

subject from social statistics to medical knowledge, from ancient history to market trends, will be instantaneously available. We should not forget our old friend the satellite, which, in synchronous orbit, will, says Sarnoff, "broadcast directly to individual television sets and FM radio receivers in the home, anywhere on earth," beaming its programs simultaneously over vast areas with a number of sound channels from which the viewer can select his own language. The next great step in communications is, then, the move toward unity in the use of light and air waves, telegraphy, radio broadcasting and radio telephony, television in all of the colors, even the computer with its sophisticated data processing and data storage.

ONE result, of course, will be the emergence of a universal language probably spoken and understood by all men in addition to their native tongue, and it is almost certain that this new language will derive largely from English, the most widely used of the more than 4,000 languages now spoken around the world. Six hundred million people on this planet now speak or understand English, more than one-fifth of the total population of the world. Three hundred million use English as their primary tongue. But what wonders us, as they say it in Pennsylvania Dutch country, is *what* these hundreds of millions (and the rest of the world) will communicate to one another over all the fancy communications media RCA perceives. Will the West one day use its advanced gadgetry to send to the less-lettered portions of the globe the contrived and dreadful situation comedies now flooding NBC (and CBS and ABC)? How many dismal Westerns per night will flow by esoteric laser beam from Radio City to one of the emerging nations thirsting for American culture? Will the worldwide person-to-person communications the chairman of RCA foresees lessen the threat of human suicide and stir up at last a genuine interest in a fully functioning assembly of nations? Or will a Big Brother run all our communications at a level of the lowest common denominator?

Will the fact of common mass publication lower further still the quality of both print and electronic fiction and nonfiction? Will we all one day be forced to get our entertainment and our information from a single low common denominator where there isn't room for a *Saturday Review* or a WQXR or, for that matter, the dissenting voice? These are the important questions to a free democratic society, lovely as is the concept of one-world mass communication and fantastic as General Sarnoff's technical blueprint of the 1970s may seem to us now.

—R.L.T.

Letters to the Communications Editor



The Irreplaceables

FRANK B. GILBRETH's article "Who Says Newspapers Are Going Broke?" [SR, Dec. 11] makes interesting and delightful reading. I share his hope about reporters, ad salesmen, and assistant publishers [EDITOR'S NOTE: Mr. Gilbreth is an assistant publisher] not being replaced by computers. Quite frankly, I never (almost never, at least) thought I would see the day when someone or anyone on publishers' row would admit—in print, yet—to not needing a tin cup. In all seriousness, however, it was refreshing to read the words of a "management man" who, for a change, wasn't spawned in the advertising or business office. He's got the human touch, which is more vital than ever in today's newspaper office. Again, thanks for a few moments of pleasure.

RAY MARTIN,
Editor, Editorial Page,
Savannah Evening Press.

Savannah, Ga.

THE ARTICLE BY Frank B. Gilbreth made excellent reading. It is authentic, obviously. As a follow-up may I call his attention, and that of SR readers, to a recent University of Wisconsin survey. It was compiled by Professor Jon G. Udell, director of the university's Bureau of Business Research and Service and sponsored by the American Newspaper Publishers Association. Professor Udell also serves as economic consultant to the Inland Press Association. In his report, "The Growth of the American Daily Newspaper," the Wisconsin researcher states: 1) The daily newspaper business is big business, bigger than most of the manufacturing industries in our nation's economy, and is going to get bigger; 2) newspapers represent 1.53 per cent of all industrial activity in the USA, not far behind the automobile industry's 1.82 per cent; 3) circulation will climb from 60,250,000 in 1964 to almost 82,000,000 by 1980; 4) newspaper advertising reached \$4.1 billion last year, more than three and a half times that of 1946, and will rise substantially in the next decade; 5) consumers continue to rely far more heavily on newspaper advertising than on advertising in any other medium; 6) there were 1,749 daily papers in the country in 1945, and the same number in 1964. Copies of Udell's economic analysis are available without cost by writing the bureau, School of Commerce, University of Wisconsin, Madison 53706.

JACK BURKE.

Madison, Wis.

I HAVE JUST READ Frank B. Gilbreth's very interesting article. I am convinced that the computer will not replace assistant publishers, but publishers I am a little worried

about because most of them can't write nearly as well as assistant publishers.

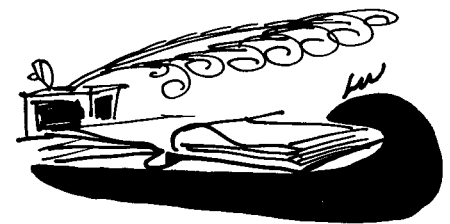
WILLIAM BLOCK,
Publisher,
Pittsburgh Post-Gazette.

Pittsburgh, Pa.

