

1967

Bangor Daily News Inside Story

Bangor Daily News

Follow this and additional works at: https://digicom.bpl.lib.me.us/books_pubs

Recommended Citation

Bangor Daily News, "Bangor Daily News Inside Story" (1967). *Books and Publications*. 353.
https://digicom.bpl.lib.me.us/books_pubs/353


This Book is brought to you for free and open access by the Special Collections at Bangor Community: Digital Commons@bpl. It has been accepted for inclusion in Books and Publications by an authorized administrator of Bangor Community: Digital Commons@bpl.



Bangor Daily News

INSIDE STORY

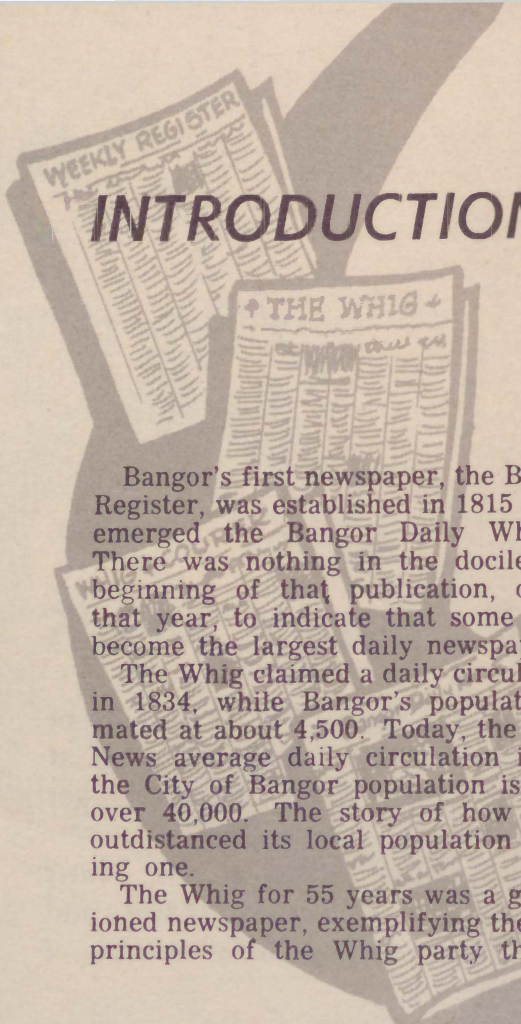




WELCOME TO THE BANGOR DAILY NEWS

Guided tours of our facilities, for groups of 20 persons or fewer, are encouraged and can be arranged by calling us at 942-4881, or writing to Public Relations Department, Bangor Daily News, 491 Main Street, Bangor, Maine 04401.

Before we look at activities taking place at the News today, let's first take a glimpse back at events, places and people responsible for bringing Maine's largest daily newspaper to its present position.



INTRODUCTION—

Bangor's first newspaper, the Bangor Weekly Register, was established in 1815 and from this emerged the Bangor Daily Whig, in 1834. There was nothing in the docile and precise beginning of that publication, on July 1 of that year, to indicate that some day it would become the largest daily newspaper in Maine.

The Whig claimed a daily circulation of 2,000 in 1834, while Bangor's population was estimated at about 4,500. Today, the Bangor Daily News average daily circulation is 78,428 and the City of Bangor population is estimated at over 40,000. The story of how a newspaper outdistanced its local population is a fascinating one.

The Whig for 55 years was a good, old fashioned newspaper, exemplifying the conservative principles of the Whig party then in power

across the Pine Tree State. The paper was dignified, cautious, and precise. The transformation began June 18, 1889.

On that date Thomas J. Stewart, a shipping magnate, invested heavily in another local publication called the Bangor Daily News. The News became a typographical twin of the famous New York Herald and was an immediate sensation. Whatever it did, it did well—and usually first.

Competing against three other daily newspapers, the Bangor Daily News took journalistic giant steps, setting a pattern that would follow for years to come. It was the first newspaper in Maine—and east of Boston—to print from stereotyped plates. And from a flatbed press capable of 1,000 papers per hour, the News progressed to a Web rotary press, using rolls of newsprint rather than flat sheets.

It was first in Maine with color, full color, wirephoto service until, today, the News offers the very latest—Spectacolor.

While the Bangor Daily News was stirring a journalistic cyclone in Bangor, by then a bustling seaport with a population of 20,000, the Whig and Courier continued on its dignified and steady course. However, on March 3, 1900, the

Whig and Courier merged with the Bangor Daily News, forming the Bangor Publishing Company, publishers of the Bangor Daily News.

