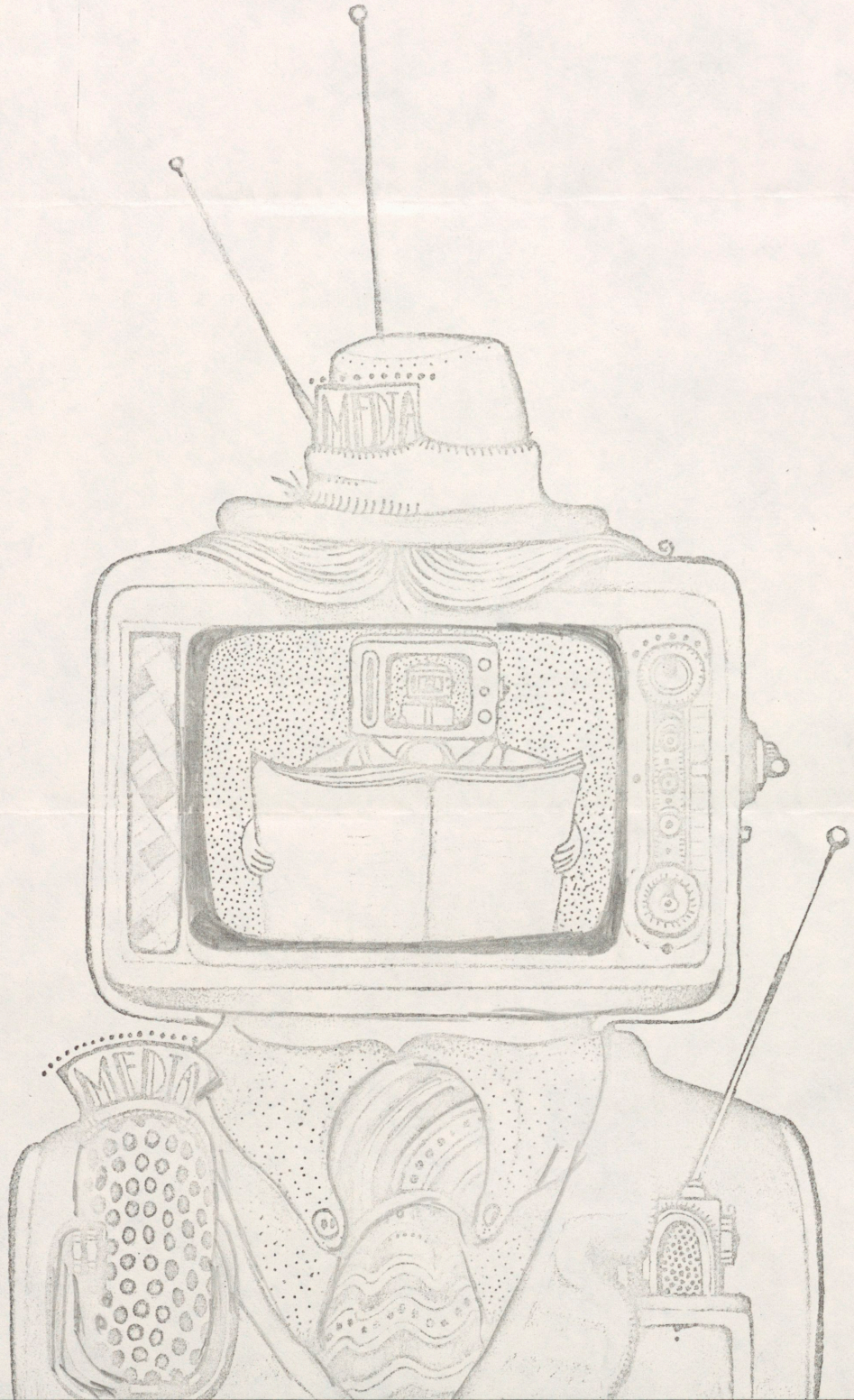
Charles Royer
KING-TV
Seattle, Wash.

Robert E. Kelly
KCRA-TV
Sacramento, Calif.

NEWS:

A CONSUMER'S GUIDE

IVAN AND CAROL DOIG



Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

Mr. and Mrs. Ivan Doig
15004 Linden Avenue, N.
Seattle, Washington 98133

June 6, 1972

Dear Mr. and Mrs. Doig:

The cover sketch has been returned to the art department, and I am sending you a rough copy of it for your approval. The copy is not as detailed as the original, but it will give you a good idea of what we have in mind.

The cover will be a two-color reproduction. The background of the drawing is orange (not a very bright shade, but a lively one), and the man's shirt is also orange. A few other shades and tints of that color appear in other areas of the drawing. The title and your names would go at the top where I have drawn the three lines.

Bill has seen the sketch in rough draft and thinks it a good one. I hope both of you will be pleased with it. If not please let me know as soon as possible -- call me at extension 2906. I sincerely hope, though, that you will approve it, as we can't lose much time on this decision.

Everything is proceeding well.

Sincerely,

Susan

Susan J. Anderson
Assistant Editor - English

:sja

Encl.

15004 Linden Ave. N.
Seattle, Wash. 98133
June 9, 1972

phone 206-364-9408

Susan Anderson
Assistant Editor -- English
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Susan

Thanks for the cover sketch; it's a vast relief for us to see it finally. We're happy with the artwork. The infinity of mirrors effect with the TV screens is a good one. The only detail we see to question is the MEDIA card in the hat; perhaps it's a bit confusing as to whether the figure is the consumer or the newsman. But if that's something which can't be changed very simply, let it stand; we definitely don't want to delay the cover for a detail of that sort.

As for the over-all effect of the cover, we hope the title will be big and bold enough to stand out against the strong artwork. After all the months it took us -- and Bill -- to get the title, we apparently have a damn good one; we're getting excellent reactions from everyone who encounters it. So, we do want NEWS: A Consumer's Guide to be hefty enough on the cover to catch attention. Our cover byline, on the other hand, can be as modest as your art department cares to make it, I think.

That's all from us. Full speed ahead with the cover. The camera copy paper came the other day -- thanks for tending to all this stuff for us.

Cordially

Ivan Doig

p.s. Taking one last look at the cover before mailing this, it occurs to us one possibility to bring the title up more strongly would be to reduce the size of the illustration a bit. We know your rough copy doesn't give a fair idea of the cover's final proportions, but it does seem as if the illustration could overwhelm the title, if the illustration is done at the size shown in the rough.

15004 Linden Ave. N.
Seattle, Wash. 98133
June 6, 1972

phone 206-364-9408

AIR MAIL SPECIAL DELIVERY

Irene A. Springer
Jacket Director
College Book Editorial
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 17632

Dear Irene

I called yesterday to find out what has become of the front cover art for NEWS: A CONSUMER'S GUIDE -- we'd been told we would see sketches about May 15 -- and Susan Anderson explained to me that an illness in the art department has put a crimp in the office routine.

Since both Sandy Messik and Bill Oliver were on vacation when I called yesterday, I thought I'd better write to you, with copies for them when they get back, to say that Carol and I are willing to forfeit the proposed cover drawing if that's what it takes to keep from delaying the book's publication date. For reasons of timeliness and getting the book into classroom use this autumn when introductory journalism courses are taught, we're dead set on the August 17 publication date, and we feel we have a firm commitment from Prentice-Hall that the book will be on the market by that date. So, we don't want the production schedule torpedoed by a problem with art work. If the proposed cover art can't be readied to fit the production schedule, we prefer a simpler cover -- something turned out quickly in your own art department, I suppose -- to keep the book moving on time to publication. As you may know, everything else is done, thanks to herculean efforts by Sandy Messik and our own promptness in beating deadlines, and we do want to give you our go-ahead if the cover plans have to be changed from what was originally promised us.

Cordially

Ivan Doig

cc: Bill Oliver, Sandy Messik

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

July 16, 1971

Mr. and Mrs. Ivan Doig
15004 Linden Avenue, N.
Seattle, Washington 98133

Dear Carol and Ivan:

This is to summarize our latest telephone conversation and ultimately persuade you on the "rightness" of choosing Prentice-Hall.

Promotion would be in four basic areas -- each unique and requiring a special sales effort.

1. College sales for adoptions, primarily in Journalism and English departments as a supplementary book in communications courses directed to non-journalism majors.

2. Trade sales through college and general trade stores.

3. Library sales.

4. Sales to high schools for courses on the media in English and Journalism departments.

A fifth possible sales effort would be through Educator Book Club or mail order sales.

To reach these various audiences, Prentice-Hall would employ the following marketing programs with your book:

1. College Promotion
   a. The largest college sales staff in the industry -- over 150 men calling on all four-year and two-year schools to sample copies and discuss your book with teachers interested in the book for use in their courses.
   b. Advertising in English and Journalism brochures and catalogs.
   c. Display at academic, professional meetings such as AEJ, NCTE, CCCC, AAJC.
   d. Advertising in academic journals such as JQ, AEJ, Columbia Review of Journalism, NCTE, etc.

2. Trade promotion through our trade sales force; advertising in trade catalogs and trade selling media such as PW, N.Y. Times Review of Books; review copies to the major newspapers and magazines in the nation.

3. Library sales by our staff of over 50 men selling directly to librarians and through the library review plan sent in the mail to most libraries in the U. S.

4. High school sales directly through the "Elhi" sales staff and advertising in the special catalog of college texts recommended for high schools.

The mail order sale is another "plus" sale. Prentice-Hall has several Educator Book Clubs and your book would be given a "test run" to determine the potential market. My guess is that it would be well received.

Also, to enhance promotion next spring, I mentioned that a gathering of sample pages could be prepared to send with other sales information to the staff in working fall, 1972 adoptions. Also, page proof would be available.

It would be a tight schedule but with a November 1, 1971 manuscript ready to go and no hitches in the final reviews, we could have bound copies by the end of May. I would not want to sacrifice quality in editing and book manufacturing for haste in publication.

The royalty rate on all clothbound copies of the book will be changed to 15% of the actual cash we receive. There is no problem in copyrighting the book in your names.

A final point I want to stress is the value of constructive reviews. The two that you have received endorse your book for the classroom and offer suggestions for improvement. I would want to obtain several more reviews of the complete manuscript. I would welcome your suggestions for readers whose criticism you would particularly value. Also, I want to obtain at least one prestige "name" review.

In closing (at last), I hope that I have adequately summarized our conversation and that I will have the pleasure of working with you.

Cordially,

Bill

William H. Oliver
Editor - Journalism

WHO:ak

From Ben Elderd 7-14-71

Library and Bookstore Sales

Market: The General Book Marketing Division covers the Library, retail bookstore, and wholesaler markets. It. differs from most publishers' "Trade" sales forces in that it is not primarily responsible for selling books published by our Trade Division (selling other titles -- such as college -- as an afterthought), but sells on their merits all Prentice-Hall titles. This may seem a fine distinction, but it is important to College Division authors.

Activity: A field-staff of 75 men personally covers all libraries, retail bookstores, and the wholesalers which supply stores and libraries.

The "Library Book News" announces each title to 27,000 libraries.

* Automatic Shipment Plans immediately place each new title in 3000 libraries. all hardcover

Books with "trade" (general readership) appeal are supported with advertising and promotion in trade media and bookstore journals.

assign a book a quota: pre-publication sales

press run based on pre-sales estimate; Ben est's "25-45000"; 30-50,000? can't say what 9% would be hardcover.

Jan-Feb single ad

"part of your 11¢"

Ben: will ask re copyright & press run

revision is negotiable

Non-College Sales

Average P-H royalties from sales in the college market- $15,000.00 (40,000 copies).

Ben: "30,000 min college sales" for ours

Earnings from sales in other P-H Markets:

Direct sale to libraries	$740.00
Sale to trade bookstores	920.00
Sale to trade/library wholesalers	835.00
Direct mail sales	405.00
Sale through P-H book clubs	230.00
Sale to schools	515.00
Canadian sales	650.00
International sales	1390.00
Sales of translations, reprint, or book club rights	910.00
Total	6595.00

This amounts to 44% more royalty income!

No other publisher can reach all of these markets with the degree that Prentice-Hall does.

Trade book promotion

P-H best sellers - current

Barry Goldwater - Conscience of a Majority

Ralph Martin - Jenny best seller list - 30 wks.

Walter Hickel - Who Owns America

Up the Down Staircase

W.C. Fields and Me - currently being reported to best seller lis

Trade division gives each book an advanced sale quota
ex. - The Walter Hickel book has and advanced sale of 30,000 copies. This means that 30,000 copies will be sold before the book is published.

Advertising:

P-H has arranged for Hickel to appear on all 3 late night talk shows plus speaking engagements in all major ~~¢¢¢¢¢¢~~ cities, Seattle and Portland included.

Advertising budget for Lawrence Welk's book is $30,000.00

P-H has arranged for Art Linkletter to plug new title coming out this Fall, Go Ask Alice, on all talk shows.

Advertising local author:

Local author at St. Martins - P-H will place ads in the Times and P-I, as well as Book World, has also arranged for author to be on radio and T.V. in the area.

Royalty Rates

Based on $3.95 price, 15% royalty and sale of 30,000 copies.

Competitor royalty-59¢

P-H royalty-48¢

Difference of 11¢

P-H sells 25% more textbooks than any other company.
This would mean an additional sale of 7,500 books,
and a gain of $300.00 in royalties.

15004 Linden Avenue N.
Seattle, Washington 98133
October 15, 1971

William H. Oliver
Editor - Journalism
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Bill

You may have seen the enclosed Saturday Review article; if not, be our guest. It contains some heartening statistics about the growth of journalism education and, on page 73, comments which are particularly significant for our book. It looks more and more as if 1972 should be the optimum time to market our approach to news evaluation.

The sooner the better, we'd guess, since this article mentions that Bill Rivers of Stanford is a "leading exponent" of journalism courses for the non-major. And Bill Rivers turns out books like other people turn on faucets. We think we've got a half-step on the field, but we'll be much suprised if Rivers or Hohenberg or someone else doesn't come on with a strong entry soon.

Happily, we're on schedule as well as on target with the book we promised; you'll have the rest of it by November 1. Then we'll certainly move quickly in handling reviewers comments as soon as we get them.

By the way, if the advance due for the first half of the book is in process, that's fine. If not, could you hasten it on its way? Expenses for typing, Xeroxing, researching and related items have a way of piling up fairly impressively.

We're also sending a Xerox of the SR article to Bruce Kennan, thinking that it might prove helpful to promotional brainstorming.

Cordially

Carol M. Doig (Mrs. Ivan)

Enc.

15004 Linden Avenue N.
Seattle, Washington 98133
October 15, 1971

Bruce M. Kennan
Product Promotion, College Division
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Bruce

Enclosed is a copy of an article from the communications section of Saturday Review, October 9, 1971. Perhaps you've already seen it, but if not we thought you'd be interested.

Cordially

Carol M. Doig (Mrs. Ivan)

Enc.

COPY

JOURNALISM EDUCATION— A MATTER OF COEXISTENCE

by M. L. STEIN

According to various indicators, journalism education in the United States is in its Golden Age. Approximately 38,000 students are currently enrolled in journalism schools and departments, to say nothing of thousands with minors in the subject and those taking journalism courses at junior colleges and other institutions where journalism is not a major. The Newspaper Fund reported that journalism enrollments last year set a record for the tenth straight year, having increased more than 20 per cent since 1968 and having tripled since 1960. The number of junior and senior majors jumped 241 per cent in the ten-year span, and in 1970 there were 54.7 per cent more journalism degrees awarded than in 1968.

