

PHOTOGRAPHIC ORGANIZATION AND OPERATION
OF OKLAHOMA DAILY NEWSPAPERS

By

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PHOTOGRAPHIC ORGANIZATION AND OPERATION
OF OKLAHOMA DAILY NEWSPAPERS

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PREFACE

It is difficult to make an accurate comparison of the photographic activities of various Oklahoma daily newspapers. There are no rules determining the needs and facilities of any given newspaper. No doubt, each publisher has his own ideas about how important photography is to his particular newspaper.

Each newspaper has some system of obtaining pictures, although the methods are never quite the same. This paper presents a study of a large sampling of Oklahoma daily newspapers with the purpose of familiarizing students, educators, and professionals with photographic activities currently employed by these newspapers.

It should be emphasized that this study is not an attempt to solve any problems, real or imaginary, existing with present procedures. Nor is it designed to compare the efficiency of the individual newspapers surveyed, but to give a representative view of the photographic organization and operation of daily newspapers in the state.

A special note of thanks is due the publishers, editors, reporter-photographers, and other personnel of the newspaper plants visited who so graciously lent their time and services to the interviewer. Without their cooperation, this study would not have been possible.

Indebtedness is gratefully acknowledged to thesis adviser

Dr. Charles L. Allen, Head of the Oklahoma State University Department of Journalism, who gave invaluable advice and encouragement in the preparation of this thesis. I would also like to extend thanks to all the faculty and staff of the department for their many kindnesses and to Mrs. Nettie Kyle, Ardmore, for typing the thesis.

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CHAPTER I

INTRODUCTION

The newspaper, by its choice of the news to be published, its manner of presenting the news, and its editorial comment on the news, has played an important part in the formation of public opinion in our society.

The growth and development of the modern newspaper is a fascinating story. It is a story of change. From the invention of movable type in the fifteenth century to the high-speed presses of today, these changes have brought about a faster, more accurate reporting of the news.

No single element of newspaper journalism has undergone more dramatic change in its tools and practices than has pictorial journalism. One fact, however, remains relatively unchanged--the photograph instills an element of credence and truth not inherent in the printed word.

The Growth of Pictorial Journalism

The past half century has brought many important advancements in pictorial journalism. The nineteen-twenties, for example, saw

the growth of the tabloid newspaper, a journal smaller in size but emphasizing the use of pictures. As the circulation of these papers soared, newspapers everywhere began to use more and more pictures to break up the drab format of the printed page while vividly illustrating the news.

It was this decade, too, that saw the photoflash lamp replace the smoke and booming report of the old flash powder trays. Later development of the flash bulb enabled photographers to take good pictures under almost any conditions.

Significant improvements in cameras were also noted during this period. The German-made Leica camera, designed to use standard 35mm movie film, was developed. The speed and versatility of this small camera were not always used to best advantage. The compact size and the inexpensive film led to a rash of unposed "candid" pictures not always complementary to the subject. After brief but explosive fanfare, the miniature camera was all but forgotten by newsmen for nearly two decades.

The four-by-five press camera, now using sheet film instead of glass plates and with the new flash bulb supplying light, remained the standard camera for almost all news pictures.

The ever-increasing use of photographs was further brought about by improvements in reproducing pictures for printing or photoengraving. As photoengraving improved in its ability to reproduce detail and tonal qualities, better photographs were demanded.

Thus, pictorial journalism, the "News in Pictures", has been an important factor in the overall development of the modern newspaper. If the developments of the past half century are an indication, then we may expect even greater use of pictures in future news reporting.

One of the notable trends now underway is the increasing use of color pictures. Newspapers must now compete for reader time with other news media; namely, radio, television, and magazines. It has long been known that interesting pictures are valuable in causing the reader to linger momentarily before laying the newspaper aside for other interests. More and more this "stopper" is becoming a color picture.

News photography has become as important to news media as word reporting. Perhaps the best evidence of this fact is television news, which depends on a balance of visual and aural elements.

Magazines, too, have become important users of pictures. Many of the news magazines use vivid, imaginative pictures combined with a minimum of words, giving the reader an active participation in important events such as no amount of graphic writing and static pictures could do.

The growing specialization in the tools and processes of photo-journalism demands improved skills on the part of the photographer.

Photographers are now key members of the newspaper coverage team, but if they are to maintain that position, their educational equipment must keep pace with their technological strides.

The Role of the Picture

Photography is a means of recording forever the things one sees for a moment.

It is better than memory, because it not only recalls things to our mind, but enables us to show others, with absolute realism, what we have done, where we have been, what we have seen, even what we have thought. And it is more accurate than memory.¹

Who can assess the value of a picture? A picture that has become a prized possession in a family circle may have negative value outside that circle. A picture of vivid and lasting interest to one individual may be dull and useless to his neighbor.

Similarly, it is difficult to classify pictures as to type. One "type" of picture might have different significance under changing circumstances; a single picture may have characteristics of all groupings.

Some attempt at classification is desirable, however, in outlining basic characteristics of the various types.

News Picture

The term news picture can be loosely applied to any non-commercial picture used by the news media. More specifically, the

¹ Aaron Sussman, The Amateur Photographer's Handbook (5th ed., New York, 1958), p. 1

news picture is used to illustrate, explain, or tell a story. The picture may be action, static, or portrait. The action picture may involve movement, events, activities, or simply the result of action. Static pictures contain no movement, but concern still objects, including maps.

The portrait is best exemplified by the mug, a slang word for a small identification-type picture of an individual. Also included in this category are wedding and engagement pictures.

Feature Picture

Technically, the feature picture is no different from the news picture. A news picture under changing circumstances, such as the passing of time or change of locality, might become a feature. The main characteristic of the feature picture is its unusualness or special interest.

Picture Story

The picture story is usually a series of pictures arranged to record passing time and change. The parts of the story tell more than the obvious by suggesting an unfolding personality or series of events, ending with a significant event.

Even a single picture can become a picture story. It has no beginning, middle, and end as individual elements, but there is a high point that indicates the major elements by stimulating the imagination of the viewer. Often a few lines of explanation will help the picture tell its story, but even this is not always necessary.

Picture Page or Section

The picture page or section may be used in the makeup of the newspaper as an area set aside for graphic illustration of news and/or feature events, usually with a minimum of words. The size of this area may vary from all or part of a page to several pages.

The picture section differs from the picture story in that the pictures are unrelated, or, if they are related, they are not in sequence. The picture story can, however, be used as an element of the picture section.

Purpose of Study

In preparing the plan for this research project, the author and the thesis advisor, Dr. Charles L. Allen, felt that an effort should be made to study some of the photographic activities currently employed by Oklahoma daily newspapers. It is hoped that the study will be helpful to students of journalism, photography, and other related fields, as well as to educators, newspaper people, and other interested parties.

McCulloh², in his study of salaries paid by Oklahoma daily and weekly newspapers, has given students an indication of the average salaries paid by these two groups of newspapers and the average length of the work week.

²Robert L. McCulloh, "A Survey of Salaries Paid by Oklahoma Daily and Weekly Newspapers to Reporters and Reporter-Photographers as of April 1959". (unpub. M.S. thesis, Oklahoma State University, 1959)

So far as can be determined, however, no such recent information has been compiled concerning the photographic concepts used by various Oklahoma daily newspapers.

The purpose of surveying the photographic departments of the newspapers was to obtain a closer look at the personnel, equipment, and procedures employed.

As a candidate for the master's degree, the author had a personal interest in this field.

Scope of Study

The survey was conducted in two phases. The first step was a series of personal interviews conducted at the newspaper plants. The second step was an analysis of one week's issues of each newspaper. These steps are explained in more detail under Method and Procedure.

In selecting the newspapers to be surveyed, an effort was made to include samples of various-sized dailies, as determined by volume of circulation. The smallest (Okemah Daily Leader) and the largest (Daily Oklahoman-Times) were included.

Another criteria for selection was the geographical location of the newspaper plants. No appreciable financial support was available for the study. The usual practice was to visit two or more plants on each of the longer trips. In several cases, three or four plants were visited in one day's time. The distance traveled exceeded 2,000 miles.

Forty-six³ daily newspapers are listed in the Oklahoma Press Service Directory.⁴ During the course of the survey, 23 plants were visited. An analysis was made of the newspapers served by each plant.

Some of the larger newspapers consist of both a morning and an evening edition. For the purpose of the newspaper analysis, two of these (Enid News-Eagle and Daily Oklahoman-Times) were duplicated. Each newspaper plant is served by a single photographic department, yet it was felt that an overall view of some of the papers in this group would be valuable in presenting the full scope of operations.

Method and Procedure

Appointments were made in advance by means of telephone calls, and followed by personal visits by the interviewer. Persons interviewed ranged from publishers to reporter-photographers. In most instances, several persons participated in the interviews. An "open-end" interview was used in these sessions, with each question depending somewhat on the answer to the previous question.

3

This figure does not include the listings of two university dailies and the Oklahoma City Live Stock News. The count was not duplicated in instances of more than one newspaper under single ownership.

⁴Oklahoma Press Service, Inc., 1960, Oklahoma Newspaper Directory and Advertising Rate Book (Oklahoma City, 1959) p. 10-11)

Because of the extreme variations in the procedures and facilities used by the newspapers surveyed, no complete, all-inclusive questionnaire could be devised for the interviews. However, a general outline of questions was desirable as a guide in conducting the interviews. A revised list appears in Table I.

Experience has shown that some of the questions did not apply to all newspapers; other plants supplied valuable information not specifically designated.

The guide sheet was not given to the persons being interviewed, but was used as an aid to the interviewer.

No set editorial policies are followed regarding items 11-12. Therefore, complete information concerning them could not be obtained during the interview. It became necessary, then, to conduct a separate analysis of one week's issues of the printed newspaper.

Picture size is based on column inches, or number of columns times the depth in inches. Measurements were made to the nearest one inch, except in the case of half-column mug shots.

The "percent of editorial content devoted to pictures" was computed on the assumption that 50 percent of the total format, or printing area, of each newspaper is devoted to editorial matter. The method proceeded as follows:

The page size, measured in column inches, was multiplied by the total number of pages in one week's issues to determine the format.

One-half of this area was then considered to be the total editorial format.

TABLE I

THE GUIDE SHEET

1. Organization Outline: Personnel, duties, wages, extra benefits (incentive pay, etc.), and working conditions. Beginning pay for reporter-photographers (where employed). Specialties.
2. Physical Plant: Floor plan of the darkroom. Show equipment location, name, and description. Storage areas, studios, and other rooms. Facilities: slide-through doors, sinks, washing and finishing facilities, and light traps.
3. Picture Assignments: Who is responsible for assignments. Procedure used.
4. Special Shots: Studio facilities and lighting equipment. Wedding and engagement pictures and mug shots. Other picture sources.
5. Equipment: Inventory of major equipment and estimated new replacement costs. Personal equipment used.
6. Photographic supplies: Suppliers, discounts, and monthly cost of supplies. Film, paper, and chemicals used.
7. Filing systems used: Negatives, prints, and engravings.
8. Reproduction methods: Engraving process and equipment.
9. Tricks of the trade--observation--unusual innovations.
10. Are pictures entirely staff-produced. Is processing done by staff facilities, or is it "farmed out".
11. Types of pictures desired: Number of persons, sizes, subject matter, and area of interest.
12. Percent of editorial content devoted to pictures.

The sum of all the pictures, measured in column inches, was divided by the total area of editorial content. Table II shows the progressive steps of the procedure applied to the Okemah Daily Leader. Note that the page is eight columns wide; each column is nineteen and three-fourths inches deep.

TABLE II

COMPUTING PERCENT OF EDITORIAL CONTENT DEVOTED
TO PICTURES

Page Size	8 x 19-3/4
Page Format (Column Inches)	158
Total Number Pages	28
Total Format (Column Inches)	4424
Editorial Format	2212
Picture Area (Column Inches)	278
Percent of Editorial Content Devoted to Pictures	12.56%

Significant data of each newspaper follows in succeeding chapters, with each chapter devoted to a separate newspaper plant. The order of presentation is a sequence from smallest to largest, as determined by volume of circulation.

Each chapter consists of information on the photographic organization and operation of the newspaper plant, a table showing results of the newspaper analysis, and a floor plan outline of darkroom facilities.

CHAPTER II

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE OKEMAH DAILY LEADER

Lee Tenney, Publisher

Circulation 2,518

ORGANIZATION--General

At the time of the interview Mr. Tenney had been publisher of the Okemah Daily Leader for only about two months. The photographic operations of the newspaper were, at that time, very limited.

Mr. Tenney was the only person taking pictures, although he indicated a newsman would be hired soon who would probably take some pictures.

Film developing and printing are done by a local commercial photographer. Present costs for this service are about \$25-\$30 per month, but the publisher said this would probably increase in the near future because of anticipated greater use of pictures by the newspaper. The publisher hopes to set up his own home darkroom, expecting to use it for the newspaper work.

Fairchild engravings are done in Guthrie at the rate of about \$20-\$30 per month.

Beginning reporter-photographers are usually paid about \$60 per week.

Picture Assignments

All picture assignments and all picture taking are presently the responsibility of the publisher.

Special Shots

Mug shots and small group pictures are taken against an office wall, using standard flash for lighting.

Some commercial work is done in cooperation with the professional photographer. The publisher shoots weddings, making about 10-12 pictures. These are printed by the studio and placed in an album, ranging in price from \$27.50 to \$35.00. The studio does all processing and collecting, and Mr. Tenney usually gets about \$10. This is "seldom done".

EQUIPMENT

Replacement Cost

The estimated equipment replacement cost is \$420.

The newspaper owns one 4 x 5 Speed Graphic press camera equipped with standard flash. Royal Pan film is used.

Mr. Tenney says that he would like to use strobe lighting if a compact unit were available which would give lighting equivalent to standard flash.

FILING

Negatives are filed and listed alphabetically. Engravings of mugs and other reusable pictures are also filed alphabetically.

TABLE III

OKEMAH DAILY LEADER NEWSPAPER ANALYSIS

Page Size	8 x 19-3/4
Number Pages	28
Picture Column Inches	278
Percent of Editorial Content Devoted to Pictures	12.56%

Number of Columns		Area of Interest	
One-half	2	Local	11
One	15	State	1
Two	12	National	17
Three	10	International	10
Four or More	-		
Weekly Total (5 issues)	<u>39</u>		<u>39</u>

Subject Matter		Number of People	
Feature	10	1-3	28
Politics	9	4-6	3
Education	5	7-9	-
Disaster	3	10 or More	1
Civil Offense	2	None	7
Fashion	2		
Awards	2	Average No. People	1.61
Business-Profession	2	Average Picture Size	
Science-Medicine	1	(Column Inches)	7
Religion	1		
Celebrity	1		
Home-Garden	<u>1</u>		
	39		

CHAPTER III

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE PERRY DAILY JOURNAL

Milo Watson, Publisher

Circulation 3, 286

ORGANIZATION--General

The Perry Daily Journal conducts its photographic operations by the reporter-photographer method. Three men in the newsroom usually do their own picture taking and darkroom work.

The editor says that he is opposed to a separate photographic setup on a newspaper this small, since there is not sufficient work to keep one man busy at all times. Therefore, it becomes necessary for each person to write copy and take pictures.

Pay for beginning reporter-photographers is about \$60-\$70 per week.

Physical Plant

The photographic darkroom is located to the rear of the newsroom. An air vent and an exhaust fan provide air circulation. A print dryer, built into the work bench, consists of a ferrotype plate heated by electric light bulbs.

Picture Assignments

Mr. Watson makes the picture assignments, assigning whoever is available when the picture is to be made. Picture assignments are often made along with an assignment for a story. A reporter may sometimes take an unassigned picture in conjunction with the story he is writing.

Special Shots

No studio facilities are available. Mug shots are taken against a wall in the advertising room. The editor says that there is no room available for a studio.

No commercial work is done by the newspaper. Wedding and engagement pictures are taken by commercial studios and supplied by the person(s) concerned. Unused prints of other pictures are available to interested persons at no cost.

EQUIPMENT

Replacement Costs

The estimated equipment cost is \$600.

Cameras

One -- Polaroid Land Camera

One -- Rolleicord 120 twin lens reflex

The editor feels that the larger press-type cameras are too complicated for some people to use. Flash is used rather than strobe for the Rolleicord and a wink light is used for the Polaroid.

PHOTOGRAPHIC SUPPLIES

Photographic supplies are purchased at the Lawrence Photo Supply in Wichita, Kansas, at a discount of about 20 percent. Total supply costs are estimated at \$25 per month.

Film

120 -- Tri X exclusively

Polaroid -- Type 42

Paper

Kodabromide

Chemicals

Film developer is DK-60a and paper developer is Dektol. Acetic acid stop bath is used for both film and paper. Hypo is Kodak Acid Fixer.

FILING

Negatives are not filed. Pictures are filed only if they are considered to be of some future use. Mug shots are filed and listed by name. All other pictures filed are listed by subject. Fairchild plates are not kept.

TABLE IV

PERRY DAILY JOURNAL NEWSPAPER ANALYSIS

Page Size	8 x 21
Number Pages	40
Picture Column Inches	350
Percent of Editorial Content Devoted to Pictures	10.44%

Number of Columns		Area of Interest	
One	15	Local	16
Two	13	State	7
Three	10	National	13
Four or More	7	International	9
Weekly Total (6 Issues)	<u>45</u>		<u>45</u>

Subject Matter		Number of People	
Organization	9	1-3	32
Feature	7	4-6	4
Education	7	7-9	1
Sports	5	10-or More	6
Politics	3	None	<u>2</u>
Society	3		45
Disaster	2		
Fashion	2	Average No. People	1.58
Business-Profession	2	Average Picture Size	
Religion	2	(Column Inches)	7.77
Armed Forces	2		
Civil Offense	<u>1</u>		
	45		

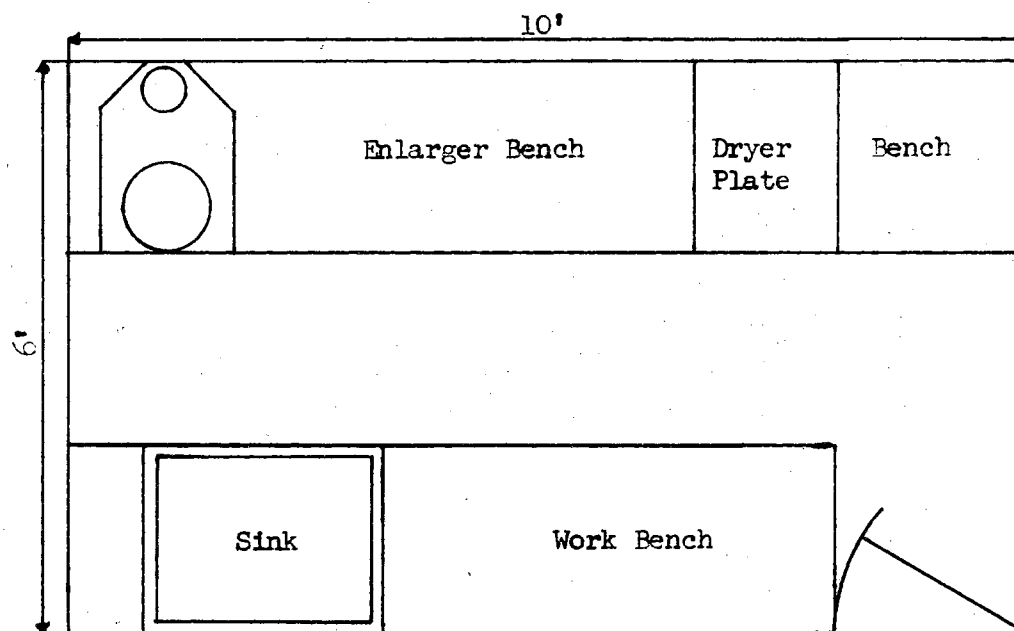


FIGURE 1. DARKROOM FLOOR PLAN - PERRY DAILY JOURNAL. (SCALE 1/2" = 1')

CHAPTER IV

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE WEWOKA DAILY TIMES

Charles Rhoades, Publisher

Circulation 3,379

ORGANIZATION--General

Three people on the staff of the Wewoka Daily News do the photographic work: the publisher, the news editor, and a pressman. The general policy in regard to using pictures, according to the publisher, is "if pictures are worth using, they are worth using large".

The news editor also said that they "get good pictures, but poor reproduction" on Fairchild engravings. Fairchild work is done at Seminole for about \$75 per month.

Pay for beginning reporter-photographers is usually about \$70-\$75 per week, with advancement depending on the individual.

Physical Plant

The motto here seems to be "small darkrooms do large pictures make". The darkroom, located to the rear of the newsroom, is only 25 square feet in area, yet the newspaper is filled with extra large pictures. The publisher said that there was no darkroom at all when he first came to the newspaper, and added that he plans to expand the darkroom another five feet to better meet the newspaper's needs.

Picture Assignments

The news editor usually makes the picture assignments. The publisher takes many feature pictures on his own.

Special Shots

Mugs and small groups are shot against an office wall using flash or strobe for lighting.

Limited commercial work is done. Copies of pictures which have appeared in the newspaper are available at a charge of \$1 for an 8 x 10-inch picture. Pictures to be used for insurance claims (wrecks, etc.) are sold for \$10 each. Negatives of these pictures cost \$50 each.

EQUIPMENT

Replacement Costs

The estimated equipment replacement cost is \$800.

Cameras

One -- 4 x 5 Speed Graphic press camera

One -- 120 Rolleiflex twin lens reflex

Both flash and strobe are used. Mr. Rhoades says that the German-made reflex camera (Rolleiflex) is coupled with a German-made strobe unit (Bron-Hobby). This strobe unit, he added, gives a strong excellent light. Cost of the unit is about \$40.

