

SAN FRANCISCO CHRONICLE, 1969

Background Guide

Director: Jacqueline Ovsenek

ABSTRACT: Another day, another issue of the San Francisco Chronicle. The 1960s proved to be one of the most newsworthy decades of all time, and there are plenty more news to report on as 1969 comes to a close. It's the summer and there's a lot coming up. Sure, television is taking up some of the entertainment market, and giving viewers immediacy, but people will still buy the paper, right? Keep the content fresh, the intrigue up, and do what it takes. Is all publicity good publicity?



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TABLE OF CONTENTS

DIRECTOR’S LETTER	3
NEWSPAPERS IN SAN FRANCISCO	3
THE INDUSTRY IN 1969.....	4
WHAT WAS HAPPENING IN 1969?	4
HOW DO NEWSPAPERS OPERATE?.....	6
COMMITTEE MECHANICS.....	6
BUDGET DEFAULT	7
CHARACTERS.....	7
EDITORS.....	7
ACCOUNTING AND MARKETING.....	8
JOURNALISTS (WRITERS AND INTERNS)	9
CARTOONIST	10
SECRETARIES	11
BIBLIOGRAPHY.....	11

Director's Letter

Hello Delegates,

I am very excited to meet you, albeit online, in November! I know this is not necessarily how anyone hoped SSICsim would take place this year, but at least it is taking place at all! I am sure most of you are better with technology than I am and I have no doubt that you will bring your tech savvy and creativity to this committee.

While all characters in this guide are fictional, we will be focusing on real events from 1969 and beyond, so make sure to familiarize yourselves with a few news stories from that era. This background guide provides an explanation of a few critical events from the 1960's, but all of them can be expanded further in your own research! I have also provided a brief guideline of how newspapers operate and how the committee will operate, but do not stress too much about understanding the inner workings of mass media, our committee will follow the Model UN conventions that you may or may not be used to depending on experience. I have made this committee novice friendly with a focus on individual and group creativity. Like all MUN's I am a part of, I endeavoured to make this committee as fun for you as possible. Overall, my main goal is for all of you to enjoy yourselves!

I am a fourth-year economics student at UofT and I am living in Toronto, but am originally from Vancouver. Outside of SSICsim, I am a learning assistant at the Economics Study Centre and play intramural soccer (although not this year for obvious reasons). I am a huge fan of reading, watching movies, and talking to people. Since this year has limited my social interaction, all of you should prepare for an extremely chatty director!

If anyone has questions, comments, or concerns, please email me anytime,
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Newspapers in San Francisco

To understand the newspaper industry, one must understand the competition. There were many newspapers operating in San Francisco in 1969. These papers had headquarters on what was known as Newspaper Avenue, with the two main papers being the San Francisco Chronicle and the San Francisco Examiner. The San Francisco Chronicle, however, had the most focus on Bay Area news. It covered San Francisco and the surrounding towns, including Vallejo and Salinas. The San Francisco Examiner was slightly older, founded in 1863 versus the Chronicle's 1865. The Examiner was owned by the Hearst corporation, a larger media conglomerate that purchased the newspaper in the 1880s after the pro-Slavery Examiner had been burned down in the aftermath of the Civil War. The Chronicle, on the other hand, was still family owned in 1969.



The Industry in 1969

The 1960's were a period of radical social and political change in America, and San Francisco specifically served as a prime example of such change through its acceptance of the evolving "hippie" ideology. Haight-Ashbury, a San Francisco neighbourhood, was the birthplace of hippie counterculture, which included free-love, civil rights, and general distrust of the establishment as some of its basic tenets. The strength of the hippie movement and associated social movements was due in large part to the large number of youths—the baby boomers—who were eager for political representation. Political involvement took the form of large-scale protests but did not necessarily involve interaction with the mainstream media. "Don't trust anyone over 30," was something of a motto for the galvanized young people, and this distrust spread to mainstream news sources as well.

Unsurprisingly, the rapid increase in television ownership during the Post-War economic boom revolutionized the interaction between people and the news they consumed. This trend became most evident in the aftermath of JFK's assassination, which was heavily televised. That said, the newspaper was not going extinct, and sales were not so bad that the industry was at risk of collapse. Instead, there was a rise in newspaper conglomeration. These industry pressures served as obstacles for many of the family owned newspapers in the United States, including the San Francisco Chronicle, which was still owned by the De Young family who founded the paper in 1865.

