

# THE SEVENTIES:

## New Technologies, New Outlooks

The Seventies. It was a decade of computer technology in the printing industry, and The Post is heading into the 1980s by converting all the sections of the paper to cold type. In the early '70s advertisements were being set in cold type, and by the early '80s the entire contents of the paper will be set this way.

It was also the decade when more women entered the workforce, often in non-traditional jobs. For The Post, it meant the first women sports reporters, the first female machinist, the first woman crew chief in the Pressroom, the first female vice presidents.

These were the Watergate years, and the '70s witnessed the increasing awareness of the power of the press. And because it was Post reporters, namely Bob Woodward and Carl Bernstein, who uncovered and followed through on Watergate, The Post found itself in the limelight as it had never before.

We haven't listed all the important events of the decade, and we've included a few silly items to add perspective, hoping that they all add to your own memories of the '70s.



Katharine Graham, Johnny Becker and Molly Parker broke ground for the 15th Street building in 1970.

## 1970

On April 17 **KATHARINE GRAHAM**, then The Post's publisher, and the two half-century employees, chief telephone operator Molly Parker and printer Johnny Becker, break ground for the new Post building on 15th Street...The Post becomes one of the first newspapers in the country to name an ombudsman, **RICHARD HARWOOD**...In March circulation topped a half-million for the first time...**PHILIP GEYELIN**, then editor of the Editorial Page, wins the Pulitzer

Prize for the general excellence of his editorial writing...In May three giant supplement inserting machines are installed in the Mailroom, giving the mailers the capacity to put together a 13-section supplement package...The Library installs four Remington-Rand Lektriers, whose 12 shelves each replace a triple number of filing cabinets...Seventy percent of display advertising is produced by cold type.

(Continued on next page)

## 1971

On June 15 The Washington Post Company offered the sale of Class B common stock to the general public. Until then the stock had been privately owned...On June 18 The Post began publishing excerpts of the Pentagon Papers, containing information about the war in Vietnam...On June 30 the U.S. Supreme Court upheld the right of The Post and other newspapers to publish the Pentagon Papers...The Copy Service Department changes its name to Advertising Art...On April 6 the 15th Street building "topped out," when construction workers hoisted a steel beam to signify that they have reached the top of the new building...The first permanent identification cards are issued on April 15...**JIM HOAGLAND** is awarded the Pulitzer Prize for his coverage of the struggle against apartheid in the Republic of South Africa...The old PBX telephone switchboard is replaced by the more modern Centrex system, enabling employees to receive incoming calls directly...On August 3 **HOWARD SIMONS** is named managing editor.

## 1972

On September 24 Post employees and their families are treated to an open house in the new building, and The Post's official address changes to 1150 15th Street, NW...The Post's news staff begins its coverage of the Watergate case which eventually contributed to the resignation of Richard M. Nixon as president...A bicycle rack is installed in the parking garage...The Post's Book World is no longer published jointly with The Chicago Tribune...A TTY machine, similar to a teletype, is installed in the Composing Room for use by deaf members of the staff...On January 25 the first of the new presses installed in the 15th Street building starts running...The Gulf station at 14th and L Streets offers to Post employees a 3 cents a gallon discount on gas.

## 1973

**KATHARINE GRAHAM** is elected chairman of the board and chief executive officer of The Washington Post Company, while continuing as publisher...In September the Writers Group is formed to syndicate articles and publish books...**DAVID BRODER** wins the Pulitzer Prize for distinguished commentary...The Washington Post is awarded a Pulitzer for meritorious public service for its investigation of the Watergate case...Newsprint is in tight supply...Classified Advertising reaches two million lines for the first time.