Enlarger

Dejur Versatile Professional

PHOTOGRAPHIC SUPPLIES

Photographic supplies are purchased locally at Park's Drug (Seminole) and Oklahoma Photographic Supply, and in Oklahoma City at Elko and Dee's Photographic Supply. Local discounts are about 10 percent, while the Oklahoma City suppliers allow about 20 percent. Some purchases are made locally because of the convenience. Total supply costs are estimated at approximately \$30 per month.

Film

120 -- Tri X

4 x 5 -- Super Pancro Press B

Paper

Kodabromide F-2 and F-3

Chemicals

Developers for film and paper are DK-60a and Dektol, respectively. No stop bath is used for film or paper. Hypo for both is Kodak Acid Fixer.

FILING

Negatives are filed in alphabetical order, with the date included on the envelope. No pictures are filed. Only one- or two-column reusable engravings are kept.

TABLE V

WEWOKA DAILY TIMES ANALYSIS

Page Size	8 x 21
Number Pages	46
Picture Column Inches	416
Percent of Editorial Content Devoted to Pictures	10.76%

Number of Columns		Area of Interest	
One	6	Local	15
Two	15	State	11
Three	13	National	6
Four or More	4	International	6
Weekly Total (5 Issues)	<u>38</u>		<u>38</u>

Subject Matter		Number of People	
Feature	13	1-3	17
Sports	9	4-6	2
Politics	8	7-9	1
Organization	4	10 or more	7
Education	1	None	<u>11</u>
Travel	1		38
Science-Medicine	1	Average No. People	1.89
Religion	<u>1</u>	Average Picture Size (Column Inches)	10.94
	38		

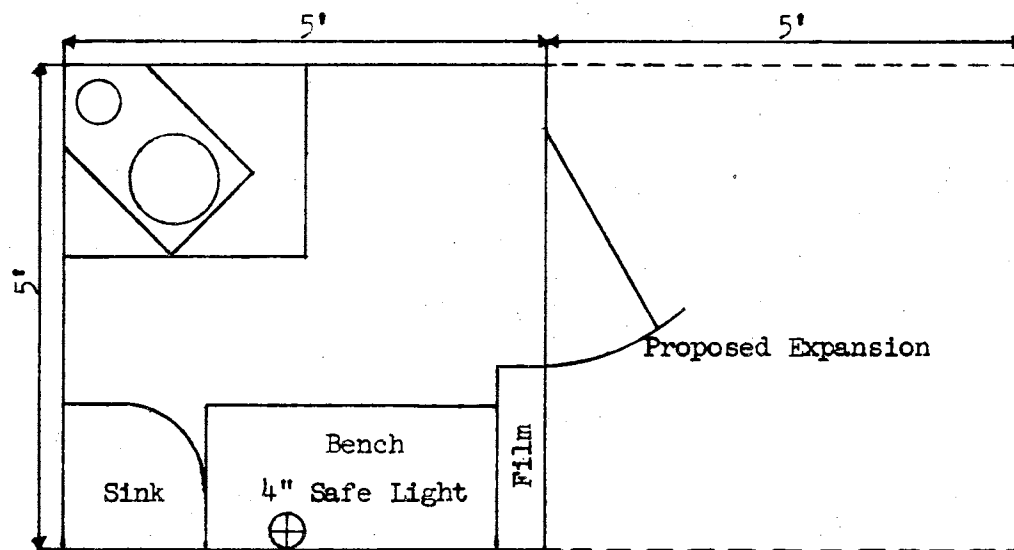


FIGURE 2. DARKROOM FLOOR PLAN - WEWOKA DAILY TIMES. (SCALE 1/2" = 1')

CHAPTER V

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE HOLDENVILLE DAILY NEWS

Mrs. Tom R. Phillips, Publisher

Circulation 3,656

ORGANIZATION--General

Five staff members take pictures at the Holdenville Daily News.

Three of these people do darkroom work.

Photographers have a rather unique arrangement with the newspaper. When a photographer shoots a picture, the negative "belongs" to him. That is, if requests are made for prints from these negatives, the photographer who took the picture, prints and sells the pictures, and gets 50 percent of the proceeds. The remainder goes into the newspaper's photographic fund.

The photographic fund at present is being saved for the purpose of camera and darkroom equipment, excluding film, paper, and chemicals. A new camera is to be bought soon, however, after which time the fund is to be used for those items now excluded.

Fairchild engravings are made by the Seminole Daily Producer at a cost of about \$45 per month.

Beginning reporter-photographers usually make \$60-\$70 per week.

Physical Plant

The darkroom is located to the rear of the newsroom, in a corner of the pressroom. Washing facilities are limited to a household-type lavatory. A refrigerator is used for cooling chemicals. Open storage is available above and below work surfaces.

Special Shots

About \$25 per month is realized from commercial work, one-half of which goes into the photographic fund.

A schedule of prices for commercial work is being planned. Generally, the price of a 5 x 7 inch print is \$1.00-\$1.25, and for an 8 x 10 inch print the cost is \$2.00-\$2.50. The price of a single picture is never more than \$3.00.

Some requests for billfold-size pictures are filled, but only if part of a larger order.

The first print of a picture which has appeared in the paper is free upon request. Insurance pictures are sold at the same rates as pictures sold for other purposes.

The newspaper charges for printing wedding and engagement pictures at the rate of \$2.00 per column. Most of the pictures are two column (5 x 7 inch) and cost \$4.00. Pictures of this type are produced by commercial studios and supplied by the person(s) concerned.

Mugs and small groups are shot against an office wall using flash or strobe lighting.

EQUIPMENT

Replacement Costs

Equipment replacement costs are estimated at \$1300.

Cameras

One -- 4 x 5 Speed Graphic press camera

One -- 3-1/4 x 4-1/4 Graflex press camera

The smaller camera is not used frequently because of its age and state of repair. Both flash and strobe units have been used, but the strobe is presently out of working order.

An additional camera, a Mamiya Flex 120 twin lens reflex, was due to arrive within two weeks of this interview. Two reasons were given for purchasing this camera. First, it would provide two operable cameras for the newsroom, and second, the smaller film size is less expensive than the larger sizes.

Two personal cameras are also used for some newspaper work. The news editor uses his Lordomat 35mm. The assistant advertising manager uses his own Richoflex 120 twin lens reflex.

Enlarger

Dejur Versatile II

PHOTOGRAPHIC SUPPLIES

An estimated 85 percent of the photographic supplies are now purchased through Park's Drug at Seminole. A 20 percent discount is given. Each order has an additional \$1.00 charge for bus shipment from Seminole.

Remaining supplies (cameras, etc.) are bought from Elko in Oklahoma City at a 20 percent discount. Flash bulbs are supplied by the Carpenter Paper Company in Tulsa at "near wholesale" price.

The estimated cost of supplies is about \$20 per month. (Author's Note: By comparing the photographic operations of this and other newspapers, this estimate would appear to be quite conservative.)

The news editor says that, in the future, most supplies will be purchased from a supplier in Holdenville because of convenience.

Film

4 x 5 -- Tri X, Royal Pan

3-1/4 x 4-1/4 -- Tri X film pack

120 -- Verichrome Pan

35mm -- Plus-X, some Adox KB-14

Paper

Kodabromide F-2 and F-3

Chemicals

DK-50 film developer is used for the 4 x 5, 3-1/4 x 4-1/2, and 120 film sizes. Developers used for 35mm film include D-76,

Microdol, and some Edwal. Dektol is used for paper development.

Hypo is Kodak Rapid Fixer.

FILING

Negatives are filed according to general categories, such as sports, accidents, civic clubs, school, society, feature, etc. Negatives of the 35mm size are filed by date.

Engravings of mugs and some other reusable pictures are filed alphabetically. No prints are kept.

TABLE VI

HOLDENVILLE DAILY NEWS ANALYSIS

Page Size	8 x 21
Number Pages	46
Picture Column Inches	402
Percent of Editorial Content Devoted to Pictures	10.43%

Number of Columns		Area of Interest	
One	22	Local	38
Two	16	State	4
Three	12	National	12
Four or More	7	International	3
Weekly Total (6 Issues)	<u>57</u>		<u>57</u>

Subject Matter		Number of People	
Education	10	1-3	37
Feature	9	4-6	5
Sports	7	7-9	4
Organization	7	10 or More	11
Politics	4	None	-
Disaster	4		<u>57</u>
Fashion	4		
Society	4	Average No. People	2.49
Business-		Average Picture Size	
Profession	3	(Column Inches)	7.05
Awards	2		
Science-			
Medicine	1		
Religion	1		
Construction	<u>1</u>		
	57		

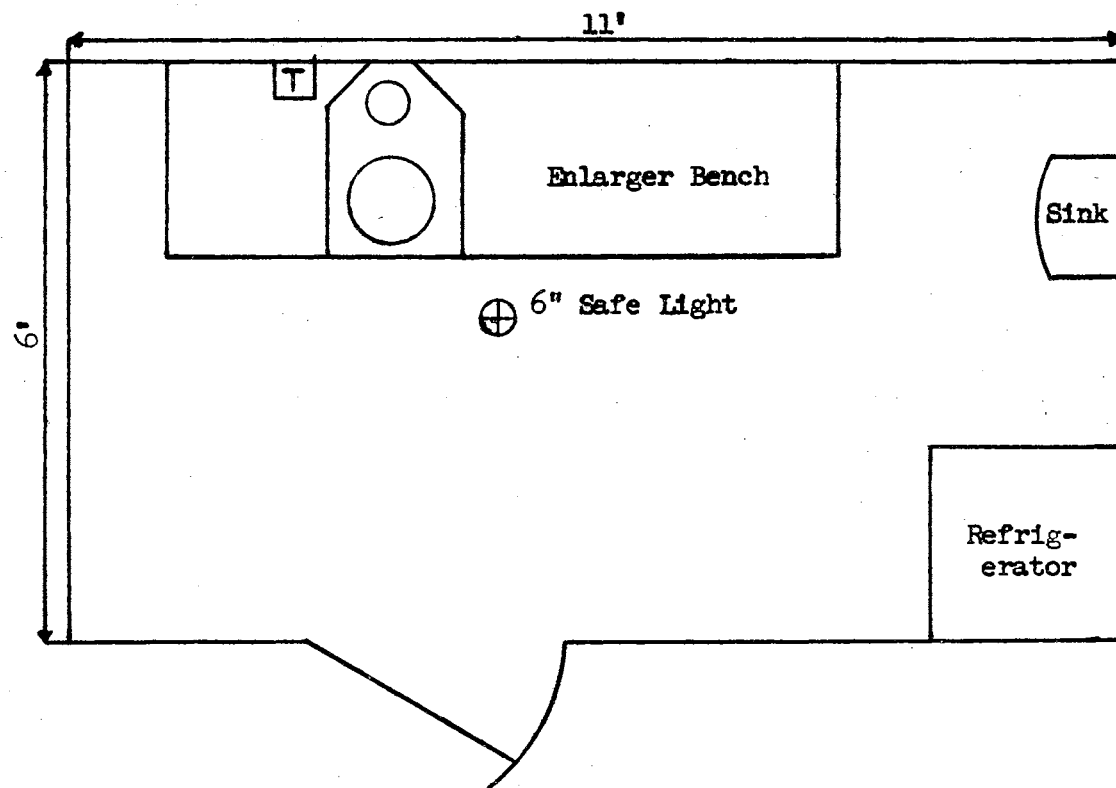


FIGURE 3. DARKROOM FLOOR PLAN - HOLDENVILLE DAILY NEWS. (SCALE 1/2" = 1')

CHAPTER VI

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE HENRYETTA DAILY FREE-LANCE

J. Leland Gourley, Publisher

Circulation 3, 937

ORGANIZATION--General

Although most of the local pictures for the Henryetta Daily Free-Lance are staff-produced, photographic activities are rather limited. Pictures are taken with a Polaroid camera by persons otherwise employed on the staff. By using the Polaroid camera, no darkroom is required for processing pictures.

Fairchild engravings are presently made at the Clinton Daily News, a "sister" newspaper. The Henryetta paper gets reduced prices, since the Clinton paper is under the same ownership. The charge for this service, based on a \$25 service fee, plus three cents per square inch for each engraving, usually runs about \$50 per month.

Some pictures which are to be reused are sent to Standard Engraving in Oklahoma City for zinc cuts, at a cost of about \$100 per month. Charges are based on costs of \$1.50 for a one-column cut, \$3.80 for a two-column cut, and \$6.00 for a three-column cut.

Total photographic costs are estimated at \$200 per month.

Beginning reporter-photographers are usually started at \$70-\$84 per week.

Picture Assignments

The news, society, and sports editors generally take their own pictures. Therefore, no one person is responsible for picture assignments.

Special Shots

Mug and small group shots are made against an office wall or an outside wall. Sometimes such pictures are made at the local radio station where drapes are available for backgrounds.

A professional photographer, who is the husband of the office manager, shoots some news and feature pictures which he sells to anyone interested in buying them. Prints from these pictures are usually given to the newspaper.

No commercial work is done. Prints are free to anyone who wants them after engravings have been made.

EQUIPMENT

Replacement Cost

Estimated equipment replacement cost is \$150.

The only photographic equipment owned by the newspaper is a Polaroid camera. Three advantages were given for using this camera:

1. Pictures may be seen at the place they are taken
2. No darkroom is required for processing of pictures
3. The camera produces a picture size desirable for a two-column cut.

FILING

All engravings are filed by category (civic groups, society, sports, news, features, etc.) and listed alphabetically. No pictures are filed.

TABLE VII

HENRYETTA DAILY FREE-LANCE ANALYSIS

Page Size	8 x 21
Number Pages	40
Picture Column Inches	325
Percent of Editorial Content Devoted to Pictures	9.67%

Number of Columns		Area of Interest	
One-half	20	Local	42
One	12	State	1
Two	13	National	13
Three	11	International	2
Four or More	2		<u>58</u>
Weekly Total (6 Issues)	<u>58</u>		
Subject Matter		Number of People	
Col. Author	17	1-3	40
Education	10	4-6	2
Disaster	7	7-9	1
Sports	6	10 or More	6
Feature	5	None	<u>9</u>
Organization	4		58
Politics	2	Average Number People	2.35
Civil Offense	2	Average Picture Size	
Society	2	(Column Inches)	5.60
Religion	1		
Armed Forces	1		
Construction	<u>1</u>		
	58		

CHAPTER VII

PHOTOGRAPHIC ORGANIZATION AND OPERATION
OF THE PAULS VALLEY DAILY DEMOCRAT

Ken Reid, Publisher

Circulation 3,987

ORGANIZATION--General

The reporter-photographer system is used at the Pauls Valley Daily Democrat. The publisher and a reporter-photographer take most of the news pictures. The publisher also shoots some pictures for use in advertising. The news editor takes a few news pictures with a Polaroid camera. Generally, the person taking pictures does his own darkroom work.

The newspaper is now considering the possibility of changing from letterpress to offset printing. This would allow an increase in the use of pictures, and at the same time reduce printing costs.

Fairchild engravings are made in Guthrie at a cost of \$100-\$200 per month.

Physical Plant

The darkroom is located on the second floor above the pressroom. Air temperature is controlled by an air conditioning unit, an 18-inch exhaust fan, and a small gas heater. A refrigerator is used for cooling chemicals. A movable panel under the enlarger adjusts up or down for

large and small enlargements. Open storage is available above and below the working area.

Picture Assignments

Picture assignments may be made either by the publisher or the news editor, although they may take their own pictures instead of assigning someone else.

Special Shots

No studio is available, but a background screen in the newsroom is available for shooting mugs or small groups.

The publisher prefers not to do any commercial work, although some is done. Wedding and engagement pictures will be made if the persons concerned request it, but a charge of \$5.00 for an 8 x 10 inch print is made. Insurance pictures (wrecks, etc.) will be sold at \$10 per picture. For any other picture which appears in the paper, the first print is free upon request, but additional prints cost \$5.00 each.

The publisher said that the reason for these charges is that he feels that their main business is publishing a newspaper, and that they can well use their time for matters other than extra work in the darkroom. No other commercial work is done.

Events such as 50th Anniversary celebrations are considered live news and will be covered with pictures at no charge.

EQUIPMENT

Replacement Cost

The estimated equipment replacement cost is \$1600.

Cameras

One -- 4 x 5 Speed Graphic press camera

One -- 4 x 5 Crown Graphic press camera

One -- Polaroid Land camera

Two strobe lights and one standard flash unit are used. The Polaroid camera has its own flash system.

Enlarger

At the time of the interview, the only enlarger available was a Burke and James 4 x 5 press camera adapted for use as an enlarger by use of a Graflarger stand. A replacement had been purchased, however, and was to be put into use immediately. The newer enlarger is a slightly used Omega D-II, purchased locally for \$300. The old press camera was sold to the interviewer for \$10.

PHOTOGRAPHIC SUPPLIES

Most photographic supplies are purchased from a local camera shop and through Elko in Oklahoma City at discounts. The publisher was unsure of the amount of the discount. The cost of supplies is about \$30 per month.

Film

4 x 5 -- Ansco Super Hy-Pan

Polaroid -- Polaroid film

Paper

Medalist single weight F-3

Chemicals

Vividol developer is used for both paper and film. Acetic acid stop bath and Ansco acid fixer are used for both.

FILING

Negatives are not kept unless there is a good possibility that they will be reusable. No pictures are kept, although some Fairchild engravings are kept. Files are listed by date.

TABLE VIII

PAULS VALLEY DAILY DEMOCRAT ANALYSIS

Page Size	8 x 21
Number Pages	52
Picture Column Inches	360
Percent of Editorial Content Devoted to Pictures	8.24%

Number of Columns		Area of Interest	
One Half	2	Local	32
One	33	State	3
Two	22	National	13
Three	4	International	14
Four or More	1		<u>62</u>
Weekly Total (5 Issues)	<u>62</u>		
Subject Matter		Number of People	
Politics	20	1-3	47
Education	14	4-6	4
Feature	8	7-9	2
Society	4	10 or More	4
Organization	4	None	<u>5</u>
Civil Offense	2		<u>62</u>
Science -			
Medicine	2	Average Number of People	2.13
Home Garden	2	Average Picture Size	
Sports	2	(Column Inches)	5.81
Religion	1		
Awards	1		
Armed Forces	1		
Col. Author	<u>1</u>		
	62		

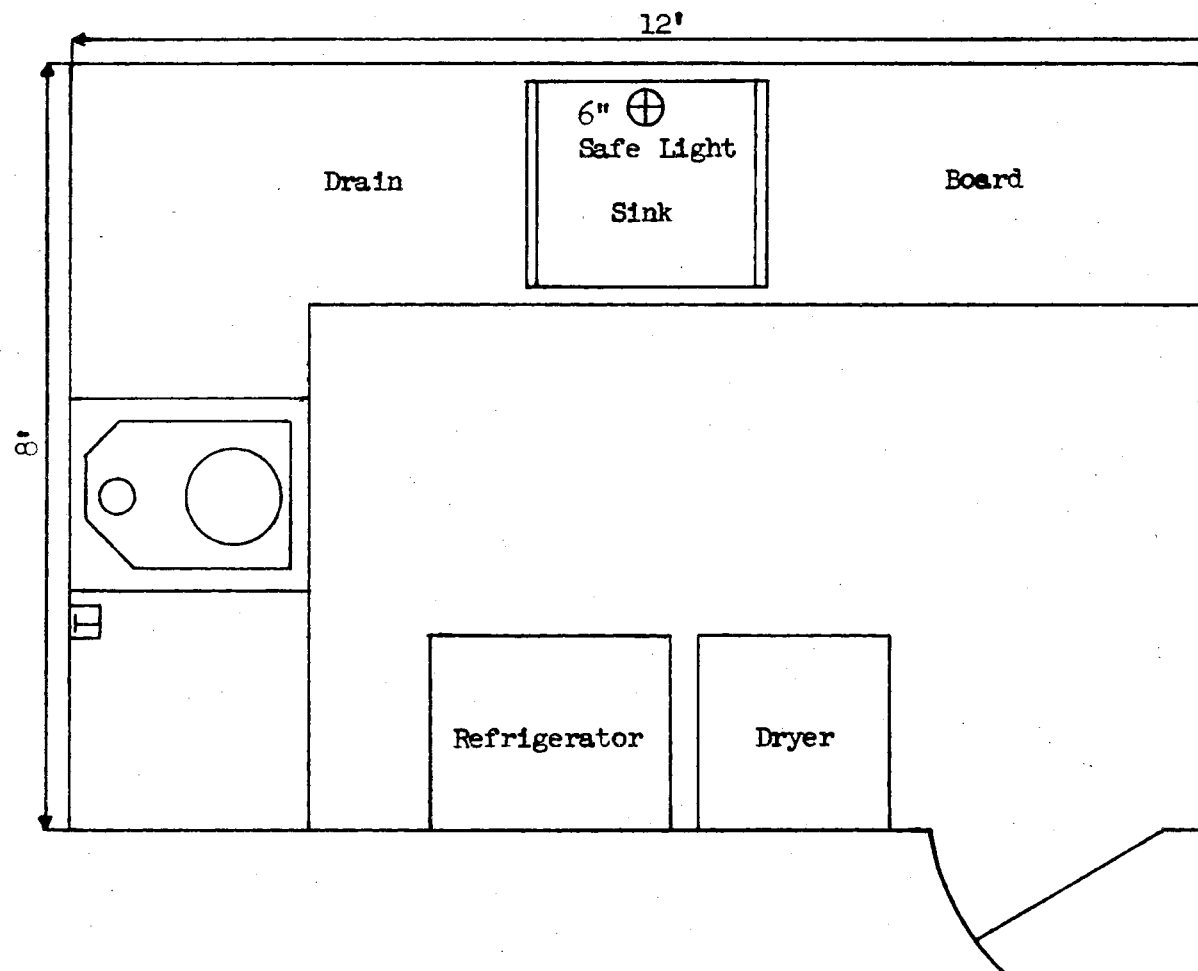


FIGURE 4. DARKROOM FLOOR PLAN - PAULS VALLEY DAILY DEMOCRAT. (SCALE 1/2" = 1')

CHAPTER VIII

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE GUTHRIE DAILY LEADER

Ridgeway Zelley, Publisher

Circulation 4, 146

ORGANIZATION--General

This newspaper is rather unusual in that one man, the managing editor, takes the pictures and does the darkroom work, in addition to his other duties as writer and editor. The publisher and the advertising manager can also take pictures and will do so if the managing editor needs additional help.

