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Excellent, despite
limitations on the
scope of data
available.

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THE PHILADELPHIA INQUIRER * PUBLIC LEDGER:
SOME FACTS ABOUT A BIG
METROPOLITAN NEWSPAPER.



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FOREWORD

The "Philadelphia Inquirer" is one of the big metropolitan ~~XXXX~~ newspapers of this country. It is part and center of a huge communication ^s empire including several radio and TV stations, magazines, etc. A detailed description of the newspaper itself, and a ~~brief~~ study, even very brief, of its relationships with the correlated activities would have required several hours of conversations and plant visits: hours nobody was willing to find for me. As a matter of fact, I could not even climb higher than the eighth floor, ^h were the promotion department is. From there, the prospect~~ive~~ is not too good, and certain sides of the newspaper, as, for instance, its financial assets and structure, remained in complete shadow. Mr. Leonard Bach, head of the Promotion ~~dept.~~, took me for a quick visit of some ^{other} departments, but what I saw was ^{only} but a very tiny fragment of the whole thing.

I am, therefore, well aware that this paper is a most inadequate description of the "Inquirer".

OUTLINE

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"TRIANGLE PUBLICATIONS, INC."

"Triangle Publications, Inc." is a vast organization in the field of mass media. It includes, besides the "Inquirer", the tabloid "Daily News", the magazine "Seventeen" and "TV Guide", and also the Sunday supplement magazine "To Day"; in the broadcasting business, six TV stations and five Radio stations are operated by ^{this} the same corporation. Major shareholder is Mr. Walter H. Annenberg, who is editor and publisher of the "Inquirer".

THE PHILADELPHIA INQUIRER:

a. History.

The "Inquirer" boasts, on its mast, to be the "Oldest newspaper in ^{the United States} America". As in the case of the "Saturday Evening Post" this claim is based on a long and complex series of mergers and purchases; but in my opinion, the descendency from John Dunlap's "Pennsylvania Packet" is twisted to the point of being meaningless.

Today's "Inquirer" occupies the same building as the old "Inquirer" anterior to the merger with the "Public Ledger". Practically, then, the "Public Ledger" disappeared, ~~and~~ and the

modern "Inquirer & Public Ledger" is but a continuation of the old "Inquirer" founded in 1830 with the name of "The Pennsylvania Inquirer", changed 29 years later in the present form. Even going back to the "Pennsylvania Inquirer" 's predecessor, the "Democratic Press", it is impossible to go further than the year 1807. Therefore, the claim of antiquity is not based on this direct line of descendancy, but on the collateral one of the "Public Ledger", and through the "Ledger" to the "North-American". It is only through this latter paper that the "Packet" can be reached, and the year 1771 touched, after much stretching.

1 Dunlap founded his paper with the name of "The Pennsylvania Packet & ~~daily advertiser~~". Due to the frequent change of publishers, the name became successively :

- 1784 "The Pennsylvania Packet & Daily Advertiser";
- 1791 "Dunlap's American Daily advertiser";
- 1793 "Dunlap's & Claypoole American Daily Advertiser";
- 1796 "Claypoole's American Daily Advertiser";
- 1800 "Poulson's American Daily Advertiser" .

As suggested by the name, this paper was heavy in advertisements from the beginning, and prospered until Poulson died. The newly founded "North American" then took it over, ^{in 1840 began to call itself} ~~and began to claim of~~ being the oldest newspaper in America and started a remarkably successful career, absorbing a couple of minor papers (Commercial Herald in 1840, and "U.S. Gazette" in 1847).

When the leadership of Morton McMichael ended in 1876, the "North American" began to decline, until in 1899 Thomas Wanamaker bought it for 175.000 dollars. A new life then

started, a life of crusades and political struggles. In 1906, this policy was continued after Wanamaker's death by his editor, Edwin A. Van Walkenburg. The "North American" prospered till after the war, when Walkenburg retired and Wanamaker's successor in the ownership put it on sale.

Cyrus H.K. Curtis, of the magazines empire, bought ~~it~~ and merged it with his own "Public Ledger".