## 1974

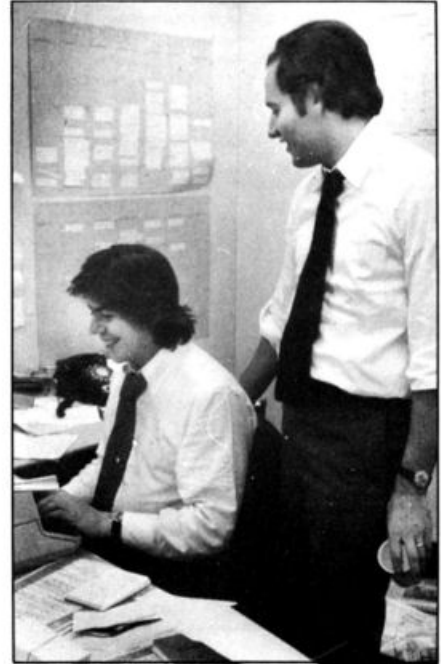
On March 8 The Post purchases WTIC-TV in Hartford, which later changed to WFSB in honor of former chairman of the board, **FRITZ BEEBE**...And on October 15 The Trenton (N.J.) Times was bought by The Post.

## 1975

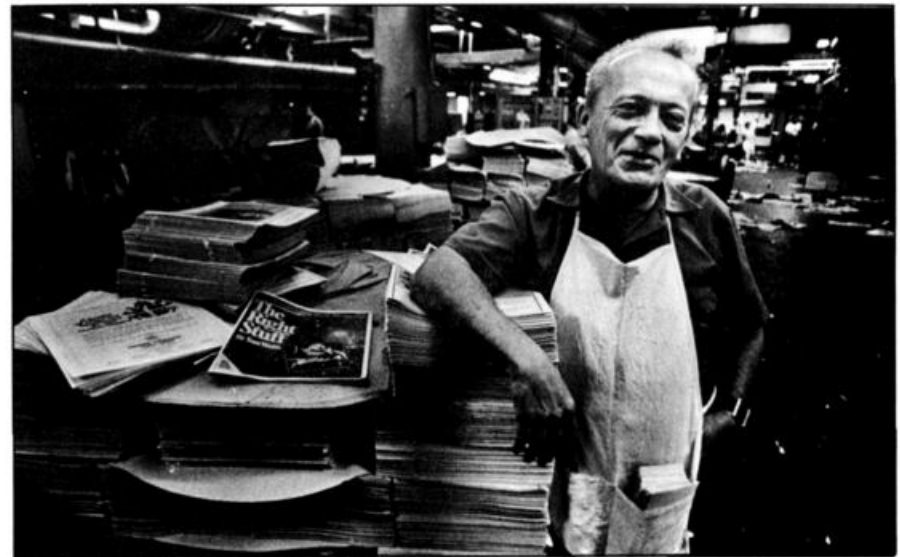
The Post launches three new weekly zoned sections, the Maryland, District and Virginia Weeklies...The first Video Display Terminals are installed, and the decision to eventually go cold type is made...In October the press operators strike and the conflict is not resolved until February of the following year...**MATTHEW LEWIS** wins the Pulitzer Prize for feature photography, both in color and black and white.



In 1971 the phone system changed from the PBX to the Centrex switchboard.



Woodward and Bernstein.



In 1973 the Mailroom received the first of its new inserting machines, which can put together a 13-section supplement package.



## 1976

After working at The Post in various editorial, production and executive capacities, **DONALD GRAHAM** is appointed executive vice president and general manager of the newspaper...Sports II becomes the first section to be printed in cold type...Style's **ALAN KRIEGSMAN** is awarded the Pulitzer for his critical writing about the dance.

## 1977

On December 6 The Washington Post celebrates its Centennial Year...During the summer Post employees and their families attend a 100th birthday party...Also on December 6 all Post employees have their names published in the paper...Potomac Magazine changes its name to The Washington Post Magazine...A new Friday tabloid section, Weekend, is published...An attitude survey is conducted to gauge employees' attitudes about working at The Post...**MARK MEAGHER** is named president of The Post Company...In November The Post announces the sale of its one remaining radio station, WTOP-AM...**WILLIAM MacPHERSON** wins the Pulitzer Prize for distinguished criticism, the first awarded for book criticism.

