October 25, 1971

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

Dear Bill

Enclosed is the remainder of our book manuscript, Fixing the News. Besides the text we include title page, table of contents, explanation of source notes, acknowledgments, afterword, source notes. You'll also find the manuscript check list, the 12 cartoons we would like to use as illustrations, and the permissions. One cartoon permission is still to come, as are a few for text excerpts. Finally, some minor corrections for the first half are enclosed.

That is all of it, then, except for the index, which we assume you'll want compiled when page proofs are available.

The 000's in the source notes will be page numbers, in the style of Barbara Tuchman's Stilwell. You have a sample of that from when I visited P-H.

The manuscript came out remarkably close to the original outline. We combined two chapters, wrote very short beginning and ending chapters, and altered the titles of a few others, but the content has remained steady. In addition to being a new kind of guide for the news consumer, we've tried to make it a book which instructors can use as an example of good writing, and one which they can cite as thoroughly researched. We think that should make a trio of strong sales points.

We are vastly relieved to have the manuscript completed, and look forward to reviewers' comments. We already have incorporated suggestions from a number of readers whom we have personally contacted. Now we plan to shovel out the household and return to the human race.

Cordially

Carol M. Doig (Mrs. Ivan)

Enclosures

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

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

October 22, 1971

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

Dear Mrs. Doig:

Thanks very much for the Saturday Review Article. I couldn't find my copy and wanted the article for use in promoting all the new journalism. There are probably other good sources on college journalism programs but this was the only one I've seen recently. I've already put your copy to use.

Sincerely,

Bruce Kennan

Bruce M. Kennan
MARKETING MANAGER
COLLEGE MARKETING DEPARTMENT

BMK/ldh

P.S. My department associate, Chuck Durang, asks me to pass on to your husband that Latham House is still there but doesn't look any better.

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

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

October 21, 1971

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

Dear Ivan and Carol:

We haven't heard from our readers yet, but I thought this news article might be of some use to you. I picked it up while visiting in Phoenix.

I'll be in touch with you again shortly.

Cordially,

Bill

William H. Oliver
Editor - English

WHO:daa

Encl.

15004 Linden Avenue N.
Seattle, Washington 98133
October 19, 1971

Miss Deborah Arnold
Assistant to William H. Oliver
Editor - English
Prentice-Hall, Inc.
Englewood Cliffs, New Jersey 07632

Dear Miss Arnold

Thank you for your cordial letter of October 13. Having worked in several editorial offices, and having visited Bill a few weeks ago, I have some idea of how hectic things are for newcomers.

We're very glad to know that both copies of the manuscript arrived safely and that reviews are under way.

We also wanted to make sure you know that those comprise only the first half of the book. We had asked Bill if he could get that first half to reviewers quickly, and we really appreciate it. We'll be mailing the rest of the manuscript to you next week. And we just wanted to doublecheck that the reviewers understand there's more to come.

Sincerely

Carol M. Doig (Mrs. Ivan)

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

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

October 13, 1971

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

Dear Mr. and Mrs. Doig:

First, I'd like to introduce myself. I'm Bill Oliver's new assistant, and he asked me to write to you while he's away down in the Southwest on a business trip.

Congratulations on getting the manuscript to us before the deadline! This just might be a first. We are now busily getting reviews and will be in touch with you as soon as they start coming in.

I must apologize for sending you a weird acknowledgment letter last week. I've just begun here at Prentice-Hall, and, when Bill was out for a few days, I was acknowledging eveything is sight as if it was coming through for the first time. But there's one benefit through all of that: atleast you know that both copies arrived safe and sound!

Thank you for your patience. And congratulations again.

Cordially,

Debby Arnold

(Miss) Deborah Arnold
Assistant to William H. Oliver
Editor - English

da

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

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

October 4, 1971

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

Dear Mr. Doig:

Thank you for submitting your manuscript in duplicate of "Fixing The News." I have brought the material to Mr. Oliver's attention and he will be in touch with you soon.

In the meantime, if there is anything we can do for you, please do not hesitate to contact us.

Sincerely,

Deborah Arnold

Deborah Arnold
Assistant to William Oliver
Editor - English

da

15004 Linden Ave. N.
Seattle, Washington 98133
September 29, 1971

phone 206-364-9408

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

Dear Bill

Here's the first half of the manuscript -- seven chapters out of 13. We sent the duplicate copy separately.

We hope this half can be sent out for review fairly quickly; as Carol mentioned, the sooner we have reactions to it, the better off we are in terms of our own scheduling.

Might mention to anyone who reads it that we will have end-notes to fully document the text.

The second half of the manuscript is going fine -- we think.

Cordially

Ivan Doig

COPY

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

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

September 24, 1971

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

Dear Mrs. Doig:

We appreciate the prompt delivery of the marketing information on your book. We have ample input and adequate time to prepare appropriate promotion. As Mary Carlisle's staff develops the initial ads, you will see the copy.

I have been enthusiastic about your project since Bill Oliver first presented the idea. As a result of your visit here, I look forward to a professional and enjoyable working relationship. My Christmas plans will direct me west to visit my parents in Arizona. I hope our schedules permit another visit.

Sincerely,

Bruce Kennan

Bruce M. Kennan
PRODUCT PROMOTION
COLLEGE DIVISION

BMK/ldh

cc: Mary Carlisle
Bill Oliver

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

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

August 4, 1971

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

Dear Carol and Ivan:

I was delighted to receive the signed agreements from Ben Elderd. EVALUATING THE NEWS should be a most interesting and useful book. We are pleased to look forward to having it on our list.

You will each be receiving a copy of the contract and your first advance checks will reach you in about two weeks. A copy of our Author's Guide is being sent to you under separate cover.

I made a slight change on the contracts in Paragraph 3 to differentiate the royalty on paperbound copies. This is only for clarification.

The enclosed editorial was in our local paper and I thought it would interest you. Perhaps you have heard of Caldwell. } Wm A Caldwell, Bergen Record 8/2/71

What do you think of having some appropriate cartoons?

Please let me know if I can be of any assistance to you at any time. Best wishes on successfully finishing the book.

Cordially,

Bill

William H. Oliver
Editor - Journalism

WHO:ak
Encl.

Bill Oliver called Thursday, July 15

1 - copyright can be in our name

2 - royalty schedule can be changed to provide 15 percent of ~~xkkxxx~~ cash received by publisher ~~fxxx~~ on all ~~copies~~. hardback copies.
(on price of $6. 95) = $1150. gain in royalties 10% = $2100 15% = $3150
(He figures paperback at "no more than $3.95!")

~~3xxx~~

He'll send us a letter and copy to Ben so he can draw new contract.
I asked him also to include in letter his comments on:

1st printing: He estimates 10,000 paper and 4,000 hardback.

publication date: late May is his target date; says that'll be ~~xx~~ pushing it all the way and will mean it'll have to be in production by Dec. 1, after being reviewed, reviews looked over by us, etc.

the 4 areas in which he sees sales ~~prxxxxkxxx~~
1- college: freshman English and journalism
2 - library: makes the point P-H has large, active sales staff
3 - trade: trade dept. has seen it and thinks it's a good book. Doesn't think it'll be one of their top 5, but they do think they can do something with it and Bill says we can plan on a budget for trade media, including review copies to newspapers around country.
4 - High school - will be in the catalog

He says he expects the book to be advertised ~~xxxxxxxx~~ in JQ, Columbia J.R., JuniorCollege Journal, and he's open to other suggestions.

He makes the point that trade books are most risky. Says that on the average only 1:20 pays its own way, and that trade books usually get one big promotion and that's it. So he makes a pitch for P-H promotion for year-in, year-out sales.

Also says he'll ~~xxx~~ try, after he gets first half of book, to have it read by a recognized reviewer (mentions someone of caliber of Bagdikian or Severied) and, if that's favorable, to present trade dept. with the report as an added spur for promotion.

He says he still has about two weeks to get the book into the freshman English brochure now being prepared.

Mdse

Bill Oliver - 7-15-71
add'l -

We talked awhile about Proving It sections. He began talking about the "two chapters" we'd sent in, and it took me awhile to figure out that he was talking about Proving It. Anyway, I asked what his thoughts were on leaving that out, or using it in instructor's manual later, or dumping it entirely. He said he's on the fence about it, and "let's let the academic reviewers tell us," meaning we'd be doing those sections as we go. I made the point that they're big time consumers and we were torn because with a tight deadline we'd sorta like to spend our effort on the main part of chapters. He seems flexible. I seemed flexible, too. If we did an instructor's manual, he said, we wouldn't need to have material for it until Jan 1. No later than Jan. 31.

Since the book will be out late, he suggested the possibility of printing one of the signatures as a promotion piece that salesmen could take around. Also, with four other journalism books coming out, he said salesmen would be busy in journalism departments, which they haven't been for some time. I leaped at that suggestion.

I told him we had complete contract to see from other publisher early next week and that we firmly intend to make decision within week.

He asked if we had to sign now, which way would we go, and I said he had me leaning his way.

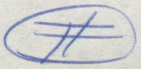


Miscellany:

He asked if we'd like to have a sample promo piece made up; (Direct mail brochure, I gather.) Said it would take quite a lot of extra effort but he'd be glad to do it if we would like. I said no; that instead I'd appreciate a letter from him with the information outlined into the areas listed above.

Ben called later. He will call again next Wednesday.
Ask Bill about 3,000 library copies vs 4,000 hardcover press run - 1st printing

Maybe we'd better talk about a title?



15004 Linden Avenue N.
Seattle, Washington 98133
August 29, 1971

AIR MAIL

Mr. William H. Oliver
Editor - Journalism
Prentice-Hall, Inc.
Englewood Cliffs, New Jersey 07632

Dear Bill

Could you conveniently see me Thursday or Friday, September 9 or 10? Those days look clear on the travel schedule, and I could borrow my dad's car for the drive from Ocean Grove to Englewood Cliffs. I suppose mid-morning would be optimum in the traffic pattern, but I can make it any time.

I'd like to talk about book title, production schedule, and promotion possibilities including one or more magazine articles. Then there'll be a few mechanical questions. I should think an hour and a half would do it, unless you'd like to cover other areas. At any rate, I have no intention of demolishing your day.

Do I need any special instructions to find P-H, or do all roads lead? I'll be in New Jersey September 8 through 14, and the phone number, c/o F. B. Muller, is PRospect 4-3831.

By the way, we like the idea of cartoons to introduce chapters, and we're collecting them.

The writing proceeds on schedule, and while I'm away Ivan will take the manuscript over to a Pacific beach and edit the first half. We've scheduled his favorite professional typist to copy the edited version the week of September 20, and we plan to mail it to you the week of September 27.

We hope you and your family had a splendid vacation and that your ark is still afloat.

Cordially

Carol Doig (Mrs. Ivan)

Thurs - 11:30 a.m.
Turnpike
exit runs into
Rte 46
to G. Wash.
Take 9W-Ft Lee
North
thru
Ft. Lee
to E. Cliffs
right hand
side
Standard on
Rte
P-H just
beyond
to for exit
of phy. lot
2-Story united
of 3

Visitors
entrance

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

Mr. Walter R. Welch
Assistant Vice President
Prentice-Hall, Inc.
Englewood Cliffs, N.J. 07632

Dear Mr. Welch

Our copies of the contract have arrived and are in order. Thank you very much for seeing to it so promptly.

With the arrival of the morning's mail we find that we do have a problem with the advance, since two checks for $500 showed up, whereas the contract calls for an initial payment of a total of $1,500. If you could set the wheels in motion so that we would each get additional checks of $250, we'd be appreciative.

Cordially

Carol Doig (Mrs. Ivan)

phone call from Prentice-Hall, Friday, August 6

Bill Oliver has started vacation, so Walter Welch C/, executive editor in humanities, call about contract.

Xx the royalty provision that we'll get 15 percent of xxxxx all hardcover rights will be amended to concur with Paragraph I. It will read "15 percent of all text, library, and trade" hardcovers.

He said that can be added without redrawing contract, and that if we have any questions when we get our copies, we can call him.

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

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

August 9, 1971

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

Dear Mr. and Mrs. Doig:

I am enclosing a copy of the contract for each of you. I understand that Mr. Welch spoke with you about the notation we added in paragraph 4.

Because our Royalty Department requires citizenship information immediately following signing, we would appreciate your completion of the enclosed card. Please return it to us in the envelope provided.

At this time, I'm also enclosing our Manuscript Completion Checklist. Please fill it out and return it when you submit your manuscript.

The Checklist will be of great value to our production and manufacturing departments by giving a complete picture of the contents, form and status of your manuscript.

If there is anything else we can do for you in the meantime, please let us know.

Cordially,

Angeline Knight

(Miss) Angeline Knight
Assistant to William Oliver
Editor - English/Journalism

ak
Encl.

Ben B. — 7-22-71

Lig S. course:

1/2 qt. o appraise press

1/2 " to apply's currently

on Scribners: 1 man running the show can be exasperating.

Says P-Hall pushes a book long after publctn. Liked Bill Oliver personally.

Note to ourselves: P-Hall contract reads "10% on first 5,000 copies sold, and 15% on all over 5000 copies sold." This means totals of both hard- and paperback sales, not separate sales? Could mean somewhat more money, in that paperback sales would boost us ~~xxx~~over 5,000 mark more quickly -- but looks to me incalculable on paper.

John: makes little diff e o split 1
royalties. Trend has been 2nd
mak & jt return same as
separat return.
flexibility in filing returns -
disc - math how we take
$

as an investment: time you get it
is probly + important
might be better invstmt to
get $ early - o earliest
sale

advts 1 filg septly: medical expenses
would be main reason.
1/2 med insurce up to $/50 can
be taken
charitable expenses also involvd

foreign royalties: there is $ for $
credit

Deductns:
take everything u can & dubl it:
1/2 can expens, 4x,
small chance 1 bg audited. & 1
they do, outtalk them
Carol's pay for Lisa, 4x: part 1 author's
expens

Note to ourselves:

Remember to ask for some sort of written confirmation -- at least in a letter or memo -- that the book will be published in hardback as well as paperback. (We already have such a letter from Scribner's.)

It also would be helpful for publisher to make commitment about $ for magazine advertising.

CONCISENESS

The following can be written more clearly in fewer words:

at the present time	checked out
held a conference	in the immediate vicinity of
at the intersection of	during the period from
put in an appearance	in order to balance the budget
in the event that	consensus of opinion
was the recipient of	dead body
made his escape	most unique
with the result that	5 a.m. this morning
took action	true facts
a sufficient number of	irregardless

The trouble with the light was that it was not strong enough.

The building closed its doors at 5 o'clock in the afternoon.

There are no funds which may be used at this time.

The meeting was held for the purpose of discussing the matter.

The color of the cart was red.

The meeting will be held this coming Friday.

An interview with Police Chief James Summerfild disclosed that Miss McDonald had escaped from a New York training school for girls.

She was with a companion, Robert B. Murfitt, who was also arrested. He was questioned and then he was released after questioning.

This change in procedure is occasioned by our efforts to effect more economic and efficient city operations by consolidating certain functions.

#

Does contract provide form in which book will be published

hard

paper

soft w trade

Does it stipulate amt. publisher will spend to advertise?

option date

Royalties – based on list price?

Advance

Publication date:

Copyright in author's name

Part of the Simpson shortage

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

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

July 2, 1971

Mr & Mrs. Ivan Doig
15007 Linden Avenue N.
Seattle, Washington

Dear Carol and Ivan

It was good to talk to you yesterday Carol. I'm delighted that your proposal and sample chapter have received favorable responses.

I am obtaining a reaction from our Trade Department, and will be in touch with you directly or through Ben Eldred. I think the book has an excellent potential for classroom use and could find its way into the trade market as well. The "Proving It", sections don't strike me as too "text booky".

I am enclosing a second review which I hope you'll find useful. Isn't it grand to be over 30?

Sincerely,

Bill

William H. Oliver
Editor - English

WHO:yn

CC: Ben Eldred

Bill Oliver, Prentice-Hall, called July 1

He said they are interested in the book and will send Ben Eldred around in a few days with a contract to talk to us.

He is figuring up contract now. He asked about an advance, and I said we'd like one. He says it's figured as estimate of first year's royalties. (He'll estimate on basis of $3.25 text paperback.)
He said there are several possibilities as to how book might be published.
It might be put out as Spectrum paperback with cloth edition for trade and libraries. (Spectrum paperbacks sell at $1.95 and $2.95. He described them as books writeen for educated laymen.) That way they could be sold to colleges as supplementary paperbacks rather than main course text. This line of paperbacks goes to 400 bookstores, he says. - says there are easier to sell than main course text

Might, on the other hand, be put out as a text paperback at $3.95. Along with these they often do a library hardback, too. He would query P-H's library division about this.

I asked him how soon we could find out in what form they'd like to produce the book and he said about the middle of next week. Though he seemed to indicate this was subject to change and I gather the contract will not specify. (I think it should, but he didn't say so at this point.)

He seems definitely inclined to a textbook concept, and "thinking aloud" on the phone, as he phrased it, to the Proving It sections. He also asked what we thought about an instructor's manual. He said that's a big item at junior colleges, though of couse it wouldn't be needed at university and college journalism schools.
He seemed not to want to push this, but to suggest it as a possible aid to sales.

He said he has gotten the second review of our chapter and outline from "the dean of a midwest college" who has some semantic questions about some of our terminology but was generally favorable. He'll send a copy to us. Reviewer thought we were heavy on print media.
When the manuscript is completed, he'd like to get "3 or 4 substantive reviews" of the manuscript, which usually takes a month. Then they would be sent to us for our consideration. So he figures the book should be in production by the end of December.

He figures it would be ready for marketing by June or July at the earliest. I asked how, then we'd sell it for the campaign year, and he said by advertising and page proofs. He said P-H has the "largest field staff of any publisher." (which are available 2-4 months before publication.)
He was very low key about all this, but did finally say that we wanted to keep in mind what a publisher could do for us in the way of reviewing assistance and copyediting help.

He wondered if we wanted to put in anything extra about presidential political campaigns, but also noted that it was a problem because of becoming outdated after the election. He didn't seem to want an extra chapter.

He asked me for an estimate of length and date ms. would be finished, and I told him our guess was 80,000 words and Oct. 15. (But I didn't tell him that excluded Proving It sections,) though he can figure that out because we talked in terms of our sample chapter of 26 pages.

Bill says they're putting out 3 new journalism texts and one revision, and that this one would fit very well into their expanded program in this area.

July 1, 1971 - Notes from Bill Oliver about need for permissions when quoting others.

No problem with public documents, of course.

Other things seem kinda hazy. There doesn't seem to be any problem with short quotes of a few sentences. There's a "fair use" standard which isn't clear to me.

There's apparently some kind of disagreement about whether to draw the line at 250, 400 or 500 words. I gather that P-H likes to get clear for permission if there's any question at all. "For material under 500 words, generally no fee is paid," Bill said. I told him I didn't think we'd have any great amount of extended quotes, but he said he'd put an allowance in the contract to cover some payments.

He wondered if we'd also want to get examples from electronic news sources — new stories, and such. I said maybe, and that I already had some on tape and videotape.

ABOUT CONTACTING HIM AGAIN

Bill said he'd be out of the office Friday, July 9, then in for rest of month.

I said we'd talk to Ben, look over contract, and call him if we had additional questions.