Sales, advertising revenue, and outmaneuvering the competition are necessary for newspaper survival, and it is the committee's job to keep this paper, the San Francisco Chronicle, afloat. Potential readers and advertisers will be attracted based on the stories and publicity of the paper, so keeping people entertained will be an important aspect of the committee. However, the importance of journalistic integrity is also paramount to the health of the Paper. Since the Muckrakers of the Gilded Age, journalists were known for hard-hitting, investigative exposés, or at least, that was the popular image of the journalist. For some background, Muckrakers, such as Ida Tarbell, were best known for their undercover investigative pieces. These articles informed the public of the issues surrounding America's industrial revolution; one of the main topics covered was child labour in American factories. Journalists, however, are not the only members of the newspaper team. From the editors, to the cartoonist, and to the secretaries, everyone has an important role in getting the paper off the floor and into circulation.

What was happening in 1969?

The Chronicle needs to hold broad appeal in order to keep the public's attention. Thus, an understanding of the culture of 1969 is required for demographic targeting. From major news making headlines, all the way to movie reviews, people expect their newspapers to deliver the information. The Chronicle should be number one in the minds' of consumers when it comes to getting the scoop.

The Cold War's temperature had fluctuated during the 1960's, starting with the hot Cuban Missile Crisis and moving into the colder Space Race. The Soviets launched the first satellite into Space, Sputnik I, in 1957, and throughout the 60's continued to launch satellites, animals, and people into Space. The Americans were keen to keep up in the Space Race, and on July 20th, 1969 the Apollo 11 landed on the Moon. "One small step for man," became a rallying cry for Americans, who felt they won the Space Race. The Moon Landing was another highly publicized event. It was the largest television event in history when it occurred, thus furthering the intimate relationship between television and the



American public. The newspapers covered the moon landing as well, with the American flag's raising on the moon serving as the central image.

It is also impossible to discuss the 1960's, and more specifically 1969, without talking about Vietnam and the repercussions of the War at home. The War's escalation began under President Lyndon Johnson with the Gulf of Tonkin Incident in 1964. Further human rights catastrophes and massacres occurred during the Vietnam War and were brought to light by American journalists overseas. In many ways, the media focus of the War on American screens changed the way Americans viewed their government and their military.

The War became an important issue for protests across America, especially in universities, with people chanting "hey, hey, LBJ, how many kids did you kill today?" This cry epitomized the anti-War movement and reaffirmed the idea of governmental responsibility, or irresponsibility, in foreign affairs. While LBJ did not run for office in 1968, the democratic nominee, Hubert Humphrey, could not beat Richard Nixon. Nixon capitalized on a group he called "the silent majority," a group that he rightly assumed was large enough to win the election. The "silent majority" denotes those Americans who were not active in the social movements of the 1960's, or at least, a political middle ground that Nixon attempted to capitalize on. At the time, this group consisted of elder, mostly white Americans. They saw the social upheaval as a threat to America's roots. Their politics proved very different from their children's, although Nixon may not have won had the political scene of America not changed so drastically in 1968.

The deaths of Martin Luther King Jr. and Bobby Kennedy rattled the young people who saw them as the only way forward. Bobby Kennedy was shot after winning the California Primary for the Democratic Party. MLK Jr. was shot outside his hotel room. Both of their deaths in 1968 left a huge crater in social morale among young people and communities of colour. Nixon was the shift away from the revolution of the 1960's, and while the movement did not die immediately, it certainly lost a lot of momentum. Also, in New York, The Stonewall Uprising took place and was a major conflict between the LGBTQ community and the New York Police Department. These riots were a pivotal moment in the American Gay Rights movement.

In entertainment news, Disney's "The Love Bug," hit the silver screen in 1968 and was extremely popular. Apparently, movies about sentient Volkswagen Beetles held broad appeal. A few months later, Yoko Ono and John Lennon protested with their "Bed-In" in March and May of 1969. The Rolling Stones held a free concert in Hyde Park and the Woodstock Music Festival was scheduled for mid-August. The most famous musical acts of the day played the Woodstock stage.