EDITOR'S NOTE: The following information came in last week from Frank B. Gilbreth in Charleston, South Carolina, to be passed along to our readers: "There was an omission in the editor's note that I hope very much you can set straight in a subsequent issue. I'm listed as the author of *Cheaper by the Dozen*. Actually I am the co-author, with my sister, Ernestine Gilbreth Carey. Since she is a professional writer, this omission isn't fair to her."

When Transistors Saved the Night

SATURDAY REVIEW is to be commended for its lucid and comprehensive account of radio's—and specifically the transistor radio's—role during the big blackout of November 9. Transistors continue to sell at a record rate, as more and more families recognize their great importance in crisis situations. As you reported [SR, Dec. 11], the Radio Advertising Bureau has instituted a campaign to put a transistor in



every home, and many broadcasters across the U.S. are using their facilities in this public-service effort.

One anecdote related to me perhaps sums up the unique service broadcasters performed that night. An ophthalmologist I know was in a ward with a number of semi-blind patients who were preparing to undergo surgery to save what little sight they had. When the blackout hit, the sudden darkness convinced them they had gone blind. Their panic and despair was relieved only when my friend got out his transistor radio and they learned, through the relaxed, cheerful voices on the air, that the blackout they thought was a private tragedy, was merely a major public inconvenience.

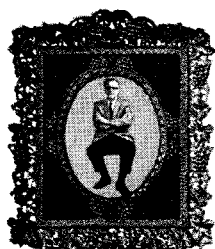
We would appreciate permission to reprint R.L.T.'s article and distribute it to our RAB member radio stations all over the world.

MILES DAVID,
President,
Radio Advertising Bureau, Inc.
New York, N.Y.

EDITOR'S NOTE: Permission gladly granted.



Son of Koltanowski?



YES, as a sequel we're giving the Chess Master and World's Blindfold Champion away in this year's Paul Masson Chess Tournament, as well. For the following reason:

1) He was a roaring success. Actually, he played the *first three*

winners in a Grand Prize Grand Tour that took him to Seekonk, Massachusetts, Houston, Texas, and New York; playing all comers and dispensing champagne in a chessmasterly manner.

This year Koltanowski's bounty will consist of Paul Masson California Sherry (Fine, Cocktail, Rare Dry, Pale Dry, Rare Cream, and Golden Cream), Port (Tawny, Rare Tawny, and Rich Ruby), and Vermouth (Sweet and Double Dry): slow,

thoughtful drinks, ideally suited to chess play.

All entries will receive a pocket-size "International Laws of Chess" with an introduction by Koltanowski. Second through 100th prizes are of the deluxe edition, and autographed by the Master himself.

So go to it. White to play and mate in two moves.

Dear Paul Masson Chess Expert, Dept. S-5, Saratoga, Calif.,

Here is my solution for Mr. Koltanowski: _____ I'll be delighted to receive the International Laws of Chess. Also, I hope mine is among the first correct answers checked after April 1, 1966. I understand that unless my answer is postmarked before then it will be ineligible for a prize.