Note on radio

I said it looks to me so far that we'll have a reasonable split between references to newspapers and those to television, but radio wasN't getting much.

He reflected on Orson Welles, then on current life in NY. Said it was his experience during power outages that transistor radios were the only source of news. Said it also seemed newsmen seemed to report a lot of rumor — referring, I gahter, to riots, muggings andthe like during blackouts--then would have people calling in to straighten it out.

Interesting. Maybe we can find something about that.

15004 Linden Ave. N
Seattle, Washington 98133
June 28, 1971

sent by air mail

William H. Oliver
Editor - English/Journalism
Prentice-Hall, Inc.
Englewood Cliffs, New Jersey 07632

Dear Bill

Ivan and I have just received the offer of a contract for our media evaluation book from a publisher whom we contacted when we first queried you, but whom we had not heard from until last week.

As it turns out, the delay was caused by a shift in editors, and they've now moved promptly to get us going on the book by offering terms which seem very fair. Since we're in a time bind where we need to write the book this summer if it's going to be done at all, we're ready to respond favorably.

Before we decorate any dotted line with our names though, Bill, we wanted to let you know about it. We've very much appreciated your interest in the book, and the favorable reader's report you sent us. Besides that, you've been a good man to deal with and some day, on some topic, we'd like to write a book for you.

Sincerely

Carol M. Doig (Mrs. Ivan)

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

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

May 25, 1971

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

Dear Carol and Ivan:

I have one very encouraging review (enclosed) on your proposal and I am in the process of obtaining abother. Apparently you really got my reviewer excited about offering a new course. I would hope that other schools would be able to fit it in existing courses.

Have you seen The Fourth Estate published by Harper & Row? The authors are at Oregon.

I'll be in touch again when my second review arrives. Meanwhile, thanks for your patience.

Sincerely,

Bill

William H. Oliver
Editor - English/Journalism

WHO/bh
Enc.

Doig Proposal:

The proposal holds the most promise of the three I have read for you because of its timeliness and the promise of a continuing demand over a long period of time. Data in my possession indicatex that the generations now reaching school age and maturity place much greater emphasis on a form of activism which has brought the study of law, sociology,and communications to the forefront in college and university education. The data are supported here at the University of Detroit in that the law school, sociology,and communications are the most rapidly growing disciplines in numbers of students.

This growth, which is reflected throughout the nation, brings some problems dealt with by the Doigs. Large numbers of students who are actually English, history, or other disciplines' majors are registering for basic courses in communications. Their obvious interest is to make the various media speak for them. We have no text which will enlighten and inform them on the topic. We have searched for such a text, but almost none can be found which will provide anx understanding of the function of the media and save the nation from falling into the trap of supporting media which have no other use than the dissemination of propaganda. This proposal promises to fill the gap.

Another service the proposed book would serve would be to allow the separation of students who are avowed communications majors from those who want little or no more than an understanding of how the system operates. This book would serve the latter group well. It has impressed me to such a degree that I am seriously considering the possibility of offering such a course here at the University of Detroit.

More specifically, despite the allusion to semantic traps in Chapter 7, the authors may have fallen into one. I refer to the occasional use of "journalism" or "journalist" in the table of contents and the sample chapter. The word is rapidly going out of style in many colleges and universities. Its use may wrongfully limit the number of institutions which would adopt the book for broadcast, print, and/or communicationsprograms.

The Doigs have covered various aspects of understanding news and information, but have failed, so far as I am able to see, to mention the effects that legal and quasi-legal controls have over the media. They are vastly important within the structure included in this proposal.

Consult the manuscript for furtner reactions. I recommend your consideration of this proposal.

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

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

April 27, 1971

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

Dear Mr. and Mrs. Doig:

Thank you for sending us the table of contents and Chapter 4 of your news media text.

Mr. Oliver felt that your material looked interesting and we are obtaining a review of it. The reviewing process usually takes about a month's time.

Please be assured that Mr. Oliver will be writing you just as soon as we receive our advisor's comments.

We appreciate the opportunity to consider your work.

Cordially,

Angeline Knight

(Miss) Angeline Knight
Assistant to Mr. William Oliver
Editor - Journalism

ak

15004 Linden Avenue N.
Seattle, Washington 98133
March 27, 1971

phone 206-364-9408

Mr. William H. Oliver
Editor - English
Prentice-Hall, Inc.
Englewood Cliffs, New Jersey 07632

Dear Bill

We're enclosing a table of contents and sample chapter for a media evaluation text for the nonspecialist -- a ~~text~~ applicable especially to freshman English, but with a much wider range of possibility.

We've come up with this idea simply because, in all the commotion about the news media, one basic problem has been overlooked: there is no book which shows a person how to become a more intelligent consumer of the media. That's despite the continuing uproar over the role and function of news and the newsman, and despite a growing number of schools and courses which are attempting to include media criticism.

The problem is that the instructors are not, for the most part, journalists. And the students, as I found when I taught a media criticism course to liberal arts majors, bring a vast well of ignorance but plenty of prejudices to the subject. As a result I found that I had to construct a logical approach for them that was much more definitely patterned than the book of readings I'd assigned.

In addition, English faculty have been asking our help in trying to fit media criticism into freshman English, a course I'm primarily involved in now.

In a related area, high school teacher friends of ours from several states have asked us, over the past year or so, to help with suggestions for media criticism in a wide range of courses from English and language arts through history and contemporary problems to sociology, speech, and even a couple of brand new courses that we find unclassifiable.

Not one of these people has been able to find an acceptable book, nor have we, so we're painfully aware that the need exists both in high schools and in colleges. Perhaps you know that at least one

state is working on a 9th through 12th grade curriculum "specializing in teaching high school students to become discriminating consumers of the media."

The constant flow of articles in the consumer press also indicates that the book we propose might have general consumer sales potential, especially during a presidential election year.

If you're interested, we can write the book this summer. And we'll be glad to have your reaction to our sample chapter, which is our first joing writing project.

Cordially

Carol M. Doig (Mrs. Ivan)

COPY

15004 Linden Avenue N.
Seattle, Washington 98133
March 27, 1971

phone 206-364-9408

Director, Text Book Division
Simon and Schuster, Inc.
630 Fifth Avenue
New York, New York 10020

Dear Sir

In all the commotion about the news media, one basic problem has been overlooked: there is no book which shows a person how to become a more intelligent consumer of the news media.

College students can choose from excellent books of theory and of critical readings, but where is the book that will help the non-specialist build a workable model from which he can analyze the news media's performance for himself?

We became aware of the need for such a book in several ways. First, in teaching media criticism at Shoreline College, Carol Doig stumbled into a vast well of ignorance on the part of the liberal arts students who take that course. She found that she had to construct a logical approach for them that was much more definitely patterned than the book of readings she had assigned them. Second, colleagues in the English department, who have wanted to build media criticism into the freshman English course, have come to us for ideas. Third, high school teacher friends of ours from several states have asked help in handling media evaluation in a wide range of courses from English and language arts through history and contemporary problems to sociology, speech, and even a couple of brand new courses which we find unclassifiable.

Not one of these people has been able to find an acceptable book, nor have we, so we are painfully aware that the need exists. The constant flow of articles in the consumer press also indicates that the book we propose might have general consumer sales potential, especially during a presidential election year.

We are enclosing a proposed table of contents, a sample chapter and suggestions for a "proving it" section. We're also attaching an outline of our professional qualifications. If Simon and Schuster is interested, we would be able to write the book this summer.

Ivan Doig

Carol M. Doig

15004 Linden Avenue N.
Seattle, Washington 98133
March 27, 1971

phone 206-364-9408

Director, College Textbook Department
The Macmillan Company
866 Third Avenue
New York, New York 10022

Dear Sir

In all the commotion about the news media, one basic problem has been overlooked: there is no book which shows a person how to become a more intelligent consumer of the news media.

College students can choose from excellent books of theory and of critical readings, but where is the book that will help the non-specialist build a workable model from which he can analyze the news media's performance for himself?

We became aware of the need for such a book in several ways. First, in teaching media criticism at Shoreline College, Carol Doig stumbled into a vast well of ignorance on the part of the liberal arts students who take that course. She found that she had to construct a logical approach for them that was much more definitely patterned than the book of readings she had assigned them. Second, colleggues in the English department, who have wanted to build media criticism into the freshman English course, have come to us for ideas. Third, high school teacher friends of ours from several states have asked help in handling media evaluation in a wide range of courses from English and language arts through history and contemporary problems to sociology, speech, and even a couple of brand new courses which we find unclassifiable.

Not one of these people has been able to find an acceptable book, nor have we, so we are painfully aware that the need exists. The constant flow of articles in the consumer press also indicates that the book we propose might have general consumer sales potential, especially during a presidemtial election year.

We are enclosing a proposed table of contents, a sample chapter and suggestions for a "proving it" section. If Macmillan is interested, we would be able to write the book this summer. We're also attaching an outline of our professional qualifications.

Ivan Doig Carol M. Doig

15004 Linden Avenue N.
Seattle, Washington 98133
March 27, 1971

phone 206-364-9408

Guy Jones, Director, College Department
Charles Scribner's Sons
597 Fifth Avenue
New York, New York 10017

Dear Mr. Jones

In all the commotion about the news media, one basic problem has been overlooked: there is no book which shows a person how to become a more intelligent consumer of the news media.

College students can choose from excellent books of theory, and fine books of critical readings, including Scribner's Language and the Newsstand. But where is the book that will help a non-specialist build a workable model from which he can analyze the news media's performance for himself?

We became aware of the need for such a book in several ways. First, in teaching media criticism at Shoreline College, Carol Doig stumbled into a vast well of ignorance on the part of the liberal arts students who take that course. She found that she had to construct a logical approach for them that was much more definitely patterned than the book of readings she had assigned them. Second, colleagues in the English department, who have wanted to build media crtticism into the freshman English course, have come to us for ideas. Third, high school teacher friends of ours from several states have asked help in handling media evaluation in a wide range of courses from English and language arts through history and contemporary problems to sociology, speech, and even a couple of brand new courses which we find unclassifiable.

Not one of these people has been able to find an acceptable book, nor have we, so we are painfully aware that the need exists. The constant flow of articles in the consumer press also indicates that the book we propose might have general consumer sales potential, especially during a presidential election year.

We are enclosing a proposed table of contents, a sample chapter and suggestions for a "proving it" section. If Scribner's is interested, we would be able to complete the book this summer. We're also attaching an outline of our professional qualifications.

Ivan Doig Carol M. Doig

December 28, 1970

Jane Ross, Editor
English Language and Literature
College Department
Holt, Rinehart and Winston, Inc.
383 Madison Avenue
New York, New York 10017

Dear Miss Ross

I'm reviewing Alan Casty's revised Mass Media and Mass Man manuscript from the viewpoint of selecting a text for a media criticism unit of a freshman English course -- or possibly for a separate media criticism course. The comments are different in some cases than they would be, for example, if I were dealing with a text for an upper division course in communications.

Except for Part Three, I've limited my remarks to areas where I thought problems existed.

To begin with, the organization of the book seems clear and useful, and I particularly like the Critiques and Cases sections. I might, in fact, begin with those sections, which I find to be the most readable and which would be of most immediate interest to the students, then work up to the principles.

Part One: I do find a problem in the first selection, Daniel Bell's "America as a Mass Society." My experience in working with a cross-section of freshmen leads me to conclude that they should be enticed into a subject. So I try to start my courses with material that's lively as well as significant -- to hook them with the fascinations of whatever it is that we're talking about. Another rule is that I try not to use anything that's written in a less memorable fashion than I want the students themselves to write in. Inexorably, these things lead me to say that I wouldn't use Bell's piece, although he makes worthwhile points, because it would turn off more students than it would turn on.

Part Two: I find these selections generally readable and helpful, but two areas troubled me somewhat:

1 - There's too much McLuhan. He's interesting as a phenomenon and sometimes for genuine insights; surely he should not be ignored in this book. However, neither the English nor the communications faculty at any college with which I'm familiar are giving him as much emphasis as does this book.

2 - I find myself questioning some of the Critiques and Cases in Part Two. I find C.C. Hampton's "Four Movies That Play for Keeps" and Diana Trilling's "Easy Rider and Its Critics" to be excellent articles which offer guidelines for meaningful discussion of current movies, whatever they may be. Yet I hesitate because the articles would be even more helpful if the students had seen the four movies, and that isn't likely to be the case. By the time this book is out the problem will be similar to that of an English prof at my college who complained a few weeks ago, "I tried to discuss The Graduate with my students, and most of them hadn't seen it." These thoughts leave me ambivalent but, on balance, I probably would retain both pieces until updated ones of equal quality are available.

Part Three: This is the area of my primary competence and interest, and I'm troubled that, despite the discussions, charges and counter-charges dealing with the press in the last year or so, some of the material in this section has outlived its usefulness. Current concerns in information gathering and dissemination center around the role of the newsman: the debate over the so-called "new journalism," the implications of reporters' notes and records being subpoenaed, the self-criticism and management criticism that includes such publications as the Chicago Journalism Review (which might serve as a good source for the Critiques and Cases section). Even the definition of news is undergoing thorough re-examination. I would like to see these concerns reflected more sharply.

The following comments about the individual selections in Part Three may prove helpful to your evaluation:

Mills - Sorry, but this one falls into the same category as Bell's article. All those abstractions and generalizations thudding against the brain will put most of my students to sleep. One of my own generalizations is that few sociologists seem to know or give a hoot about building reader interest into their theories. These pieces would be all right for upperclass sociology or communications students, but not for freshman and sophomore English students.

Lang and Lang - A solid piece, especially in sidling up to one of the definitional problems of news: "the news media tend to emphasize crises and stress..." The examples, however, date back to 1951 and 1952.

Peterson - This is a standard and thoroughly acceptable piece.

Fontaine - Fatally outdated. Just a couple of blatant examples: It describes magazines as having "passed the crises in the 1950's" and of being "back in bursting good health." And it talks about the old Saturday Evening Post as still in business. (Now, of course there are plans to publish a quarterly under the SEP mast.)

Matthews - Too short to deal adequately with the subject.

Driver. - Excellent. Up-to-date and thoughtful.

Wolseley - Useable, though it fails to talk about the kinds of periodicals that are succeeding (e.g. TV Guide, New York, Sunset, Sports Illustrated) as contrasted with those that are in trouble (Life, Look, some of the women's magazines). It's important to get current trends and figures.

Day, Gans, McCartney - All excellent.

Bernstein and Gordon - A classic case that's worth including.

Ross - Acceptable

Bagdikian - Somewhat dated, but a valuable insight into the roled of, and sourced used by, political columnists.

Merrill, Christianson - Both of these are old, but can be used as a basis for current analyses of Time and the Reader's Digest.

Arlen - Acceptable.

Mitford - I suppose this is all right as an oblique way of getting into the whole problem of access to the mass media. However, I don't think it's essential.

I hope these comments will be of help in determining the final form of Mr. Casty's revised edition, which certainly has solid potential. I appreciated the opportunity to review it.

I'll air mail this letter to you, Miss Ross, and return the manuscript under separate cover.

Cordially

Carol M. Doig (Mrs.)
Assistant Professor
Communications



HOLT, RINEHART AND WINSTON, INC.

College Department

December 3, 1970

Professor Carol Doig
Journalism Department
Shoreline Community College
Seattle, Washington

Dear Professor Doig:

Charley Humphreys, our representative in Seattle, tells me you'd be willing to review the manuscript for the new edition of MASS MEDIA AND MASS MAN for us. We're very pleased you'll advise us on this, and have sent the ms. to you separately.

As Charley's probably told you, were interested in your reactions, general and specific to all aspects of the manuscript. Which selections would work best, which would be least useful? Is the organization clear and serviceable? could it be altered and improved? Are there specific aspects of the media that have been overlooked? overemphasized? Is the balance good? Are there too many selections? are they too long? too difficult? dull? Your candid analysis of the book's strengths and weaknesses, and your suggestions for improvement, will be much appreciated.

We're grateful for your willingness to review the Gasty ms. for us. I look forward to hearing from you about it soon.

Cordially,

Jane Ross

Jane Ross, Editor
English Language and Literature

JR/afs

P.S. I'd like, too, to confirm Charley's offer of a $50 honorarium for your report.

383 MADISON AVENUE / NEW YORK, N. Y. 10017 / TEL. 212 MU-8-9100

HOLT, RINEHART AND WINSTON, INC.

College Department

February 8, 1971

Professor Carol M. Doig
Shoreline Community College - District #7
16101 Greenwood Avenue North
Seattle, Washington 98133

Dear Professor Doig:

We very much appreciate the fine observations reflected in your review of Casty: MASS MEDIA AND MASS MAN; they are sure to prove helpful in our revision. I apologize for not having acknowledged receipt of your fine report before; however Miss Ross is out of town and so... please forgive me.

Your much deserved honorarium should be forth coming in the next week or so. Thank you again.

Cordially,

Anita F. Spicehandler

Anita F. Spicehandler
Editorial Assistant

AFS/afs

383 MADISON AVENUE / NEW YORK, N. Y. 10017 / TEL. 212 MU-8-9100



HOLT, RINEHART AND WINSTON, INC.

College Department

February 19, 1971

Professor Carol M. Doig
Shoreline Community College
16101 Greenwood Avenue North
Seattle, Washington 98133

Dear Professor Doig:

Herewith your much deserved honorarium for the fine review of Casty:
MASS MEDIA AND MASS MAN.

Thank you again.

Cordially,

Anita F. Spicehandler
Editorial Assistant

AFS/afs
enc.

GILBERT BOND
25% COTTON

15004 Linden Avenue N.
Seattle, Washington 98133
September 22, 1970

206 - EM 4-9408

Mrs. Nancy S. Prichard
Assistant Executive Secretary
NCTE 217 - 352-0523
508 South 6th St.
Champaign, Illinois 61820

Dear Nancy

This letter never would have happened if I'd learned to teach(as)(like) a good uninvolved instructor should, and if I'd stuck to hiking in my spare time.

However, I worked up a first-rate fret over the ignorance and misinformation that students brought to Cmu 203, the news media evaluation course. That, and Agnew, and other events of the hectic year propelled me to the conclusion that students — all students -- have to be better prepared to deal with the media, and that their specific education must begin no later than high school.

Limited questioning of high school personnel persuades me that high schools are trying to do this, or at least are experimenting with what they discern as a vital need, and that the English curriculum is the favorite vehicle.

However, high school teachers say they haven't been able to find a decent text for a news media evaluation course, and we haven't either. So, as a trial balloon, Ivan and I sent a letter to a publisher who has now expressed initial interest. Frankly, I have mixed feelings about tackling a textbook, even with Ivan and his Ph.D as co-authors, and even though we've logged 10 summers' combined experience teaching media to high school students at Northwestern University. But it's a matter of conscience, and a job for which our backgrounds seem to qulify us. Before we get committed, though, I wanted to ask your advice. For many reasons I have great respect for NCTE, and my basic question is this: Does NCTE feel the need for this kind of text as keenly as we do? If so, would you or someone else like to talk about it some time?

We are honestly humbled by thoughts of the assignment, and we'd more than appreciate the input.

Back on the Seattle front, the academic year begins tomorrow — at 7:30 a.m. for me. There have been great rumblings these last couple of days as the team has cranked itself toward the starting gate, or some such mixed metaphor.