The Committee

Additionally, newspaper advertisements are a major source of revenue. The committee will need to navigate the newspaper industry, respecting ethical standards and using advertising in order to survive. This committee begins the morning of August 1st, 1969 before the afternoon issue is released. Final additions to the paper must be made and all articles are awaiting approval.



How do newspapers operate?

The newspaper as a business includes many employees and stages of production before a physical paper is created. Each member of the team is essential in making sure the paper operates smoothly and efficiently to hit deadlines and release a paper each day.

The San Francisco Chronicle is a morning daily paper, meaning that it is circulated everyday and stories are finalized around midnight so that the paper can hit the newsstands by the time people's daily commute begins. The Examiner and the Chronicle experienced extreme competition as the two daily papers in the area, until they agreed that the Chronicle would be the main morning daily, and the afternoon daily publications would fall to the Examiner. For the purposes of this committee, the San Francisco Chronicle will run both a morning daily and an afternoon daily, alongside the Examiner, with the afternoon daily being finalized in the late morning for distribution around lunchtime. Of course, our committee will be operating with a different timeline. The publishing deadlines will be made clear at the beginning of each session, but delegates can expect a two paper a day quota for Friday and Saturday.

At the top of the newspaper industry food chain are the editors. The paper's editors determine what stories get picked for printing. However, the printing process is still a very collaborative effort with daily meetings to finalize papers among the upper staff. The staff will also be involved in budget meetings to determine advertisers, advertising slots, and their own marketing campaigns. Budget meetings can occur between newspaper departments, however, for this committee most of the major advertising decisions will be made by the marketing team in collaboration with the rest of the committee.

The glitz and glamour of reporting also varies day-to-day. In most cases, only the front page of the newspaper and recent sports sections will be done close to the publication deadlines. Many stories are planned weeks in advance, especially special investigative pieces. Investigative pieces must be approved by the editors, although there are cases of rogue reporting. The advice columns, cartoons, and general stories are often planned to be printed in the largest issue of the week: the Sunday paper. The Sunday paper will be worked on during the final committee sessions.

Cohesion among the publication team is key. We do not want infighting when there is already so much competition in the printing world. That said, if you want to stand out, you must make yourself stand out. Anyone can pitch a story to the editor, but not everyone can write it. Character traits and job responsibilities will be outlined for each delegate. Our committee's first session will be the morning of **August 1st, 1969**.

Committee Mechanics

This committee will operate under deadlines detailed at the beginning of each session. Papers will be worked on as a group, and voted upon as if they were public directives. Further, budgeting will be a public concern for the group to address as well. That said, there are plenty of ways that private directives can have an impact in this committee depending on how delegates choose to use them. Characters will have specific skills and responsibilities, but each character will be free to branch out from their designated role because everyone wants to fight their way to the top.

Budgeting will also be involved in this committee. Each paper has a total cost of \$3500 for print and distribution (and the Sunday paper has a \$5000 budget). Journalists will not have their own pocket money or transport money. So, if any investigative journalism occurs that requires journalists to travel or purchase anything, the head of accounting must be informed.



Budget Default

Cartoon - \$100

Entertainment - \$350

Ask Amy - \$100

Sports - \$150

Finance - \$200

Local Politics - \$200

International Events - \$300

Investigative Pieces - \$400

Chronicle Marketing - \$300

Printing and Distribution - \$1000

Characters

(all characters are fictional, so make sure you're researching the role/current events)

Remember, these character bios are a guideline for you. Since all of these “people” are fictional creations, I am leaving a lot of specifics up to you! Get creative!

Editors

Harold Allen

Harold Allen is the most senior editor of the San Francisco Chronicle. His reputation has afforded him a degree of deference from each of his employees. He started as a paperboy and worked his way to the top. His success has not bred complacency; he has seen the cutthroat world of journalism and maintains what he considers a healthy level of paranoia surrounding his position. “Heavy is the head that wears the crown,” and heavier yet is the head of the newspaper. Due to his status on committee, the delegate’s vote will count as three votes. Additionally, Allen holds veto power for any inclusion in the Sunday edition.

