

is to report, the greater its chances of airing. In explaining their use of news values, decision makers described a balance of importance, interest, and visual impact.

ACE members dealing with newsrooms should remember that television news content is built from easily explained information that can provide a good audience draw and can be assembled efficiently. Although visual impact was rarely mentioned during the decision makers' daily planning sessions, it was mentioned frequently when they were later asked to describe their decision making framework. Berkowitz concludes that spot news can "close the gate" on planned events. But even resource and logistical constraints can "close the gate" on spot news coverage.

The fundamental message here is make it interesting enough to pass through the first gate (the assignment desk), keep it simple, make it easy to report, and make it visual. Then keep your fingers crossed.

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**"Structure and Constraints on Community Newspaper Gatekeepers," by G.A. Donohue, C.N Olien and P.J. Tichenor, *Journalism Quarterly*, Vol 66, No. 4, Winter 1989, pp. 807-812+.**

Editors have always been recognized as gatekeepers who decide where, when and how information will be published. However, editors do work within a certain structural context that may affect the outcome of the gatekeeping process. In this study, 155 Minnesota community newspaper editors, including 59 weeklies, and editors of 90 dailies in six Midwestern states were interviewed by telephone in 1985 for their perceptions of some of these constraints. The sample was restricted to non-metropolitan communities of 60,000 or less, and each newspaper was from a different county.

For their purposes, the authors limited constraints to values, routines and organizational management. Among the factors which may cause media organizations some problems are the professional standards that determine the use, nonuse, the modification and layout of news. This includes the major priorities of gatekeepers and their professional ethics.

Another factor is the implementation of standards in routines of news selection, including time and space pressures. The organizational structure for personnel recruitment, management and change also is a concern. An important question is how information generation, together with maintaining economic support through advertising and circulation, affect editors' decisions.

In examining those issues, the researchers compared newspapers in small, less pluralistic communities with those in larger, more pluralistic ones.

While both rural and urban editors share the value orientation of the power group, the small-town editor has a more limited pool of advertisers. How does this affect reporting on power groups or prominent individuals who deviate from the norm?

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.

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**"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