A total of 3,692 students were taking graduate journalism courses during the 1970-71 school year, a 13 per cent rise over the previous year.

There seems to be no slowing of the trend this fall. New journalism departments or offerings are popping up in schools across the nation, and a growing number of institutions are seeking accreditation by the American Council for Education in Journalism. The Council is so jammed with applications that some schools must wait as long as a year and a half for a visit by an accreditation team. At the same time, the council's requirements are getting tougher, with the clear intent of barring substandard or marginal programs. Currently, there are sixty-one schools accredited in one or more journalism sequences out of some 175 schools that have journalism and communications programs.

With this bonanza has come a marked improvement in the status of journalism education. University administrators, who once regarded the journalism department as a kind of embarrassing stepchild on campus, have taken a look at the registration figures and decided that journalism is a full member of the academic family after all. Scores of students are picking journalism as a "with-it" major, providing them with an opportunity for involvement in political and social issues as well as giving them an outlet for creative expression. Others see communications education as a clear road to a job, although the past year has been a lean one in that respect.

Journalism has penetrated even the Ivy League. Cornell has more than 100 majors, Pennsylvania claims the Annenberg School of Communications, and Princeton offers media lectures by Irving Dilliard, erstwhile editorial-page chief of the *St. Louis Post-Dispatch*.

Beneath the glowing statistics, however, lie serious problems. How they are resolved will determine the future course of journalism education and may affect the operation and content of the mass media as well. One of the major issues is the design of the curriculum. Should the emphasis be on the practical courses in reporting and editing or on the social impact of the mass media? Should schools and departments continue to assign the bulk of their resources to traditional undergraduate programs or to graduate work in mass communications research? In brief, who should run the journalism schools: the reporters or the behavioral scientists?

The so-called Chi Square vs. Green Eyeshade feud is more muted than it was five years ago, but it's still very much alive, with resentments running deep on both sides. At one end are the older faculty members with newspaper backgrounds and teaching predilections to match. At the other are a group of generally young, bright, and assertive Ph.D.s whose interests run to researching and teaching the processes and effects of mass communications. Most of them have had little or no media experience and are indifferent, if not hostile, toward undergraduate techniques courses. There is a middle ground in this picture that I'll get into later.

The researchers have piled up impressive victories in the relatively few years since they appeared on the scene. They are a powerful influence within the Association for Education in Journalism (AEJ); indeed, some observers feel that the researchers dominate the national teaching organization. Such big journalism schools as the Universities of Iowa, Texas, Colorado, Minnesota, and Washington are headed by men holding doctorates in mass communications research or another behavioral science. In addition, these schools and others have developed sizable graduate programs in mass media research that draw hundreds of thousands of dollars in grant money. Stanford's Institute of Communication Research, which supplies a number of Ph.D.s in this area, far outstrips in wealth and prestige the undergraduate journalism program.

The heightened status of the Chi Squares is reflected in other ways, too. *Journalism Quarterly*, the AEJ's professional publication, is replete with articles bearing such titles as "Information Flow, Influence Flow, and the Decision Making Process," "A Q Analysis of Values and Attitudes Toward Advertising," and "Mass Communication and Political Socialization." Its cover describes the magazine as being "Devoted to Research in Journalism and Mass Communication." The *Quarterly*, however, does contain historical pieces and articles that evaluate press performance in a straight, expository style. A recent one examined the reasons for the death of the Los Angeles *Daily News*.

Dr. Edwin Emery, the *Quarterly*'s editor and a member of the University of Minnesota's journalism faculty, said that a research slant is not an automatic entree into the *Quarterly*'s pages. "First," he explained, "the research must be original and the article must be readable." Emery added that the periodical is receptive to historical and media appraisal efforts if the same criteria are met. "We turn down anything that is too narrow in scope, such as an evaluation of the Baptist press from 1890 to 1900," he noted.

Journalism teachers in the Green Eyeshade camp sneer at the research reports; they consider the reports and their complex correlation tables as trivia piled on trivia. They argue that it diverts journalism schools from their true function of turning out competent newsmen and women for the nation's newspapers, magazines, and broadcast outlets. Television and radio news, along with advertising and public relations, play a large role in journalism education today. Some of the old newspaper types even resent the introduction of broadcast skills into the curriculum. Dr. Curtis D. MacDougall, of Northwestern, a bitter foe of research emphasis in "J" schools, thundered during the recent AEJ convention held at the University of South Carolina that "all journalism is reporting. There is a need for more and more effective reporting."

Professor William E. Porter, chairman of the department of journalism at the University of Michigan, declared

M. L. STEIN is chairman of the department of journalism at New York University.

at the convention that "we are the only people still teaching writing. The English department has given it up."

A number of old-line journalist-teachers also are convinced that most of the communication Ph.D.s bring with them an anti-media bias, especially toward newspapers. Recalling his job interview with a newly-minted research doctor, a department chairman said, with contempt, "I think he wanted to teach a course called 'Beat the Press.'"

Some of the papers presented by the AEJ's Theory and Methodology (T and M) Division at the South Carolina meeting confirmed the traditionalists' suspicion that communications research has strayed far from the concerns of professional journalism. The studies carried such titles as "Family Communication Environment and Citizenship Norm Acquisition," "Communication as Interaction: A Role Theory and Dissonance Analysis," and "Visual Literacy: Facets Toward an Understanding of the Visual and Symbolic Process."

The proliferation of such research prompted one AEJ wag to circulate to delegates a spoof abstract titled "Family and Peer Sociometric Dimensions of Valentine Interchange." "Using Guttman Scaling," the author wrote, "it was found that more cards were exchanged among buddies than blood enemies. This finding reinforces earlier suggestions that some people like some other people better than they do others."

Few of the methodologists were amused. They see their work as making an important contribution to knowledge and the first real attempt to discover the processes and effects of mass communications. They say they can advance the cause of professional journalism if only media managers and editors would listen to them. Further, the research professors believe that conventional journalism courses in many schools are outmoded and are taught by newspapermen who haven't had a new idea since the 1940s, when they practiced their trade.

"Many newsmen come into journalism education and want to live on their past reputations," said Dr. William E. Ames, of the University of Washington, and a past AEJ president. "Their teaching methods are outdated and they don't want to change."

The T-and-M proponents reject the newsmen's criticism that they are unqualified for media research because they lack professional experience. "We don't have to have had newspaper training any more than a doctor has to have been a nurse or a child psychologist, a father," snapped Minnesota's Phillip J. Tichenor, a Stanford Ph.D. "We don't claim that we have all the answers, but journalism teaching must evolve. Mass communications research is a way of studying society. We are like any other discipline in that we are seeking new knowledge. Journalism schools could fail if they don't restructure themselves to adapt to new ideas and methods."

These assessments are given some credence by professionally-oriented faculty members, who concede that reporting education is ready for an overhauling in a number of journalism schools.

"If reporting is dying in 'J' schools, maybe it's our fault," said R. Neale Copple, director of the University of Nebraska's School of Journalism and a former reporter and city editor. "Maybe it deserves to die. If reporting is the base of our curriculum, we've got to improve it before the sharp kids and the real journalists find us out. Telling the students about the inverted pyramid style of writing and how to check a police blotter is not enough for today's journalism."

Professor Hillier Krieghbaum, of New York University, the current AEJ president, declared: "With media, both print and broadcast, under probably the most vigorous attacks during a generation, journalism teachers should stand behind good performance and try to blunt those criticisms that are self-seeking and unrealistic. Teachers should get out of their ivory towers and help media do the best job possible rather than quibble over the relative merits of Chi Square versus Green Eyeshade. There is plenty of work to do in journalism education and to see that minority groups get a fair share of the jobs in journalism."

It is significant that Tom Wolfe, one of the high priests of the New Journalism, got a huge ovation after he outlined his approach to writing at the South Carolina assembly. "He represents what the students want in journalism," one dean said later.

Many news-leaning journalism instructors say they have no objection to research if its practitioners will stay at their end of the journalism building and not try to push out the professional courses. "I have nothing against research but . . ." was the response of several "J" school teachers when asked about the split in AEJ ranks. The "but" invariably indicated their dread about a T-and-M take-over, an eventuality that some researchers would not find inappropriate. The journalism professor, for years the odd man on campus, feels the Ph.D.s have gone far enough. He resents their new-found academic respectability, their easy camaraderie with other social scientists, and the generous supporting funds they draw in comparison to the relatively tiny amount of outside money available for basic journalism training. Another sore spot is the fact that the infusion of Ph.D.s into journalism schools has made it almost impossible for administrators to hire instructors without advanced degrees, no matter how capable they are. The degree factor also has affected promotions. Journalism teachers without doctorates must, like Avis, try harder if they want to move up.

"The Ph.D. is keeping a lot of good people out of journalism education," said Dr. Ray E. Hiebert, head of the University of Maryland's department of journalism and the former director of the Washington Journalism Center. "Not all newsmen make good teachers, but there are those without doctorates who can make a significant contribution to our programs." Dr. Hiebert asserted that Maryland is, foremost, a professional school but also has room for research.

Their fears notwithstanding, the reporting advocates have won their share of skirmishes. Neale Copple, a tried and true newsman, emerged as the

"Maybe it would help, dear, if you could just think of being stuck in a holding pattern as getting more flying for your money."

president-elect of AEJ at the South Carolina gathering. The University of Missouri's School of Journalism, one of the giants in the field, recently picked as its dean Roy M. Fisher, editor of the *Chicago Daily News*, who has only a bachelor's degree. Also, reporting and editing courses are a long way from extinction, as today's enrollments make quite clear.

The Chi Square-Green Eyeshade controversy sometimes obscures the fact that there is a middle ground between the adversaries. It's represented by a body of journalism instruction that involves the relationship of mass media to society and the effects of interaction among the media, government, and the courts. It includes such issues as free press versus fair trial, the right to know, the newsman's protection of his sources, and how our lives are made better or worse by mass communications. These are courses of interest not only to the future journalist but to anyone who will have contact with mass media. Hundreds of non-journalism majors are signing up for them. Among the leading exponents of this approach are Dr. William L. Rivers of Stanford, a one-time Washington correspondent, and Dr. J. E. Gerald of Minnesota. Said Dr. Rivers: "We are seeing a decisive change in journalism education. We can't continue to believe that all journalism majors are going to be reporters. Nor can we teach newspaper reporting as I was taught it."

The research-pragmatic teaching issue need not be irreconcilable. There is a need for competent research into the mass media, and journalism schools are the proper place for it. We know little about the effects of the mass media, a topic that might also benefit from such investigation. Newspaper editors who sought to divine reader preferences generally were unsuccessful. If the explorations reveal shortcomings in the media, that, too, is a legitimate function of journalism education. At the same time, journalism schools have a responsibility to graduate well-trained, liberally educated men and women to report on an increasingly complex society. Journalism instructors must also meet the challenge of students who don't want to be strait-jacketed in old writing forms. They can be taught basic and important principles of news gathering and writing, while being given the opportunity to do their own thing in going behind hard news for the story in depth and in true focus. This is as vital for broadcast journalism as it is for the print media. Any attempt to remove or weaken the core of professional courses from journalism schools would be a disservice to education and society as a whole.

Sportswriting

(Continued from page 67)

who then gave the black power salute during the playing of "The Star-Spangled Banner" in Mexico City.

• The 1968 Kentucky Derby was plunged into a historic dispute, and long litigation, after illegal medication reportedly had been found in the winner, Dancer's Image.

• A power struggle was waged for control of amateur sports by the Amateur Athletic Union and the National Collegiate Athletic Association.

• A boycott by horsemen closed down the Aqueduct racetrack in New York, and a boycott of several tracks was threatened by jockeys when exercise girls began to win their crusade to be licensed as regular riders.

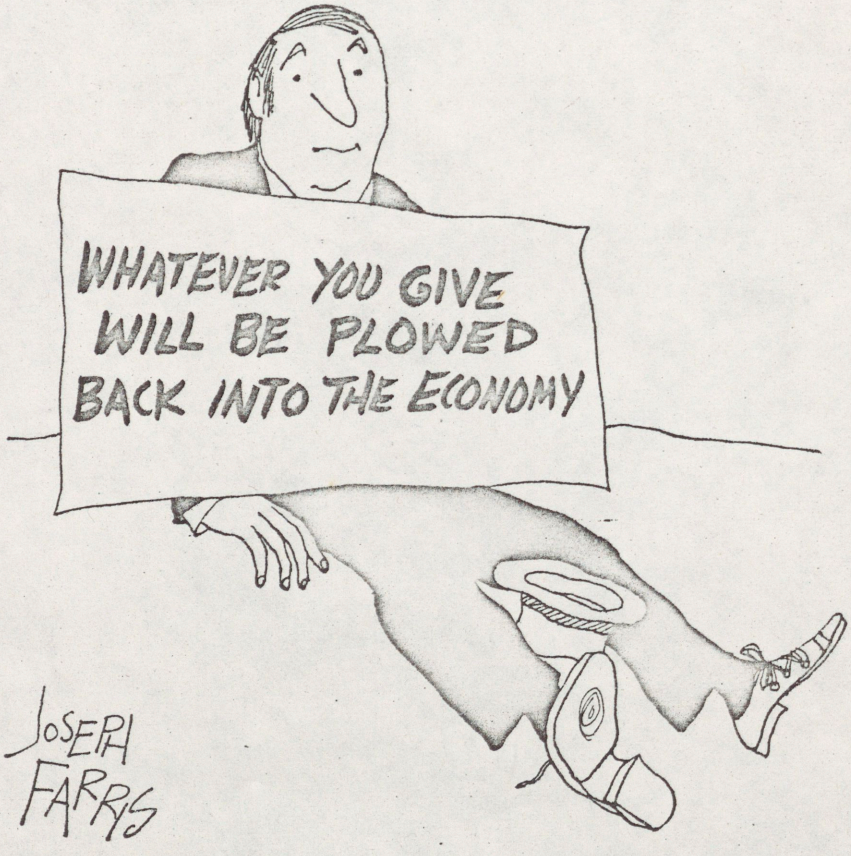
• Baseball umpires won the right to unionize under the National Labor Relations Board and later went on strike during the 1970 playoffs.

• Joe Namath quit pro football during a battle with Commissioner Pete Rozelle over the quarterback's ownership of a Manhattan bar frequented by "undesirables," but then relented, sold the bar, and returned to the wars. But, at other times for other reasons, mostly economic, the sports ranks were "quit" by Fran Tarkenton, Maury Wills, Hawk Harrelson, Sam McDowell, Tony Conigliaro, George Sauer, Joe Kapp, and Rick Barry. And "inside" books of protest came from the disenchanted pens of Jim Bouton, Dave Meggyesy, and Bernie Parrish.

• The touring golf pros seceded from the PGA in a struggle over control of their $7-million tour, then returned under their own commissioner, Joe Dey.

"Sport in America," reflected James Reston, "plays a part in our national life that is probably more important than even the social scientists believe. Sports are now more popular than politics in America, increasingly so since the spread of television. The great corporations are much more interested in paying millions for sports broadcasts than they are for all political events except for the nominations and inaugurations of Presidents, because the general public is watching and listening."