Jeffrey Stevens

Jeffrey Stevens is Harold Allen’s protege, although Jeffrey wishes Harold trusted him a bit more with the big decisions. He went to Brown for journalism, and does not want anyone to forget it. Stevens is still young, with his rise to power taking very little time. Superior connections, and a gift for networking with corporate higher-ups propelled him forward, but he is still the least experienced editor. Eager to prove himself, Stevens also wants to showcase his writing ability. As one of the three editors, Stevens can decide what story gets to be the headliner for the morning edition of the Chronicle.



Christine Maxwell

Christine Maxwell is the only female editor of the Chronicle, a fact she hopes to change. Some of her colleagues consider her a radical feminist, and she agrees with them. Some readers and workers alike decried her promotion to editor as a cheap ploy to broaden their social appeal; Christine is here to prove those people wrong and improve advancement opportunities for women in journalism. As an editor, Christine chooses certain planned assignments for the journalists to cover, so it is best that they get on her good side.

Accounting and marketing

Jim Jennings

Head of accounting, Jim Jennings needs to make sure this paper stays afloat financially. He does not think that the journalists appreciate the value of a dollar, and in some cases he is right. Expense reports are up, sales are down, and there is no room to make mistakes. Jim works closely with Michael Lee, head of marketing, and feels that members of their departments are the only ones that truly know how difficult it is to run a newspaper. Maybe they can cut costs without compromising quality; downsizing has some definite benefits. As head of accounting, Jennings must approve extra funding for investigative pieces.

Michael Lee

Head of Marketing, Michael Lee wants to make the Chronicle the most admired paper on the west coast, from both a readership and advertiser standpoint. If an advertiser is willing to pay, Michael is willing to give them ad space; no matter the brand. Ad revenue is a huge source of income for the paper, and the paper is Michael Lee's only source of income. To attract advertisers, you need to dress first class and network. Thankfully, he works closely with Jim Jennings, head of accounting. What is good for the Chronicle's interest, better be good for Mike's. As head of marketing, Lee determines which advertisers get the best space and is the official middleman between the Chronicle and outside corporations.

Bridget Fontaine

Bridget works in the marketing department. Unlike Michael, her job mainly includes advertising the Chronicle to potential buyers and distributors. With the competitive sales race between the Chronicle and the Examiner, Bridget needs to make sure she is bringing her A-game. While the rest of the team is scared of the television industry, Bridget sees opportunity both for expansion of the Chronicle's brand, and for her own future career. TV looks like it might be where the money is for the future of the paper. As a member of the marketing team, Bridget works on ad campaigns and other marketing ploys to attract consumers.

Neil Smith

Neil works in the Accounting department, payroll to be specific. Everyone says he has it easy, but with a large staff the paperwork piles up. It is even worse considering Neil has his own hobbies, including writing his debut novel. If any of the editors could just support his writing, he might have an entry into the fiction market. But until that happens, he will keep signing cheques. As a member of the accounting department, alongside signing cheques, Smith has access to financial records and is in charge of creating payable accounts.

Journalists (writers and interns)

Robert Daniels

Robert Daniels feels he should have won a Pulitzer Prize for a story that he wrote on an unspecified subject, a subject the public just was not ready for. These are his words, but no one can confirm nor deny them. He has got a chip on his shoulder when it comes to dealing with the editors. He does not want to be spoon fed his story, he wants to investigate it on his own. Unfortunately, it's hard to keep a job when you do not listen to your bosses. So, investigation might have to take a backseat.

Janet Gomez

Janet Gomez got into journalism because of her hero, Ida Tarbell. She exposed American factory conditions and left a huge impression on the journalism world. Unfortunately, being in charge of Vallejo news does not often provide interesting stories. She has been at the Chronicle for a year, and in that time she has written about five fruit festivals, one murder, and a few local political squabbles. Criminal investigative journalism is her dream, but the chances of Vallejo's criminal activity increasing are low.

Ralph Gordon

Ralph Gordon is the Chronicle's sports writer. Sure, neither the 49'ers nor the Giants did particularly well this year, and readership is down, but that's not Ralph's fault. He prefers college sports anyway, since he was MVP of his college football team (a team that lost nearly every game, but MVP is MVP). Ralph just needs people to read the sports section regardless of team quality, which might mean expanding his story base. Game summaries are easy to write, but maybe there is more to be discussed.