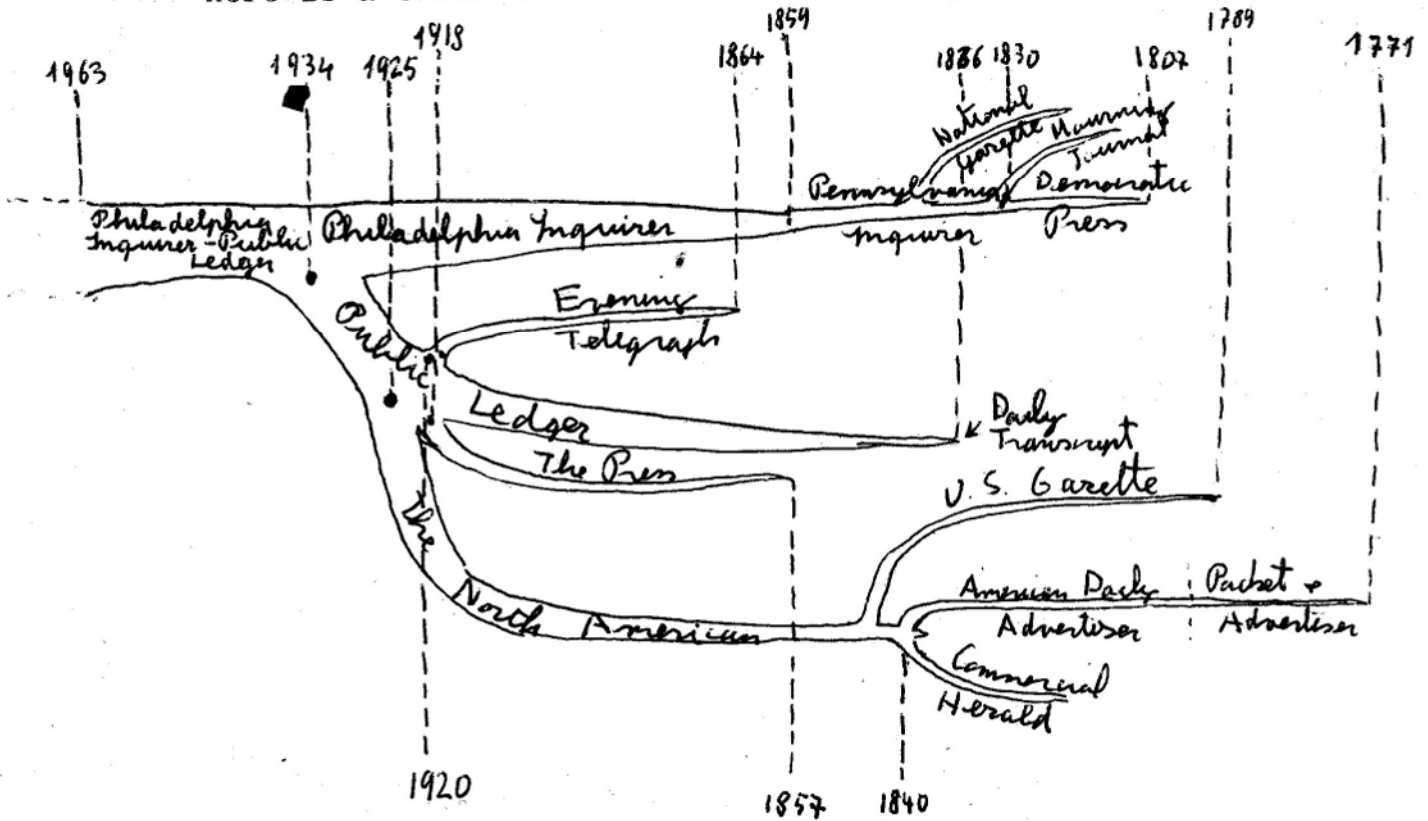
2. The history of the "Public Ledger" goes back to the days of the penny press. Started as the "Daily Transcript" in 1836, the same year it was transformed into a violent, efficient penny paper carrying the present name. After the first period of radicalism it became more conservative with the age, and built the reputation of being one of the most respectable papers in the country.

