April 10, 1945

TENANT NEWSPAPERS,

FOREWARD

This bulletin is intended as a guide to Management to assist in the organization of project newspapers, tenant sponsored and published.

It was prepared by the Project Services staff of Region VIII and was issued by them in April, 1943.

With minor changes, it has been adopted for Nation-wide use.

U.S. administration / National Housing Agency

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TENANT NEWSPAPERS

I. THE NEED FOR A TENANT NEWSPAPER.

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> The need for broadcasting news of community interest, social events to take place, and advertising of wares is soon developed when a group of people come together. The same neighbor's interest in neighbor and resident's interest in the whole community exists in a housing project as in any other neighborhood. This need can be best served by a project newspaper.

> One of the important functions which a project newspaper can serve is the creation of a sense of stability, a feeling on the part of each person of belonging, a community spirit which is essential to the success of a public housing project. The cooperative working relationships which are built up by the editorial staff, the tenant organization, and all other groups which assist in the success of this undertaking add to this community spirit.

Through the newspaper, families may be kept informed of the activities of the tenant association and through it tenant interest and participation in the program may be stimulated. Campaigns for the improvement of social, health, and living conditions may be waged through the paper.

II. WHY SHOULD MANAGEMENT BE INTERESTED?

Experience has proven that a tenant newspaper can make management's job easier.

Management notes on rent collections, garbage disposal, lawn maintenance and the like get to the tenant regularly in a project newspaper, at no cost to management.

Tenants in their own newspaper can stimulate the entire resident population to a higher standard of housekeeping and maintenance, and to a greater tenant-management cooperation.

General advice and articles in the newspaper on good housekeeping practices, taking care of children, budgeting, often correct situations which might have resulted in embarrassing interviews with individual families.

As a result of community spirit and pride, residents will be more willing to assume responsibility for keeping the project in good condition.

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III. HOW TO START A NEWSPAPER. 1/

The project newspaper should be written, edited and published by tenants. It is "the voice" of the project population. It does not follow, however, that the voice of management should not be heard in the first stages.

It is, of course, preferable to wait for tenant interest and initiative to start a newspaper, but management may find it desirable and necessary to stimulate the organization of the project newspaper through one of the following ways:

- A. <u>Promotional Techniques</u>. At all times, it is of the utmost importance that the democratic principle, "of, by, and for" the project residents be the foremost objective of the project newspaper. However, management may:
 - 1. Bring the matter of need for a project-written and published newspaper to the attention of the tenant association. Suggest that a local newspaper publisher be invited to speak about organizing a project newspaper.
 - 2. Through notices on the bulletin board, through Management Bulletins, suggest that tenants signify their interest in the formation of a project newspaper staff.
 - 3. Call together a few interested tenants, form a temporary projectrepresented newspaper staff; issue several newspapers as a "feeler".
 - 4. Take the lead in issuing an interesting "starter" issue of a project newspaper, giving careful thought to content that will appeal to the project population. Management should exercise care to take an impartial tone, to avoid any type of dictatorial writing. This first newspaper might carry a ballot upon which tenants would be asked to vote either for or against the publication of a project newspaper. Management should be ready to offer its assistance.
- B. <u>Advice and Assistance of Management</u>. Tenants may want suggestions on such matters as whether to charge for the paper, whether to take ads, what form to use for the paper, how to organize the paper's editorial staff, how to distribute the paper, how to duplicate it. Almost certainly they will ask for permission to use the office mimeograph machine. Some possible answers to such problems can be found in the following pages.

1/ See also <u>Planning and Preparation of a Project Newspaper</u>, James R. Lee, Notes on Management Practice, Notes No. 14, 1943. National Association of Housing Officials, Chicago, Illinois NHA FPHA 4-10-45

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IV. THE NEWSPAPER STAFF.

If the newspaper is sponsored by the tenant association, the editor and business manager may be appointed by the officers of the association or they may be elected as officers of the association. The selection of persons for these two jobs is of first importance.