From its beginning the Bangor Daily News looked beyond Bangor. Then, as now, correspondents from Fort Kent to Rockland, Skowhegan to Eastport, proudly contribute their hometown dateline.

With its circulation moving rapidly beyond Bangor's city limits, there was a need for wise direction.

That type of leadership began in 1895 when J. Norman Towle acquired control of the Bangor Daily News. Ownership has remained in that family to this day.

This newspaper has occupied four homes in its history, beginning at the Whig and Courier plant—presently the site of the Eastern Trust and Banking Company building on State Street. After combining with the Bangor Daily News the newspaper moved to 150 Exchange Street, then to 170 Exchange Street.

In August of 1955 the Bangor Daily News moved to its present location at 491 Main Street.

Like any other business, the News has had its share of troubles. It survived two floods

and two fires, including the eight million dollar fire of April 30, 1911. Operating without light and power that day, the Bangor Daily News set type by hand and managed to print on schedule the following morning.

A storm which struck Bangor on December 30, 1962, crippled all transportation within the city. And while the News was capable of printing its editions the following day, delivery was impossible and 129 years of continuous publishing was interrupted.

Now operating in its modern plant, the Bangor Daily News is hopeful that it can continue to grow with the State of Maine—and the nation.

The News will keep right on doing what it has done, standing up for the right and fighting the wrong, even if the right happens to be the underdog as is so apt to be the case, defending the down trodden, and advocating with all its might the best interest of Bangor and Eastern Maine.

More than all that, it will continue to give all the news of the day every day, *without fear or favor.*

Bangor Daily News
JUNE 18, 1890
First Anniversary

THE NEWS—

The first responsibility of a newspaper is to report news. The success, or failure, of a newspaper to accomplish this is reflected in its circulation figures. The rapid circulation growth of the Bangor Daily News can be linked directly to its top-flight news staff and wide coverage, starting in the eight-county circulation area of Northeastern Maine. This coverage extends beyond those limits, across the New England states, the nation, even to remote corners of the globe.

More than one-half million words flow into the news room each day. Editors, therefore, must analyze and comb this copy to select the most significant and interesting stories. The task of editing is a complex one.

In order that this procedure flows smoothly, the Editorial Department is divided into several smaller departments, each with a specific task, yet working closely at all times. John W. Moran, managing editor since 1955 and a newspaperman for 35 years, directs the operation. A permanent 61-member editorial staff is joined by more than 100 city and town correspondents in Northeastern Maine. Wire services spanning

the globe relay news to Bangor while the local staff compiles and edits a day's events.

Bangor Daily News readers are offered world-wide news from three major wire services—Associated Press, United Press International and New York Times News Service. At all hours, reporters, feature writers and photographers representing these services forward news to central offices, which in turn flash it to newspapers. The Bangor Daily News wire editor gathers this copy and studies it for the most significant world, national and local stories. He writes headlines for stories, identification lines under photos, and prepares a layout for the front page.

The Associated Press also services the News with Photofax, a wirephoto network on which a picture taken anywhere in the world can be transmitted to Bangor in less than one hour. The News, in turn, offers key local stories and photos to the wire services for national exposure.

Hometown coverage is a trademark with the Bangor Daily News. The State Desk is responsible for a great amount of this news, covering 360 cities and towns in Northeastern Maine. State Editor Mike McMahon and his staff write and process this copy and present it each day in county editions, beginning with the publishing of the Aroostook County edition around 11 o'clock at night.



Strategically located bureaus, manned by reporters and photographers, in such key points as Rockland, Machias, Skowhegan, Presque Isle and Houlton, assure news coverage for two-thirds of the State of Maine. This, coupled with correspondents throughout the circulation area, gives News readers a strictly local touch.

News from Bangor, Brewer, and the immediate Penobscot County area is gathered by the City Desk, headed by City Editor Ki Ayoob. Reorters cover "beats" such as police and fire stations, city hall, hospitals, courts, places where news is developing. In addition, reporters contribute feature articles, and comment on events through their lively, new series "Talk Of The Town."

Events, as well as people, are also news. Women's News, which includes events and personalities, is handled by Women's Editor Ron Tallman and his staff. Their "beat" is the community social calendar, including club news, engagements and weddings, births, play reviews, and feature writing. Complementing this page is the recently introduced "Les Beaux Arts," a column devoted exclusively to a listing of events in the arts.

Closely linked to the Wire, State, and City desks are departments covering special areas of news. The bylines of Owen Osborne and

Bud Leavitt in Sports, and Marsh Washburn in Agriculture and Conservation, are synonymous with those favorite topics. Editors of these departments are recognized for their knowledge of a subject and professional styles in writing.