A part-time college student is hired during the summer. He has had some high school writing experience and has limited knowledge of the camera. His pay is \$35 per week.

Fairchild engravings are done by a commercial engraving firm in Guthrie at a cost of \$150-\$200 per month.

Physical Plant

The darkroom is located to the rear of the newsroom. An eight-inch exhaust fan is mounted in the wall six feet from the floor for air circulation. A 24-inch circular dryer is stored on a shelf

under the workbench. Across the hall from the darkroom is an enclosed storage space measuring five feet high, five feet wide, and three feet deep.

Picture Assignments

Although he usually takes all local pictures himself, the editor may ask the publisher or advertising manager to shoot pictures for him if he is busy. He also makes assignments for the summertime reporter-photographer.

Rural correspondents sometimes call in picture possibilities. These correspondents receive \$1.00 for the tip.

Special Shots

No studio facilities are available. Mugs and small group pictures are shot against an office wall.

Limited commercial work is done. The newspaper charges \$1.00 for each 8 x 10 inch print of pictures which have appeared in the paper. The original print is available free of charge, after Fairchild engravings have been made from it.

EQUIPMENT

Replacement Cost

The equipment replacement cost is estimated at \$1200-\$1500.

Cameras

One -- 4 x 5 Speed Graphic

Two -- 2-1/4 x 3-1/4 Century Graphic

Two strobe units are available for lighting.

Enlarger

Federal, Model 450

PHOTOGRAPHIC SUPPLIES

Photographic supplies are purchased in Guthrie through the Davis Camera and Supply Store. The newspaper gets about 10 percent discount. Total cost of supplies is about \$30 per month.

Film

Royal Pan film is used for both cameras

Paper

Kodabromide F, Grades 3, 4, and 5

Chemicals

DK-50 film developer, Dektol paper developer, and Kodak Acid Fix Hypo.

FILING

Negatives are filed by the month, with a record of the newspaper issue in which the pictures appeared. Reusable pictures and engravings of individuals are usually filed together and listed by name. Individual pictures are sometimes cut from a group picture. Other pictures and engravings are seldom kept.

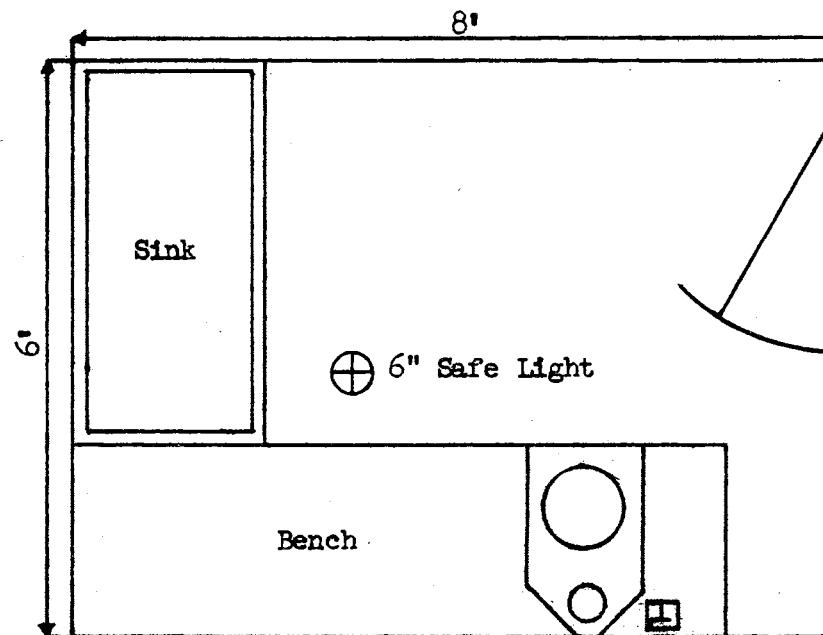
TABLE IX

GUTHRIE DAILY LEADER ANALYSIS

Page Size	8 x 20-1/2
Number Pages	60
Picture Column Inches	634
Percent of Editorial	
Content Devoted to Pictures	12.89%

Number of Columns		Area of Interest	
One	12	Local	45
Two	16	State	2
Three	18	National	7
Four or More	9	International	1
Weekly Total			
(6 Issues)	<u>55</u>		<u>55</u>

Subject Matter		Number of People	
Organization	20	1-3	31
Disaster	5	4-6	6
Business-Profession	5	7-9	2
Education	4	10 or More	9
Sports	4	None	7
Society	4		<u>55</u>
Feature	3		
Religion	2	Average Number of People	5.07
Construction	2	Average Picture Size	
Politics	1	(Column Inches)	11.52
Civil Offense	1		
Fashion	1		
Awards	1		
Celebrity	1		
Armed Forces	<u>1</u>		
	55		



**FIGURE 5. DARKROOM FLOOR PLAN -
GUTHRIE DAILY LEADER
(SCALE 1/2" = 1')**

CHAPTER IX

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE SEMINOLE DAILY PRODUCER

Milt Phillips, Publisher

Circulation 4, 196

ORGANIZATION--General

The photographic activities of the Seminole Daily Producer are rather limited. Only about 55 percent of the local pictures are staff-produced. Two persons, the managing editor and a reporter-photographer, do the photographic work.

Some spot news pictures, such as wrecks and floods, are supplied by Park's Drug Store in Seminole. Most wedding, enagement, and mug pictures are supplied locally by Roy's Studio. By-lines are given to each. The managing editor says that monthly charges of both sources combined are less than \$10.

Plastic engravings are made on a Fairchild Scan-o-graver.

Beginning reporter-photographers are paid about \$85 per week.

Physical Plant

The darkroom is located at the rear of the newsroom. A black curtain is used as a light trap over the door. An eight-inch exhaust

fan is mounted in the wall for air circulation. Open storage is provided above and below the working areas. The working space for the enlarger is rather limited.

A 24-inch circular dryer and wires for drying film are located in a large storage area to the rear of the darkroom.

Picture Assignments

Picture assignments for staff-produced pictures are made by the managing editor. Pictures from Park's Drug and Roy's Studio are usually for other purposes (insurance, personal) and are not assigned by the newspaper.

Special Shots

Some mugs are shot at the newspaper, using an office wall as a background and strobe or flash for lighting. However, most mug shots are supplied by the commercial studio.

No commercial work is done.

EQUIPMENT

Replacement Costs

The estimated equipment replacement cost is \$1200.

Cameras

Two -- Rolleiflex 120 twin lens reflex

One -- Speed Graphic 4 x 5 press camera

Both flash and strobe lighting are used.

Enlarger

Omega D-II

PHOTOGRAPHIC SUPPLIES

Photographic supplies are purchased locally at Park's Drug at a five percent discount. An estimated \$40-\$50 per month is spent for supplies.

Film

120 -- Tri X, Plus X

4 x 5 -- Royal Pan

Paper

Most news pictures are printed on Kodabromide F-2-3-4. Smaller amounts of the following are also stocked: Ansco India Tone K; Kodak Ektalure Y and G; Ansco Jet GL-3; Kodak Medalist F-3; and Gevaert Ortho Brome (Belgium).

Chemicals

D-76 developer is used for 120 roll film; DK-50 is used for 4 x 5 sheet film. Some Ansco Isodol Portrait film developer is also used.

Dektol is the paper developer used. Hypo is Ansco acid fixer. Other chemicals stocked are Kodak Farmer's Reducer and Kodak Print Flatteners.

FILING

Negatives are filed by date. Prints and engravings of mug shots are filed by name. No other pictures and engravings are saved, unless they are thought to be reusable.

A cross-file reference is kept. Listings on this reference are by subject matter, name, group, date, etc.

TABLE X

SEMINOLE DAILY PRODUCER ANALYSIS

Page Size	8 x 21
Number Pages	54
Picture Column Inches	496
Percent of Editorial Content Devoted to Pictures	10.93%

Number of Columns		Area of Interest	
One	24	Local	51
Two	14	State	3
Three	19	National	2
Four or More	1	International	2
Weekly Total (6 Issues)	<u>58</u>		<u>58</u>
Subject Matter		Number of People	
Education	23	1-3	45
Disaster	12	4-6	6
Society	4	7-9	2
Feature	3	10 or More	2
Politics	3	None	3
Sports	3		<u>58</u>
Armed Forces	3		
Business-Profession	2	Average Number of People	2.14
Construction	2	Average Picture Size	
Civil Offense	1	(Column Inches)	8.55
Fashion	1		
Funeral	<u>1</u>		
	58		

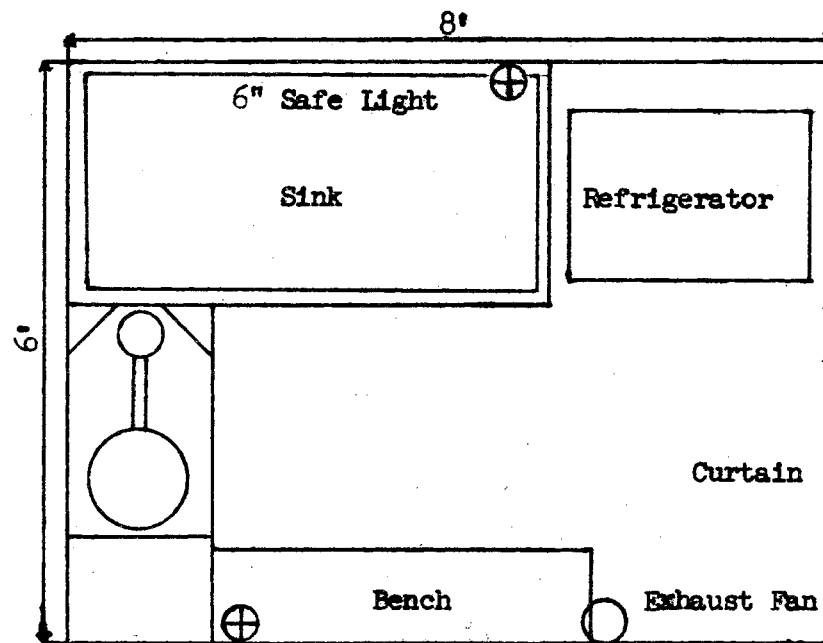


FIGURE 6. DARKROOM FLOOR PLAN -
SEMINOLE DAILY PRODUCER
(SCALE 1/2" = 1')

CHAPTER X

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE CUSHING DAILY CITIZEN

Mrs. H. M. Lachenmeyer, Publisher

Circulation 4, 494

ORGANIZATION--General

The Cushing Daily Citizen has no separate photographic department. Pictures are taken by persons otherwise employed. Three persons, the editor, the head of the advertising department, and a reporter-photographer take pictures. The newspaper has a photographic darkroom, but it is seldom used. All processing is farmed out to a commercial studio in the town, "as a matter of expediency". Cost of these services is about \$45-\$50 per month.

Fairchild engravings are made in Guthrie at a cost of \$100-\$150 per month.

The usual starting pay for beginning reporter-photographers is \$60-\$85.

Physical Plant

The darkroom is located to the rear of the newsroom in a corner of the preseroom. The print dryer consists of a ferrotype plate

set in the work bench over a wire heating element. A small fan provides air circulation. Open storage is available above and below the working surfaces.

Picture Assignments

The editor makes the assignments for most news pictures. The advertising manager makes all assignments for advertising pictures.

Special Shots

Mug and small group shots are taken against an office wall. Mug shots are often made by commercial studios.

EQUIPMENT

Replacement Cost

The estimated equipment replacement cost is \$1100.

Cameras

One -- Speed Graphic press camera

One -- Polaroid

One -- Petri 35mm

PHOTOGRAPHIC SUPPLIES

Supplies are purchased locally at professional discounts. Cost of supplies is estimated at \$40 per month.

Film

Polaroid -- Type 42

4 x 5 -- Super Pancro Press B, Royal Pan

35mm -- Plus X, Tri X

Paper

Kodabromide F-3, Cykora GL-2

Chemicals

The only usable chemicals on hand were Devel developer and Kodak Acid Fix.

FILING

Pictures and negatives are filed and listed alphabetically. Mug files are listed by name and are brought up to date about once a year.

TABLE XI

CUSHING DAILY CITIZEN ANALYSIS

Page Size	8 x 21
Number Pages	48
Picture Column Inches	469
Percent of Editorial	
Content Devoted to Pictures	11.63%

Number of Columns		Area of Interest	
One	15	Local	34
Two	11	State	2
Three	8	National	4
Four or More	9	International	3
Weekly Total			
(6 Issues)	<u>43</u>		<u>43</u>

Subject Matter		Number of People	
Education	7	1-3	24
Organization	6	4-6	10
Feature	5	7-9	2
Society	5	10 or More	3
Disaster	4	None	<u>4</u>
Sports	4		43
Politics	3		
Fashion	3		
Business-Profession	3		
Civil Offense	1		
Religion	1		
Construction	<u>1</u>		
	43		
		Average Number of People 2.89	
		Average Picture Size	
		(Column Inches)	10.90

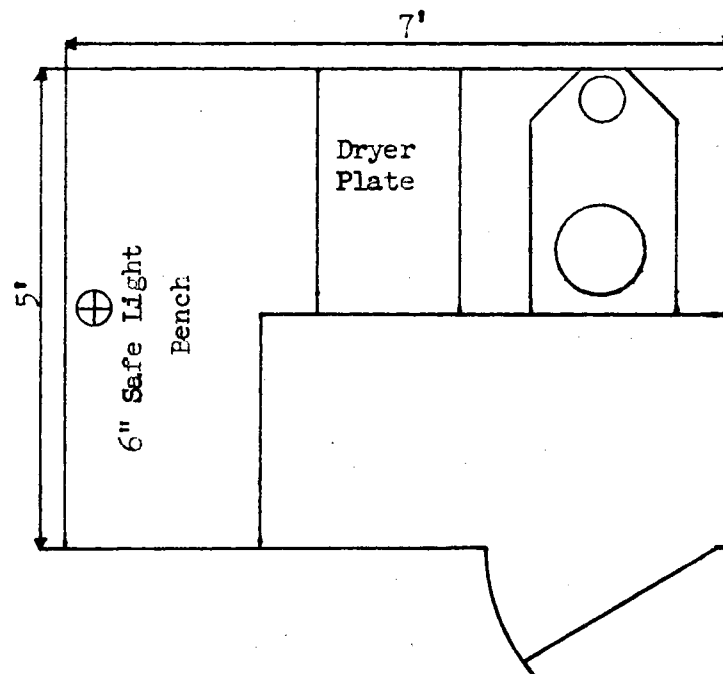


FIGURE 7. DARKROOM FLOOR PLAN -
CUSHING DAILY CITIZEN
(SCALE 1/2" = 1')

CHAPTER XI

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE SAPULPA DAILY HERALD

Ed K. Livermore, Publisher

Circulation 5, 016

ORGANIZATION--General

Two people take pictures for this newspaper: the news editor, and a reporter-photographer who does the darkroom work, operates the Fairchild machine, and writes news copy.

In addition, there is a high school boy who supplies some pictures. This boy works on his own time, traveling with a highway patrolman and shooting pictures of wrecks. He uses his own camera and home darkroom and sells many of the pictures for insurance purposes. The newspaper supplies him with film in return for copies of his pictures.

The news editor stated that since January, 1959, a local picture has appeared on the front page of every issue of the newspaper.

Beginning pay for a reporter-photographer is about \$75-\$95 per week, depending on the person and his ability. He must be able to take pictures, run the Fairchild machine, and do darkroom work.

Physical Plant

The darkroom occupies a corner of a room adjoining the newsroom. A metal developer-wash-hypo tank (6" x 10" x 41" deep) hangs from the wall just inside the doorway. An eight-inch fan provides air circulation. Open storage is available above and below the working areas.

Picture Assignments

Picture assignments are made by the news editor. However, this does not apply to the accident pictures supplied by the high school boy. The editor accepts and uses those that he wants.

Special Shots

Mugs and small groups are shot against a background screen. The screen has a light and a dark side.

No real income is realized from commercial work. However, if people want to have prints made from negatives which the newspaper has, the persons may take the negatives with the stipulation that the prints be made by a certain professional photographer in town. The photographer sells these prints for \$5.00 per picture, usually amounting to about \$40-\$50 per month. This photographer trades out this business for advertising space in the newspaper. He also supplies wedding and engagement pictures and some publicity pictures.

EQUIPMENT

Replacement Costs

The estimated equipment replacement cost is \$1200.

Cameras

One -- Polaroid Land Camera

One -- Speed Graphic press camera 2-1/4 x 3-1/4

Two -- Yashica Twin lens reflex 2-1/4 x 2-1/4

Standard flash is used.

Enlarger

Solar

PHOTOGRAPHIC SUPPLIES

Supplies are purchased locally from the photographic supply store at about a 10 percent discount. Photographic supplies average about \$100 per month.

Film

2-1/4 x 2-1/4 - Tri X

2-1/4 x 3-1/4 - Tri X sheet film and film packs

Polaroid - Polaroid film

Paper

Medalist F-2 and small amounts of Kodabromide F-4 and Azo

F-2.

CHEMICALS

Film developer is DK-60a; paper developer is Dektol. Acetic acid stop bath is used for both. Hypo is Kodak Rapid Fixer plus Kodak Hardener.

FILING

Prints or Fairchild engravings are filed with negatives of mug shots and listed by name. Other negatives are filed by the month and year.

TABLE XII

SAPULPA DAILY HERALD ANALYSIS

Page Size	9 x 20-1/2
Number Pages	48
Picture Column Inches	561
Percent of Editorial Content Devoted to Pictures	12.67%

Number of Columns		Area of Interest	
One	9	Local	42
Two	6	State	-
Three	22	National	3
Four or More	8	International	-
Weekly Total (6 Issues)	<u>45</u>		<u>45</u>

Subject Matter		Number of People	
Disaster	10	1-3	25
Education	8	4-6	12
Organization	8	7-9	0
Feature	5	10 or More	3
Sports	5	None	<u>5</u>
Politics	2		45
Business-Profession	2		
Society	2	Average Number People	3.36
Civil Offense	1	Average Picture Size	
Awards	1	(Column Inches)	10.20
Armed Forces	<u>1</u>		
	45		

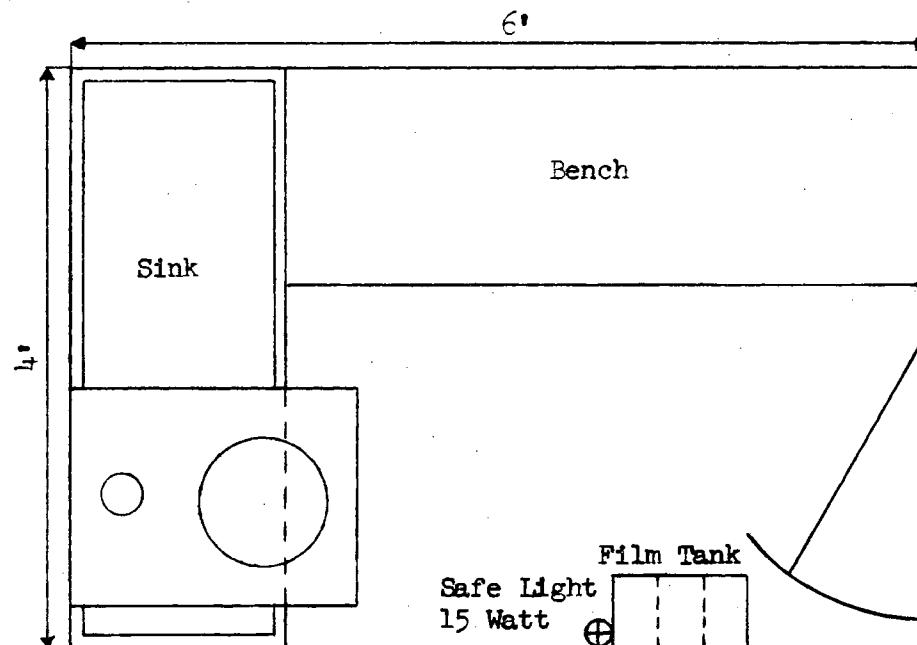


FIGURE 8. DARKROOM FLOOR PLAN - SAPULPA
DAILY HERALD. (SCALE $3/4" = 1'$)

CHAPTER XII

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE BLACKWELL JOURNAL-TRIBUNE

Russell Quinn-Business Manager

Circulation 6, 195

ORGANIZATION--General

All four people in the newsroom of this newspaper are required to operate cameras. The city editor explained that all are paid on the basis of a regular salary, with no special consideration for photographic ability. Everyone is expected to do all jobs common to the newsroom of any small daily. "We are all sort of department heads here", he added.

Each person can do darkroom work, although most of this is done by a high school boy who earns \$1.00 per hour. He also takes many of the staff-produced pictures.