The selection of the rest of the staff may be left to the editor and business manager. These people should represent as great a variety of tenant interests as possible.

The number of staff members and the method of organization differ with every project. In general, the following organization is used:

A. The Editorial Board.

Overall control of policy and production rests in an editorial board, usually made up of the major editors and department managers. The board usually meets to plan each issue of the paper, deciding on the stories to be included, the approximate space of each, and the assignments to editors and reporters.

The Editor - is in complete charge of the editorial work.

Associate Editor - acts as assistant to the editor.

<u>Special Editors</u> - there may be a special editor in charge of each recognized department, such as Sports, Personals, Children's Page, Housekeeping, Health, Nutrition, etc.

<u>Artist</u> - is in charge of illustrations, sketches, headings, cover, etc., and may also assist in planning the general makeup of the paper.

<u>Reporters</u> - enough to cover every portion of the project, bring in their own stories about people, events, and clubs; they also report overall project stories on assignment from the editors.

B. <u>The Business Management</u>. The business side of the paper is handled by various managers, who also form a part of the membership of the editorial board.

Business Manager - major job is fund-raising

Production Manager - in charge of printing or mimeographing.

<u>Circulation Manager</u> - responsible for the distribution of the papers.

Working with these managers will be as many typists, stencil cutters, mimeograph operations and delivery boys as necessary.

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B. <u>Housing Management's Role</u>. Very seldom does management have a place on the staff of a project newspaper, once the paper is under way. However, space is usually provided for management notes on project operation, welfare, and general interest.

V. POLICIES.

Policies of the newspaper should be agreed upon by the editor and his staff and the tenant association.

To the community, the tone and quality of a project newspaper are very often a portrait of the character of the project and its residents. It is therefore of the utmost importance that democratic practices be assured, that all groups have an opportunity to speak through the newspaper. This will avoid the possible domination of one group, political, religious or otherwise. Personal opinions shall be printed only when they are so indicated and when signed by the writer. Scandal-mongering or gossiping, whether by direct statement or cloaked by supposedly "cute" reporting tricks, should be prohibited.

VI. FINANCING.

A. <u>Costs</u>. The average project paper of less than 1,000 copies will probably cost about \$10 per issue if mimeographed. Costs include paper, stencils, stapling, ink, and incidentals. It is assumed that the labor of preparing and mimeographing the paper will be given free by the project residents. Youth Service Corps, Boy Scouts, or some other junior organization on the project will usually deliver the paper to every family. The use of the office mimeograph machine should be given to the newspaper staff without charge.

The budget for one four-page printed newspaper is approximately \$100.00 for each edition of 4,000 copies.

B. <u>Fund-Raising</u>. The problem of how to raise funds, whether to charge a subscription fee or whether to distribute the paper free of charge, etc., will arise. One means of obtaining funds is through advertising, but since it is a special subject, it will be treated as such.

Very few papers charge a subscription price. Copies are usually given free to all project families. In this manner, bookkeeping and record keeping are avoided. Since the project newspaper should be a project venture, the tenant association or other tenant groups which foster it, will organize and stage various types of fund-raising activities: parties, socials, suppers, project fairs, bazaars, and the like. Any fund-raising campaign for this purpose will have greater success if some type of activity, which either returns value in entertainment or participation by the project residents, is planned.

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The printed paper mentioned in paragraph A above, is financed by the residents' clubs each of which subscribes \$20.00 a week. The balance of the cost is met by fifty inches of advertising in each edition, sold at fifty cents an inch.

C. <u>Advertising</u>. Due to many factors, from a business point of view, it is unsound to expect to finance the project newspaper through proceeds from selling advertising. When the project first opens, stores normally are anxious to bring their services to the attention of project residents who are new to the neighborhood. After a few months, this need disappears. This is particularly true these days when stores have more customers than merchandise.

Therefore, advertising is an uncertain source of revenue; dependence upon it may lead the newspaper to an unexpected financial crisis just at the time it is becoming an established successful editorial force.