"I got paid $2,100 a year when I joined the big league," recalled Casey Stengel, who made the old Brooklyn Dodgers half a century before Curt Flood sued baseball for his freedom from the reserve clause, "and they get more money now." They get more money, and more headaches for their money, and Casey Stengel gets more of both because he's a banker now. And for the sports writers, as with all people who report revolutions: more headaches, more challenges, more opportunities. Come back, Gene Fowler, and join the fun; all is forgiven.



Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

Mrs. Carol M. Doig
15004 Linden Avenue N.
Seattle, Washington 98133

March 15, 1972

Dear Carol:

Thanks for your good letter advising me of the journalism developments. It's always good to know how the field is changing.

I do feel the instructor's manual is necessary so that our men can offer it when it's asked for. Your deadline of June 21 for the thirty to forty pages is fine. It takes about two months to produce a manual, so we can't make it much later than that. If there's a professional typist you can hire to do the final version on camera copy that should solve the typing problem. Of course, we'll pay the bill.

A couple of ideas have occurred to me about the cover. On the CBS morning news, there's a Punch and Judy segment where the puppets re-interpret the news for the un-enlightened consumer. What would you say to a photo of a scene from that on the cover? Another idea is an Alice-in-Wonderland scene with the looking-glass reflecting the reality, or lack of it, in the newspaper. What do you think?

Everything is indeed going well. Do get in touch if you have more questions.

Sincerely,

Bill

William H. Oliver
Editor - Journalism

WHO:sja

15004 Linden Ave. N.
Seattle, Wash. 98133
May 8, 1972

phone 206-364-9408

Irene A. Springer
Jacket Director
College Book Editorial
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Miss Springer

Now that our book NEWS: A CONSUMER'S GUIDE is far along in the production process, I've been looking back through our files to see if there are any loose ends. One item I'm not clear about is the authors' photo on the back jacket of our book; does your department have a budget to pay for photos of the sort? If so, the customary fee should go to Jan Bateman, 4220 Riverdale South, Salem, Oregon, 97302. I passed along the photo to Sandy Messik when she requested it, but it was Jan Bateman's work, provided to us by her.

Cordially

Ivan Doig

15004 Linden Ave. N.
Seattle, Wash. 98133
April 19, 1972

phone 206-364-9408

Irene A. Springer
Jacket Director
College Book Editorial
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Miss Springer

Somehow we never connected with your department to make suggestions for the jacket copy, as Bill Oliver had suggested somewhere along the way, and so some readers' comments which seem to us strong selling points for NEWS: A CONSUMER'S GUIDE never made it into your planning. Also, the quote from our "preface" in the proposed jacket copy doesn't work because the final version of the manuscript doesn't have a preface. The final version also has more specific strong points than the general comments we all had to work with earlier in the process. All in all, we've reworked the jacket copy you sent us, and have rush-mailed to Bill Oliver our preferred version (along with the version you had sent us). I'm enclosing a copy of our letter to Bill. If our proposals can be worked out okay, naturally there's no need to get back to us for further approval; if there's some question about them, please phone us to talk it over.

Cordially

Ivan Doig

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

4-11-72

Ivan Doig
15004 Linden Avenue North
Seattle,
Washington 98113

Dear Mr. Doig,

The enclosed copy has been prepared for the jacket and/or paper cover of your book. As you will note, the content of this copy is slanted toward a variety of readers, as well as educators.

Please make any necessary changes and initial the stamp under "author" and return the copy to us as soon as possible in the enclosed envelope.

Thank you for your help.

Cordially yours,

Irene E. Springer
Jacket Director
College Book Editorial

IES/sa

Enclosures

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

April 25, 1972

Mr. and Mrs. Ivan Doig
15004 Linden Avenue, North
Seattle, Washington 98133

Dear Ivan and Carol:

Here's a copy of the Copple review. Hope it helps. There really wasn't a "cover letter," but on this first page he does make some general comments.

We're going along fine.

Cordially,

Bill da

William H. Oliver
Editor - English

WHO:da

Encl.

Joyce Greenfield
14834 NE 12th
Bellevue, Wash.

May 6, 72

Dear Joyce

We have one more small project to be done for our Prentice-Hall book: 30 to 40 pages of an instructor's manual. It'll mean retyping our draft onto camera copy paper (which the final printed version will be photographed from, I guess). Neither of us has ever worked with such paper, but as far as we gather, the only big point is that material be absolutely accurate. We'll find out about how corrections can be made on the paper, and we'll pay a higher rate than your usual. We'll likely have this material ready about the middle of June; will you be available then for sure?

Best

replied by phone—OK

5/2/72

To: Ivan and Carol Doig
Fr: Sandy Messik

Enclosed are the index page proofs. Please proofread them the same day if at all possible, and make sure I have them here by 5/5 (Friday.) If this is impossible, please call me collect with the corrections either Thursday or Monday at the latest (not Friday). The compositor comes in on Tuesday mornings with proof and to pick things up, so I have to be ready for him then.

I have all the repros except for the index, as I mentioned on the phone, so I'm pretty confident about the new schedule.

Cordially,

Sandy

Sandra Messik

15004 Linden Ave. N.
Seattle, Wash. 98133
May 3, 1972

phone 206-364-9408

Sandra Messik
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Sandy

Here are the index proofs. Thought I'd enclose a note to insure a few of the odder entries are corrected:

-- on p. 223, it should read Broun, Heywood Hale, instead of Brown.

om p. 225, Flemming indeed has two m's.

on p. 229, Harry S Truman should not have a period after the S. This is how Truman spells his name, a quirk well known to the journalism teachers who will be reading this book.

on p. 228, Jeannette Rankin is spelled with double n and double t, according to our American Heritage dictionary.

I think that's it. Call if there are any questions.

Regards

Ivan Doig

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

Mrs. Carol M. Doig
15004 Linden Avenue N.
Seattle, Washington 98133

April 28, 1972

Dear Mrs. Doig:

Bill is out of the office this week, and I'm taking the liberty of keeping his correspondence as up to date as possible.

We are now obtaining sketches from several artists as possibilities for the cover of NEWS. I've spoken with our art director, and he says we should be ready to send you the work by mid-May.

Bill will be in touch with you when he returns.

Sincerely,

Susan Anderson

Susan J. Anderson
Assistant Editor - English

:sja

15004 Linden Avenue N.
Seattle, Washington 98133
April 24, 1972

AIR MAIL

William H. Oliver
Editor - English
Prentice-Hall, Inc.
Englwood Cliffs, N.J. 07632

Dear Bill

When Sandy called this morning about a number of matters, she asked if we'd seen the cover design yet, and that reminded us to follow up with you.

While we're not in any special hurry, we do want to be sure we're given time to respond to the plans. We're extremely concerned with it; as book salesmen keep telling me, the total cover design is second only to the title in propelling the reader into the book. You helped us to a good title, and we'll feel very comfortable when the cover design is set.

So we look forward to seeing the entire jacket design, including art, copy and colors for both hard and paperback.

Meanwhile, if there are any problems or questions about cover copy or ideas we've already sent, please give us a call.

Cordially

Carol M. Doig (Mrs. Ivan)

cc: Sandy Messik

15004 Linden Ave. N.
Seattle, Wash. 98133
April 19, 1972

phone 206-364-9408

William H. Oliver
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Bill

After sending our proofread set of pages and the index to Sandy in the past few days, we've pondered the jacket copy for NEWS: A CONSUMER'S GUIDE. The version Miss Springer sent for approval is much like the original advertising flyer copy which you (and we) disliked, and which we worked over at Christmas. So, we've done a rewrite of the sample jacket material, to talk more specifically about the book's features and to quote from it a bit. We've very much in favor of our own version, although if you put the two versions side by side and see some problem in using ours, we'll be glad to talk it over some more with you.

We assume this copy is for the jacket flaps and back cover of the hardcover, and for the back cover of the paperback. Our preference for the back cover of both, as Carol wrote in a letter to Sandy and a copy to you, would be to feature quotes from the Caldwell, Copple, and Baldwin reading reports, if permission can be gotten, and we've worked these up here in our version of the jacket copy. It seems to us that words from a Pulitzer Prize winner and two of the best-known journalism profs warry more weight than blurb material or the bio material about the two of us planned to run with our photo. So, we would urge that the jacket and back cover be set up this way:

JACKET -- front cover with only title, byline, and simple illustration; use our enclosed copy for jacket flaps; on back cover, run Caldwell-Baldwin-Copple quotes, and our photo with our names. (The bio material is set up to run in the frontmatter anyway, and we don't see the need to run it both there and on back cover.)

PAPERBACK -- same front cover set-up; for back cover, run Caldwell-Baldwin-Copple quotes sizable, and repeat the jacket flap copy in more modest type. We can't see room in such a layout for our photo and bio material, so are willing to forfeit both.

One last elusive detail, Bill, which maybe you can solve at your breakfast table. We can't pin down the accurate name of Caldwell's newspaper; as best we can judge from standard sources, we've made it The Record of Bergen County, N.J. Will you or somebody there check the nameplate to be sure this is right? We use the name both in the acknowledgments and the back cover quote. Thanks.

Regards

Enc: 3
cc: Sandra Messik, Irene Springer

Ivan Doig

Bill, we just got into proofreading the frontmatter before mailing this, and first thing to catch our eye was copyright in name of Prentice-Hall. Since it is a contract stipulation that copyright is in our name, I've told Sandy it must be changed in the frontmatter; for the sake of keeping our bookkeeping straight, perhaps one of your assistants could double-check to see that the copyright indeed is in our name as agreed.

cheers

15004 Linden Ave. N.
Seattle, Wash. 98133
April 19, 1972

phone 206-364-9408

Sandra Messik
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Sandy

Well, this is our daily letter to you. This one is to pass along the proofread frontmatter, and the smattering of items which need correction:

--There is one absolute screaming must-be-changed item on p. iv. Our contract reads that the copyright is in our name, not Prentice-Hall's, and that's what it must read on that page. If there's some confusion about that, please get in touch with Bill Oliver; we'll mention the matter in an add to our letter to him today as well.

--It's late in the game to notice this, but we were nonplussed when we figured out that there isn't any consistency about the chapter number-illustration pages facing the chapter title pages. So, about half the chapters will have the illustrations on a right-hand page, facing the last page of the previous chapter. This seems an odd, inconsistent style of handling artwork. Checking in the only other book nearby which is somewhat close to ours in format -- Tom Wolfe's The Pump House Gang -- we found that indeed there is always a blank page left, if necessary, to separate the end of one chapter and the artwork start of the next, which in Pump House Gang was always on a right-hand page. Perhaps because about half our chapters have artwork on a left-hand page and chapter beginning on the facing right-hand page, we assumed this style would be consistent throughout. What about this?

--In the table of contents, the page number for the index has to be straightened out. We assume it will be page 223, the first right-hand page number after the source notes?

--We've typed on the proof the addition to Acknowledgments which we mentioned in a recent letter to you.

-- Please doublecheck for us, by phone call to the paper if necessary, whether it is correct to call William Caldwell's newspaper (in Acknowledgments) The Record of Bergen County, N.J. We can't pin it down in library sources.

more

Also, we've been wrestling with the jacket copy. The proposed copy didn't seem right to us, and we've sent a revision to Bill Oliver. I'm enclosing a copy of our letter to Bill, setting forth what we'd like to see on the jacket. So, all that material -- the jacket dept's proposal which we reject, and our own version -- is with Bill; we assume it will work okay. If quotes are used from readers Caldwell, Baldwin, and Copple as we want, naturally permission will have to be secured, and I imagine a trio of phone calls -- from Bill's office? from yours? -- would take care of that simply enough.

Guess that's all this time around.

Regards

Ivan Doig

1500½ Linden Ave. N.
Seattle, Wash. 98133
April 17, 1972

phone 206-364-9408

Mrs. Sandra Messik
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 17632

Dear Sandy

Here's the index for NEWS: A CONSUMER'S GUIDE. Next, we'll put the proofreading in the mail within the next day or two; you should get it Thursday or Friday of this week, in time for the April 24 date you set.

Will we be getting proofs of the front matter (table of contents, acknowledgments) soon? Meanwhile, we have a sentence to add to the acknowledgments, just before the last graf which begins "And finally". The addition:

> As we have thanked them in the past for other hard work and attention to detail, now we thank Ainsley Roseen for his proofreading and Bessie A. Ringer for her help on the index.

Best

Ivan Doig

NEWS: A CONSUMER'S GUIDE

Ivan and Carol Doig

News comes apart quickly inside your head. The daily packages of information from newspapers, television, radio, and magazines are fragile products, easily gone awry in handling by the news gatherer or the news consumer. NEWS: A CONSUMER'S GUIDE shows you how to cope with the confusion of reports you get each day from the media.

Drawing on their extensive background in news gathering and editing, the authors take you on an insider's tour of journalism -- discussing ethics and economics of the newsroom, the reporter's many daily pitfalls, the "muss and hubbub" of life which are processed into news stories.

The next trouble spot for news is in the consumer's perception. From "The Consumer as Editor and Rewrite Man" to "An Exaltation of Larks, A Conspiracy of Media," the authors explain how to consume selectively what you see and hear.

Among the many features of this book,
the authors
Show how to tell when a report is
biased.
Provide tips on spotting hoaxes and
public relations ploys in the news.
Give standards to judge "expert" opinion
and "reliable" sources.
List critics and other sources of
help for the news consumer.
Discuss the endless contest among
politician, newsman, and consumer.
Guide the consumer, through comprehensive
source notes, to his own research into
the news.
Avoid academic and professional jargon.
"News is tricky, and hard to judge,"
the authors write. "But it is a commodity
we need for that part of us which makes
decisions, that part of us where the
impulse for community is rooted deep....
Newsmen may be suspected of justifying
their own products. Critics who assail
them may have an interest in manipulating
the news for their own profit. So, be
your own critic...."

Back cover copy -- Doig

"It's the kind of book that should be read by every news consumer. Every newsman and newswoman should read it as well, either as a refresher course or as a primer. The book is sprightly and well written. The documentation and scholarship appear to be excellent and I would also say that it is definitive and inclusive."

William Caldwell
Pulitzer Prize-winning columnist
The Record, Bergen County, N.J.

"What the Doigs have done is to discuss reporting from the outside in, instead of from the inside out as most of us teach it now.... I like it."

Ben H. Baldwin
The Medill School of Journalism
Northwestern University

"I think this is a good book.... well written and well thought out. ...The writers have skillfully woven the examples into their story rather than turning their story over to the examples. There is a distinct difference which they seem to understand.

Neale Copple
Director, School of Journalism
University of Nebraska

Photo

Ivan and Carol Doig -- photo by J.K. Bateman

15004 Linden Ave. N
Seattle, Washington 98133
April 10, 1972

AIR MAIL SPECIAL DELIVERY

Mrs. Sandra Messik
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Sandy

1. BACK COVER. I'm enclosing a 35 mm negative, and a rough proof suggesting cropping. It's grainy, since I printed to 8 x 10 size, then cropped. I kinda like the grain, but that could be minimized if desired by using the picture proportionally smaller -- say 4 x 3 instead of 5¼ x 4. (Having worked both in photography and layout, I couldn't help playing the cropping game.) We have some similar negatives, but this is best. We didn't have a newsroom shot, and we thought it helpful to hurry something off to you.

The credit line under the picture should read: Photo by J.K. Bateman.

