
SOCIETY

among ethnic groups. The routes to economic progress—education, work skills, and business experience—are frustratingly long. Many blacks and liberal whites have tried to rush the process, favoring quick fixes such as job quotas and subsidies, which “undermine self-reliance and pride of achievement in the long run,” he writes.

According to economist Walter Williams of Temple University, some government programs have actually aggravated black poverty. The ever-increasing minimum wage, for example, discourages many employers from apprenticing young, unskilled black workers. Harvard Law School professor Derrick A. Bell, Jr., who once argued school desegregation cases in court for the NAACP, now asserts that government’s primary focus, at least in cities, should be on upgrading—not integrating—largely black schools.

These four scholars have been sharply criticized by the black establishment (notably the National Urban League). They respond that today’s black leaders, largely from middle-class backgrounds, have misgauged the real needs of the lower-class black majority.

PRESS & TELEVISION

Watching the Primaries

“The Media at Mid-Year: A Bad Year for McLuhanites” by Michael Robinson, in *Public Opinion* (June–July 1980), Circulation Dept., c/o AEI, 1150 17th St. N.W., Washington, D.C. 20036.

If you relied solely on CBS-TV for news of the 1980 presidential primaries, chances are that you would have become an expert on the New Hampshire and Iowa contests, been apprised of each week’s winners and losers, and grown to like President Carter, Ronald Reagan, and John B. Anderson. You would, however, have learned very little about the candidates’ competence, consistency, or positions on issues such as defense and the economy, according to a study conducted by Robinson, a George Washington University political scientist.

Between January 1 and June 4 (the day after California, New Jersey, Ohio, and six other states held the final primaries of the season), the weekday CBS network news programs ran 345 stories directly related to the campaign and 385 stories strongly linked to the race or dealing with the candidates in their “official capacities” (most of these concerned President Carter). Primary coverage accounted for fully one-third of the network’s entire weekday news reporting. Two-thirds of the stories dealt mainly with the campaign’s “horse race” aspect—a focus that matched CBS’s earlier coverage of the 1972 and 1976 campaigns.

PRESS & TELEVISION

CBS News treated 1980 frontrunners Carter and Reagan favorably—and gave each the lion's share of attention in their party's primaries. Thirty-five percent of the stories on the President *as a candidate* and 36 percent of the Reagan items were judged "good press" (versus neutral or "bad") by Robinson. Anderson came in third with 28 percent. Carter, however, received 13 more *personality* knocks than plaudits, and Reagan 3 more. Senator Edward M. Kennedy's personality plaudits balanced out the gibes, as was the case with GOP contenders John Conally, Philip Crane, and Robert Dole, and Democrat Jerry Brown. Republican Senator Howard Baker came out slightly behind. Only Anderson consistently came out ahead.

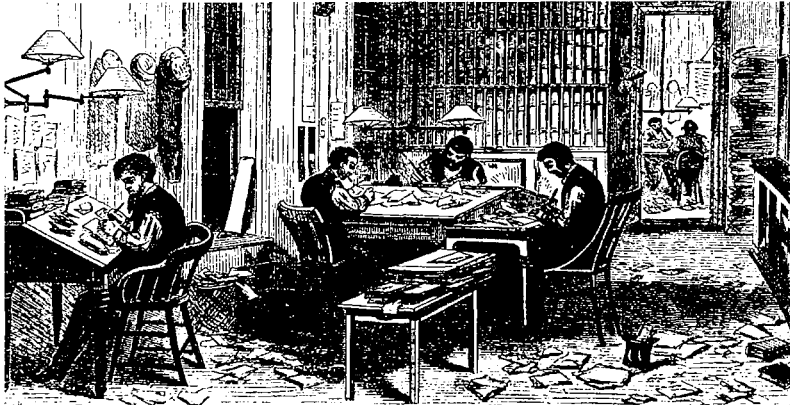
Robinson speculates that liberal, articulate reporters instinctively warmed to the liberal, articulate Illinois Congressman. And Anderson's remote chances of winning the GOP nomination saved him from the tougher scrutiny imposed on front-runners.

The Good Old Days

"The Reporter, 1880-1900" by Ted Curtis Smythe, in *Journalism History* (Spring 1980), Journalism Dept., Darby Annex 103, California State University at Northridge, Northridge, Calif. 91330.

The sensationalistic "Yellow Journalism" of the late 19th century arose not only from fierce competition among rival newspapers. It stemmed, too, from a payment system that rewarded reporters for the longest, most lurid stories they could concoct, writes Smythe, professor of communications at California State University, Fullerton.

Most reporters worked 10- to 14-hour days. In New York and other big cities during the late 1880s, the few beginners lucky enough to be on



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Late 19th-century editors demanded scoops and scandals from poorly paid reporters. Some of the most memorable stories were newsroom creations.