VII. OPERATION.

- A. <u>Publication</u>. A regular publication date should be established: weekly, semi-monthly, or monthly.
- B. <u>Method of Duplication</u>. Mimeographing and printing are the usual methods of duplication. If the paper is mimeographed, the typewriter should be clean when the stencils are cut. Letters clogged with dirt will not cut evenly and the result will be a fade-out, hard-to-read page. Mimeograph companies distribute free instructions on how to produce a clear-cut mimeograph job.
- C. <u>Size</u>. Mimeographed papers are usually $8\frac{1}{2}$ "x ll", two columns to a page. Printed papers may be tabloid size; that is, on news sheets usually 12" x 18", with five columns to a page.
- D. <u>Content</u>.
 - 1. Meetings of the tenant association, tenant council, or other tenant groups, clubs, etc.
 - 2. Accounts of programs and special events in the project.
 - 3. Schedules of project activities.
 - 4. Programs of events in the neighboring community.
 - 5. News about training for volunteer leadership for all types of community activities.
 - 6. Victory garden and flower garden articles and announcements.

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7. War service activities: war bond and stamp sales, blood donor announcements, first aid classes, Red Cross groups, etc.

- 8. Advice on nutrition and wise buying, on point rationing, conservation of home equipment, care of the home, and good housekeeping practices prepared by a qualified person.
- 9. Health clinic schedules.
- 10. Suggestions on child care, family relationships.
- 11. Word from or about former tenants in the armed forces, social activities, births, deaths.
- 12. Feature articles, book reviews, sports news.
- 13. Management announcements.
- E. <u>Name of the Paper</u>. Whatever name is chosen for the paper, it should be short, descriptive, easy to remember. In an unnamed issue of the paper, a contest may be started to name it. Contests of this type arouse widespread interest in the new venture. No prizes will be necessary; just make it known that the winner will be given a great deal of publicity.

The name of the paper should regularly appear in the same place across the first page, in the same type or lettering. The name of the project, location (city and state), the edition and date should be part of this heading. The style for this heading should be given careful consideration. If the paper is mimeographed, simple straight-forward lines easily translated on stencils should be adopted. It should be attractive, clear and bold -- it is part of the face the paper wears from issue to issue. It should be a proud banner.

- F. <u>The Masthead</u>. Every newspaper should carry a box in which are printed the title; by whom it is issued, published, and sponsored and the advertising rates. Most tenant newspapers also carry in this box the newspaper staff. A policy statement is often included here also.
- G. <u>The Format</u>. Each project newspaper staff will want to create a distinctive, attractive paper. One of the simplest methods of achieving distinction is in the format adopted for the paper. Just what is format? It means the size, which will be same from issue to issue, the pages on which the regular features will always be found, the style of type which will be used, etc.
 - 1. <u>Readability</u>. The more readable the paper, the more influential. The paper should become as familiar to its readers as an old friend. One of the features that will contribute greatly to a

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paper's readability is its page make-up. Knowing that editorials are found on page two of each issue, that news items are on page one, that recipes are on page three, and so on, are the points that make the paper's familiar friend.

- 2. <u>Make-Up</u>. Determining the make-up of a paper calls for careful planning, and takes into consideration
 - a. Treatment of material by subject matter.
 - b. Assignment of space to certain types of material under a carefully worked out plan.

The general pattern of page arrangement should be rigid enough to make it possible to measure copy, write the headlines, and roughly lay out issues in advance. As an example, the front page of most papers is sot aside for "lead" stories, or main interest or feature stories. Editorial comment should be set apart, and clearly marked "editorial". Perhaps one page, or one column will be devoted to "Management Notes" - headed thus and carrying the manager's signature. Thus what the management has to say will be distinctly apart from the editorial and news policy of the resident's newspaper.