I'm not sure just what all is planned on that back oover, but to further bedevil the jacket experts, we hope that quotes will be used from three particularly prestigious reviewers: a Pulitzer prize-winning columnist, the incoming (in August) president of the Association for Education in Journalism, and a professor at the country's most highly rated school of journalism. We can't speak for everyone else, but Ivan and I tend to buy some of our xxxx book collection from such comments. I'm enclosing a page of suggestions.

2. PROOF AND INDEX SCHEDULE. We're delighted that the proofs are ahead of schedule, and we're hard at work. Ivan has taken a set with him while he's out of town this week, and he's plunged into the indexing. We may not be able to produce the index by April 17; he won't be home until the 15th. But we'll do our best and consider the 24th as the outside limit. We'll also return a comolete set of proofs on schedule, by the 24th.

3. RESETTING OF SOME INDENTED MATERIAL. We've discovered areas where our own writing is indented and reduced in size, so it looks the same as quotes from other authors. That's terribly confusing to the reader, but in the spirit of cooperation -- though we'd like to have all our original writing reset where it's now indented -- we've simply picked out those places where the problems are most serious. For example, when some of our material that's been indented is close to, or mixed with, quotes from others. These places are noted on an attached sheet, so you can consider them. Perhaps we'll have more as we go along.

It's busy around here right now. Those pages just sit and glare at me when I don't pay enough attention to them. Call if you have questions. While Ivan's away this week you can phone me about 10:30 a.m. your time -- 7:30 a.m. here, the breakfast hour.

Cordially

Carol

Carol Doig (Mrs. Ivan)

Enc: 4
cc: Bill Oliver

NEWS: A Consumer's Guide, Doig & Doig

Suggestions for back cover reviews

The following comments are from reviews commissioned by Bill Oliver, but academic protocol requires that the writers be checked, for their permission to print, and to verify their quotes and their affiliations, before any of this is used. Caldwell is as near as Hackensack, and the other two ought to be reasonably easy to reach by phone, too.

"It's the kind of book that should be read by every news consumer. Every newsman and newswoman should read it as well, either as a refresher course or as a primer. The book is sprightly and well written. The documentation and scholarship appear to be excellent and I would also say that it is definitive and inclusive."

William Caldwell
Pulitzer prize-winning columnist
The Record, Hackensack, N.J.

"What the Doigs have done is to discuss reporting from the outside in, instead of from the inside out as most of us teach it now...I like it."

Ben H. Baldwin, Professor
The Medill School of Journalism
Northwestern University

(We have the incoming president of AEJ, oh happy day, but I can't find his review in our voluminous file. Would you ask Bill Oliver's office to send me a copy of Copple's covering letter where he makes his general comments, and I'll extract an excerpt for you pronto/ I'm not sure he'll want his AEJ affiliation used; he should be asked, or at least given the opportunity to look at it and say no.)

Neale Copple, Director
School of Journalism, University of Nebraska
President, Association for Education in Journalism, 1972-73

NEWS: A Consumer's Guide

Reset suggestions -- change from 9/11 to 10/12.

(I've unsheathed my pica rule, and I conclude that resetting will not create much of a juggling problem with the page proofs. Figuring the indent and slug sizes, the changes come out about even.)

p. 29 - 1 and 2

p. 35 - Exaltation of larks

P. 72 - 1 and 2

p. 74 - attribution rules

p. 77 - 1, 2 and 3

p. 78 - 1 and 2

p. 89 - Truth, etc.

p. 91 - 1, 2 and 3

p. 105 - 1, 2, 3, and 4

p. 124 - He can remind, etc.

p. 128 - 1, 2 and 3

p. 148 - Gobble and gook

p. 149 - ~~for~~ 1, 2, 3, and 4

p. 149 - Fast driving, etc. (Our comments are interspersed, paraphrasing Paul Roberts. The direct quotes are the sentences themselves.)

p. 167 - 1 and 2

pp. 168-9 - 1, 2 and 3

15004 Linden Ave. N.
Seattle, Wash. 98133
April 18, 1972

phone 206-364-9408

Dear Ainsley

Not only have you had most of our proofs in that first take, you've had them all -- and did a fine job. Our topic was so open-ended we had to decide where we'd finally quit, and so we chose to do so with a short, unobtrusive chapter instead of a grand rehash of everything we'd said. Deceptive as it is (to us) in the type chosen by P-Hall, the body of the text runs something over 80,000 words, which is the length we aimed for.

We're grateful for your styling help, and will do what we can to impose your sanity on the P-Hall production department. Our reaction was much the same as yours, especially on the hit-and-miss italicizing of publications' names. We deliberately left that bit of styling up to the copy editors, figuring they're pros and would do a better job than we could on such a matter. Of course, they did a lot worse than even we could do. As I think Sam Goldwyn once said, "the next time I send a damn fool on an errand, I'll go myself."

We're finally getting the end in sight. I typed the index and mailed it yesterday, and this afternoon Carol and I will mark in your and our proofing crx. We're glad the typos were so sparse, but really can't fathom the style of indenting exctracts. There's quite a bit of material, which probably catches our eye more than anyone else's, which is indented precisely like long quotes -- but they're not quotes. Have to try get the worst of that re-set, I guess. Carol already has written P-Hall on that score. When we mail the proofs back, all we'll have left is hassles about the cover design and jacket copy, and a short instructor's manual Carol will do in mid-June.

Considerable has happened here since I last wrote, I believe. For one thing, Carol has been awarded a sabbatical this coming school year, and we are planning to go to Britain about Oct. 1 to live there for several months. She'll do some studying of British journalism and I may do some mild research toward book projects, but mostly we want to recharge ourselves a bit. A second big event was my grandmother's heart attack about a month ago. I spent last week in Montana, helping her during her first week out of the hospital. Luckily she's extraordinarily tough, and is getting along quite well by now.

Well, I just wanted to write a few lines to go with your check. I've made it $105, on the theory there always are little incidental expenses beyond the postage. Let me know, in fact, if I've overlooked something and we owe you more. Thanks immensely, good friend, for the promptness, the usual thorough job, and the good words about our writing. At your end, it was a typical Roseen performance -- professional.

Will write more at greater leisure.

April 9, 1972

Dear Ivan:

How privileged I am to know two such brilliant writers as you and Carol. Your book is excitingly written, and readable as one on these theme could possibly be. I appreciate your letting me read it.

With receiving the pages on the 6th, I have been able to work on them before my monthly assignment for Nedrud The Criminal Law starts on Tuesday next. I figure there will be more pages coming along, but not for a few days anyway.

I have gone over the pages. Not many typos did I find, so you have a good typesetter and/or proofreader at the Prentice-Hall operation. Things which I have marked are largely matters of style--not my style, but inconsistencies inthe style found in the proofs. For example, I have indicated commas in a series because in most places you have commas, and for consistency you may want to make the correx. Also in such matters as indicating omitted material: in some cases three dots are used, in other places four dots. You may want to make it consistent. (Style I used at Rotarian and most publishers use it: three dots are used when there is an omission within a sentence, four dots indicating an omission at the end of a sentence or paragraph.)

Other inconsistencies you will have to decide: such as toward or towards, reelect or re-elect, Sen. or Senator, Gov. or Governor, Blank Blank Jr. or Blank Blank, Jr., or Blank Blank,Jr.

Then also the matter of italicizing names of publications. Your editors were not consistent; the same holds for headlines of newspaper articles: in some cases ital was used, in other cases, boldface. From a "looks" standpoint, ital would be preferable, I think. The boldface must have had to be cut in, as ital and boldface do not run on the same matrix.

I don't know, of course, if you have to pay for correx, but if the editors take responsibility for the inconsistencies, you may be insisting they pay.

But this one is something you and Carol will be wrassling with.

You both are wonderful users of words and possess the ability to make them live.

Well, over to you.

Incidentally, I saw Frank Follmer a week or so ago. He was very depressed and didn't look at all well. He's not getting into his puppetry so far but "is working on it." Not diligently, I suspect, which is too bad. I'm concerned.

My best...and you'll hear from me on the next take. I have no idea on how long the book will run--I may have most of it now.

Ainsley

15004 Linden Avenue N.
Seattle, Washington 98133
April 18, 1972

AIR MAIL SPECIAL DELIVERY

Mrs. Sandra Messik
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Sandy

Hurrah! Here are the page proofs. We've indicated only the most essential changes -- typographical errors, factual corrections, grammatical changes, and the like. Mr. Roseen, our copyeditor, covered his set with various style inconsistencies which we have ignored in the spirit of speed and cooperation.

However, there's one style inconsistency which does bother us, and for which we'd appreciate a solution. The names of publications haven't been given any consistent style throughout the text -- some are italicized and some aren't. Can't we have it one way or the other?

Other considerations:

1 - Please remember the material to be reset from indent to standard text type (included in my letter of April 10).
2 - We note in passing the absence of several chapter titles.
3 - On page 99, two phrases which are boldfaced at the start of paragraph 4 should be reset to standard text type. They are: Channels of communication. Public confidence.
4 - In several cases we found footnote numbers which did not line up with the key phrases used in the source notes. It had been our original intention that key phrases or footnote numbers be used. Since both have been set into type, they must line up correctly or the reader gets hopeflessly confused. Please be sure that those changes are carefully made and doublechecked.

All in all, considering the bypassing of galley proofs, we think you'll find the corrections modest and well within the limits of allowable authors' corrections. The typesetters, for their part, did quite a clean job.

Thanks for your continuing efforts to expedite this project.

Cordially

Carol M. Doig (Mrs. Ivan)

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

April 12, 1972

Mrs. Carol Doig
15004 Linden Avenue, North
Seattle, Washington 98113

Dear Carol;

Thank you for your reaction to the Punch and Judy cover. We'll discard that one and I agree with your comments. I'll pass on your letter to the Art Department and I think that it will give us a good start on possibilities for an effective cover.

The recent issue of Time Magazine with Jack Anderson on the cover is additional strong support for the popular interest in the press today. In fact, Anderson was being interviewed at the same time on two different television channels in our area last week!

The book is progressing along fine.

Best regards,

Bill

William H. Oliver
Editor - English/Journalism

WHO:da

P.S. Have you seen "Coping with The Mass Media" published by McDougal, Littell & Co. - Box 1667 Evanston, Ill. 60204 ? It an anthology - Junior high school - JC but has a similar Thrust —

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

April 4, 1972

Mr. & Mrs. Ivan Doig
15004 Linden Ave. N.
Seattle, Washington 98113

Dear Ivan and Carol

Enclosed are two sets of pp 1-221# of NEWS: A CONSUMER'S GUIDE -- one master and one for you to keep. Since we are early (miracle!!) we can possibly gain a month if we all work together. I mentioned on the phone the possibility of your proofreading without the original manuscript. Well, if we do it, we can gain the month--so here goes. The master will be read here while you and Mr. Roseen read it. I am sending him his today and requesting that he send the proofs to you by 4/17. If you can get me your set of proofs by 4/24, we can do it. I think there is plenty of time in this method.

Were you able to get a photo of the two of you? The jacket dept. is holding their breath.

Cordially,

Sandy

Sandra Messik (Mrs.)
College Book Production Editorial

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

April 5, 1972

Mr. & Mrs. Ivan Doig
15004 Linden Ave. N.
Seattle, Washington 98113

Dear Ivan & Carol

I forgot to me ntion the index in my last letter with the proofs. Please use your extra copy of the proofs and make the index with it, and have the manuscript to me by 4/17.

Thanks a lot for your help.

Cordially,

Sandy

Sandra Messik
College Book Production Editorial

15004 Linden Ave. N.
Seattle, Wash. 98133
Feb. 13, 1972

phone 206-364-9408

Sandra Messik
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Sandy

Here's the second half of the copyedited NEWS manuscript. A week or so ago, we sent you a list of corrections and changes, which crossed in the mails with the first half of the manuscript you sent us; we've made all those changes and corrections on both copyedited halfs now, so that list is unnecessary to you. Otherwise, what we've done here was very much along the lines of the work on the other half of the manuscript:

--We've taken out many dashes. We did so by erasing and/or writing in rather than using dozens of pink slips, so if you happen to be using a duplicate copy of the manuscript, these changes would have to be transcribed to it.

--We restored a few transpositions of adverbs into the midst of verb phrases and, as we mentioned in our last letter, would appreciate your reviewing the copyedited transpositions throughout the manuscript.

--About the source notes: if there are going to be footnote numbers in the body of the text, which we still don't want, the key phrases at the beginning of each source note aren't needed. If there are going to be end notes without footnote numbers -- as we do want -- those key phrases are needed, and should be italicized to stand out. Incidentally, we're attaching a few pages from Barbara Tuchman's book on Stilwell to show the source note style we've had in mind from the start, and which it's been our understanding would be used in the book without extra expense to us.

My letters to you chronically get too long, but bear with me for one more item. We've been able to get the copyedited version back to you well ahead of schedule, because there luckily hasn't been much wrong. We're wondering whether this has made time enough for us to look at galleys. We don't want any change in the production schedule at all, and we're unsure whether even you are going to get galleys. But if you are, would it be possible for us to get a set for a very rapid reading, then phone to you any errors we find. In short, we're willing to provide a double check of this sort to make sure everything is correct in the pages -- but only if it's possible without affecting the production schedule.

enc. Col Forum permission

Regards

Ivan Doig

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

March 28, 1972

Mr. & Mrs. Ivan Doig
15004 Linden Ave. N.
Seattle, Washington 98113

Dear Ivan and Carol,

The Art Dept. is planning to use a photo of the two of you working together, preferably in a newsroom, for the back cover and jacket of the book. Do you have one available, or could you have one made? They need it almost immediately, so let me know or send it to me just as soon as you can.

In looking over the frontmatter, I noticed that there is no preface. I would recommend one; if you agree please let me know as soon as possible.

Cordially,

Sandy

Sandra Messik (Mrs.)
College Book Producti on Editoirial

Called her Apr. 5, '72—
1- neg OK? — OK
2- no preface — O/C
3- when p. proofs arrive? - sending all p. proofs
might be able to be month early!

AINSLEY H. ROSEEN
1805 CLEVELAND STREET
EVANSTON, ILLINOIS 60202

March 29, 1972

Dear Ivan:

The mailman handed me your letter out on the front sidewalk as I was shoveling another six inches of snow out of the way of pedestrians. It is a typical "Spring" snow that hits this area almost annually.

Your production schedule should work out O.K. A set of page proofs will do nicely, and if I find anything that looks questionable, well, I'll just question it. I am glad that it will come to me in "takes," as that will fit my schedule better than if they all came on April 10, say, which starts my proofreading week with L E Publishers. But over two or three weeks I'll be upan atom.

Please hold up sending any money until we get done with the job. If I can't finance some postage, then my investment program, RI pension, and Social Security haven't held up for Senile Seniors. If I do run into any programs, financial or editorial, I'll use (206) 364-9408.

I'm looking forward to your opus pocus. In the meantime have your time to read this anecdote, which I thought a bit cute?

A 92-year-old man married an 89-year-old woman. The first night when they got into bed, the man held out his hand, and his wife laid hers in his. The second night the same. The third night the same. The fourth night the same. The fifth night he put out his hand, but she withheld hers. He said, "Where's your hand?" She said, "Not tonight--I've got a headache."

Hoping you haven't any over the Doig Dissertation.

