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Rural Mimeo Newspapers

by: Robert T. Lawrence

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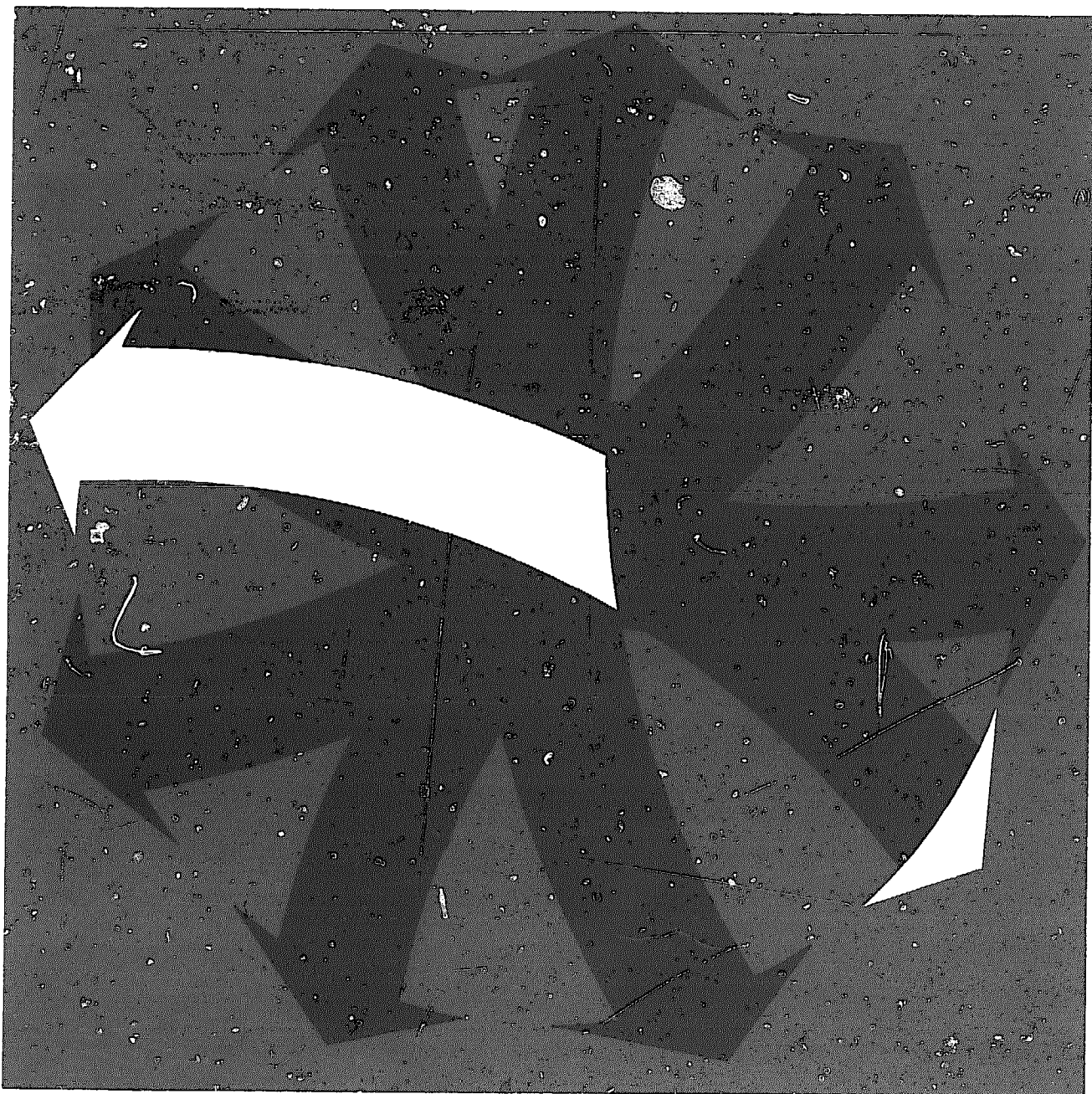
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No. 46

# Rural mimeo newspapers

Reports and Papers on Mass Communication



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# Rural mimeo newspapers

A guide to the production  
of low-cost community papers  
in developing countries

by Robert de T. Lawrence

Unesco

## PREFACE

*In developed countries, the small town newspaper has been a powerful influence in the progress of rural communities. It is the focus of local activities, a leader in community affairs and a market place for those who want to buy and sell.*

*The rôle of the press in the emerging countries can be just as significant, but the problem has been that economic factors have restricted publishing to a comparatively few large urban centres. The overwhelming majority of people in these countries, however, live in rural areas, and for the most part, they never see a newspaper.*

*The development of broadcasting, jumping as it does the barriers of isolation and illiteracy, has recently brought to many communities news contact with the rest of the nation and with the world at large. But even this is not a substitute for a home town newspaper - local and personal and permanent, and dealing with affairs and people the reader is familiar with.*

*In the emerging countries, a local paper has all these characteristics, and another important one as well - it is a tool of education. One of the great problems in spreading literacy, is the provision of follow-up reading material. The new literate will soon lose his hard-won skill unless he can practise it. The local newspaper provides opportunity and motivation for reading, and will in due course reinforce the lessons of the classroom and establish the reading habit. In addition, it brings development information, as well as news, which helps improve agriculture, health, living conditions and civic consciousness.*

*Any system, therefore, which promotes the early establishment and growth of rural newspapers, makes an important contribution to the speed of national development. For this reason the project in Liberia described in this booklet, has attracted wide attention. The fact that thirty mimeo papers grew up within a year - a number of them spontaneously - is an indication of the need and a measure of the success of the method.*

*In this booklet, we describe in some detail the successful Liberian experiment, and suggest ways in which other countries may organize a similar project through their Information Ministry or other development agency. The third part of the booklet, is a simple "how-to-do-it" guide for the editor/publisher of a mimeo newspaper. It is, in fact, an elementary manual for the journalist who has had no professional experience, and is in a form suitable for reprinting and wide distribution to the staffs of the rural papers.*

*The mimeo newspaper is, admittedly, a rudimentary form of publishing, technically limited by the capacity of the equipment used. It is none the less significant for all that, and in passing, it should be noted that with skill and care, a professional looking paper can be produced. The important thing, however, is that this method of production enables a means of expression and establishes a small business enterprise, years before it would be economically possible with conventional printing plant. On the basis of the Liberian experience, it is estimated that a paper could be established with an initial outlay of as little as \$100, and that it could provide a living for its owner/editor from the outset. This is a beginning from which a publisher and a community might aspire to progress until the time when a printed broadsheet can be produced by a professional staff on a modern printing plant.*

*This booklet has been prepared for Unesco by Mr. Robert de T. Lawrence, a newspaperman of long experience, who, as a staff member of the U.S. Agency for International Development, was adviser to the Liberian Information Service in 1963. Opinions expressed are naturally those of the author and do not necessarily reflect the views of Unesco. Appreciation is expressed to the Honourable E. Reginala Townsend, Director-General of the Liberian Information Service for information about the project, to which he contributed so significantly. The author wishes to acknowledge also the technical assistance of the following companies: Heyer Inc., Chicago, Ill., Gestetner Corp., Washington, D.C., A.B. Dick Co., Chicago, Ill., Roneo and Modern Duplicator Co., Washington, D.C.*

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## FOREWORD

The drum beats cease, the banners are taken down, the orator departs, the crowd disperses - and the newly literate man who, with his fellows, has been the centre of attention returns with his proud family to his hut in the village. The months of training are over. The textbook has become a cherished possession, though grimy from heavy and laborious use. Curvy or angular figures have become recognized letters or pictographs and then in turn they have been put together to assert, to question, to plead, or to deny. The hand which was used to labour has learned to trace a name or to record a thought. A man has been changed and, however minutely, so has the whole human community. One of its half billion adult illiterates has found a place at least on the outskirts of a complex culture.

But a skill is lost if it is not practised, and in all the tomorrows after Literacy Day where is that practice to be found? The jungle, the savannah and the tenement have little or no print. For the villager where are the road-signs and guideposts, the printed packages and sheets of directions, the pamphlets and bulletins, the posters and billboards, the newspapers, magazines, or books which constantly reinforce the reading skill of the man who lives in a literate society? Why write a letter if all one's acquaintances are right there in the village? Where are the rewards for reading and writing to be found in a simple agriculture, a tradition-bound family life, under a government based either on oral edict or the deliberations of a village council? Slowly, the painfully-learned skills of reading and writing erode away - to the eventual cost of the individual as he competes in a complex world and of his government which needs his support and understanding.

It has taken centuries to build the literate societies of the world. The non-literate societies cannot achieve a similar status overnight, however much

they may wish to do so, for fully functional literacy is harder to accomplish than is often thought by those who have long possessed it. The centuries can perhaps be reduced to decades, however, if the fortunate nations can find useful and economical ways to help those which are less fortunate. One necessity is the perfection of better techniques of literacy training, but there are many other frontiers as well. The improvement of reading and writing must be approached at successively higher levels to reinforce and add to basic skills, until finally the individual is fully equipped to achieve a good life for himself and his family, and the nation is knit together by that sense of the larger community which only print can finally assure.

This present account by Mr. Lawrence reports an imaginative and determined effort to provide simple rural newspapers for the people of Liberia. This modestly-conceived and low-cost venture had a surprisingly warm response and thereby established a pattern of activity which might be repeated elsewhere with a similar success. The press has played a central rôle in the building of all modern complex cultures and its importance will be equally great in those nations which are trying to achieve the maturity which can only result from a universal and functional literacy. A newspaper offers a means of information, entertainment, and the discussion of policy; it advances the economy; it enlarges the horizon of its readers; it spreads the ideas of government leaders and takes the voice of the people back to them; and, less obviously but no less vitally, it helps weave the essential fabric of knowledge, trust, understanding, and aspiration which is at the heart of nationhood.

Cyril O. Houls  
Professor of Education  
The University of Chicago

## RURAL MIMEO NEWSPAPERS

The case history of a project in Liberia

When the first issue of the Gbarnga Gbele News was published on 29 April 1963 it marked the beginning of a rural newspaper revolution in the interior of Liberia. Before the end of the year there were 30 of these two-columned, brightly titled, neatly mimeographed newspapers covering the entire country, where none had existed before.

In this comparatively short time a major step forward was made in low cost community newspaper publishing with these and other resulting benefits: (1) the literacy programme was stimulated thanks to a steady flow of interesting, easy-to-read, locally produced reading materials; (2) news from every corner of the country came to the newspapers and radio stations of the capital for nationwide dissemination; and (3) printed news became available to most Liberians living in the interior.

The new Liberian newspapers represent the first steps in newspaper production and some of them hold good promise of developing into more sophisticated publications in the foreseeable future. It will be decades before most areas of the interior can afford conventional printing equipment. Meantime the present system will give many years of practical, on-the-job, small town newspaper publishing experience to scores of people, which would not have been possible otherwise.

The project was undertaken because the people of interior towns were anxious to have their own locally produced newspapers, and government agencies such as education, health and agriculture ministries wanted a means of communicating with the local population. Since the level of literacy was about 10 to 12%, there were sufficient literates to read the newspapers and to read to others, thus encouraging literacy training.

The mimeograph method of printing was considered the only practicable one, being simple in operation and requiring no expensive equipment. Professional journalists in industrialized nations might hesitate to call any news publication printed by mimeograph a newspaper. Nevertheless, the perfect mimeo newspaper with three columns per page, justified typing, colourful title heading, using line sketches, "boxes", advertising and good make-up can rival in appearance some examples of more expensive types of printing. Two and even three colours can be used with a little practice. The dictionary describes a newspaper as "a paper printed and distributed at stated intervals, usually daily or weekly, to convey news". Printing is defined as "a mark made by pressure; a line, figure, etc., impressed; an imprint". A mimeographed newspaper would

seem then to qualify fully for the "newspaper" definition. How the newspaper is printed, so long as it is clearly legible, makes little difference to people who have none at all.

## PLANNING THE PROJECT

Under the leadership of Director-General E. Reginald Townsend the Liberian Information Service (LIS) sponsored the rural newspaper project. About 90% of the nation's population of 1,250,000 lived in the interior, where there were some 28 tribal groups speaking 16 different languages. This presented a problem, but at the same time an opportunity to help overcome it by publishing newspapers in the national language, English.

The original plan called for the establishment of five newspapers published five days each week. There was no supply of trained journalists, but it was hoped that editor/typists with high school education could be found. The bulk of the news was to be gathered from a 30-minute radio newscast each morning at dictation speed. Local news would be gathered the day before - one or two stories, or more, and typed on to the first page of the stencil. The editor would then type the news from the radio directly on to the stencil as received over the air. Stories were to be short with brief headlines, short sentences and paragraphs using only easy words. Page one was to carry an attractive title heading, pre-mimeographed.

Editor/typists with a good command of spoken and written English, would be brought to the capital Monrovia for a training period of two to six weeks. This was to include lessons in writing simple news stories, practice in typing, and learning to run a mimeograph machine. They were also to be given instruction in gathering advertising, newspaper distribution and the care and handling of supplies.

Each newspaper was to be provided with basic printing supplies: a standard typewriter, a crank mimeograph machine, a flashlight-powered short-wave radio receiver, and a stapling machine. It was estimated that the five papers would need in one year, on the basis of four pages per issue, five days a week, and 100 copies per issue: 5,500 stencils and 1,100 reams of paper. It was hoped that a small, battery-powered tape recorder could, in time, be supplied to each newspaper.



## PUTTING THE PLAN INTO OPERATION

When the cost of equipment was considered along with problems of starting special radio newscasts, hiring and paying personnel, training, and the time needed to accomplish all this - it was decided to make a more modest and simple start. At Gbarnga, a centrally located town of about 10,000 population, 125 miles in the hinterland, there was a district headquarters and a small LIS information centre. Two men, neither of whom had had any training in journalism, ran the centre, which consisted of a small library reading room, a display board and mimeographing facilities. Fifty miles away at Zorzor was the newly established Rural Teacher Training Institute where teacher trainees from all parts of the country were prepared for their profession, and rural school teachers were given refresher courses. These two locations where educated people were on duty and mimeograph equipment was available were selected for the establishment of the first two newspapers.

The LIS graphics section in Monrovia prepared the art work for the title headings, one reading Gbarnga Gbele News and the other Zorzor Institute News, in lettering about 2 1/2 inches in height and running within a half inch of the border of letter size paper. Some ornamentation and simple sketch work suitable to the region was included, and 5,000 copies of each were printed by offset press in black at the top of letter-size white paper. These provided the title heading sheets for page one.

At Gbarnga on the appointed day the information centre men assisted in gathering news for the first issue. A number of sources were visited, including the District Commissioner's health, agriculture and education offices and short news items were prepared in the form of single column stories of two to three paragraphs. The people interviewed were enthusiastic about the prospects of the news of their offices and operations being printed in their own local newspaper and were encouraged to submit news voluntarily and regularly to the information centre. The regular radio newscasts had been monitored early that morning for national and international news and a few items jotted down to fill out the last page of the 2-page first issue of the Gbarnga Gbele News. However, few of these were used for in a few hours more local news had been gathered than was needed. As the project developed, indeed, less and less radio news was included because local news was comparatively plentiful and the reader demand for it was strong.

Distribution raised a problem owing to the scarcity of transport in the district, but copies were circulated free of charge to government offices, schools, clinics, churches, stores, to various officials and to nearby towns. The first press run was of 300 copies which were distributed by every possible means. Circulation will probably remain a problem for some time to come but it will improve as transport in the interior increases.

The enthusiastic reception of the first newspaper

in the area was a considerable encouragement to go forward with the project. The District officials were pleased to have this new means of communicating with the people in the area. The health and sanitation authorities were glad to have a way of getting across their medical messages regularly to a large segment of the population. Education advisers and teachers welcomed this type of locally produced material which would promote literacy training. Agriculturalists, religious leaders, women's groups and others began contributing news and feature stories and spot news provided interest to all readers.

At Zorzor, the Rural Teacher Training Institute was given assistance in forming a staff, gathering and writing news, and printing the first issue of the Zorzor Institute News. Here, among the large number of advanced students and teachers in training, considerable talent was available for collecting, writing and processing the news for a weekly publication of the college type, with professors and instructors on hand to supervise and offer help. News coverage extended to the nearby town of Zorzor but was mainly confined to Institute affairs. Later, when the Zorzor Weekly Kelai, sponsored by a religious literacy training group, began publication giving full coverage of the town news, the Institute newspaper concentrated almost entirely on school news, printed on its own machine.

Both the Gbarnga and Zorzor newspaper editors were asked to exchange copies of each issue regularly so as to be able to reprint, from each other news articles of interest to both districts. Readers in the two areas could thus share knowledge of community development projects and many other useful items of benefit to both. In a small way, this helped bridge the gaps between tribal groups and customs.

Both new newspapers were asked to send ten copies of each issue to LIS: (1) to be placed on public view in the Information Service, (2) to be permanently filed in the Library, (3) given to the radio stations where news items of general interest were broadcast, and (4) to the Monrovia daily newspaper which picked up similar items and reprinted them.

## DEVELOPING A RURAL NEWSPAPER SYSTEM

Valuable experience was gained through starting the first two newspapers and it was decided to try to increase the number and provide a basis of support by LIS to help the new publications survive during their early life and prosper through gradual improvement. From a target goal of five originally set for 1963, six times that number began publication.