- H. <u>Illustrations</u>. On the following pages are illustrated a few mimeographed newspapers and a few printed papers. They have been selected to illustrate such points as good choice of banner style for the name of the paper, full identification of project name, location (city and state), date and issue number; attractive page lay-out; masthead; and clear mimeographing.
- VIII. SUMMARY. Experience has shown that:
 - 1. It is desirable from the standpoint of both management and tenants to have a tenant newspaper.
 - 2. The paper should be published by and for the tenants,
 - 3. The content should reflect the wide variety of tenant interests. Likewise, the persons chosen to work on the paper should represent as wide a variety of tenant interest as possible.
 - 4. It is desirable to distribute the paper without cost to all project residents.
 - 5. A mimeographed paper is usually more satisfactory than a printed paper, particularly until it is well established.

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- a. Mimeographing is less expensive and the paper is less likely to fail from inability to raise funds.
- b. There is often a tendency to crowd out the news which the paper was originally intended to carry, in order to allow space for advertising to meet expenses.
- 6. It is wise not to depend upon advertising for financing the paper.
- 7. Management should advise only.

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IS THE LOAD TOO MUCH - AT HOME?

You probably have heard of the little red engine that was lugging about ten cars more than it was supposed to pull over the mountain. On the way up it chugged a tune, "I think-I can, I-Think-I-Can. I-t-h-i-n-k-I-c-a-n," and when she got over the hump and started down, said "I thought I could, I thought I could, I thought I could."

That feeling characterizes all of us right now, today -- we are lugging a bigger load than we ever thought we would be called upon to pull. There is no use kidding ourselves; the army wants another million men. Those men are coming from the Navy Yard. the grocery store, the companies which make gasoline, from groups of hus drivers and repair men, the coal dealers and the crews that maintain the park and operate the milk wagons.

There are more people in Alexander Park and the Norfolk area today than there has ever been. That means one of two things — either the people who are left in those services are going to work harder, or you and I are going to have to, so with less conveniences, coal delieveries will be just a little bit slower, the line at the grocery store will be just a little bit slower; there will be more ships coming into the yard. Can we take it?

"I think I can" by doing as much as possible for myself. I will order my coal at least two weeks before I need it; when I have an extra seat in my car I will pick up somebody who is waiting for a bus, and take them to work. "I think I can help myself a little more than I am doing right now."

We will be over the "hump" in a few weeks or month from now. Then I can thank God it's over — I did my part and didn't "gripe" on the long haul. "I thought I could."

. — Contributed.

A NEW CIVIC PATTERN

When Alexander Park was quite new, public telephones were conveniently placed in booths all over the park. Some were torm out by thieves; others were destroyed by vandals, and still others were wrecked by those deliberately bent on malicious mischief. After the telephone company had replaced these phones — some as many as three times — the managers became discouraged, and removed all public telephones. This all happened in the "Frontier" days of the park, before community consciousness and community organization had developed.

The people of the park have suffered much from the lack of adequate phone service, and with the shortage of gas and rubber, conditions have grown worse. In these days communication service is vital; how many miles have been waked and how many gallons of gasoline used because of the lack of telephone service! In cases of illness, or fire, or accident, or numerous other emergencies, a convenient phone is vital.

convenient phone is vital. The Civic Council of the park and Manager Strang of the telephone company deserve the thanks of the whole community for their cooperative effort to solve this problem, and to put Alexander Park out of the "Frontier" class communities. It is the opinion of H11 NEIGHBOR, that every thoughtful citizen of the park will back the Civic Council in its pledge to Manager Strang. that these Phones will be protected; and that every thoughtful, citizen will take a personal interest in seeing that any suspicious action near a phone booth is investigated immediately. The promise was given that if these phones were protected, others will be installed.

Here is a new pattern of procedure. What other things are needed by this community? Are there other problems which can be solved by the conference method which worked so beautifully in the telephone instance? This community, through its Civic Leagues and Civic Council, within a short time, obtained a com-munity paper and the restoration of telephone service, to say nothing of numerous instances of smaller services. If there are other needs, why not join and actively support your Leagues, so that with your help these needs also can be met? Cooperative effort can bring results when other methods fail. Does this idea appeal to your common sense? What are you going to do about it?