Regards, Ainsley

15004 Linden Ave. N.
Seattle, Wash. 98133
March 27, 1972

phone 206-364-9408

Dear Ainsley

Good friend, I've just talked with our production editor at Prentice-Hall, and will pass along to you what I can divine about the proofreading schedule for the Doigs' magnum opus. (Which reminds me that I've heard graduate school students refer to a dissertation, that necessary but rather contrived evidence of scholarship, as the opus pocus.)

The Prentice-Hall editor, Sandra Messik, says that page proofs begin coming back to P-Hall on April 3, with the last of them due from the compositor April 24. She'll send sets to us, and one to you, as she gets them; so, we may start receiving them by the end of the first week in April. It seems to me things might go most simply if you send along each batch of proofs to me after your reading, and I'll incorporate your crx onto our set. What do you think?

Pages are due back at the compositor in the period Mayl-May 22, by which I suppose she means that corrected batches can go back as we finish them rather than in one final bundle. I suppose the best process is for you to read each batch with whatever promptness you can and mail it to me. I hope we're not catching you in the middle of important other jobs; ours isn't such a vital project we can expect you to mess up your regular work.

I had thought we would have you proofread as a fresh reader, rather than providing a copy of the MS to work against. Would that be okay -- for you to have just the proofs? I'm afraid the MS copy we would send you might confuse matters; i.e., the proof version likely will be somewhat different from our MS copy because of editing suggestions we negotiated with Prentice-Hall. There were countless instances of moving adverbs around, for example, in which we asked the copy editor to consider restoring the adverbs to our original placement, and we won't know until we see the proofs how all those instances were resolved. Rather than get you into two xxx possibly conflicting versions, I'd prefer to have you work just on the page proofs as they stand -- if it's all right for you to work that way?

If you have any questions or problems -- on scheduling or anything else I've mentioned here -- drop me a line, or maybe call collect some evening, 206-364-9408. Okay? Next week, I will send you some money, including some to cover postage to us. Looking forward to having the keen Roseen scrutiny on our side.

Regards

Ivan Doig

15004 Linden Avenue N.
Seattle, Washington 98133
March 28, 1972

phone 206-364-9408

AIRMAIL

William H. Cliver
Editor - Journalism
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Bill

We've given careful thought to your cover suggestions. After watching the CBS morning news, we feel that the Punch and Judy picture would lead to more problems than clarification about the book's contents. The Punch and Judy segment, as used by CBS, isn't known to many people, since the show has only 2 million viewers nationally, and the rest of the readers would be confused. In addition, we'd prefer not to have a photo on the cover.

The Alice in Wonderland idea is a possibility, but we'd have to see a rough to judge it.

Our own thinking is that we now have a straightforward and descriptive title -- so let's feature that.

As an inflication of what the book attempts to do, we would suggest a cartoon character being inundated by a deluge of news. One possibility that comes to mind: a consumer having a tough time with newspapers and magazines -- perhaps they could be drawn larger than the cartoon figure, or shown to be engulfing him some other way -- while a TV set with teeth is tugging on the figure's pant leg like a bulldog. Perhaps a transistor radio could be buzzing the poor fellow's ear like a wasp, too. At any rate, this is the type of outnumbered bewilderment we would like to convey.

Or, we might go for a title with simply some sort of Peter Max color and design.

Please give us a call if you want to talk further about this. We definitely want to stay away from a textbookish cover, and we'd like to keep it simple.

Cordially

Carol Doig (Mrs. Ivan)

1500½ Linden Ave. N.
Seattle, Wash. 98133
March 16, 1972

phone 206-364-9408

Sandra Messik
College Book Production Editorial
Prentice-Hall
Englewood Cliffs, N.J. 07632

Dear Sandy

About your letter of the 13th, and the permissions for the Deitch and Kasindorf excerpts; both still are in the book.

We don't have a copy of the MS which shows footnote numbers. But the Kasindorf material from TV Guide is used beginning on page 91 of the MS, in paraphrase. The corresponding footnote is on p. 368; in our original version, the citation read "Dick Hutchings works".

The Deitch excerpt from The Nation is on pp. 212-13 of the MS, beginning "Leslie R. Colitt of Reuters News Service explains Le Monde's operation this way". The corresponding footnote is on p. 388, the citation beginning: "Le Monde's operation".

Does that give you the info you need?

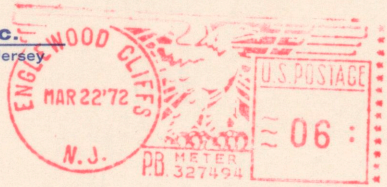
Should have asked you this the last time we talked on the phone, but naturally I didn't think of it: is everything in order for our private proofreader to get a set of pages at the same time we do? Don't bother to write a special reply, but maybe you could let us know about it the next time you write about something.

We'll be out of touch the week of March 20th -- back on March 27. Vacation time -- a week on the Oregon headlands. We're pleased you have things going so well. Cheers.

Regards

Ivan Doig

PRENTICE-HALL, Inc.
Englewood Cliffs, New Jersey



PRIVATE MAILING CARD

TO Mr. & Mrs. Ivan Doig
15004 Linden Ave. N.
Seattel, Washington 98113

3/21

Dear Ivan and Carol,

I have your letter of 3/16. Thanks for the info. I have just ordered 7 sets of galleys & 5 sets of pages, enough for Mr. Roseen. Do you want him to see page proof also?

6

when cover decided? Soon

just pages - start ap.

1 set ea to bp

1 master set

will come in batches, starting ap 3 - shud have all by May 1.

one art wk later.

Cordially,

Sandy

Sandra Messik (Mrs.)
College Book Production Editorial

Will send master sets 2 m & Ainsley.

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

March 13,1972

Mr. & Mrs. Ivan Doig
15004 Linden Ave. N.
Seattel, Washington 98113

Dear Ivan and Carol;

I have been going over thepermissions and notice two with fees which I can't find in the footnotes. Could you tell me if they are still in the book. If not, I have to write the publisher and tell them we aren't using them.

They are the following:

David Deitch's "Case for Advocacy Journalism"
Jeanie Kasindorf's "He just Prays it will be an Easy Dan"

Please let me know as soon as possible.

Thanks.

Cordially,

Sandy

Sandra Messik (Mrs.)
College Book Production Editorial

15004 Linden Ave. N.
Seattle, Washington 98133
March 9, 1972

phone 206-364-9408

Sandra Messik
College Book Editorial
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Sandy

Here's the negative of the Osborn cartoon. Got your letter today saying what the pages schedule will be, and things seem to be going well.

Regards

Ivan Doig

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

March 1, 1972

Mr. and Mrs. Ivan Doig
15004 Linden Ave. North
Seattle, Washington 98113

Dear Ivan and Carol,

I have your letter about the samples, in pleanty of time.

The footnotes are definitely to be at the back of the book. The copy for the samples went out before we got that resolved, but I have corrected the master samples. Also, there will be no extracts in the first chapter. Specifications and sample page copy go out first thing, before many editorial questions are resolved. In revising samples, we catch everything.

We are going directly into pages. There'll be no galleys. This saves us a good amount of time. Pages start 4/3, and end 4/24.

Well, I guess that's all for now.

Cordially,

Sandy

Sandra Messik (Mrs.)
College Book Editorial

15004 Linden Avenue N.
Seattle, Washington 98133
February 29, 1972

SPECIAL DELIVERY AIR MAIL

Mrs. Sandra Messik
College Book Editorial
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Sandy

The sample pages arrived over the weekend and, since the P-H operator tells us you won't be in the office until tomorrow, we decided to write.

The typographic design looks fine, and we have just one correction in specifications: footnotes should be set at the end of the book, not at the end of each chapter.

I've gone back over the correspondence to check on that, and Bill's letter of February 11, in which he discusses the drawbacks of our original reference system, says: "The alternative is to go ahead and number the footnotes and have the references in the back." We do think we will handle better that way.

Just one other thing, Sandy -- and we imagine it happened because the sample pages were ordered while the editing still was in progress: no extracts should be marked in that first chapter. It's all meant to be set full measure 10/12.

By the way, can we expect galleys, or are we going directly to pages?

Cordially

Carol M. Doig (Mrs. Ivan)

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

February 24, 1972

Mr. and Mrs. Ivan Doig
15004 Linden Ave. North
Seattle, Washington 98113

Dear Mr. and Mrs. Doig,

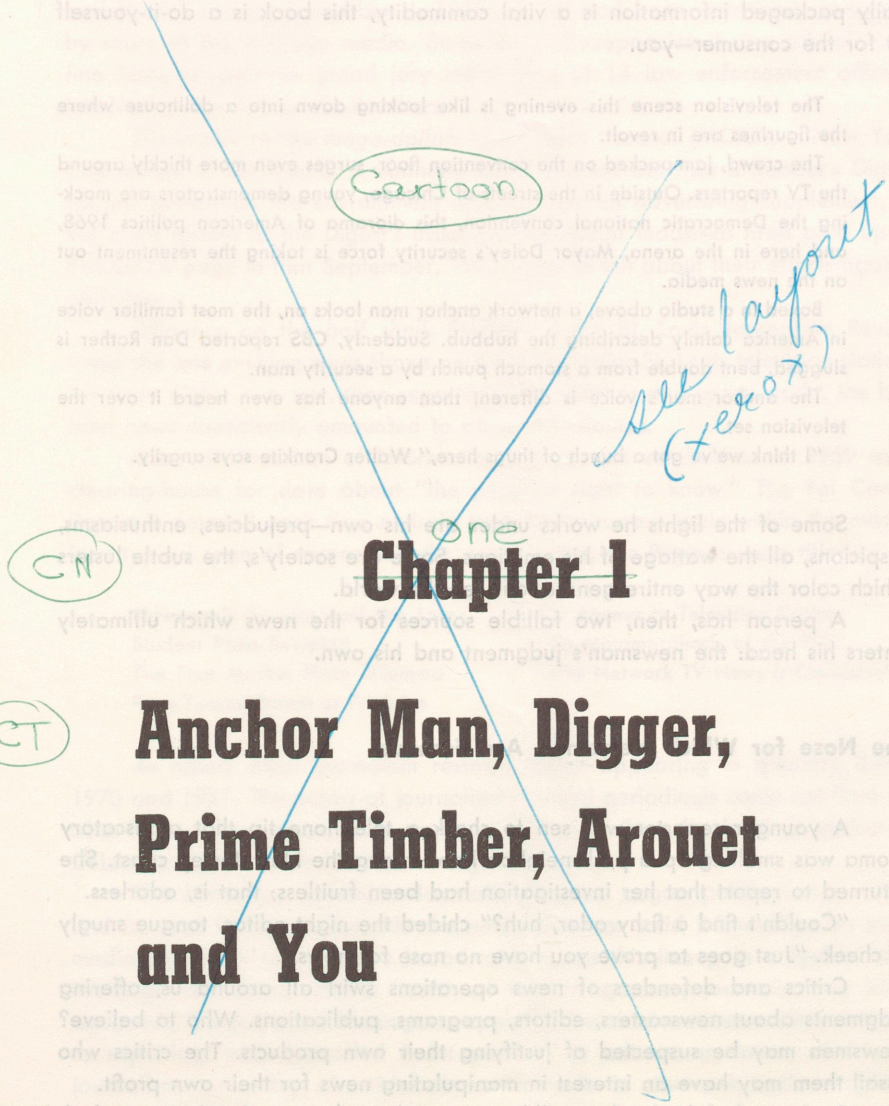
Enclosed are the sample pa ges for NEWS. Please phone collect with any comments you have as soon as you receive this. I have to he ar from you before the ms. goes to the compositor on 3/6.

Thanks.

Cordially,

Sandy

Sandra Messik
College Book Editorial



Chapter 1

Anchor Man, Digger, Prime Timber, Arouet and You

Among the most fragile of all our products is information. Particularly the brand labeled "the news." News comes apart quickly in your head. And there's considerable likelihood that the news will have flaws even before it reaches you. In short, the news generally is odd goods, very possibly gone awry or askew somewhere along the line.

Yet, anyone who needs information provided by the media, from weather reports to battle reports, has no choice but to be a news consumer. Because our daily packaged information is a vital commodity, this book is a do-it-yourself kit for the consumer—you.

> The television scene this evening is like looking down into a dollhouse where the figurines are in revolt.
>
> The crowd, jam-packed on the convention floor, surges even more thickly around the TV reporters. Outside in the streets of Chicago, young demonstrators are mocking the Democratic national convention, this diorama of American politics 1968, and here in the arena, Mayor Daley's security force is taking the resentment out on the news media.
>
> Boxed in a studio above, a network anchor man looks on, the most familiar voice in America calmly describing the hubbub. Suddenly, CBS reported Dan Rather is slugged, bent double from a stomach punch by a security man.
>
> The anchor man's voice is different than anyone has even heard it over the television set.
>
> "I think we've got a bunch of thugs here," Walter Cronkite says angrily.

Some of the lights he works under are his own—prejudcies, enthusiasms, suspicions, all the wattage of his emotions. Some are society's, the subtle lusters which color the way entire generations see the world.

A person has, then, two fallible sources for the news which ultimately enters his head: the newsman's judgment and his own.

The Nose for Which Newsmen Are Famous

A younger reporter was sen to check a telephone tip that a piscatory aroma was smelling up a posh neighborhood along the New Jersey coast. She returned to report that her investigation had been fruitless; that is, odorless.

"Couldn't find a fishy odor, huh?" chided the night editor, tongue snugly in cheek. "Just goes ta prove you have no nose for news."

Critics and defenders of news operations swirl all around us, offering judgments about newscasters, editors, programs, publications. Who to believe? Newsmen may be suspected of justifying their own products. The critics who assail them may have an interest in manipulating news for their own profit.

By the end of this book, you'll have gone throguh a set of techniques which

should make you a smarter news consumer. You'll learn how to tell a flawed news product on the one hand, and a self-serving complainant on the other. You'll learn, too, to sort your daily way through personalities and problems which forever accompany the news. As a starter, meet four symbolic companions who share the chapter title with you. . . .

Official sourceitis: The Chicago Journalism Review showed that the police version of the fatal shootings of Black Panther party members Fred Hampton and Mark Clark on December 4, 1969, at first had been uncritically accepted by some of the Chicago media. Since then, discrepancies in the official story line have brought on grand jury indictments of 14 law enforcement officials involved in the raid on the Panthers.

The ethnic of the mega-dollar: In the pilot issue of (MORE), a New York City review of the media, J. Anthony Lukas pointed out that a Reader's Digest special section on the environment actually was an advertising supplement, in the same format as the Digest's usual articles. Major industrial firms paid up to $59,000 a page in that September, 1971, issue to tell about their efforts against pollution.

Diligence on the half shell: Staffers of the St. Louis Journalism Review timed the late evening news shows on the three major St. Louis television stations for three nights in a raw, then reported that, weather and sports aside, the half hour news consistently amounted to about 14 minutes.

Missouri's Freedom of Information Center was established in 1959 as a clearing-house for data about "the people's right to know." The Foi Center Report is devoted each time entirely to a single current topic within the media. In a typical span of several months, for instance, the Reports were titled:

Newsmen's Sources and the Law
Student Press Revisited
The Free Market Place Dilemma
Press Passes: Patent or Privilege
An Answer to Television Critics
The Metamorphosis of the FTC
Why Network TV News is Criticiszed

As noted, local journalism reviews began appearing in quantity during 1970 and 1971. The elders of journalism's critical periodicals come not from the after-hours efforts of working newsmen, but from the schools of journalism at Columbia University and the University of Missouri.