News and some pictures are supplied by correspondents at Medford, Tonkawa, and Caldwell, Kansas. The Medford correspondent receives \$1.00 each for pictures he supplies; the others are paid a salary based on news correspondence.

A staff car is available.

Pay for a beginning reporter-photographer is about \$65-\$70 per week.

Engravings are made on a Scan-o-graver Fairchild machine.

Physical Plant

The darkroom is located in a corner of the pressroom to the rear of the newsroom. The darkroom is air conditioned.

A 12 x 20 inch safelight hangs from the ceiling over the enlarger. A slot opening in the top of the safelight lets light shine on the ceiling and reflect downward, providing diffused lighting for all working areas.

Open storage is available under the work areas.

Picture Assignments

The news editor is responsible for making picture assignments.

Special Shots

Mugs and small group pictures are shot against an office wall, using flash or strobe lighting. No commercial work is done. Wedding and engagement pictures come from commercial studios.

EQUIPMENT

Replacement Costs

The estimated equipment replacement cost is \$1300.

Cameras

One -- Speed Graphic 4 x 5 press camera

One -- Rolleiflex 120 twin lens reflex

One -- Yashica Mat 120 twin lens reflex

One -- Polaroid

Both flash and strobe lighting are used.

Enlarger

Omega D-II

PHOTOGRAPHIC SUPPLIES

Most photographic supplies are purchased from a local supplier at about a 20 percent discount. Monthly cost of supplies is about \$20-\$25.

Film

120 -- Tri X

4 x 5 -- Royal Pan, Super Pancro Press B

Polaroid -- Polaroid

Paper

Mostly Kodabromide F-3 and F-4. Some F-2 is also used. Paper is 6 x 8 inches in size.

Chemicals

DK-60a and Dektol are used for film and paper, respectively. Hypo agent is Kodak Acid Fixer.

FILING

Negatives are filed and listed in alphabetical order. Pictures and engravings of mugs are filed together and listed by name. No other pictures or cuts are filed unless they are reusable.

TABLE XIII

BLACKWELL JOURNAL-TRIBUNE ANALYSIS

Page Size	8 x 21
Number Pages	78
Picture Column Inches	565
Percent of Editorial Content Devoted to Pictures	8.62%

Number of Columns		Area of Interest	
One	34	Local	35
Two	18	State	-
Three	14	National	30
Four or More	5	International	6
Weekly Total (6 Issues)	<u>71</u>		<u>71</u>

Subject Matter		Number of People	
Organization	13	1-3	58
Feature	11	4-6	8
Education	8	7-9	1
Politics	7	10 or More	3
Sports	7	None	<u>1</u>
Celebrity	5		71
Business-Profession	4		
Armed Forces	4	Average Number of People	2.44
Society	4	Average Picture Size	
Civil Offense	3	(Column Inches)	7.99
Religion	3		
Disaster	1		
Fashion	<u>1</u>		
	71		

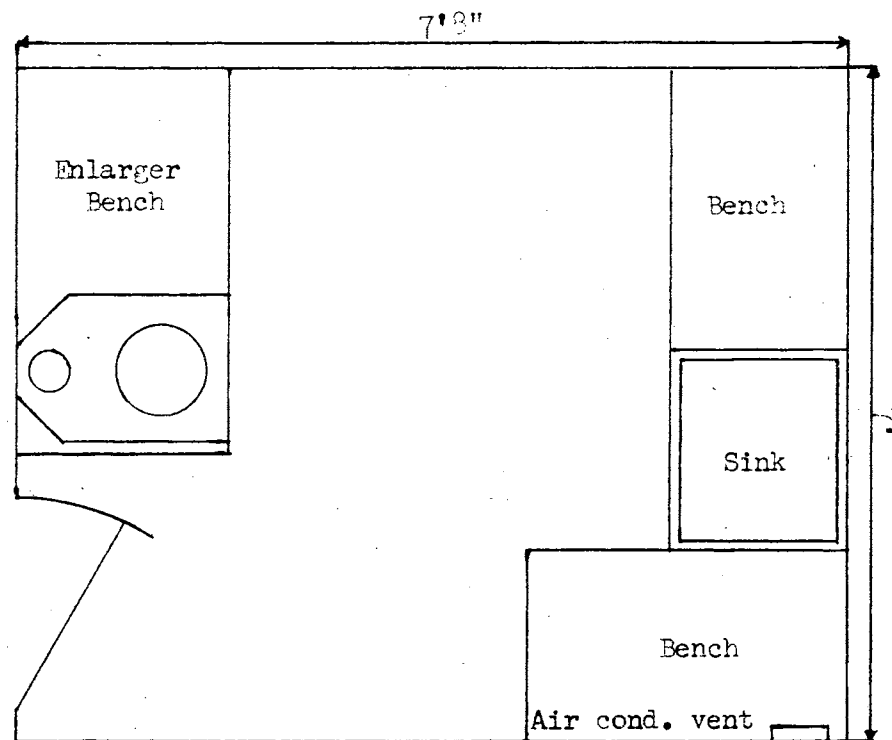


FIGURE 9. DARKROOM FLOOR PLAN -
BLACKWELL JOURNAL TRIBUNE
(SCALE 1/2" = 1')

CHAPTER XIII

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE STILLWATER DAILY NEWS-PRESS

L. F. Bellatti, Publisher

Circulation 6, 771

ORGANIZATION--General

No full-time photographers are employed at the Stillwater Daily News-Press. All reporters have the "side-line" job of operating a camera. The camera is a necessary tool, and all reporters are required to use it. Mr. Bellatti says that he can teach anyone how to operate a camera in just a few minutes. He emphasized that these people, with only one exception, learned to operate cameras since joining this newspaper.

Ten people in the newsroom take pictures. They do not develop or print their pictures, as a full-time darkroom technician is employed for this job. This girl is a part-time student at Oklahoma State University, where much of her course work is in photography. She is paid \$50 per week, working from 30 to 50 hours a week.

Reporter-photographers with no experience are usually started at about \$70 per week. At the end of a 30-day period they either receive a raise, or they do not "work out". Amount of the raise depends

on the progress of the individual. They normally work a 40-hour week, but overtime is paid as necessary.

Physical Plant

The darkroom is located in one corner of the newsroom.

Mr. Bellatti pointed out that the darkroom was not adequately planned for when the building was constructed. He would like to have a larger darkroom but added that the present facilities served rather well for their operation. (Only one person normally works in the darkroom at a time.)

The darkroom is air conditioned. Open storage space is available under the working areas. A 36-inch long stainless steel tank is used for developing of roll film.

Picture Assignments

The managing editor makes most of the picture assignments.

The reporter-photographer takes only one shot of each subject. The reason for this, says the editor, is to eliminate the necessity of having to select from several negatives the one which will be used.

After shooting a picture, the reporter returns to the newroom, writes the outline in duplicate, and places the two copies, along with the film holder, in a basket on the desk of the managing editor. The deskman keeps one copy of the outline for his own use and sends the carbon copy, attached to the film holder, to the darkroom operator.

After the picture is developed and printed, it is returned with the outline carbon to the deskman. He determines the size, writes it on the

back of the print, and the darkroom operator places the picture on the Fairchild machine for engraving. Fairchild plate and cutline are then given to the print shop via the managing editor.

Special Shots

No special studio facilities are available. Mug shots and small groups are usually shot against an office wall.

No commercial work is done, unless there is sufficient time available, and someone wants a copy of a picture which has appeared in the newspaper. A three month "file" is kept of such pictures in a box in the outer office area. Anyone desiring a picture may find it in the box and keep it. The newspaper people will not hunt it for someone else.

The first copy of a picture is free, while any additional copies may be purchased at cost. No profit is made. No prints of a fatal accident are given away. This is for self-protection in case of any formal litigation stemming from the accident.

EQUIPMENT

Replacement Costs

The equipment replacement cost is estimated at \$2000.

Cameras

Three -- 3-1/4 x 4-1/4 Speed Graphic press cameras

One -- 2-1/4 x 2-1/4 Richoflex Twin lens reflex

One -- 35mm Petri

Five strobe light packs are used; no flash.

Enlarger

An Omega D-II is used.

PHOTOGRAPHIC SUPPLIES

Photographic supplies are purchased through Eastman Kodak and Elko in Oklahoma City at a professional discount of 20 percent.

Film

3-1/4 x 4-1/4 -- Royal Pan

2-1/4 x 2-1/4 -- Super HyPan

35mm -- Tri X

Paper

Kodak Polycontrast F, exclusively

Chemicals

Film developers include D-76, UFG, and Ethol developer and replenisher. Paper developers are Dektol and DK-60a. D-76 and Dektol are most frequently used. Acetic acid stop bath and Kodak Acid Fix hypo are used for both film and paper.

FILING

Negatives are filed by date. Any prints which are kept must be ones which might be used again. Mug shots are filed by name, other

pictures by date. A cross reference is kept on all negatives and any prints that are kept. Negatives and prints are also listed by name of the organization involved.

TABLE XIV

STILLWATER DAILY NEWS-PRESS ANALYSIS

Page Size	8x 21
Number Pages	88
Picture Column Inches	960
Percent of Editorial Content Devoted to Pictures	13.02%

Number of Columns		Area of Interest	
One	16	Local	42
Two	23	State	12
Three	25	National	19
Four or More	18	International	9
Weekly Total (6 Issues)	<u>82</u>		<u>82</u>

Subject Matter		Number of People	
Feature	14	1-3	48
Education	13	4-6	12
Organization	12	7-9	4
Politics	10	10 or More	7
Disaster	10	None	<u>1</u>
Sports	9		82
Society	7		
Fashion	4	Average Number of People	2.53
Business-Profession	4	Average Picture Size	
Awards	3	(Column Inches)	11.71
Religion	2		
Home Garden	2		
Armed Forces	<u>2</u>		
	82		

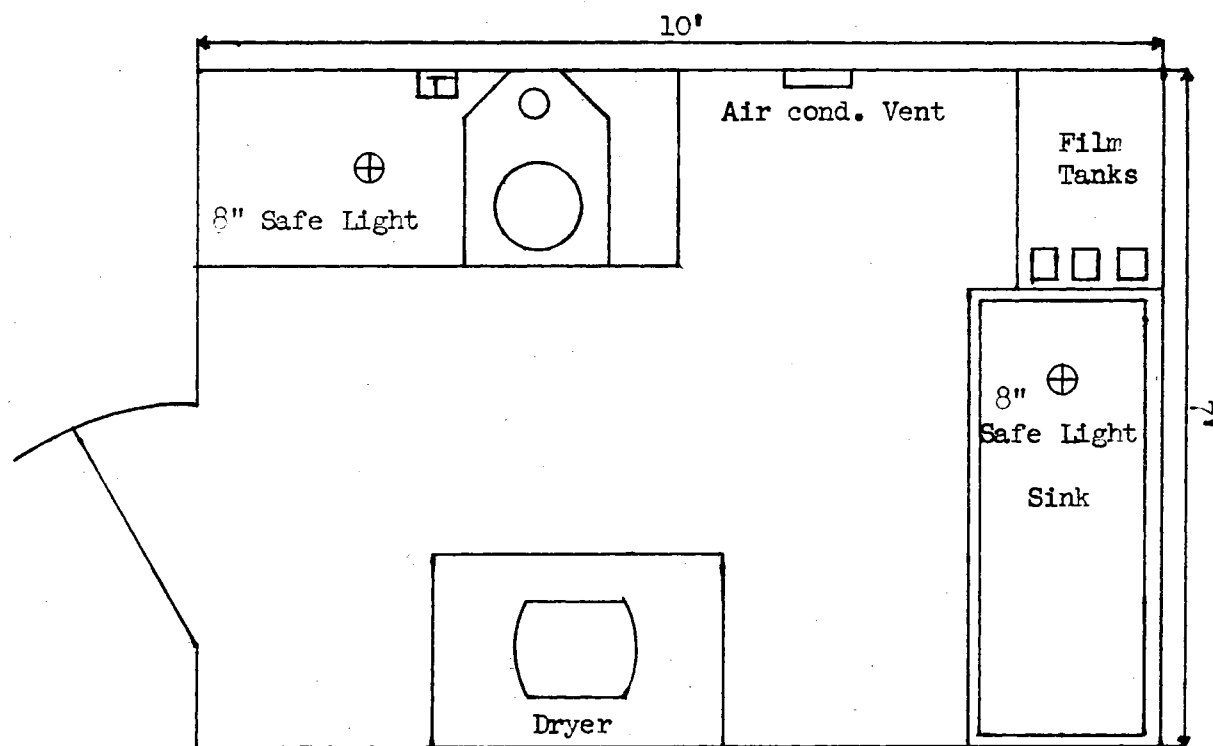


FIGURE 10. DARKROOM FLOOR PLAN - STILLWATER
DAILY NEWS-PRESS. (SCALE 1/2" = 1')

CHAPTER XIV

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE OKMULGEE DAILY TIMES

E. B. Brown, Publisher

Circulation 6,882

ORGANIZATION--General

The Okmulgee Daily Times has no darkroom facilities. All processing work is done by a professional photographer in the town. This professional also takes some news pictures for the newspaper. He is subject to call at any time, and charges different rates by time of day, size of pictures, and distance he must travel. Total cost of these services is estimated to average "under \$200 per month".

Reporter-photographers of the newspaper staff take about 60-70 percent of the local pictures. Some eight people in the newsroom and the advertising department may be called upon to take pictures.

Polaroid film is used so there is little processing work to be done by the professional photographer. The paper has its own Scan-o-graver Fairchild machine.

Beginning reporter-photographers are paid \$40-\$65 per week.

Picture Assignments

The business manager is responsible for most picture assignments.

Special Shots

Mug and small group pictures are taken against an office wall, using flash or strobe for lighting. No commercial work is done.

Other significant picture sources include nearby Oklahoma State Technical College and the Armed Forces.

EQUIPMENT

Replacement Cost

The equipment replacement cost is estimated at \$1000.

Cameras

Two -- 4 x 5 Speed Graphic press cameras

One -- Polaroid Land camera

The press cameras are equipped with Polaroid film packs.

FILING

Negatives and pictures are filed alphabetically. Fairchild engravings are seldom kept.

TABLE XV

OKMULGEE DAILY TIMES ANALYSIS

Page Size	8 x 21-1/4
Number Pages	73
Picture Column Inches	640
Percent of Editorial Content Devoted to Pictures	9.65%

Number of Columns		Area of Interest	
One	36	Local	38
Two	17	State	4
Three	16	National	26
Four or More	7	International	8
Weekly Total (6 Issues)	<u>76</u>		<u>76</u>

Subject Matter		Number of People	
Education	15	1-3	34
Feature	12	4-6	12
Organization	10	7-9	5
Sports	8	10 or More	10
Politics	7	None	<u>15</u>
Society	6		
Disaster	5		76
Business-Profession	4		
Religion	3	Average Number of People	2.60
Home Garden	3	Average Picture Size	
Fashion	2	(Column Inches)	8.42
Armed Forces	<u>1</u>		
	76		

CHAPTER XV

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE NORMAN DAILY TRANSCRIPT

Fred E. Tarman, Publisher

Circulation 7,968

ORGANIZATION--General

This newspaper has a separate photographic department, consisting of one full-time photographer and a part-time student photographer.

Frank Garner, the full-time photographer, is in charge of the department under the direction of the city editor. He earns about \$110 per week, including three bonuses per year. No staff car is furnished, but mileage is paid for the use of his car. He works as long as required, receiving no over-time pay.

Mr. Garner was one of the few photographers interviewed who indicated any formal schooling in his trade. He attended the Leica School in New York.

The part-time photographer is a student at the University of Oklahoma. Photography is his hobby, and he had some previous experience in the military service. He works almost a full week and is paid \$1.15 per hour.

Engravings are made on a Fairchild Scan-o-sizer machine which makes reductions or enlargements.

Physical Plant

The facilities of this newspaper include a new, air conditioned building with an elevator serving the two main floors and the basement. The darkroom is located just off the newsroom on the second floor.

A walk-through light trap leads into the finishing room which consists of a "wet side" for chemical processing, washing, and other facilities, and a "dry side" for enlargers, easels, paper, and other materials.

A smaller portion of the darkroom is the negative darkroom, with a sink at one end and a work table at the other end. Open storage is provided under the work spaces of both rooms.

A copy camera stand and a refrigerator utilize the space at either end of the light trap.

Picture Assignments

Most people in the newsroom at some time suggest pictures by making notations on assignment sheets. These suggestions are then approved or rejected by the managing editor and the city editor. The city editor logs the approved assignments on a photographic assignment sheet. This not only informs the photographers of pictures to be taken, but shows at a glance where a particular photographer is at a given time.

Special Shots

No special studio is available, but flood lights and a backdrop are available for use in shooting mug shots or small groups. These pictures are often shot against the wall of a conference room, usually using bounce lighting from flash or strobe unit.

No commercial work is done. Some photographs are made for the advertising department, but this is a part of the duties of the photographic department and no actual proceeds are realized. No wedding or engagement pictures are made.

EQUIPMENT

Replacement Cost

The estimated equipment replacement cost is \$3000.

Cameras

One -- Minolta 35mm

One -- Yashica Mat 2-1/4 x 2-1/4 twin lens reflex

Two -- Rolleiflex 2-1/4 x 2-1/4 twin lens reflex

Two -- Speed Graphic press cameras

In addition to these, three Leica 35mm cameras belonging to the photographers are used. The paper pays the upkeep and repairs on these.

The editor says this is the preferred method of operation, but both the management and the photographers. The photographer says that almost all pictures are now taken on 35mm negative sizes.

The two larger press cameras are seldom used. The editor says that they would likely be sold, except that the resale value is too low to realize much from their sale.

Four strobe units are available. Other cameras are equipped with standard flash.

Enlargers

The darkroom has three enlargers: Leitz Valoy II, strictly for 35mm; Omega Type D-II, and an Omega Type B-5. The automatic focus attachment is not used on this enlarger.

PHOTOGRAPHIC SUPPLIES

Photographic supplies are purchased in Norman at Rickner's Photo Supply at wholesale or discount prices. The photographic business there usually runs around \$300 per month.

Film

35mm -- Panatomic X, Plus X, Tri X, Microfile, and High Speed Infrared

120 -- Verichrome Pan, Plus X, Tri X, Super HyPan

4 x 5 -- Tri X, Super HyPan

Although these films and film sizes are available, the vast majority actually used is the 35mm. Plus X is used most often. The photographer says that he likes the new type Tri X, which has less graininess than the old type. He emphasized, however, that sharpness of the picture is more important than graininess for reproduction

on the Fairchild machine. Panatomic X is used quite often in the summer, especially for outdoor shots in the sunshine. As a general rule, the photographers use the film that best suits the assignment, determined primarily by the film speed and graininess.

Paper

Kodak Polycontrast single weight F, exclusively. Different contrasts are obtained by the use of filters on the enlarger.

Chemicals

D-76 is used for film developer. For Panatomic X and Plus X, it is diluted 1:1 with water. D-76 is used as a one-time developer. It is used only one time, then poured down the drain.

Dektol is used as paper developer, and in developing Microfile film.

Acetic stop bath is used for both film and paper. Kodak Rapid Fixer is also used for both, as is Kodak Hypo Clearing Agent. Kodak Photo Flow is used on film after it has been developed and washed.

The new Unibath has been tried, but the editor says that the extra speed of processing is not needed. FR X-22 has been used for fine-grain developing.

FILING

A file of index cards is kept, containing information of negatives, pictures, mats, and clip stories. The card tells what is available

and were it is filed. Negatives are filed by date. Pictures and engraving mats are listed by subject matter.