To encourage the establishment of more newspapers which would serve other large communities and offer a greater geographical spread the following action was taken:

(a) A press release was issued by LIS to the two

Monrovia newspapers and two radio stations describing the project and explaining how simple and inexpensive it would be for other organizations or groups in the interior to start their own papers. The release outlined the support that LIS could give in the way of technical assistance, printing of page one title headings, etc.

(b) The Director-General of LIS was interviewed on radio station ELBC where he described the contribution that rural newspapers could make to economic, social and political advancement throughout the interior where the great majority of the population lived.

(c) Field trips were made to mining companies, rubber plantations and to the Booker Washington Institute. Letters were written to others who had at one time shown an interest in newspaper work and where mimeographing facilities were known to exist. In some cases, the title heading art work was drawn in advance and dummy news typed on the first page to show a prospective publisher what his newspaper would look like.

(d) On two occasions, LIS representatives gave talks to large groups of American Peace Corps volunteers who were about to assume posts in the interior as school-teachers. Aware of the contribution made by rural newspapers to educational and social development in their own country, a number of the newly arrived teachers later supported mimeo newspapers in the communities where they taught.

Within a few weeks, three new newspapers began publication - the Bomi Hills News, Zorzor Weekly Kelai, and the B.W.I. News.

As these additional newspapers came into existence the rôle of LIS in assisting them to grow and take up more effectively their important responsibilities to their communities became clear. Among the steps taken in this direction were:

(a) Assignment of a full-time editorial assistant to the project with duties ranging from news writing to handling supplies.

(b) Preparation of an 11-page mimeographed set of instructions bearing the title, "How to Publish a Mimeographed Newspaper; Helpful Facts on Writing, Editing, Printing and Distributing a Rural Newspaper". It contained sections on what a newspaper can accomplish, planning the staff, equipment/supplies, gathering the news, writing the news story, editing, general publishing information, and advertising/business operations. Several copies were sent to each editor.

(c) An effort was made to cut to the minimum (sometimes through government purchasing channels) costs for printing equipment, paper, stencil and ink supplies.

(d) Two films were secured for loan to the newspaper staffs. One described the small town weekly newspaper editor in an industrialized country and his rôle in community affairs. The other showed the motivation and progress that a newspaper of that type can stimulate.

(e) More attention was given to tailoring the slowly spoken, early morning newscast to the needs of the newspapers. The editors seldom made use of this

added service, but it is still believed that enterprising newspapers could expand their news coverage considerably this way. More national and international news, briefly presented for easy understanding, can broaden the knowledge and outlook of people living in the hinterland and make them think in terms of national rather than restricted tribal and regional goals.

(f) LIS press releases providing a good source of continuing news were sent to each editor. These were mailed on a selected basis, keeping in mind that it might take ten days or two weeks for them to reach their destination.

(g) Complete files were kept on each newspaper and careful attention was given to direct correspondence. Each issue, especially at the beginning, was read closely at LIS. If ways of improving the quality of the publication within the capabilities of the editor could be seen he was informed by letter. This tended to develop a warm and friendly relationship.

(h) A popular innovation was the offer to editors of a choice of colours for their title headings. The reds, greens, yellows and blues, in different shades presented a striking appearance when viewed en masse on the public information board in the reception hall of the new LIS building.

#### EXPANSION OF THE SYSTEM

A quarterly report covering July, August and September 1963 noted a "sharp increase in the number of new rural newspapers...". It was announced that ten more had begun publication during that period, including the Bopolu-Weasua Kpelletun, Ganta News, Tappita Times, Tchien Post, Bolahun News, Salayea Post, Sinoe News, and others.

Excerpts of general news taken from the rural newspapers and sent to the capital city news media were welcomed and printed under the heading of "Around Liberia in Brief". For the first time a steady flow of news was received from the difficult-to-reach interior areas and the large percentage of the population of Monrovia which had originally come from rural towns were pleased to read and hear the news of their former communities.

According to the manager of radio station ELBC his office at one point was "deluged" with letters from listeners asking for more of the rural news contained in the small newspapers. The station manager of ELWA, which also has powerful transmitters covering Central West Africa, wrote, "We at ELWA are vitally interested in these new mimeographed regional news sheets encouraged by LIS all over Liberia... We would like to receive any and all of these direct. We have in mind our coverage of local news in English as well as the broadcasts in seven major dialects..." The newspapers thus served another purpose by making the news available by radio to those who could not read it in the first place.

Although it had not been a part of the original

planning of the project, it became apparent that a nationwide system of news coverage had developed. Heretofore, it had been almost impossible to obtain coverage of important events in the interior owing to transport and communication difficulties, and the problem of finding qualified correspondents to gather and transmit the facts accurately.

The rural newspaper system changed all this. Each newspaper constituted a point of contact for the whole nation and, indeed, became a news source for even the remotest areas. For example, over its world-wide news system the Reuter agency sent out a human interest story about the drowning of a huge elephant in the Cavalla River, deep in the interior on the eastern border adjoining the Ivory Coast. The story came from the Webbo World. In another instance, the Cbarnga Gbele News published news of the successful birth of quadruplets to a local couple in a special issue. This was one of the top news stories in Liberia for the year, which won the News considerable credit and prestige.

Realizing the potential of this formation of a nationwide news reporting system, LIS announced it to the news media. Newspapers and radio stations were advised that reporters were available in the principal towns and would be on call for special assignments. If, for example, an airplane should crash near Bolahun along the Sierra Leone border, the editor of the Bolahun News could cover the story. Short wave radio communications were within reach of all the newspapers via police posts, government offices, religious missions, etc., and could be utilized.

This development in turn opened up possibilities of a new source of income for the editors. Special correspondent services for the city media earned reasonable reimbursement. For a story of about 300 words, for example, a fee of about \$5.00 could be charged - a nice supplement to the community newspaper budget and sufficient to pay the cost of two or three issues. The full potential of the countrywide correspondents system has yet to be realized, but there is every prospect that it will grow in value in many ways. Broader and more accurate coverage of Liberian news from all areas would increase the readership and listenership of Monrovia media and would likewise stimulate the growth and increase the usefulness of the rural newspapers.

#### SUPPORT FROM RURAL EDUCATORS

A prominent official in the field of education once remarked that in his opinion newspapers were the most important single educational medium of all. The fact that more than half of the rural newspapers are edited by school-teachers and officials also seems to indicate that they are helpful tools of education and top Department of Education officials have strongly supported their development.

Two of the new publications were established primarily for the contribution they would make to

literacy training. These were the Ganta News, published by the Ganta Mission Literacy Department, and the Zorzor Weekly Kelai ("Kelai" is the Loma word for "message"). They are performing a valuable function in teaching people to read and write and the interest of their news content provides a strong incentive to learn to read. Those who can read take them home and read to others. The cost is only two or three cents per copy. In many of the large communities they serve, these newspapers are the only reading materials produced there. They thus help to solve one of the worst problems in any literacy programme - the lack of low cost, easy to read, locally produced reading matter.

Dr. D.J. Hays, a veteran education adviser who has been actively associated with community education programmes in many areas, has encouraged the development of the low cost newspapers. In the early days of his work the only village news organ was the "town crier" who called out the news of the village each evening. There was almost no news from outside the village, often reached only by a jungle trail. In a recent letter he stated, "I have been engaged in rural school development in the Liberian interior for nine-and-a-half years and consider the community newspapers the most important education implementing device that has been introduced". He also cited the rôle the newspapers were playing in the process of unification of the numerous tribes with their different languages. The "Unification Programme" has been given one of the top priorities by President William V.S. Tubman.

#### RURAL NEWSPAPERS AS MONEY EARNERS

For the success of the project, it was necessary that each of the newspapers be self-supporting. There were no funds available at LIS to buy the mimeographing equipment, paper and other supplies for them. Considering their value to community development and education, and their low cost, it would no doubt have been worth while to subsidize them. However, this was not possible, nor was it desirable, in the long run, so long as they were potentially self-supporting. LIS was able to print the coloured title headings and furnish technical assistance without charge, but that was the extent of its support.

One very important long-range objective was to ensure their financial prosperity through good business practices so that in due course they could buy their own mimeograph machines and typewriters. From this basis, they could perfect their printing and journalistic techniques and produce better newspapers. Eventually their increased income and more advanced publishing ability would allow the experienced staff to progress to offset printing. The mimeograph stage, however, was the all-important starting point.

It was found that the profit motive more strongly influenced some editors than others. Opportunities

varied, of course, some newspapers being more favourably located in large towns with sizeable business communities where advertising and direct contributions were easier to obtain. However, all newspapers were encouraged to build up their sales, advertising and other revenues no matter how small their size or low their cost, because a sound financial basis would permit more rapid improvement.

It was suggested that each publisher have a part-time business manager on his staff to collect advertising, handle distribution and do the bookkeeping. The manager would also keep a close watch on supplies of paper, ink, stencils, etc., and see that the orders were placed well in advance thus freeing the editor for his work of news gathering, writing, and printing.

Advertising was surprisingly easy to obtain, even in the smallest towns. The merchants, owners of businesses and other groups welcomed the advent of the community newspapers and the chance of making their products known to a wider public. The cost of advertising varied from 50 cents to one dollar for one insertion of two inch single column ad. Special rates were given for full page, half page, and long running ads. Advertisements were usually "boxed" to distinguish them from the news. Often it was a matter of prestige to advertise in the newspaper or a question of keeping up with competitors. Some newspapers are doing quite well with their advertising income, for instance the Cape Palmas News in which 17 ads at \$1.00 each were counted in a recent issue whereas the cost of publishing probably amounted to \$2.00 or less for paper and stencils. The editor of the Buchanan Star reported that he was making about \$25.00 per weekly issue on ads and copy sales or a total of \$1,300 yearly. He is buying his own new mimeograph machine. Sometimes help comes from unexpected sources, as the enterprising school-teacher editor of the Sanniquellie Sun discovered. He had struggled along with an old mimeographed machine found abandoned in a store room. The District Commissioner, learning about his problems and knowing the good work the Sun was performing, bought a new mimeograph machine for the school which was made available to the editor.

The community newspaper can be an active stimulant to the local economy and regular advertising increases store sales. Large special ads, sometimes on coloured paper, published on national holidays and anniversaries also promote sales. News story campaigns over a period of several issues can be used to boost the local economy. In this respect the Gbarnga Gbele News set a good example for other newspapers in the system. The News printed several articles about a forthcoming bazaar to be held by a local women's charity in order to raise funds for the construction of a medical clinic. The bazaar was a great success, with higher attendance and more money donated than had been expected for which the News received a large share of the credit. The job was done in the best tradition of public service journalism and was afterwards

cited by LIS as a good example for other newspapers to follow.

#### ENTERTAINMENT ASPECTS ENCOURAGED

The average reader seeks entertainment as well as information in his newspaper. A good balance between the two in each issue adds a great deal to its popularity and increases sales and expands readership. For these reasons every opportunity was taken to encourage the entertainment aspects and the rural Liberian's love of story telling and his natural ability to do it well provided a store of feature material on which the editors drew heavily.

Each tribal group had its own body of folklore and legends dating back hundreds of years which had been handed down from story teller to story teller. Now this could be preserved in print. For the most part it consisted of colourful anecdotes involving animals, birds and reptiles which in addition to being highly entertaining, convey a moral about truth, honesty and other virtues.

A book of Liberian proverbs was also compiled and published by LIS for free distribution to each editor. This provided a ready supply of "fillers" simply written for easy reading, usually concerned with animals, objects or events known to the people. Not only were they entertaining, but they helped spread the rich and varied national culture.

#### FEATURE MATERIALS

LIS also helped editors to supplement their straight news content by distributing prepared feature materials. These were specially tailored for the needs of the community newspapers and were sometimes tied to anniversaries and special events. For "Flag Day" for instance, a full page article was produced, giving the history of this celebration.

A brief experiment was conducted using an electronic stencil reproducing machine. Identical stencils of a page of short background articles concerning events in other African countries were produced on the electronic scanner. These were sent to the newspapers, some of which used them, but it was decided that the cost of about \$2.00 per stencil was prohibitive except in the case of highly important events. The scanner machine is expensive (about \$1,800), although it has the advantage of reproducing illustrations, in particular line drawings.

#### NATIONAL JOURNALISM AWARDS

Owing to the rapid increase in the number of regional newspapers a sizeable corps of new editors and writers has been built up. Considering that they are making their first venture into the profession they are doing well, although they have had no former training. In order to emphasize to them

the importance of their positions, raise their journalistic standards, upgrade the quality of printing and underscore the importance of the business aspects of newspaper publishing, a plan was devised to present national rural newspaper awards.

Eight prizes were to be given annually to newspapers which excelled in:

(1) news coverage, (2) feature stories, (3) editorials, (4) printing quality, (5) largest number of issues, (6) largest advertising, (7) largest circulation, (8) general excellence.

A rural newspaper, for the purposes of the contest, was defined as one published ten miles or more from the capital city, and which produced at least five issues during the year, printed in the national language.

A committee composed predominantly of journalists would judge the contest after a study of the complete files held at LIS of each newspaper. No newspaper, or editor, could receive more than one prize, so as to ensure a wider distribution of honours.

Most of the awards were to be donated by business firms although some were to be provided by interested government agencies and affiliated bodies. Mimeograph machines, printing supplies and books on newspaper editing and printing were to be awarded to the winners, accompanied by a certificate of merit to be framed and hung on their office walls.

It was planned to run publicity before, during and after the prize giving so as to focus national attention on the importance of newspapers in the national development. It was hoped that the President would hand the prizes to the recipients, and during formal ceremonies he and other senior officials would make speeches emphasizing the need for a strong code of ethics among editors.

The plan for annual, national journalism awards is still under study and has not been implemented to date.

#### THE "RURAL NEWSPAPER NEWS" - ADVICE TO THE EDITORS

Early in the development of the newspaper system it became apparent that some means was needed of communicating with all the editors on subjects of mutual interest and concern. Analysis of individual newspapers as they came in to LIS revealed numerous minor shortcomings which could be corrected by a word of advice, and on the whole the problems and opportunities were the same everywhere.

Therefore the LIS began publishing twice monthly the "Rural Newspaper News" consisting of several pages of mimeographed information of special interest to editors. It provided regular instruction in improving editorial and printing techniques and gave a pat on the back to editors who had used some publishing method particularly well, thus instructing others and drawing attention to the technique. It also provided a way of transmitting special notices and background data to editors. Newspapers were advised to keep a permanent file of these

for constant study and reference. All in all, it consisted of a continuing course in journalism and printing.

#### CONCLUSIONS

As the result of this full-scale field experiment, Liberia possesses a nationwide self-supporting rural newspaper system. There is no reason why other developing and semi-industrialized nations cannot initiate similar programmes. It is stimulating to think what effect hundreds of these low-cost newspapers could have on community development in scores of other nations affecting tens of millions of rural people.

By printing the local and national news, these newspapers are both creating and expressing public opinion. They are educating the communities and providing a substantial boost to literacy training. They act as a means of unifying the people and express their ideals and spirit. They provide an outlet for suggestions for the betterment of rural life, thus stimulating worth-while activities. They promote understanding of other communities, and therefore encourage greater co-operation with their neighbouring towns. They motivate people to more and better work.

It is not necessary for the small entrepreneur in his remote inland town to wait and dream of the day when he might have the several thousand dollars needed to buy conventional printing equipment. The way is now open to break out of the vicious circle of low industrialization and low advertising support which in turn prevents the would-be publisher from buying newsprint and hiring more capable staff. This is not a problem with the Liberian newspapers.

Of course, caution must be exercised in transplanting experimental results across cultures. However, the desire of peoples of all levels of development to have news of their own region is uniformly strong. The communities themselves take pride in having their own newspapers for the first time, and undoubtedly they consider it a mark of prestige. The editor is respected and looked up to by the people in his region. His office provides a place of contact, a focal point, a meeting place from which community projects can be originated and encouraged. He possesses real and potential power for social, economic, and political advancement.

It has been said that no country has ever modernized without dealing with the basic task of communication. The establishment of low cost, self-supporting rural newspapers is one of the most natural, easiest, and fastest means of doing so.

It is entirely within the capabilities of any nation, using the resources on hand, to match or even exceed the accomplishment of Liberia, and do it in the course of one year. The speed with which this can be accomplished is dependent only on how soon the small amount of effort is expended to start the ball rolling.

## PART II

### ORGANIZING A RURAL NEWSPAPER PROGRAMME

Background and suggestions on how to plan, staff, publish and assist low-cost newspapers in rural communities of developing countries

We have seen in the previous pages the introduction of an idea and certain techniques, which resulted in the establishment of many small newspapers in Liberia. A strong desire for news, information, entertainment and communication with neighbouring areas exists among all peoples, especially those who live in the interior regions of developing countries where no newspapers are published. There may well be hundreds throughout the world who are searching for a way to publish the first small newspaper in their communities. This booklet is intended to show how it can be done.

There are a number of ways of planning establishment of a group of rural newspapers, and they may all work quite well. Although we are dealing with simple basic publishing, a great deal was learned during the Liberian experiment which can be helpful to us now. Part II of this booklet will be divided into two sections: A, how to organize and start the first newspapers, and B, how to encourage them during their early period and assist them to develop and mature.

#### A. PLANNING AND STARTING THE FIRST NEWSPAPERS

##### Staff

The newspaper system will probably be initiated and supported by some government agency. Since this is a journalistic enterprise, it is appropriate that the sponsoring agency should be the Ministry of Information, or its equivalent. However, the benefits of the programme lie so predominantly in the field of adult education and literacy training, it would not be illogical if it came under a Community Development Agency.