You're very much missed around this place. Come see us, hopefully before all the construction begins and we disappear into a sea of mud.

Please give my best regards to Bob Hogan, who was a favorite professor when I did some graduate work at Berkeley in 1960. My name then was Carol Muller and he may remember that he took me in with his English seminar because -- well, where else would a journalist fit? And he set me up to practice teach at Diablo Valley College, which was a happy experience and which is largely responsible for my pursuit of a junior college teaching career.

Cordially

Carol M. Doig (Mrs. Ivan)

NATIONAL COUNCIL OF TEACHERS OF ENGLISH ■ 508 SOUTH SIXTH STREET ■ CHAMPAIGN, ILLINOIS 61820 ■ TEL. (217) 352-0523

October 14, 1970

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FIELD REPRESENTATIVE
EDMUND J. FARRELL

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

Dear Carol,

How nice to hear from you. You will have heard by now that I was in Seattle at the end of last month, but it was too short a visit (4 days) and I visited the college on Friday afternoon--so I missed a lot of people. So what else could I expect on that day in the first week of school. I would like to have seen you, though. Maybe next time.

I think your project to write a textbook sounds fine. NCTE is not very much involved in journalism, but is getting more involved in media as it influences the teaching of English, which is to say that I'm afraid our judgment as to the need for the book is far less important than yours. However, Bob Hogan--who was very pleased to be remembered so kindly, and returns your greetings--Hogan says that someone who could offer you expert advice is Elwood Karwand, Chairman of the Journalism Department, Wisconsin State University-Eau Claire, Eau Claire, Wisconsin 54701. He is also Executive Secretary of the Journalism Education Association, as you probably know, which is an affiliate organization of NCTE (in much the same way that Washington State Council of Teachers of English is), and he also represents JEA on our Board of Directors. So when you write to him you can say Bob suggested you do so and play upon his association with the Council for whatever you think it's worth.

You didn't say which publisher is interested in your book, and it doesn't matter, except that when word gets around, you may find other publishers beating a path to your door. This is okay. One of the good bits of advice I got when we were negotiating over Our Book was to talk to other publishers and see if they were making a better offer. It sounds cynical and cold-blodded said that way, and we never contemplated going with anyone but Mother Mifflin, but I still think it's good advice. You and Ivan may not be using any pieces for which you'll need permission from the original writer and/or publisher, but if you do, let the publisher write for permissions. From what I hear, most publishers will suggest that you do it, but it can be a helluva lot of correspondence and record-keeping and publishers not only have lots of secretarial help, but they're set up for that kind of thing. This was another bit of advice that we got when we were in the process, so to speak, and when I see what some of my friends are going through--writing to authors and to publishers and waiting for answers and all that--I thank whoever said it to us.

All of which has gotten rather far away from your real question. To go back to Bob's suggestions. He said another place you might want to try out your idea is in an article for Media & Methods. You know what a lively magazine that is and the interest they (it?) take(s) in getting teachers caught up with kids in using, responding to, media. Here again, Frank McLaughlin, the editor, is a good friend of the Council, and if you think it would help to mention Hogan's name in writing to him, that would be fine.

One further idea--as you know, the Council does distribute through its catalogue certain books put out by commercial publishers in addition to our own publications. Our publications director, Gene Ross, says the process for doing this is to wait till you get a contract with a publishers and then have him (the publisher) write to James Lyon, Treasurer, (with information copies to Gene and RFH) here at headquarters, asking if we'd be interested in such an arrangement. Jim will reply that we would have to evaluate the book first, and could the publisher send us something to look at, perhaps galleys. Gene says the nearer to the finished stage it is, the easier it is for our publications committee to make the decision.

Speaking of articles, I saw Ivan's piece about luggage in one of the airline give-aways and enjoyed it very much. I pinched the magazine and sent it to Seattle to Ken, because he knows you and I also thought the article might be interesting for his travel classes.

I don't know that any of this is useful. I seem to be rambling today--partly because the Convention crunch is upon us and partly because I have a speech to write and that always makes me nervous. However, that's my problem. If we've been any help with your problem, or if you think we might do something more than natter on the way I've done today, let me know.

Greetings to all.

Sincerely,

Nancy.

Nancy S. Prichard
Assistant Executive Secretary

NSP:pg

NATIONAL COUNCIL OF TEACHERS OF ENGLISH ■ 508 SOUTH SIXTH STREET ■ CHAMPAIGN, ILLINOIS 61820 ■ TEL. (217) 352-0523

October 21, 1970

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NANCY S. PRICHARD

FIELD REPRESENTATIVE
EDMUND J. FARRELL

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

Dear Carol,

Here's the card of a woman I met last week while I was at the SW Missouri Teachers Association meeting. She teaches at Southern Missouri State, and though I talked to her only briefly, I think she is someone you might want to write to about your projected textbook. I told her very sketchily what you had in mind and she seemed to think it a very good idea. I asked if I could give you her name and she handed me her card. So here 'tis.

You may well already know of her because of the publication she edits. My thought was that because of the MSS she gets and that sort of thing, she might have a fairly broad view of the need for the kind of book you and Ivan are thinking of.

Hope this is helpful.

Sincerely,

Nancy.

Nancy S. Prichard
Assistant Executive Secretary

NSP:pg

Communication:

Journalism Education Today / Digest

Virginia Woodring

EDITOR

TELEPHONES:

OFFICE: 417 UN 2-9211, EXT. 339

HOME: 417 TU 1-5633

940 N. JEFFERSON

SPRINGFIELD, MO. 65802

15004 Linden Avenue N.
Seattle, Washington 98133
November 15, 1970

Mrs. Nancy S. Prichard
Assistant Executive Secretary
NCTE
508 South 6th St.
Champaign, Illinois 61820

Dear Nancy

Those two letters helped a lot. We're grateful for the how-to-keep-from-being-overwhelmed advice, and for the names of people to contact. I'll certainly follow up with those you suggest.

The publisher we wrote to, and who has expressed interest, is Harper & Row. It'll probably take a few more weeks before we find out whether the committee there is interested. If so, then there's a market analysis, then... But you no doubt know very well how it goes. The initial query, at any rate, got a very positive response from an editor, who asked for additional information and for permission to start it through the mill.

We simply started there because Harper & Row has published some excellent media books, including those of Bill Rivers from Stanford. Today I hope to get a letter off to the local representative of Holt Rinehart. I don't quite know where to go after that, but I imagine that we should try another one or two.

Meanwhile, it's a rainy Sunday in Seattle and, watching part of the Purdue-Ohio State game yesterday, I chortled at the Indiana snow. Somehow I've never left behind the vivid memories of my old T-bird, which slid me between Evanston and Park Ridge every snowy working day. I hope that downstate Illinois is treating you more kindly, or at least that you're airborne enough not to notice.

We still watch Illinois politics with fascination, and find it encouraging to have another Adlai Stevenson on the national scene, even if he did have to make peace with Daley to do it.

Many thanks for your suggestions, Nancy. If Seattle has a drawback for the Doigs, it's that it's some kind of vacuum, as far as the publishing industry is concerned. As Ivan is getting to know magazine editors, he's beginning to use the phone for information and assignments. Speaking of vacuums, have you heard that Seattle magazine is giving up with the December issue? I haven't always liked what they've done, but they were improving, we thought. It's particularly

Editorial Director–English

Harper & Row, Publishers
New York Evanston London



School Department
Evanston, Illinois 60201

October 5, 1971

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

Dear Mrs. Doig:

Perhaps our new expensive postal service, which doesn't seem to be any more efficient than the old, never got my letter of July 20 to you, or perhaps you were on vacation and didn't receive it until too late to make any plans. I enclose a copy, just in case you never got it at all.

We are still interested in the news media manuscript, and since we have not managed to get together thus far, perhaps it would be best if we discussed it by mail. Won't you let me know whether you are developing the manuscript and are still interested in Harper & Row as a possible publisher? If you are, I will get back to you promptly with more specific reaction to the sample we saw for your approval or disapproval and for your possible guidance in preparing the complete manuscript.

I shall look forward to hearing from you.

Cordially yours,

Betty L. Comer

Betty L. Comer

BLC:jac

Attachment

Harper & Row, Publishers, Incorporated
Phone: 312=475-8600

unfortunnte to see Seattle quit when the newspapers are so bad.

Some time when you're in town for a little longer, stop by. We're just five minutes from the college. Ivan works out of our study, so usually we're here and agreeable to a martini break.

Cordially

Carol M. Doig (Mrs. Ivan)

July 20, 1971

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

Dear Mrs. Doig:

I expected to be back to you long before this, but as is not unusual in our industry, all sorts of unexpected developments have intervened. I am hoping that you have been going ahead with your work on the news media manuscript in the meantime.

I expect to be on the west coast in August. If it would be convenient for you and if you think it would be mutually beneficial for me to do so, I could plan to come to Seattle for a few days to look at your materials and discuss any questions either of us may have. I cannot tell you an exact date when I will be available, but it will probably be toward the end of the week of August 15 or the beginning of the week of August 22.

Won't you let me know whether my coming to Seattle seems feasible to you, and how the manuscript is coming?

Cordially yours,

Betty L. Comer

BLC:jac

Editorial Director–English

Harper & Row, Publishers
New York Evanston London



School Department
Evanston, Illinois 60201

July 20, 1971

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

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I expect to be on the west coast in August. If it would be convenient for you and if you think it would be mutually beneficial for me to do so, I could plan to come to Seattle for a few days to look at your materials and discuss any questions either of us may have. I cannot tell you an exact date when I will be available, but it will probably be toward the end of the week of August 15 or the beginning of the week of August 22.

Won't you let me know whether my coming to Seattle seems feasible to you, and how the manuscript is coming?

Cordially yours,

Betty L. Comer

Betty L. Comer

BLC:jac

Harper & Row, Publishers, Incorporated
Phone: 312=475-8600

15004 Linden Ave. N.
Seattle, Washington 98133
September 8, 1970

phone 206-364-9408

Leo Byrne
Editor, El-Hi Division
Harper and Row Publishers
2500 Crawford Avenue
Evanston, Illinois

Dear Mr. Byrne

In all the commotion about the news media, one basic problem is overlooked: there is no book which shows a person how to become a more intelligent consumer of the news media.

To us, this looms as a great hole in the education market. We have in mind a book, written from our experience in teaching and in professional journalism, which we think would fill this hole.

The book would be for high school and community college students, setting out ways they can read the news media. The problem, as we see it, is that most people do not know how to appraise news.

And it is a root problem. We continually find ourselves digging into our files to help non-journalist friends who have to teach some sort of media criticism in their classrooms, whether the topic is English, history, government, sociology, or whatever. One state already is working on a high school curriculum for grades 9 through 12, "specializing in teaching high school students to become discriminating consumers of the media." Elsewhere, planning is being done within districts or in individual schools. We seem to be at the edge of a boom.

We think the best pattern for such a book is S.I. Hayakawa's Language in Thought and Action -- sections of clear discussion followed by practical advice about how to apply the principles.

We're enclosing a page of ideas about the book we have in mind. As a writing-teaching team working constantly with principles of media criticism, we believe we're qualified to do this book. Our backgrounds, briefly:

(cont'd)

Carol M. Doig is assistant professor of communications at Shoreline Community College in Seattle. She has bachelor's and master's degrees in journalism from Northwestern University. Formerly education editor of the Asbury Park (N.J.) Press and associate editor of Together magazine, she has taught reporting at Northwestern U., magazine article writing at the U. of Washington, and currently handles courses in basic journalism, English, and media criticism at Shoreline. Many of the ideas for this book, and a file full of specific examples, have come from the press criticism course.

Ivan Doig is a free lance writer. He has bachelor's and master's degrees in journalism from Northwestern University, a Ph.D. in U.S. history from the University of Washington. Formerly an editorial writer for Lindsay-Schaub Newspapers in Illinois and assistant editor of The Rotarian magazine, he has taught magazine article writing at Northwestern U. He has written articles and poetry for more than three dozen publications, including Writer's Digest, Journalism Quarterly, Kiwanis, Yankee, Denver Post, and recent assignments for Parents' and for Esquire.

In addition to our college teaching, we have spent several summers as faculty members of the National High School Journalism Institute at Northwestern University.

Our professional lives have been spent in or around journalism education, and we have access to some of the leading journalism teachers in the nation at Northwestern and the U. of Washington.

We'll gladly answer any questions you may have.

Carol M. Doig Ivan Doig

Assistant to the Editor in Chief

Harper & Row, Publishers

New York Evanston London



1817

School Department

Evanston, Illinois 60201

September 17, 1970

Mr. & Mrs. Ivan Doig
15004 Linden Ave., N.
Seattle, Washington 98133

Dear Mr. & Mrs. Doig:

Thank you for your letter of September 8, proposing a textbook on news media for high school.

Your idea is engaging and I would like to bring it to the attention of our manuscript selection committee. However, it probably will be several weeks before your proposal could be taken up. This preliminary is in the nature of an inquiry, of course, and does not constitute a commitment.

Should the committee decide that your proposal is feasible, a market analysis would have to be made to establish whether or not a significant potential exists. Assuming that marketability is established in the light of our budget, warrenting further investigation of the project, we would need to see a complete outline, several chapters, and some delineation of the teaching approach planned, to determine if an agreement to publish is in order.

If you find this procedure acceptable, please let me know and I will proceed accordingly. If you can accept the regimen outlined, I would also appreciate your clarifying two statements included in your letter of September 8; that is, which state is working on a high school curriculum to teach students media discrimination, and what specifically are the other districts which you mention to be making similar plans? We need to know if this phenomenon of curriculum development is widespread throughout the country, or if it is relatively local at this point. Also, please give us any information you have concerning contacts you may have made with national educational organizations which officially (and I might add, militantly) subscribe to the philosophy underlying your proposal. Incorporated in my report, this information would lend helpful substantiation.

In noting the inventory of points, or concepts, which you list, that might be covered, I am intrigued by the telling comparisons that could be made between time horizons and culture horizons to point up the need for careful consumption of news media "product."

I look forward to hearing from you.

Sincerely,

H. A. McDaniel

HMcD/me

Harper & Row, Publishers, Incorporated

Phone: 312=475-8600

15004 Linden Avenue N;
Seattle, Washington 98133
September 22, 1970

Mr. H.A. McDaniel
Assistant to the Editor in Chief
Harper & Row, Publishers
2500 Crawford Avenue
Evanston, Illinois 60201

Dear Mr. McDaniel

Please go ahead and take our text proposal before your manuscript selection committee. The procedure you suggest is a reasonable way of determining whether such a book would be mutually beneficial.

To answer the questions you asked:

Indiana is working on what they call the Tri-University Project, Behavioral Objectives in English, grades 9-12, aimed at teaching high school students to become discriminating consumers of the media. We noticed this information in the Summer 1970 issue of Journalism Quarterly, which reports that Dick Gray, chairman of the department of journalism at Indiana University, is a consultant to the project. He was one of Ivan's thesis advisers at Northwestern University, and we count him a friend. We'll write him for information.

Without any attempt at making a formal survey, but simply by listening to friends who are high school teachers, we've uncovered other strong indications of interest in media instruction and criticism. For example, two teachers from Bakersfield, Calif., visiting with us in August, said both are having to handle the subject this year, one in English and the other in a new course called Man's Search for Meaning.

In Oregon, according to a friend who teaches there, the state board of education requires students to complete English credits in three areas: literature, composition, and communications skills, the category under which mass media courses are taught. Our friend, who teaches in Central Point, reports that she is using a college text because it's the best she can find. A sociology teacher has asked her to team teach the media course with him, because he cannot find the proper instructional material and has not had the background to handle it without such material. In contrast, our friend is one of a minority with a professional journalism background, but she says of her colleagues who are trying to teach mass media in Oregon schools, "What's happening in most places is that people are floundering."

The Seattle Public Schools experimented with media criticism last year in team teaching at Roosevelt High School, a combined project of the language arts and social studies departments. Robert Mahan, who works with English curriculum for the entire high school district, says he expects more experimentation this year in several schools. From the social studies angle, the news media is covered lightly in the senior Contemporary Problems courses given throughout the district, but I gather that the level of instruction is not yet adequate. Mahan says he has not seen a text that adequately handles and adds that "I think there's going to be a lot more emphasis on that kind of thing as we search for relevance

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Your second question asked about contacts we may have made with national educational organizations which officially subscribe to the philosophy underlying our proposal. Truthfully, we have not had time to pursue this, but we believe several avenues provide good possibilities. One is the National Council of Teachers of English. NCTE's prestigious English Journal has, over the past several years, devoted space to articles on newspaper criticism and television criticism as well as standard newspaper-in-the-classroom programs. I checked the periodical guides yesterday to refresh my memory, and it would seem that our text approach is compatible with the organization's goals. One of NCTE's two assistant executive secretaries is on three-year loan from my college, and the executive secretary is a former professor from a semester when I did graduate work at Berkeley, and I'll query them soon.

Beyond English, which we have taken as a starting point since it would seem to give the text its broadest base, the subject also has close application to other high school courses, including American problems, sociology electives, American studies, social studies, speech, and journalism.

Social studies organizations, as well as those of other compatible disciplines, also could be approached. And, although we want to avoid any implication that the book is primarily for journalism students, we might consider moral support from some of the varied journalism organizations which exist at the high school, college and educator level. The major one is the Association for Education in Journalism. I'm a member and Professor William Ames of the University of Washington is immediate past president. AEJ's community college affiliate is headed by a colleague from the Seattle area, and I am president of the northwest group.

In addition to the above comments, I'll simply add that the market for the text we propose has also been helped by such publications as Senior Scholastic and Scholastic Teacher, which give frequent boosts to use of the media. NEA publications also have been sympathetic, including Educational Leadership, the journal for supervision and curriculum development personnel.

Please let us know, Mr. McDaniel, if we can be of further help in preparing the presentation for the manuscript selection committee.

Cordially

Carol M. Doig (Mrs. Ivan)

Harper & Row, Publishers
New York Evanston London

Assistant to the Editor in Chief

1817

School Department
Evanston, Illinois 60201

November 17, 1970

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

Dear Mrs. Doig:

I appreciated your full and detailed reply of September 22 to my letter of September 17. In the interim I have discussed your text proposal at some length with our English editorial section staff.

We haven't yet placed your proposal before our manuscript selection committee but expect to do so in the near future. My purpose in writing at this point is to ask if you and Mr. Doig have had the time to prepare anything in the way of an outline for the text you propose. If you have, I feel that it would be very helpful to be able to include the outline in the proposal to the selection committee. Please understand we are not asking you to prepare an outline, but if you have gone ahead on your own and have done so, I would appreciate your sending it along at your earliest convenience. If possible, I would like to have it in hand by next Wednesday, November 25.

Let me emphasize that if you have not prepared such an outline, we do not expect you to do so in response to this request.

Sincerely,

H. A. McDaniel

HAMcD
ht

Harper & Row, Publishers, Incorporated
Phone: 312=475-8600

15004 Linden Avenue N.
Seattle, Washington 98133
November 20, 1970

Mr. H.M. McDaniel
Assistant to the Editor in Chief
Harper & Row, Publishers
2500 Crawford Avenue
Evanston, Illinois 60201

Dear Mr. McDaniel

We haven't yet prepared an outline for our proposed text. To tell the truth, we've been trying to keep our thinking fairly flexible until we have had some chance to get feedback from the publisher's viewpoint.