TABLE XVI

NORMAN DAILY TRANSCRIPT ANALYSIS

Page Size	9 x 21-1/2
Number Pages	98
Picture Column Inches	1315
Percent of Editorial Content Devoted to Pictures	13.86%

Number Columns		Area of Interest	
One	12	Local	56
One and One-Half	3	State	11
Two	22	National	14
Two and One-Half	4	International	9
Three	23		<u>90</u>
Four or More	26		
Weekly Total			
(6 Issues)	<u>90</u>		

Subject Matter		Number of People	
Disaster	14	1-3	51
Feature	13	4-6	13
Education	13	7-9	2
Sports	11	10 or More	6
Organization	9	None	18
Politics	7		<u>90</u>
Fashion	6		
Business-Profession	3	Average Number of People	2.41
Awards	3	Average Picture Size	
Society	3	(Column Inches)	14.60
Construction	3		
Civil Offense	2		
Science-Medicine	1		
Religion	1		
Armed Forces	<u>1</u>		
	90		

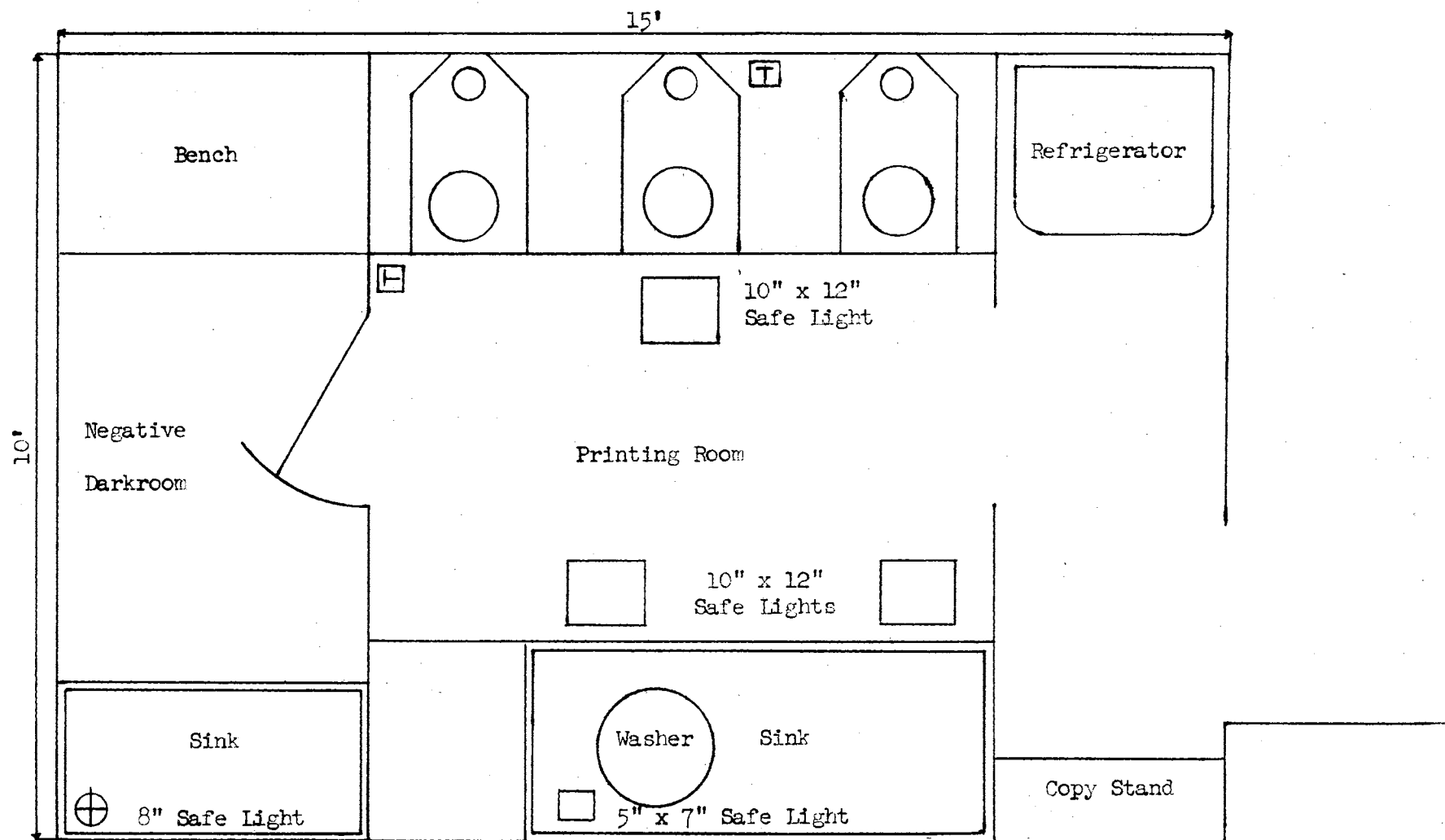


FIGURE 11. DARKROOM FLOOR PLAN - NORMAN DAILY TRANSCRIPT
(SCALE 1/2" = 1')

CHAPTER XVI

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE ADA EVENING NEWS

W. D. Little, Publisher

Circulation 9,268

ORGANIZATION--General

The reporter-photographer system is used at the Ada Evening News. Four people on the news staff take pictures.

Under the present setup, all photographers do their own darkroom work. A man is expected to be hired soon as a darkroom technician. No information was available at the time of the interview of his wages or duties.

Engravings are currently done at an engraving plant in Ada. Cost of these zinc engravings is about \$200-\$300 per month. Future plans call for the use of a Fairchild machine to reduce the expense of engravings.

Beginning reporter-photographers are usually started at about \$55 per week, depending on the individual.

Physical Plant

The darkroom is located on the second floor above the pressroom. Washing facilities include a divided porcelain sink, a film

washing tank, and a print washer. Steel storage cabinets are used for storing paper, film, and similar photographic supplies. Additional storage for mixed chemicals and trays is available above and below work areas. The darkroom is air conditioned.

Picture Assignments

Generally, anyone desiring a picture will either take it himself or make arrangements for someone else to do it. The managing editor and the city editor make some picture assignments.

Special Shots

Mug and small group pictures are made against an office wall, using flash or strobe lighting. No commercial work is done. Wedding and engagement pictures are supplied by commercial sources.

EQUIPMENT

Replacement Cost

The estimated equipment cost is \$2400.

Cameras

Two -- Speed Graphic 4 x 5 press cameras

One -- 4 x 5 Crown Graphic press camera

Two -- Yashica 120 twin lens reflex

The managing editor often uses his own Hasselblad 120 single lens reflex for newspaper work.

Both flash and strobe are used.

Enlarger

Omega D

PHOTOGRAPHIC SUPPLIES

Photographic supplies are purchased from Eastman Kodak in Oklahoma City at the normal 20 percent professional discount. Cost of supplies was estimated at slightly more than \$100 per month.

Film

4 x 5 -- Super Pancro Press B

120 -- Panatomic X, Plus X, Adox 4-21, and Royal X

Paper

Kodak Medalist F, Grades 2-4

Chemicals

DK-50 is used for 4 x 5 film developer; 120 film developers are Microdol for Plus X and Panatomic X, and DK-50 for the other films. Acetic acid stop bath is used for film and paper. Dektol is used for paper developer. Hypo agent is Kodak Acid Fixer.

FILING

Once each week the managing editor picks up a cigar box of negatives from the darkroom and files them alphabetically by name, groups, or other category.

Engravings of one column mugs are filed by name. No pictures are saved.

TABLE XVII

ADA EVENING NEWS ANALYSIS

Page Size	9 x 21
Number Pages	86
Picture Column Inches	1464
Percent of Editorial Content Devoted to Pictures	18.01%

Number of Columns		Area of Interest	
One	18	Local	42
One and One-Half	6	State	7
Two	41	National	60
Two and One-Half	5	International	11
Three	33		<u>120</u>
Three and One-Half	1		
Four or More	16		
Weekly Total (6 Issues)	<u>120</u>		

Subject Matter		Number of People	
Feature	37	1-3	76
Disaster	16	4-6	17
Sports	14	7-9	3
Organization	10	10 or More	8
Politics	8	None	16
Society	8		<u>120</u>
Education	7		
Celebrity	5	Average Number of People	2.69
Construction	4	Average Picture Size	
Fashion	3	(Column Inches)	12.20
Armed Forces	3		
Home Garden	2		
Business-Profession	1		
Science-Medicine	1		
Religion	<u>1</u>		
	120		

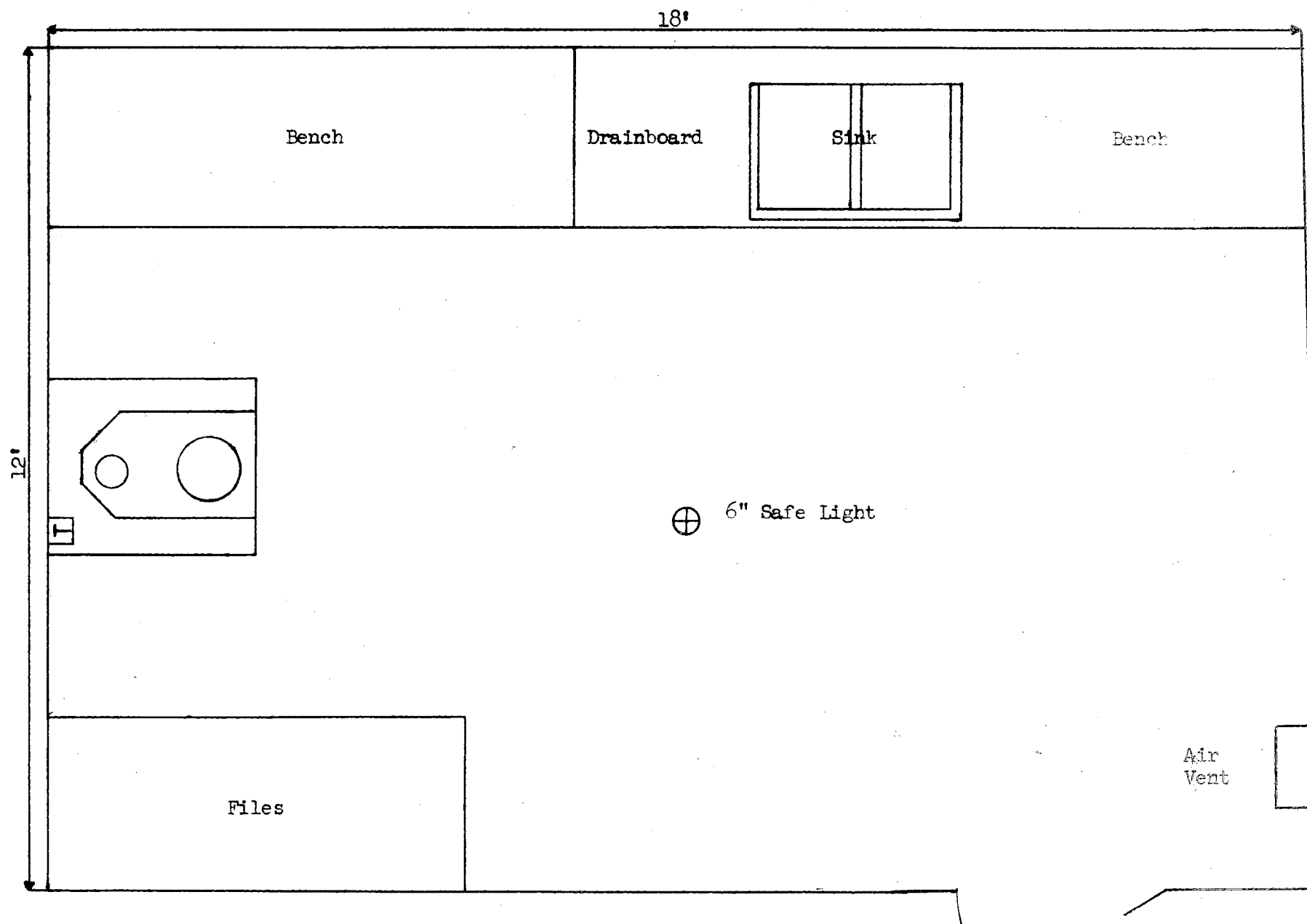


FIGURE 12. DARKROOM FLOOR PLAN - ADA EVENING NEWS. (SCALE $1/2'' = 1'$)

CHAPTER XVII

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE DUNCAN DAILY BANNER

Mrs. B. L. Abernethy, Publisher

Circulation 9,565

ORGANIZATION--General

The reporter-photographer system is used at the Duncan Daily Banner. Four people in the newsroom take pictures, and each person does his own darkroom work.

Newsmen work about 48 hours per week, receiving time and a half pay for anything over 40 hours per week. No staff car is available, but mileage is paid.

The newspaper has no Fairchild machine, and zinc engravings are made by a commercial plant in Duncan for about \$200-\$300 per month. Cost is figured at the rate of \$1.50 for a one-column mug picture, \$2.00 for a one-column picture four and one-half inches deep, and \$2.45 for a one-column picture six inches in depth. A complete list of rates was not available.

Beginning pay for reporter-photographers is generally about \$75-\$85, depending on the individual.

Physical Plant

The darkroom is located on the second floor above the newsroom. Work areas are rather low; the enlarger table is only 20 inches higher than the floor. A supply storage area occupies one end of the darkroom. An air vent mounted in one wall supplies air circulation.

Picture Assignments

Picture assignments are made by the managing editor and the news editor.

Special Shots

Mug shots are seldom used. The managing editor said that many of those used were supplied by the individual concerned. Mug pictures taken by the news staff are usually shot against an office wall using flash or strobe for lighting.

No commercial work is done, with the exception of pictures taken for advertising. The charge for these is equal to the cost the newspaper must pay to have the pictures engraved.

Wedding and engagement pictures are commercially produced; none are made at the newspaper.

EQUIPMENT

Replacement Cost

The equipment replacement cost is estimated at \$1500.

Cameras

One -- 4 x 5 Speed Graphic press camera

One -- Kodak Monitor 620 twin lens reflex

One -- Polaroid Land Camera

One person on the news staff uses his own Rolleiflex 120 twin lens reflex for some newspaper pictures.

The managing editor says that they may make greater use of the Polaroid because it is cheaper to operate (no darkroom work).

Both strobe and flash are used.

Enlarger

Omega D-II

PHOTOGRAPHIC SUPPLIES

Photographic supplies are purchased at Elko in Oklahoma City at a 20 percent discount. Cost of supplies runs about \$30 per month. The managing editor thinks this will decrease somewhat with more extensive use of the Polaroid camera.

Film

4 x 5 -- Super HyPan

620 -- Super HyPan

120 -- Verichrome Pan and Super HyPan

Polaroid -- Type 52

Paper

Kodak Medalist F, Grades 2-4, and Kodabromide F, Grades 2-5.

Chemicals

DK-50 film developer, Dektol paper developer, acetic acid stop bath, and Kodak Acid Fixer.

FILING

Negatives are filed and listed by subject matter. Mats and engravings are filed and listed alphabetically.

TABLE XVIII

DUNCAN DAILY BANNER ANALYSIS

Page Size	8 x 21
Number Pages	86
Picture Column Inches	434
Percent of Editorial Content Devoted to Pictures	6.01%

Number of Columns		Area of Interest	
One	12	Local	18
Two	25	State	-
Three	8	National	19
Four or More	3	International	<u>11</u>
Weekly Total (6 Issues)	<u>48</u>		48

Subject Matter		Number of People	
Fashion	10	1-3	30
Disaster	7	4-6	-
Society	7	7-9	2
Feature	5	10 or More	4
Education	3	None	<u>12</u>
Construction	3		48
Science-Medicine	2		
Home Garden	2	Average Number of People	1.73
Sports	2	Average Picture Size	
Organization	2	(Column Inches)	9
Travel	2		
Politics	1		
Religion	1		
Celebrity	<u>1</u>		
	48		

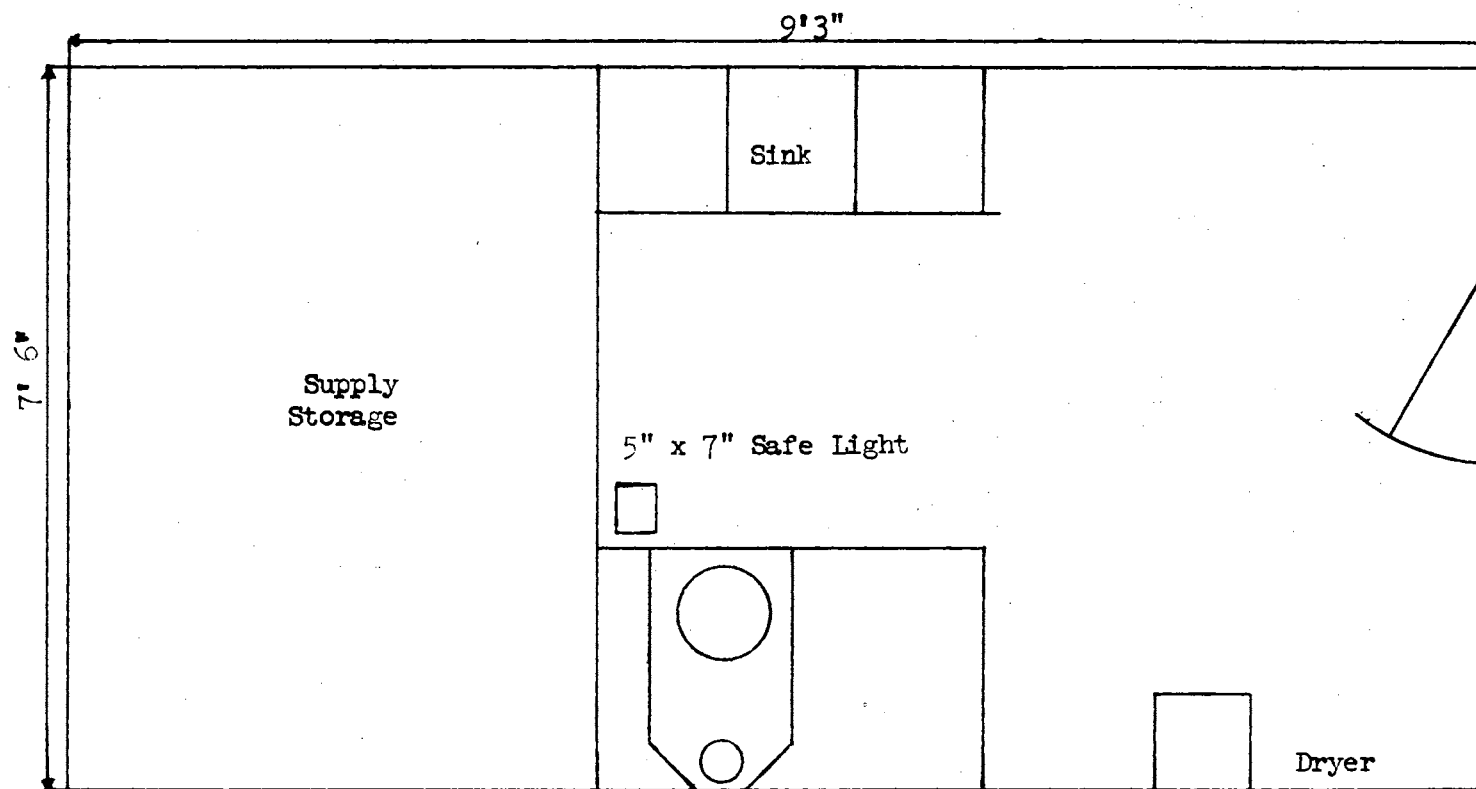


FIGURE 13. DARKROOM FLOOR PLAN - DUNCAN DAILY BANNER. (SCALE 1/2" = 1')

CHAPTER XVIII

PHOTOGRAPHIC ORGANIZATION AND OPERATION
OF THE DAILY ARDMOREITE

John Easley Riesen, Publisher

Circulation 10,771

ORGANIZATION--General

The Daily Ardmoreite uses a combination of the photographer and reporter-photographer systems. A full-time photographer, Joyce Franks, does most of the photographic work. Six people on the news staff may be called on at times to take pictures. Three of these people can do darkroom work if necessary.

Mr. Franks works a 48-hour week and is paid \$75 per week. No staff car is available, but he is paid 6 cents per mile for travel.

Engravings are made on a Scan-o-graver Fairchild machine.

Physical Plant

The darkroom is located on the second floor above the press-room. A double door is used to partially block outside light from entering. Two sinks are used, one of which is a divided metal sink containing film wash facilities and chemical tanks. A combination copy stand and film drying stand is used. A smaller storage room is available for storing photographic supplies.

Picture Assignments

The managing editor usually makes the picture assignments. He personally takes numerous feature pictures.

Special Shots

Mug and small group pictures are made against an office wall. Wedding and engagement pictures are supplied by commercial sources.

Copies of pictures which have appeared in the newspaper will be sold at a rate of \$1.25 for a 5 x 7 inch picture and \$1.75 for an 8 x 10 inch print.

EQUIPMENT

Replacement Cost

The estimated equipment replacement cost is \$2600.

Cameras

Four -- Speed Graphic 4 x 5 press cameras

One -- Ikoflex 120 twin lens reflex

One -- Yashica 120 twin lens reflex

Enlarger

Omega D

PHOTOGRAPHIC SUPPLIES

Photographic supplies are purchased from Elko and Eastman Kodak in Oklahoma City at a professional discount of 20 percent. A budget of \$90 per month is available for buying supplies, but the

photographer says that the actual cost is usually slightly less than \$50 per month. The unused money is accumulated for purchase of cameras and other equipment.

Film

4 x 5 -- Royal Pan

120 -- Tri X, Plus X, Super HyPan

Paper

Kodak Medalist F, Grades 2-5

Chemicals

DK 60a developer is used for 4 x 5 film; UFG is used for 120 film. Paper developer is Dektol. No stop bath is used other than water. Hypo is Kodak Acid Fixer for 4 x 5 negatives and for pictures; Kodak Rapid Fixer is used for 120 film.

FILING

Negatives are filed by categories such as society, news, local items. Mug negatives are filed alphabetically. Some reusable pictures are filed by the society editor.

Fairchild plastics are kept in a box in the backshop for two weeks and are then discarded.