## 1978

In October carpenters and electricians begin work in the Newsroom to prepare for the Newsroomwide Raytheon VDTs and to create more work space...The Everett (Wash.) Herald is purchased by The Post...An agreement to participate in a limited partnership with Dow Jones & Company and the Bato Company, Inc. to construct and operate a newsprint mill near Richmond is reached... In July The Post exchanged WTOP-TV in Washington for WDIV-TV in Detroit...**MEG GREENFIELD** is awarded the Pulitzer Prize for editorial writing... After a harrowing night on an airport runway in Guyana, foreign correspondent **CHARLES KRAUSE** returns to Jonestown as the only reporter allowed into the Jonestown compound, where 900 persons took their lives...The Centrex telephone system is converted to a computerized Electronic Switching System, and The Post's phone prefix changes from 223 to 334.

## 1979

On January 10 **DONALD GRAHAM** succeeds his mother as the publisher of The Washington Post...As part of the Expansion Project, a Fairfax County site is being evaluated for the location of the satellite plant, which will house three new offset presses...In May construction of the satellite plant begins...**HERBLOCK** wins the Pulitzer Prize for his editorial cartoons...A new Post cartoon called "Dupont Circle" appears in the paper in September...Style begins publishing two new sections, Sunday Food and Style Plus, and Sports initiates a Sunday feature page, Page Four Sports...In the summer the thermostats are set up to 78 degrees...In the winter they're set back to 65... **TOM FERGUSON** comes to The Post as president and general manager of the news paper.



The linotype machines produce slugs of type for the hot type printing process; in the 1980s the entire paper will produced by cold type.



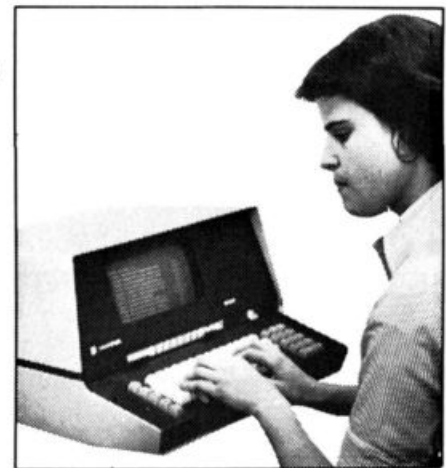
At the 1977 Centennial birthday party — Painter Pete Conto and his wife, Norma.



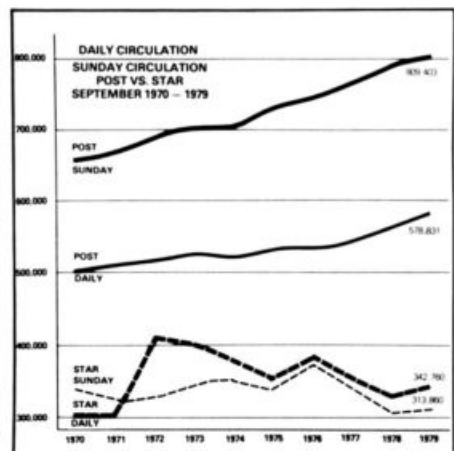
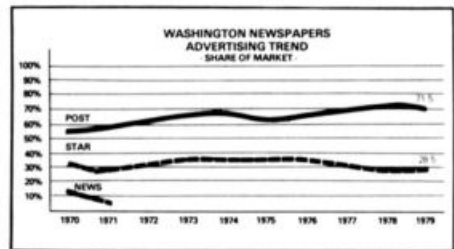
Donald Graham succeeded his mother, Katharine, as publisher of The Washington Post on January 10, 1979.



The Newsroom before the renovation.



The electronic newsroom.



## POST SCRIPTS

### THANKS FOR THE BREAD —

This year's food and clothing drive for Bread for the City was tremendously successful because of the generosity shown by the people at The Post. Thanks to all who donated to the drive.



Deloris and **KEN BURGESS** glance at the retirement card made for him by his colleagues in the News Art Department



AME/Photo **MATT LEWIS**, and the Heiberger family: Marge, Patty, Joe and Ricky.