In 1901 Ochs, the owner of the ~~the~~ "New York Times", bought the "Ledger", and the Philadelphia "Times" was merged in it. The enterprise, though, did not prove very successfully, and in 1913 Curtis took it over. His idea was to make of the "Ledger" a national newspaper, English style. He did not quite succeed, but by means of some mergers ("Evening Telegraph " in 1918, "The Press" in 1920) and foundation of collateral paper (The Evening Ledger, 1915), in 1925 was strong enough as to purchase to "North American". Thus the "Public Ledger " inherited the right to boast it was the oldest paper in the country.

The early years of Mr. Annenberg's career as editor and publisher of the "Inquirer" are somewhat confused, and shady too. Bitterly in opposition to the New Deal, , Annenberg had several troubles with the F.T.C., the F.B.I., the state police and several other authorities, and eventually was convicted for income tax evasion and jailed.

At his death in 1942, , his son walter took his place. Under his administration the activities of the "Inquirer" extended a great deal, new plants added, and the tabloid "Daily News" purchased in 1957.

Here is a schematic chart of the history of the "Inquirer" :



Basically it is the same chart as in the Appendix 4; the stage, though, have been rearranged in order to eliminate the impression that the modern "Inquirer" is direct descendant of the Packet.

THE PHILADELPHIA INQUIRER:

(b) The plant.

The "Inquirer" is housed in a big, snowy-white, towered building erected in 1925 by Colonel Elverson at an expense of ten million dollars. In 1948 a new, lower building for the rotogravure presses was added. Within these two buildings, all the phases of the production of the paper take place: it is a self-contained-unity. Even the apartment of the former owner, Colonel Elverson, was established in the white tower.

The eighth floor is occupied by the promotion department, with its own production plants and facilities. The Editorial Department, with all its subdivisions (city, state, national, international, financial news, sports, women and features departments, etc.) is housed in the 5th floor; the editorial page staff is somewhere up in the tower, while the advertising department and the composing rooms are shoulder to shoulder in one of the floors between the 5th and the 8th. According to my calculations, there are some fifty linotypes in the composing room; quite a few of them, specially those composing financial matter (stock quotations lists, etc) are actually tele-type-setters. Make-up desks and machines for composing headlines are in the same, huge composing room; at the end of it, the mat-making machines are installed.

The advertising department stretches for several, modern-looking rooms. The classified advertising department is also housed here, but the windows for the public and the switch-boards for the phone calls are on the first floor, just at the right of the entrance.

THE PHILADELPHIA INQUIRER:

(c) The personnel.

"Triangle Publication, Inc" gives work to about 3000 employees. At the beginning of March, 1963, 2,088 of these worked for the "Inquirer" alone.

Almost half of them (956) worked in the production department. Of the other half, 230 were in the Editorial dept., 111 in the Accounting I63 in the Advertising dept., and 620 in Circulation. Among these probably are also the 40 Promotion people.

No figures about the size of the payroll have been given. Probably wages and salaries are not too bad, since most of the people, at the "Inquirer", come to stay. This fact also limits the opportunities of new jobs. Their number varies annually, but is never too high.

THE PHILADELPHIA INQUIRER:

(d) Functional structure.

The news flow in the "Inquirer" through the usual channels. Besides its own reporters and beatmen, it has a bureau in Harrisburg, Pa, and one in Washington, D.C. A network of 200 stringers covers the state news. The other news are covered by the A.P., the U.P.I., Reuters, Dow-Jones. The "Inquirer" also gets special news services from its numerous affiliated newspaper, which are the New York "Herald Tribune", the Washington "Post", the Chicago "Tribune" and "Daily News", the Los Angeles "Times", the London (England) "Observer" and "Financial Times", ^{and} the Manchester "Guardian".

The news coming from all these sources are conveyed in the news x

room , where the principal piece of furniture is a huge ~~xxx~~ copy desk. The slot man seats high, and hands down the copy to the rim men; ~~xxxxxxfxxxxxx~~ from them the copy is piped to the composing room . In the morning, till at least 10 a.m., this room is completely ~~xxxxxy~~ abandoned. The "Philadelphia Inquirer" is a morning paper, and its deadline is at 5.15 p.m. Usually it prints about five editions per night. ~~xxxxfxxxxxx~~ ~~xxxxxxfxxxxxx~~.

The papers are distributed essentially in ^{only} two different ways: half of them by home to home delivery, the other half ~~by~~ street sales and newsstands

THE PHILADELPHIA INQUIRER:

(e) Advertising.

