

WISCONSIN EDITORS TO MEET FEB. 10-12

Madison Will Be Scene of Mid-Winter Convention—To Award Prizes in Better Newspaper Contest

Members of the Wisconsin Press Association, will convene in Madison on Feb. 10-11-12 for their mid-winter convention.

In conjunction with this convention will be staged a Better Wisconsin Newspaper Contest, and more than 100 papers published in 49 different counties are already entered in the competition.

Prominent speakers on the program include Glenn Frank, former editor of *Century Magazine* and now president of the University of Wisconsin; Dean Z. Mitchell former president, Minnesota Editorial Association; George Cushing of McKinney, Marsh & Cushing, advertising counselors, Detroit; J. H. Kolb, rural sociologist, Wisconsin College of Agriculture; Rudolph Lee, *Long Prairie* (Minn.) *Leader*; Grant M. Hyde, University of Wisconsin; H. H. Rowlands, *Milwaukee Journal*; and Scott Elmer Watson, *Publishers' Auxiliary*.

The program was arranged by a committee composed of John A. Kuypers and L. H. Zimmerman, president and secretary of the Wisconsin Press Association and Andrew W. Hopkins, Department of Agricultural Journalism, University of Wisconsin.

One entire session of the convention will be devoted to advertising matters with special emphasis being placed upon national advertising projects. Another will be given over to considerations of circulation building and still another to editorial and reportorial matters.

The committee arranging for the Better Newspaper Contest is announcing awards in front page make-up, in community editorial writing, and in farm news service. The front page make-up class is divided into three divisions (1) for towns under 750 in population, (2) for towns with a population of 750 to 1,500, and (3) for towns with a population of more than 1,500.

A jury, consisting of John Wolf, editorial staff, *Milwaukee Journal*; William T. Evjue, editor, *Madison Capital Times*; and A. M. Brayton, editor, *Wisconsin State Journal*, will place the awards in the editorial division.

The winners in the farm news service are to be chosen by W. W. Kinyon, manager of Melford Meadows Farms, Lake Mills; D. Z. Mitchell, past president, Minnesota Editorial Association; and W. A. Sumner, Wisconsin College of Agriculture.

Awards in the front page make-up classes are to be made by John E. Allen, editor, *Linotype News*, New York; Scott Elmo Watson, Chicago; and Rudolph Lee, Long Prairie, Minn.

LABOR PAPER "BROKE FAITH"

London Worker Criticized for Premature Release of Labor Report

(Special to Editor & Publisher)

LONDON, Jan. 21.—In an official statement issued Jan. 16, the General Council of the British Trades Union Congress expressed its regret that a Labor newspaper, the *London Sunday Worker*, was the only one of the newspapers to which the report of the Council was issued in advance which broke faith with the Council by premature publication of the document.

"We can only deplore the fact," the Council stated, "that a Labor newspaper has violated the principle of the standard

of conduct which the press generally has always maintained in matters of confidence."

The *Sunday Worker* replied to the statement by a letter to the press pointing out that it did not receive the document from the Council, but from a delegate and published it as a protest against the action of the Council in making its report a "secret document" prior to the meeting, and as a protest against the Council's action in missing the *Sunday Worker* when the report was distributed to the press.

TWO DAILIES RAN 700,000 WORDS ON NORRIS CASE

Fort Worth Star-Telegram and Record-Telegram Printed 4 to 6 Pages a Day of Verbatim Testimony—Used 46 Columns One Day

By W. D. HORNADAY

In its report of the recent trial in Austin of Dr. J. Frank Norris, fundamentalist pastor of the First Baptist Church of Fort Worth for the murder of Dexter E. Chippis, wealthy lumber dealer, the *Fort Worth Star-Telegram* and its morning edition, the *Fort Worth Record-Telegram*, established a record of long distance news coverage perhaps unequalled by few, if any, newspapers in the United States. During the 16 days of the trial and the four days preceding the court proceedings there was sent to the Fort Worth Star-Telegram and the Record-Telegram over Western Union wires a total of approximately 700,000 words. Of this total, 520,000 words were verbatim question and answer reports of the testimony, and the argument in full, all of which was sent "overhead." The running report of the case and trial averaged 9,000 words a day and began four days before the trial opened. This total of 180,000 words was transmitted from Austin to Fort Worth by two printing machines, one of which, however, was held in reserve most of the time.

"The Star-Telegram ran four to six pages a day of the question and answer testimony and the arguments," James M. North, Jr., editor, said. "On Tuesday morning, The Record-Telegram carried seven and one-half pages, a total of 46 columns of the arguments of attorneys in the case, these being given verbatim. The verbatim report of the trial came from Austin over five to nine wires, the number of wires depending upon the load we had to carry at the time. It was practically around-the-clock service.

"The purpose of the Star-Telegram and Record-Telegram in giving a word for word account of the trial was to meet a demand on the part of our readers. The effect of the publication of this full report was to increase the street sales, the Star-Telegram showing a gain of a little more than 10,000 and the Record-Telegram a gain of more than 3,000. No extras were issued during the trial except on the evening of the verdict, announcing Dr. Norris' acquittal. The accounts hour by hour of the court proceedings were contained in the nine editions which the Star-Telegram issues each day and the two editions which the Record-Telegram issues.

"I have not yet figured out the cost of the trial to our two newspapers, but it was perhaps a little more than \$10,000."

This extraordinary feat was accomplished by a staff of exceptionally well trained newspaper men. The running accounts of the story were written by Frank G. Evans and Alex Stedman, Jr. James R. Record, managing editor, superintended the job. He looked after the filing of the verbatim reports of testimony and arguments which were obtained in transcript form from the official court reporters. During the last few days of the trial, when Mr. Record was forced to return to his duties in Fort Worth, Silliman Evans, former Washington correspondent of the Star-Telegram, took over his duties. Besides the writers, the staff included Wallace Simpson, staff artist, and C. E. Helm, staff photographer.



JOHN A. KUYPERS

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