We wish now that we had one ready, but we hope that the essential merit of the idea will persuade the committee to give it an approving nod.

We're happy to hear that it will be considered in the near future, and we appreciate your continuing efforts.

Sincerely

Carol M. Doig (Mrs. Ivan)

Harper & Row, Publishers

Assistant to the Editor in Chief

New York Evanston London



1817

School Department

Evanston, Illinois 60201

November 23, 1970

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

Dear Mrs. Doig:

Thank you very much for your note of November 20 and please don't fret yourself about my request. I just thought if you happened to have an outline it might be of added interest.

I forgot to mention that I will be at the National Council of Teachers of English meeting in Atlanta this week and if you plan to attend, I will be very happy to meet you. I don't have information about my hotel reservation but you can contact me through the Harper & Row exhibit.

Sincerely,

H. A. McDaniel

HAMcD
ht

Harper & Row, Publishers, Incorporated

Phone: 312=475-8600

January 4, 1971

H.A. McDaniel, Assistant to the Editor in Chief
Harper & Row, Publishers
2500 Crawford Avenue
Evanston, Illinois 60201

Dear Mr. McDaniel

I'm enclosing a sample chapter and a table of contents for the media evaluation book proposal. Ivan and I were able to put these together during the Christmas vacation, and we hope that they will give you and the committee a solid basis on which to make a decision.

We think that a presidential election year would be a good time to introduce the book, and we're willing to spend this summer writing it. Would that schedule sound possible or interesting to you?

I'm sorry I wasn't at the NCTE meeting in Atlanta. You've probably heard about the State of Washington's financial problems (spell it BOEING), and the governor has banned out-of-state travel.

We look forward to hearing from you.

Cordially

Carol M. Doig (Mrs. Ivan)

February 1, 1971

H.A. McDaniel
Assistant to the Editor in Chief
Harper & Row, Publishers
2500 Crawford Avenue
Evanston, Illinois 60201

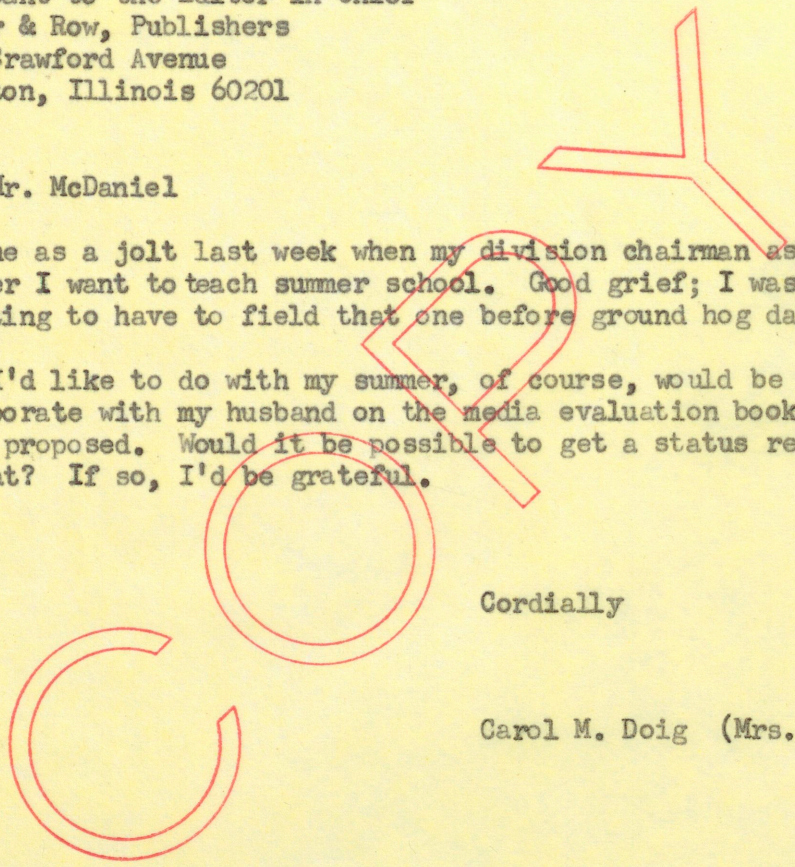
Dear Mr. McDaniel

It came as a jolt last week when my division chairman asked whether I want to teach summer school. Good grief; I wasn't expecting to have to field that one before ground hog day.

What I'd like to do with my summer, of course, would be to collaborate with my husband on the media evaluation book we've proposed. Would it be possible to get a status report on that? If so, I'd be grateful.

Cordially

Carol M. Doig (Mrs. Ivan)



Editorial Director–English

Harper & Row, Publishers
New York Evanston London



School Department
Evanston, Illinois 60201

February 17, 1971

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

Dear Mrs. Doig:

Thank you for the table of contents and sample chapter of your proposed news media book, received on January 20th. Unfortunately, Mr. McDaniel was on vacation at that time; and through some oversight, your material was not brought to my attention. We are sorry for the delay and for any concern it may have caused you.

Mr. McDaniel and I have now had a chance to study your materials, and they do help us and our manuscript selection committee in our consideration of your manuscript. While a final decision cannot be made on so slim a sample as a single chapter, we are enthusiastic about what you have sent us. We will try to get back to you as quickly as possible with either an expression of serious interest and the request for additional material, or the committee's judgment that publication would not be feasible, so further exploration with you is unwarranted. I hope the decision will be the former.

Cordially yours,

Betty L. Comer

Betty L. Comer

BLC:jac

cc: H. A. McDaniel

Harper & Row, Publishers, Incorporated
Phone: 312=475-8600

March 29, 1971

phone call from Betty Comer, Harper & Row.

They like our idea and sample chapter and want us to go ahead and "develop a manuscript."

They will have some suggestions, which will be made either by letter or in a visit within a couple of months from Comer or Byrne.

This is not a final commitment.

In answer to my question, she said "some arrangement" might be made to at least partly reimburse us for our efforts in developing the manuscript, although she said she wasn't authorized to do so ~~right~~ by phone.

15004 Linden Ave. N.
Seattle, Wash. 98133
August 7, 1971

phone 364-9408

Joyce Greenfield
14834 NE 12th
Bellevue, Wash.

Dear Joyce

Just a few lines to give more detail about the typing I phoned you about this morning. We have an October 1 deadline on the first six chapters of a book Carol and I are writing under contract. The chapters will total 150 to 175 typed pages, doublespaced. No footnotes or apparatus of any sort, and we won't even need a carbon.

We'll plan to get the chapters to you by Sept. 20 -- earlier if we can -- and we'll need them by the end of the week -- say the 25th or 26th, if possible at all.

I'll get in touch with you again soon after the 15th of September; Carol and I will both be away for a week after Labor Day, but will have to be back in town by about the 15th. If anything comes up between now and then that you can't take on the typing, let us know, hmm?

Looking forward to your good work once again. Cheerio.

Ivan Doig

p.s. While I'm writing, might as well tell you more. We'll also have a November 1 deadline for the final six chapters, and a good portion of that we'd like you to do, too. Schedule probably would be about the same; we'd get chapters to you about Oct. 20, would need them Oct. 26-27. More on that later.

15004 Linden Ave. N.
Seattle, Washington 98133
August 5, 1971

Julia Crawford
Head, General Information Dept.
Free Library of Philadelphia
Logan Square
Philadelphia, Pa. 19103

Dear Ms. Crawford

I've been trying to track down the address of a journalism review I'm told has been started in Philadelphia, and I thought perhaps the Free Library might be able to help me. The review, I gather, is a monthly publication by Philadelphia newsmen, similar to the Chicago Journalism Review -- an effort to comment on the performance of the local news media. Perhaps the newspaper or magazine section of the Free Library is on the mailing list; can you furnish me the publication's address?

Many thanks

Ivan Doig

COPY

15004 Linden Ave. N.
Seattle, Wash. 98133
January 26, 1971

AEJ Publications Business Manager
School of Journalism
University of Minnesota
Minneapolis, Minnesota 55455

Please send one copy of Journalism Monograph No. 4, "Criticism of the Press in U.S. Periodicals, 1900-1939: An Annotated Bibliography" (August, 1967) by Linda Weiner Hausman.

I'm enclosing a check for $1.35.

Cordially

(Mrs.) Carol M. Doig

COPY

15004 Linden Ave. N.
Seattle, Washington 98133
December 18, 1970

AEJ Publications Business Manager
School of Journalism
University of Minnesota
Minneapolis, Minnesota 55455

Please send one copy of Journalism Monograph No. 2 --
"The Interview, or the Only Wheel in Town" November, 1966,
by Eugene J. Webb and Jerry R. Salancik.

COPY

Thank you.

Carol M. Doig

enc. check for $1.35

15004 Linden Ave. N.
Linden Ave. N.

COPY

1500½ Linden Ave. N.
Seattle, Washington 98133
December 17, 1970

Harry Ashmore
Center for the Study
of Democratic Institutions
Santa Barbara, California

Dear Mr. Ashmore

Recently I came across an article by Richard Harwood in the Washington Post for November 30, 1970. Mr. Harwood quoted you from an article you wrote, but he did not specify where and when the article appeared. I hope you can provide me this specific information, or can tell me how to obtain a copy of the article. The quote used by Mr. Harwood began:

"It might be useful to establish at least what a journalist is not. He is not a scientist, social or otherwise. The pressures of time and space rarely permit him to begin his examination of phenomena with a hypothesis . . ."

Cordially

Ivan Doig

1500½ Linden Ave. N.
Seattle, Washington 98133
December 19, 1970

Russell S. Stratton, Jr.
Executive Assistant for Governmental Affairs
Governor's Office
Tallahassee, Florida

Dear Mr. Stratton

Your letter in the Letters column of Editor & Publisher for December 5 caught my eye. My wife and I are writing a book about some aspects of the news media, and we will have a section on quoting and misquoting of public figures. Would you send us a verbatim transcript of Governor Kirk's remarks, as you said in your letter you had sent to Editor & Publisher, from the Daytona Beach meeting where the woman reporter supposedly took offense? Also, what is the source of the verbatim transcript -- a tape recording of the meeting, or what? Has Governor Kirk had a policy of having his public remarks transcribed verbatim to guard against misquotation?

We appreciate your help; incidents such as this are puzzling to readers, and we hope the verbatim transcript will help us draw an example of one of the difficulties involved in journalism -- and politics.

Cordially

Ivan Doig

15004 Linden Ave. N
Seattle, Washington 98133
September 6, 1971

William F. Schanen Jr., Publisher
Port Publications
Port Washington, Wisconsin

Dear Mr1 Schanen

My husband and I are writing for Prentice-Hall a textbook, the working title for which is Evaluating the News. It's an attempt to help news consumers become more knowledgeable, and in a chapter dealing with corporate structures and advertising pressures we'd like to mention your experiences.

We've gathered information from numerous published sources and have put together the enclosed paragraphs. We hate to bother you with this, but we'd like to get it right, so we'd very much appreciate it if you'd check quickly to see if the information is correct.

And if more recent information is available, we'd be glad to have it. The book is scheduled for publication next May or June.

Glad to see that you won the Elijah Lovejoy award. Where does your libel suit stand?

Cordially

Carol M. Doig (Mrs. Ivan)

Printer and publisher William F. Schanen Jr. owned three small weekly newspapers in Wisconsin. One day in June, 1969, two kinds of notices came to him:

--He was notified that his Ozaukee Press had placed first for general excellence in the National Newspaper Association competition.

--A parade of local businessmen cancelled their advertising.

In Schanen's hometown of 9,000, the withdrawn ads were an imposing show of commercial muscle; a druggist pulled out his advertising, then the owner of an appliance store did, then the manager of a local 5-and-10, a car dealer, and a real estate broker. That was only the start. Schanen watched his advertising revenue dwindle from about $4,000 a week to $700.

Why? Because he had agreed to print a Milwaukee underground paper, Kaleidoscope, which a local machine-tool manufacturer judged obscene. The industrialist organized a boycott, sending out letters which said in part:

"I will not buy space in his newspapers, and I will not buy from anyone who advertises in his newspapers. Ladies and Gentlemen, I am looking for company."

In the next 12 months, Schanen estimated a loss of $300,000 in gross income. The Ozaukee Press -- his largest paper, and the prize winner -- dropped to a circulation of 4,000, a loss of 2,500. He merged his two other weeklies, then put them up for sale, calculating that revenue had nosedived 90 to 95 percent.

"Oh yes, they've won," Schanen said of the boycotters. "I never was aware of what the boycott was about. We have a corporation here which operates a printing plant. I could never understand the depth of feeling.

I'm 56 years old and I can't understand why I'm the only person here who approves of long hair and freedom of expression."

Whehter your taste runs to long-haired status shakers or to conservative Wisconsin businessmen, one inescapable fact of the news business cuts through William Schanen's story. A news organization is an enterprise which must make money to survive.

Not even multi-millionaires can take losses forever, as John Hay Whitney demonstrated in 1966 when he merged one of the finest newspapers in the country, the New York Herald-Tribune, after sustaining an estimated $20 million in losses during eight years of competition with the New York Times....

COPY

Ch 10 - p. 22

September 6, 1971

Mr. Edward R. Cony, Executive Editor
The Wall Street Journal
30 Broad Street
New York, N.Y. 10004

Dear Mr. Cony

My husband and I have contracted with Prentice-Hall to write to textbook, Evaluating the News, which is scheduled for publication next May or June. It's aimed at teaching students and others something about the news business so that they may become reasonable, perceptive critics.

I recall reading some years ago of WSJ's quality control plan, which I believe limited the total number of pages per issue, as well as the amount of advertising. I've been unable to uncover any up-to-date information about it and, though I hate to impose on your time, I'd like to get it right. Could you have someone forward some information about it?

Other information which would help greatly: What's the minimum you now pay to journeyman reporters, and how many years does it take to make journeyman?

What's your current total of reporters and editors?

How many bureaus does the Journal currently maintain?

Cordially

Carol M. Doig (Mrs. Ivan)

15004 Linden Ave. N.
Seattle, Washington 98133
March 12, 1972

phone 206-364-9408

Quentin Proctor
News Office
Federal Communications Commission
1919 M Stree, NW
Washington, D.C. 20554

Dear Mr. Proctor

You kindly phoned the other day to talk about the problem of fidding any record of experimental television station W9XBY, as I had requested. I do have a bit more material, which may be of some help to you. It's a quote from an interview with John Cameron Swayze in the Cleveland Plain Dealer, March 17, 1951. Mr. Swayze said:

"...I was a reporter for the Knasas City (Mo.) Journal Post and one of my assignments was to read the news each day over Station KMBC. When that station experimented with television on a TV outlet called W9XBY, I was told to sit in front of the camera and fire away. I did it five days a week for seven or eight months...."

This adds two clues to the search: the early TV station was in Kansas City, Missouri, and was part of radio station KMBC. From Mr. Swayze's comments, I think it likely W9XBY may have been licensed in 1933, and perhaps vanished from sight again that same year.

So, if this gives you a handle to find the records showing just when W9XBY was licensed, I'll be happy. However, if you still cannot come up with the information, I can satisfactorily rely on Mr. Swayze's details. Many thanks.

Cordially

Ivan Doig

1500l4 Linden Ave. N.
Seattle, Washington 98133
February 14, 1972

phone 206-364-9408

News Office
Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554

In researching a book I'm writing about the news media, I've been unable to come up with some needed information about one of the early television stations. It's station W9XBY, which according to my research was owned by the Kansas City Journal Post and was broadcasting as early as 1933. I can't find FCC annual reports that go back that far. So, can you tell me from your records what year station W9XBY was licensed for experimental TV broadcasting?

Cordially

Ivan Doig

15004 Linden Ave. N.
Seattle, Washington 98133
January 20, 1972

phone 206-364-9408

Director of Public Information
CBS News
51 West 52nd St.
New York, New York

My wife and I have just written a book called News: A Consumer's Guide, which will be published by Prentice-Hall this summer. We'd like to run an afterword which lists the sources of criticism available to a news consumer -- citing in-house critics such as John Hirchenroeder of the Louisville Courier-Journal and general media critics such as Edwin Diamond of WTOP, Washington, for instance. We'd appreciate whatever information you can provide us about CBS Views the Press. In fact, do we even have the title correct? I've seen it this way, and also as CBS Radio Views the Press. At any rate, we would appreciate information about how many times a week the show is done, and how long each commentary is. I regret to say we're unable to follow the show on our local outlets, and are lamentably in the dark about the exact format. Does Allen Jackson do the show regularly, or do various CBS newsmen handle it at different times?

Finally, are we right in assuming that the show is subject to scheduling by the individual affiliates, and thus is heard at different time slots throughout the country?

Sorry to bother you with this query, but it's our only way to be accurate.

Cordially

Ivan Doig

Ivan Doig

15004 Linden Ave. N.
Seattle, Wash. 98133
January 2, 1971

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

Dear Ben

Just a few lines to thank thee for your comments on our manuscript. We'll acknowledge your contributions as snazzily as possible in the Acknowledgements page, but as usual, thanks really fall short of what we owe you.

We went to work on revising the day after we got home, and shipped off the worked-over version to Bill Oliver a few nights ago. We sharpened the first chapter to tell the reader what the book sets out to do, as you suggested, added a couple of pages about press councils and some more on cable TV and Agnew; all in all, we put in about 15 changes in line with your comments. Now we're back to bugging Bill to get the book published in time for this autumn.

Made the trip home in good shape. We hugely enjoyed seeing the Baldwins again. That lady you married is as fantastic a cook -- and a human being -- as ever.

So, we hope '72 goes lighter and smoother for you. Oh, yeah -- I should assure you that thanks to your keen eye, we now know how to spell RuD*y ya¹¢leE, or whatever his name is.

Take care

Ivan Doig

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

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

Dear Mr. Copple

Just a line to express our appreciation for your comments on our manuscript. We've followed a good many of your comments -- and those of Ben Baldwin of Northwestern, who recently read over the entire manuscript. The book will be much the better from your helpful reviewing.

Best regards

Ivan Doig

COPY

December 7, 1971

Twentieth Century Fund
41 East 70th
New York, New York

I'd like to obtain a copy of the recent study entitled "Press Freedom under Pressure".

COPY

Cordially

(Mrs.) Carol M. Doig

Associate professor,
communications

15004 Linden Ave. N.
Seattle, Wash. 98133
Nov. 4, 1971

Paul Gapp
Coordinator,
Urban Journalism Fellowship Program
Center for Policy Study
The University of Chicago
5733 University Avenue
Chicago, Illinois 60637

COPY

Dear Mr. Gapp

Enclosed is my check for $1.00. Please send my a copy of your publication, WHAT'S WRONG WITH WOMEN'S PAGES?

Cordially

Ivan Doig

Nov. 9, 1971

Mary Sheridan
Managing Editor
The Progressive
408 W. Gorham St.
Madison, Wisconsin 53703

Dear Mrs. Sheridan

I noticed the new Monitoring Media feature by William Rivers in your September issue. In a journalism text my husband and I are writing, we'll have a section on media critics, and would like to add Mr. Rivers to the list. But because his feature didn't appear in your next two issues, I thought I should check with you about how frequently Mr. Rivers will be writing for you. How would you prefer that his feature be referred to -- as a periodic column, or is there some way to be more definite than that?