- Contributed

THE BROADCASTER
Sponsored by the Civic League of Broad Creek Village
MARTIN SHARKI Editor MRS. MICHAEL KALTERS Advertising Manager A newspaper published monthly by the residents of Broad Creek Village. We solicit articles of interest, news and information from our readers. Address communications to Broadcaster, Administra- tion Building, Broad Creek Village.
BROAD CREEK VILLAGE
A War Housing Community constructed and managed by the Fed- eral Housing Authority in Norfolk County, Norfolk, Va. JAMES E. CULBRETH Hellen Housing Manager HELENA F. RICKARDS Nelson Park Resident Manager O. BERNARD MALBON Rodnau Park Resident Manager ALMA M. ROESNER
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BROADCASTER GOES TO PRESS

Struggling to make the Broadcaster a medium of furnishing reliable information to the residents of the Village, the staff of the Broadcaster through the encouragement of the Civic League, took an important step forward. Our village is considered one of the most progressive Federal Housing Projects and the staff had this in mind when the decision was made to come out in this and future issues in tabloid newspaper style.

After struggling with plans to realize this first issue since the birth of the Broadcaster, which was a mimeographed paper of some 20 pages, out first edition has gone to press. We take great pride in this achievement and intend to carry on from a small beginn ing and grow with the help of the residents. Although small to start, it has prospects of becoming one of the most important mediums of information through pictures, classifieds, advertisements, personals, tall stories and news of interest to our residents,

We hope you will like the change and will want to help us make each issue better through your contribution of articles. Copy must be in your rental office by the 12th of the month in order to appear in the paper. Arrangements can be made to have pictures taken of parties, socials, etc., by contacting the Broadcaster through the Administration Building.

COOLER DAYS AHEAD BRINGS CAUTION OF FIRE Last winter the Village was very fortunate in not having more than two or three bad fires.

Take notice of some of the following precautions: Refrain from overheating stove. When you leave the house, even for a few minutes, be sure your stove is checked by closing the damp-

Remove ashes from stove daily and put in metal container-outside and away from the house-never in a carton, even though the ashes appear dead. Ten gallon metal containers are available at your rental office

Keep all inflamable liquids such as gasoline, cleaning fluid, etc., out of the house and away from fire. This includes the gas burner under your water heater.

Smokers-be sure you watch that burning cigarette or cigar laid on window sills or near the bed, or that match you tossed into the waste basket.

BOARD OF DIRECTORS FOR BOYS' CLUB

A group of 15-20 men is expected to organize as a special comm mit tee representing the civic organizations and with the director of the Boys' Club. Mr. William R. Haynes, director of the club, works under the supervision of the County Recreation Department.

Temporary officers have been elected and three meetings have been held. Rev. Robert E. Garrison is chairman with Mr. Blair Kennette as vice-president, and Mr. Linwood Newton as secretary-treasurer. Mr. Clyde Roughton and Mr. C, R. Cooper are the other two men who make up the committee of five at present. Additional men will be invited at an early date.

From an advisory group the services of Mrs. Louise L. Stark of County Recreation, Mr. H. M. Bixler of the Industrial U. S. O., and Mr. W. E. Campbell , principal of the Broad Creek schools, have contributed a great deal to the making of this boys' committee.

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Fever is "bone-break" fever. There is little danger in dying from it, but it is terribly painful. It makes you sick so you cannot work for at least two weeks and no medicine or treatment will cure the disease. This means loss of wages to the worker and absence of employees from work to the employer.

With so many soldiers already in San Antonio and plans to bring other

is one of the dangerous things. To assist you in taking care of your own home and family there is being left with this issue of the Times a leaflet, "Is There a Fifth Column in Your Backyard?" Please read it carefully and then check your premises. Every hone in the city is being given this same information. Every vacant lot is to be inspected.