Pictures often tell a story, too. Working with State Bureau and AP Photofax photographers is a team of Bangor Daily News staff photographers. Photo Chief Spike Webb, veteran lensmen Danny Maher and Carroll Hall, and the youngest member of the staff, Jack Loftus, have won acclaim for their timely and striking illustrations of news events. The latest in photographic equipment and darkroom facilities add to their speed in capturing photos, which can be processed, printed, and published in less than one hour.

Readers also look to the Bangor Daily News for interpretation and opinion, relaxation and entertainment, and helpful hints on a variety of subjects. To achieve this, the News offers a complete Editorial Page. Editorial Editor and Writer Roger Remington, with the publisher and managing editor, present views in daily editorials, ranging from federal spending to a hotly contested election at home.

Editorial Cartoonist Vic Runtz also keeps readers up to date on world happenings through his daily editorial cartoons. And readers are

provided an opportunity to comment on subjects of general interest through "Letters to the News." Views on politics, government, finance, and religion, to name but a few, are expressed by syndicated columnists such as Carl Rowan, Sylvia Porter, and Drew Pearson.

The services provided through the Editorial resources of the Bangor Daily News are constantly changing to meet the needs of readers. Another recent addition to News pages, which illustrates this point, is the complete listing of the New York Stock Exchange, a "first" for a Maine newspaper.

Accurate, impartial, and complete news coverage are goals of the Bangor Daily News. Once this is accomplished, headlines are written, pages are laid out, copy and photos are forwarded to the Mechanical Department and converted to lead type.

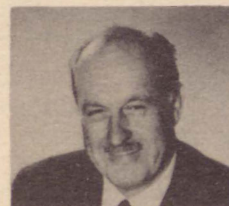
A popular feature in the Bangor Daily News is the daily editorial cartoon by Vic Runtz. Runtz, aided by his small friend in the polka dot tie, produces timely news commentary, giving the News the distinction of being the only daily newspaper in the state that employs a full-time editorial cartoonist.



Today's modern newspaper offers readers a variety of features, national and local columnists. Maintaining an all-star lineup has long been a goal of the Bangor Daily News.

The Washington scene is given special attention by the Griffin-Larrabee News Service, while recognized columnists such as David Lawrence, Sylvia Porter, Drew Pearson, and Carl Rowan add commentary on world and national events. Family reading pleasure is enhanced through regular contributions by Roger Remington - Down the Road, Rev. Norman Vincent Peale - Confident Living, Dorothy Ricker - Teen Age Mail, and Charles H. Goren - On Bridge.

Among the syndicated columnists appearing regularly in the News are (top to bottom) Abigail Van Buren, David Lawrence, Sylvia Porter, and Drew Pearson.



ADVERTISING—

The economics of publishing a daily newspaper are such that advertising revenue is essential to its operation and growth. Many persons, particularly housewives, make a thorough study of advertising, seeking quality products and services at the most desirable prices. Newspapers, therefore, have a decided influence on a family's buying habits.

The Bangor Daily News Advertising Department offers a twofold service—to advertiser, and to reader. The advertiser has the assurance that when he purchases space in the News he is guaranteed a set amount of exposure for his ad in Northeastern Maine households. And the reader has the benefit of knowing that ads are presented in an honest, progressive way.

News subscribers represent a potential buying market for a business to sell its product or service. With the News reaching 98% of the homes in the City Zone, and 77% in the

eight-county area, advertisers realize that the market is a vital one.

But newspaper advertising goes far beyond the amount of revenue it returns and the statistics on a market. Advertisers have specific needs, and to meet these the News Advertising Department, directed by Ken MacMannis, is divided into Retail, National, and Classified advertising.

Retail Advertising, headed by Fred McAlary, serves business and industry in Northeastern Maine. A trained staff of salesmen make regular calls on retail stores, banks, fuel dealers, and an endless list of accounts. These men must be familiar with retailing procedures and keep up to date on buying trends. Salesmen are also responsible for counseling an advertiser. And they constantly seek, and develop, new accounts.

National Advertising Manager Roger Choquet coordinates ads placed by regional and nationwide advertisers whose products are sold at many outlets within the News circulation area.

An advertising salesman huddles with artists. Their goal is to create an ad with eye-appeal, and a display which will result in additional sales for the advertiser and quality products for the home.



