Savannah Morning News and Evening Press

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A terminal project submitted to the Faculty of the College of Architecture, Clemson University, in partial fulfillment of the requirements for the degree of Master of Architecture.

Jonathon E. Booth
May, 1981

Approved:

[Signature]
Committee member

[Signature]
Committee chairman

[Signature]
Major advisor

[Signature]
Head, Department of Architectural studies

[Signature]
Dean, College of Architecture
To my grandmother, Eleanor B. Edgar, whose perseverance and optimism strengthens a family.

I'd like to thank the members of my committee, particularly Professor Lee and Colonel Webb, for asking the tough questions.

The people of the Savannah News-Press, especially Mr. Wally Davis and Ms. Shannon Lowry, were generous with their help throughout. Mr. Herbert Brito of the Savannah Metropolitan Planning Commission and Ms. Velda Hughes of the Greenville News were indispensable to this project.

Special thanks go to Fletcher MacNeill, Don Rogers and Margo Stivers for bringing it all together.
INTRODUCTION

From Jacksonville to Charleston, The Savannah Morning News and Evening Press has long been the leading newspaper. Its current facility, however, will hardly meet the needs of the growing region. While certain historic buildings on its urban site call for adaptive reuse, an entirely new structure is required to house the everchanging newspaper processes.

Putting out a daily newspaper is an ongoing process coordinating diverse and talented people. The nature of their respective working spaces is equally specialized, ranging from plush executive offices to the industrial environment of the pressroom itself. The functional layout is critical in order to optimize efficiency and comfort, and ultimately to produce a better product.

"A newspaper inevitably reflects the character of its community."

Tom Wicker
(Wicker, p. 7)

The business of conveying news has changed tremendously in the last few decades, particularly with the development of the various telecommunications media. The traditional newspaper has adapted, meanwhile, to remain the primary vehicle for news and advertisements at its local level.

In this regard, the News-Press building must be especially sensitive to its Savannah context. It must become an integral part of one of the nation's first planned cities, and simultaneously reflect the progressive image of the news media.
HISTORY
NEWSPAPER and GOVERNMENT
NEWSPAPER and TELEVISION

NEWSPAPER INDUSTRY
HISTORY

This nation was founded largely by the will of the people to express themselves freely. Colonial attempts at newspaper publishing often met fiery ends, though. Such was the fate of Benjamin Harris' first 1690 editions, at the hand of Boston aristocrat Cotton Mather.

Benjamin Franklin was a newspaperman before all else. His editorials, penned "Silence Dogood", helped unify a fragmented society. Later, he helped draft the Constitution, whose very first amendment guarantees that there "shall be no law abridging Freedom of the Press".

But even in a society yearning for information, communications were sluggish. Word of the April 19, 1775 Battle of Lexington reached Philadelphia the 25th, Baltimore the 27th, and Charleston the 9th of May. The Revolution was six weeks old when The Savannah Gazette printed the story on May 31st.

The need for fast news spurred competition among early newspaper publishers. In the 1840's The New York Herald employed schooners to intercept incoming ships, giving them the jump on news from abroad. Soon other newspapers organized their own fleets.

In 1848, six New York papers consolidated their flotillas, and Associated Press was born. In 1906, a similar news gathering agency, United Press International, was established. Since that time AP and UPI have been in hour to hour competition to deliver dispatches that are accurate and objective and, above all, to get them their first.

Machine production of paper from wood pulp, developed in the 1830's, revolutionized the printing industry. Until that time the largest daily newspaper circulations numbered a few thousand. With the availability of cheap, abundant paper, circulations quickly multiplied.

At the close of the nineteenth century, immense "rotary" presses were replacing the primitive "flatbed" press. Mechanically spewing out thousands of copies per hour, the rotary
press and its many attendents required a new building environment. The basement print shop was replaced with the immense industrial pressroom.

Competition among newspapers shifted from the gathering, to the production, of news. As circulations increased in the urban areas, the newspaper itself became thicker and the production equipment more sophisticated. Only the largest enterprises survived.

This trend was dramatized again in the 1960's, when computerization of some processes realized economic feasibility. In 1962, New York City was served by seven dailies, but by 1974 four of these could not keep up with the technological retooling, coupled with rising energy costs. Some went under while others, such as The Herald and The Tribune, consolidated. Today, New Yorkers choose from two daily newspapers.