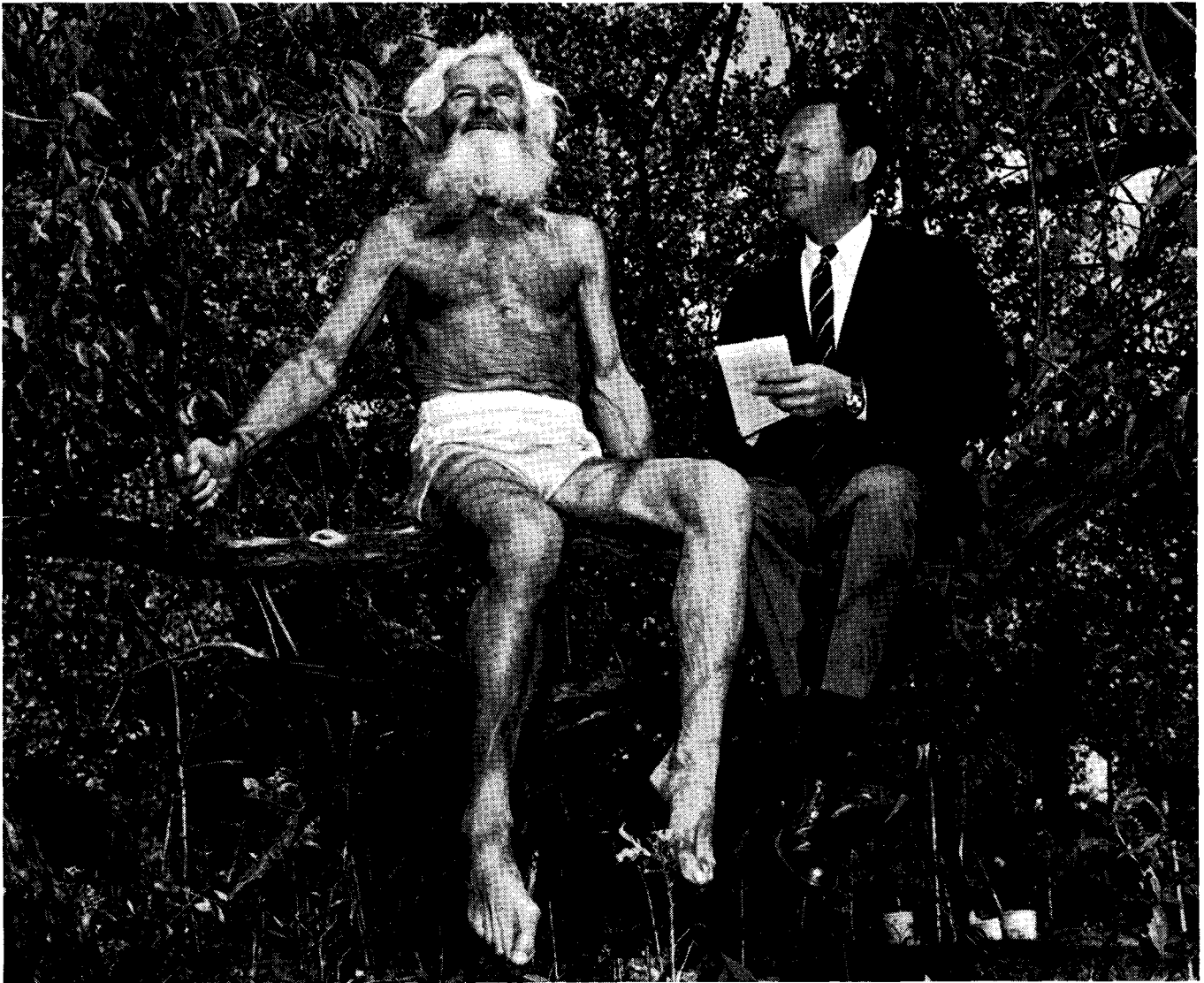
NAME _____

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Minneapolis Star photograph by Jack Gillis

WHAT MAKES A NEWSPAPER GREAT?

Ralph Thornton has discovered you need more than a sharp pencil and deft writing ability to produce a twice-weekly column on the Minneapolis-St. Paul suburbs.

You need the old-fashioned ability to shinny up a tree in your best casual business clothes, school tie and all.

Up a tree in the village of Savage is where Thornton recently went to bring Minneapolis Star readers the story of "Professor" L. V. Voss, who claims to be 86 and is a self-styled vegetarian, scholar, champion swimmer, jujitsu expert, equestrian or what-have-you.

Minneapolis Star reporters who

cover suburbia, however, do more than entertain. They inform. They report on everything from new construction to the preservation of Indian burial grounds, from civic theaters to sewer assessments, from youth center activities to shopping-center sales volume, from volunteer fire departments to back-yard barbecues, from high school football games to political races.

To cover the Twin Cities suburbs—and since 1950 these suburbs have consistently ranked at or near the top in rate of population increase among the suburban areas of the nation's first 15 markets — the Minneapolis Star has assigned a special seven-man

team, and additional reporters and photographers are available as needed from the regular staff.

You're likely to find a Minneapolis Star reporter at any significant suburban council meeting, park and planning commission meeting, school board session, and at all major civic and sports events.

Anticipating the need for new coverage patterns to meet the growth of the area they serve, and the changing tastes of the fine people who read them, is just one more reason that the Minneapolis Star and the Minneapolis Tribune are the most influential medium in our nation's 15th market.

MINNEAPOLIS **STAR**
EVENING



Minneapolis **Tribune**
MORNING SUNDAY

JOHN COWLES, President

670,000 SUNDAY • 510,000 COMBINED DAILY

Where Are Tomorrow's Journalists?

By ALFRED BALK

ONE OF the more perplexing paradoxes in the communications field is its inability to communicate a fundamental fact about itself—a serious and growing talent shortage. In all major journalistic media—newspapers, magazines, radio-TV, book publishing—the refrain is the same: where is the new young talent?

High-level glamour positions in large journalistic enterprises, as always, are filled promptly from a talent pool within the field. But middle- and lower-level jobs in smaller organizations (the bulk of the field and traditionally where most beginners break in) often go begging, at least for surprisingly long periods.

Indeed, Paul S. Swensson, executive director of the *Wall Street Journal's* non-profit journalism research and recruitment foundation, the Newspaper Fund, Inc., made what he regards as a highly conservative estimate of the talent shortage not long ago, and the result was sobering. Writing in a special Career Opportunities issue of *Quill*, magazine of Sigma Delta Chi, the national professional journalistic society, he estimated that a minimum of 5,000 new journalists a year is required merely to fill existing opportunities, excluding advertising and public relations. "A nationwide survey, if one were made, might possibly double that figure," he added.