These would include items such as drugs, food, gasoline, and automobiles, which are used by nearly every household. Creating new advertising is the most important aspect of a national advertising manager's job, however. He achieves this in several ways—through national advertising representatives, research, and statistical analysis. But mainly, the national advertising manager is a salesman, and he maintains constant lines of communication with national advertisers.

Classified Advertising, directed by Wyman Rice, has been appropriately termed "the people's market place." All other advertising is charged according to the amount of space contracted, while Classified, for the most part, is charged by the number of words used. This method is a fascinating one, and opens avenues of selling to every member of the family. A boy can list a pair of skis for sale, dad can list an apartment he has for rent, and mom can promote her spare time cosmetics business. In all, there are 67 categories for listing ads, and the cost is nominal. Ads can be placed by mail, telephone, or in person.

Advertising also generates wide-spread interest in seasonal promotions. The News in 1965 introduced a 72-page special edition devoted to the Northeastern Maine high school basketball outlook. And in 1966 the News published a 64-page industrial forecast.

Also available to advertisers is spot color, full color, and the latest in color, Spectacolor, adding distinction and reader appeal to ads.

With the planning of each day's Bangor Daily News, advertising is first positioned, then news copy is set around it. The ads are placed in their positions by the advertising layout man.

He determines what ads go where, all the time working closely with the three advertising departments to learn how much space each needs. He then totals the amount of advertising space which has been contracted. This is balanced with the prescribed amount of space that is allotted for news copy, thus determining how many pages will be in the paper that day.

The advertising department constantly makes checks, improving the effectiveness of newspaper advertising, making it readable and pleasant to the eye.

Readers at the News Classified counter get first-class advertising service. Here even the smallest business has an opportunity to promote its product or service.



CLASSIFIED ADVE
WANT AD SERV

ENGRAVING—

Pictures are important to a newspaper, and one of the most intricate operations is the transformation of a photograph into a metal "cut."

Reproductions made from all photographs, and from drawings that contain gray in addition to black and white, are called "half-tones." Reproductions from straight black and white are known as "line engravings."

First step in making engravings is to reproduce the picture or drawing by photography. In a line cut the drawing is exposed to a film as you would use in a camera. In a half-tone, film is exposed to the negative with a screen between the film and the picture to be copied.

This screen is much finer than ordinary screen. The screen breaks the picture into hundreds of fine dots on the negative. These various size dots, with the white paper showing through, are exposed to a zinc plate capable of absorbing an image when it is treated in an acid bath.

During this process, an illustration can be enlarged, or reduced, to the desired column width and depth.

COMPOSING—

The first step in converting a typewritten story into the final newspaper format is taken in the composing room.

Copy is converted into type on a linotype machine. These typesetting machines automatically cast slugs of metal from brass molds that are assembled in lines by the machine operator. The operator depresses one key on his keyboard, releasing one brass mold from a magazine which contains 1,500 molds. Linotype machines cast molten type metal, composed of lead, tin and antimony, against these brass molds, automatically trimming the line to the correct size.

The Bangor Daily News uses linotype machines for the large volume of news and advertising that must be set into type. In order to meet demands, a day and night crew man the machines 15 hours a day. In addition to hand operated machines there are six teletype, tape punching machines.

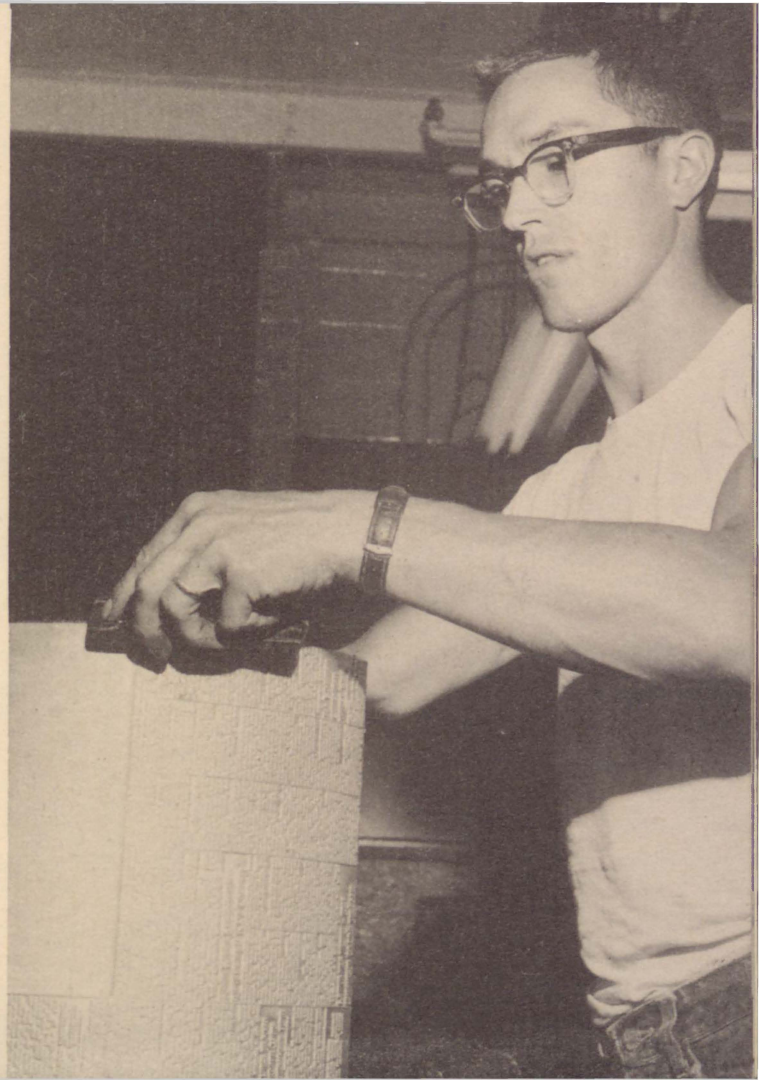
Larger display type is produced on Ludlow machines by means of brass mats. The mats, varying in letter and numeral size, are assembled by hand, placed in the machine to receive the molten metal and then returned to the file for use again.