Cordially

(Mrs.) Carol M. Doig

COPY

15004 Linden Ave. N.
Seattle, Washington 98133
October 5, 1971

Richard L. Tobin
Editor, Communications
Saturday Review
380 Madison Ave.
New York, N.Y. 10017

Dear Mr. Tobin

In a textbook my wife and I are writing about some aspects of news coverage, we'll have a section on sources of information and criticism of the news media. We'd like to mention SR's Communications section, and want to be sure our reference is accurate. Is it correct to say the section appears every four or five weeks? Looking through back issues, we haven't discerned any more regular schedule than that; any advice on describing your publication schedule?

Cordially

Ivan Doig

COPY

1500½ Linden Ave. N.
Seattle, Washington 98133
October 5, 1971

William Bronson
Editor
CRY CALIFORNIA
681 Market
San Francisco, California

Dear Mr. Bronson

As painlessly as possible -- perhaps you could jot a reply on this same sheet -- I'd like to check with you about a reference in Curt Gentry's book, The Last Days of the Late, Great State of California. My wife and I are writing a textbook about some aspects of news coverage, and in a section about spoofs and hoaxes, we'd like to mention your inspired invention of Frank and Merilee Farrier. Is it possible for us to get a copy of the story or stories you did about the Farriers? Secondly, we'd like to check the accuracy of Gentry's version. Is the following section from pp. 171-2 of his book correct?

> In the summer of 1966 William Bronson, editor of the conservationist quarterly Cry California, ran a pictorial essay on the day-to-day experiences of Frank and Merilee Farrier, Angelenos who had become so immersed in credit-installment debt that they had found it cheaper to give up their house and live on the freeways in a mobile home....
>
> Reporters for Time, Newsweek and the Southern California papers were so fascinated with the Farriers that they tried to intercept them en route. Much to the chagrin of editor Bronson, who bemusedly and patiently kept trying to explain that the Farriers didn't exist. "I named her Merilee for 'merrily we roll along,' Farrier means a blacksmith who shoes horses, and I thought that was a tip-off. Besides," he added, "I'm from Northern California and I had no idea people would take that seriously."

Sorry to bother you with this, Mr. Bronson, but it's our only way to be accurate. Many thanks.

Cordially

Ivan Doig

15004 Linden Ave. N.
Seattle, Washington 98133
October 5, 1971

Edwin Diamond
WTOP-TV
40th and Brandywine, NW
Washington, D.C. 20016

Dear Mr. Diamond

As painlessly as possible -- perhaps you could jot a reply on this same sheet -- I'd like to check with you about your job as critic-at-large for WTOP. My wife and I are writing a textbook about some aspects of news coverage, and in a section about regular critics of the news media, we'd like to mention you. Unfortunately, neither of us has a trip to D.C. coming up any time soon, so we have to write for a few necessary details about your role as critic:

How often, and for how many minutes, are you on the air?

What day(s) and what time?

Within a news show, or some other format?

Sorry to bother you with this, but it's our only way to be accurate. Many thanks.

Cordially

Ivan Doig

1500½ Linden Ave. N.
Seattle, Washington 98133
September 22, 1971

Edwin Diamond
WTOP-TV
Washington, D.C.

Dear Mr. Diamond

As painlessly as possible -- perhaps you could jot a reply on this same sheet -- I'd like to check with you about your job as critic-at-large for WTOP. My wife and I are writing a textbook about some aspects of news coverage, and in a section about regular critics of the news media, we'd like to mention you. Unfortunately, neither of us has a trip to D.C. coming up any time soon, and we have to write for a few necessary details about your role as critic:

How often, and for how many minutes, are you on the air?

What time?

Within a news show, or in some other format?

Sorry to bother you with this, but it's our only way to be accurate. Many thanks.

Cordially

Ivan Doig

COPY

1500½ Linden Ave. N.
Seattle, Washington 98133
September 22, 1971

Don Wilson
Vice President,
Corporate and Public Affairs
Time, Inc.
Time & Life Building
Rockefeller Center
New York, New York 10020

COPY

Dear Mr. Wilson

In the interest of accuracy, I'd like to check with you about an interview reported in The Village Voice. My wife and I are writing a textbook about some aspects of news coverage, and in a section about legal hurdles which newsmen face, we will list some examples of news outlets that have been subpoenaed by the federal government to produce notes or film out-takes. We have the clipping from the Voice of Feb. 12, 1970, reporting a talk with you and other news executives by reporters Paul Cowan and Jack Newfield. Is the following segment accurate, in your view?

"The anti-trust division of the Justice Department subpoenaed Fortune magazine last October for tape recordings, interview notes, early drafts relating to an interview with James Ling, head of the conglomerate Ling-Temco-Vought. The magazine's executives heard about that subpoena at once and refused to honor it ("Our actions were exemplary in this case," says Wilson), arguing that in the 40 years Fortune has been interviewing businessmen there had been no other non-criminal case in which a government agency subpoenaed raw materials. . . ."

Sorry to take your time and attention, Mr. Wilson, but it's our only way to be accurate. Many thanks.

Cordially

Ivan Doig

ID/am

15004 Linden Ave. N.
Seattle, Washington 98133
September 22, 1971

William H. Hornby
Executive Editor
The Denver Post
Denver, Colorado

Dear Mr. Hornby

In a textbook my wife and I are writing, we will have a section about local journalism reviews and their relationships with the major media outlets in their cities. Among the material we will use from several reviews is a swatch from The Unsatisfied Man, and we'd like to afford you and the Post a chance to comment.

The material is enclosed -- "The word from Olympus," from The Unsatisfied Man, April, 1971. We've watched the Letters column in subsequent issues, but haven't noted any rebuttal from either you or John Rogers, so we decided to contact you directly. Also, although The Unsatisfied Man is not copyrighted and may freely be reprinted, we wrote to Cary Stiff, and in his reply he too urged us to get the Post's side of the story. So, in the interests of accuracy and simultaneous rebuttal, would you care to send us any comment about the "Olympus" material? Any use we would make probably would stick to the memorandum mention rather than include anything about play of specific stories, which are subject to so many vagaries of the news hole.

Cordially

Ivan Doig

ID/am

1500½ Linden Ave. N.
Seattle, Washington 98133
September 22, 1971

Barry Bingham, Jr.
Publisher
Louisville Courier-Journal
Louisville, Kentucky

Dear Mr. Bingham

I'd like to check with you about the Courier-Journal's use of an ombudsman. I'm writing a textbook about some aspects of news coverage, and in a section about in-house efforts to insure accuracy, the Courier-Journal's example should be mentioned prominently, I think. Can you tell me how the idea of an office ombudsman came about, and when your ombudsman started on his job? And am I correct that he is the readers' representative within your office -- unlike Richard Harwood of the Washington Post, who is more a critic within the newsroom?

Sorry to take your time and attention with this, Mr. Bingham, but it's my only way to be accurate. Many thanks.

Cordially

Ivan Doig

ID/am

COPY

15004 Linden Ave. N.
Seattle, Washington 98133
September 22, 1971

Dan Rather
CBS News
2020 M. Street NW
Washington, D.C.

Dear Mr. Rather

I'd like to check with you as painlessly as possible -- perhaps you could jot a reply on this same sheet -- about an incident involving CBS News coverage of a presidential speech. I'm writing a textbook about some aspects of news coverage, and lodged in my memory is Sen. Hugh Scott's criticism of a CBS evening news report about President Nixon's speech at Kansas State University on Sept. 16, 1970. Sen. Scott complained because the report pointed out that the President was speaking to a friendly campus audience. This seems to me a good example of the news media being criticized gratuitously for telling the truth a politician doesn't want to hear, and I'd like to include a brief mention of it in the text. But is my memory correct that you did the CBS report on the KSU speech? If you recall that you did cover the speech, I'd like to cite you by name; if I have the story fuzzed up in my head and it wasn't you, I'll write a more general version without a name.

Sorry to take your time and attention with this, but it's my only way to be accurate. Many thanks.

Cordially

Ivan Doig

ID/am

1500½ Linden Ave. N.
Seattle, Washington 98133
August 13, 1971

William L. Shirer
RFD 1
Torrington, Conn.

Dear Mr. Shirer

I'd like to check with you as painlessly as possible -- perhaps you could jot a reply on this same sheet -- about a reference in Eqquire for November, 1970. In the article, Jerome Beatty cites the supposed "law and order" remark by Hitler, and mentions that you are one of the experts who "had drawn a blank" in trying to verify the quotation. Is Beatty right on that? In a book I'm writing I'll have a section off hoaxes and frauds which have showed up in the news, and I'm checking with you and other scholars to see if the Hitler quote is as phony as it seems to be. The quote, to refresh your memory, is this: (supposedly from Hamburg, 1932)

"The streets of our country are in turmoil. The universities are filled with students rebelling and rioting. Communists are seeking to destroy our country. Russia is threatening us with her might and the Republic is in danger. Yes, danger from within and from without. We need law and order. Yes, without law and order our nation cannot survive. Elect us and we shall restore law and order."

Sorry to take your time with this matter, Mr. Shirer, but asking the experts is my only way to be accurate about this. Many thanks.

Cordially

Ivan Doig

1500½ Linden Ave. N.
Seattle, WWashington 98133
September 22, 1971

Richard Steele
Associate Editor
Newsweek
444 Madison Ave.
New York, N.Y. 10022

Dear Dick

This can be your letter-out-of-the-vasty-blue for the week. Unlikely as it would have seemed to either of us some years back, I'm in the midst of writing a textbook and would like to quote a bit of your thesis. Gene Webb, what have you wrought?

Carol and I are well into this textbook, under contract from Prentice-Hall for spring publication. Your thesis quotes from Reston and Murray Marder about unraveling the cover over the Cuban missile situation still are about the best to be found, and we'd like to use them and cite you as the source, if it's okay with you. The quotes are on page 84 (Reston: "because it didn't seem logical...) and page 87 (Marder: "Al called me...").

All is well with us here in Seattle, where we seem to be for good. At least I've turned down all job offers elsewhere in the past few years. Went through the U. of Washington grad school here with Mark Wyman, who said he was on the Trib with you. He's starting a teaching job (U.S. history) this fall at Normal, Ill. I clued him in that the towns of Normal and Oblong are a headline writer's delight (Normal Girl To Wed Oblong Man), if he ever has a yen to moonlight for the Pantagraph. One other scrap of news: Carol phoned Ben Baldwin a few weeks ago, on her way back from the East Coast. All sounded normal; Ben said he was tired as hell, and the school year hadn't started yet. Medill enrollment will be much higher, he said.

Give us a call in the unlikelihood that the magazine ever routes you through Seattle, hmm?

Regards

Ivan Doig

1500½ Linden Ave. N.
Seattle, Washington 98133
September 22, 1971

Station Manager
KAIM
3555 Harding Ave.
Honolulu, Hawaii

Dear sir

I'd like to check with you about a reference to KAIM I noticed in an issue of the Hawaii Journalism Review. I'm at work on a text about the news media, and it seemed to me your afternoon press roundup is worth mentioning as an example of public service programming. To insure accuracy, is the item from the Review accurate on all counts?

"KAIM carries its afternoon international press roundup of editorial and analysis from the world's newspapers. Probably a very low audience grabber, but a worthwhile service nonetheless."

A few more details would help immensely. Do you broadcast the program every afternoon? How long a program is it? How many different cities, say, might be represented in a typical roundup? What time is the program broadcast? And finally, is KAIM an AM station, or FM?

Sorry to take your time and attention with this, but it's my only way to be accurate. Many thanks.

Cordially

Ivan Doig

15004 Linden Ave. N.
Seattle, Washington 98133
September 22, 1971

John Rohrback
General Manager
KYW-TV
1619 Walnut
Philadelphia, Pa.

Dear Mr. Rohrbach

I'd like to check with you about a reference to KYW which appeared in Saturday Review, July 24, 1971. I'm at work on a text about the news media, and it seemed to me the public service programming you did in putting on "Hello, Philadelphia, the World is Watching" is worth mentioning in a section about local coverage. To insure accuracy, I have to doublecheck some of the points in Robert Lewis Shayon's column in SR. Is he right on all of the following?

--The program was 5½ hours, live, starting at 7:30 on a Friday evening;

--Cost to KYW was approximately $15,000;

--An evening of prime time commercial shows was canceled for the public service programming;

--Control over the format and content of the show was in the hands of the producers from the community, not the station.

And, a final point, from Mr. Shayon's column: is it correct to describe KYW as a Westinghouse Broadcasting Company station which is an NBC affiliate?

Sorry to take your time and attention with this, but it's my only way to be accurate. Many thanks.

Cordially

Ivan Doig

September 21, 1971

Susan Davis
Editor
The Spokeswoman
c/o The Urban Research Corp.
5464 S. Shore Drive
Chicago, Illinois 60615

Dear Ms. Davis

My husband and I are writing a textbook about the news media, and I'd like to check with you about a few items for possible inclusion in a section we'll have about the women's movement and the media.

First, we're curious as to whether many news outlets subscribe to The Spokeswoman for news of the woman's movement. Can you give us any idea of how many newspapers or broadcasting stations may be among your subscribers? An estimate, that is, if you have one.

We'd like to obtain a couple of copies of The Spokeswoman; could you send us your most recent two issues and bill us? And is it fair, by the way, to describe The Spokeswoman as largely a roundup of women's news gleaned from the Urban Research clipping service?

Finally, we're checking quotes we've come across in our research for the book. We have Lee Kotke's story about you in the Chicago Daily News, Aug. 23, 1971, with this quote:

"We're doing great things but the media doesn't report it."

Is that quote accurate?

Sorry to take your time and attention with all this, but it's our only way to gather accurate information. Many thanks.

Cordially

Carol M. Doig

15004 Linden Ave. N.
Seattle, Washington 98133
September 21, 1971

Robert E. Kelly
KCRA-TV
310 Tenth
Sacramento, Calif.

Dear Bob

I'm finally getting around to thank you for your phone call of some weeks back, and to show you the bit on KCRA-TV we'll have in our text on the news media. It's not a lot -- an overview book of this sort never does justice to any single topic, I guess -- but at least KCRA will stand as one of two noteworthy local news operations we're citing in a section which generally damns the quality of local coverage. (The other favorable mention is KYW-TV, Philadelphia.) Anyway, please check this over for accuracy, if you will:

"KCRA-TV in Sacramento in the autumn of 1971 began broadcasting an hour and a half of local news each evening. Among the enterprising coverage from the Sacramento station's news staff of 70 persons: extended interviews, stories from a roving correspondent in northern California, and a KCRA camera crew's reports, shown in thirty nightly segments of five minutes each, about the nations of eastern Africa after ten years of independence."

And I've about decided we should buttress this paragraph with more detail about your news staff, Bob. You read me the rundown of personnel; could you send me a list of those totals? I hesitate to rely on my notes, since I for some reason wasn't alert enough to read them back to you on the phone for checking. I think it would make a good point if we could show how a hard-working news enterprise apportions its staff.

Thanks again for your time and attention. Hope to get down to see your news operation sometime.

Best regards

Ivan Doig

1500½ Linden Ave. N.
Seattle, Washington 98133
September 2, 1971

Wes Gallagher
General Manager
The Associated Press
50 Rockefeller Plaza
New York, New York 10020

COPY

Dear Mr. Gallagher

For the sake of accuracy, I'd like to check with you about the total number of persons employed by the AP. I'm writing a text about news coverage, to be published by Prentice-Hall in the spring, and it would help make the point about how complex the AP's daily job is if I could cite the total number of AP workers.

Sorry to take your time with this, but it's the only way to get it right. Many thanks.

Cordially

Ivan Doig

ID/am

1504 Linden Ave. N.
Seattle, Washington 98133
September 2, 1971

Roger Tatarian
Editor
United Press International
220 East 42nd Street
New York, New York 10017

COPY

Dear Mr. Tatarian

For the sake of accuracy, I'd like to check with you about the total number of persons employed by UPI. I'm writing a text about news coverage, to be published by Prentice-Hall in the spring, and it would help make the point about how complex the UPI's daily job is if I could cite the total number of UPI workers.

Sorry to take your time with this, but it's the only way to get it right. Many thanks.

Cordially

Ivan Doig

15004 Linden Ave. N.
Seattle, Washington 98133
August 26, 1971

Robert E. Kelly
Station Manager
KCRA-TV
310 Tenth
Sacramento, California

Dear Mr. Kelly

For the sake of accuracy, I'd like to check with you about a couple of points in the Profile in BROADCASTING magazine, August 2. I'm writing a book about news coverage, and will have a section about how much space various types of news enterprises have for actual news. I noticed the BROADCASTING article has this sentence about KCRA:

"Beginning this fall, two hours of early evening local news will be broadcast."

Is this correct? I have a comment from a news director here in Seattle to the effect that it's impossible to fill an hour with local news; I'd be interested to hear any comment you may have. And finally, a pair of technical questions: is part of your evening news show a reprise -- that is, a repeat version after the network news of some of the local reporting aired before the network half hour? How many camera crews and reporters do you have on your staff at the moment?

Sorry to take your time with this, but the KCRA operation sounds like a diligent exception to the usual run of local TV news, and I think any information you can give me would help show the readers that quality news coverage is possible at the local level. Many thanks -- I'll pass along a copy of the book when it comes out next spring.

Cordially

Ivan Doig

COPY

15004 Linden Ave. N.
Seattle, Washington 98133
August 6, 1971

Don H. Reuben
130 East Randolph
Chicago, Illinois

Dear Mr. Reuben

I'd like to check with you as painlessly as possible -- perhaps you could jot a reply on this same sheet -- about the number of subpoenas you've dealt with for the Chicago Tribune. I'd like to include in a book I'm writing about the news media a section about subpoenas of newsmen's notes. Am I remembering correctly that in the past year or so, you commented that the Tribune was subpoenaed about once a year through the 1950's and 1960's? If I am remembering right -- and I'm sorry I can't come up with the clipping in my files to be more exact -- I wonder whether you have the precise total of subpoenas the Tribune had to contend with in the period you mentioned. I think the figure, if you have it handy, would strongly make the point that subpoenas are a constant problem for major news organizations.

Sorry to take your time, Mr. Reuben, but it's my only way to be accurate. Many thanks.

Cordially

Ivan Doig

15004 Linden Ave. N.
Seattle, Washington 98133
August 26, 1971

Lane Fortinberry
Assistant Publisher
TIME
Rockefeller Center
New York, New York 10020

Dear Mr. Fortinberry

For the sake of accuracy, I'd like to check with you on TIME's weekly publication deadline. I'm writing a text about news coverage, and will have a section about the time involved in getting news to the news consumer. I know that TIME has done a remarkable job of getting late-breaking stories into print, and your operation seems to me a good example of a blend of speedy coverage with depth reporting. I realize that schedules are complex and don't submit to easy answers, but perhaps I can put it this way: right now, what's the latest time at which editorial copy can be put into an issue which goes on sale at Newsstands the next Monday?

Sorry to take your time with this, but I think the remarkable feat of turning out a magazine of news every week deserves some mention, and a bit of explanation about how it's achieved. Many thanks.

Cordially

Ivan Doig

ID/am

August 4, 1971

AIR MAIL

Denter for the Study of Responsive Law
1908 Q St. NW
Washington, D.C. 20009

Gentlemen

I am writing about a 1200-page report published by your organization in June, according to Broadcast magazine. Of particular interest to me is the chapter dealing with the FCC and news media ownership.