Whatever the sponsoring agency, it would be an advantage (although not entirely necessary) if it had access to graphics and printing facilities. Although preparation of art work and printing of newspaper title headings can be assigned to commercial houses, it is preferable that it be handled by the agency sponsoring the newspaper project. The same applies to radio broadcasting. In Liberia, one of the two radio stations was affiliated with the Information Service which made it convenient to arrange slowly-spoken newscasts.

In a small country it is suggested that two men be assigned full time to the programme. One should be an experienced newspaperman and the other a trainee or someone with communications media experience.

The chief of the project should possess a broad background of training in journalism. This should include actual experience in the editorial side - news, feature and editorial writing, as well as a knowledge of layout and illustrations - coupled with experience in the business field (advertising, circulation, and simple bookkeeping). Small town weekly newspaper experience is usually a better qualification than experience on a big city daily.

Since about one-third or one-fourth of the project chief's time will be spent travelling in the rural regions he should have access to transportation whenever required. He should be present at the "birth" of each newspaper and should visit each one about twice during the first year of publication.

##### Equipment and supplies

One of the strong points of mimeo newspapers is that only inexpensive, small, lightweight equipment is needed. It is assumed that the publisher will have a typewriter, stencils, paper, ink, stencil correction fluid, and a mimeograph machine. He may not own the latter, but will be able to borrow one from an education office, rural government post, religious mission, or other organization. This may be found in his own town, or he may have to go 25 or 50 miles on the day of printing to run off the issue.

On his visits, the chief should carry with him a typewriter (a heavy portable that can cut stencils will do), a few stencils, a can of ink, a bottle of correction fluid, one ream of paper, and a stapling machine with a supply of staples. A second typewriter is handy when story writing time arrives. It is also quite possible that one of the smaller supplies may be missing at the time of printing. By having extras, a long trip to the nearest supply centre, probably the capital city, may well be saved.

If possible, the chief may also wish to take with him a light-weight, low-cost mimeograph machine which is the ultimate in simplicity to operate.<sup>1/</sup>

<sup>1/</sup> One such machine of which the author has experience is the "Lettergraph", Model 24, made by Heyer Inc., 1850 S. Kostner Ave., Chicago, Ill., 60623, U.S.A., costs \$34.50. A copy of the original rotary mimeograph developed by Roneo Ltd., London, in 1899; weighs about 15 lbs., hand fed, brush-on-ink, simple parts, can do three colour work. It uses the standard 8 1/2 inch by 11 inch stencil only.

This can be used in the event of a breakdown in the publisher's machine, and can be demonstrated to prospective publishers in other towns on the same trip. Larger, more expensive automatic mimeograph machines can perform better work, but they are more sensitive to severe climates and more complicated to maintain and repair. The smaller one referred to here will print clearly and should give years of good service. Spare parts are inexpensive and can be replaced by the owner with little trouble. Newspaper owners are advised to begin with a machine of this type and then progress to more sophisticated models.

In regard to low-cost equipment, sponsoring agencies can perform a service to rural editors by shopping around for the best buys in printing supplies and machines. These vary a good deal in price and quality. Therefore, it takes an experienced buyer to select the types needed, arrange for special discounts, and advise the rural editors on how they can obtain them. In Liberia, the newspapers were sometimes allowed to buy through the Information Service at government prices. This was often quite helpful to the publishers who operated on modest budgets.

Governments could also assist fledgling newspapers by establishing a revolving fund which would allow new publishers to buy basic equipment and repay the borrowed money in small amounts, monthly, as advertising and other revenues came in. Since a typewriter and a mimeograph machine suffice to establish a publisher in business, such a fund need not be large. For example, \$1,500.00 would purchase about ten typewriters and ten low cost mimeograph machines enough to put ten newspapers in business, at a cost of \$150.00 each. If each editor was required to repay his loan at the rate of \$5.00 per month, this would give the Government \$50.00 per month, and in three months time \$150.00 would be collected, enough to set up another editor.

Sometimes, it may be practical for a government to fully subsidize one or more newspapers. This may be so if there is an information centre or a similar government project already in operation in the interior. The Gbarnga Gbele News is a case in point. The equipment was already on hand at the Information Service Centre at Gbarnga, and the two employees assumed the newspaper publishing work as an additional duty. The News was highly valued by the Centre, especially in view of the comparatively small amount of time and money needed to publish it weekly.

Sponsoring agencies may wish to investigate the possibilities of purchasing an electronic stencil duplicator for use, centrally, both by the agency and by the newspapers. This machine will prepare a stencil copy of drawings, headlines, type faces, and even photographs, although the latter are not altogether satisfactory. The stencil can then be run on a mimeograph in the desired number of copies. Electronic scanners cost about \$1,800.00.

As more newspapers are started and develop their mimeo printing to a higher standard of quality,

sponsors may wish to purchase some additional aids to demonstrate to them. Tracing pages by professional artists provide eye-catching illustrations that can be made by anyone. Signature plates and styli give letter perfect signatures with transparent lettering guides, large type headlines and display lettering can be added to stencils easily and quickly. Shading plates give interesting patterns to copy and much can be done to improve the appearance of mimeo printing with different coloured inks and papers.

#### Planning the first newspaper

It will probably not be difficult to decide where to start the first rural newspaper, because in all developing countries there are some heavily populated centres in need of one. In these towns there are often potential publishers who have at one time or another wished to start a newspaper if only it were economically and technically possible. The problem is how to find these people.

If there is a district government office - for information, community development, etc., - such as, for instance, the Information Centre in Liberia, the best choice is one of these, where basic facilities already exist. Failing this, and if no entrepreneurs can be found through inquiries at the capital city newspaper offices and other likely sources, it is suggested that a survey be made covering any known publications in the interior, and listing all large population centres. The large industries (mining, agriculture, etc.), educational institutes, provincial headquarters, religious centres and literacy training offices can then be approached by letter outlining the idea, explaining the support desired from the sponsor, and enclosing a dummy copy or sample of a small mimeo newspaper.

The "Selling" and public relations techniques will need to be used, especially in the first stages, to get the plan across to the potential publishers. After the first two or three newspapers have been started it will be considerably easier, because copies can be shown as examples for others to imitate and as a demonstration of how simple it is to publish this type of newspaper.

Other sources that should be tapped for the recruitment of entrepreneurs are the conventions, seminars, and other group meetings which are constantly being held in capital cities - possibly an assembly of provincial school principals, a meeting of district chiefs, or a business convention. Arrangements should be made through the proper channels to address these gatherings for thirty minutes or so. Illustrative materials clearly showing the plan and how it can bring social, economic and political benefits to the rural regions should accompany the addresses and will usually bring forth strong leads which can be followed to good advantage.

#### Publishing the first newspaper

When the publisher has been found and after preliminary conversations about his new enterprise,



a name must be chosen for the newspaper. He may already have made his choice, or he may ask the project chief to suggest one. Usually the title consists of two words, the first being the name of the town, and the second a word denoting news. The question of art work should then be settled. The publisher may want his own artist to design special lettering and ornamentation for the title heading for page one. More probably, however, he will ask the sponsor because art facilities are rare in the interior and this service is one which should if possible be offered free.

To help get the paper off to a good start the sponsor should arrange for offset printing of some 5,000 to 10,000 copies of the title heading at no cost to the publisher in a colour of the publisher's choice. The photo offset negative and original art work are then filed for use when another supply of headings is needed. The importance of free art work and free title heading printing by the sponsor cannot be too strongly emphasized for nothing brightens the newspaper or lends it a professional appearance more than a well-designed coloured title at the top of page one. The publisher, of course, can be expected to pay for the paper stock on which it is printed, about \$1.50 per ream of 500 sheets. If an electronic stencil copier is available, it is possible to copy the art work on to a stencil and then mimeograph the title heading. This can be done in colour too, with a little extra trouble. For printing 5,000 or more copies the photo offset method is more practical, and if the sponsoring agency has this printing equipment, as was the case in Liberia, all the better. Otherwise, a commercial firm can be used.

The question of language for the paper is important, and should be discussed with education and community development officials. Generally, the newspaper should be printed in the predominant language of the community, but account must be taken of the language being used for local literacy teaching, and the language in which radio news and supporting material is produced by the sponsoring agency.

When the preliminaries are completed, and publication day arrives for Volume One, issue One - the project chief comes to the town prepared to assist in gathering, writing and printing the news. He may bring his assistant with him both to learn and to help with basic duties. It is strongly suggested that the first issue be restricted to two pages, or to a maximum of three. In this way a small, well-rounded issue (a little national along with local news, a social item, sports story, short editorial, and two or three ads) can be produced in one day. An issue of this size makes the entire operation less complex for the publisher (who is probably also the editor) and at the same time stresses variety of content and demonstrates how a profit can be made. The mimeograph printing operation can also be performed more speedily when there are not too many complications.

Early on the day of the first issue the chief may

want to jot down one or two short news items of national interest from the radio broadcast. He might prepare in advance a two or three-paragraph editorial sample dealing with a subject such as cleanliness for health. For the top of page one a brief announcement should be drawn up along the following lines: "this is the first issue of the                      News, a newspaper which will be devoted to the progress of the community, etc.", it will be published weekly; news items are welcomed from everyone; its staff is composed of the following people.....

The chief should assist the editor in gathering news items by making calls on town governing officials (be sure to mention them by name in stories connected with their duties), schools, clinics, police, religious groups and other news leads. Items from a wide variety of sources, including the sports world and society, are recommended in order to broaden the readership interest. Two or three stores or businesses should be approached to run advertisements at the rate of fifty cents to one dollar per ad per issue, for a one-column advertisement 1-1/2 inches deep. Ads are highly important, both as a source of income and because of the professional appearance they give a newspaper and the service they render to readers.

News gathering and writing of some of the stories should not take more than half of the first day. Articles should be only two to three paragraphs in length, each with its own one-line head. The second half of the day can be spent in completing the writing, cutting the stencils, and printing and stapling, say 300 copies. Several days in advance the adviser should check that all printing supplies are on hand and that the mimeograph machine is in good working order.

In laying out the newspaper, it is suggested that (after the announcement) the first news stories deal with local subjects, with the one or two national items, probably on page two. For the latter, "datelines" showing the name of the city and date should be included. Local items need no datelines. There should be two columns, and when more experience is gained by the staff they can go into a three-column format with "justified" typing (i.e., each line being uniform in width, with all letters lining up on the right hand, as well as the left hand side).

The editor may never have written a news story in his life, but if he has had a high school education or even eight or nine years of schooling, he should be able to learn very quickly to do the type of short news items his newspaper requires. He should be trained to cover the points who, when, where, why, and how in each story, and encouraged to feel that with the experience he will pick up in time his new enterprise will progress. It must be remembered that his readers are not accustomed to newspapers and will not be very critical. The two will mature together, each helping the other.

On page two, it is suggested that a short editorial be placed at the top of the right hand column. Its tone and content will establish an impression of



responsibility and public service. The advertisements should have a border on all four sides to distinguish them from the news copy. In the bottom left hand corner the "masthead" might be placed. This gives the names of the editor and members of his staff. It is a nice prestige device, appreciated by the staff members. Because of the small size of the newspaper, however, it is suggested that the masthead be run only about once a month. A social item dealing with women's affairs and mentioning several names should be included in each issue if possible. There will not be enough room in a two-page issue to include a feature story, but if it goes to three pages one could be used for light entertainment purposes. Features should not be long, one column or less. They are excellent for literacy training and should be written with this in mind. The entire content of the newspaper should consist of short words, short sentences, short paragraphs, making short articles.

An arbitrary number of 300 has been suggested for the first press run. This should, of course, be adjusted to the requirements of the population of the area and the distribution desired. It is wise to print the first issue in about double the number estimated as the normal requirement so as to publicize the birth of the newspaper. The first issue might be distributed free in order to reach a larger public. Future issues, depending on size and popularity, could be priced at the equivalent of one, two, or three cents per copy. At least fifty copies should be taken back to the capital city by the adviser to be sent to the city newspapers, radio stations, libraries and the appropriate government offices, and kept for filing. A good supply should be kept in reserve as examples which can be used to encourage future publishers in other towns to start newspapers. The editor will also need about 25 copies to take care of future requests. Distribution should be made to the leading local government officials, to all the news sources cited above, and to stores and businesses and a fair supply should be sent to the neighbouring towns and villages. A distribution list showing numbers of copies to be sent should be drawn up and will form the basis of a future subscription list. The adviser assists in preparing this and should keep a copy of the list.

Although the amount of money involved is very small at first, the publisher should be impressed in the beginning with the importance of keeping a record of income and expenditures. This need not be complicated, but the books should show date of transaction, description, and amount (debit or credit). Even if the newspaper is published by a rural office subsidized by a national government agency, it is still advisable to accept advertising and subscription money and to be self-supporting. The final objective in a case of this kind should be to turn the business over eventually to a local entrepreneur to be run as a private business enterprise.

Finally, the sponsor should leave a check list of reminders concerning the main steps to be taken in order to publish and distribute the first issue

successfully. These points may seem elementary and obvious, but they are all essential for the printing of a well-rounded rural newspaper and certain details may be forgotten. The reminder should include mention of keeping a good level of printing supplies and placing orders at least a month in advance.

### Summary

Basic as this type of newspaper publishing may seem to the experienced journalist, still it represents a very long and complicated effort for the beginner. Therefore, he should not be pushed to undertake too heavy a schedule or to produce large issues in the early stages. One should not be too critical of his mistakes, but rather quick to applaud his good points and successes. He should be patiently instructed by a variety of means which will be outlined in the following section.

## B. HELPING THE NEWSPAPERS TO GROW AND PROSPER

Once three or four rural newspapers are already being published and perhaps several more are envisaged, the sponsoring agency should assist these newborn community enterprises, not only in order to stimulate their growth, but also because of the potential benefits they can bring to the government and the nation as a whole.

### "How to Publish a Low-Cost Rural Newspaper" Guide

Part III of this booklet: "How to Publish a Mimeographed Newspaper - Hints on Writing, Editing, Printing and Distributing a Rural Newspaper", has been prepared for the express purpose of helping the beginner. It contains detailed information on planning, forming the staff, gathering the news, writing the news, editing, and printing. It constitutes a short practical course in journalism and, with close study, a high school graduate (or even someone with less schooling) can learn from it the essentials of publishing a newspaper.

It is suggested that the sponsoring agency revise the contents of Part III, to adapt it to local conditions and publish it in pamphlet form. It can be issued quickly in mimeographed form, or illustrated and printed by offset press with a neat, colourful cover.

### "Rural Newspaper News - Information to the Editors"

When copies of the newspapers begin to come in regularly to the sponsoring agency, they should be carefully studied for their general journalistic and commercial quality. The experienced reviewer will always note one or more ways in which improvement can be made and in many cases will also remark how certain difficulties have been handled in a better than average way. These good and bad

points being of common interest to every editor, it may be decided as in the Liberian project, to publish a "Rural Newspaper News - Information to the Editors", thus providing, once or twice monthly, a "feedback" in which news coverage, financial affairs, printing methods, and items tending to encourage esprit de corps are discussed.

The "News" is an excellent medium for reminding and emphasizing and also for getting across new ideas. In fact, it will often be necessary to publish "reminders" of "reminders" as the same mistakes appear more than once. It is important to impress upon the editors the value of keeping a permanent and convenient file of the "News" to which all staff members can refer frequently, for it amounts to a small, continuing course in newspaper publishing.

### Republication of news

Reprinting and broadcasting of rural news in the capital city not only provides a valued national service but it has an important effect on the staff of the rural newspapers and the people in rural communities who are pleased at this wide recognition of their newspaper and their town and its affairs. They are interested too in hearing of the progress and problems of neighbouring regions as quoted on the radio and in the press of the capital.

Early steps should therefore be taken to get rural news to the city media by sending copies of the newspapers directly to the media, or selecting and condensing items to be forwarded two or three times weekly.

### Correspondence with editors

Special emphasis was placed in the Liberian project on exchange of correspondence as a means of advising the local editors and stimulating their efforts. By developing a close personal working relationship with publishers and editors, the adviser of the sponsoring agency can help solve or even foresee problems. This teamwork begins with his participation in the publication of the first one or two issues and from that stage onward he is considered a friend and guide.

He should take the time to review in detail the first three or four issues of a new publication and point out ways of improvement in his correspondence with the publisher. While doing so, he should make note of points which may be of interest and guidance to other newspapers and should file them aside for publication in the next issue of the "Rural Newspaper News" (or whatever medium he has for reaching all the publishers). By checking copies of each issue of every newspaper, the adviser will know if one of them misses an issue. If this happens, he should write and inquire what the problem is, probably finding that it can be solved by a little advice or some small support and assistance.

### Training abroad for rural journalists

Rural weekly newspapers in industrialized nations have progressed to a high professional standard. They have had many decades of experience. However, their basic concepts and goals are identical with those of the rural areas in the most underdeveloped nation. Because of this similarity, it may be useful for one or two of the best editors, after considerable practical experience and some local training, to be given the opportunity to study abroad on a small town weekly, selected because of its general journalistic and commercial soundness. Certainly it would be valuable if the sponsoring agency could train one of its own staff in this way. An employee with some newspaper or journalism experience who studies small town newspapers abroad could make a valuable contribution in organizing, developing and upgrading the rural newspaper system.