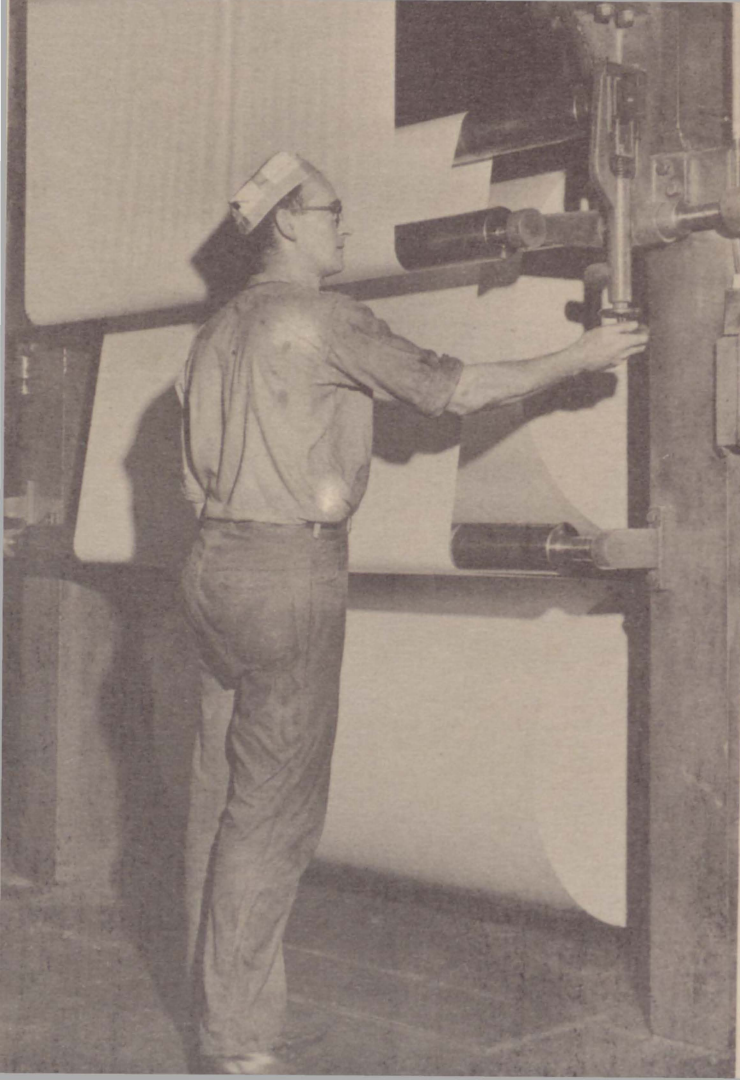
After type has been set, it is placed into metal trays called "galleys" and pulled through a proof press. Proof readers examine these closely for errors in punctuation, grammar and content.

Engravings and ads are arranged in page sized forms called "chases" which are strong, steel frames with screws and wedges for locking all type in position. Position of news and ads, or the "makeup" of the page is first calculated on paper, called a "dummy." The pages are now ready for the stereotype room.

k l m n

In Stereotype, all type and cuts are transformed, in page size, to a mat. The mat is then cast, as shown here, into a metal plate which is curved and trimmed to fit cylinders on the press.





