

7/20/71

## MEMORANDUM

No. 10

## TELEPHONES

FROM: Norm Woodruff  
 TO: DESK ASSISTANTS cc Editors  
 DATE: July 21, 1971

Jill Switzer has prepared an excellent manual for the desk assistants. Please study it carefully. I know you'll find it a valuable aid.

Encl.

The desk assistant answers most telephone calls. Normally you will answer, find out the name of the caller and the nature of the call and proceed accordingly. On the switchboard lots of times the call will be a listener with a question or complaint. Learn to field these calls politely without bothering the editor. He doesn't have time to deal with them.

The most important thing to remember is don't panic. No matter what the situation, if you remain unflustered, that's half the battle right there. At all times the pace is incredibly hectic. Just be calm and do exactly what the editor tells you. Don't second guess, but do anticipate. Don't let people bug you. If you can handle that, then the rest is simple.

### TELEPHONES

There are six private direct lines into the newsroom: 10, 11, 12, 13, 14, 15. The number in front: 982-70...

There are four extensions from the main switchboard line, 982-7000: 231, 232, 233, 234.

ATSS is our access to the Stateline (more about that later).

Then there are three numbers: Coast Guard, AAA, California Highway Patrol. We don't call on those; we only answer them. They each have a distinctive ring, so you'll know which line is ringing.

All telephones are the press-to-talk type. In order to be heard by the other person, you have to press down on the button in the middle of the receiver. When you do telephone interviews (which you'll be doing eventually) the press-to-talk phone allows the person being interviewed to speak without all the newsroom background noise. The person can then be understood when the tape is being edited and later when used on the air. It is vital you use the push-to-talk; if you don't, you blow it.

The desk assistant answers most telephone calls. Normally you will answer, find out the name of the caller and the nature of the call and proceed accordingly. On the switchboard locals many times the call will be a listener with a question or complaint. Learn to field these calls politely without bothering the editor. He doesn't have time to deal with them.

Remember, the reporter's salary depends on the accuracy of your logging the reports. There is a light phone behind the editor's desk; its ring is distinctive. Simply answer it with "San Francisco" and listen; say nothing else. Call it to the editor's attention and he'll take it from there.

LABELS

When typing labels for UPI Feeds, Network Newsfeeds and others, here is the format:

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hour edited/date/source	NAME OF PERSON	voicer or actuality/ city of origin
BRIEF SUMMARY OF WHAT IS ON THE CART		
Q:... (outcue)	time	(SLUG)      your initials/technician's initials

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So a completed cart label looks like this:

10a/12/upi Gov. Reagan A Sacto  
 SEZ DEMOS HAVE DONE IT AGAIN  
 Q:...enough of that :30 (GOV) jsaa

Be as concise and clear as possible. Use the plain labels; colored ones are assigned to identify other types of material than news carts. On the top of the cart there are two other labels. The bottom one remains blank; that's where the newsman initials use of the cart. The other top label is for elaboration on what is on the cart...perhaps identifying the speaker (newsmen, despite rumors to the contrary, don't know everything), or a clarification, or whether the cart contains material which would make it unusable after a specific time. Just because we have this top label for noting information doesn't mean your editing can be vague. It should hit the nail on the head. Be concise, cogent.

If there is a news package related to the cart, include a slug line on the label.

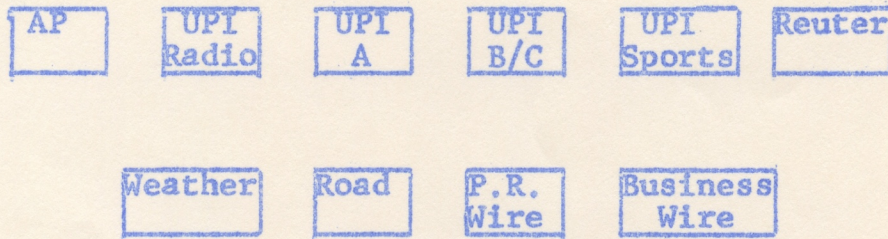
TEMPERATURES

The announce booth needs fresh temperatures every hour. They usually cross right after :00. Take the top copy off the machine, stick a piece of tape on it, and take it into the booth. This must be done every hour.

At 2:00 AM, 8:00 AM, 12:00 PM, and 6:00 PM daily one of the newsmen will record a weather forecast (this is done in Studio E). Special forms are used to prepare this.