It is suggested that training abroad be developed along the following lines:

1. News gathering and news writing - how the community newspaper searches for constructive news which aids social, economic and political growth.
2. Writing of editorials and how to find suitable subjects - The interpretation of news and related information in editorials which clarify important civic issues and point the way to constructive community action.
3. Study of the administrative, editorial, and business office structure of a small town weekly.
4. Experience in the society, sports, obituary and similar departments which add to a newspaper's popularity and usefulness - Conducting interviews and writing stories of these types. Studying their value and use.
5. The conduct of civic campaigns (clean-up drives, fire prevention, voting) should be studied - How to combine the use of news, editorials, advertising, and special issues in sustained campaigns lasting over a period of weeks or months.
6. The production and use of special issues (national holidays, festivals, religious anniversaries, and other special events) - How they bring extra advertising revenues and provide a public service.
7. Circulation and unit sales - Methods of keeping records of subscribers, their addresses and payments. Ways of increasing sales.
8. Techniques of advertising promotion and copywriting, use of graphics, and planning of displays - Study special advertising projects. How to collect ads and keep records.
9. Business operations - Basic bookkeeping techniques.
10. Study, and on-the-job training at one of the manufacturers of mimeograph equipment - The use of multicolours and multicolumns, illustrations, special effects, make-up, and maintenance of equipment.

### Inspection visits

At least once or twice the first year, the adviser should try to visit each newspaper. Particularly

during the first year of publishing when so much has to be learned, personal advice may be of great importance. The adviser should travel frequently and should have ready access to all the necessary transport.

### Journalism awards

One of the most forceful methods of attracting national attention and encouraging the publishers, is to conduct an annual awards contest, as described in Part I.

Well-planned advanced publicity can draw attention to the need for high ethical standards in the profession of journalism. Formal ceremonies at prize-giving time can feature speeches by high officials drawing attention to the value of rural newspapers in national development. Awards in a wide variety of categories, including printing quality, will help to spread interest in the contest and encourage higher standards of production.

### Seminars

A one-week seminar conducted yearly and attended by one or two representatives from each newspaper would be another effective way of training the new editorial and printing staffs. This would be especially helpful if held during the first year or two of the project.

A seminar would afford the opportunity to review the various aspects of production: objectives and responsibilities, planning, staffing, equipping, news gathering, news writing, editing, distribution and printing.

One of the benefits of the seminar, in addition to teaching journalism and printing, would be to bring together the newspaper people who have been operating independently in widely scattered areas in the interior. They could compare their publishing problems and successes and discuss many subjects of mutual interest. Finally, the seminar would serve all the functions of an evaluation conference which is so important in any new programme or project.

### Model printing demonstrations and training

The sponsoring agency will undoubtedly have a mimeograph section which performs high grade reproduction work. With a small amount of extra equipment and training, a model printing operation could be set up to train operators sent for short periods from their newspapers. They could learn to prepare illustrations, justify type, use column rules, print in two or three colours, make large decorative lettering for headlines, use styli for special line work, prepare boxed advertising, print on coloured papers. Instruction might also be given in the care of equipment and the making of minor repairs and adjustments.

It may be six months or a year before publishers will wish to attempt the more advanced methods of

mimeo printing but some of the more enterprising may have the ambition and capability to start earlier. They should be encouraged to progress as quickly as they like for as they improve the quality of printing they will sell more newspapers and attract more advertising. Then, with added income and printing experience at the mimeograph level, they can graduate after a shorter time into the more expensive and complicated photo offset process.

### Technical books

There are several basic books which would be of value to the staff of each newspaper. If these cannot be purchased, the sponsoring agency may wish to contribute them on a slow repayment plan, or as a gift. The publications are: dictionary, thesaurus (a compilation of word variations which suggests different words with the same meaning), Modern News Reporting, 3rd ed., by Warren, Harper & Bros., N.Y. City, \$5.50; The Active Newsroom, a manual published by The International Press Institute, Zurich, Switzerland; Techniques of Mimeographing, and How to Plan and Publish a Mimeographed Newspaper.<sup>1/</sup>

These books are basic ones that cover the low cost publishing field fairly well. It is hoped, however, that the newspaper staff will accumulate other technical books of this type, including some on advertising and editing.

### Cartoons and comic strips

As has been stated in another Unesco publication,<sup>2/</sup> "The use of comic strips to promote social progress in such fields as hygiene, farming, gardening, household crafts and civics should be encouraged with the aid of governments and interested international organizations. These strips could be reproduced by newspapers on payment of an established fee."

The mimeo printing process lends itself very well to reproduction of cartoons and comic strips in the form of simple line drawings and even the more complicated half-tones can be reproduced with electronic scanners which are capable of copying images on to stencils. If the sponsoring agency has such equipment, it can produce for each newspaper in the country a stencil copy of a cartoon strip designed to promote a high priority government project. The stencils are sent to the newspapers to be printed on their own mimeograph machines.

<sup>1/</sup> These last two booklets are published by the A.B. Dick Co., Chicago, U.S.A., manufacturers of mimeograph equipment. They may be obtained by writing the company.

<sup>2/</sup> Developing Information Media, In Africa, Unesco, 1962. p. 20 (RPMC/37).

## News and information releases

Local news will make up the main content of the newspapers, but this can be effectively supplemented by information and national news releases from the government. This serves two purposes - first, it provides a rural outlet for the printing of national news, thus helping to unify the country and broaden the outlook of locally oriented people; and second, it provides editors with a regular supply of general news to help fill out their columns.

Government press releases can be sent to each of the editors, but these should be reviewed to exclude those which are of no interest to rural readers, either because of content or wrong timing. If possible, lengthy releases should be rewritten to suit the format of the small newspapers. A rural newspaper system of some 20 or 30 newspapers can be an extremely valuable outlet for government information of all kinds - on health, agriculture, education and public works. For articles of particular importance, it is suggested that a printed, eye-catching, red slip marked "Special to Editors" be attached, with an additional explanation that this is a public service story and it would be appreciated if editors would make a place for it in an early issue.

## Publicity

The opportunity should be taken frequently to publicize the newspapers, their service to their communities, their educational value, their low cost and simple production, and the prestige and profit they can bring to the owners. This will encourage other communities to start their own. This publicity can

be conducted through the capital city press and radio stations, using stories about the progress of the developing newspaper system and its contribution to national progress. A large display board with a relief map of the country, showing examples of the newspapers and where they are published, is another effective way to publicize them. If placed in the sponsoring agency's reception lobby, this will also encourage other government departments to use the newspapers for educational purposes. Publicity is a good morale booster too for the hardworking newspaper staff members who appreciate this recognition. Credit lines, for example, should always be given to the newspapers when their materials are reprinted in the city press or broadcast over the radio.

## Summary

When a number of newspapers are established financially, and publishing regularly, the first steps have been taken toward the development of a more professional rural press. Rather than wait decades until expensive printing equipment can be afforded, these intervening years can be used to provide practical experience for scores of editors and reports on low-cost newspapers where they can apply the basic science of good journalism.

These newspapers, although small to start with, are economic enterprises in their own right. They add a whole new segment to the business community. While striving for the welfare and advancement of the community, they will at the same time depend on the community for their existence. The newspaper belongs to its community, and the community should give it constant support.

## PART III

### HOW TO PUBLISH A LOW-COST COMMUNITY NEWSPAPER

This section can be extracted, edited for local needs, reproduced, and distributed by the sponsoring agency to the staff members of the rural newspapers. It is a simple manual for the use of publishers, editors, reporters, and mimeo printers who have little professional experience.

#### HOW TO PUBLISH A MIMEOGRAPHED NEWSPAPER

##### Some hints on writing, editing, printing and distributing a rural newspaper

The purpose of this chapter is to offer the man or woman who wants to start a newspaper the basic information needed to form a staff, prepare the news, and print it at very low cost. It is assumed that the person concerned has never had newspaper experience or schooling in journalism.

Many would-be publishers have never made a start because they thought that it was necessary to have large, expensive, complicated printing machinery. This is not true. The news is just the same, however it is printed. If you do not have the money to pay a large staff to run a large printing press, you can merely take the same news, arrange it in newspaper style, and print it with a very low cost mimeograph machine. Any adult with a few hours training can learn to run the mimeograph. As he gains experience he can perfect his work and make it look more professional.

##### Plans and preparations

To begin with, it will be necessary to select a small staff, obtain equipment either by purchase or loan, buy supplies, arrange distribution, decide on the format (what the newspaper looks like, two or three columns, etc.), and choose a name.

There are two types of community newspaper: (1) the business enterprise, where a commercial entrepreneur collects advertising and sells subscriptions for the purpose of publishing a newspaper which will make a profit for him; (2) an institutional newspaper, that is, a publication supported by a large school, religious group, information service,

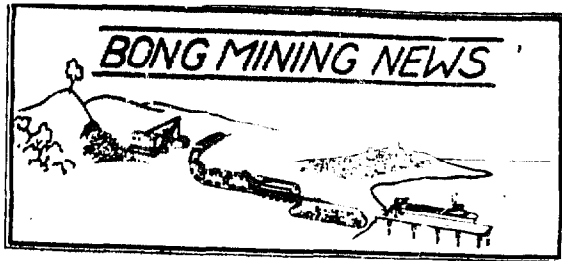
mining or agricultural company for example. They are both alike, however, from the journalistic point of view. They cover the news of the town and region, and they may both accept paid advertising. The main difference between the two is that if the business enterprise does not make money it will no doubt have to cease publication. Whereas the institutional newspaper will probably have voluntary unpaid staff, and equipment and supplies may be available without direct cost to the publication.

1. Staff. The size of your newspaper and how often it is published will decide what kind of staff you will need. An editor/publisher, giving his full time to the work, should be able to publish a two-page newspaper two or three times weekly. This would be a commercial newspaper, and he would have to write the copy, get the advertising, print the paper, and see to its distribution. He would need help for the distribution (circulation) work - more, of course, if he printed a two-page newspaper three times a week, than if he published a six-page issue once a week. Later on he might be able to take on a reporter to assist him.

On the institutional newspaper the work will probably be spread out with a number of people helping part time. This would require an editor, reporter, business manager (for advertising, bookkeeping), a circulation manager, and a mimeograph operator.

In the case of a newspaper run by a rural information centre, for example, a two-man staff with some newspaper experience having some additional duties as well should be able to publish a six-page mimeo newspaper weekly without other assistance.

"Correspondents" are people who can send you news, or ideas and facts for news stories, but are not considered regular members of the staff. They may be paid or unpaid. It is helpful to name a correspondent in each nearby village, large business or organization who can send you a small but regular flow of information. These people will probably not be able to write a news story, but they can give you facts such as names, times, places, and happenings which the editor can put into news form. Another reason for having correspondents is that one day you may wish to call on them in a hurry to help you on a story in their area.



**BOLAHUN NEWS**

**RIVERCESS BHON**

**BOMI HILLS NEWS**



**ZORZOR WEEKLY KELAI**



**HARBEL NEWS**



**Ganta News**



**KAHNPLE DISPATCH**

**PLEEBO PRESS**

**B.W.I. NEWS**

KAKATA



LIBERIA

**GBARNGA GBELE NEWS**

LOCAL  
NATIONAL  
WORLD



*Sanniquellie Sun*

**GOODRICH NEWS**

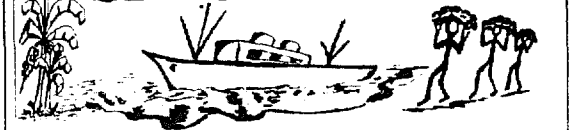


**CAPE PALMAS NEWS**

**SASSTOWN SUN**

**WEBBO WORLD**

**SINOE NEWS**



**ZORZOR INSTITUTE NEWS**

TEACHER TRAINING EVENTS



**TCHEN POST**

**KOLAHUN NEWS**

**HARPIA TIMES**

**LOW-COST NEWSPAPER TITLE HEADINGS**

These twenty-one examples of title headings for low-cost newspapers in Liberia show a wide variation of lettering and ornamentation. The art work sometimes indicates the type of community where they are published — coastal, mining, rubber growing, etc. They were all printed by offset press in various colours. Colourful title headings give a bright, professional appearance to the first page. This increases reader interest and results in more sales.

2. Name. The name of your newspaper should be brief but descriptive of its mission. It is best for the first word to be the name of the town where it is published and where it distributes the greater part of its circulation. You may want to include a local dialect word for news, even if it is printed in another language. For example, the Zorzor Weekly Kelai is printed in English, but the word "Kelai" is the word for "message" in the Loma language. This gives a little colour to the title. It is not always advisable to put the word "weekly" or "daily" in the title because you may want to change the frequency of your publication.

3. When to publish. Unless you have had newspaper experience before, it is best not to publish too large an issue the first time...or to publish it too often and have to go back to a less frequent publication. It is better to start slowly and increase the number of pages and issues as you and your staff gain experience. This is a matter of how large a staff you have. It is not a question of how much news is available. There is always plenty of that about if you are prepared to search for it.

For the institutional newspaper, it is suggested that the first issues should be about four pages weekly. If the town it serves is large (over 5,000) and you have a big enough staff, you may want to publish a larger newspaper.

For the commercial newspaper, the size and frequency must be within the capabilities of the paid staff. For business reasons, it is probably best to publish frequent small issues instead of a few big issues. This will let you print more advertising by the same advertiser and thus increase your income. Whatever frequency of publication is chosen, it is important for your newspaper to appear regularly at the exact date on which it is scheduled. It gives a bad impression if the newspaper is late, or if it does not come out as often as the public expects.

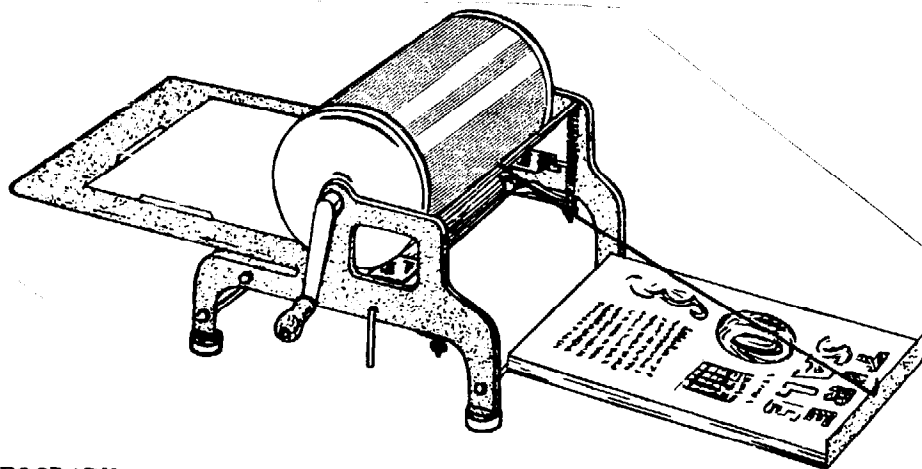
If you decide on a weekly, you must choose the

day of the week on which you will publish. In choosing this day, you must know when you can finish collecting news, writing, printing and distributing it. Many editors of weeklies publish on Friday. This is because the news happenings of the week can be printed and reviewed. Storekeepers like to advertise on Friday because people often do most of their buying on Saturdays. Some publishers choose Monday as a publication date. This gives a chance for the editor to review the important news that usually happens on weekends. However, Friday is usually considered the best day. If you publish twice weekly, Mondays and Fridays may be the best days. Publishing days may be determined by mails or other methods of distributing your paper to outlying places.

4. Equipment. A mimeograph machine and an ordinary typewriter are all the printing equipment needed. This has the double advantage of being a very inexpensive and rapid way of printing. If you are printing a weekly four-page newspaper in about 500 copies it should not take more than 1-1/2 to 2 hours to print. Since these few hours each week come to such a small amount of machine time, it may be best to borrow or pay for the use of someone else's mimeo machine.

If you decide to purchase your own machine, it is suggested that you get a simple, hand-operated, non-automatic one. This type will cost less and will be easier to operate and keep in repair. Humid, tropical climates and hot, dusty ones are very hard on all types of automatic equipment. In these countries it is also difficult to have repairs made on fine equipment. If the machine is one of simple construction, it will be much easier to make minor repairs. This kind may cost as little as \$34.50.\* The more expensive ones cost as high as \$800.00.

\* Prices mentioned in this chapter are those current in U.S.A.



#### THE SIMPLE MIMEOGRAPH

This machine is similar to the first model constructed about 70 years ago. A cloth pad on the cylinder is soaked with ink and the stencil placed over this. Paper is fed by the left hand and passes between the cylinder and rubber roller as the crank is turned by the right hand. The printed copies fall out on the right. Being simply constructed, there are few working parts to get out of order. When something goes wrong, it is easy to see what the trouble is, and it can usually be corrected by the operator. This one is the "Lettergraph" made by Heyer, Inc., Chicago.

Because of their simplicity, the cheaper machines are also the easiest on which to print two or three colours. This is due to the fact that only the ink pad needs to be changed in going from one colour to another. The drum does not need to be changed. In the larger machines the cleaning is more difficult and the drums will probably have to be changed. Replacement items for the low-cost machine are cheap. For example, the ink pad is only 50 cents. Another advantage is that the small, hand fed machine will use lighter weight paper. The larger machines need a heavier, more expensive type of paper and in humid climates, frequently do not feed well through the automatic devices.

Another type of low-cost printing machine is the so-called "spirit" duplicator. These are not recommended here because they cannot reproduce as many copies per stencil as the mimeograph, and the inks begin to fade sooner. This is important to remember, because your newspaper will be used for many years in the future in the files of libraries and government offices.

A small radio would be useful to receive the national and international news for reprint in your newspaper. An inexpensive battery-powered transistor set will serve your purpose.