PRINTING—

The Bangor Daily News is printed on a Hoe color convertible press, capable of printing, cutting and folding over 50,000 papers an hour. This more than one-half million dollar press will print an 80-page paper in one operation.

The curved plates which were made in the stereotype room are locked on the cylinders of the presses. Newsprint is fed between these rotating cylinders which are automatically inked. When printing with color, separate plates are made and used for each color.

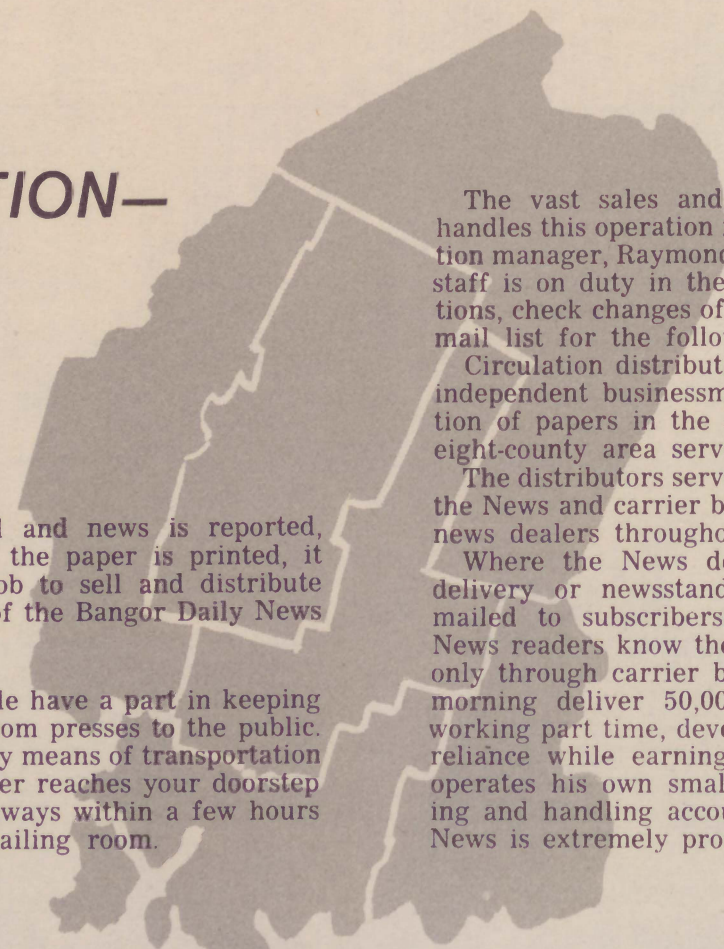
The rolls of newsprint, each weighing about 1700 pounds, are located beneath the presses and are fed into the press through an intricate webbing system. By pushing a button the presses begin to roll, slowly at first, but steadily growing in momentum with a thundering roar. The printed sheet is fed into the folder, which slits the sheets and folds the complete paper from side to side.

Rolls of newsprint, which are manufactured in Maine mills, are threaded from the ground level of the News plant up to the press.

The huge presses at the News produce your newspaper at a rate of more than 50,000 papers per hour. However, pressmen must keep a constant check on the pages, looking for clear ink impressions and accurate slitting and folding.



CIRCULATION—



After ads are sold and news is reported, after type is set and the paper is printed, it is still a man-sized job to sell and distribute nearly 80,000 copies of the Bangor Daily News each day.

All told, 2,000 people have a part in keeping newspapers moving from presses to the public. The News utilizes every means of transportation to insure that the paper reaches your doorstep as soon as possible, always within a few hours after it leaves the mailing room.

The vast sales and distribution force that handles this operation is directed by the circulation manager, Raymond M. Goode. A circulation staff is on duty in the office to take subscriptions, check changes of address and prepare the mail list for the following day.

Circulation distributors, 16 in all, operate as independent businessmen and handle distribution of papers in the city and throughout the eight-county area served.