May I get a copy of that chapter at your earliest convenience? I am in the midst of researching a book about the news media, and it would help immensely. I'll be glad, of course, to pay whatever cost is involved.

The title of the report, according to the news item, is The Closed Enterprise System.

Since the summer session at my college will be over shortly, and offices will be closed for several weeks, I'd appreciate having the material sent to my home address: 15004 Linden Ave. N.
Seattle, Washington 98133

Sincerely

Carol M. Doig (Mrs. Ivan)
Associate Professor
Communications

Is there any way of being put on a mailing list so that I'll know about future publications from the Center?

1500½ Linden Ave. N.
Seattle, Washington 98133
August 26, 1971

Director of Information
NBC News
30 Rockefeller Plaza
New York, New York

Dear sir

For the sake of accuracy, I'd like to check with you on a couple of questions about the NBC evening news. I'm writing a text about news coverage, and will include a section about the manpower it takes to get the news to the news consumer. Can you provide me figures on the size of the NBC news staff world-wide (reporters, cameramen, editors) and on the size of the New York production team it takes to get the news on the air each evening (studio cameramen, technicians -- the entire staff involved with the actual work of putting the news on the television screen)? I realize some of this doesn't lend itself to easy breakdown, but I'd appreciate whatever information you can provide.

Cordially

Ivan Doig

ID/am

15004 Linden Ave. N.
Seattle, Washington 98133
August 26, 1971

Director of Information
CBS News Division
524 West 57th
New York, New York

Dear sir

For the sake of accuracy, I'd like to check with you on a couple of questions about the CBS evening news. I'm writing a text about news coverage, scheduled for publication early next spring, and will include a section about the manpower it takes to get the news to the news consumer. Can you provide me figures on the size of the CBS news staff world-wide (reporters, cameramen, editors) and on the size of the New York production tem it takes to get the news on the air each evening (studio cameramen, technicians -- the entire staff involved with the actual work of putting the news on the television screen)? I realize some of this doesn't lend itself to easy breakdown, but I'd appreciate whatever information you can provide.

COPY

Cordially

Ivan Doig

ID/am

15004 Linden Ave. N.
Seattle, Washington 98133
August 26, 1971

Information Department
American Broadcasting Company
1330 Avenue of the Americas
New York, New York

For the sake of accuracy, I'd like to check with you on a couple of questions about the ABC evening news. I'm writing a book about news coverage, scheduled for publication early next spring, and I'd like to have a section about the manpower it takes to get the news to the news consumer. Can you provide me figures on the size of the ABC news staff (reporters, cameramen, editors) and on the size of the production team it takes to get the evening news on the air each evening (studio cameramen, technicians -- the entire staff involved with the actual work of putting the news on the television screen)? I realize some of this doesn't lend itself to easy breakdown, but I'd appreciate whatever information you can provide.

Cordially

Ivan Doig

ID/am

15004 Linden Ave. N.
Seattle, Washington 98133
August 18, 1971

phone 206-364-9409

Director of Information
Social Security Administration
Department of HEW, 3193
Washington, D.C.

Dear sir

In connection with a book I am writing, I would like to check the accuracy of a reference to Social Security.

It's in the 13th article of the series Bruce Biossat of Newspaper Enterprise Association wrote about Social Security and Medicare; my clipping is from the Seattle Post-Intelligencer, May 14, 1971. Biossat's article begins:

"Some 15,000 Americans, an amazing number, are 100 years or older . . ."

A few paragraphs later:

"About a third of the present centenarians are on the Social Security rolls, and many of these are being kept close track of by Social Security administrators."

Am I right that your office was Biossat's source for the figures on persons 100 years or older? Is his figure of 15,000 verified by any statistics available from your office?

Sorry to bother you with this, but it's my only way to be accurate; I'd appreciate whatever information you can provide about the number of centenarians in the U.S. Many thanks.

Cordially

Ivan Doig

1500½ Linden Avenue N.
Seattle, Washington 98133
August 13, 1971

Frances Sohol
Shoreline Resort
LaPush, Washington

Dear Mr. Sohol

I'm interested in finding a place to stay near the ocean for about a week soon after Labor Day. What would be your rates for a cabin or motel room with kitchenette? I'd be alone, and probably would stay six nights. Also, is there still a restaurant open in town that time of year?

Cordially

Ivan Doig

COPY

15004 Linden Ave. N.
Seattle, Washington 98133
June 24, 1971

Benjamin Ginzburg
ACCURACY IN MEDIA
Suite 1012, Warner Bldg.
501 13th St., NW
Washington, D.C.

Dear Mr. Ginzburg

I noticed your letter to the editor in Editor & Publisher for May 8, 1971, and would like to know more about AIM. Can you oblige me with some descriptive material, or some other indication of AIM's scope?

Cordially

Ivan Doig

COPY

1500½ Linden Ave. N.
Seattle, Wash. 98133
July 28, 1971

Peter Hendrickson
Editor
THORN
Box 1040
Holyoke, Mass. 01040

Dear Mr. Hendrickson

Saw your letter in the July issue of THE UNSATISFIED MAN, and I'd like to see your journalism review. I'm enclosing a check for $1, for your first two issues.

Cordially

Ivan Doig

ID/pm

COPY

15004 Linden Ave. N.
Seattle, Washington 98133
August 5, 1971

The Journalists Newsletter
Box 1174, Postal Annex
Providence, R.I. 02903

COPY

Was quite impressed with the June issue of the Newsletter; any chance to get the back issues? Be glad to pay for them, if you can scrape up the earlier issues.

Good luck

Ivan Doig

15004 Linden Ave. N.
Seattle, Wash. 98133
August 9, 1971

The Review
of Southern California Journalism
6101 East Seventh St.
Long Beach, California 90804

Enclosed is a check for $3 for a subscription to The Review. Can you start the subscription with your initial issue, if you have a back issue to send?

Cordially

Ivan Doig

COPY

1504 Linden Ave. N.
Seattle, Washington 98133
August 9, 1971

Central Standard Times
1204 N. Topeka
Wichita, Kansas 67214

Enclosed is a check for $3 for a subscription to the Times. Can you start the subscription with your initial issue, and send me the back issues since then?

Cordially

Ivan Doig

COPY

1500½ Linden Ave. N.
Seattle, Washington 98133
August 9, 1971

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

Enclosed is a check for $5 for a subscription to the Review. Can you start the subscription with your initial issue, and send me the back issues since then?

Cordially

Ivan Doig

COPY

1500½ Linden Ave. N.
Seattle, Wash. 98133
July 30, 1971

Editor
Hawaii Journalism Review
53-133 Kamehameha Highway
Punaluu, Hawaii 96717

COPY

I've just received a copy of the Review, and am enclosing $5 to receive future issues. I notice the July issue is No. 4; can I obtain the first three issues you put out, too?

Cordially

Ivan Doig

1504 Linden Ave. N.
Seattle, Wash. 98133
August 9, 1971

AP Review
339 Lafayette St.
New York 10012

I'd like to receive the Review regularly; can you provide me some subscription information, and back issues to date?

Cordially

Ivan Doig

COPY

1500½ Linden Ave. N.
Seattle, Wash. 98133
August 9, 1971

INSIDE MEDIA
Box 655
Radio City Station
New York 10019

I'd like to receive Inside Media regularly; can you provide me some subscription information, and issues to date?

Cordially

Ivan Doig

COPY

1500½ Linden Ave. N.
Seattle, Wash. 98103
August 9, 1971

Cleveland Journalism Review
c/o Stephen Hatch
Cleveland Plain Dealer
Cleveland, Ohio 44114

I'd like to receive the Cleveland Journalism Review regularly; can you provide me some subscription information, and issues of the Review to date?

Cordially

Ivan Doig

COPY

1500½ Linden Ave. N.
Seattle, Wash. 98133
July 15, 1971

Cary Stiff
THE UNSATISFIED MAN
PO Box 18470
Denver, Colorado 80218

Thanks for your card providing me some information about TUM. I'm enclosing a check for $12; please send me a copy of each of the back issues since you began publication, and start my year's subscription with your July issue. (As I calculate it, the Sept. 70-June '71 back issues come to $6, and another $6 to subscribe carries me from July '71-July '72; let me know if my bookkeeping doesn't square with yours.)

Cordially

Ivan Doig

COPY

1500½ Linden Ave. N.
Seattle, Washington 98133
June 24, 1971

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

Enclosed is a check for $3 for a subscription to the Review. I'd also like to purchase back issues, if that's still possible.

Cordially

Ivan Doig

COPY

15004 Linden Ave. N.
Seattle, Washington 98133
March 24, 1971

Israel W. Charny
Group for Research in the
Psychology of Aggression
and Non-Violence
Paoli, Pennsylvania

Dear Dr. Charny

I was interested to read in a Seattle newspaper a news item about your scholarly paper on the emotionlessness of television news reporting. I'm at work on a book about evaluation of news media, and because the suggestions in your paper are not the customary criticisms of television reporting, I'd very much like to read your entire presentation. Will the paper be published, or are you circulating any copies of it to interested persons?

Cordially

Ivan Doig, Ph.D.

ID/pm

COPY

15004 Linden Avenue N.
Seattle, Washington 98133
September 22, 1970

Professor Richard G. Gray, Chairman
Department of Journalism
Ernie Pyle Hall
Indiana University
Bloomington, Indiana 47401

Dear Dick

I'm writing about the note in Journalism Quarterly which says you're a consultant to an Indiana project "specializing in teaching high school students to become discriminating consumers of the media."

Last spring I taught a news criticism course at Shoreline College, and I was appalled at the depth of ignorance and misinformation from which students started. That and the national reactions to the Vice President's speeches have had me agonizing about the problem, and it took very little campaigning to get Ivan interested, too.

To be brief, we concluded that media evaluation training for all students is vital, beginning no later than high school. We also noticed that many high schools are trying, or at least experimenting with, courses to fill this obvious need, but we have not been able to find any text which gives non-journalism majors, and non-journalist teachers, a reasonable basis from which to work.

As a result, we sent off one trial balloon — a letter to Harper & Row suggesting a high school text, and the initial response has been favorable. They want to take it before their manuscript selection committee, the first in a long line of hurdles. We are encouraged, at least, that they also seem to see a need for such a text. Although Ivan and I don't see ourselves primarily as textbook writers, this has become a matter of conscience. It's something that needs to be done.

Now, reading of your association with a project that seems closely allied to ours — though it may be broader, because we have proposed a book that deals specifically with news media evaluation — we wonder if you might help us find out more about what Indiana is doing. Any printed material would be helpful, Dick, or perhaps the names of additional people to contact. We're very much aware of your busy schedule and don't want to infringe upon your limited time any more than absolutely necessary.

So much for business. Back here on the Seattle front, Ivan is well into the fall freelancing season. We took the summer off -- although his idea of "off" was a do-it-yourself advanced magazine article writing course, using the annual Best Magazine Articles books and other material.

We enjoyed our visit with you last spring, Dick. Won't you let us know when you come this way again? We could have a thoroughly relaxed evening uncomplicated by professional negotiations! We miss Herb Altschull, by the way, since he was the only local analyst worth the title. But we're glad you got him.

Best regards

Carol M. Doig (Mrs. Ivan)

September 21, 1970

Dear George

Are you still Holt Rinehart's man on the circuit?

If so, I have a quick query. I have a book idea I'd like to submit, and I'd like the name of an editor. It's a proposal for a high school text on the subject of evaluating the news media.

I have the proposal all set up; all I need is the appropriate name. Help!

I'm enclosing a self-addressed postcard for a quick reply.

Cordially

Carol Doig

15004 Linden Avenue N.
Seattle, Washington 98133
December 14, 1971

AIR MAIL
SPECIAL DELIVERY

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

Dear Bill

I called your office this morning to see about more reviews, and Susan Anderson said a third one was on its way to us. If the rest of the batch haven't shown up, could one of your assistants round them up, by phone or otherwise, by Tuesday?

Ivan and I are working over the manuscript, coming up with options, and we'll be prepared to make the final adjustments to it Tuesday, in consultation with you.

I can see what happened to that second review. As you pointed out, the reader tried to stuff the book into a pigeonhole for a senior problems class; of course it wouldn't fit. That explains his problems with organization and depth. At that, I'm surprised he'd even consider using our book -- designed as it is for the nonjournalist or beginning journalist -- for such a course. Although his organizational comments aren't relevant, he did help us spot a couple of weak sections, and did reinforce the other reader's objections tothe title.

By the way, we did stretch a bit more than 10 percent on the contract length. Our 356 pages of text come to 89,000, but I think we can snip away and get back to 80,000 if necessary. Almost all the rest of the pages are source notes -- 59 pages. We figure those to be set in somewhat smaller type, and perhaps we can delete a modest percentage of them; we're checking that now. To tell the truth, we didn't include source notes in our calculation of length because we didn't think we were supposed to. But we're very willing to try to adjust where we can.

Finally, Bill, we do feel tremendous pressure now. It's not authors' nerves; both of us have written too many years for that. Instead, it's because this is a timely and consequently a somewhat fragile manuscript. We know that we don't have the luxury of producing a piece of work which

is either timely or excellent; it must be both. We thought that your original suggestion to include presidential material that would make the book particularly apt for the election year was great, and we were glad to do it. We can see that a natural angle for a salesman is to sell the book for fall classroom use during the election campaign. Since it's a new kind of book, that will give instructors a way of introducing themselves to it, after which they'll pick up on its many other applications -- and help sell the book to others. We certainly agree that trade sales aren't as important in the long run, but neither do we want to miss the extra sales that are simply there for the taking.

While we believed that the June publication was late, we felt we could live with it and perhaps even improve upon it. We know that we can't let it slip farther. We delivered the manuscript to you slightly ahead of schedule, and we want you to know that we'll bend every effort to expedite the rest of the process.

We look forward to seeing you next Tuesday.

Cordially

Carol M. Doig (Mrs. Ivan)

COPY

Persons who have read portions of FIXING THE NEWS:

Jean Roden, REFERENCE LIBRARIAN, Seattle -- The News Apparatus
Lies, Half Truths
The Reporter
Who Says So?
Hoaxing and Hornblowing
Putting One Word After Another

Bill Chamberlin, JOURNALISM PROF, Central Washington State College, Ellensburg, Wash. -- Lies, Half Truths
If It's Good, Is It News?

Tom Holden, HIGH SCHOOL JOURNALISM TEACHER, Ann Arbor, Mich. --Who Says So?
Rosemary Holden, HIGH SCHOOL ENGLISH TEACHER, " Lies, Half Truths

Ann Nelson, MAGAZINE EDITOR, Chicago -- Lies, Half Truths
Marshall Nelson, LAWYER, Chicago When Rights Collide

Bill Reeburgh, OCEANOGRAPHY PROF, U. of Alaska -- The News Apparatus
Carelyn Reeburgh, MARINE BIOLOGIST, HOUSEWIFE

Linda Miller, FORMER MCGRAW-HILL REPORTER, Seattle -- Anchor Man, Digger et al.
Lies, Half Truths
Who Says So?
Hoaxing and Hornblowing
Clinton Miller, BUSINESS EXECUTIVE, Seattle -- When Rights Collide

Denzil Walters, COMMUNICATIONS PROF, Seattle -- Table of contents
Anchor Man, Digger et al.
Putting One Word After Another

Sept. 16, 1971

Evan and Carol --

Your project excites me. I hope that any comments I have enclosed are not too late to do you any good. Regrettably, there was absolutely no way I could have gotten to the manuscripts sooner.

Your topic has been one of my recent concerns, and I am tickled that you are able to do something about it. I have discussed the concern with several people this summer, especially at work, looking for some solution to the believibility gap between newspapers and news consumers. The managing editor of the Herald-Republic expressed his concerns about the same topic and asked me if I knew of anything we could do. I have told him of your efforts.

Again, if it is not too late, one person you might contact for ideas or feedback, if you would feel comfortable doing so, is Don Wells, the "new" director of communications at Washington State University. He and I have talked about this problem at some of the conferences we attended. He taught his first basic communications course sometime last year, Carol, at least the first in several years, and was jolted by the same kind of revelations Ivan expressed in his last letter (about attitudes toward the media about Mylai (are you sure about that spelling?)).

At any rate, I am now through with the summer experience (a carefully chosen term), and am madly preparing for my "second job." However, please let me know if I can help you any further on this project. I am now in a position where I can respond with a great deal more speed. Mostly because I am not spending 11 hours a day working and going back and forth to work, etc.

Basically, most of my comments on the two chapters could probably called nitpicking. I like the subject, and think you provide a lot of insight and information. I'm really just mentioning details. I also felt handicapped by not knowing what you hoped to put in another chapters.

One of the major things that struck me, however, is a concern that you are writing for the people Ivan told me you were trying to--news consumer. I might be leading to a Chamberlin-Doig discussion of quality level of readership or the old game of what age do you write for, but that really isn't my intention. I just got the feeling in several places (and I have mentioned several in the manuscript) that you were "talking shop" to me and that you skipped over details someone not as familiar with the news and news media would need to understand your position. Even just to explaining who Samuel Pepys is briefly. But more to point, briefly explain why secret city counil meetings are held and difficulties they present in getting information. Otherwise, I think many readers are immediately going to react, "They ought to be able to meet in secret sometime." I realize there is a fine line at over-explaining and getting bogged down, and explaining enough to get your point across. Another example would be telling the reader how we do get news out of the White House--other than just saying that it is often censored. Around p. 5 on first chapter, think it might be worthwhile to spend a bit explaining why newsman should be allowed to be consumers proxy. I think this is crucial point, and while so simple to us, it is often what is unacceptable to others. I.E., that while they don't have time to find out what their government is doing, we can spend full time at it because it is our job. That most newsmen aren't out to convince public of something, we're just trying to say what happened. I don't think you've adequately explained why you think "freedom of the press" is misleading phrase or that most of media really isn't trying to claim special privilege.

In chapter two, are you going to explain how 50,000 words are condensed to less than 5,000 (or whatever figures are)? Even though I've worked on newspapers before and cut copy before, it hit me anew this summer when I would be asked to cut a good 25-45 inch story to two paragraphs--an impossibility at times and retain the meaning, balance, etc.

In your good news section, really miss a "Doig explanation" that maybe we do need to keep looking at our criteria for judging news. I certainly have no quarrel with what you say, but we both know how the shocking is sometimes played up and how little effort is made to get news that doesn't hit us square in the eye. I've had my belly full of looking for "good news" that isn't there so we can satisfy a publisher's page 1 requirement, but it wouldn't be so hard to do if reporters had their eyes open or publishers would spend a little more cash for people like Charles Kuralt. There ain't many like him.

Also think might be worthwhile to spend a brief time to explain to your readers --like maybe one or two sentences,or short paragraph at the very most--what proximity means, what do we consider when we look at prominence, etc. when evaluating news qualities.

A final thing that occurred to me several times as I read the first chapter is that you could have gotten a lot more mileage out of the Pentagon papers, and that whole issue. Am aware it could be overdone and that maybe you are using it elsewhere.

I certainly plan to suggest this book to our non-major introductory communications teacher (he could use some help!). I look forward to seeing more.

