

IRR newsletter

Volume 8 - No. 19

December 4, 1967

Date: Tuesday, December 12, 1967

Time: 6:00 P.M. - No Host Cocktails

7:00 P.M. - Dinner - \$3.75

8:00 P.M. - Speaker

Place: THE BOARDROOM RESTAURANT
3361 West 8th Street
Los Angeles, California

Speaker: Paul Bullock

Topic: FIGHTING POVERTY: THE VIEW FROM WATTS

Please make reservations by calling Rita Sann at 272-8911, ext. 2425. If you are unable to attend the dinner, you and your friends are welcome to come and hear Paul Bullock's address at 8:00 P.M.

NEWS BRIEF
ON SPEAKER
FOR
DECEMBER

Paul Bullock, Associate Research Economist at the Institute of Industrial Relations at UCLA has been with the Institute since 1953. He is eminently qualified to discuss this topic and enlighten his audience on the many facets of a problem which should deeply concern every resident of the greater Los Angeles community. He has held many positions in civil and professional organizations and has published extensively on the many problems that face minority groups, such as discrimination in employment, the minority youngster and the schools, hard-core unemployment and poverty in Los Angeles, and morality and tactics in community organizing. A complete list of these publications may be obtained from the Institute of Industrial Relations at UCLA.

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PAST Under the topic of "Yellow Journalism," Harry Bernstein
PROGRAMS of the Los Angeles Times presented a short summary of
 the evolution of the newspaper as news medium from
 the turn of the century down to the present.

Yellow Journalism got its name from a comic strip, the "Yellow Kid," which appeared in the Sunday World at the turn of the century. It denoted the type of journalism which had grown out of the intense competition between Hearst's New York World and the Sunday Journal. It meant all-out battles for circulation, "scarce headlines," usually printed in red, pseudo-scientific articles, sensationalism -- and the famous Sunday supplements. The Hearst papers employed yellow journalism to promote the war with Spain in "exposés" on Spanish atrocities committed in Cuba. The New York Times fought Hearst with slogans such as "All the news that's fit to print," or "It doesn't soil the breakfast cloth."

Although a few remnants of yellow journalism are still with us -- in comic strips, provocative pictures, and banner headlines. Today, most reputable papers emphasize the "knowledge features," a change brought about in part by other competing media such as television which can "sensationalize" far more effectively than any newspaper, and a growing sense of professionalism on the part of the newspapermen themselves and their publishers. These two news media, television and the newspaper, complement each other in supplying news and information. While television often reports only the mere facts of an event, the knowledge feature in the newspaper fills in the gaps -- the credibility gap, and the increasing number of gaps which beset our society -- and puts the story into perspective.

However, this type of reporting is costly, and a big, well-trained staff is needed to write in-depth stories on current events. The Los Angeles Times has an outstanding staff of specialists, who report on an enormous variety of subjects. Since each in-depth report may appeal to only a small number of readers, the newspaper no longer tries to attract every reader in a community -- a role which is now performed by television. An increasingly large number of newspapers today try to present the news and current events as honestly and objectively as possible, a job well done by the Los Angeles Times.

COMING Our speaker in January will be JAMES HODGSON of Lockheed
EVENTS Aircraft Company. In February, PAUL SCHRADE of the
United Auto Workers will address our group.

CERTIFICATE AWARDED IN DECEMBER

William A. Carlin - Canoga Park

MERRY XMAS AND A VERY HAPPY NEW YEAR TO ALL

MEMBERSHIP APPLICATION

Name _____ Address _____
Home Phone _____ City _____ Zone _____
Occupation _____ Title _____
Employer's Name _____ Address _____
Bus. Phone _____ Ext. _____ City _____ -Zone _____

I hereby apply for membership in the Industrial Relations Alumni Association.
Enclosed is my check in the amount of \$5.00 payable to the Industrial Relations
Alumni Association.

Signed _____ Date _____

Please clip and mail to Rita Sann, Institute of Industrial Relations, UCLA,
Los Angeles, California 90024.