As in any other newspaper in this country, the major share of revenue comes not from the sales of the paper to the readers, but from the sales of its space to the advertisers. The proportion of advertising printed on the "Inquirer" naturally varies a great deal, according to different days and seasons, but in general it is pretty high. A guess of 80% has been defined "prbable".

The "Inquirer" carries more ads than any other newspaper in the area, i.e. the "Bulletin" . They are handled by a vast ~~and modern-looking~~ advertising department employing 163 people. The activities of this department are not only clerical and business-like: a considerable ~~xxxxxx~~ number of artists (43) ~~xxxxxx~~ designe and product ads for the local advertisers .

The favor enjoyed by the "Inquirer" with the advertisers is probably due not only to this kind of services, but specially to its wide and continuous market- and readership researches. A whole department of the paper is maintained to this purpose, but it does not actually do the polling job. It only fixes

the objectives , chooses the firms who will do the job and controls them.

The readership researches are of two categories, and each is handled by a different firm. Sindlinger ~~and~~ & Co., of Norwood, Pa. , conducts a constant survey of the compared readership of the "Inquirer" and the "Bulletin" in the Philadelphia Retail Trading Area, which includes fourteen counties in three different states; an annual report , based on ten⁵ of thousands interviews, is published and made available to the advertisers .(See appendix I)

The other survey is concentrated on ads readership. It is conducted for the "Inquirer" by Research, Inc. of Ohio, an affiliated of the Scripps-Howard Newspapers. This survey is not continuous, but it examines certain particular issues of the paper. In the reports, each ad is described, and all sort of figures on its readership are given. (See appendix 2)

The Market-research operations are conducted again by Sindlinger & Co.; the major areas covered are labeled as Consumer Confidence, Buying Expectations and Use of the product . In each of this areas reports are issued quarterly, while the survey itself is continuous. The appendix 3 ~~shows~~ is a sample of a Buying Expectations report.

THE PHILADELPHIA INQUIRER:

(f) Environment and Importance .

The "Inquirer" falls in the category of the big metropolitan newspapers. Its daily circulation is in the neighborhood of 600,000 copies of weekday circulation, and 1,014,000 Sunday circulation. As told before, its ~~circulation~~ area stretches in the fourteen Counties around Philadelphia designated by the A.B.C. as the P.R.T.A., Philadelphia Retail Trading Area.

In this area the "Inquirer" meets a stiff competition by the "Bulletin" . Philadelphia is one of the "doubletons" and for the foreseeable future the situation is not going to change. The two competitors are both healthy and

lively , and their position seems quite stable. The "Bulletin " sells ~~more~~ ~~100,000~~, 100,000 more copies on the weekdays, but on Sundays it is beaten by the "Inquirer" who sells 300.000 copies more than the ~~the~~ "Bulletin" (to my surprise, because I think that the comic strips in the "Sunday Bulletin" are much funnier). The other asset in favor of the "Inquirer"; i.e. the bigger volume of advertising, has already been mentioned.

The situation, though balanced, ^{is not} completely still; on the contrary, it has been described as "Highly competitive." From this stems, on the part of the "Inquirer", an active ^{promotional} ~~political~~ policy. The last, and very successful exploit, has been a "buy the Flag" campaign, which managed to sell the Philadelphians over 90,000 ~~million~~ U.S. flags. Routine activities are beauty shows, camera shows, home and home-furnishing contests, and several other educational and cultural enterprises. On the other hand, also the "Bulletin" is very active in this kind of things, and even ^{has} guided tours of the plants, which the "Inquirer" ~~does not~~ has not.

The crusading drives of the paper are released in such matters as getting the subway painted, and opening the Burns Collection of Art to the public.

Though officially independent, the "Inquirer" admits to be on the Democratic side in matters concerning the city, and Republican ~~in~~ on the national level.

Its Urban Democratic standing is due to the dislike for a 63 years old Republican domination in the city; and the "Inquirer" claims to have been instrumental in stirring up public opinion against the ~~Republican~~ old republican administration and overthrowing it, some years ago.

In conclusion, the "Inquirer" seems to be a great force in Philadelphia; ^{according to} ~~in the opinion of~~ Mr. Bach, it is "vocal and forthright" ^{in the opinion of} the Philadelphians.