Although not absolutely necessary, it is helpful to have a tape recorder so that you can record the radio news; you can then play it back later and write it down on paper. Sometimes the radio news is read rather fast, but a tape recording allows you to play it back over and over until you have it exactly right. Small, battery-powered recorders can be bought for as little as \$75.00

5. Supplies. The only supplies needed are paper, stencils, ink, stapling device, and correction fluid. If you have a hand fed machine the 16-pound mimeograph paper can be used. This costs about \$1.50 per ream (500 sheets in a ream). The 20-pound paper is heavier and a better grade which holds its shape well in humid weather. It costs about \$2.00 per ream. If you wish to print on both sides of the paper, the heavier paper would be better. However, if you get a grade of light-weight paper which is opaque (very white and cannot be seen through) you can print on both sides of this. Coloured paper may be bought for a few cents more per ream. This comes in pale shades of pink, green, blue and yellow and may be used on special occasions.

The stencil is the special paper on which you type or draw pictures for reproduction. They cost about \$3.00 per quire of 24 sheets (12¢ a sheet). Ink is about \$2.50 per can, staplers \$3.50, and correction fluid 50¢ per bottle. Coloured inks cost a little more than black ink.

6. Cost of printing. The cost of paper and stencils for a two-sheet newspaper (four pages if printed on both sides) in 300 copies is about \$2.64. This is figured on the basis of two stencils at 12¢ each and 600 sheets of paper (\$2.00 per ream of 500). If the newspaper is published weekly, the cost of supplies per year would be 52 times \$2.64 which equals

\$137.28. Twice weekly would amount to \$274.56 each year, and so on.

The cost of labour is not included here, though it is important for the commercial publisher to estimate it very closely. Labour costs vary a great deal, of course, and the new publisher must work out his expenses here in relation to his own needs.

7. Income from ads and subscriptions. Keeping in mind that the annual cost of a two-sheet weekly newspaper is about \$137.28, we can compare this figure with a rough estimate of what the income might be from sales and advertising. If the newspaper sells for 2¢ per copy and there are 300 copies sold, this would total \$6.00 per week. Therefore, 52 times \$6.00 equals \$312.00 per year for copy sales. Next, we can estimate there might be an average of four small ads in each issue; at \$1.00 per ad, this would be \$4.00 per week, and 52 times \$4.00 comes to \$208.00 each year. Thus we see that \$208.00 for ads and \$312.00 for sales make a total income of \$520.00. If we take the cost of supplies (\$137.28) from the total income (\$520.00) we get an estimated annual return for labour and profit of \$382.72.

The above represents a rough idea only of what might be expected. This is based on the experience of other newspapers of this same type. Some of these have run as many as 15 ads in one issue. Another, after being in business a short time, was earning about \$25.00 per issue from ads and sales.

A business manager will be necessary on either a commercial newspaper or an institutional one. If the publisher/editor of the commercial newspaper is a good business man he may want to do all the advertising and sales work himself. In which case, if he has a weekly of six or eight pages, he would probably have to turn over some of the editing work to someone else.

8. Distribution. How to get your newspaper into the hands of the reader is a matter that should be discussed and planned at an early stage. After all, this is the final object of publishing. We can call this "distribution", or "circulation" which is the word the big newspapers use. The newspaper must be distributed quickly, while the news is still news. Therefore, at your first planning meeting, draw up a circulation list. This list will always be changing as you add names and places, and as you take off others.

Another reason for planning distribution early is that you need to know how many copies to print. You should not guess at this. If you print too many you waste paper. On the other hand, you do not want to print too few and then have to print more, or worse, not have enough to go round all the people who should get them. For the first two or three issues, you will want to print about twice as many copies as the number planned for regular distribution. For example, print 600 if your distribution list is about 300. This is because you will have many requests that you did not expect. Also, you want to distribute them as widely as possible to let



everyone know about the new newspaper. This will bring you more subscriptions. It will also bring you more news to print. It is a good idea to give free copies to many people, offices and organizations who you think may wish to subscribe later on a regular basis. Also, give them to the stores and shops who may want to advertise.

If you have been helped in starting your newspaper by some government agency in the capital city, be sure to send them about ten copies of each issue. The agency should send them to the radio stations and daily newspapers which will give the name of your newspaper as the source of the news. This will bring national recognition to your town and paper. Later on, you may want to make some arrangement to sell your news to the radio stations and city dailies. The agency will also want to send copies of your newspaper to other places like the libraries, bulletin boards, high government officials, and public information people. If no agency in the capital is associated with your newspaper, it would be a good idea to send copies directly to the radio stations, newspapers, libraries and information services. Your newspaper is writing the history of your part of the nation, therefore, if copies of each issue go to the libraries your paper can be kept there as a permanent record.

If there are other newspapers like yours in towns within about 100 miles around, it would be wise to place them on your distribution list. Ask them to send you their newspaper too. This is usually done without cost to either publisher. Your readers want to know the important news from the region around them, and you can reprint some of the items from the other newspapers. They, in turn, will print some of your news.

Be sure to keep three or four permanent files with a copy of each issue. As soon as they are printed, put them in a file where they cannot be taken out. You and your staff will want to look back many times to see what you have published. It is a good idea to save five to ten per cent (15 to 30 copies of a 300-copy issue) of each issue because you will always have requests and other needs for them. In fact you may have need for them several months and even years afterwards. It is very easy to run off a few extra copies for this purpose at the time, and you will always be glad that you did.

Institutional newspapers especially, will want to exchange copies with like institutions around the country. For example, the publisher of a newspaper for a vocational school will want to send copies to other interested schools. Or a paper published by an agricultural organization will find many interested readers at similar agricultural groups and agencies throughout the nation. This will attract news, advertising and subscriptions.

When drawing up the distribution list of your first issue, keep in mind the following: (a) provincial and town leaders; (b) officials of nearby towns and villages; (c) education officials; (d) agricultural groups; (e) hospitals, clinics, health organizations, doctors and nurses; (f) schools and their teachers;

(g) libraries; (h) military units; (i) police stations; (j) public markets (paste or tack on walls and display boards for the most people to see); (k) religious missions and their leaders; (l) large commercial firms (mining, agricultural plantations, etc.); (m) information centres; (n) clubs and youth groups, and (o) stores and shops. Do not forget to make changes in the list promptly and keep it up to date.

### Gathering the news

Finding and gathering the news, according to many editors, takes three-fourths of your time, and the other fourth is taken up in writing the story from the information that is gathered. It is therefore necessary to have a good system for getting the news. The editor is responsible for finding the news and preparing it for publication. There are several ways of doing this, and there are several places to go to find the news. Here are some suggestions to consider:

1. **Reporters.** The editor/publisher of a newspaper of six to eight pages published weekly should be able to assemble the news and write it himself, (as well as undertake the other publishing activities). In the case of the institutional newspaper where several part-time helpers are available, it is a good idea to name two or three "reporters". Reporting has been described as gathering information of interest to other people, and writing it down correctly in a way which makes them understand and remember it. This is the work of getting the news for the newspaper.

What makes a good reporter? He must have a good school education, preferably a high school one. He should have some of these qualifications:

(a) An inquiring mind. A good reporter should seek all the facts about the story he is going to write. He must ask many questions and know the full story of what is happening and why.

(b) Know what is news. He must know what his readers want to read and need to learn.

(c) Tell a story. He should know how to put bits of information together and make them tell a clear story. His facts must be arranged in the right order.

(d) Be well informed. He should know the town, the people, and the area where he is working. He should be a man (or a woman) who knows people in many kinds of work (town officials, clinics, schools, shops, etc.) and likes to talk with them.

(e) Desire for truth. He should check what is told him and be sure that what he writes is based on fact. By printing the truth he will stop rumours.

(f) Want to work. The reporter must not be lazy. He must be ready to work at odd hours and on holidays. A big news event may happen at night and he must be ready to go for the information. He may have to spend off-days and holidays on special stories.

After a little experience, the reporter will know where to go to find his news. The editor can tell him certain places to visit each week. There is always plenty of news wherever there are people. The reporter

must go out and look for it, ask questions, bring the information back and write the story.

Reporters can be given special types of work to do. The editor can name one sports reporter to cover news about games. He can name another to write about the work of local government officials. He could have another reporter to do the stories about agriculture, health and road building. A reporter should learn to type his story but clear handwritten copy should be acceptable.

Don't forget that reporters, and editors too, must "dig" for most of the stories they get. You cannot publish a notice asking for news and expect it to come to you. It is a good idea to invite the people to bring in interesting items, but this does not take the place of a reporter going out and really "digging" the news out of the source.

2. Correspondents. As we have said, a correspondent is a kind of reporter who lives in another town or distant village. It is a good idea to name a correspondent in each of the villages in your area. They may not be able to write well, but if you tell them what kind of news you want they can send in the information and you, the editor/publisher, or a reporter can write it into news story form.

The editor/publisher must keep in close touch with his correspondents and remind them to send in the news. If possible, he should pay them something either for each story or by the month. Or, he can encourage them by putting their names in the stories as being the source of the news. For example, such a story can begin by stating, "According to our correspondent Mr. John Brown in Gello village, there was a bad automobile accident there last week..." The correspondent may be able to use the telephone of some police station in the area to get the news in faster. Otherwise, it can be sent by mail. A correspondent can also do other work like taking care of the distribution of the newspaper in his village. School-teachers or school-principals make good correspondents because they are well educated, and are good news sources as they are in touch with many people.

The people in your town also want to know what is going on in nearby villages and towns, so you should encourage your correspondents to send in a story each week. You will sell more newspapers in the villages too, if the readers there see some of their own local news. Visit your correspondents when you can and let them know what a useful job they are doing.

3. Radio news. The easiest way to get national and international news is by arrangement with the radio station. Your readers will be more interested in the local news, but they will want to know of important happenings in the outside world too. It is a good idea to have two or three national or international news stories in each issue. This kind of information will give your readers a broader outlook and will help them understand better how the social, economic and political progress of their community makes a stronger united nation.

On the morning of the day you publish your

newspaper, or the evening before, listen to the radio news. Write down as many facts as you can about two or three stories which are of general interest to your region. The announcer will be speaking too fast for you to copy down everything he says, but you should get enough for short stories of one or two paragraphs. Remember when you write the story to put the name of the city where it came from, at the very start. Your readers will know then that it is not a local story and will not be confused. You should also give "credit" to the radio station from which it was taken by stating the name of the station.

News from the radio should usually be printed after the local news. This is because your readers are more interested in the stories about their town and region than they are about far away places. Sometimes there may be a very important national news story which might go on page one. But if you have one like this you should add to it the ideas of local officials on this subject. This will give it the important local "angle". An example of this would be a story about the president of the country asking farmers to plant more rice. You can then talk with a local leader who will probably make some comment of special interest to the people of the district. This information can be added to the original radio story.

There will probably be times when the editor/publisher has to be away from the town and has not had the chance to write much local news. He knows that he must print his newspaper on the regular publishing day. The problem is how to get enough news to fill out at least a small issue. If he has two or three local stories, and reports from his correspondents, he can complete the rest of the newspaper with news from the radio. He should not print radio material just to fill space, but if he carefully selects stories from the large amount available from two or three newscasts he should have plenty of copy.

We have seen that national and international news is good to educate your readers and broaden their outlook. It should usually be placed in second position to the local news, and it can be used to fill out an issue when there is a shortage of local news. Be careful, however, about errors when you jot down the facts from the fast-spoken newscast.

4. Exchange of newspapers. We have already mentioned the swapping of your newspaper with those published in neighbouring regions. This is a good source of news. Be especially on the watch for stories about road and school building, health campaigns, and other public service stories which will inspire and help the people of your area.

5. Press releases. Most governments have public information offices which publish news stories daily about the operations of the various departments and high officials. These stories are called "press releases" and are distributed to radio stations, newspapers and other news outlets. If there is a ministry of information or similar department in your country you should ask them to send their press releases to your newspaper. They will be glad to do so without any cost to you.

By the time they reach you in your distant town many of them will probably be too old to use. But there will always be some stories related to agriculture, health, education, rural improvement and other government affairs which will be of interest even though a little out of date. You may want to cut down a story to one or two paragraphs instead of using the whole article. The information service will no doubt be prepared to have you do this as long as you do not change the facts or meaning of the story.

If you receive many press releases from the capital city, you may want to publish a weekly page of news from this source. You could prepare a special lettered "standing" heading (one that you use again and again) for the top of the page or column. This could be "Around The Capital", or "News From The Capital". Besides being of interest to your readers, news of this type will help to educate the public about the work of their national government.

Taxes always need a lot of explaining. Without taxes the government cannot operate. For people who have never paid taxes or know little about them, it is hard to understand why they should give part of their money to a far-away government. Your newspaper can do a public service by explaining how taxes can be calculated, when and how to pay, what the money will be used for, and how the public benefits in the form of roads, schools, police protection, etc. Press releases usually give you this information.

Agricultural departments issue press releases containing news for farmers. Information like this may help them to grow better crops, or perhaps advise them on how to get help from the government. Often, farmers do not have the chance to go to school and, therefore, cannot read or write very well. It may be hard for them to understand agricultural notices. You can help them by writing agricultural stories in very simple language. Use short words, short sentences and short paragraphs. For the more important news, you may want to write an editorial to explain it clearly for local understanding.

6. Foreign embassies. These can be a good source of news, because they put out press releases and other information with stories of interest to your country and theirs. For example, a story about someone from your area who is studying in the foreign country. Find out which embassies have information services and ask them to put your newspaper on their mailing list. They will be glad to send releases to you at no cost.

7. Background material. If you ask your government information agency they will probably place you on their mailing list for texts of speeches by top government leaders and other similar materials. This would be in addition to the regular press releases noted before. You may not want to print much of this type of information, but it can be valuable background reading for you. You can file some of it for future reference, like biographies, and use it later. If, for example, the head of the government, or one of his top cabinet members is making a trip to your area you will have the background material to help you write stories about him.

8. Religious news. The staff of religious missions

and religious schools are good sources of news. Talk with these people each week and you will nearly always find a good story or two. Ask one of them to be a correspondent for you. Many of your readers will be members of some religious organization and will like to see news of this kind. Missions or other public organizations often conduct fairs and entertainments to raise money for some charitable purpose. The stories or "publicity" the paper can publish in advance of the event, will greatly increase the number of people who will attend. The newspaper in this way can directly help good causes, and will win much goodwill for itself as well.

9. Sports. Most readers are interested in learning the outcome of sports contests. There is nearly always some kind of sporting event going on each week in large towns. One or two stories on sports in each issue will give a nice variety to your news. It will attract young readers too. If you do not have time to cover the sports news, perhaps you would like to find someone interested to be your sports editor. Being a special type of news, sports stories are generally kept together, and not scattered throughout the paper.

10. Foreign teachers. In scores of countries around the world there are now thousands of teachers from other nations working in schools in rural areas. They are well educated and many of them have either worked on school newspapers or have written stories for them. They would probably like to contribute news of school activities to your paper, or serve as correspondents. Visit them and invite their assistance. Newspapers are an aid to education, and educators can help the newspapers.

11. National holidays. Editors of city newspapers always keep a calendar of coming special events, such as annual religious feasts, Freedom Day, United Nations Day, etc.

It is wise to keep a calendar of these holidays and celebrations and plan ahead to print stories about them before they happen. You may wish to ask the officials of the town and province about plans for local celebrations which you can publicize. This is also the time to write a short editorial explaining the meaning behind the holiday... why it was created in the first place and what this occasion means to the local people.

12. Other news sources. You can often find news or news leads if you visit and talk with the people at the following places:

- (a) Local government offices... the mayor and his staff members.
- (b) Education offices.
- (c) Schools.
- (d) Police stations... accidents, law-breaking, arrests.
- (e) Courts... trials and court decisions.
- (f) Medical clinics... births, deaths and health information.
- (g) Public markets.
- (h) Construction projects... new roads and buildings.
- (i) Airports and stations... the news of where travellers came from (neighbouring towns and countries).
- (j) Stores... storekeepers hear many rumours, and you can track down the facts for a truthful story.

- (k) Agricultural offices and co-operatives.
- (l) Women's clubs... social and personal items.

When we review all the sources of news listed here, we can see that a hard working editor/publisher or his reporters should have no difficulty in filling his paper. The people in these offices, organizations and places are always doing something, and what they are doing is of interest to the rest of the public. Develop these news sources by visiting them often and letting them know what kind of information you need. There is no substitute for asking many questions. Soon your news sources will have news waiting for you with the kind of facts you need.

13. Follow-up stories. When an important happening has been reported, it is often of interest to publish another story on the same subject in the next issue of the newspaper. This is called a follow-up story - for example, one about three babies being born to a local mother. This is unusual, something which attracts wide interest, and the public wants to know how the mother and babies are getting on. A second story about a week later may tell about the health of the mother and babies, how much weight they have gained, and perhaps a statement from the father or the doctor. Sometimes the follow-up makes a bigger story than the first. It pays to review each issue of the newspaper a day or two after it comes out to see what stories need to be followed up.

### Writing the news story

1. What is news? "News" has been described as anything that interests a large part of the community and which was not known before. It could be a report on something that is going to happen, or has happened. News is intended to interest, inform or entertain the reader. But every story does not attract the attention of every reader. Some of the qualities you may look for in a news story are the following:

(a) Timeliness - must be of interest on the day when it is printed and not previously known. It can be a timely explanation of something that has already taken place.