On the Chamberlin side, suffice it to say things are brewing and I have some questions to ask when we get together. We are at Central for another year (mainly because of some pretty hard shoves from administration), but are planning now to leave at end of June. We're finding library schools for Jeanne, and tentatively planning move to place we don't figure we want to live long, but are willing to try for while. Would you believe D.C.? Boston? L.A.? All very, very tentative. But we're serious about leaving here this next year. It's time.

And it is getting close to the time for the four of us to get together, so I'll work on that, Anxious to hear about how you two are making out on your new kind of deadline.

Wishing you the best working conditions,

Bill

2785 Carmel
Ann Arbor
July 23, 1971

Dear Iran and Carol-

Writing opportunities have been scarce around here - you wrote on the 6th; we moved on the 7th and spent a week unpacking and trying to find lost items - food, shoes, cats. Last Saturday, an ex-student of mine who has since become quite a good friend arrived to spend several days - she's a Medina-type farm girl whose father has been transferred to GM in Michigan, so she's now trying to adjust to conditions in a city apartment north of Detroit. Being with us seemed to help her - we now have a quiet house among a few trees and lots of birds, and although it's still quite suburban, I think it seemed like home to her. But I digress - she left Wednesday, Ro's folks came yesterday (Thursday), and here we are at Friday. In addition to all this, we've been revelling for the last three days in Ann Arbor's Street Art Fair, a gala occasion indeed, with many streets around U of M blocked off for exhibits, antiques, fruit stands, etc. Very exciting - the traditional fair charges a fee for exhibitors, so another group has developed a Free Fair, running at the same time and in very close proximity. As you can imagine, this has created some tension and the "old-timers" resent the intruders. Interesting point, though - the "regular" art exhibits seem smooth, plastic, and uninspired - also expensive - these are professional working artists. The Free Fair stuff is fresh, original, honest - mostly student artists and "crafts" rather than pure art (??).

Before I forget it, I have a book to recommend - and it's been a long time since I've felt moved to recommend one, especially fiction. It's Christy Brown's Down All The Days. As you probably know, he's the Irishman who, unfortunately I think, has been promoted more as a literary freak than the beautiful writer he is, because he was born with cerebral palsy and apparently types with his foot (in fact, his first autobiographical work was called My Left Foot). It seems unfair and unnecessary to criticize his work on anything but its own merits, without saying, "In spite of his handicaps...", but it's a good novel in spite of everything. And the ~~main~~ chief character in Down All The Days is a young man with such handicaps, so it's important to see the truth there, as well. Anyway, it reads fast, so if you have time to flex your mind between work (among work?) on your own chapters...

This here Ann Arbor is a nice place. It may strike you as strange that we lived only 10 minutes from here all of last year, and didn't really use the advantages of this beautiful city, but we had some hang-ups to work out and Ypsilanti tends to press one down - the inertia can be damaging. Anyway, now we're here - a college campus, open air market, the street fair, all kinds of great things happening - we've been to three plays in the last week. Thursday, we walked over to a park in the next street for an open-air band concert - kids, popcorn, Sousa. And in our own little un-ivy covered cottage we can have the world of back yard barbeques and Welcome Wagon when and if we want it.

We were of course greatly saddened by the news of your father's death — I always find words impossible in such an event, but your past comments let me know that you have your own thoughts and memories to help you and stay with you, and that perhaps is a great deal more than many people have.

Thanks much for the articles — I read them with great pleasure and even forgot, at times, that I know the author. All of them, I thought, were exceptionally good. An ironic sidelight — just as I read your comment that "Ma Bell is fantastic," there was a news item on TV (pre-strike) that Detroit-Michigan Bell workers were upset because they were not permitted to wear T-shirts saying "Ma Bell is a cheap mother." Provided a good, long laugh for Ro & me. I must disagree with your comment on the "War Within A War" piece — it did not seem to me to need a rewrite. I found the underlying humor of your approach especially appealing — what a wild story, and what a character Smith must have been! I also think that "Pig Iron World" is one of your most successful (completely) poems to date — Lily is totally real to me.

And now to work — I'm afraid that our comments on your projected book will be of precious little help to you, aside from some miscellaneous encouragement, simply because we are so much in favor of the whole idea and of your approach to it. Please keep in mind that Ro and I have almost no formal training in journalism. I've shown your chapter to one of our

journalism-teacher friends, and I'll pass her comments along, but they seem to me quite shallow. She suggests that a section on the various and varying roles of all the news media would be a valid addition - what each is able or unable to do and how the various types of coverage fit into a total news picture. Also, she mentions consideration of the trends toward in-depth coverage (TV news specials, etc.), news analysis and underground journalism (newspaper and radio). She asks if you have taken a look at Journalism in a Free Society by Verne E. Edwards, Jr. and recommends that John Fields of the Univ. of Mich. School of Journalism would be a good contact for exposure of the book - if he likes it, she says, he can be of considerable help in circulating it. She finds the proposed contents of chapters 1, 3, 8 and 12 especially interesting and feels these areas have been ignored far too long. In the sample chapter, she is impressed with your examples and cases, ~~and~~ our opinion with ~~the~~ which all of us who have read it heartily concur.

As I glance over the above comments, it occurs to me that perhaps they aren't so shallow after all, but I suppose I'm reading the girl's personality into her remarks. And perhaps I'm misjudging her because I have a slight distaste for her - she is very thoughtful and serious when she tackles a question at hand.

Regarding possible advertising sources for the book: I'll ignore the journalism and press periodicals, assuming you know them much better than I do. The NEA magazine is now called Today's Education, and might

be of some help, but we think there are others you should consider first. Take a look at Media and Methods, and if you could get on the book list of Graphics and Communications, it would be a great advantage. Rosemary suggests the Scholastic Teacher magazine, which accompanies all of the Scholastic student mags - Scope, Voice, Literary Cavalcade, etc. Also, contact the National Council of Teachers of English (ignore underlining) and NEA for possible exposure (even personally?) at their annual conventions in the spring - I don't know where they'll be held in '72, but will let you know as soon as I find out. NCTE would be especially good, I think. Most English teachers read English Journal - or should.

Rosemary and I have been hitting the question of what students need quite hard this summer - Ro on a formal basis, because she's involved in a series of meetings to develop new curricula. We've been reading Toffler, Greening of America, Student as Nigger, etc. These, along with Crisis in the Classroom, Soft Revolution, Teaching as a Subversive Activity, and others are pointing the way for lots of new (and hopeful?) thought in education. We ~~realize~~ are beginning to realize that we have to stop concentrating on superficial garbage - grammar, haircuts, short story analysis, dress codes, pop quizzes, hall passes - and start working on important things - human relationships, reasoning, learning to learn, truth (even in fiction, even the truth of beauty), clear thinking. And we have to do these things without destroying what is right and good about the traditional - I'm not ready to give up Chaucer or Van Gogh simply because they

don't prepare a student for a career in data processing. The "old" question of use of leisure time is pressing in on us. And so, most importantly, is the question of our freedoms - are we abdicating our rights? Is it too much to ask that we have some honesty and forthrightness in our government and in our other dealings with each other - in business, in education, in the media?

I don't know what point of view I'm advocating here - I only know that I'm not a Republican or a Democrat, that I'm terribly afraid of losing constitutionality as I see it, and that there are damned few public people I can trust now.

This, combined with the somewhat stale revelations of the Pentagon Papers and the political actions of Nixon and crew, leads me to believe that a book such as yours is coming at precisely the right time. If ever our students needed the kind of thing you are proposing to deal with, and <u>especially</u> from you kind of people, they need it now. I hope you'll forgive the last couple pages of sophomoric sermonizing, but it gave me a chance to get some things said and comes as close as I can to a critical comment on your book.

Your sample chapter is excellent. As your letter indicates, you're not quite certain as to what reading audience you will be directed toward - general, high school, college - or whether the book is to be a kind of "textbook" (evil term!). Perhaps more specific answers to these questions will re-direct your conclusions a bit. For instance, a high school reading audience may need

to be given a clearer summary of ideas – more precisely pointed out – than you have given at the end of your present Chapter 4.

I've been writing for two hours, and I'm afraid I'm getting even fuzzier than usual. I see that I've talked about re-directing your "conclusions" – I don't mean the conclusions you've reached, but how you're concluded. Clear?

The style you've used in the chapter overjoys me – what a breath of fresh air! Contractions, informal usages, the ways people really say things – perhaps, if a book like this gets into the hands of some students, they may wake up again. "What's common knowledge? That's tricky..." A "textbook" (evil term!) would say "The question of determining the nebulous area sometimes referred to as 'common knowledge' is an exceptionally difficult, if not impossible, blah blah blah" and everyone would be asleep before the first "blah".

Some time ago, I shipped Ro off to the art fair to "do her thing" – guess I'd better go pick her up – she's probably bought some strange thing – a painting of two snails mating or a fertility goddess from primitive Ann Arbor.

It's now Saturday morning – I'd better get this damned thing finished and mailed. Last night we saw an excellent production of O'Casey's "Juno & The Paycock" – I'd never seen it before – really a classic example of tragicomedy.

Ro asks me to re-emphasize the importance she sees in exposing your book on the convention circuit, if possible. Also,

she wishes the book was coming out before next summer so she could use it sooner. In looking over your letter, I find you ask for the best months for advertising. For schools considering purchase, March and April are deadline months, so any time before then would be best.

Good luck, hang in there, and write sometime — send us more good stuff to read.

Best,
Tom and Rosemary

P.S. Rosemary emphasizes again your personal exposure — lectures, presentations, etc. If you have any opportunities for such things around Ann Arbor, you of course have a place to stay for as long as you want it. Also, you mentioned article ideas — there are thousands of possibilities around here. Our phone number: 313-971-9082.

T.

Ch. 2 (1)

Page.

1 — I disagree w/ ann. The Truman Quote *is* a good head for the chapter. (a Truman Capite?)

p4 — The "cosmetics" symbol seems overdone. Can you use the symbol without the "after all, qualify, etc." clause?

p 5 — Can you use this quote?
"That (First) Amendment rests on the assumption that the widest possible dissemination of information from diverse and antagonistic sources is essential to the welfare of the public, that a free press is a condition of a free society."
(U.S. Supreme Court in
Associated Press v. United States
326 U.S. 1, at p. 20 (1945)

p. 5. — (I learned to stab myself in the thigh — I assume the Army still teaches it that way. Also, atropine can be deadly, itself, if you're NOT suffering nerve gas poisoning.)

p 6. — "Categories" *may* be confusing — is there another way to say it?

p. 6. — Agree w/ Ann's comment.

~~p. 9. — living room~~

p. 11 "aplenty"? (You've been west too long, young man.)

MORE

p11 - "legal, or at least legalistic" — nice touch!

p. 12 - "crinkled" - I like "bent, if not broken", better, even if it's a cliché.

p. 12 & 13 - I apologize for my ignorance on the phone - this is excellent treatment of the problem. The only thing missing seems to be the underlying danger of the subpoenas - that confidential sources will "dry up" (in the words of the court) if the newsman is forced to reveal them. In the words of one humble law student:

> "... the press can be reduced to reporting press releases and public demonstrations at the very times when its full powers are most needed."

p. 13 - The court used "compelling need" - not "pressing need." This is the usual legal terminology, and has a less temporal connotation.

p. 13 - This seems vague and inaccurate (SP) to my legalistic mind. The case was not complicated by the fact, etc - that was the issue.

The issue was polarized by the fact that in this case, government secrecy was official.

p. 20 – It's questionable whether that case could be used that way today. A 1965 case, Lamont v. Postmaster General – would not allow the P.G. to hold "Communist mail" until requested by addressee, holding that such procedure constituted 1st Amend. violation. (I couldn't find the "Milwaukee Leader" case in my Con Law book – does it have another name?) The fact that it has not been specifically overruled doesn't mean it's still good law.

p. 25 This page is not as smooth as the others.

Ch. 12.

Ch. 12 is excellent. I have two broad comments, but could find no nits to pick:

1. Free Press/Fair Trial — You make no mention of the argument that a "public" trial is guaranteed by the constitution. Newsmen argue that to silence the news in any degree is a step toward the Star Chamber. Lawyers argue the courtroom door is still open to anyone. The moderate view says the public must be told about the trial to maintain ~~their~~ its faith in the judicial process — to prevent lynchings. (query: Does this work in Cook County?)

MORE →

— Second point is a vague uneasiness about the "Sam City" section — it's not really "information vs. privacy", as the other sections are, and seems a little out of place along side the clear conflicts of the other sections. Can you make the role of the press more obvious? Even if you do, the conflict is still missing. Parallel construction may be "the bugaboo of small minds", but this small mind felt you were stretching things a bit to fit into this chapter, and its a bad note ~~to~~ on which to roar to a conclusion.

I would have offered more help on ch 12, but you didn't need it.

Like the format of the titles in the table of contents

Denzil

Here, finally, is the table of contents to the book, which is planned as a news consumer's survival kit. The working title is FIXING THE NEWS, A Consumer's Guide.

I'M including the short chapter 1, which is introductory and will stand in place of a ~~xxxx~~ preface, which we figure few people would read.

What I'd most appreciate your comments on, Denzil, is the attached ~~Cxxx~~ Chapter 9, Putting One Word After Another. It isn't meant to be a semantics course, but we'd simply like it to contain a few points we think of particular interest to the news consumer. The book assumes no expertise on the part of the reader in either journalism or semantics.

This is one of the two chapters we're least satisfied with. Any comments you'd care to ~~xxx~~ make would be very helpful. Just scribble on the margins if you like. And If you should have time to look it over by the time you go home on Friday, that'd be great. We have a chance to rework this weekend, before sending off the manuscript on Tuesday.

If not, we may get some rewriting opportunities later and will still appreciate your insights.

carol

Wed-Oct. 20

TTT. Projections: What? How? Why? Does This Relate To Me:

Carol: Oct 20

To chapter 9 I would add a section on language and logic, explaining how the structure of language shapes the way we look at the world.

A current example is at hand in the "Firing Line" program of October 16. B.F. Skinner and the British clergyman-scientist could have talked for the rest of the night without bringing themselves into the same world. The theologian referred often to logic. Skinner listened, giving the impression of a man aware that he lived outside the logic system of the speaker and little concerned about opening it up.

I like what you have written; it is concrete, and the examples are, as a civil defense officer might say, illuminating.

Dwight

November 12, 1971

Dear Bill Oliver: Miss Arnold tells me there's more Fixing the News to come, and I suppose that a respectable scholar would wait till he sees how it turns out in the end before trying to assemble his judgments. But as a card-carrying illiterate, and disreputable to boot, I'd rather get this report and the first 609 lb. of the script back to you by the deadline originally indicated, and we'll take the second installment in due time. I'll not procrastinate with it.

To begin, this is a damned good book, but I had better caution you that my opinion of it is colored by the fact that the Doigs are saying things I've said and thought but are saying them with great temperance and richer documentation than I supposed was possible.

It is an exciting book --- again, to a reader with my set of prejudices against the way the news is managed or polluted and against the insensitivity of newsmen to their responsibility. This book is a sobering sermon. It is often poetic. "Somewhere back among the gathered urges that make us what we are, the impulse for community took hold" is oddly moving. I find I've substituted "among" for "in," and if I were editing the copy I'd yield frequently to such impulses to meddle, but the idea is poetic. And the writing is clear and declarative. It keeps moving.

Now I'll complain.

Fixing the News is a title that does an injustice to the book. I surmise the sense in which it is intended is the navigator's sense --- a fix on the North Star, maybe, a search for a dependable point of reference. But "fix" is a loaded word, ambiguous; not at all rare enough in journalism is the reporter or editor who, for an old friend at City Hall or a case of bourbon, will fix a story by killing it or mangling it until the remains are unrecognizable. This isn't a book about How to Fix the News. The subject is the citizen's obligation to equip himself to survive in a flood, a hurricane, a veritably biblical Deluge of information.

So I venture to recommend the title be reconsidered, and in any event it seems to me the first chapter should be restructured so that the material on Page 63, a brilliant exposition of the problem and the subject, would be contained in the basic premises of the book. I'd try to say in Chapter I another poetic and revealing thing said on Page 65: "The graceless shadows which mass production casts into our language slant across our ideas as well." The perception that no partisan in any issue can be considered above the uses of deceit (Page 95) should be presented early on.

Chapter 6 is just plain first-rate.

I check my notes.

Page 5: "We are continually aware of the great world banging into our own spheres." You know what's meant. But the figure of speech conjures up the clatter of marbles. It trivializes the idea.

Page 8: the reporter's copy doesn't go straight to the slot man, who is usually the functionary presiding over the copyreaders around the rim. It does or should go to the news executive in charge of the product during that shift --- as the Doigs say, the city editor or managing editor or some stand-in. As the Doigs point out later, it's when the copy is first handed over that the big executive decisions are made for better or worse. The slot man is just a mechanic.

Page 18: "The more mechanized you get, the more the machines dictate your time." Maybe that's what the authors really mean. But I think their subject is the way the machinery dictates the quality of the

product. Incidentally, on that page I suggest the editing of the sixth from last line, beginning "of full," has altered the authors' intent. I'd restore their language. no – our editing

Page 25: "A holocaust of added cigarette advertising." I just think we ought to save up words like "holocaust" till we need them. Page 26 et seq. are precisely on target.

Page 45: "But the old game . . . " It is not a game. It is a defense mechanism. It is suicidal. The word is frivolous.

Page 47: "Connivance" has a specific meaning, which is not the same as "conspiracy," "collusion," "duplicity," or "deception."

Page 53: "Ethical misconduct," edited into the copy, is a thundering contradiction in terms. Honest larceny? High-minded burglery? I guess unethical conduct would do, but why not strike out the characterization of behavior that characterizes itself?

Page 54: There's probably a defense for "outshined," but doesn't it belong in a report on a contest between bootblacks?

Page 59: The sentence beginning "Rarer even" doesn't say what it meant to say. Harry Truman didn't confess quick changes in truth. Maybe the Doigs had in mind saying truth is a quick-change artist. But, because truth does in fact change from day to day, I suggest that what they ought to say is something like: "Rarer even than a politician who is content to chuckle that there's one truth for the elite and one for the rabble was two-time x x x etc."

Page 102: Chapter 5 is about to expound one of the book's most powerful points: that people read in the news and see on television that which they want to find. The point is made in a flat statement, without provenance. I am pretty sure that documentation exists. I can't put my hand on it now, but somewhere within the last year there's been a report analyzing what it is that television viewers recall after seeing a program. One has seen slaughter, one the bravery of gallant men in battle, one the perfidy of the enemy, another the brutality of Amerika. I think one of the networks did the research. It's not much of a clue, but I yearn in that section for the kind of proof the authors have led me to expect.

will check — but short of space

no — our change for accuracy's sake

Page 124: "Span of technical tricks" corrupts the writer's "a century'swworth of," and I'd restore their language. Or ask them to rewrite it.

Most of these objections are carping, to be sure. As I keep assuring you, it's---so far---a good book, in my opinion; some of the best of it consists of their warning to the reader that he has a responsibility to protect himself and the catalogue of ways in which he should do it systematically. I hope that in the next section they will deal with the devices of propaganda and teach people how to detect and reject them. I wish this commentary were more constructive, but it reflects what I think of what I've seen up to now. Let me know if you want me to go into more detail or to criticize from some other point of view, some other fix, next time.