The bimonthly Columbia Journalism Review began publication in 1961, and its back issues can provide the news consumer solid information on many media topics. Its contents are broad-ranging, as this lineup in a typical issue indicates: articles on the ill health of mass magazines, journalism on black campuses, the Baltimore Sunpapers, applying social science research techniques to reporting, and outmoded habit patterns of editors; a review of Atlanta journalism; a roundup of articles about the media in other publications; opinion pieces about women's pages and the underground press; and regular sections

Time and again, newsmen hear it suggested that a public committee evaluate their work. Such echoes have been recurring ever since the Commission on the Freedom of the Press, an ambitious inquiry into media responsibilities, put the idea this way in 1947:

"We recommend the establishment of a new and independent agency to appraise and report annually upon the performance of the press."

Great Britain has such a Press Council, and so does the province of Quebec. In the U.S., a statewide press council has been set up in Minnesota, and olcal versions are being tried in several communities ranging in size from Sparta, Illinois, to Honolulu, Hawaii. If a person who has a complaint against a newspaper can't resolve the matter with the paper's management, he can take his complaint to the council, which usually has a membership drawn from the public and from the media.

Articles

Harry S. Ashmore, "Uncertain Oracles," The Center Magazine, Nov./Dec., 1970, 10-21.

Stephen Grover, "Many in Broadcasting Fear the Rising Attack from the Government," Wall Street Journal, April 28, 1971, 1.

Nicholas Johnson, "What Do We oD About Television?" Saturday Review, July 11, 1970, 14.6.

Carol J. Loomis, "One Story The Wall Street Journal Won't Print," Fortune, Aug., 1971, 140-3.

Richard Townley, "Television Journalism—An Inside Story," TV Guide, May 15-June 5, 1971.

Max Ways, "What's Wrong with News? It Isn't New Enough," Fortune, Oct., 1969, 110-3.

Footnotes

[1] *Clif Kirk disagrees:* Excerpt from panel discussion televised on KCTS-TV, Seattle, June 1, 1971.

[2] *Charles Kuralt reporting:* See Time, Jan. 19, 1968, 44; Newsweek, Jan. 1, 1968, 54.

[3] *"The 'god news' concept": Seattle Post-Intelligencer,* Sept. 28, 1970, 21.

[4] *Kirk seems to agree:* KCTS-TV panel discussion, June 1, 1971.

[5] *John Keasler tells it:* John Keasler, "A non-violent paper? try it—it's murder!" Editor & Publisher, May 31, 1969, 16.

[6] *Dan Wakefield:* Newsweek, Feb. 26, 1968, 62.

[7] *Ward Just:* The Atlantic, Oct., 1970, 4.

Specifications for

Publisher: Prentice-Hall, Inc.

Title and Author: News: A Consumer's Giude—Doig and Doig
Trim size: 6 x 9 (c) 5⅞ x 9 (p)
Margins: ⅝ in head ⅝ in. net paper ¾ in. gross case
Page Size: 27 by 45 overall

Text Type: 10 on 12 Spartan Medium
EX: (extract): 9|11 Spartan Med. Indent 2 pi from left. One pi sp above and below. Para indent one em
L: 9|11 Spartan Med. Indent 2 pi from left. Numbered lists hanging indent. Unnumbered lists, turned lines indent one em. One pi sp above and below
O: outline: 9|11 Spartan med. Indent 2 pi from left. Set hanging indent style. One pi sp. above and below. Extra ld between major entries
Bib: 9|11 Spartan med. full measure. Turned lines indent 2 pi from left
FN: 8|10 Spartan Med. Set all footnotes at end of the chapter when they occur under a 1 head "Footnotes." Indent 2 pi from left. Paragraph indent one em. extra ld between entries.
Chapter opening new left or right with drop folio
CN: chapter number: 30 Karnak Black Condensed, number spelled out. Sink 26 pi from top of page. Ctr on width of pi page.
CT: Chapter title 30|42 Karnak Black Condensed, C &Lc. Indent all lines 2 pi from left. Sink 31 pi from top of page. Set approx. by 23 pi to avoid bad break or hyphenation.
Subheads:
1—10|12 Spartan Heavy C & Lc flush left all lines. 2 pi sp above and 18 pts below. Set approx. 20 pi wide and avoid hyphenation
2—10 Spartan Med ital run in. Indent 2 picas from left
Running Heads: 8 pt Spartan Heavy C & Lc. One pi below. Flush left with folios flush right
Drop folio: 8 Spartan heavy flush left (48 pi deep)
Paragraphs: 2 PICAS THROUGHOUT

NOTE: KARNAK BLACK running heads and side heads not on premises. Spartan Heavy was used.

Samples submitted by
PYRAMID COMP. CO. INC., 253 W. 26 ST., N.Y.C.

Chapter 1

"Great news! Mass media are pushing ecology. Pass it on."

Credit line will go here

Anchor Man, Digger, Prime Timber, Arouet and You

should make you a smarter news consumer. You'll learn how to tell a flawed news product on the one hand, and a self-serving complainant on the other. You'll learn, too, to sort your daily way through personalities and problems which forever accompany the news. As a starter, meet four symbolic companions who share the chapter title with you. . . .

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Newsmen's Sources and the Law
Student Press Revisited
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The Metamorphosis of the FTC

15004 Linden Avenue N.
Seattle, Washington 98133
February 27, 1972

Mr. William H. Oliver
Editor - English
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Bill

Yes, I'm still willing to do an instructor's manual, but with a couple of reservations:

1 - Even the hint of such a manual will hurt sales efforts at 4-year colleges and universities. It automatically makes journalism profs think the book is for lesser places.

Since the journalism schools are a major market, I don't want to discourage them. The sales potential here seems even greater than I expected as journalism schools and departments shift their introductory courses to consumer orientation. Part of the reason is that so many non-majors are seeking such courses. The University of Washington and Washington State University both have redesigned their basic courses. The new dean at UW, the first time I met him at a conference earlier this month, said the P-H rep had been around, and the dean wants to see page proofs soonest. He says they're planning to put about a thousand students a year through the introductory course. Most of those aren't majors.

WSU is giving its course to several hundred students a semester, and they're still experimenting, trying to find the right consumer approach. I feel sure they're also a prime target. So OK. If consumer education is that big up here in the woods, we must have one helluva market.

An instructor's manual, then, if we do it, should be handled quietly.

2 - A May 1 deadline would be beyond reach. Pulling estimates out of the air as best I can, I believe I can aim for a shorter version, 12 to 20 pages, by May 21. Or I could try 30 to 40 pages by June 21.

That would mean completely edited copy, but not professionally typed. Your comment about sending me "special camera-copy paper" makes me wonder about that. I'm a good journalistic typist — fast and sloppy -- but definitely not a secretarial typist. So if this is meant to be directly photographed for offset, it's really out of my area of competence.

I'll wait for some further direction from you about your preferences, Bill.

Meanwhile, Sandy is in frequent touch about production, and things seem to be going well so far. We're glad to have confirmation, too, that the book will be published both in paper text edition and hardcover.

Cordially

Carol M. Doig (Mrs. Ivan)

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

February 17, 1972

Mr. and Mrs. Ivan Doig
15004 Linden Avenue, North
Seattle, Washington 98133

Dear Carol and Ivan:

As you know by now Sandy Messick is to be your production editor for NEWS: A CONSUMER'S GUIDE. Sandy is an extremely fine editor and we are fortunate to have her ushering through the book. You may also know that we are aiming for a August 14 publication date. This date allows for very little leeway for changes but I know that you will want to cooperate fully.

Carol, I mentioned to you about having a Teacher's Manual to make the book easier to use in courses that would bring in media examples to analyze. Naturally, other general ways that a teacher might use the book based on your own experience, and which you think would be useful with the book as it is written, would be helpful. I see this as something in the 30 to 40 page category, consisting primarily of general teaching hints about the material and ways to develop classroom assignments and perhaps test items. Would you be able to deliver this by the first of May? Let me know and I'll have some special camera-copy paper sent to you for use in preparing the manual.

I like the title that you have come up with. The only thing that occurred to me that would perhaps have a certain trade flare is "The Daily News: A Consumer's Guide." However, this may not make it at all, and perhaps we'd best stick with what we have.

I hope that you are pleased with the date and publishing program for the book. It will appear in a paper text edition and the cloth hardcover.

We still haven't had much winter around here and I am not complaining. Florida was absolutely marvelous with plenty of sun and warm temperatures. I hope that things are going well for you in Seattle.

Sincerely,

Bill da

William H. Oliver
Editor - English

WHO:pb

15004 Linden Ave. N.
Seattle, Wash. 98133
Feb. 19, 1972

phone 206-364-9408

William H. Oliver
Editor-English
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Bill

Well, we're not exactly overjoyed with the source notes situation, because we carefully did bring up the topic early in discussions about the book and thought we had a clear understanding that our proposed system would be okay. And we certainly never had any inkling that such a system of source notes would cost a bundle of money out of our own pocket. But the one thing we definitely must avoid is any further delay in publication -- so let's go ahead as you suggest, Bill, with numbered footnotes in the body of the text and the source references in the back of the book.

Things have been going fine with Sandy in the copyediting process, from our point of view. When the cover design is available, we would like to see it as early as possible, to offer suggestions if need be. And before long, we'll send for the promotion people a list of book reviewers who might be interested in the book, as we talked about when we were in Englewood Cliffs.

Cordially

Ivan Doig

cc: Sandra Messik

P.S. Thanks for ordering up the $1000 apiece for us. Carol points out you say "your advances of $1,000 each"; we trust your bookkeeping dept. has it straight that the money is advances of $750 each, and the other $500 is our bonus for meeting the manuscript deadline.

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

February 11, 1972

Mr. and Mrs. Ivan Doig
15004 Linden Avenue, North
Seattle, Washington 98133

Dear Carol and Ivan:

I have discussed the matter with the Art Department and the Production Supervisor, and all agree that, given the extremely tight schedule we need for this book, the only way we could possibly accomplish your footnote reference system would run into quite a bit of expense for you. The rough figure would be $500. This would also delay the schedule and result in the book coming out in September, rather than August, which could be detrimental to the sales of the book.

The numbered footnotes should not turn away the type of trade reader who would read the book, and would be helpful to the student and academician, who would find it a much easier method of looking up references.

I'm sorry that I was not fully cognizant of the mechanics involved (internally here) in your footnote method. The difficulty, as you know, is the time and expense in adding the page references after we know page numbers. There is a $1 a line authors' alterations fee for this as per the contract Paragraph A. We would pay up to 15% of it based on the total cost of typesetting. The alternative is to go ahead and number the footnotes and have the references in the back. I strongly urge you to accept this direction.

I leave it up to you. But please let us know as soon as possible.

I have ordered your advances of $1,000 each. They will be coming soon.

Cordially,

Bill daa

William H. Oliver
Editor - English

WHO:daa

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

February 15, 1972

Mr. and Mrs. Ivan Doig
15004 Linden Ave. North
Seattle, Washington 98113

Dear Mr. and Mrs. Doig:

I have been working on the frontmatter and have just noticed that you have part titles in the contents and not in the book. Please let me know by return mail which way it will be.

I would recommend not having them in this kind of book, since Bill tells me that the trade potential is more important to you. Part titles give it more of a text feeling.

Cordially,

Sandy

Sandra Messik (Mrs.)
College Book Editorial

Insert, 346

Sandy -- we didn't get the Acknowledgments page, in which we thank people, back with either half of the MS. So please insert the following on that page (p. 346 in our MS) as our thanks to you and Bill Oliver.

Also, can you check for us the correct name of William Caldwell's newspaper, in the second to the last graf on this same page? We have it as the Bergen Record, but I've also seen it called The Record of Hackensack, N.J. I think the name may have changed so recently that it won't show up correctly in any of my sources out here, so perhaps a phone call from your office to the newspaper is the safest bet. Thanx.

INSERT at end of second graf from bottom, p. 346:

Our thanks, too, to editor William H. Oliver, who saw the project through from the start. Nor can we overlook the diligence and cooperation of our production editor, Sandra Messik.

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

February 10, 1972

Mr. and Mrs. Ivan Doig
15004 Linden Ave. North
Seattle, Washington 98113

Dear Mr. and Mrs. Doig:

Enclosed are manuscript pages 254-411#--the last of the manuscript--for you to go over. As I told you, the specifications have been changed for lthe footnotes to be at the back of the book as you wished.

Also included is page 106, which was misplaced.

Please anser the queries and return the ms. to me no later than Feb. 25. This is very important for the schedule if we are to get the book out in August. If there are any problems, please call me collect at ext. 2844.

Thanks very much for your help.

Cordially,

Sandy

Sandra Messik (Mrs.)
College Book Production Editorial

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

January 27, 1972

Mr. and Mrs. Ivan Doig
15004 Linden Ave. North
Seattle, Washington 98113

Dear Mr. and Mrs. Doig:

It was good talking to you yesterday. As I mentioned, we hald a launch meeting today where a schedule was made up. The in-stock date is August 17, but we will all have to work very hard to do it, since it is such a tight schedule.

I looked over the manuscript and have given it to the copyeditor today. From what I can see, there will be very little substantive copyediting--just consistency. It's possible that there won't be time for you to see the copyedited manuscript, but we'll have to see. I don't think it should matter since the writing style won't be changed.

We will have to make one change in the manuscript. The sourcenotes will be have to be set at the foot of the pages where they occur due to legal matters involving permissions. Since there is no easy way of telling where the sourcenotes go, would you xerox a copy of the notes at the back of the book and fill in the page numbers (in the manuscript) where they go. This would greatly help the copyeditor in saving time. I'll need it as soon as you possibly can do it. Some of the sourcenotes are excessively long--at least one manuscript page. They can't be that long in a book of this kind. Could you indicate cuts in these really long footnotes when you send the copy. Thanks a lot.

Here are some of the schedule dates concerning you:
Ms to compositor: 3/6
Pages at PH: 4/3-4/24
Pages to compositor: 5/1-5/22
Index ms due at PH5/30.

I'll be looking forward to working with you.

Cordially,

Sandy Messik

Sandra Messik (Mrs.)
College Book Production Editorial

15004 Linden Avenue N.
Seattle, Washington 98133
February 11, 1972

AIR MAIL SPECIAL DELIVERY

Mrs. Sandra Messik
College Book Editorial Department
Prentice-Hall, Inc.
Englewood Cliffs, New Jersey 07632

Dear Sandy

With this letter we're returning pages 1-253 of the manuscript NEWS, along with our comments. As you'll see from the pink slips, our concerns mostly are minor ones about the informal diction of the manuscript which we want to preserve, about journalistic practice, and about the rhythm of the sentences.

1 - Ivan tells me that he talked with both you and Bill Oliver yesterday about the problem of getting the footnotes out of the text, and that's being worked on.

2 - We've changed this part of the manuscript in line with the corrections we sent to you February 5.

3 - Your blue penciling for the typesetter brought us to the realization that we'd overused dashes, and we've gone through and deleted them where possible.

4 - On pp. 2-4, you have the separate episodes marked "Ex." That isn't a designation we're familiar with, but from its use other places in the manuscript, it looks like that's meant for indent. We didn't mean those particular separate episodes to be indented -- or italicized, or boldfaced or anything like that. They should read as regular text, which they are, but should be given extra white space between episodes so that the reader can make the transition easily.