TABLE XIX

DAILY ARDMOREITE ANALYSIS

Page Size	8 x 21
Number Pages	90
Picture Column Inches	853
Percent of Editorial Content Devoted to Pictures	11.28%

Number of Columns		Area of Interest	
One-Half	3	Local	62
One	20	State	7
One and One-Half	4	National	14
Two	22	International	1
Three	30		<u>84</u>
Four or More	5		
Weekly Total (6 Issues)	<u>84</u>		

Subject Matter		Number of People	
Feature	26	1-3	57
Construction	8	4-6	8
Sports	7	7-9	4
Education	6	10 or More	4
Religion	6	None	11
Organization	6		<u>84</u>
Armed Forces	5		
Fashion	4	Average Number of People	2.13
Civil Offense	3	Average Picture Size	
Col. Auth.	3	(Column Inches)	9.48
Business-Profession	2		
Awards	2		
Home Garden	2		
Society	2		
Disaster	1		
Travel	<u>1</u>		
	84		

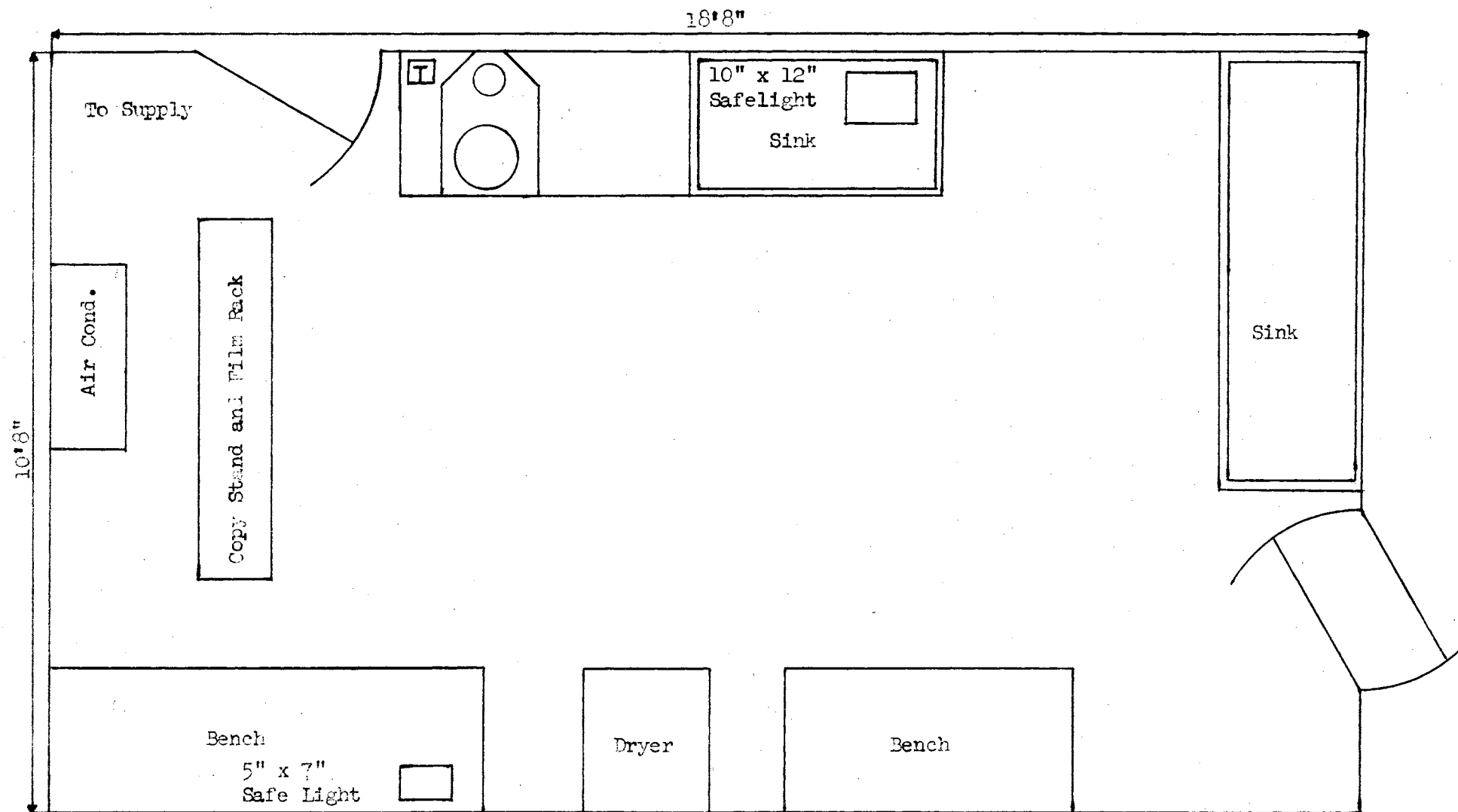


FIGURE 14. DARKROOM FLOOR PLAN - DAILY ARDMOREITE. (SCALE 1/2" = 1')

CHAPTER XIX

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE SHAWNEE DAILY NEWS-STAR

N. B. Musselman, Publisher

Circulation 10,927

ORGANIZATION--General

Unlike most of the newspapers interviewed in this survey, the Shawnee Daily News-Star has no facilities for taking or processing pictures. No darkroom or camera equipment is available. Pictures are supplied by a commercial photographer in Shawnee on a contract basis. The newspaper does have its own Fairchild machine, the Scan-o-graver.

Picture Contract

Mr. Tom Coffee and staff, commercial photographers in Shawnee supply the great majority of the pictures for use by the newspaper. Payments for this service are made on a monthly basis, consisting of a service fee of \$50 plus a payment of one dollar per picture supplied, regardless of size. Mr. Reese estimated the total rate of average \$180-\$250 per month. He says that the major drawback to this system is that he has no control over picture cropping, adding that picture quality suffered accordingly.

Picture Assignments

The news editor makes picture assignments to the commercial firm. Important news events, such as floods, accidents, etc. may be covered without special assignment.

Other Sources

The newspaper receives additional pictures from the Oklahoma Baptist University and St. Gregory's High School and College, both located at Shawnee. Additional pictures are received from other universities and from the Armed Forces.

A corresponding reporter from Lincoln County sends pictures occasionally with news items.

Charges

The newspaper charges for printing of wedding and engagement pictures at the rate of \$3.50 for a two-column picture and \$1.75 for a one-column picture.

FILING

No file is kept on engravings. A file is kept of one-column pictures, usually listed by name. Negatives are kept by the commercial photographer.

TABLE XX

SHAWNEE DAILY NEWS-STAR ANALYSIS

Page Size	8 x 21
Number Pages	90
Picture Column Inches	520
Percent of Editorial Content Devoted to Pictures	6.88%

Number Columns		Area of Interest	
One	16	Local	47
Two	23	State	2
Three	15	National	6
Four or More	5	International	4
Weekly Total (6 Issues)	<u>59</u>		<u>59</u>

Subject Matter		Number of People	
Feature	12	1-3	43
Armed Forces	8	4-6	6
Business-Profession	7	7-9	2
Religion	7	10 or More	5
Society	7	None	3
Education	6		<u>59</u>
Sports	5		
Politics	3	Average Number of People	3.25
Organization	2	Average Picture Size	
Awards	1	(Column Inches)	8.81
Funeral	<u>1</u>		
	59		

CHAPTER XX

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE PONCA CITY NEWS

Allen and Gareth Muchmore, Publishers

Circulation 11,788

ORGANIZATION--General

The organization of the Ponca City News does not include a separate photographic department. All photographic work, shooting, developing, and printing, is done by persons otherwise employed on the news staff. Ten of the 12 persons in the newsroom are qualified to use cameras. Of the remaining two, one does the copy work in the darkroom and the other helps run the Fairchild machine.

Mr. Gareth Muchmore said that he would have it no other way. He feels that a separate photographic department is unnecessary for a newspaper of this size.

Reporter-photographers usually work within a 40-hour work week, though overtime is paid as necessary. Photographers almost always process their own pictures and must clean the darkroom when they finish.

Physical Plant

The darkroom is located on the second floor above the newsroom. It consists of a "wet end" for chemicals and a "dry end" for enlargers and other materials. Nothing wet is supposed to be taken into the dry end of the darkroom. Prints are dried on ferrotype plates with no heating elements. Upright tray storage is provided at one end of the work bench in the dry end.

Mr. Muchmore emphasized that the size of the darkroom was quite adequate for the needs of this newspaper.

Picture Assignments

The city editor makes most of the picture assignments. Four staff members carry cameras in their cars at all times and may make pictures without assignment.

Special Shots

The newspaper has no special studio facilities. Mug and small group pictures are taken against an office wall, using a screen for a background. For larger group shots, pictures must be made elsewhere. This is primarily because of available space, although sets or backdrops (organization banners, etc.) may also be considered.

The general policy in regard to size of group shots is to allow one-half to one inch space between the hairline and the chin of the subjects in the reproduced picture.

Very little commercial work is done. Copies of prints which have appeared in the newspaper may be handled at cost. Wedding and

engagement pictures usually are supplied by commercial studios. This is encouraged by the management to maintain good relations with the commercial studios.

EQUIPMENT

The estimated new replacement cost is \$3500. However, Mr. Muchmore said that he would not buy all new equipment.

Cameras

One -- Yashica C 120 twin lens reflex

Six -- Speed Graphic 4 x 5 press cameras

In addition to these, there are five personal cameras used by individual staff members. The editor himself owns six cameras which may be used on occasion. The newspaper owns five strobe units. Other cameras are equipped with standard flash.

Enlargers

Two enlargers are used: One Kodak A (2-1/4 x 3-1/4 negative size), and one Kodak B (4 x 5).

PHOTOGRAPHIC SUPPLIES

Most photographic supplies are purchased at Eastman's in Oklahoma City. Some purchases are made at the Tulsa Camera Record, Dee's Camera in Oklahoma City, and at the Lawrence Photo Supply in Wichita, Kansas. A 20 percent discount is allowed at each supply store. Monthly cost of supplies is about \$40.

Film

120 -- Tri X exclusively

4 x 5 -- Royal Pan, Super XX, Royal X Pan

Paper

Kodabromide, Valor Black, and Opal G

Chemicals

Film developers include DK-60a and D-76. Paper developer is D-72. Acetic acid stop bath and hypo are the same for both film and paper. The hypo used is Kodak Acid Fix or Edwal Quickfix.

BFI-30 hypo eliminator is used for both film and paper. A small amount of Kodak print flattener is also used.

UFG-90 and DK-20 paper developers are also kept in the dark-room for personal work.

FILING

Negatives of all sizes are filed in 4 x 5 envelopes and listed by subject. Prints and Fairchild plates are not kept unless they are considered to be reusable.

TABLE XXI

PONCA CITY NEWS ANALYSIS

Page Size	8 x 21
Number Pages	98
Picture Column Inches	921
Percent of Editorial Content Devoted to Pictures	11.19%

Number of Columns		Area of Interest	
One	27	Local	82
One and One-Half	2	State	4
Two	65	National	24
Three	26	International	10
Four or More	-		<u>120</u>
Weekly Total (6 Issues)	<u>120</u>		

Subject Matter		Number of People	
Home Garden	26	1-3	76
Organization	21	4-6	20
Society	14	7-9	11
Feature	11	10 or More	2
Sports	10	None	<u>11</u>
Politics	7		120
Education	6		
Disaster	5	Average Number of People	2.42
Business-Profession	5	Average Picture Size	
Religion	4	(Column Inches)	7.68
Civil Offense	3		
Construction	2		
Funeral	2		
Science-Medicine	1		
Awards	1		
Armed Forces	1		
Travel	<u>1</u>		
	120		

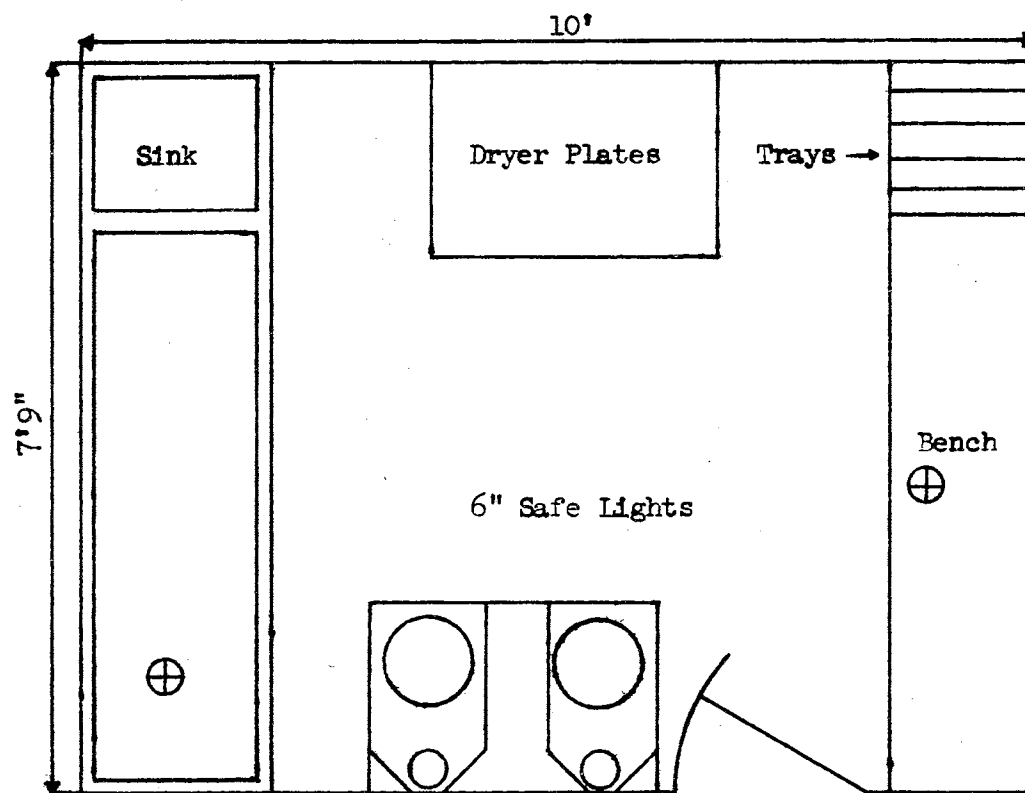


FIGURE 15. DARKROOM FLOOR PLAN - PONCA CITY
DAILY NEWS. (SCALE 1/2" = 1')

CHAPTER XXI

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE LAWTON CONSTITUTION

Ned Shepler, Publisher

Circulation 12,657

ORGANIZATION--General

This newspaper has a separate photographic department. Bill Dickson, head of the department, earns about \$100 per week. He works on the basis of a 48-hour week and no overtime is paid. The night man earns about \$80 per week on the same basis. These two men alternate on night-time sports events. The other person in the department is a lady who works a 40-hour week, earning about \$40 per week. She takes no pictures and does little printing, but operates the wire photo machine and the two Fairchild machines.

An area reporter-photographer, who covers Canadian and surrounding counties, does some picture taking and darkroom work. He actually works from the newsroom. His pay is about \$100 per week plus mileage. He usually does his own darkroom work.

The bulk of the pictures taken concern Fort Sill Military Base and sports shots, in that order.

The idea of the separate photographic department is to give the newspaper "professional" type pictures.

Three staff cars are available.

Engravings are done on two Scan-o-graver Fairchild machines. Since these machines do not reduce or enlarge the size of the picture, a pica rule is used in the darkroom for measuring the size of the pictures when they are printed to fit the size desired for the newspaper.

Beginning reporter-photographers are usually started at about \$75 per week, and the pay may increase to \$100 or more.

Three other people in the newsroom can do photography and darkroom work if necessary, but are seldom called on to do so, except when others are on vacation.

Physical Plant

Darkroom facilities are located in the basement behind and below the newsroom. A combination sink in the negative darkroom has tanks for chemicals and wash water. A water-temperature control system keeps fluids in this sink at a constant 68 degrees Fahrenheit.

All printing and finishing facilities are located in the finishing room. Equipment includes telephone, intercom, and an Associated Press wire-photo machine.

Picture Assignments

All picture assignments pass across the city desk. Reporters wanting pictures must first clear through the city desk. A calendar is kept there where assignments are listed. Usually about half an

hour is allowed for each shot. The calendar shows where a particular photographer is at a given time.

Special Shots

The only commercial work done by the photographic department is pictures for advertising purposes. When an advertiser wants to include a picture in his ad, the advertising department will suggest that they have the newspaper photographers take the pictures for them. The newspaper realizes no returns from this, but the photographers do.

Mug shots are taken against an office wall using a Speed Graphic camera with strobe lighting. No wedding or engagement pictures are taken.

EQUIPMENT

Replacement Costs

The estimated equipment replacement cost is \$4000.

Cameras

Three -- 4 x 5 Speed Graphic press cameras

One -- 4 x 5 Crown Graphic press camera

One -- 4 x 5 Super Graphic press camera

In addition, Mr. Dickson has a Hasselblad 120 single lens reflex camera of his own which he uses about 40 percent of the time for news shots. He also has a Leica 35mm camera which he carries sometimes, but pictures from this camera are not used for the

newspaper. He uses color film and often sells slides which he has shot while on assignment.

The area man also has a Rolleiflex 120 twin lens reflex which he may use occasionally, although he normally uses a 4 x 5 press camera owned by the newspaper.

Enlargers

Two -- Omega D-II

PHOTOGRAPHIC SUPPLIES

Most photographic supplies are purchased through Eastman Kodak in Dallas at a 20 percent discount. No postage is required.

When asked the cost of supplies, the business manager broke it down as follows: cost of paper, film, chemicals, flash bulbs, and batteries is about \$190 per month; rental on Fairchild machines, \$355 per month; cost of plastics for Fairchild, \$415 per month; departmental salaries, about \$1000 per month; and rental on Associated Press wire photo, \$353.60 per month. The total cost of the operation of the photographic department is about \$2,123.60 per month.

Film

4 x 5 -- Royal Pan

120 -- Tri X Pan

Paper

Kodabromide

Chemicals

DK-50 developer is used for negatives; Dektol developer for prints. Acetic acid stop bath and Kodak Rapid Fixer (with Hardener) are used for both negatives and prints. Kodak Photo Flo is used for negatives.

FILING

Negatives are filed alphabetically by topic. Some of the major listings are Fort Sill, sports, schools, parades, 4-H and FFA, bands, scouts, floods, accidents, fires, miscellaneous crimes, advertising, surrounding areas, conventions, Cameron College, etc.

A separate box is kept for posted sports negatives.

Prints and engravings are not saved, with the exception of prints of mug shots, which are filed with their respective negatives.

TABLE XXII

LAWTON CONSTITUTION ANALYSIS

Page Size	8 x 21
Number Pages	166
Picture Column Inches	1424
Percent of Editorial Content Devoted to Pictures	10.12%

Number Columns		Area of Interest	
One-Half	6	Local	70
One	38	State	9
Two	33	National	36
Three	49	International	23
Four or More	12		
Weekly Total (6 Issues)	<u>138</u>		<u>138</u>

Subject Matter		Number of People	
Politics	26	1-3	98
Sports	19	4-6	12
Armed Forces	12	7-9	-
Feature	11	10 or More	10
Disaster	10	None	<u>18</u>
Civil Offense	9		138
Organization	9		
Education	8	Average Number of People	2.36
Business-Profession	6	Average Picture Size	
Celebrity	6	(Column Inches)	10.32
Weather	6		
Home Garden	4		
Society	3		
Religion	3		
Awards	2		
Col. Author.	2		
Fashion	1		
Construction	1		
Travel	<u>1</u>		
	138		

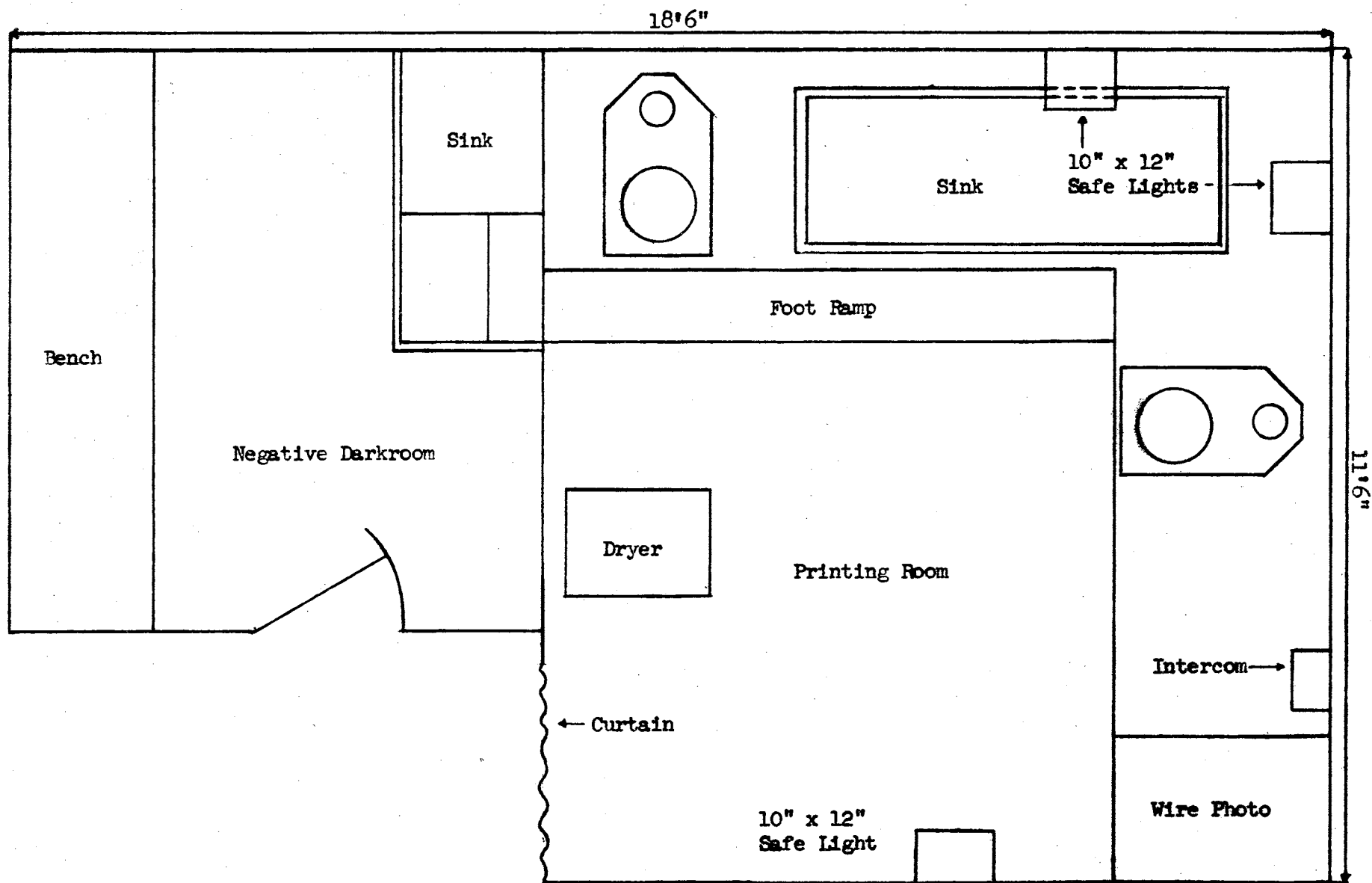


FIGURE 16. DARKROOM FLOOR PLAN - LAWTON CONSTITUTION. (SCALE 1/2" = 1')

CHAPTER XXII

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE ENID DAILY EAGLE-MORNING NEWS

John Taylor and Milton Garber, Publishers

Circulation 23, 354

ORGANIZATION--General

This newspaper has a separate photographic department, consisting of one full-time photographer and a night man who works part-time.