**RETIREMENTS** — They said nothing could surprise photographer **JOE HEIBERGER**; he'd been around newspapers too long. But a phony photo assignment the day before he retired did just that. Heiberger was to take pictures at the Jefferson Hotel of a Colonel Robert Obasanju from Nigeria -- actually an actor from The Rep. He took the shots, and at the end of the session the colonel brought him into the adjoining suite to "meet some young ladies" from his country. Heiberger was surprised to find, instead, almost the entire photo department, which had planned the ruse. That night a large crowd gathered on the ninth floor to wish Heiberger, who came to The Post from The Times-Herald over 40 years ago, well in his retirement. On the same night another Post employe retired; news artist **KEN BURGESS**, who has been with The Post for 26 years. News Art director **ROBERT BARKIN** said of Burgess: "He's the kind of person you just don't replace. He's a rare individual who not only worked hard, but who really cared about his work."

### MAILROOM BASKETBALL

— Ten members of a Mailroom basketball team won a trophy for their 10-2 record in the Montgomery County Recreational League. They went all the way to the finals, and were named the runners-up.

Pictured are: **CLARENCE WISE**, front; from left to right, **REGGIE TAYLOR**, **HARRISON DAVIS**, **PETE LEE**, **NORMAN MANN**, **WILLIE ARMSTRONG**, **MILTON ARMSTRONG**, **DANNY JENKINS**, **MIKE RICK** and **CURTIS WASHINGTON**.



**JERRE LOWE** and Madeline and **FRANCIS REIDY**.

**REIDY'S RETIREMENT** — A huge crowd of well-wishers from a number of departments wished Engraving general foreman **FRANCIS REIDY** well in his retirement last week at a party on the ninth floor. Reidy, who has been affiliated with The Post since 1937, was also roasted by some of his colleagues -- **BOB MOE**, manager of commissioned sales; **NORMAN BAER**, a retired machinist; and **DAVE PEEBLES**, production planning manager. Baer jokingly gave tribute to Reidy by saying: "He's a master of his trade. And he's a master of mine." Reidy, who underwent heart surgery last March, warmly thanked **JERRE LOWE** for taking over in his absence, and also thanked all the people who worked with him for "making my job much easier."



**HARRY AND THE DWARFS** — Hoping that dwarf Sneezy doesn't live up to his name, photographer **HARRY NALTCHAYAN** tweaks Sneezy's nose at the opening night of the Kennedy Center's "Snow White and the Seven Dwarfs." The Post photographer was captured by the Kennedy Center photographer, Jack Buxbaum, husband of Metro's **RITA BUXBAUM**.

## RECREATION ASSOCIATION NEWS

**BULLETS BASKETBALL** — Get your tickets now for the January 9th match between the Bullets and the Los Angeles Lakers. Through the Recreation Association \$7.50 tickets can be purchased for \$5.00. Gametime is 8:05. Tickets are available to association members and their families.

**SMALL CAR PARKING**—Two spaces available, rear of 1525 P Street. \$25 per month. Call Al Cohen at x7834 or NO7-5803

**TRUCK**—1977 Chevy four-door pickup with crew cab. Beige, 49,000 miles. Superb condition. W/camper shell. Dual rear tires; high suspension. Paid \$8,600; asking \$6,950. Call Wayne at x7040 or 736-2350.

**OLD ENGLISH SHEPDOG**—AKC, 18½ months old, female, spayed, very well trained, \$170. Call Jay or Percy, 232-7998.

## MARKETPLACE

**SHORT WAVE RADIO**—With antenna. Ancient Hallicrafters. S-108. Good long-range reception. \$100 firm. Call David at 234-5372.

**FUDGE**—Robert's homemade fudge on order. See Bill Roberts, x7798 in Composing.

**ATTACHE CASE**—Handsome brown hard case with two compartments. American Tourister. Sturdy lock. \$45. Also, living Russian records, \$10. Call Diane at x7987.

**RIDE NEEDED**—From University of Maryland, Wednesday and Thursday nights, 9:30 p.m., into Northwest Washington (near Post). Starting Wednesday, January 16. Call Diane at x7987.

**TIRES**—Two new polyglass belted tires. No rims. 695-15s. \$30 each or best offer. Contact V. Stewart at 931-6891.

**What would you like to read about in Shop Talk? Your suggestions and ideas are always welcome. Editor Camille Recchia x6803.**