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lividual equipment for sleeping and clothing and the highest sanitary conditions are maintained.

There are two trained nursery school teachers in charge, directing the activities and supervising the free play.

The fees are \$2,50 per week or \$10.00 per month. Any parent interested

may call at the Administration Building to see

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COMMUNITY MEETING THURSDAY TO DISCUSS CHRISTMAS PLANS

A meeting of the Maple Grove Park Tenants' Association will be held at the Community Building next Thursday night, December 7th, at 8 o'clock. A mumber of matters relative to the Project will be discussed. All tenants are asked to make a special effort to be present.

The idea of a Community Christmas tree will be discussed, also the possibility of a dance later this month. If you have any ideas relative to either or any additional for the betternent of Maple Grove, bring then along.

If you have not been part of the "rare" crowd attending the past two meetings, "let yourself go" to the one next Thursday night: "New-comers", this is for you too; Attend, get acquainted and enter into the spirit of

the Community. It's all "informal", lots of fun, and group singing with Mrs Lydia Davis leading. Let's make Christmas "Right" in Windhan? ? Comin' Out ? ? ? ? ?

MAINTENANCE MUST DRAIN PIPES IN EMPTY APARTMENTS

Harvey Weyner of the Maintenance Department is making a plea to temants who are moving from the Project to notify the Office the day you leave the Unit. This is necessary so that the pipes can be drained and precautions taken to prevent freezing and resultant damage. Even if you are not going to move the furniture or your personal belongings for a few days GIVE NOTICE so damage will not result.

This precaution should also be taken where the Tenants are going to be a say for just a few days and the Unit unheated, Harvoy advises that will proper attention there will be no frozen pipes this winter. If you have the water shut off while you are away it will be turned on again upon your return.

MEN'S CLUB TUESDAY NIGHT

Men's Club will neet Tucsday evening at 8 o'clock in the Community Duilding. There will be a brief business session conducted by the President, Bill Lester. A "dutch lunch" will be served. All "men" are invited.

HEALTH AND SOCIAL AGENCIES

AVAILABLE DECEMBER 4th. Mr Lawrense F Kettell, Housing Manager, announces the following schedule of the Portage County Houncil of Health and Social Agencies available for service effective December 4th, 1944. Monday A M - Case worker for Bureau

of Public Assistance. Mrs Lelia Myers, Director. Tuesday A M - Juvenile Court Repre-

sentative, Judge McClellan, Director. Wednesday P M - Field Representative for Local Chapter of American Red Cross, Mrs Glagys Smith, Home Service Secretary. Thursday P M -- Miss Whealan of Catholic

Charities Bureau.

Friday P M - Mrs Susie Rapp of Portage County Relief Commission.

Interviews will be conducted in the Community Buildings

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COOKING GAS SITUATION REACHES ACUTE POINT

Are you "cooking with gas" ? ? You better "had-be" and "cooking" exclusively, for the gas shortage in Maple Grove Park is definitely serious. Last Monday the gas allotted the Project for the month of JANUARY was COMPLETELY CONE. so TUESDAY we gtarted on the supply allotted for FEBRUARY. TODAY is DECEMBER FIRST! - So what?? ?

IF the consumption continues at the present rate we will be without gas for cooking within the next few months. This is serious and despite efforts on the part of Larry Kettell no additional gas is now nor is expected, to be available. A certain amount was given Maple Grove for a set period --- it either must

last or we will ALL pay the consequences. Persons contributing to the shortage are tenants who have in the past. and are now continuing heating their Unit with gas from the cooking stove. The supply does not warrant excessive use, so let's all do our part to conserve and thus continue the Service. You can cure our gas pains; If you don't wanna, they'll develop into painful indigestion from that diet of cold meals in the gas-less future;

* * *

REMINDING YOU of the Runnage Sale December 4th & 5th, Scrvicemen's Wives.