Vacancies in newsrooms of the nation's 1,750 daily newspapers alone, according to the Association for Education in Journalism, number at least 3,500 annually, an average of two per newspaper. In contrast, only about 3,300 undergraduate and graduate students received diplomas from journalism schools last June. An unknown number of liberal arts graduates also entered the field, but this total is thought to be relatively small.

"Job placement directors are deluged with requests for names of new journalism graduates or journalists one or two years out of school," says Swensson. "The situation has been this way for more than a decade. The visible supply of talented young people falls far short of estimates of the profession's needs."

As national chairman of Sigma Delta Chi's Journalism Careers Committee for the past two years, I can verify Swensson's gloomy estimate. Along with the historic, omnipresent need for greater quality of talent, it is clear that Ameri-

can journalism for the rest of this decade—and probably much longer—will be faced with the most serious quantitative deficiency of recruits in history.

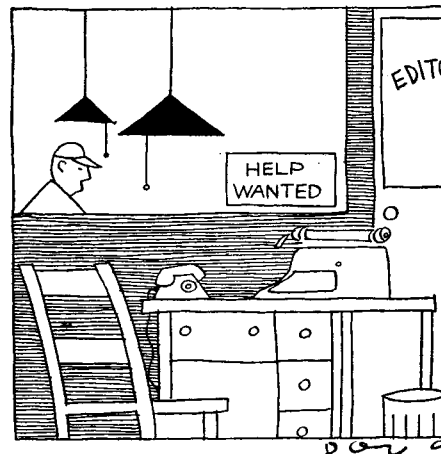
Why is this so? One reason certainly is money. In simpler times, before higher education became a virtual prerequisite for competent journalists, publishers and early-day broadcasters fell into a habit of paying take-it-or-leave-it wages. Today, burdened with a cost squeeze partly due to raw-materials expense and partly to archaic practices perpetuated by militant tradesmen, many have been too slow to change.

Nineteenth-century personnel policies have also contributed. In newspaper city rooms in particular, old-line editors and desk men too often have indulged picaresque and unprofessional habits that clash directly and disastrously with young, college-educated recruits' values, prompting even many hardy idealists to flee to related vocations.

Unhappily, in view of the press's presumed mission in society, a real or fancied lack of intellectual challenge has been a further deterrent. Bright, young, liberally educated individuals in whom the media should be most interested and to whom journalism should be most appealing tend to look at the intellectual and political posture of mass media they know best—usually those of small and medium-size towns—and conclude (too hastily, alas) that if this is journalism it is not for them.

THEN there are damaging deficiencies in our educational system. First, certainly, is that at least since arrival of the age of urbanization and accelerated technological change no field requiring any appreciable amount of advanced education has been amply supplied with talent (including law, engineering, business, and medicine), and journalism has suffered proportionately. This cumulative loss of critically needed human resources surely is one of the most tragic and fateful national costs of economic, radical, and geographical discrimination in education.

Along with this, guidance counseling, where it exists in more than name in public schools, has been based largely on misinformation or lack of information concerning journalism. Some months ago when I was invited to speak at a Career Night at the high school in my own relatively affluent and sophisticated Chicago suburb of Evanston, for instance, I was



surprised to discover that there were separate simultaneous panels on "Writing and Journalism" and "Newspaper Work."

Scores of high schools have no student newspaper—weekly, monthly, or annual; high school journalism teachers, of whom there also is a chronic shortage, habitually are commandeered from English or other departments that offer little specialized background in journalism; and in higher education, the masochistic academic debate over the merits of journalism schools versus liberal arts rages on, apparently incapable of settlement (or, sadly, even truce), while the inevitability—and probable desirability—of a dual system continues to elude both factions and prospective journalists drift elsewhere.

Finally, although engineering, medicine, and even the military mount aggressive and organized recruitment drives, the media and journalism associations have been slow to respond. Indeed, in general, journalism has been its own worst enemy, allowing the cynic, the griper, the unambitious, unsuccessful, uninformed middle-quality misfit who can be found in any field to speak for the craft, while its many satisfied, successful, intellectually alive and reasonably well-compensated practitioners tend to be subordinated or ignored.

Where journalism career materials have been produced, most tend to be long, wordy, vague, dull, unimaginatively illustrated, and outdated—appallingly unrepresentative of the best writing, art, and design in the craft. Most slides and films on journalism have been historical vignettes on such subjects as freedom of the press, or localized or regional public relations vehicles for individual publications: useful and important, but limited in their impact on recruitment.

What can be done? The situation is so complex that, obviously, no panacea exists. But the premise on which both the constitutional guarantee of freedom of the press and the deepest rewards of journalism are based seems a logical place to start. That is that information—prompt, accurate, comprehensive—is the