Mr. William H. Oliver
Prentice-Hall, Inc.
College Text Book Division
Hudson Terrace Bldg.
Englewood Cliffs, New Jersey 07632

Dear Bill:

I have had a pleasant time running over this sample chapter, and as is usually my failing, I have probably been a little too detailed in my critique. However, again I see an opportunity for such a book. And I suspect that this one has fewer pitfalls than the other one you had me review from the same part of the country. I do not know the persons who are the authors. I suspect from a couple of comments I found in the chapter that one or the other or both are graduates of the Medill School of Journalism at Northwestern. This probably accounts for the rather heavy emphasis upon the printed media. It also probably accounts for a rather pleasant informality at times as well as a fairly good knack for saying directly what they have to say.

I am not terribly concerned about what may appear to be an unduly heavy emphasis on the printed media. After all, a textbook itself is part of the printed media and it is impossible in a textbook to offer tapes, etc. On the other hand, I think this possible weakness could be easily cured with more examples from the electronic media. This would be possible within the sample chapter in such discussions as that one dealing with the Cuban crisis. Or, other examples could be drawn from such famous or infamous cases as the "Selling of the Pentagon".

I am much more concerned that these writers concentrate very hard on being clearly understood. The book is supposed to be for a general audience--nonjournalism majors, etc. I am not sure, that should be the entire market. As I have told you, many of us in schools of journalism feel the need for this kind of book to be used somewhere at the introductory level. After all, just being a journalism major does not make a student any better informed on the problems of being informed through the media. Thus, I think the writers need to be constantly aware that they are writing for an audience that will only have snatches of information.

For example, most of the readers will have heard the phrase, "right to know". From that point on their information about that phrase is a bundle of rumor, misunderstanding, and private prejudice. When such a phrase is introduced into such a manuscript as this one the whole journalistic context of that phrase must be carefully, clearly, and readably explained. You will find as you examine my more detailed critique that I have spotted several such instances in this manuscript.

I suspect, that the authors must look at their job as that of introducing a vast number of readers into an entirely new world. In fact, the job would be easier if it were an entirely new world. Unfortunately it is a half familiar world that will make each of the readers pre-prejudiced. Thus, the job of introducing the reader to this new world becomes even more difficult.

My overall opinion of this idea, the sample chapter, and the table of contents, is that it has definite potential. I do think the authors must be willing for an editor to do what I have done to their manuscript. Now, Bill, you know the background of the authors. You should make that judgment. To produce a book like this they must be people whose professional background will lend authenticity to what they say. It sounds to me as if they were that kind of people. While I have no prejudice against those who are under thirty, I am hoping that they are not terribly young. If they can be charged with not really knowing anything about the business of journalism, their book could be weakened in reputation even if it did not deserve it.

Now for the detailed critique:

The chapter starts with a good example that can be used in many ways. The writing at this point is sound and quite readable.

Page 4 -- Here is the first example I found of a need for less assumption and more care on the part of the authors. It may be even difficult for them to recognize these spots, but they should be willing to do something about them. Here we have a fuzzy transition that jumps from an example into a discussion of rumors.

changed

There is the same kind of problem at the bottom of this page. Here there is an assumption that the reader understands what is meant about a President classifying his remarks. The authors need to relax at this point and take the time to make sure the readers understand just what this is all about. It is quite foreign to other arrangements to news sources.

changed

Page 5 -- Under point No. 3 there is another small example of this assumption. I am not at all sure that readers understand that a colon may mean "for example".

use Italics

Page 6 -- At the bottom of this page the phrase "news management" is introduced. Here is a most difficult area for this book. This is the kind of thing about which the reader has heard. The writers need to make sure that the readers fully understand what was meant by news management. I am not saying that it has to happen right here in this paragraph but it needs to happen very soon.

is this done earlier in book?

changed Page 7 -- There is the possibility of a faulty pronoun reference between the first paragraph and the first sentence of the second paragraph.

changed At the middle of the page there is another rather abrupt transition.

? I do not understand the comment at the bottom of Page 7.

? Page 8 -- The next to last paragraph is a rather abrupt summary of an area in which readers are confused. seems okay

explained earlier?

Page 9 -- Here is another one of those phrases. This time it is "right to know". This is the second time it has been used in this chapter. Unless it has been carefully explained in an earlier chapter, it needs to be explained here. A good example of how it can be done is in the fourth paragraph on this page. This phrase is another of those about which the general public has heard, but about which it is terribly confused. In a book like this the general public needs to know that the phrase originates with the Bill of Rights and is a modern translation of free press, free expression, etc.

Changed At the bottom of this page it occurred to me that there might be an opportunity to introduce the notion of negative reporting where sources refuse to comment. It is helpful to the reader to know that a source was contacted and did not comment. It also adds integrity to the publication or broadcasting station.

? Page 11 -- Here at the middle of the page is an opportunity to further explain the business of reporting. The good reporter also looks at things skeptically. The even better reporter manages to provide facts that help the reader do that.

? Page 12 -- There is an example at the middle of this page which starts about a noon news conference with the Secretary of State. This paragraph is the kind that needs some clarification so that the point will be ultra-clear.

New Check with Carol Page 13 -- I quarrel with a word at the bottom of this page. That word is alleged. Its use in this way makes me hope that the writers are experienced enough to really understand the fallacies of this well-known word. Here, the fact is "charged" not alleged. Alleged only means that some newspaper or television station hopes that it does not get sued for libel. We are dealing in legal terms here and should be careful.

? Page 14 -- Further evidence of a need for care. Here there is nothing alleged about the charges. The charges against Manson are matter-of-fact. It is a bad example of the use of the word.

NO Page 15 -- Toward the bottom of this page would be a good opportunity to point out that in good journalism the reader is given as much source pedigree as may seem necessary where the pedigree itself will help tell the reader how much he can rely upon this information.

? Page 22 -- This is another opportunity to explain a misunderstood attitude of newspapers, etc. Readers believe that newspapers strive to print nothing but the truth. Some readers believe that a newspaper

which prints anything but the truth has failed. The truth is that no newspaper can guarantee truth of what it prints. It can only dig as hard as possible for the facts and then tell the reader the source of the facts, the lack of facts, and thus help the reader in his judgment of the truth of the facts.

Page 24 -- In the third paragraph there is a good but confusing phrase--establishment-only.

Page 26 -- Another confusing and in this case rather poorly written phrase at the end of the second full paragraph.

I like the notion of the work exercises at the end of each chapter.

I would not like my detailed and picky comments to be misunderstood as overall criticism of this manuscript. The writers are dealing in an important subject and have a good idea. I am only pointing out the kinds of pitfalls that exist for such a book. I guess you would call this a superlong explanation that the writers need to constantly ask themselves if they are answering all of the questions and making themselves ultra-clear as they introduce the readers into an area about which they have just about enough information to be misinformed.

Sincerely,

A Review of

FIXING THE NEWS: A Consumer's Guide

The first problem is with the title. It doesn't accurately describe what is in this manuscript and it will give the prospective readers false expectations. The selection of a title like that is consistent with some of the "cutesy-pie" writing that crops up frequently throughout the book, its chapter headings and sub-headings. My students would no doubt react to some of the writing in this book as "high-schoolish."

In my opinion, the book starts out badly, probably in a misguided effort at getting attention, no doubt thinking that this is a technique that will work well in a climate of media baiting during a period when the media face problems with a credibility gap of their own and are worried about a low estimation of media performance by the public.

No. Although he cites opposing a book which does this

2

However, it does get better as it goes along despite some occasional bad spots. It could be a book ideally suited for the Senior Seminar in Journalism class or the Current Problems in Mass Communications course. It is not a media and society book, it is not introductory, it is not about structures and functions, or techniques. Instead, it is loaded with the kind of content that is just right for the problems approach.

why not?

yes it is. But it is techniques for the news consumer, not the journalist

Before commenting on some specific good and bad parts of the manuscript it might be best to react generally to the tone and approach. This is a directionless, formless book. The title headings are meaningless (but "cute") and not at all indicative of what the reader might want to know about content that is to follow. The book rambles. The differences between one chapter and another are generally indistinct. There is no clear pattern or organization, even if there is a pretense

2

2

toward a structure. This book, in this form, doesn't seem to take the reader from one problem to another and yet it is supposed to display media problems. There is no easily definable reason for the chapter designations. Several of what are called chapters could easily be combined, with some re-working into distinct chapters. At any given point in this book, as it now stands, you never know where you are in relation to what has gone before or what is to follow. It contains a lot of instances and examples from trade publications thrown into a book with nothing to relate them to each other or to hold them together. They don't fit into specific areas of concern but are just piled on to one another. An example, illustration or trade journal article summary could be stuck in almost any chapter and not appear any more out of place than the ones that are already there.

Perhaps what is needed is for the authors to attempt an outline of the major concerns in media, find categories for the problems that can be seen from such an outline, then revise the structure of this book to use their illustrations meaningfully in specific areas. This could help the student who likes to know how one media problem is related to another or how a given situation is related to the whole. To me, a student, or any reader, respects and appreciates organization.

The negative response indicated so far is balanced by my feeling that there is a lot that has to be said about the mass media that students aren't getting in texts prepared for introductory or survey courses, or in books for media and society classes. The content of this book could remedy that need. As I discuss what I consider good and bad specifics in this book some of the favorable reactions should be obvious.

The discussion starting on page 29 about First Amendment protection for broadcasters is out of date already and will have to be rewritten because of the Red Lion decision. Yet, other parts of the book contain material more recent

Examples chosen to illustrate specific media problems, & the reviewer cites one such usage— Miami "good news" paper— as excellent.

What the reader cannot seem to comprehend is that this book is not organized around media problems, as such. It is carefully organized around the news consumer's problems and the techniques he needs to become an intelligent critic.

than Red Lion, indicating that this is an area in which the authors have not done their homework. That tends to make you worry about some other parts of the book that might contain similar errors that could be overlooked on first reading. An example comes up on the next two pages in the discussion of the postal rate increase, a development that came many months after the Red Lion decision. In fact, the whole magazine discussion is quite current.

From pages 32 to 34 the authors describe an Everett, Washington, newspaper example which happens to be a good example of what really happens in newsrooms. These instances in this book are what helps it greatly.

Chapter three gets off to a good start with some very effective examples. There is a beautiful expression in the middle of page 39 of the so-called freedom of the press which is actually the freedom of the public with the press acting as the public's agent.

A good section begins on page 48 with support for the authors' statements, but it runs into some difficulty in the part about John Mitchell's modifications of the Justice Department's attempt to command reporters' notes and out-takes. These modifications were not real, they were part of a semantic game, so why not say so? It seems important to this section and to the tone of this book to point out that the modifications were phoney. The same section picks up again with excellent commentary on pages 50 and 51 dealing with Grosjean versus American Press. Also there is a good display of Nixon media manipulation on pages 54 to 59. A good point is made on page 61 that CBS correspondent Dan Rather is an irritant to both Democrats and Republicans, a comment supported on the next few pages by the notation that the media are most severely criticized for what they've been doing best. The Chapter concludes with an excellent summary of what the real bias problem is.

The highlight of Chapter 4 is a good rundown on objectivity with a beautiful analogy to the Heisenberg principle, but the later parts of the chapter fail to balance the cult of advocacy with strong feelings on the part

Pg. 49 – chg line 21 to read "... Mitchell said he would modify ..." to make semantic point more clearly.

of many in the news business for real efforts at objectivity and a striving to overcome its pitfalls. What this part of the chapter needs is something like the August 9, 1969, Saturday Review article by Samuel G. Blackman or the October 11, 1969, Saturday Review article by Herbert Brucker, both of which defend and encourage objectivity.

We do quote from this article. p. 99

By the time we get to Chapter 5 the book is getting pretty good. It has reached the point where the reader starts nodding his head in agreement or feels that examples are to the point. Chapter 5 opens quite effectively with illustrations that are informative and interesting. When it gets to a section on news determinants the discussion is clear and helpful. The example of a bad story on pages 108 and 109 is great. More of those should be used if they can be found. The KIRO story on pages 112 and 113 is a good one to use. The Miami Daily News problems with the non-violent issue is a perfect illustration of a universal media dilemma. The Kent State example on pages 125 and 126 points out selective perception and the resultant bias in the news consumer as an explanation for readers, listeners and viewers interpreting bias where it might not even exist. This is a pretty good chapter.

Chapter 6 contains some fine examples of difficulties with attributions and the trial balloon technique. This section can be up-dated now with the government's efforts at feeding Mrs. Lillie and Judge Friday, as well as four other sham Supreme Court candidates, to the media to test public reaction, before finally coming up with Renquist and Powell.

No evidence when Agnew tried balloon so just published it.

The part about President Nixon and Charles Manson could have been expanded to tell more about the whole Free Press-Fair Trial controversy.

yes - but no room

Also, we're using Nixon example

On page 151 perhaps the quotation from Boorstin should be paraphrased to avoid the contrast between the Post and defunct Colliers when both are now defunct.

Not quite. SEP was being published quarterly

The Bess Myerson and Ralph Nader examples on page 153 are perfect choices to make the point. Again, on pages 155 and 156 a good point is made on reporter error on the monolithic black community with "real leaders." The Staten Island student story on page 158 is very illustrative of media problems with covering ghetto distress.

Chapter 7 is weaker than other parts of the book with the Hartley story on the misquotation and its aftermath the best part of it. The chapter does end on a high note with concluding remarks on media criticism very helpful and the discussion on journalism reviews is generally pretty good.

What's Missing?

Chapter 8 starts out slowly. The first few pages could be tightened. Get to the point. Cut down. Parsimony. There are picaynish examples of botched stories here that are not worth mentioning in a book that should deal more seriously with media criticism rather than minor error medium by medium. That is better left for the newsroom Christmas party. However, the suggestions for monitoring local media for lack of attention to local facets in national stories almost redeems that sort of thing. By page 218 it gets to a major problem in the Selling of the Pentagon case but not much is said about it and the chapter quickly fades away. Another weak chapter that could be cut out or severely edited and combined with material in another chapter.

The Korzybskian overview of the writer's problems with conveying meaning through arbitrarily agreed upon noises and scratch marks is not stressed enough in journalism education, but the discussion that starts out so promisingly in Chapter 9 fades away and doesn't get the job done. Where this section sparkles is when it gets to the description of slanting.

Chapter 10 gets around to the altering of newsmen's perceptions by relations with sources, geography, sacred cows, etc., but it seems to overlook some of the basic disagreements over policy between media management and the editorial line troops that are important to this.

Handled in Ch. 4, The Reporter
Also, Ch 7, in discussion of journalism reviews

Reveiver again looking for major problems from media standpoints. We're taking approach that consumer always has to be asking what may be missing, and the examples we use are to show day-by-day angles to watch for.

The authors spend a lot of time trying to justify their contention that an insistence on brevity emasculates the news and I guess they are basing this on all media, no matter how differently they view their competitive and complementary functions, still viewing their own roles too narrowly. It seems that this overlooks the consumers' preferences for certain media products. Can't it be that the news consumer wants something different from TV than what he wants from newspapers, or from magazines or radio? Can't each medium insist on brevity, or comprehensiveness, or anything else, on the assumption that it does one thing or another best for the news consumer than the other media do? Does the local TV station have to avoid brevity and try to give the viewer what Harper's or the Atlantic can do better?

The end of the chapter slides into a description of a typical day for broadcast newsman Dick Hutchings, a tale I have read somewhere before and it wasn't all that valuable then either. The Hutchings story needs some kind of introduction to get the reader into it without confusion.

Chapter 11 begins with a list of hoaxes so trivial that one wonders why they are in the book at all. When you get to the Dusseldorf and Hitler hoaxes it almost makes it worth wading through the trivia. Their seriousness is undesirable. The next difficulty with this capter is that the authors suddenly takes us from hoaxes into a discussion of public relations. I don't know why they planned this juxtaposition, but I would like to think it is not a sneaky effort at "guilt by association." It could be just a result of their continuing problem in organizing the various examples that are thrown into this book.

Once the chapter gets into public relations it is pretty straight and, fortunately, includes the Robert Townsend recommendations on corporate public relations. Unfortunately, it doesn't say much else. As with the rest of the book it opens up a possible area to study then never really gets into it.

Chapter 12 is mistitled, of course, or as usual. It appears to be an

This chapter does, indeed, deal squarely with privacy

1- The Brandeis-Warren doctrine (Privacy Comes - and Goes)

2- Invasion of privacy, unnecessarily (States That Shouldn't Be Told)

3- The dilemma of a private citizen's right to a fair trial vs. public's right to know.

4- The tendency of government to consider its dealings private.

5- Governmental invasion of private citizens' rights.

Ch 12 has been reviewed by a communications expert at Northwestern University Law School. He gave it a clean bill of health.

attempt at displaying all kinds of legal problems, including libel, freedom of information, free press-fair trial, secrecy and invasion of privacy. Perhaps the first time in the whole chapter that anything is accomplished is during the description of the Rosenbloom and New York Times cases and their relationships to a changing law of libel and privacy. It is such a skimpy, surface look at some major problems that it does more harm than good. The authors have missed the whole point about privacy and that is surprising because they lead themselves into it with their brief history of privacy. Privacy law is changing and will change more because of urbanization, overpopulation, etc. I recommend that they read some more recent essays and explorations into the problem.

Meant simply as an introduction, not as a press law course

Precisely the point we make - p. 323

Rather than discuss the last chapter, which says nothing at all, I would like to continue with a general response to what is wrong with the chapter on law and how it is one symptom of what ails the whole book. The authors never get into any subject with any depth. They skim over a lot of important areas and whet your appetite for more but never get into any of them deeply enough to satisfy you. It is possible that they meant this to be an introductory book, one that would be a survey and wouldn't need depth. In that case the problems approach of this book is all wrong. For the book to be introductory it would have to be descriptive and spend more time on structure and function medium by medium or in inter-media structures and functions or inter-media relationships. What they have here is a set of introductions to serious mass media problems but without the deep look at the problems they are introducing. It is a book I would like to use in a senior class to give the students an overview of what is going on in the information industry. But I would have to supplement it with library assignments into current periodicals, trade journals, scholarly works in interpersonal or mass communications, and with primary research such as interviews and discussions with media practitioners. The book really doesn't stand alone.

But this is meant to be an introductory book

Yes

No -

It is not a problems approach

of course

It isn't meant to.

I recommend a comparison of this proposed text with Robert Cirino's new book, "Don't Blame the People: How the News Media Use Bias, Distortion and Censorship to Manipulate Public Opinion." The publisher is Diversity Press of Los Angeles. I don't claim it is a good book but it does do the in-depth investigation, even if one-sided, into the kinds of problems the Doigs do "once-over-lightly" in their manuscript. Cirino doesn't write as well as the Doigs but he has so much content he doesn't have to. Again, his content is selected for a specific purpose and his book is slanted but 790 research references in 340 pages indicates the kind of documentation he has done and the seriousness with which he approached his subject. Perhaps the teacher of a course in Current Problems in Mass Communications could use the two books in combination, with Fixing the News (with another title and much editing) as the overview and Don't Blame the People as the probing inquiry into some of the problems. Cirino's faults are many but at least he is serious and stimulating.

So, we have 537, many of them multiple references + even if Cirino has more, he's using them to slant an argument

This is a comparison of apples & oranges. Cirino's is a criticism of media, a case against them argued from a specific point of view; ours is a guide for consumer to formulate criticism, & not from any specific political bias.