

Tv system is poor Reporters frisked at Sirhan's trial

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LOS ANGELES

The most striking aspect of the news coverage at the opening of Sirhan Bishara Sirhan's murder trial (January 7) was the unprecedented search of the reporters not only at the main courtroom but even before entering the auxiliary courtroom with closed circuit television.

Pale blue badges had been issued to the 37 members of the news media admitted to the 8th floor courtroom in the Hall of Justice where the 24-year-old Jordanian immigrant is being tried for the slaying of Senator Robert F. Kennedy. Pink passes admitted 40 other reporters to the 4th floor tv room.

With the spectre of what happened to Lee Harvey Oswald in Dallas hovering over the proceedings, each newsman underwent a thorough shake-down after being admitted past the steel door leading to the corridor outside the courtroom.

Men emptied everything in their pockets and then were frisked and gone over with a metal detector which picked up a stray dime in one man's pocket.

The women were searched by two female deputies in a separate anteroom. They had to leave their purses and pick them up again when they left.

Rules relaxed

Once inside the actual courtroom, the regulations of Superior Court Judge Herbert V. Walker were fairly relaxed. Newsmen were permitted to leave their seats at any time and go out to the corridor where a bank of telephones was installed—some direct lines such as the UPI phone to the Los Angeles bureau plus six pay telephones.

If a newsman left the security area entirely, he had to go through a complete search again before re-entering. That will be true throughout the trial.

In the much larger auxiliary court there was a similar search. No electronic devices or cameras were permitted in the room. Deputies were on the lookout for any device by which the televised trial proceedings might be recorded or rebroadcast. Both are forbidden. Newsmen's cigarette lighters were opened. One man's transistor radio was taken.

There were three monitor screens about the size of a console tv set in front of the 80 seats. Los Angeles County officials had provided space for 80 newsmen in the television room, but only half that number used their credentials on opening day.

The screens were hazy and it was difficult to recognize the principals in the trial. The wide angle television camera, planted in an air conditioner in the courtroom, presented a picture whose dimensions and angle never carried. It was at the opposite corner of the room from Sirhan's seat, and he was often blocked from view by his husky guards and the attorneys involved in the case.

Another complaint was that the placement of the camera apparently will prevent the tele-

vision reporters from seeing the jury after it is selected.

The closed circuit audio, however, was excellent with a microphone installed at the tables for the attorneys and on the judge's bench and it was possible to follow the somewhat complicated legal arguments. It even picked up the words of defense attorney Grant Cooper in a conversation at a telephone on the counsel table.

The seating arrangements were worked out by Judge Walker in cooperation with the Freedom of Information Committee in Los Angeles and the actual distribution of passes by coordinator of courts Harold Frediani.

If a reporter got in the main courtroom, it was fine but there were a number of dissatisfied newsmen in the tv room. One of the most dissatisfied was Theo Wilson, of the *New York News*, who did not immediately receive an admission pass to the main courtroom. After vigorous protesting she won a seat in court the second day.

Frediani estimated that applications for credentials had been received from approximately 150 newsmen, many of them from overseas.

News of the World

Carr, Murdoch beat Pergamon's takeover

LONDON

Shareholders of News of the World Organisation voted this week to go along with a new plan for management rather than allow Robert Maxwell, Labor Party member of Parliament, to succeed in a generous takeover bid.

In a complex financial arrangement, Rupert Murdoch, the 37-year-old publishing tycoon from Australia, will become managing director of the \$100 million London-based firm and his News Ltd. will own about 5 million shares, a little more than one-third of the voting stock in the company that publishes the sexy, sensational weekly with 6.3 million circulation.

Sir William Carr remains as chairman. His father and grandfather held that post before him, since the paper was founded.

Rupert Murdoch has developed an empire that includes the *Sydney Mirror* and newspapers in Perth, Adelaide, Melbourne and Brisbane.

He moved into the London scene in a quick move to head

off Pergamon Press, the Maxwell publishing house, when it offered a substantial price for shares of News of the World. Murdoch's plan for injecting capital resources of his Australian enterprises into News of the World improved Sir William's efforts at buying shares on the market at less than the \$6.25 price offered by Maxwell.

Pergamon's chief income is derived from encyclopedias. A native of Czechoslovakia (born Jan Lydwig Hoch), Maxwell picked up some ideas about publishing from Axel Springer in Germany and came to England in 1940. The American wing of Pergamon Press is about to occupy a Tudor-style building which was the clubhouse for a country club in Westchester County.

News of the World is more than a newspaper. The parent company owns a golf course, operates a public advice bureau, a commercial printing plant and an electronics factory that has a large overseas business.

Fact picture gives way to the creative

Going back 3900 years to the time of the Middle Kingdom of Egypt, Stephen T. Sohmer, creative director at the Bureau of Advertising, ANPA, showed a dozen advertising agency presidents and some 100 of their art and copy people that little is new in newspaper art techniques.

The double screen slide showing with Sohmer's narration gave examples of modern adaptations of classic art, typography and design techniques. It also exposed several original approaches in advertising that have come from improved reproduction facilities within newspaper printing plants.

In introducing the Bureau presentation at the Four Seasons restaurant, Jack Kauffman, president and chief executive officer at the BoA, said, "In selling advertisements in newspapers, we've been noticing, more and more, a trend away from an interest in facts and figures, and a greater interest in how to use the medium from a creative standpoint. Spark an idea and you've made a sale.

"We have a vital stake in seeing the medium used in fresh, exciting, creative ways, and we think our presentation makes a contribution toward that end."

Sohmer referred to the time of the Middle Kingdom of Egypt to illustrate the astonishing evolution women have undergone over the centuries, culminating in what Sohmer termed today's "architectural woman," which he described in terms of the way her face and form are rendered in modern illustration. He noted that this consists of simple, dominant elements, with much less detail than in earlier modes.

"I believe," Sohmer said, "that the type of artwork newspapers reproduce best is exactly the type of art that is most contemporary today."

Generating startling contrasts in black and white art work is not so often a new direction as a renaissance of past styles which lend themselves particularly well to modern newspaper reproduction, Sohmer suggested.

Taking as another example, Henri de Toulouse-Lautrec, Sohmer showed how the simple, powerful sketch line developed by the French painter has evolved into today's so-called "poster" technique, which has been skillfully adapted in newspaper ROP color.