Leslie Cole

Leslie Cole is hardworking, persistent, and just a bit too "by the book," for many of her peers. Yes, her writing is competent, but it does not bring audiences to the edge of their seats. Stuck in a "the chicken and the egg" situation, editors generally give her the stories that put people to sleep: interviews with low-level local politicians, city council meetings, and the occasional story on construction-caused traffic delays. Is her writing boring, or is it her subjects? She's sure it is the latter and she is just waiting to prove it.

Harold Spinner

"Ask Amy," is not Amy at the Chronicle, it's Harold. The advice column needs someone with poise, tact, and a comforting touch. Harold may not be fully sufficient in these areas, but his column is not that popular anyway. The Examiner's "Ask Stacy," is the talk of the town and Harold is worried they will not keep him around. He just needs to better empathize with the people who write him, or, he needs to find someone whose words he can use, whichever comes first. It would help if the issues people wrote about had more pizzazz.

Bradley Morris

International news is also part of the Chronicle's paper, and that is where Bradley Morris comes in. Events outside of the United States are his niche, especially with his double major in International Relations and Journalism. He does not get it all, Vietnam War stories are pretty evenly divided, but back



in the early days of Kennedy's Presidency, Morris lived his glory days. All people wanted to read about was the Soviets and their allies, and while that still is important, it seems domestic strife is more in vogue. Maybe there is something brewing out there, or at least enough brewing for a good story.

Rita Corso

Movies, music, television! The entertainment industry in America is growing rapidly and where would the Chronicle be without its resident Critic Rita Corso. She is here to share her opinions, even the ones no one wants to hear. It's easy to bash the latest film release, or praise new music, but Rita has her heart set on social commentary. Critics can critique anything and Rita has never been one to keep quiet. Corporate says to keep her section light and fluffy for readers; how can she with so much going on? Media is a reflection of current culture, and shouldn't that be fair to critique?

Sam Larson

How's the economy? Check the Chronicle's finance section written by Sam Larson. Stocks, bonds, and markets are his game. He gets heavy readership in downtown San Francisco and has garnered respect from many of the large banks and corporations. People tend to invest when he says it's worth investing; businesses would pay top dollar for Larson's endorsement, not that ethics or legalities would let him take that money. Although, it's been said that you are only guilty if you get caught.

Intern #1

Oh Intern #1, if only people would learn your name. Unfortunately, most people find it easier to point to you and then to the coffee machine to get their point across. There are some pros to being a nameless office face, but not when your goal is to be a famous journalist. That said, investigation can be easy when no one knows who you are, although it is hard to investigate when you are on the lunch run. It is always the people you do not expect.

Intern #2

You are only number two because they hired you after #1, so why does everyone treat it hierarchically? The lunch run looks like a dream compared to the filing room. Though, you do have access to old stories and excellent organizational skills. When you look at papers all day everyday hidden details can make themselves more apparent. Keep your eye on the prize: one day you could be Intern #1, maybe even just Intern, and then slow and steady they will learn your name.

Cartoonist

Rupert Jackson

Political cartoons are not just the bane of high school history students' existence, they're a snapshot of the political climate. Rupert Jackson draws politics, current events, celebrity news, whatever the people want. A cartoon can make even the worst situations into an opportunity for laughter. Maybe the cartoons' subjects do not always appreciate their depictions, but freedom of the press means freedom of satire. There is a fine line, and Rupert Jackson sure walks it.



Secretaries

Tina Blake

Being a secretary can be a thankless job. Taking phone calls, typing memos, and sorting office mail are just some of Tina's daily duties. Sometimes the editors get odd mail, exalting or decrying the content of the paper, sometimes the journalists get fan mail, but there is never any mail addressed to Tina. Secretaries stick together, and Tina knows they have more to offer the paper than just their secretarial skills. She is also the personal secretary of Harold Allen, and can request access to his personal directives.

Stacy Jones

Working all day and writing all night, Stacy never has a moment to herself. She keeps sending out potential story ideas to papers, but they see her name and discredit her work without even opening the envelopes. If only there were a way for the Chronicle to publish her work; that's the only reason she took this job in the first place. Her favourite author is George Elliot, you would think that would give her some ideas. Oh well, at least she has a supporter in Tina. Stacy is also the personal secretary of Jeffrey Stevens and Christine Maxwell, but she can only request the personal directives of one of them each session.

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