5 - As we note on p. 27, we've talked over your preference for transposing adverbs into or after verb phrases. Our own preference goes the other way, obviously; in most cases, we put the adverb ahead of the verb phrase for the sake of making the sentance's meaning as precise as possible. We're willing to go along with your style wherever it doesn't confuse our meaning or damage the rhythm of the sentence. But those adverbs amid the verb phrases will bother a lot of journalists who've learned the grammatical rule the other way, and it'll also unnerve some English teachers.

We're really grateful to you for getting these pages edited so quickly. Ivan reports from his conversation with you yesterday that the rest of the manuscript is on its way to us, and we'll try to handle that just as promptly.

Cordially

Carol M. Doig (Mrs. Ivan)

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

February 7, 1972

Ivan and Carol Doig
15004 Linden Ave. North
Seattle, Washington 98113

Dear Mr. and Mrs. Doig:

Enclosed are manuscript pages 1-253 for you to check. They have been copyedited lightly, as you will see. Please go over it and answer the questions on the pink slips.

As I wrote you this morning, the footnotes will appear at the back of lthe book with the permissions sourcenotes as acknowledgments in the frontmatter. I will change the specs as soon as the sample pages arrive.

The rest of the manuscript should be coming at the end of the week.

Please have this portion of the ms. back to me by 2/21.

Thanks for your help.

Cordially,

Sandy

Sandra Messik (Mrs.)
College Book Production Editorial

#1 - line/per p. ## comes out of author's royalties / over 15% of production costs

production editor

Bill O. — will talk to her

20-30 pp
to the mail - 9 and 1 just for adaptn & local media

AUTHOR:

IMPORTANT FACTS
ABOUT YOUR EDITED MANUSCRIPT

PLEASE NOTE CAREFULLY

In accordance with our practice, we are returning your edited manuscript

_____

Please note carefully all changes that have been made on the manuscript.
Any further changes or corrections should be made with a pencil of
a different color from any already appearing on the manuscript.

Also note any pink slips that may have been attached to the margin.
These slips carry suggestions or queries from the copy editor.
If you accept the suggestion contained on a pink slip, mark the slip "OK."
If you do not care to accept the suggestion,
please mark the slip "No" and state your reason on the reverse side of the slip.
The slip should not be removed from the manuscript.

It is most important that you review the editing with great care.
When the manuscript is returned to us, it must be considered ready to be set in type.
After it is set in type, further changes, except to correct printer's errors,
should not be made. Any such changes are very expensive,
resulting in charges billed to the author; furthermore,
such changes endanger the publication schedule of the book.
So, make now any changes that you are going to make.

In order to maintain the schedule already set up for the production of your book,
it is essential that we have the edited manuscript back here by 2/21
Please try to meet this date;
if you cannot, let us know immediately when we may expect to receive the manuscript.

College Book Editorial-Production Department
PRENTICE-HALL, INC.
9.5/1242

15004 Linden Ave. N.
Seattle, Washington 98133
February 5, 1972

phone 206-364-9408

Sandra Messik
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Mrs. Messik

Since you mentioned that there may not be time in the production schedule for us to see the copyedited manuscript, we've looked over our copy of the MS to do some updating before the compositor takes over. The enclosed changes and corrections for the MS are all minor matters of phrasing, spelling, or bringing information up to date, and they are the only changes we can foresee now.

Because we'll be skipping the galley proofs in this schedule, we're calling on a friend as some proofreading insurance when the page proofs are ready. He's a retired magazine production editor, now a professional proofreader. If you'll send him a set of pages at the same time you send us a set, he'll proofread and pass along the results to us. He's a professional, and so will not slow down the process at all, but will give the pages an excellent going over. Naturally, we're hiring him at our own expense. Please send the set of pages to him, when the time comes, at this address:

Mr. Ainsley Roseen

1805 Cleveland

Evanston, Illinois 60201

One final item: the one period during the day when you're certain to reach us by phone here at home is 9:30-10:30 a.m. your time -- 6:30-7:30 a.m. here.

We're glad the production schedule is lined out, and pleased with the close attention you've been giving to our project, Mrs. Messik. Let us know promptly whenever we can help out.

Cordially

Ivan Doig

Corrections for NEWS: A CONSUMER'S GUIDE, by Doig and Doig

p. 17, line 24 -- change "back to a regular format" to "back toward a regular format".

p. 19, line 9 -- change "South Carolina" to "North Carolina".

p. 19, line 11 -- changed "brightens" to "has brightened".

p. 35, line 4 -- change "been leery" to "been somewhat leery".

p. 36, line 18 -- delete "meanwhile".

p. 53, line 9 -- in sentence beginning "Jack Kauffman", change to "When the television ban became law, Jack Kauffman"

p. 53, lines 15-16 -- change "asked Whiteside" to "asked reporter Whiteside".

p. 55, line 25 -- change "have been losing" to "have lost up to".

p. 57, line 7 -- insert "Des Moines Register".

p. 57, line 14 -- change "901" to "900".

p. 58, line 23 -- change "New postal rates in 1971" to "New postal rates which took effect in 1972".

p. 66, line 19 -- change "within" to "between".

p. 76, line 16 -- change "run a story" to "run a formula story".

p. 183, line 10 -- change "on a front page report" to "in a front page report".

p. 235, line 7 -- delete "monthly"

p. 252, line 5 -- correct "unusued" to "unused".

MORE

Corrections for NEWS: A CONSUMER'S GUIDE cont.

p. 314, lines 6-7 -- change "we don't lay tongue to such stylish denunciations as 'cur' much any more" to "we don't lay tongue much any more to such stylish denunciations as 'cur'".

p. 327, line 25 -- add "information" after "inside".

p. 333, lines 15-17 -- delete entire graf about MacDougall.

p. 333 -- insert at bottom of page after Wm. Rivers insert:

Chris Welles, general editor of Institutional Investor, doubles as a free-lance critic and writes for magazines about the financial side of major journalism enterprises.

p. 333, line 14 -- after "Post", add "where his job includes in-house criticism."

p. 333, lines 16-17 -- in graf mentioning Richard L. Tobin, change "Tobin is editor of the Communications section the magazine runs every four or five weeks and writes the section's lead column" to "Tobin is the editor in charge of coverage of the communications field".

p. 335, line 1 -- change remainder of graf, starting with "Run-of-the-mill" to:

Run-of-the-mill managements perhaps are reluctant to undertake the sort of tough self-examination which drew attention to the Washington Post's Richard Harwood during his period as "resident critic" at the outset of the 1970s. Harwood watched the Post's news stories and pointed out to top editors any errors of shortcomings he saw. And periodically, he wrote a column in which he singled out

more

Corrections for NEWS: A CONSUMER'S GUIDE cont.

what his newspaper recently had done wrong and discussed the reasons why. A sample:

p. 350 -- in Saturday Review listing, change "Richard L. Tobin (editor of monthly Communications section)" to "Richard L. Tobin (editor in charge of communications coverage)".

p. 350 -- in Wall Street Journal listing, delete "A. Kent MacDougall (frequently reports on news enterprises)".

p. 350 -- delete Washington Post-Richard Harwood listing

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15004 Linden Avenue N.
Seattle, Washington 98133
February 6, 1972

AIR MAIL

William H. Oliver
Editor - English
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Bill

We were glad to get the production schedule from Sandra Messik and to learn that August 17 is the in-stock date. We figure you've managed that so the book can be promoted in a major way at the AEJ convention in late August -- and we think that's an important factor.

Now that the book has had its launch meeting, is in production and has a publication date, could you blast out the remaining $2,000 in advance and bonus that's due us?

We hope your trip to Florida had its rewards. If you've tired of the sunshine, come enjoy the snow in the Northwest.

Cordially

Carol M. Doig (Mrs. Ivan)

15004 Linden Ave. N.
Seattle, Wash. 98133
January 31, 1972

phone 206-364-9408

Sandra Messik
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Mrs. Messik

Thanks for passing along the schedule dates and other info about the manuscript. It sounds as if things are in order, except for some slight confusion about the source notes.

We're sorry the lines of communication have been so complex you can't know precisely what we had in mind for the notes and permissions, but perhaps this can be quickly remedied. Because the book is an introductory text -- headed for college freshmen and sophomores and high school students -- we've had in mind all along to keep the body pages free of footnotes, believing fervently that nothing turns off such students more quickly than intimidating masses of footnotes. Also, the book does have to have extensive documentation because it is a book about how to look for documentation and proof. So, the plan has been to use source notes at the end, as Macmillan did in Barbara Tuchman's Stilwell and the American Experience in China and World did in Ronald W. Clark's Einstein. It seems to us a marvelous method, providing the notes for those who want to look them up and not intruding on those who don't want to. We cleared the idea with Bill Oliver before signing the contract, and Carol later talked with Robb Reavill of your humanities production staff about it, who also okayed it. If the permissions definitely can't be included in source notes at the back of the book, we're agreeable to having them on a page or two at the front, as in the P-H book by Eleanore Hibbs, Writing: Fact and Imagination.

We hope this will clear up the questions on the source notes and permissions. If not, let us know, hmm?

Cordially

Ivan Doig

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

Mr. and Mrs. Ivan Doig
15004 Linden Avenue, N.
Seattle, Washington 98133

January 6, 1972

Dear Mr. and Mrs. Doig:

May I wish you a belated Happy New Year. I hope 1972 will prove to be a good year to you and to your book.

Bill's asked me to get a letter off to you in his place. Our national sales meeting happens next week in Fort Lauderdale, and we're frantically trying to prepare ourselves.

We are putting NEWS into production as quickly as possible, and while I can't give you a definite schedule yet, I can tell you that we are aiming for an August publication date. Our formal launch date is January 19, and we'll have a schedule for you soon after.

Mrs. Doig, Bill asks if you've decided about doing a short manual for English teachers to go along with the book. We need to know about that fairly soon.

So, congratulations on finishing the manuscript! You'll be hearing from us soon.

Sincerely,

Susan J. Anderson

(Mrs.) Susan J. Anderson
Assistant Editor - English

:sja

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

January 5, 1972

Mr. and Mrs. Ivan Doig
15004 Linden Avenue, North
Seattle, Washington 98133

Dear Mr. and Mrs. Doig:

We have received the revision of your manuscript with it's revised title: NEWS: A CONSUMER'S GUIDE.

As per your questions and comments, Mr. Oliver will be in touch with you soon. January is the month of yearly reports, as I am quickly learning, and, at the moment, we are quite busy.

Hope all is fine in Seattle and that you had a very pleasant holiday.

Cordially,

Debby Arnold

Deborah Arnold
Assistant to William H. Oliver
Editor - English

da

P.S. We are putting the manuscript into production immediately.

1500½ Linden Ave. N.
Seattle, Washington 98133
January 2, 1972

phone 206-364-9408

Bruce Kennan
Product Promotion
College Division
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Bruce

When we saw Bill Oliver just before Christmas, he asked us to do some revising on this marketing info sheet and send it to you. So, here you are. We hope the Features are more plainly put in this version. Also, the table of contents has been rearranged in the revision of the manuscript we did just before talking with Bill.

Bill also wanted more information about the book's possible competition. There really isn't anything just like this on the market, but maybe your salesmen can cite this as a newcomer in courses where anthologies or survey books have been used. Some of these would be The Fourth Estate (Harper & Row), by Hulteng and Nelson; The Responsibility of the Press (Simon & Schuster), ed. Gerald Gross; and Responsibility in Mass Communication (Harper & Row), Rivers and Schramm. A friend of ours who teaches high school advises that the closest thing she's found for a course she'll eventually use our book for is Language and the Newsstand (Scribner's), Van Laan and Lyons. Hope some of this is helpful.

Finally, the title isn't definitely set, but our current choices are 1) News: A Consumer's Guide or 2) Consuming the News: A Media Watcher's Guide. We assume Bill will let you know the final version.

Regards

Ivan Doig

Revised advertising info for NEWS: A CONSUMER'S GUIDE, by Doig and Doig

INSERT B

TABLE OF CONTENTS

Chapter 1 Anchor Man, Digger, Prime Timer, Arouet, and You

Chapter 2 If It's Good, Is It News?

Chapter 3 The News Apparatus

Chapter 4 Stories Untold

Chapter 5 ~~Fifty~~ Lies, Half Truths and Evasions

Chapter 6 Who Says So?

Chapter 7 Hoaxing and Hornblowing

Chapter 8 The Reporter: Messenger? Advocate?

Chapter 9 What's Missing?

Chapter 10 Putting One Word After Another

Chapter 11 When Rights Collide: Information Versus Privacy

Chapter 12 How Do You Know If It's Right?

Chapter 13 Thou Shalt Not Commit Mockery

Revised advertising info for NEWS: A CONSUMER'S GUIDE, by Doig and Doig

INSERT A

The book, which is original and tightly organized, outlines what the news media are supposed to be doing for the consumer, and how they work. But the heart of the book lies in the chapters which show the consumer how to evaluate news. Chapter titles give the best indication of this. For example:

If It's Good, Is It News?

Who Says So?

How Do You Know If It's Right?

Putting One Word After Another

OUTSTANDING FEATURES

1. It's a practical guide, offering the consumer specific help in judging and using news more effectively. The book deals strictly with news -- in newspapers, on television and radio, and in magazines -- on both the national and local levels.

2. The book explains how newsmen decide what is newsworthy, and how the consumer shapes the information flow by his own perceptions.

3. The consumer is shown techniques for coping with news from politics, government, and the field of public relations.

4. The book shows how mecahnisms of communication and limits of time and language affect the news flow to the consumer.

5. It explains why news so often is unwelcome to the consumer, and how the consumer can separate the message from the messenger.

TITLE: FIXING THE NEWS: A CONSUMER'S GUIDE
AUTHORS: Ivan and Carol Doig, professional news consumers.

THE BOOK:

We wrote this book because we needed it, and so did teacher friends in colleges and high schools around the country, and so did friends who were sitting in front of their television sets and puzzling over their newspapers. We know of no other book written for the news consumer, showing him how to get handles on the news niagara that spills out at him.

It is an original, tightly organized book which begins by outlining what the news media are supposed to be doing for the consumer, and how they work. (Chapters 1-4).

But the heart of the book lies in the chapters which show how to evaluate news. Chapter titles give the best indication of this. For example:

If It's Good, Is it News?
Who Says So?
How Do You Know if it's Right?
What's Missing?
Putting One Word after Another.

OUTSTANDING FEATURES:

1. Its versatility. Has potential sale to College, Trade, Library, High School and possibly educator book club markets. We stress the point because this book has unusually wide potential for promotion.

2. The book fills a gap that exists in the market.

3. It deals strictly with news - in newspapers, on television and radio, and to some extent with magazine news.

4. It is addressed simply and practically to the news consumer. We've labored mightily to avoid academic and professional jargon.

5. It's a practical guide, offering the consumer specific help in judging and using news more effectively.

DATA LINE: JOURNALISM SERIES; Casebound; Pub. Date: Fall, 1972

9.2K
9/71
mt

TEACHING AND LEARNING AIDS IN THE BOOK:

There's no apparatus, but we do use frequent examples, ask the reader to ask himself questions, and give him summaries of main points where we think they're useful. In other words, we've deliberately tried to organize the book for easy use in the classroom by teachers who may not be professional journalists and by students who are not journalism majors.