Bill Edson, department head, works about 48 hours a week, receiving time and a half for anything over 40 hours. The business office calculates his pay on an hourly basis, but he is actually paid by weekly salary, usually amounting to about \$86.50 per week.

A staff car, equipped with two-way radio, is furnished. Mr. Edson maintains the car, with the company paying the expenses.

The night man has another job during the day and may work as many as 37 to 42 hours per week for the newspaper. He is paid \$1.00 per hour. In addition to photographic work, this man also runs the Fairchild machine and writes copy during the hours he is working.

All ten people in the newsroom are required to be able to operate cameras. Eight of these people can do darkroom work. However, reporters usually carry cameras only when they anticipate taking pictures and when the other photographers are busy.

Engravings are made on a Scan-o-sizer Fairchild machine that reduces or enlarges the picture size.

Beginning reporter-photographers are usually paid about \$65 per week.

Physical Plant

The darkroom is located on the second floor of the building, separated from the newsroom by a large storage room. An air conditioning vent supplies fresh air. Open storage is provided above and below the working areas. An air pressure system is available for an air brush, which may be used for cleaning negatives.

A homemade print dryer is located outside the darkroom. A 30 x 36 inch ferrotype plate is heated from below by rows of 100-watt light bulbs.

An unused 8 x 10 foot darkroom is located nearby. Built as engraving darkroom; it is now unused and contains no photographic equipment.

Picture Assignments

The managing editor makes most of the picture assignments, although other editors may make requests directly to the photographers. A record of assignments is kept by making notations on Mr. Edson's

desk calendar. The managing editor also keeps his own assignment notes in a small notebook. These records quickly show where a photographer is at a given time.

Special Shots

Mug and small group pictures are taken against an office wall using flash or strobe lighting.

No actual commercial work is done by the photographic staff. A commercial studio in town files the newspaper's negatives and some reprints are sold. The newspaper gets a small income from this, usually about \$150-\$230 every six months. Prints which have appeared in the newspaper are available free of charge after Fairchild engravings have been made from them.

Wedding and engagement pictures are supplied by commercial studios. Credit lines are given for these pictures.

EQUIPMENT

Replacement Costs

The estimated equipment replacement cost is \$3500.

Cameras

The newspaper owns four Speed Graphic 4 x 5 press cameras. During the week following this interview, the newspaper was to get a Leica camera with extra lenses and a 35mm enlarger. Cost of this equipment is \$1300.

In addition, several staff members own their own cameras.

Mr. Edson uses his own Rolleiflex 120 (2-1/4 x 2-1/4) twin lens reflex. The managing editor uses a Kodak twin lens reflex 620 (2-1/4 x 2-1/4). Several other staff members have cameras which may be used.

Both strobe and standard flash are used.

Most work in the future will be done with the new 35mm equipment.

Enlargers

An Omega D-II is now in use in the darkroom. An Italian 35mm enlarger (brand name uncertain) is included in the Leica order. The enlarger costs about \$30 but will soon be replaced by a Leica 35mm enlarger costing about \$50.

PHOTOGRAPHIC SUPPLIES

Most photographic supplies are purchased through Elko in Oklahoma City. The discount is generally around 20 percent, although this varies with the items and amounts purchased. Elko pays freight charges, and thus offers a better discount from Kodak.

Cost of supplies usually runs around \$150-\$200 per month.

No discount was given on the Leica equipment, as none is allowed by the manufacturer.

Film

120 -- Plus X, Super HyPan

620 -- Verichrome Pan

4 x 5 -- Super HyPan, Super Pancro Press B, Tri X film packs

35mm -- Panatomic X, Plus X

Mr. Edson says that when the Leica arrives, 100-foot rolls of Plus X 35mm film will be bought. Most pictures will be taken with this combination.

Paper

Kodabromide, grades F 1-5, is used for news pictures. Display pictures along the stairway to the second floor, where newsroom and darkroom are located, are made on 11 x 14 inch Ektalure G.

Some Resisto-Rapid is stocked. This paper requires only one minute in developer, two minutes in hypo and three minutes in wash water.

Chemicals

Sheet film developer is DK-60a. Roll film developers are UFG (Ethol) for X-22. Photo-Flo is used for negatives. A weak solution of acetic acid is used as stop bath for film and paper. Kodak Rapid Fixer is used for hypo; on paper it is diluted 1:1 with water.

Some Kodak reducers and intensifiers are stocked.

FILING

A commercial studio in Enid picks up all negatives from the newspaper at the end of each week, files them by the week, and keeps them for one year. The public may obtain reprints by going to this studio. The newspaper receives a small income from this, usually about \$150-\$230 every six months.

Pictures of mug shots are filed at the newspaper. Zinc engravings, usually half-column size, may be kept of prominent persons. No other pictures are filed.

TABLE XXIII

ENID MORNING NEWS ANALYSIS

Page Size	8 x 21
Number Pages	126
Picture Column Inches	1185
Percent of Editorial Content Devoted to Pictures	11.19%

Number of Columns		Area of Interest	
One-Half	61	Local	135
One	16	State	7
One and One-Half	10	National	29
Two	49	International	5
Three	40		
Four or More	-		
Weekly Total (6 Issues)	<u>176</u>		<u>176</u>

Subject Matter		Number of People	
Column Author	34	1-3	146
Education	28	4-6	9
Feature	24	7-9	7
Society	19	10 or More	3
Sports	17	None	11
Business-Profession	14		<u>176</u>
Organization	7		
Fashion	6	Average Number of People	1.77
Weather	6	Average Picture Size	
Disaster	5	(Column Inches)	6.73
Funeral	5		
Armed Forces	4		
Politics	3		
Celebrity	2		
Home Garden	1		
Travel	<u>1</u>		
	176		

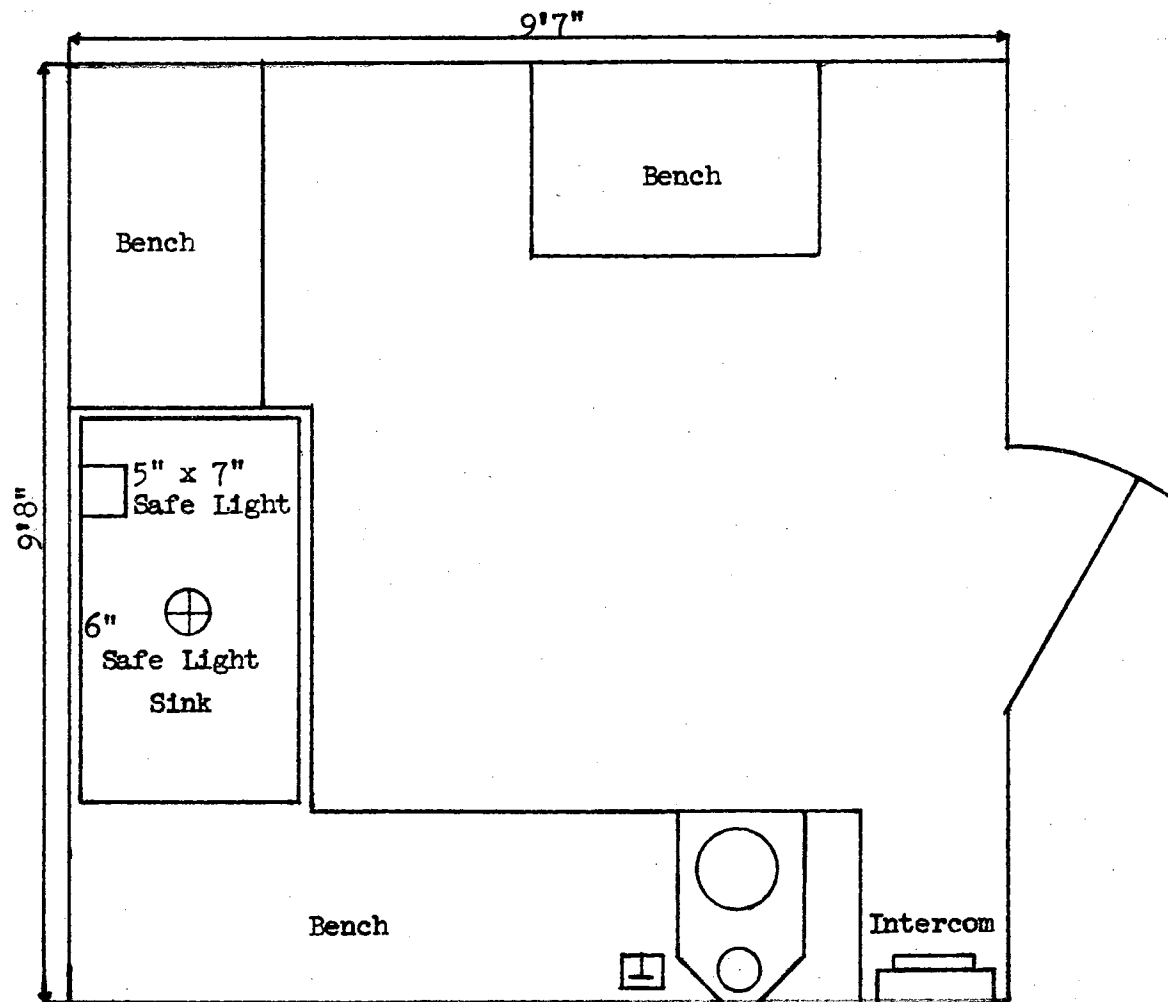
TABLE XXIV

ENID DAILY EAGLE ANALYSIS

Page Size	8 x 21
Number Pages	86
Picture Column Inches	789
Percent of Editorial	
Content Devoted to Pictures	10.91%

Number of Columns		Area of Interest	
One-Half	24	Local	52
One	5	State	2
One and One-Half	2	National	32
Two	27	International	7
Three	34		
Four or More	1		
Weekly Total			
(6 Issues)	<u>93</u>		<u>93</u>

Subject Matter		Number of People	
Column Author	17	1-3	71
Education	12	4-6	8
Sports	12	7-9	3
Organization	10	10 or More	3
Politics	8	None	8
Feature	7		<u>93</u>
Weather	7		
Disaster	4	Average Number of People	2.06
Religion	3	Average Picture Size	
Society	3	(Column Inches)	8.48
Civil Offense	2		
Travel	2		
Funeral	2		
Business-Profession	1		
Science-Medicine	1		
Awards	1		
Celebrity	<u>1</u>		
	93		



**FIGURE 17. DARKROOM FLOOR PLAN - ENID DAILY
EAGLE-MORNING NEWS. (SCALE 1/2"
= 1')**

CHAPTER XXIII

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE TULSA WORLD

Bryon V. Boone, Publisher

Circulation 96,000

Sunday 153,792

ORGANIZATION--General

The photographic department of the Tulsa World consists of four full-time photographers. An additional man operates the Fairchild and wire-photo machines. Photographers hired by the newspaper either must have a college degree or must be working for one. A journalism degree is preferred.

It is a policy of the newspaper not to reveal exact wages. Pay is determined by ability and based on a minimum of union scale which is \$126 per week.

Many additional benefits are given. Insurance is carried on all employees. Liberal sick leave is allowed. Pay includes six days paid holiday, plus three weeks paid vacation after four years work with the newspaper. Photographers also have city parking permits for their cars and receive free passes to ball games and other events.

Photographers may sell prints of any pictures they have made for the newspaper. They furnish their own paper but may use the facilities of the newspaper plant. Charge for their work is usually based on \$1.50 for an 8 x 10 print. Individual income from this is seldom less than \$25 per month.

Photographers work a 40-hour week. The work day consists of an eight-hour shift, with the photographers taking their meals during slack periods. They are subject to night calls but overtime is paid. Each does his own darkroom work.

Johnny Walker, head of the photographic department, also operates a commercial studio during his off hours. He was offered \$250 per week by a Florida newspaper and \$9000-\$15,000 per year with a Public Relations Firm but preferred to stay with his present job.

Three reporters in the newsroom can also take pictures if necessary, but are seldom called on to do so. The farm editor takes his own pictures.

Fairchild engravings costs include \$350 per month rental on two machines and \$600-\$700 per month for plastic.

Zinc engravings are made at Southwest Engraving for about \$4000 per month. This amount includes \$212-\$230 per week for color magazine cover.

Physical Plant

The darkroom area is divided into one large and two smaller individual darkrooms. Each room is fully equipped with sink, enlarge

and other facilities. The overhead white light in the smaller rooms must be turned off before the electric locks of the light-tight sliding doors can be released. This prevents strong light from shining into the larger room. A walk-through light trap protects the entrance.

Two Fairchild machines, a wire-photo machine, a copy camera, and a large print dryer are located in a larger room just outside the darkroom.

Picture Assignments

Most picture assignments are made via the city desk of the newsroom, although photographers may make additional assignments. The usual procedure is to handle reporters' requests through the city desk, posting approved assignments on a calendar in the newsroom. Photographers have the final word in clearing picture assignments.

Special Shots

Mug and small group pictures are taken against an office wall. Commercial work is limited to the side accounts of the photographers. The newspaper realizes no profits from commercial work.

EQUIPMENT

Replacement Cost

No replacement cost was available for all equipment. The estimated new replacement cost of cameras, enlargers, and accessories is \$7300.

Cameras

Eight -- Speed Graphic press cameras

Two -- Graflex Super D press cameras

One -- Crown Graphic press camera

One -- Rolleiflex 120

One -- Leica 35mm

One -- Nikon 35mm

Flash is used in preference to strobe lighting.

Enlargers

One Leica and four Omega D-II enlargers are used. An assortment of lenses is available for the Omega enlargers.

PHOTOGRAPHIC SUPPLIES

Photographic supplies are purchased through Engler Photo Supply in Tulsa at professional discounts. Supply cost averages \$950-\$1000 per month.

Film

35mm -- Plus X, Tri X

120 -- Tri X

4 x 5 -- Royal Pan

Paper

Kodabromide

Chemicals

Ethol UFG developer is used for 35mm and 120 film. Sheet film developer is DK-60a. Dektol is used for paper and some 35mm work. Other chemicals are Industri-fix and Rapid Clearing Agent by Edwal.

FILING

Each photographer files his own negatives, using his own filing system. Mr. Walker files his negatives by date. No pictures are filed. Reusable zinc and Fairchild engravings are filed and listed by name and date.

TABLE XXV

• TULSA WORLD ANALYSIS

Page Size	8 x 21-1/2
Number Pages	294
Picture Column Inches	2533
Percent of Editorial	
Content Devoted to Pictures	10.02%

Number of Columns		Area of Interest	
One-Half	36	Local	174
One	55	State	43
One and One-Half	5	National	46
Two	67	International	3
Two and One-Half	3		
Three	82		
Four or More	18		
Weekly Total			
(7 Issues)	<u>266</u>		<u>266</u>

Subject Matter		Number of People	
Sports	36	1-3	196
Business-Profession	35	4-6	29
Feature	28	7-9	5
Society	26	10 or More	2
Organization	23	None	34
Column Author	22		<u>266</u>
Education	16		
Travel	14	Average Number of People	1.49
Armed Forces	12	Average Picture Size	
Politics	11	(Column Inches)	9.52
Fashion	9		
Construction	8		
Weather	7		
Disaster	6		
Civil Offense	4		
Religion	4		

Table XXV (Continued)

Home Garden	3
Funeral	2
Science-Medicine	1
Celebrity	<u>1</u>
	266

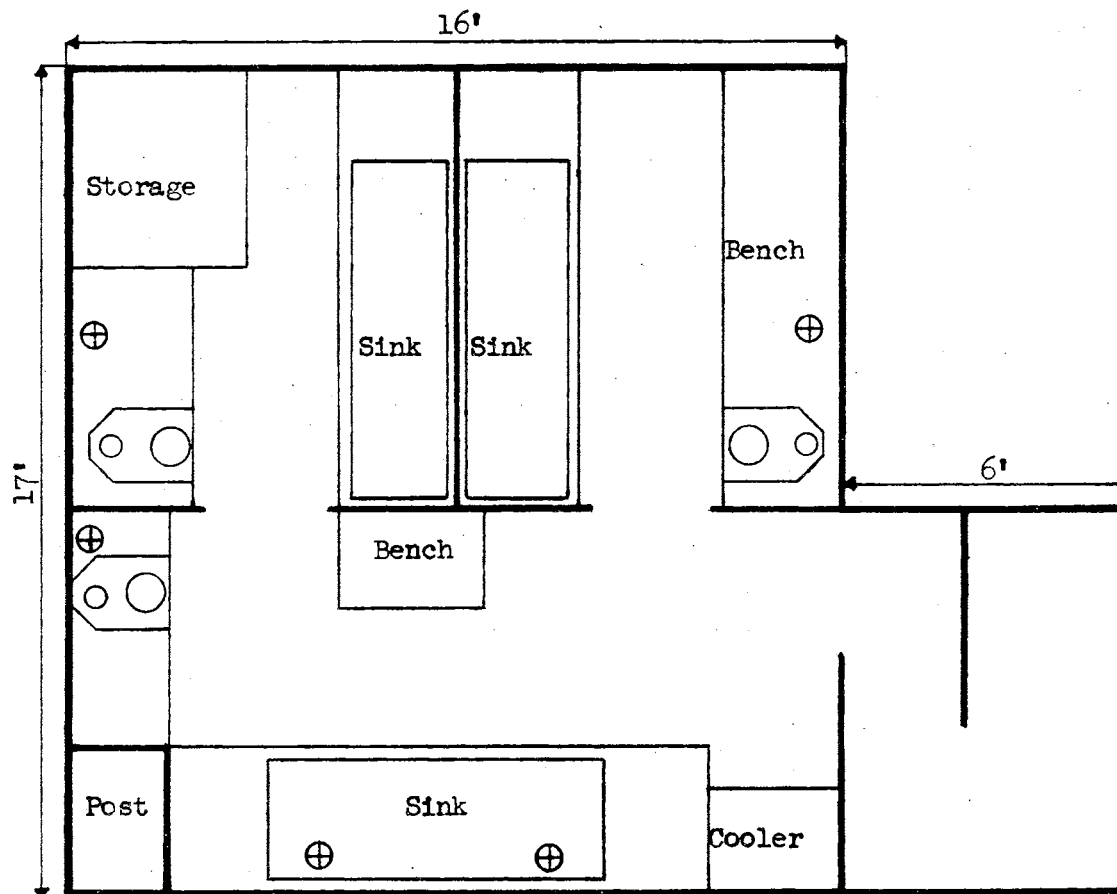


FIGURE 18. DARKROOM FLOOR PLAN - TULSA DAILY WORLD
(SCALE 1/4" = 1'). Symbols ⊕ indicate 6" safelights.

CHAPTER XXIV

PHOTOGRAPHIC ORGANIZATION AND OPERATION OF THE DAILY OKLAHOMAN-TIMES

E. K. Gaylord, Publisher

Combined Circulation 270,963

ORGANIZATION--General

The photography department of the Daily Oklahoman-Times consists of 10 photographers under the direction of Al McLaughlin, supervising photographer.

Generally, each photographer is required to shoot all types of pictures and each does his own darkroom work, except in emergencies. One exception is the color technician who does all color processing. The department processes 1200-1400 pictures per month, including about 32 color jobs each month.

Beginning pay for photographers is \$135 per 40-hour week. Extra benefits include a \$9000 life insurance policy, plus an additional \$10,000 coverage while flying. Salary includes two weeks paid vacation a year. Three weeks vacation is allowed photographers who have five years service with the newspaper.

Seven staff cars, equipped with two-way radio, are available.

No cost estimate was available for engravings. The newspaper has its own engraving plant.

Physical Plant

The photographic physical plant and the newsroom are located in separate buildings. An enclosed walkway between the buildings connects the two departments.

A divided stainless-steel sink in the larger printing room has sections for chemicals and wash water. An overhead safelight measuring 10" x 8' provides illumination. Enclosed storage areas are provided under the work tables.

A deep sink in the chemical storage room is used for mixing chemical solutions. A high-pressure water hose is used for mixing. A pump under the sink is used to boost the mixed chemicals to overhead storage tanks. Gravity-flow hoses drain chemicals into processing tanks in the various darkrooms.

Water for mixing and washing facilities is supplied by a privately owned well. Temperature of this water is 68 degrees Fahrenheit, the recommended temperature for most processing work. Water temperature controls are available if needed.

A walk-in cooler is used for storing bulk film, paper, and other materials. The 33 degree Fahrenheit air temperature will keep supplies almost indefinitely.

Picture Assignments

Requests for pictures must be cleared with the city editor before being sent to the photographic department. Individual assignments are made by the supervising photographer. A daily log is kept recording each day's work.

Special Shots

A studio is available for shooting individual and group pictures. The studio is equipped with camera, lights, drapes, furniture, colored background paper, and a makeup area.

No commercial work is done by the photographic department.

EQUIPMENT

Replacement Cost

No complete equipment replacement cost is available. The estimated new replacement cost of cameras and enlargers is \$16,000.

