

In the telephone interview, editors were asked to rank production, circulation, advertising and news-editorial concerns from most-to-least important in terms of the decisions they made on their papers. They were also asked an open-ended question as to which were the toughest decisions to make.

All editors ranked news and editorial as their first concern, although advertising tended to rank higher as a concern among weekly newspaper editors in small, less pluralistic communities. The "toughest decisions" for editors as a whole were negative news about individuals, 44 percent; news selection and display, 33 percent; pressure from individuals and groups, 23 percent; organizational and personnel problems, 19 percent; legal reporting, nine percent; and business concerns, eight percent.

Editors of daily newspapers under outside ownership perceived more organizational problems. None of the editors of weekly newspapers even mentioned organizational problems.

The results suggest that information dissemination might be a basic professional characteristic that transcends structural differences in journalism. However, communicators in rural areas should be aware of an editor's general bias toward maintaining the economic health of the newspaper. Articles that directly challenge this concern may not be printed.

While this research succeeds as an exploratory study in raising more questions than the data can answer, I wish Donohue, Olien and Tichenor could have reported their results more quickly. When the data were gathered, the farm crisis in the United States was intensely felt in rural communities. How this affected answers from weekly editors, especially concerning advertising, would be useful to know in a follow-up study in more healthy times.

This study also suggests strong possibilities for future research on how organizational management at large metropolitan dailies affect editors' decisions, especially regarding negative news about individuals.

Richard Carlson
University of Missouri-Columbia

"Stretch That Kodachrome!" by Lewis Kemper in *Outdoor Photographer*, (May 1990), Werner Publishing Co., Encino, California, pp. 64-65, 88-89.

Some photographers have resigned themselves to Kodachrome's slow film speed as a necessary, if unwelcome, trade-off required for the sharpness and fine grain that are a hallmark of the Kodachrome line. Others have switched to Ektachrome or Fujichrome. Both offer higher film speeds than Kodachrome or can be pushed to higher film speeds. But the results are often marginal, especially for critical reproduction in magazines or books.

Now, Lewis Kemper, a wildlife photographer based in Yosemite National Park, writes that push-and-pull processing of Kodachrome is available through The New Lab in San Francisco and other independent professional

Kodachrome labs. For diehard Kodachrome shooters, the ability to push this film opens greater possibilities for using faster shutter speeds or obtaining greater depth of field. And for photographers who use zoom lenses with small maximum apertures, push processing may make using this unique film possible for the first time.

Kodachrome can be pushed up to two stops, but Kemper obtained the best results by limiting Kodachrome 64 to a one-half- or one-stop push (i.e., shooting at a film speed rating of 90 or 125). Kodachrome 200 responded well to as much as a 2-stop push. So Kemper recommends rating it at :400,500,600 or even 800 ISO.

"Pull processing" is seldom considered in connection with slide films, but Kemper makes a convincing case for it in certain situations. (You "push" film by rating it at a higher film speed than its nominal ISO. Conversely, you "pull" a film by rating it at a lower film speed.) Shooting Kodachrome 64 at ISO 50 lowers the contrast. "On bright sunny days where the contrast is too great, you'll get better looking photographs," says Kemper. In addition, for people who make Cibachrome or Type R prints from slides, reducing the contrast makes it easier to make a color print from the slide.

Kemper does not discuss Kodachrome 25 in his article.

The New Lab is just one of a number of professional labs around the country that process Kodachrome. However, it is the only one that has a prepaid mail order program, according to Kemper. To check the details, contact The New Lab toll free at 1-800-526-3165 (excluding California).

Tom Gentle
Oregon State University

Rural America in the Information Age: Telecommunications Policy for Rural Development. Edwin B. Parker, Heather E. Hudson, Don A. Dillman, and Andrew D. Roscoe. 1989. Lanham, Md.: The Aspen Institute and University Press of America.

This slim (170 pages) book is a report prepared for the Rural Economic Policy Program of The Aspen Institute under a grant from the Ford Foundation to the University of San Francisco. The project originated at a 1988 conference on the importance of communications and information systems to rural development in the United States, held in Aspen, Colorado.

Basic to this project was a belief that telecommunications is important to rural development because of its "potential for promoting long-term growth, diversification and stability." Most new rural jobs are in services, the writers note, and most of these service jobs involve the creation, processing, or management of information. They believe modern telecommunications has the potential to overcome the historic barriers of rural geography and distance.

This book begins with a comprehensive look at rural America in the information age and ends on clearly-stated policy goals and recommendations. It calls, appropriately, for government leadership to help set and implement needed telecommunications policy changes. These are spelled