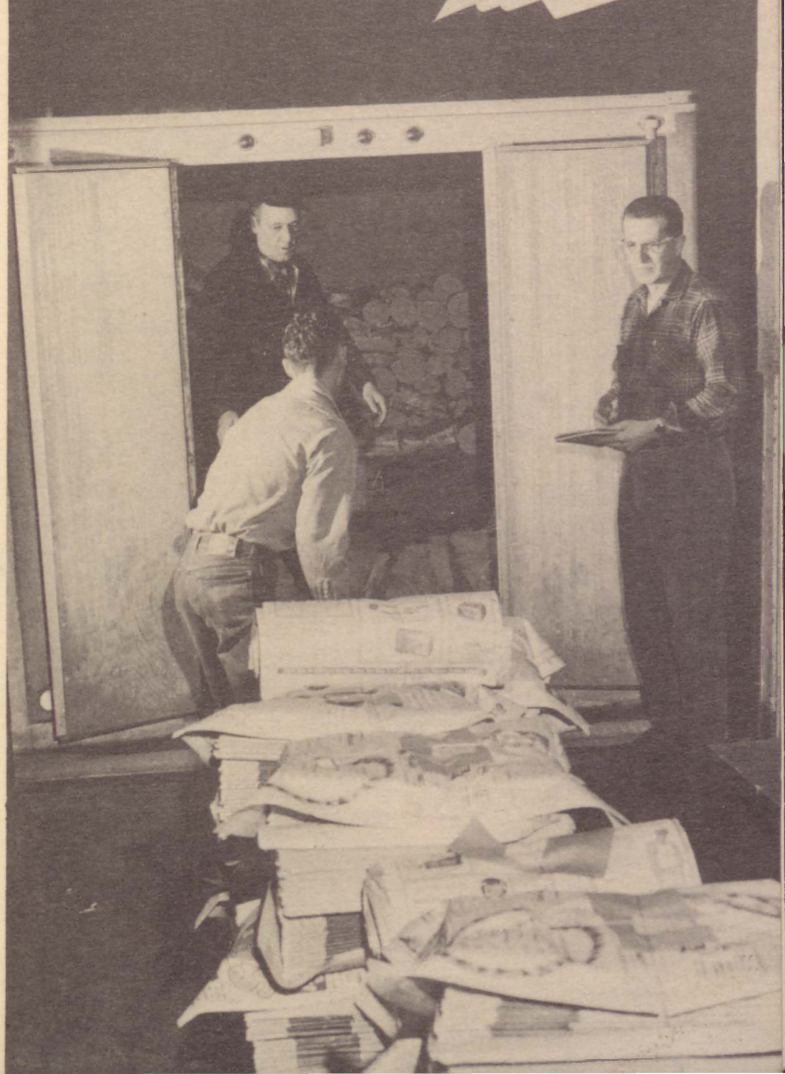
The distributors serve as middle men between the News and carrier boys—the Sunrisers—and news dealers throughout the area.

Where the News does not maintain home delivery or newsstand service, the paper is mailed to subscribers. But the majority of News readers know the circulation department only through carrier boys — 1200 — who each morning deliver 50,000 papers. These boys, working part time, develop confidence and self-reliance while earning extra cash. Each boy operates his own small business, buying, selling and handling accounts. The Bangor Daily News is extremely proud of these young men.

MAILING—

The race against time reaches a crescendo in the mailing room—first step in the distribution process. Within a few hours thousands of papers must be readied for mailing, loaded on trucks, delivered to railway depots and delivered to newsstands and carrier boys.

A fleet of 24 trucks is poised and ready to carry papers to every corner of Northeastern Maine. The first truck to leave the mailing room heads toward Aroostook County to make sure that readers in Fort Kent and other Northern Maine towns have their newspapers at the morning breakfast table.





PUBLIC RELATIONS—

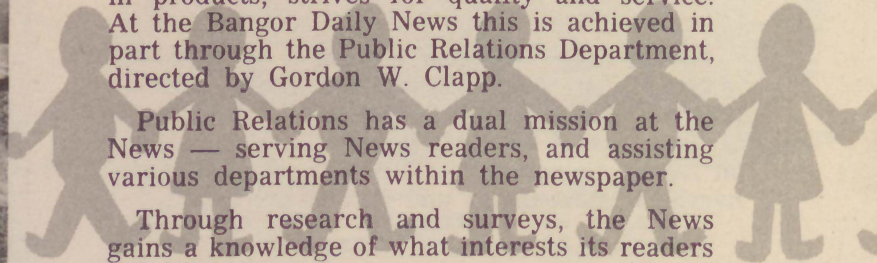
Daily newspapers are similar in many ways to other businesses and industries throughout the world. Each, regardless of its differences in products, strives for quality and service. At the Bangor Daily News this is achieved in part through the Public Relations Department, directed by Gordon W. Clapp.

Public Relations has a dual mission at the News — serving News readers, and assisting various departments within the newspaper.

Through research and surveys, the News gains a knowledge of what interests its readers the most.

A progressive daily newspaper in today's society attempts to lead a community in the sponsorship of cultural and recreational activities, and active participation in many civic organizations.