Cameras

Eight -- Speed Graphic 4 x 5 press cameras

Two -- Super Graphic 4 x 5 press cameras

Two -- Crown Graphic 4 x 5 press cameras

One -- Graflex 4 x 5 press camera

One -- Graflex 2-1/4 x 3-1/4 press camera

One -- Linhof 4 x 5 press camera

Four -- Rolleiflex 120 twin lens reflex

Three -- Mamiyaflex 120 twin lens reflex

Two -- Ricoflex 120 twin lens reflex

One -- Yashica 120 twin lens reflex

Two -- Leica 35mm

One -- Canon 35mm

Three -- Eyemo Sequence 35mm

Enlargers

Two -- Omega D-II

Two -- Omegalite D

One -- Durst Micromat

One -- Durst Automat

One -- Durst Laborator 138

PHOTOGRAPHIC SUPPLIES

No supply cost estimate was available. The photographic department sends requisitions for needed supplies to the purchasing department which takes bids from supply houses.

Film

35mm -- Super HyPan

120 -- Super HyPan

2-1/4 x 3-1/4 -- Royal Pan

4 x 5 -- Royal Pan

Royal X Pan is used for courtroom pictures. Other films are used as needs arise.

Color film is Agfa negative color. This highly-specialized film is used by only about six newspapers in the nation.

Chemicals

Film developers are Durol and DK-60a. Sequence film is developed in UFG. Dektol paper developer is used for black and white processing. Hypo used is Econofix Hardener.

Chemicals for color processing include NPS I, NPS II, NPS III, RNPS, and Kodak process C-22.

Other chemicals stocked include DK-50, Selectol, D-11, and Kodak Photoflo.

FILING

Negatives are filed in 4 x 5 film boxes and listed by date. Prints are filed by name or subject matter category. Engravings generally are not kept.

TABLE XXVI

THE DAILY OKLAHOMAN ANALYSIS

Page Size	8 x 21-1/2
Number Pages	232
Picture Column Inches	1841
Percent of Editorial Content Devoted to Pictures	9.23%

Number of Columns		Area of Interest	
One-Half	27	Local	76
One	80	State	75
One and One-Half	1	National	73
Two	47	International	6
Two and One-Half	2		
Three	47		
Four or More	26		
Weekly Total			
(7 Issues)	<u>230</u>		<u>230</u>

Subject Matter		Number of People	
Politics	66	1-3	187
Society	37	4-6	10
Feature	28	7-9	3
Sports	18	10 or More	9
Business-Profession	12	None	<u>21</u>
Armed Forces	12		230
Organization	12		
Fashion	7	Average Number of People	1.60
Home Garden	7	Average Picture Size	
Weather	7	(Column Inches)	8
Education	6		
Disaster	4		
Civil Offense	4		
Science-Medicine	3		
Construction	3		
Celebrity	2		
Travel	<u>2</u>		
	230		

TABLE XXVII

OKLAHOMA CITY TIMES ANALYSIS

Page Size	8 x 21-1/2
Number Pages	178
Picture Column Inches	17.18
Percent of Editorial Content Devoted to Pictures	11.22%

Number of Columns		Area of Interest	
One-Half	2	Local	46
One	38	State	34
Two	44	National	62
Three	48	International	12
Four or More	22		
Weekly Total (6 Issues)	<u>154</u>		<u>154</u>

Subject Matter		Number of People	
Feature	30	1-3	105
Sports	22	4-6	21
Organization	21	7-9	3
Society	20	10 or More	5
Politics	11	None	10
Armed Forces	7		<u>154</u>
Home Garden	6		
Weather	6	Average Number of People	2.42
Education	5	Average Picture Size	
Business-Profession	5	(Column Inches)	11.16
Civil Offense	4		
Fashion	4		
Construction	4		
Disaster	3		
Religion	3		
Celebrity	1		
Travel	1		
Funeral	1		
	<u>154</u>		

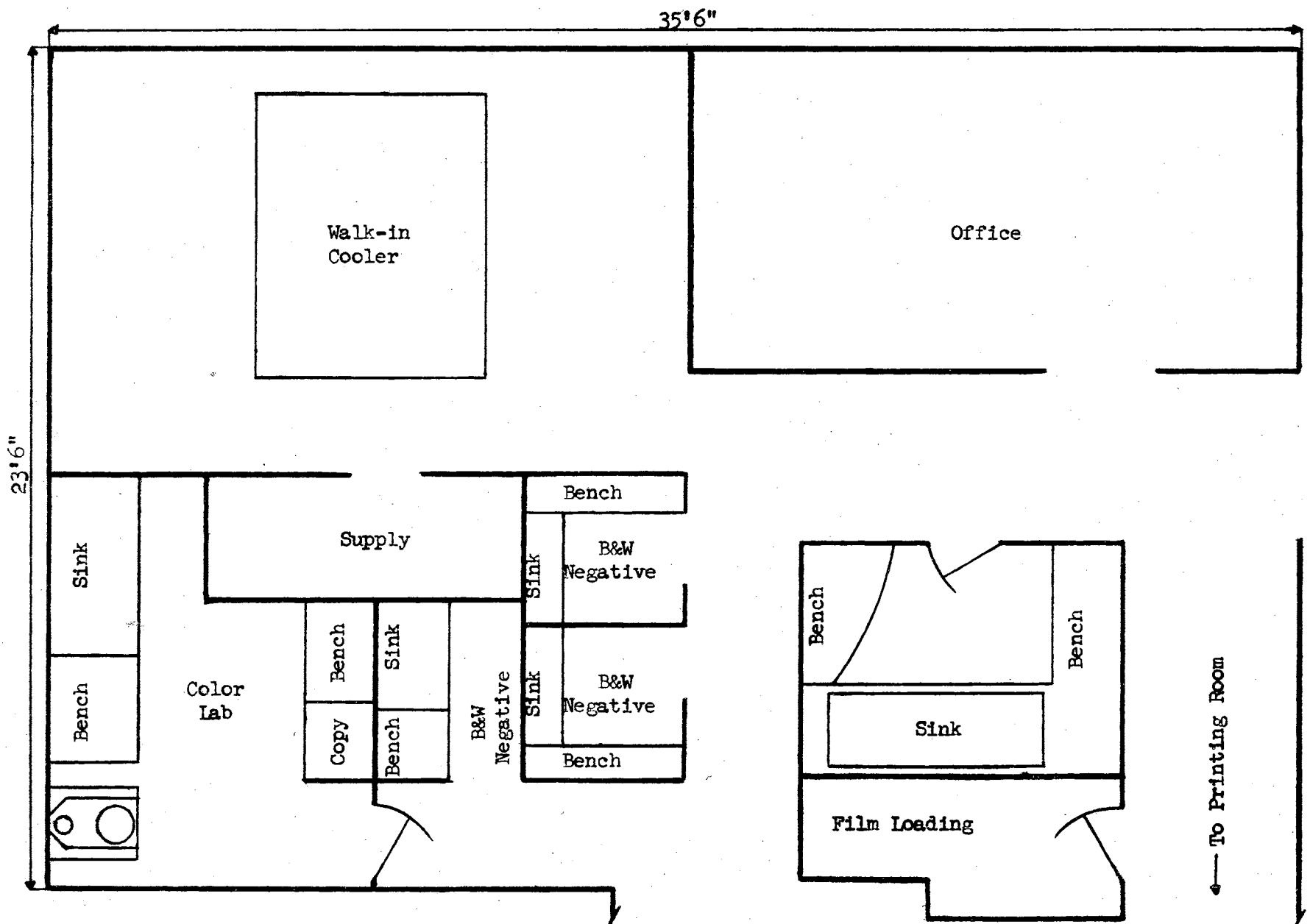


FIGURE 19. DARKROOM FLOOR PLAN - DAILY OKLAHOMAN-TIMES. (SCALE 1/4" = 1')

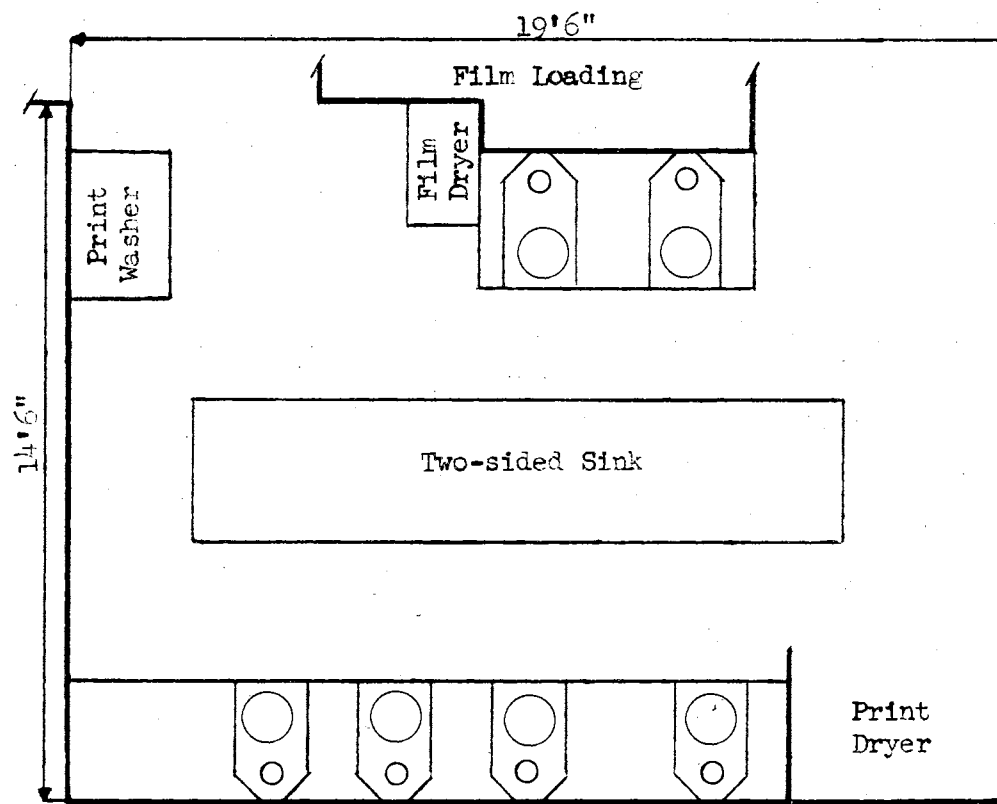


FIGURE 20. PRINTING ROOM FLOOR PLAN - DAILY OKLAHOMAN-TIMES. (SCALE 1/4" = 1')

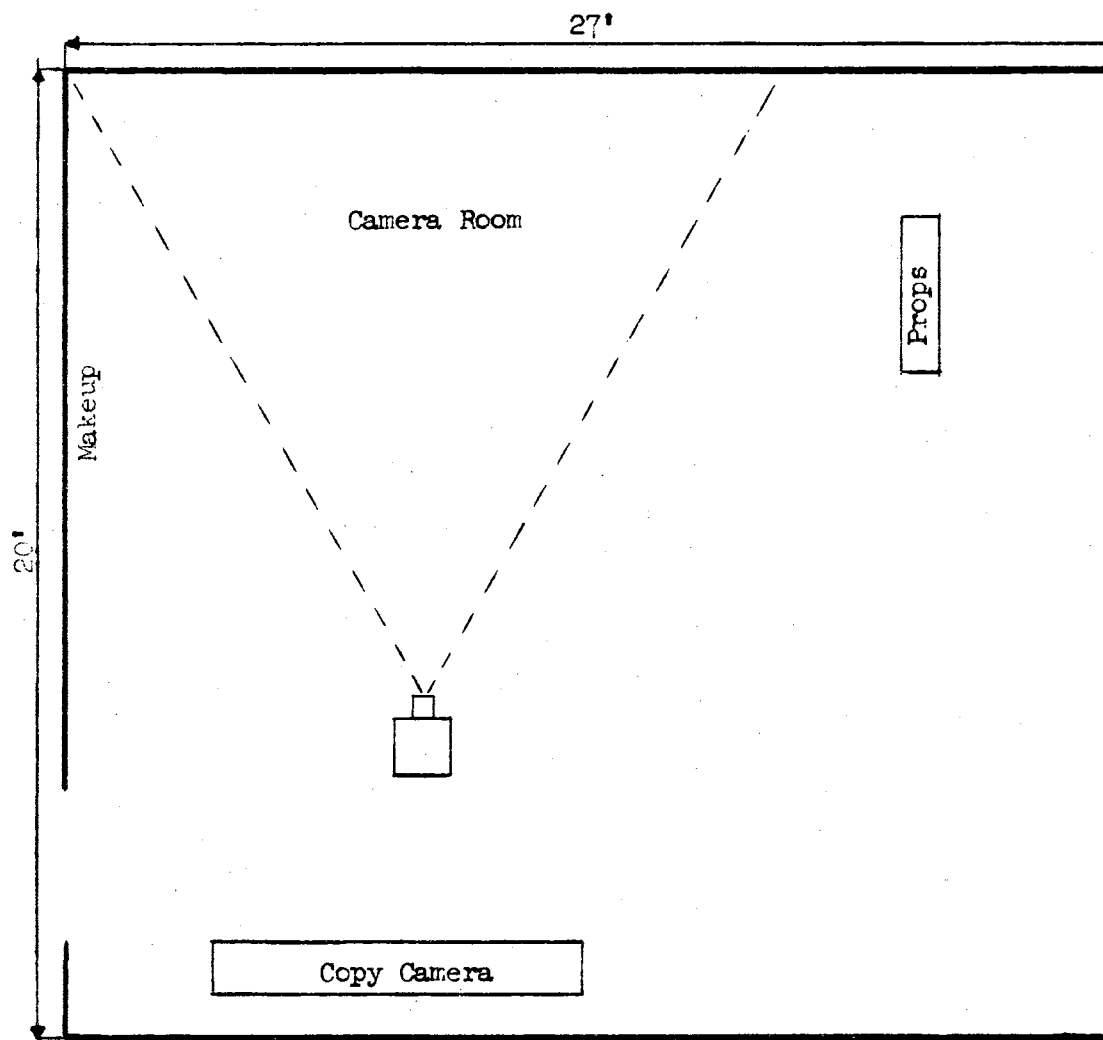


FIGURE 21. CAMERA ROOM FLOOR PLAN - DAILY
OKLAHOMAN - TIMES. (SCALE 1/4" = 1')

CHAPTER XXV

SUMMARY AND CONCLUSIONS

The purpose of this report was to present a study of some of the photographic activities currently employed by Oklahoma daily newspapers. Photographic departments of 23 newspaper plants were surveyed to obtain first-hand observations concerning personnel, equipment, and procedures used.

The survey was conducted through a series of personal interviews at the newspaper plants. Additional information pertaining to picture use was obtained by a separate newspaper analysis.

Most of the small and medium-sized daily newspapers use some variation of the reporter-photographer system of picture production. Generally, staff members must be qualified to do more than one type of work. Here, the camera, like the typewriter, is usually considered as one of the tools of the trade.

Six of the newspapers surveyed have separate photographic departments. Each department has from one to ten full-time photographers plus part-time photographers and/or reporter-photographers.

Salaries vary considerably. Of those newspapers reporting pay for beginning reporter-photographers, the range extends from \$40 to \$95 per week, averaging about \$68 per week. Pay for full-time

photographers is generally higher. An overall average of the wages reported by all newspapers surveyed would indicate an amount considerably larger than that reported by McCulloh.⁵ McCulloh's survey was limited to a study of salaries and working hours and should be considered more accurate.

Few newspapers reported regular pay scales. Answers to the question of pay were often qualified by the phrase ". depending on the individual".

Equipment used also varies. One newspaper has no photographic equipment other than a Fairchild engraver. All other newspapers have some facilities for picture production. However, many farm out all or part of their processing work, utilizing the services of commercial firms for picture printing and engraving.

Thus, it may be seen that the organization and operation of Oklahoma daily newspapers are very flexible. Each photographic arrangement is designed to serve a particular need, and the desires of the newspaper personnel. Significant data for each newspaper is contained herein to acquaint the reader with the actual procedures now being used.

⁵McCulloh

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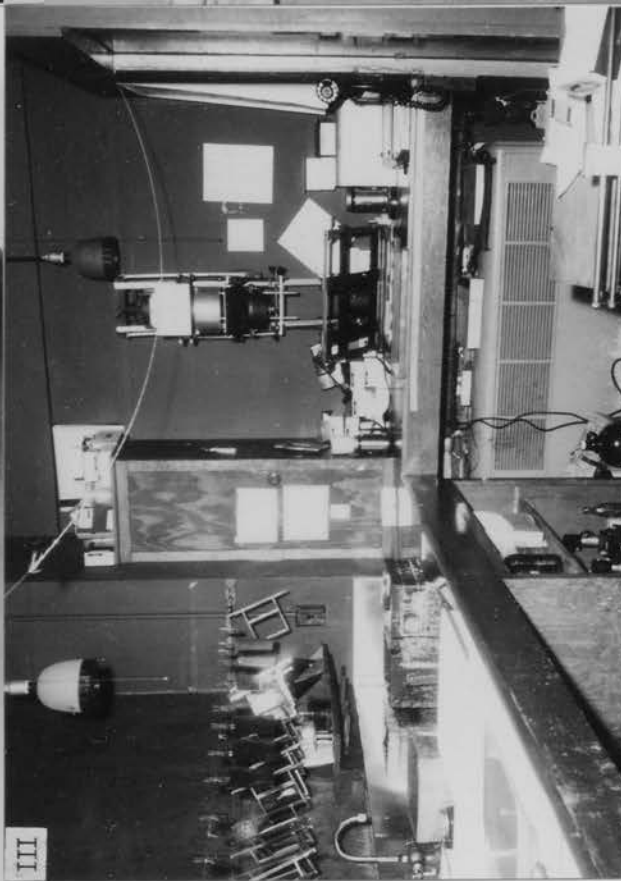
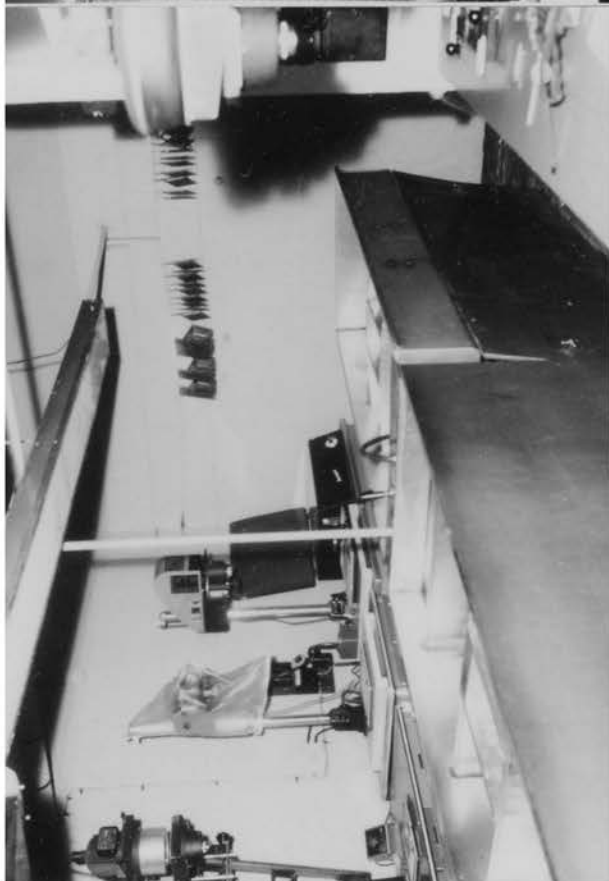
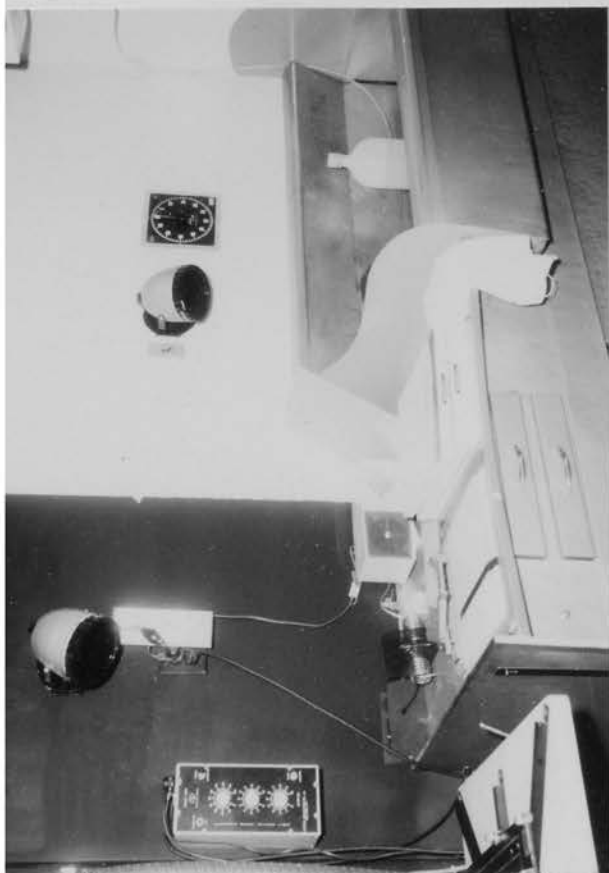
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APPENDIX

Scenes from modern darkrooms are shown to familiarize the reader with some of the equipment and facilities involved in some of the larger layouts.

Pictures I and II show portions of the printing room and color lab, respectively, of the Daily Oklahoman-Times. The Tulsa Daily World is depicted in Picture III, while facilities of the Ada Evening News are shown in Picture IV.



IV

III

VITA

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