TABLE OF CONTENTS:

Chapter 1 Anchor Man, Digger, Prime Timer, Arouet, and You
Chapter 2 The News Apparatus
Chapter 3 Lies, Half Truths and Evasions
Chapter 4 The Reporter: Messenger? Advocate? Ombudsman?
Chapter 5 If It's Good, is it News?
Chapter 6 Who Says So?
Chapter 7 How do you Know if it's Right?
Chapter 8 What's Missing?
Chapter 9 Putting one Word After Another
Chapter 10 Stories Untold
Chapter 11 Frauds, Hoaxes and Self-Servers
Chapter 12 When Rights Collide: Information Versus Privacy
Chapter 13 Thou Shalt Not Commit Mockery

PRENTICE-HALL
COLLEGE DIVISION

MARKETING QUESTIONNAIRE

BOOK TITLE _____

AUTHOR (S) _____

A. PERSONAL DATA

INSTITUTION _____

ADDRESS _____

_____

PHONE _____ HOME PHONE _____

HOME ADDRESS _____

_____

DATE OF BIRTH: _____

Professional association membership, office held, and awards received:

Previous books published:

Research specialization and current writing and how they relate to your book:

Other personal information that might contribute to your book:

This is a sample SALES INFORMATION PAGE

Please use this sample as a guide as you prepare a similiar page to describe your book. The red headings will help you to organize your material so that the Prentice-Hall Sales and Promotion departments can effectively tell your colleagues about your new book.

If your book is a revision, please be sure to stress the changes in the new edition.

1. TITLE: BEGINNING BUSINESS

2. AUTHOR: John Smith (Ph.D., Eastern University) Professor of Management, Western University.

What the book does and how the reader will benefit from it. For a revision, stress new or up-dated features.

3. ABOUT THE BOOK:

Complete overview of all aspects of organizing a business concern. Each topic discussed for a small business first, then in terms of a complex corporation. Prepares the reader to understand operations of a small company or the decisions of a large one.

Be specific as possible. And for a revision, stress changes and new material.

4. OUTSTANDING FEATURES:

1. Continuing case studies of the Jones Company illustrates topics discussed in each chapter.
2. Development of each facet of business described in terms of its relationship to small or large enterprise.
3. Chapter 7 on Accounting and Bookkeeping provides both how-to for the individual proprietor and managerial over-view for the corporate executive.
4. Chapter 8 features latest practical tax information.
5. Questions at end of each chapter ask for alternatives, not short answers.

5. TEACHING AND LEARNING AIDS IN THE BOOK:

Questions at end of each chapter.
Over 60 graphs depicting all aspects of business activity.

6. SUPPLEMENTARY TEACHING MATERIAL:

Instructor's Guide contains discussion of all questions, with references to sections in book where material is found, and suggested course outlines for semester or quarter course. Work-book for students includes charts, case problems and questions.

If your book includes reading selections, list authors and article titles as well as chapter headings. If subsections within chapters are important, please include them.

7. TABLE OF CONTENTS:

1. Beginning Business: How and Why
2. Capitalization and Finance
3. Market Research
4. Production
5. Sales
6. Advertising and Promotion
7. Accounting and Bookkeeping
8. Factors Affecting Net Profit
9. Ending Business: How and Why

Specific contrasts - chapter and page if possible—with closest competitors

8. OTHER BOOKS:

Williams, INTRODUCTION TO BUSINESS (White Press, 1963) Case bound, 850 pp., $10.50. Stresses corporate organization, gives no attention to small business. No practical applications as in Ch. 4–8 of Smith.

Johnson, BUSINESS TODAY (Green and Brown, 1965) Case bound, 927 pp. $10.95. Highly theoretical, no applications. Very cursory treatment of advertising and promotion.

EDUCATIONAL MARKETS FOR YOUR BOOK

1. Indicate below the university, college and junior college departments in which your book might be used and the most common course titles. Unless the book will serve as the basic text for the course, indicate how it might be used as a supplement. Note necessary prerequisites.

DEPARTMENT	COURSE TITLE	SUPPLEMENTARY USE

2. Is your book suitable for use in high schools, and if so, how?

3. Government, Business, and Industrial Training Programs. List the names of particularly important organizations or people we should contact.

4. Are there any other educational institutions or groups that have courses suitable for your book? Who would we contact?

MARKETS OTHER THAN EDUCATIONAL INSTITUTIONS

1. Practitioner markets (professional, in-service, and other job related markets).
   a) To what specific job titles will your book appeal?

   b) What are the features—or chapters—that will help these people to meet or solve their everyday on-the-job problems?

   c) Which associations or organizations would be interested in your book? Can you supply us with membership lists for any of them?

   d) What are the specific advantages of your book to the professional, in-service reader? Compare to existing books in the field as you have already done for the college market.

2. International Markets.
   a) In which foreign countries would your book be especially suitable for adoption?

   b) At which overseas universities have you lectured (please give us names of any contacts there who may help in promoting your book)?

ADVERTISING AND SALES PROMOTION

1. List in order of importance, the three most important academic or professional journals in which we might advertise your book?

   a)

   b)

   c)

2. List the most important journals to which we might send a copy of your book for review. If you have a close association with a journal as a contributor or an editor, note the details next to the listing. Use an extra sheet if necessary.

3. Give the name and address of the news information office of your university or firm, and any other local contacts and publications that might be interested in reviewing or publicizing your book.

4. Indicate specific illustrations from the manuscript that would be especially appropriate for us in advertising.

5. If you lecture on the subject covered in your book to non-college groups where tie-in promotion of your book might be appropriate, indicate your availability for such promotional purposes.

15004 Linden Avenue N.
Seattle, Washington 98133
September 20, 1971

AIR MAIL

Mary Carlisle and Bruce Kennen
Advertising Production and Promotion
Prentice-Hall, Inc.
Englewood Cliffs, New Jersey 07632

Dear Mary and Bruce

Enclosed is the marketing questionnaire which you asked me to fill in. Please holler when you want other information. Ivan and I find that we're so immersed in the book now that it's hard for us to summarize, so let us know if we've overlooked obvious points.

It is a hard book to talk about, anyway, because it's a new idea, and we're working hard to make it readable and enjoyable as well as practical. The first half goes to the typist tomorrow, and Bill Oliver should have it right around October 1. If you look through that you'll have a much better idea of where we're aiming.

Thanks very much for the helpful conversation while I was visiting Prentice-Hall. Ivan and I both plan to pay you a visit during the Christmas season.

Best regards

Carol Doig (Mrs. Ivan)

cc: Bill Oliver

COPY

Teaching and learning aids in the book:
There's no apparatus, but we do use frequent examples, ask the reader to ask himself questions, and give him summaries of main points where we think they're useful. In other words, we've deliberately tried to organize the book for easy use in the classroom by teachers who may not be professional journalists and by students who are not journalism majors.

Table of contents:

Chapter 1: ANCHOR MAN, DIGGER, PRIME TIMER, AROUET, AND YOU

Chapter 2: The NEWS APPARATUS

Chapter 3: LIES, HALF TRUTHS AND EVASIONS

Chapter 4: THE REPORTER: Messenger?
Advocate?
Ombudsman?

Chapter 5: IF IT'S GOOD, IS IT NEWS?

Chapter 6: WHO SAYS SO?

Chapter 7: HOW DO YOU KNOW IF IT'S RIGHT?

Chapter 8: WHAT'S MISSING?

Chapter 9: PUTTING ONE WORD AFTER ANOTHER

Chapter 10: STORIES UNTOLD

Chapter 11: FRAUDS, HOAXES AND SELF-SERVERS

Chapter 12: WHEN RIGHTS COLLIDE: INFORMATION VERSUS PRIVACY

Chapter 13: THOU SHALT NOT COMMIT MOCKERY

Other books: We don't know of any directly competitive book.

112 Stockton
Ocean Grove, N.J.
Dec. 23, 1971

Dear Ben

So here it is. We're glad you're going to look over the manuscript, although it's a wretched time of year to have this bundle dropped on you.

Carol and I spent most of Tuesday talking with Bill Oliver. What it comes down to is that nobody at P-Hall has read the MS, or is ever likely to before it goes into print. So Bill wants an opinion from you about organization, focus, and I guess market possibilities. Three persons have read it, or at least major portions of it, and we've done a lot of editing in light of their comments. Also, we revised the organization of the MS after copies went to the readers, so you're the first to see it in its present sequence. P-Hall is a bit fuddled by the book, because it's a straddle between a text and a trade market book. For instance, William Caldwell, Pulitzer-winning columnist of the Bergen Record, and AEJ Pres. Neale Copple both hve read it, and liked it a lot. For all that, P-Hall wants to assemble another major opinion -- yours -- and from our talk with Bill, these seem to be his major concerns:

--Repetitions: do we tell the reader more than he wants to know, at any point?

--Focus: is the book addressed specifically enough to the news consumer, rather than the journalist?

--Breadth: do we have enough radio-TV material? We think so, but Bill and the reviewers have automatically suspected us of being solely print people, even though we feel we leaned over background sometimes to get in broadcasting stuff.

--Style: Bill wondered on the phone this morn whether our chapters start "too dramatically".

The latest version of the title is Surviving the News: A Consumer's Guide, although that's still pretty much a wide open question.

That's all I can think of, Ben. See you shortly. Cheers.

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

December 10, 1971

Mr. and Mrs. Ivan Doig
15004 Linden Avenue, North
Seattle, Washington, 98133

Dear Carol and Ivan:

Here at last is the second review. The writer teaches a freshman survey of mass communication in a large state college journalism department. He has reviewed frequently for me.

He finds fault with the organization, certain chapters, the title, and chapter titles. He also finds much to compliment. I'm concerned over his statement about using the book in a senior problems course rather than at a more introductory level. It's a bit curious in light of his judgment about the book being too "high schoolish" in places.

I'm convinced that the title should be changed but this in not my first concern. I urge you to direct your revision efforts to organization, the flow of chapters, and especially to the first four. Another concern is the length. The 423 pages is 50% longer than the contract length.

I still think that the book can hit both college and trade markets, but the college market can be far more enduring than an election year primer.

I'm expecting another review from a Journalism school type, and one from a working journalist. I'm sorry that these reviews have been slow in coming. It's one of the hazards.

I look forward to seeing you on the 21st. (I'm tied up on the 22nd.)

Cordially,

Bill

William H. Oliver
Editor - English

WHO:daa

Encl.

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

December 9, 1971

Ivan and Carol Doig
15004 Linden Ave. N.
Seattle, Washington
98133

Dear Mr. and Mrs. Doig:

Enclosed you will find the copy that has been written for use in advertising your book. It is now in the process of being set in type by our printer.

Could you please look it over to make sure it is factually correct and up-to-date in regard to any important changes that may have been made in your book.

Bill Oliver and Bruce Kennan have suggested that I use the title, Evaluating the News , for present advertising purposes. I understand that all the details concerning the publishing of your book are not clear, but we would like to be able to go ahead and advertise it as soon as possible.

When you've made the necessary changes or corrections, could you send the copy back to me in the envelope enclosed.

Thank you and if you have any questions, please feel free to contact me.

Sincerely,

Jacqueline Dreisig

Jacqueline Dreisig
College Advertising
X 2759

15004 Linden Avenue N.
Seattle, Washington 98133
December 13, 1971

Ms. Jacqueline Dreisig
College Advertising
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Ms. Dreisig

Thank you for sending the advertising copy. We've looked it over, have made factual corrections, and are returning it along with an updated table of contents.

We'll be in to see Bill Oliver on December 21, and we expect that final arrangements for the book will be made then. Please check with him after that date to see if any further corrections in the copy are necessary.

Cordially

Carol M. Doig (Mrs. Ivan)

COPY

phone to Bill O., Dec. 10, '71

any more reviews?
orgstn entcgd
Eco cntr
ch. titles mtldg
gt wel-reschd
sugests cuts

[redacted] appmts?
Dec. 21
Tues. call Bill on Mon.

1st revn not a take
2d 1 a taker (2d on whol bk.)
~~400~~ 300 pp bk 200-225 suggd

15004 Linden Ave. N.
Seattle, Washington 98133
November 27, 1971

phone 206-364-9408

William H. Oliver
Editor--English
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Bill

Thanks for passing along the reviewer's reaction to the first half of the manuscript. Added to the pair who liked our sample chapter, that makes three out of three, and it's nice to have such a string of enthusiasm going for us.

We're looking ahead to our Christmas trip to New Jersey, which will be here before we can blink, and as you know we'd like to talk to a couple of people at Prentice-Hall. It seems to us it would be most useful if we could meet with the person who will be handling promotion of the book in the trade area, and with whoever will do the cover and text design. We'll arrive on Sunday, Dec. 19. How would Wednesday the 22nd be for us to come to Englewood Cliffs? -- or some other day thereabouts?

It looks to us as if the prospect of trade sales may be better and better. Quite a lot of writing is being done about the news media, which in self-defense and self-justification naturally gives publicity to such work. So far, no one seems to have hit on the approach we have -- the consumer's point of view. We're enclosing a copy of the new Monitoring Media feature which Bill Rivers is writing for The Progressive. Martin Mayer's book about television, due next spring, undoubtedly will have material about TV news. Al Balk and James Boylan of Columbia Journalism Review have just come on the market with ~~Our~~Troubled Press, a selection of articles from the Review. Isidore Barmash of the New York Times may be working on a communications book now, from what he told an interviewer a while back. Edith Efron's The News Twisters is catching some attention.

These portents are just from our own run-of-the-mill reading, and we're pleased that everything which has come out or is on the way is mostly oriented to reforming the media, instead of suggesting how to cope with a part of daily life which never can please people even if it would magically reform itself.

Happy holiday season, Bill.

Regards

Ivan Doig

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

November 19, 1971

Mr. and Mrs. Ivan Doig
15004 Linden Avenue, N.
Seattle, Washington 98133

Dear Carol and Ivan:

Here is the first review that has appeared, although this is just on the first half of the book. We do expect three more complete reviews, plus the continuation of this one. I'm sorry they're so slow, but I hope they're all as positive as this one.

I definitely think that we should take the title, Fixing The News, under serious consideration.

I'll be in touch with you as soon as I hear from some of the other reviewers.

Cordially,

Bill

William H. Oliver
Editor - English

WHO:daa

Encl.

Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Tel: 201-947-1000
Telex No. 13-5423

November 4, 1971

Mr. and Mrs. Ivan Doig
15004 Linden Avenue N.
Seattle, Washington 98133

Dear Mr. and Mrs. Doig:

Bill is presently on a business trip to Florida and Atlanta for conferences and conventions,but before he left, he asked me to write to you concerning your letter of October 15.

Thank you for the Saturday Review article. We all found it very interesting.

The advance payment for the first half will be along as soon as the reviews are in. The operating terms in the contract call for "acceptance." Bill doesn't expect any hangups, and we should be hearing from the reviewers very shortly.

We received the second half of your manuscript in fine shape, and are having it xeroxed into three more copies for the reviewers. That should be finished soon enough and out to them, so that hopefully we'll have their comments within a few weeks. Oh, by the way, they all know now that more is to come. Thanks for your helpful note!

Bill will be back on Monday, and I'm sure you'll be hearing from him soon.

Sincerely,

Debby Arnold

(Miss) Deborah Arnold
Assistant to William H. Oliver
Editor - English

da