Olympic Sportsday for high school girls, one of many activities under whole or partial sponsorship by the News.



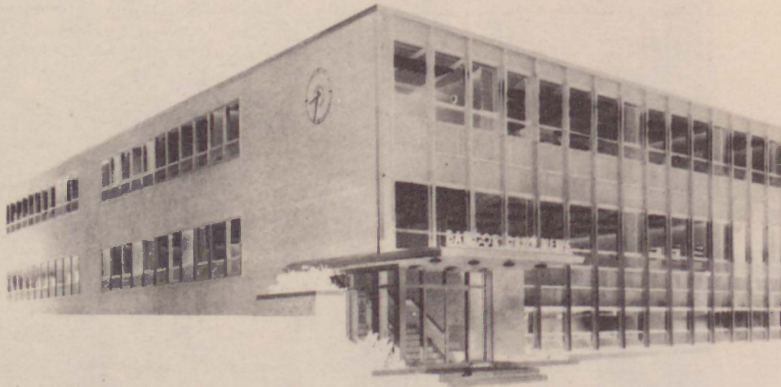
In the past several years the News has done this through public service programs such as the Downeast Classic college basketball tournament, the Soap Box Derby, Olympic Sportsday for high school girls, concerts by such famous artists as Fred Waring and the Pennsylvanians, Ferrante and Tiecher, Lois Hunt and Earl Wrightson.

Public Relations activities continue to a Newspaper in the Classroom program, the support of Camp Main-S-T-A-Y for the state's impoverished, Music in Maine, and a state-wide art contest for students.

Derby Day is now a tradition on the Maine scene. In 1966 the News-sponsored event entered its 18th consecutive year. It is a coasting classic which has fascinated thousands of boys — and adults.



FACTS—



This booklet was prepared by the Bangor Daily News Public Relations Department. Illustrations were by News staff photographers and artists.

In one year the trucks carrying the Bangor Daily News to all corners of Northeastern Maine travel 675,168 miles—or the equivalent of 28 times around the globe.

* * *

A car load of newsprint arrives every other day—supplied by two Maine paper mills, Great Northern of Millinocket, and Georgia-Pacific of Woodland—to print the News. Each year this is enough paper to encircle the globe twice.

* * *

Publishing the Bangor Daily News is of major economic importance to the area it serves. The annual expenditures of this newspaper exceed three million dollars. This money goes largely for local supplies, services and labor.

* * *

The telephone switchboard operators at the News will handle an average of 1,000 long distance calls in and out of the office a month. In addition to this, there are hundreds of thousands of local calls per year.

DIRECTORY—

LILLIS T. JORDAN, *President*

RICHARD K. WARREN, *Vice President and Publisher*

ROBERT E. KIAH, *Treasurer and General Manager*

ARTHUR E. MCKENZIE, *Assistant Treasurer and
Business Manager*

CECIL D. WILSON, *Office Manager*

LEWIS L. McLEOD, *Credit Manager*

GORDON W. CLAPP, *Public Relations Director*

BLAINE G. DAVIS, *Assistant Public Relations Director*

KENNETH L. MACMANNIS, *Advertising Director*

ROGER K. CHOQUET, *National Advertising Manager*

FREDERICK B. McALARY, *Retail Advertising Manager*

WYMAN F. RICE, *Classified Advertising Manager*

JOHN W. MORAN, *Managing Editor*

ROGER W. REMINGTON, *Editorial Page Editor*

C. MARSHALL WASHBURN, *Agricultural Editor*

WILLIAM J. McCUTTIE, *Telegraph Editor*

F. NORMAN WEBB, *Chief Photographer*

KALIL AYOOB, *City Editor*

RONALD D. TALLMAN, JR., *Women's Editor*

MICHAEL B. McMAHON, *State Editor*

OWEN O. OSBORNE, *Sports Editor*

BUD LEAVITT, *Outdoor Editor*

RAYMOND M. GOODE, *Circulation Manager*

EUGENE GOODINE, *Circulation Supervisor*

DONALD P. HANSCOM, *Circulation Supervisor*

RAYMOND J. COX, *Production Manager*

JAMES J. O'DONNELL, *Night Composing Room
Foreman*

RICHMOND M. SMITH, *Day Composing Room Fore-
man*

MERRILL P. RICHARDSON, *Stereotype Foreman*

D. EDWARD THOMAS, *Press Room Foreman*

ROBERT C. MITCHELL, JR., *Mailing Room Foreman*

LEIGH S. WILKINSON, *Building Superintendent*