(b) Interest - a story must be of interest to a large number of your readers. A story of interest to only a very few people is probably not worth publishing.

(c) Nearness - people want to know about things that happen close to their homes or community, or at least have some local significance.

(d) Value - the news item may contain information that is helpful or entertaining... something that will inspire a person to be a better citizen, or to take action that would be good for other people, or for his town.

Let us review these four qualities in a little more detail. News must be timely, because it is good only when it is fresh. The writer should show in his story that something has just happened, or is about to happen. In his first paragraph he will tell when it happened - this week, yesterday, or last night, or a day or date in the near future. For example, "A man was bitten by a snake yesterday..."

Or, "A town meeting will be held next Wednesday..."

Interesting can be one of several things. A story can attract the reader if it concerns someone for example who is a high official, or is widely known for some reason. It can be about a famous hero, and on the other hand it may concern a very bad man who has committed a terrible crime. Oddity is a quality which attracts interest. It is not odd that the sun rises in the morning or that water runs down hill, but it would be odd if they did otherwise. A famous newspaperman once said, "When a dog bites a man that is not news, but when a man bites a dog that is news." Conflict is another quality which makes news. This can be a sports contest between two teams, or an argument between two politicians. Where there is action there is usually conflict of some kind. Human emotions are another strong element which can be described as human interest. The baby left on the doorstep of someone's house, or the dog lying by his master's grave, are examples of human interest stories. Thus, important people, oddities, conflict and human interest are qualities that cause interest in the reader's mind.

An accident in front of your home is of far more interest to you than an accident in the next town. The reason for this is because of its nearness. A good news story will generally have a local connexion, something that the reader can feel has some meaning for him, his life, or community. We can describe news as international, national, and local, according to where it comes from. The local news is always the most interesting because the readers already have some idea of what it is about. If someone from your community goes to the capital city and does something important, that would be national news but with special local interest. The most interesting things to every person are his life, family, health, job, neighbours, community, sports and recreations. The news writer should therefore try to connect his stories with the lives of his readers.

The fourth quality, value, is closely related to timeliness and nearness. "Consequence" can be another term for value and means something of importance to the reader. A story about an increase in town taxes may not be of such moving interest as one about the leopard that killed a dog at someone's back door. But the tax story is of value to a large number of readers. Information about public meetings, government actions, how to cure malaria, or new agricultural methods is important to many people. News of consequence can tell about progress, or happenings which may have a helpful result or show what future progress might be. This is very different from the news story about an accident. The average reader wants news of progress, but the reporter must put together the facts in a way which will make them easy to understand.

2. The summary lead. A news story is different from other kinds of writing. The personal letter may have several topics mixed together in no

special order. A book may begin with a long description of the general scene. But the news story starts with the most important facts followed by the next most important details with the least important at the last. The first paragraph is called the "lead" and it should contain a summary of what the entire story is about. It is sometimes called the summary lead.

Many people do not have the time to read the whole newspaper, so they look from headline to headline to find what interests them the most. When the eye stops at one story, the reader can quickly tell if he is interested in the whole story by reading the first paragraph. This will give him the "gist" of what happened. The reporter must write his story in such a way that the reader gets full understanding at the start. After all, news telling in this way is like a man telling another about an accident, "A car struck a tree on main street this morning and killed two people...". Then the details become less and less important as the story goes on. If the editor is short of space and does not want to print the whole story, he can cut the bottom paragraph or two off and not hurt the meaning.

3. The five W's. The summary lead, in order to give the general idea of the whole story, should contain the who, what, when, where, and why elements. In other words, the first paragraph in your story should tell who it is about, what it was that happened, when it happened, where the action took place, and why it was done. Sometimes the how is added, or takes the place of the why.

Let's say that we have heard there will be a farmers' fair in our town next week to encourage better farming and that two officials of the agricultural office will be in charge. Breaking it down into the five W's we have:

**WHO** - John Brown and Jack Smith, agricultural officials. (Names make news is an old newsman's rule. Print them whenever you can, but be careful to spell them correctly.)

**WHAT** - they were placed in charge of the fair. (In a later paragraph you can tell something about the experience of these men.)

**WHEN** - Here we must remember what makes news. There are at least two news stories in this event. One is a report of what happened at the fair when it is over. The other is a story now to tell your readers about it in advance.

**WHY** - to encourage better farming. (Later, you can enlarge this part by describing the different methods of better farming.)

**WHERE** - in our town of Fairville.

Therefore, when we put the five W's together the summary lead looks like this:

"John Brown and Jack Smith, local agricultural officials, were named to be in charge of the Farmer's Fair which will be held next week in Fairville to encourage better farming methods."

If we leave out any of these parts, the reader will wonder about the missing elements. By reading this much, he will learn enough to decide whether to read on further. He will know quickly if the story

interests him, instead of going all the way to the end to find out what it is all about.

As we said before, the how may also be included. For example, if the mayor did the naming, the lead could go like this, "John Brown and Jack Smith, local agricultural officials, were named last week by Mayor Jones to be in charge of..." This tells how they were appointed.

"Accreditation" is an important element to include in some stories in the lead. This means that you tell where the story came from. Examples of this are, "...according to an announcement by...", "...it was stated by the President", or, "...the Chief of Police said..." Accreditation gives the reader a little more useful information. It helps him to judge the value of the story by knowing the authority for it. Crediting a story to the source also gives the writer a certain amount of protection. If any of the facts are wrong, the source from which they came will be known. Try to credit your stories to good sources, never to rumours.

The lead is the most important part of the story. It should be clear and as short as possible. When you can, put a little "punch" into it so as to hold the attention of the reader. For example, the above story could have mentioned that it was the first such fair, or the biggest ever planned.

After the lead, there often must be a bridge, or connecting sentence or paragraph, between the lead and the main body of the story. This makes smooth reading between the lead and the body. The bridge might bring in details which do not fit in the lead but are too important to place later on in the body.

The body of the story supports the lead and the bridge by telling the story in detail. It explains and adds more facts that were not included before.

4. Avoid editorializing. This means that the reporter must not put his own views into a story, but instead, he should report the news only as it happened. He must write the news accurately and fairly. He is a reporter, not a judge. His own opinions must not appear in the news columns.

By editorializing, we mean expressing doubt, blame, praise or thanks. While he should quote a truthful source, the reporter may not act as the expert. In other words, do not use the personal pronouns like, "I saw ...", "He told me ..." and "I think that ..." Instead, use "He reported ...", "They stated ...", or "She described...".

In an editorial (to be discussed later) the editor, or someone he appoints, can write his own opinions and use the pronoun "I" or "we" but not in the news story. It has been said that the reporter cannot watch the show and at the same time be one of its actors.

5. Be brief. Space in a newspaper is valuable and should not be wasted. The reader does not want to be tired out by a long account using extra words when a short one would be better. The great majority of your readers are not as well educated as you, and so short words, short sentences and short paragraphs are best. Many of them are just

beginning to learn to read. Brief, clear writing will be better understood and will help them to learn faster.

Eight or nine lines in one column are about right for a single paragraph. This is enough to contain a main thought with some detail. The paragraph is a way of breaking up solid reading matter. A story can be wearisome to the eye if it goes on and on without a break. A point of good writing is to get over the message clearly and brightly.

In a small, two-page newspaper, it would be best to keep all stories short - two to four paragraphs at the most. This will let you include more stories on different subjects which will interest a larger number of readers.

6. Writing style. If you are writing for new literates, or those with limited reading skills, you must write very simply if you are to retain their interest and be readily understood. The key to this type of writing, is to express your ideas clearly, in short sentences with simple words. It is better to use the active voice than the passive.

New or difficult words which may confuse the reader, should be avoided. On the other hand, newspapers can be good teachers if the meaning of words is clear, or clearly explained.

Next to the dictionary, the second most important book for an editor to have is a thesaurus. The dictionary tells you how to spell a word and what it means. The thesaurus gives you other words and phrases that have the same meaning. Let us take the word "book". The thesaurus gives us other words which mean the same thing like volume, publication, novel, paperback and edition. Common words are the words which most people use in talking and in which they think. They are usually short and short words are usually the strongest. Keep your words simple but give a variation when you can do so without losing clarity.

7. Dictionaries. Correct spelling is one of the first duties of the writer. Your newspaper will help teach your readers to spell, therefore your spelling should be perfect. When you have any doubt, look the word up in the dictionary and get it right. A dictionary is one of the first books you should get for your office.

Remember that, as the editor, you are a leader in reading and writing. The readers, especially those just learning to read, will learn to write and spell from what they see in your newspaper. You are setting an example, and that example should be correct. Besides informing the public with news, your newspaper is also educating the public. Keep the dictionary by your side when you are writing. Refer to it often.

8. Names make news. Everyone likes to read names in the news, especially his own. We have already mentioned this earlier, but it is a good point to emphasize. Put as many names in the story as you can. When a school class graduates, put the names of all the students in the story. They and their parents will look for their names and more than likely will save that copy of the newspaper.

Names are the lifeblood of news and nowhere is it more true than in the society story. If there is a big party, festival or funeral, include the names of all the important people, members of the family, etc. The people who went to the affair will want to read about it afterwards. They will look to see if their names are given in the story. Your newspaper will make friends if it uses a lot of names. But if you spell a name wrongly you can make an enemy. So, put many names in your stories, but be sure to spell them correctly.

9. How to write your story. Let us review briefly what we have been trying to say.

Tell everything you know about one event in as few words as possible.

Use simple words, not big ones. Use short, straightforward sentences, not long, hard-to-understand ones. Do not try to be clever. Write in news style.

Say everything important in the lead. Try to keep it less than 25 words.

If you are not sure how to start, here is an easy outline. Just fill in the blanks:

.....  
(who) (does what) (where/when) (why or how)  
Sample: "John Smith was drowned yesterday in Fairville in a boating accident."

With that as a start, go into more details of how and why.

Tell who saw it or who told you. Get his name right. Quote him if you like.

Here are some of the finer points that may help you to smooth and complete your story:

The "Who": Give first and last name, and spell them correctly. Identify the main people and connect them with the story. For example, "Smith was new principal of the Fairville school", and "Fred White, a wood cutter happened to be working nearby at the time of the accident".

The "What": This is the heart of the story. There is never news without action. Use active verbs. Emphasize coming events.

The "When and Where": These are especially important about coming events which the public will go to.

The "Why": This has been described as "the news behind the news". You learn the "why" by asking questions. If you do not get the answers you want the first time, ask other people. Go to the source who knows the most and whom you can trust to give you the truth.

The "How": This often makes the difference between a colourful, page one story and a dull little space filler. The "how" is made up of those lively details that make a story stand out in the reader's mind.

10. The interview. The interview is the most widely used method by which interesting material is gathered. There are good and bad ways of doing this. If it is a big story, you will want to make an outline. To do this, you will have to learn in advance as much about the subject as possible. Review old copies of the newspaper and any

other materials which might be helpful.

Find out as much as you can about the person to whom you will talk. What has he done that makes him worth an interview? Where did he come from, what did he do before? Is he easy to get along with? What does he like and what does he not like?

Make up a list of questions. Think what your readers would like to know about the subject - things that they have not already learned from material written in the past. You may think you can remember what to ask, but if he is an important person and you are new at the job, it is easy to forget. Write down the questions.

When you meet for the interview, try to appear calm. Make him feel that you are sure of yourself. If you show signs of being nervous, and if you have not studied the subject beforehand, you may not get all the information you want. He will look to you to start the questions. If he cuts his answers too short to "yes" and "no", ask him "Why do you think...?" instead of "Do you think...?" This should bring you more details for your story. Call the person by his name often.

At the end of the interview, check your information to make sure it is correct. If you want to quote his exact words, repeat the quote and check with him on the spot, instead of wishing later you had done so. Now is the time to check, not when you have gone back to write your story. With each interview, you will gain new experience in questioning people. Remember, always be well prepared before you sit down to talk.

11. Always review your story. There is no reporter who can do a perfect story the first try. Always re-read what you have written at least once. Test it by these reminders:

(a) Editorializing. A news story gives nothing but facts. Does your story tell your feelings on the subject it covers? If it does, rewrite it until the reader cannot tell how you feel. Leave condemnation or praise for an editorial.

(b) Accuracy. Is there anything you have written which you could not prove? Have you checked all grammar and spelling, especially the spelling of names? Do not forget punctuation.

(c) Completeness. Have you left out any important element in the story? If so, find the person who knows the facts and ask him.

(d) Clarity. Is every sentence clear? Could anything be mistaken, or taken to mean two things?

(e) Brevity. Can you improve the story by leaving out a word, a sentence, or even a paragraph? Do so, if it does not change the meaning.

12. Libel. Before we leave the field of writing, a word of warning should be given about libel. The term libel means the printed untruth that hurts the character or business of a person or a group of people. It may be a lie printed in a newspaper which hurts the government or damages a man's family. Libel can also be the printed truth where it can be proven that the reporter or editor was trying to hurt someone on purpose.

The laws about libel differ from country to country.

In general, however, libel is of two kinds: civil and criminal. Civil libel, the most common, are those based on stories which hurt character or business. For example, if you call a man a "drunkard" and thereby hurt his reputation, you may be accused of civil libel. An example of criminal libel can be a case of printing material which encourages the overthrow of the government by force.

Be careful of crime news. If you call a man a murderer before he has been sentenced as one in the law court, you are taking a chance of being libellous and of committing what is called "contempt of court". Here are some words to avoid: gambler, burglar, criminal, drunkard, kidnapper and thief.

The best defence against libel action, if you have printed something objectionable about someone, is to point out its truth. Or, if it was a mistake, say so. If you can prove you made an honest mistake, or that you did not intend to hurt someone, you will probably be safe. It is a good idea to publish a "retraction" as soon as possible. That is to say, admit that a mistake was made, that you did not want to do harm, and that you are sorry this happened.

Therefore, reporters and editors must always be on the lookout for a possible libel in their newspaper. Avoid words which injure people and make sure you state only the truth. The particular laws in your country concerning libel should be studied.

### Articles and features

You will want to include in your paper, special articles or readers' opinions which are not strictly news stories. Here are some ideas for features of this kind.

1. Letters to the editor. The editor will receive letters from his readers talking about some article or idea his newspaper expressed, or putting forward some view of their own. They may condemn, praise, ask for more information or give news. If any of these contain interesting or useful facts or opinions they should be printed under a heading "Letters To The Editor". They are usually placed on the same page as the Editorial. When you read the mail, watch for constructive letters of interest to the public. Readers like to know what other readers are thinking.

The publishing of critical letters can add to the strength and reputation of your newspaper. It shows you are not afraid of criticism or to print the truth. If you believe the writer of the letter made a wrong statement, you can print your own views below it. In that way, readers will learn both sides of the question on the popular issues of the day.

Letters can start people thinking and talking about the important affairs of the community. This helps to form public opinion on local and even national matters. In time, this might bring enough pressure to change old customs and bring about new and better ones.

2. Legends and folklore. There are probably several good story-tellers in your town. They may



be old men or women who remember the early history of the country. They can tell the tales that their parents, and their parents before them, passed on down. Everyone likes to hear a good legend or folk tale, especially if it is about his area and places he knows. The facts contained in these can be part of the history of your country which may not have been written before. If it is a long story, you can print part in one issue and the rest in the next issue or two. This will help to make your readers look forward more to seeing the next issue.

3. Editorials. As we have seen, the editorial is the place where the editor can write his own ideas. He should not do this in the news columns because there, only facts are reported, and no opinions expressed. The editorial, usually one column or a half column long, should be marked "Editorial" at the top. The reader will then know he is getting the ideas of the writer and not a news story.

The editorial page has been called the "heart of the newspaper". The editor in his editorials can express the policy of the newspaper. If he publishes news stories about people who boil their water or dig a new well for better health, and then follows these with editorials saying how important this is for the whole community - then, you know that one of the newspaper's policies is to work for the people's welfare. Good editorial policies will make the people like the newspaper and respect the editor.

Editorials can be dull and you should write them only when you have something to say. It is better to miss publishing an editorial one week or two, than to publish one which is not good.

Here are some ideas for editorial subjects: campaigns conducted by the government for improving agriculture, health, education, citizenship, etc.; town improvement or clean-up campaigns, celebrations, important national and international events; community events, self-help projects, etc.

The editorial, therefore, is the place where the editor can "point with pride" and "view with alarm" the issues of the day. This is the place where he can praise and give credit to a person or group for doing a good job. Or, it can be the place where he can write about something wrong in the community which could be corrected or improved.

4. Anniversaries. Marriages, births and deaths have always been good news makers. Here is the place where names are used as often as possible... the names of mothers and fathers, babies, grandparents, and the people who attended marriage or funeral ceremonies.

Births may be reported in short paragraphs, or they may be listed in a special column. A combination of the two could be used - a short story for a birth in a prominent family, the arrival of twins or triplets - followed by the column listing for all births of the past week. Either way, you should include certain basic facts - the names of the parents the name of the child, date of birth, sex.

Deaths may usually be written up in a standard form. If the reporter gets information covering

ten questions he will have the facts for the story. Here are the points to be filled in: (a) name? (b) address? (c) age? (d) business? (e) cause of death? (f) how long was he sick? (g) where did he die? (h) names of members of his family? (i) time and place of the funeral? (j) where will he be buried?

5. Feature stories. What is the difference between a news story and a feature story? Both are written about facts, but the feature may be about an event that happened long ago. The news story is more timely and is written mainly to inform the reader. The feature is intended to entertain or instruct more than to inform. Features may be about local history (the legends and folklore we mentioned before), or about persons (a new town official, foreign teacher, or traveller), for example. A feature story can support a news story, because it can bring in additional information on the subject and help to explain the news.