## THE WIRES

Another job of the desk assistant is clearing the wires. The wire room has 10 machines. They are set up this way:



Clear the wires at five-minute intervals, if not more. Any bulletins, urgents, etc., should be taken to the editor as soon as they clear the machine. Be careful not to tear off in the middle of a story, or one of the summaries or briefs. Tear all copy in about equal lengths and take it to the editor's desk. Find out from him where he wants it placed during his shift.

On the morning shift, tear off the sports wire copy for Don Klein and place it by his desk (do this about 5:30 AM). He wants the latest copy on top (the most recent material to clear the wire should be the first thing he sees). You needn't tear it down; simply fold according to the creases.

Only the top copy should be torn from the Reuter's wire. Give that to the editor. Leave the two carbons. At about 6:00 AM tear off the second copy (which will be about a mile long), roll it up so that the latest copy is on top and give it to the News Director.

Now, to understand what the numbers and letters on the wire copy mean. A day lead means that it's crossing somewhere between Midnight and Noon; a night lead from Noon to Midnight. The day schedule goes like this:

1. day lead SENATE...advance
2. first day lead SENATE
3. pickup (which means exactly that...pick up at the end of the last story slugged the same way.

(THE WIRES, CONTINUED)

At Noon it is switched to a night lead.

"248 A"...that means the latest lead.

"1st night lead 228 A"...that refers to an earlier piece.

So if you see this:

069A UPI NIXON  
Day Lead

That means it's the day lead story on Nixon, story number 69 on the UPI A wire.

INSERT BOOK

All local reporters who send in material from the field by phone must have their feeds logged. The editor has this book in his desk. Usually the editor logs the story, but there may be times when you're asked to help. Follow the form in the book; it's self-explanatory.

STRINGERS

For every stringer who phones in a story (with the exception of Spencer Tyler in Sacramento) a stringer report form needs to be filled out by the desk assistant. Fill it out, give it to the editor to initial, put the sheet in the News Director's box. Chances are, if you forget to fill out the form, the stringer won't be paid for his services.

FACT SHEETS

When you do a phone interview, if there is no background material on a story, when you make beat calls and get a story, you should make a fact sheet. Slug the story or find out from the editor what the slug should be, then put the time/date/your initials and all information on the paper. If you can write it in story form, so much the better. That makes less work for the newsman later on. Get as much information as possible down on paper, then give it to the editor. It will help the tape editor if you make a carbon of the fact sheet. Just give the carbon and the tape to the tape editor.

### 3-M COPY MACHINE

Check the paper periodically to see that there is plenty of paper. If not, take some out of the cabinet below and insert it (flowered side down).

### REGULAR FEATURE CALLS

Joe Carcione calls in Monday through Friday at about 9:10 AM. Type out his questions and his outcues. Put the question on one line, the outcue on the line below. Take the question sheet into the booth for Dave McElhatton. Carcione will call back about 9:40 to talk with Dave. Put him on hold and inform the editor.

Bob Stewart is our "Man on the Mountain." His live report is aired Monday through Friday at 6:58 AM.

Harry Geise is our weather man. His reports are aired live at 6:27 AM, 7:56 AM and 4:26 PM Monday through Friday. His calls are handled in much the same way as Carcione's (he'll give you questions).

### STATELINE

The stateline (ATSS) enables us to call just about everywhere in the state for a reduced charge. There is a state directory, and it's self explanatory. If calling Sacramento use the stateline if possible. To get access to the line, dial 8, then the number. If calling but using a phone number not on the network, dial 8 plus the area code then the number.

### KNX

KNX, our sister station in Los Angeles, calls each morning Monday through Friday at about 9:18 AM for the "San Francisco Report." The report is aired live at 9:20 AM on KNX.

### TRAFFIC

From about 6:45 AM to 8:30 AM and 4:00 PM to 6:15 PM your efforts should be concentrated on our traffic reports (Monday through Friday). The airplane needs all the support you can give. Keep a log of the calls you make (a form is provided) and at the end of the traffic period put the forms in the News Director's mailbox.

GENERAL INFORMATION

If you find it necessary to leave the room, even for a moment, ALWAYS let the editor know where you will be.

Coffee should always be available to the newsmen and should be fresh.

See that newsroom supplies are sufficient and the newsroom is kept in order. Perhaps at the beginning of your shift you should make sure each newsman's desk has adequate paper, carbon paper, paper clips, etc. Staplers should be filled. Script files should be kept in order.

Jill Switzer  
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