The feature does not have to follow a form like the news story - most important facts first. The feature can begin with a general description and build up to the climax at the last. The lead (first paragraph) sometimes might begin with an eye-catching detail, then, having attracted the reader, fill out with general descriptions.

Features do not give the reader news, but they must give him something that he did not know before. A story about the life of your president may not have any new information. But the fact that he lived for two years in your town while a boy, and the details of that period, would make a good feature. Another example of a feature would be a story about a new dam or big national project. Still another might be about the life and experience of a popular athlete or musician. Or perhaps it will be an explanatory article about a new agricultural technique.

Invite your readers to send in features they have written. Many of them will probably be good for printing, though they will possibly need some editing. Give the writer a "by-line" (put his name at the top of the story. "By John Jones"). This will make him feel proud of his work, and he will no doubt send you more.

6. Women's page. As more and more women read newspapers, it becomes necessary to publish a greater number of stories of special interest to them. The women are a highly important section of your readership and you should remember that their news interests are not the same as those of the men. The housewife is concerned about cooking, home making, child raising, fashions, beauty care, women's clubs, family health, sewing, dress-making and household improvements. If your newspaper is fairly large (six to eight pages) you may want to have a "Women's Section". Stories on the above topics could be grouped together in this section.

7. Coming events. It may be useful to prepare and publish a list of all the meetings and public events of interest which will take place during the next few weeks. This is an interesting feature in



itself, and should also act as a reminder to the editor to prepare advance stories about them when appropriate, and to ensure that the event is "covered" by his reporter when it takes place.

**8. Public service items.** Local and national governments always have certain programmes and policies which they wish to encourage the public to take action on. If there is a national shortage of food, for example, there may be a national programme to have every family plant a garden. It is then the job of the editor to help his country and his people by supporting this campaign. As we have already indicated, he can do this in editorials and feature stories.

There are always public service stories to be written, but the editor and reporters must look for them. The press releases that come from the national government should be looked over carefully for this type of story. The editor/publisher in his contacts with the mayor and other town leaders will become familiar with the policies of the local government, and will soon recognize ways in which he can encourage local progress.

On the more important programmes, the newspaper may want to run a "publicity campaign". This means planning a series of news items and articles to be published over a period of time. The editor could plan a campaign on home gardening for instance, to begin about a month before the planting season. This would be the best time to remind the public to buy their seed, where to get it, the cost, etc. An article on preparing the ground could follow. A week or two later, a story about gardens being planted by well-known villagers would keep the subject alive. Prizes might be offered for the best garden, and the newspaper could publicize this. The "power of the press" as it has been called for many years can serve the public in no better way than to lead the people in constructive action. The good results of public service press campaigns will make the editor/publisher and his staff justifiably proud.

**9. Weather.** The weather is the most popular news subject of all. Everyone likes to know how hot or cold it is, or will be, and what the weather is in other parts of the country compared to local weather.

If there is a weather station in your region, or if you can get reports of national weather by radio or otherwise from the capital city, publish weather stories when you can. Here are some of the facts that you might gather: temperature and rainfall since last issue; weather forecasts; records and comparisons with other years.

**10. Year-end reviews.** A few weeks before the end of the year, many editors gather facts and figures for a "year-end review" story, or several stories. A "year-ender", as it is sometimes called, tells about the most exciting news that happened during the past year, important community projects that were completed or started, and then goes into what might happen or be done in the coming year. This is a useful type of story, and one so large and

important that you may wish to publish a special issue for it.

To gather information for the year-ender, look back through all the old issues of the newspaper to find the outstanding news highlights. Interview officials in agriculture, health, education, police, etc., to find out what their most successful projects were. Find out from the leading town officials what their projects are for the next year. The future part of the year-ender is probably the most interesting to the reader.

If your story is very long, you may want to divide it into two or three sections to run in several issues. Plan your year-ender in advance and have all the facts ready. You might publish it exactly on the first day of the new year in a special issue. Print a number of extra copies, because there will almost certainly be many requests for them later on in the year.

### Editing your newspaper

The publisher is the person who owns the newspaper. On a large newspaper in the city he will have assistants to take care of the two main departments - the business side (advertising, subscriptions, book-keeping, etc.) and the editorial part (news, editorials, illustrations and headlines). The editor is in charge of the editorial section, and under him work the various reporters, sub-editors, artists and photographers. On the small commercial rural newspaper, the publisher will probably be his own editor, reporter, and perhaps business manager too. It is quite possible that he will have the good fortune to have some member of his family assist him. In either case, he will be the editor and will have to "edit" each issue of his newspaper.

1. Checking content. Editing consists of several kinds of work, but the most important of these is to see that each story is correct before it is put into the newspaper. When it is printed, it is too late to make any changes. Therefore, all stories must be edited carefully before they are printed in final form.

While checking a story, the editor must read it slowly to see that grammar, spelling and punctuation are right. Remember what we said about reviewing a story. Check for (a) editorializing, (b) accuracy, (c) completeness, (d) clarity, and (e) brevity. And do not forget about libel.

2. Style. A "style" should be followed for the use and spelling of certain words, capitalization of words, and other usages. For example, you should not write "\$5" in one place, "\$5.00" in another, and "five dollars" in still another part of the paper. All are correct, but every newspaper should have a style and follow it in each issue. You can probably get a style book from another newspaper, or you can make your own as you go along. Whatever style you choose, be consistent.

3. Futures book. Whether it be called an "assignment book", "calendar" or "futures book", the editor will need some way of remembering

important coming events. He should know everything that is going on in the town. While talking to many people every day, he can make notes of forthcoming news events. When he returns to the office, they should be written in a Futures Book.

After his newspaper has been publishing a year, he can review the old copies for news leads. Much news is seasonal, like agricultural harvests, football seasons and tax payments. They happen at the same time of the year. By spotting them in advance, he can note each event in his Futures Book in a way that will remind him about two weeks ahead.

4. Editorial writing. This is a time-honoured job of the editor. We have already described this in some detail, so let this just be a reminder that you are the "voice" of the town. Try to make your editorial as truthful, useful and instructive as you can. Before you make a judgement, be sure of all the facts. Know both sides of an issue before you state your view. Write fairly, and you will gain the respect of the community. You may sometimes invite the mayor, or other high official, to write a "guest" editorial.

5. Balance. It is the editor's task to see that a proper balance of news is published. There should not be too many of any one type of story. A variation of news brightens the paper and offers something for many kinds of readers. Try and maintain a balance between these kinds of stories: local, national, features, sports, society, political. If you have more of any of these than you need, maybe some can be saved for the next issue.

6. Deadlines. The newspaper should be ready for distribution at the exact time and date scheduled each week. In order to do this, the editor must set certain "deadlines". A deadline is the time that a job must be finished. You will have to set a deadline for all news to be written. Another one for it to be typed for printing, and one for the whole newspaper to be printed and distributed. Whatever these deadlines are, it is important that the editor keep closely to them. He and the newspaper will then gain a reputation for dependability.

7. Writing the headlines. Every story no matter how small, must have a headline to describe and introduce it. There is not as much room to do this as you would like to have. However, one line (two at the most) should be enough. The headline should be eye-catching and attract the interest of the reader. It should give him an idea quickly of what the story is about.

Put action into each headline by including a verb. For example, instead of writing a sports head like "Football Game", it is better to say, "Fairville Footballers Beat Pleebo"...or, in place of "New School", write "New School Opens in Midland Today". As we have said, try to use only one line for each head.

Long stories of one column or more should be broken in half with a sub-head. This is a very small headline and may have only two or three words. Unlike the main head, the sub-head does not always have a verb. Whereas typed main heads

should be underlined for emphasis, the sub-head should not be underlined. This will keep it from looking like a main head and thus confusing the reader.

Useful points to remember:

(a) Each headline should be a sentence. It should contain a subject and a verb. It should say the same thing the lead says but in a very few words...it should give a brief summary of the highlights of the story. (b) "Label" heads, like "Football Game", should be avoided. They are inactive and do not tell what is happening. (c) Leave out the "the's" and "and's". Replace "and's" with commas or semicolons. Heads written in capitals ("caps") and small letters (called "lower case") are much easier to read than those that are made up entirely of capitals. Some all-cap heads are good for lead stories on page one and to give a variation with cap and lower case heads. (d) It is much easier to print your headlines even with the left margin ("flush left") than to try to centre them exactly in the column. They look just as well, and some editors even think they look better this way. (e) Do not worry if some lines are shorter than others. The white space caused by short headlines gives the eye relief from the row on row of even type. (f) Be careful of headlines that are too big for your newspaper. Letters half an inch high (if you hand-letter them) are the largest that should be used on a standard size page (8-1/2 x 11 inches).

8. Standing columns? Readers will look forward to getting your newspaper in order to check cinema schedules, radio broadcasting times, notices of church and club meetings, sporting events, and other routine but useful news. They are small items but popular ones. They may be called "standing columns" and the editor must make sure they are brought up to date and included in each issue.

9. Date and volume number. The date and volume number must be changed with every issue. These are usually placed at the top of page one just under the title heading. The first issue is numbered "Volume I, Number 1". This may be shortened to "Vol. I, No. 1". Usually the Roman numerals are used for the volume numbers. The second issue would be "Vol. I, No. 2" and so on. At the beginning of the second calendar year of publication, the first issue should be number "Vol. II, No. 1", and the second "Vol. II, No. 2". It is easy to forget to change the volume number for the new year, so mark it on your calendar as a reminder.

10. By-lines. When a reporter or correspondent turns in a story that is very good, the editor might print the writer's name at the beginning, right under the headline. For example, "By Henry Smith". This is called a "by-line". By-lines encourage writers to work harder for more stories and write them better if they know they will get credit for them. Also, the reporter will be more careful with his facts and figures if he knows his name will be on the story for the public to see. By-lines will make a writer feel more responsibility for what he writes. They are a good device for

introducing members of the staff to the readers. This helps to personalize the newspaper and tends to make a warmer relationship between it and the community. One or two by-lines in each issue are a good idea, but do not put by-lines on every story. You may want to give by-lines to out-of-town correspondents in order to show their stories are not local ones.

11. Fillers. The editor must be planning ahead constantly. One problem he can solve in advance is what to do with the little space left over at the end of some articles which do not go to the exact bottom of the page. To fill this space he needs a supply of "fillers". These are short pieces of about three to six lines in length. Fillers can be slogans (Everybody Plant A Home Garden), clever sayings, proverbs, local facts and figures, reminders, or publicity for some local charity. Several of these should be collected and put in a "filler file". They should not have a time element, because they may not be used for weeks or months.

12. Masthead. This is a small, standing "box" (a straight line on all four sides) placed towards the back part of the newspaper. It contains information like the following: (a) name of editor and staff, (b) name of publisher and printer, (c) how often it is published, and (d) advertising and subscription facts. It may look something like this:

"Fairville News"

John Jones	Editor
Mary Brown	Assistant Editor
Robert Smith	Glenville Correspondent
Robin White	Business Manager (ads)
Harry Tarut	Mimeograph Operator

Published and printed by the Sun Printing Co., Fairville, every Friday. Subscriptions are 20¢ monthly, \$2.00 yearly. Advertising rate is 50¢ per column inch.

The business side

1. Keeping supplies. The editor will want to make a weekly check on his printing supplies. He should keep in reserve at least a two months' supply of paper, stencils, ink, stencil correction fluid, staples, pencils and other items necessary for publishing the newspaper. These can be bought only in large cities, and since your town is probably a long way from one, supplies should be ordered a long time in advance. If you ask one of your local merchants, he would probably be willing to stock the items you will need. This might save much letter writing and travelling.

2. Storage of supplies. Stocks of paper should be stored in a cool, dry room and stacked flat. Handle paper carefully so that the corners of the paper and stencils do not become bent or torn. If so, they will not feed properly when they are being printed.

Store stencil sheets so the cartons are on the edge. Do not let them lie flat with heavy objects

on them. Keep them out of direct sunlight in a room where there is not too much heat. Also keep ink supplies away from extreme heat. Care of supplies will reduce waste and give you better quality newspapers.

3. Keeping money records. Most rural editors are their own business managers. As such, they need to know how much money is coming in and how much is being paid out. A strict accounting is necessary to show you where the money goes and you may be able to take steps that will save costs. Also, you must know what money is owed to you and collect it.

Instead of storing figures of income and payments in one's head, or on little slips of paper put here and there, it is best to get a record book that can be used for several years. On the left hand side of a double page record all the money received, showing date, person paying, reason for payment, and amount. On the right hand page record all expenditures - date, person, reason and amount. The difference between the totals is the balance. If receipts are more than expenses, that is the profit.

You will also need a book to record all orders for advertising and subscriptions, so that you will know when and where to send out bills. Some of your readers will prefer to pay for your paper, a whole year in advance, and you must remind them when their subscription is due for renewal.

Community newspapers can be good money makers, especially if you work hard to get advertising and sell newspapers. It can be a business just like a store. You are selling news, entertainment and advertising services, and are entitled to payment for them. But editors must be business-like and keep good money records.

4. Advertisements. Without money from advertising, most newspapers could not go on printing. Because of the low cost of mimeo printing, institutional newspapers may not want to bother with collecting and printing ads. But even they will find the extra income very useful. With it they may buy a new mimeograph machine, typewriter, add more pages to the newspaper, and perhaps even pay small salaries for editorial and printing help. It is hoped that the goal of the institutional newspaper will be to train the staff and some day make it a self-supporting, community business enterprise. If so, the experience of handling the business affairs involved in advertising will be valuable.

By printing advertising, you are giving a service to both the readers and the local business people. The average reader wants to know what is being sold where, and where he can get the best value for his money. The merchant finds he makes more money from ads because more people come to his store and his sales are bigger. Not only the shop keepers, but cinema houses, religious groups, and government offices may give you advertising.

Regular visits must be made to advertising prospects. This should be done several days before the newspaper publishes. Some clients may give



It is best not to enclose an ad in straight lines, because these are used to make a news "box" which should be reserved for news or other editorial items. (ii) Ads should have a lot of white space in them. (iii) Do not put ads on the front page. (iv) They should be scattered through the other pages among the stories and other editorial material. An alternative to consider, is to "classify" all small ads, and place them together in a group. (d) Special advertising issues. One way to bring in extra advertising income is to plan special advertising issues. These go well at times like New Year, and other national or big local holidays.

You can work on this a month or more in advance. Go to the merchants with your plan. Offer special low rates for large spaces. Try to write the ads in a way that will connect them with the special occasion. Get a few stories and features which do not have a close time element, and use them alongside the ads. In this way you can put together and print several pages in advance. Then you will not be rushed on the usual day of printing. Special issues offer an ideal time to use two or three colours in your printing.

Remember, the merchants who support your newspaper should have the best advertisements you can prepare for them. The better value they get from their advertising, the more likely are they to keep on advertising - which is necessary for the future of your paper.

### Copy preparation

After the news has been gathered and the stories written and the advertising collected, the hardest part of the work is over. The next step is to arrange the stories in the right order, type them on a stencil and print them. This work is mostly mechanical and can be done well and quickly after a little practice.

"Copy" is the newspaperman's word for the typed or long-hand written story. Clean copy - a story that can be read easily by the person who types the stencil - is necessary so that no errors will be made in re-typing. Here are some simple rules to follow in typing or hand writing the first copy of your story before you put it on the stencil:

1. Write on one side of the paper only.
2. Double space between lines. This will give you room to make corrections or changes.
3. Start the story about one-fourth of the way down the page. This gives room at the top to write the headline later. You may also want to write a note in this space to the stencil cutter.
4. Leave good margins at the bottom, left and right sides. Later, you may want to write a note or make changes in this space. It is also easier for the stencil cutter to read the copy if the page is not too crowded.
5. Indent the start of every paragraph.
6. If the event took place in another town, you should include a "dateline". For example, "HIGH TOWN, July 20 - Local elections will be held soon

for the office of. . ." Note that the name of the town is in caps.

7. As you write, you can save time by crossing out mistakes. Do not bother to rub out wrong words in the first draft of your story. But when you copy on to the stencil it must be perfect.

8. After writing, re-read the story slowly to see that it is correct.

9. Always make a carbon copy to keep in your file. The first copy may be lost. Editors often put the carbon on a nail spike on their desk, so they can quickly refer to it. This is especially helpful if there is a follow-up story later on.

10. When the story is written as outlined above, you are ready to type it on the stencil. This time it will be single spaced (no space between the lines).

### The layout

1. Page make-up. When all the news, features, editorial, and advertising copy are in their final form (before stencilling), you are ready to do the "make-up". Make-up is the arrangement of this material the way you want it to appear in the printed newspaper.

Let us suppose that your newspaper will be three pages and will have a two-column format. We might call it the "Fairville News" which will be published weekly. This is the first issue.

Starting at the top of the first page you will have the title "Fairville News" running all the way from the left to the right margin. We will discuss later how the title can be made with special, large letters, and in colour too, if you wish. The title might be from one to two inches deep.

Right under the title heading, there will be one typed line giving information like the following:  
"Vol. 1, No. 1 Sun Printing Co., Fairville, Nigeria July 20, 1964"

About three-fourths of an inch under this line in the left column you can put the headline for the first story. The most important story should be placed here, because it is in the place where the eye falls most easily when the reader looks at page one. Being an important story, it may have two lines in its headline. It will probably take up about two-thirds of the column. The next most important story should be placed next. The second story will probably be too long to finish on the first column, so you will have to continue it over to the top of the second column. The third most important story comes next. Each story must have a headline and they should all be underlined. There should be no advertising, editorials, sports or features on page one, only the most important spot news.

On page two, top of left hand column, there can be a continuation of the last story on page one, or, a new story can begin here. One or two ads might be put on page two. The top of the right column is a good place for an editorial. The lower left corner on the left column is a good place for the masthead, or, it might be placed on the top of the left column

# MAKE-UP

Vol. I

Acme Publishing Co.

Jonesville, Ark , April 12

No. 2

## Mimeograph Papers Can Put Most Important Story in left-hand Column

### This Will Give Space To Complete It On Page One

Daily newspapers ordinarily use the right-hand column for their banner story, and the left-hand column for the second best one. However, because of space limitations in a mimeographed paper, it is often advantageous to reverse this procedure.

Reason? A printed paper has a whole column of fine print--500 words of it or more before it runs out of the column. This of course is not possible in a mimeographed paper. Therefore, by starting on the left side, you have as many as three columns in which to tell your most important story.

If your big story should happen to be a fairly short one, you can complete it in the top part of the second column, and leave room for a double-column spread to give weight to the bottom half of the page.

A recent newspaper article in a Boston paper states that scientific research shows that in spite of the fact that editors

place their pictures and leading stories on the right side, reader preference is actually for the left side of the page.

Since this subject is apparently quite controversial, it would seem that both approaches to it should be considered and that the preference of the mimeograph newspaper staff should be the ultimate choice.

### Put Short Items Of Importance In Boxes

Announcements to which you want to call attention, but which do not have enough news in them to merit a top head, will stand out if you put a "box" around them, and have the typist copy them in lines two spaces shorter than the usual line.

The box is also used for short, breezy human-interest stories.

### USE ITALIC TYPE TO CONTRAST WITH ROMAN FACES

Where two headlines are likely to fall together, either beside each other or one underneath the other, the smaller of the two should be in italic type.

"Italic" is the printer's term for slanting type. He uses "Roman" to designate straight-up-and-down type faces.

Note how the slanting type on the headline to this story contrasts and stands out from the Roman head directly above it.

Now look over in the first column to see how the top head and the secondary head below it (this lower head is known as a "deck") seem to blend into each other, even though they are of different type sizes.

If the boxed item in the middle column had been higher, so that its headline was even with the other two, the effect would have been even more confusing, and the necessity even greater for putting one of the heads in italics. However, in this case the middle head would be in italic, since it would have the greatest need for something to make it stand out from the others which surround it.

### A Double Column Headline Gives Weight To The Bottom Of The Page

A double-column headline has two advantages. It is easy to write, since it has room for a lot of words in it. This may permit you to work out a clever head that will catch the reader's attention.

The double-column head (known to make-up men as the "d.c.") is also useful

in breaking up the masses of small type that frequently occur at the bottom of the page and give it a flat, dull, uninteresting appearance.

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#### Keep Fillers on Hand

There is nothing more exasperating than a little empty space at the bottom.

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#### MODEL MAKE-UP PAGE

Make-up is not easy to describe in words, but this model gives an idea of several qualities that help to make the mimeo newspaper look clean and well balanced. Note the justified type, use of three columns, box in the centre, and variation in headline type. See also the little filler at the bottom of the middle column. The small type used for the main story was set on a Vari-Typer machine and not a typewriter. The special headline lettering can be done by anyone using the lettering guides.

on page three. A national story or two might go on page two or three.

Local and national stories of still less importance can be placed on page three, along with sports, social items, meeting schedules and advertising. Feature stories and news items that are not too timely and fillers should be held in reserve to fill out space as necessary. Try not to skip around and type pages out of order or may you have trouble fitting in all your copy.

The make-up described above, is very simple and straightforward. When you have had a little experience, you will probably want to experiment with more complicated and interesting page make-up. You have much more scope for variation and display, if you adopt a three-column format.

In this case, you may wish to have a double column main story on the front page. The heading and the intro. (that is, the first sentence or two of the story) might be typed over a width of two columns, and then the rest of the story appears in the one column size.

A double column story, particularly, will look better if you can handletter the caption on the stencil, in the way described elsewhere in this booklet. This will enable you to use big letters, and give an attractive display.

The double column story need not necessarily be at the top of the page. It may be in the bottom left or right hand corner.

You might choose, too, to have some special announcement or important small item of news "boxed" for special emphasis. A cartoon or other simple illustration is another way of adding variety and display to the printed page.

It should be noted that all typewriters do not have the same size and shape of letters - for example, some are large, some "elite", some "italic". If you have access to more than one typewriter, therefore, you can get some variety in the appearance of your paper by using different type for various parts of each page.

The main thing to watch in a more complicated page make-up, is the need to obtain "balance" - in

other words you do not want all the big letters, or illustrations on the same side of the page, so as to make it look lopsided.

The best way to learn about newspaper display and page make-up, is to examine carefully the front pages of the city newspapers, see how they get variety and balance in their presentation, and then experiment with your own paper. For practice, you could cut out some printed news items of various sizes, and then juggle round the clippings to see how they look.

When planning your page make-up it is best to prepare a "dummy". You take a blank sheet the same size as your newspaper, and rule up the columns and mark the space taken for the title. Then with a pencil, mark on the "dummy" where each item of news is to be placed, occupying one column or two columns, as you may decide. By counting the number of words in each story, and estimating the number of words to one inch on your paper (perhaps 35, but this depends on column width and size of type), you can judge quite accurately how much space each story will occupy. In this way you can plan your whole paper before you start typing the stencil, and you will know if you have enough copy to fill the paper, or have to leave some items out.

2. How to "justify" lines. The word "justify" means to have all the lines even, on the right-hand margin. You can have a good newspaper without justifying the lines. But if you wish some day to make your pages look neater, and your paper more professional, spend a little extra typing time and justify each line. Here is how it is done.

Set the typewriter stops to the width of the column - that is the length of line you want. Then type your story on a sheet of paper - not the stencil. If the line is short, fill out the extra spaces with a slash (/). (See example below.)

After the story is typed, go back and make a tick on each line with a pencil, where you can spread out the words (a space for each slash). Spread the ticks from line to line so that they do not fall together. Then type the stencil, leaving extra spaces where you have placed the ticks.

For example:

In preparing copy for the duplicated newspaper// it is necessary to set up/ a dummy of the news story/ in this manner. The slant bars (/) at the end of the lines indicate the number/ of spaces that must be//// added to each line when//// the copy is typed on the// stencil.

In preparing copy for the duplicated newspaper it is necessary to set up a dummy of the news story in this manner. The slant bars (/) at the end of the lines indicate the number of spaces that must be added to each line when the copy is typed on the stencil.



See how much neater that makes the news column? These columns are the width for a three-column newspaper. To start with, we suggest that you use a two-column format. After you have gained experience with the two-column, non-justified format, you may like to experiment with justifying the type on page one of your newspaper. It takes a little extra time, but it improves the appearance a great deal.

Two-column or three-column formats are much better than just straight across-the-page typing, which is more difficult to read. Two columns break up the solid bank of type and makes the newspaper more pleasing to the eye. It looks more professional. It is also easier to write ads for the two or three-column page. You can put rules between the columns - that is vertical lines ruled on the stencil by hand, with a stylus, before you start typing. This is not essential, and you can leave a space equal to 3 or 4 letters, between columns, if you prefer.

### Preparing the stencil

The stencil printing process, called mimeographing, uses a special coated sheet of paper on which you type. The stencil is placed on a round cylinder which is coated with ink. The paper to be printed is pressed against the stencil, and the ink from the cylinder goes through the little typed holes of the stencil and on to the paper. This is how your newspaper will be printed - the simplest and least expensive way that is known today.

Stencil paper is bought with a heavy piece of paper on the back to hold it straight. In the package of stencils you will find some soft, loose sheets of paper. These are called "cushion" sheets. The cushion sheet can be used several times, but the stencil can be used only once. Each time you type a stencil, the cushion sheet should be placed between the stencil and the backing sheet. The cushion lets the type cut deeper into the stencil which results in blacker print.

All the trouble taken to gather and write the news is wasted if it cannot be read due to careless stencil cutting. It is therefore important to follow these rules closely:

1. Cleaning the typewriter. It is necessary to clean the typewriter type well before typing the stencil. A well-prepared stencil will give good printing results, but a badly cut stencil will give printing which is hard to read. To make sure your typewriter is clean: (a) use a stiff brush and cleaning fluid to clean the type; (b) chop strokes that scoop out the dirt are better than side-to-side cleaning strokes; (c) be sure the "cavity" letters like "e", "a" and "o" are well cleaned; (d) do not let the cleaning fluid get on the stencil. Dry the type off well before typing the stencil.

2. Adjusting and typing. (a) Do not type on the ribbon when cutting a stencil. Move the ribbon adjustment to the stencil cutting positions which is usually marked on the typewriter by a white spot. (b) Place the cushion sheet between the stencil and

the backing sheets and put all three into the typewriter as you would a single piece of paper. Line them up straight. (c) A firm, even typewriting touch is the best and will cut the letters deep enough. Hit the capitals "M", "W" and "E" with a slightly harder stroke. A slightly lighter stroke should be used on "c", "e" and "o" to avoid chopping out little round holes.

3. Illustrations and headlines. You may make picture drawings and large letters for title headings and headlines if you like. This can be done with a ball point pen or the special pen for this work called a "stylus".

(a) Place the stencil on a hard, flat surface; (b) put a piece of cellophane, like the wrapping on a pack of cigarettes, over the stencil where the letter or picture will be drawn. This will keep the stencil from tearing; (c) hold the stylus as if it were a pencil and write or draw through the cellophane on the stencil as you would on a piece of paper; (d) use a pressure which will penetrate the coating of the stencil but will not tear it; (e) where you have lines or letters that meet, it is best to move the stylus towards where the lines meet. Otherwise, the stencil may tear; (f) when you have finished, hold the stencil to the light. If it is not evenly cut, retrace the lines again that need it.

To obtain the best results, trace the drawing or lettering from a copy placed under the stencil. Place it against the window so that light will show through, or on a glass that has an electric light under it. This way, you can see better how to trace the lines.

You can fill in letters or drawings with dots or lines to make them appear more solid, or you can buy devices which help you to get this effect more easily.

The mimeograph companies sell model lettering and drawings that can be traced on to the stencil very quickly. There is a large selection to choose from. They do not cost very much. They also sell lettering and drawings already cut on stencils. To use these, you cut a hole in your stencil the size of the drawing, then paste the stencilled drawing over the hole. The companies are glad to furnish free examples of the lettering and drawings they have so that you can select what you need. They also have lettering guides, different kinds of stylus pens, and many other helpful items to make perfect illustrations. You should write for their free booklets or ask the nearest dealer for them.

Cartoons and other drawings are highly useful in attracting the eye of the reader. You do not have to be an expert artist to draw a cartoon. Just sketch down your ideas on the stencil with a ball point pen. When you have an idea for a cartoon, or if you see some in other newspapers or magazines, write them down or cut them out and store them in a cartoon file. Drawings and special lettering are valuable in writing ads too. We have only briefly discussed the methods for making illustrations, and so it is suggested that you get the free booklets on how to do this.



See How a Cartoon improves  
the page.....



Even when  
it's done by  
a fellow who  
can't even  
draw *FLIES*.

#### CARTOON DRAWINGS

Cartoon drawings of people are good eye catchers. A simple sketch can tell the story better than many words. The figure should be in action and perhaps saying something.

To save yourself the bother of making a new title heading drawing (or special lettering) for each issue of the newspaper, you will want to print a good supply ahead of time. These can be printed and stored in packs of about one ream each (500 copies). From 2,000 to 10,000 copies can be run on one stencil, depending on the quality of the stencil, how it is handled, condition of the printing machine, etc. It is a good idea to print the title headings in colour to make the first page stand out more brightly. The use of colour will be discussed later. If you desire to have a stock of more than 10,000 headings, you can arrange to have them printed by offset press in the capital city. The charge for this should not be high. By this method a first-class piece of art work for the heading can be reproduced any number of times, and saved for future runs.

4. Making corrections. After typing, re-read each word carefully to find any errors. Do this before you remove the stencil from the typewriter. If you make an error it may be corrected with correction fluid.

(a) Rub the error lightly with the round end of a paper clip or other smooth metal. This presses the stencil coating over the impression; (b) put on a light coat of correction fluid. Let it dry for about 30 seconds or one minute; (c) retype over the exact place to be corrected; (d) try to keep the correction fluid from sticking the stencil and cushion sheet together.

Correction fluid may be used to repair small holes and creases in the stencil. Always have a bottle of correction fluid by your side when you type a stencil. Read and follow the directions

on the instruction sheet which comes with every package of stencils.

#### Printing

There are a number of different companies that make mimeograph machines. They all use the basic method which we have briefly described before.

There are highly automatic machines costing up to \$800 each and inexpensive ones at \$34.50 which are hand-cranked, hand-fed and simple to operate. For the beginner, we have suggested that a non-electric, inexpensive machine be purchased. No matter what make of machine you have there are certain rules that should be followed. Here are some of the basic ones:

1. Inking the pad. (a) Before putting the stencil on the drum, see that the pad is properly inked; (b) do not put on too much ink or it will drip from the cylinder when the machine is not in use; (d) clean spots of ink from around the machine, especially on those parts where the printed copies will touch them.

2. Putting on the stencil. (a) Tear off the hard backing sheet and throw it away; (b) mount the stencil on to the cylinder, being careful to smooth out all wrinkles. (Note that different machines need different stencil mounts - you must make sure they match.) (c) Run several sheets through the machine to see that the ink comes through all right; (d) if the copy prints too high or too low on the page, make the proper adjustments; (e) turn the crank with a steady, even motion. Do not stop half way on a page, because this will cause blots of ink; (f) when the printing becomes dim, the pad needs more ink. If the first sheets are poorly printed, either the pad is not inked properly, the ink has not yet worked through the stencil, or the stencil was not cut correctly.

3. Colour printing. A second colour in your printing (in addition to black) will attract attention probably more than any other device you can use. Colour gives a striking as well as an attractive appearance, if it is well used. You can have colour in your newspaper no matter what kind of mimeograph machine you use. In most ways, the simpler the machine, the easier it is to have two or three-colour printing. This is because there are fewer changes to make in the equipment of the hand-operated machines than the automatic, electric ones. If you have a coloured title heading stocked in advance, that is a good start.

You may want to plan colour for special issues of the newspaper. A national holiday or other big celebration is a good occasion. It will take a little more work to use a second or third colour, but you will have the time to plan for it in advance. You can even print some of the extra colour work a week or two ahead of the holiday. Colour is also very good for special advertising issues. You might arrange with an advertiser to print his ads in colour for an extra price.

The easiest way to have colour is by the use

of coloured paper. Here are some pointers about coloured paper:

(a) Some companies carry as many as 14 different shades of coloured papers; (b) be careful not to use coloured papers that are too dark, as this makes it hard to read the black type. Light colours are the best; (c) most coloured papers have less "show through" than white papers of the same weight. They are therefore good for printing on both sides; (d) do not overdo the use of coloured papers. Day in and day out, white is the best because it makes reading easier. Use colour for emphasis and variation on special occasions; (e) the cost of coloured papers is only a few cents more per ream than white.

A second way to have colour is by the use of coloured ink and a second printing.

(a) Type the stencil in the usual way, but leave a space where you want the second colour; (b) type a second stencil using just the part that you want printed in the second colour, say red; (c) print the first stencil in the usual way with the black colour; (d) take off the black ink pad and put on a red ink pad; (e) put the second stencil on the cylinder. Print on top of the sheets you have already printed black. The red will print in the open spaces you left on the black sheets; (f) a third or fourth colour can be printed by making stencils number three and four for the same page.

4. Stencil filing. Newspaper stencils should be filed for about six months. You may want to print some of them again. So it pays to keep them in good condition in a safe file as follows:

(a) Remove the stencil from the machine; (b) lay it flat on a sheet of paper and blot it several times with another sheet. This will remove most of the ink; (c) smooth out all wrinkles and lay a plain sheet of paper on top. Place these in a file folder; (d) put a duplicate copy of the printing on the outside of the folder. This will tell you

quickly which stencil is inside; (e) do not store near extreme heat.

5. Care of the machine. Printing machinery will give years of good service if it has been well cared for. It will give trouble and produce poor printing within months if it is not cleaned and oiled properly.

(a) When the printing run is finished, remove the stencil from the cylinder. This will keep parts of the stencil from sticking to the ink pad, which will cause light spots because the ink cannot get through; (b) place an oiled paper over the ink pad. This will not stick to the pad and will keep the dust away; (c) keep the machine clean and oiled. (See directions which accompany the machine.) (d) Clean the impression roller once a month. Remove ink with soap and water. Do not use gasoline or other chemicals. Ink and chemicals are bad for the rubber roller. Make sure the roller is dry before using; (e) place the cover on top of the machine. Keep it there always when the machine is not in use.

## CONCLUSION

This chapter has set out in very simple form, some of the basic rules and principles for reporting, editing and publishing. It is only an introduction to a very big subject, on which many books have been written.

We have tried to show that it is not hard to start a mimeo newspaper. But this is only the beginning. It is a first big step, but there is much more to learn and much progress to be made toward bigger newspapers and better equipment.

It is hoped that those who have gained an entry into journalism through mimeo newspapers will extend their knowledge and experience and will always uphold the traditions of a great and challenging profession.

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