"With World War I the number of newspapers in the country began to decline until today there are 1750 papers, a drop of 30 percent."

(Stein, p. 21)

Consolidation has created tremendous press institutions, such as the Gannett Publishing Company, which owns forty-four newspapers. Some are awed by the fact that the ever increasing masses rely on fewer and fewer individuals for their information. Yet competition remains strong among individual newspapers.

As in any market environment, customer satisfaction limits the nature of the item produced. Drastic variations appeal only marginally. This accounts for the relative uniformity of the newspaper format. Furthermore, laws restricting libel, slander and invasion of privacy tend to homogenize the media.
NEWSPAPER AND GOVERNMENT

Both institutions powerfully influence society, and both rely on their credibility to do so. Theirs has been described as an "adversary relationship", and the entire society may suffer serious consequences when its press and government openly defy one another.

Throughout history public officials have been scorned by the press. Usually, they will vindicate themselves or retreat into obscurity. Occasionally, one will attempt to manipulate the press. In recent history, the father-like "Ike" and charismatic Kennedy enjoyed a generally benevolent press. But when President Nixon tried to block the press trouble started.

"When people are pounded night after night with that kind of frantic, hysterical reporting, it naturally shakes their confidence."

Richard Nixon
(Wicker, p. 16)

In 1971, The New York Times gained access to the "Pentagon Papers", detailing the extent of U.S. military involvement not only in Vietnam, but in Cambodia and Laos as well. President Nixon argued that the disclosure of such information would undermine "national security". In 1974, Nixon refused to make public the famous "Watergate tapes" with the same claim.

Inevitably, of course, the stories were printed. It's probable, though, that the descriptions of napalm bombing in Cambodia or "tbugging" in the Oval Office created no more public dissension than the initial attempts to suppress them.

When the adversary relationship develops into pitched battle, neither comes out unscathed. Today, both the press and government are viewed with some suspicion.
Perhaps nothing has changed the role of the newspaper as much as its rival, television. For immediacy and dramatic affect, no paper can compete with the TV. It brings parades, speeches and jungle warfare to our living rooms, live. Consequently, with its "front-page" role intercepted, the newspaper moved on to exploit other areas.

Newspapers are diversified to include features of interest to almost everyone. The News-Press, for example, has thirty-eight such departments, ranging from Art to Travel. Investigative and series reporting gives the newspaper an added dimension. Furthermore, the reader may pick up the paper at his convenience and clip out an article, advertisement or recipe for future reference.

"Newspapers are no longer the front-line medium for hot news. Their function now is to follow up the news with an analysis in depth of what it is all about."

(Wicker, p. 17)

The relative appeal of the various media may be judged in terms of the advertising revenues they attract. While television is the major client for national advertisers, a greater share of total advertising is done in newspapers (29%) than in TV and radio combined (20% and 7% respectively).

The newspaper's influence at the local level is reflected in a recent poll of city managers, 51% of whom indicate that the paper "highly influences" municipal affairs. Only 8% feel that television has similar impact. Twenty percent say TV's effect is "negligible", while none think of the newspaper's role in this manner.
HISTORY

In January of 1733, young James Oglethorpe and 114 of London's destitute sailed up the Savannah River to establish a debtor's asylum. He named England's thirteenth and southernmost colony for the reigning King George, and wasted no time in laying out its capitol city.

Quickly clearing the tall southern pine atop a bluff, he laid out four squares of 720 feet. At the center of each a second square was scribed, measuring 200 feet. Revolving around this interior square were four tithings of ten house lots each, and two pairs of freestanding lots known as "trust lots, which were reserved for public buildings.

"I fixed upon a healthy situation on about ten miles from the sea. The river here forms a half-moon, along the south side of which the banks are about forty foot high, and on top flat, which they call a bluff."

James Oglethorpe
(Bell, p. 3)

While it is generally conceded that Oglethorpe conceived this unique plan for Savannah, historians differ as to his source of inspiration. He may have been aware of some English town planning experiments in Northern Ireland from the seventeenth century. Or, as a military man Oglethorpe may have admired the gridded Roman camps.

Whatever the source, defense was certainly a concern. The settlement was subject to indian raids and the threat of Spanish invasion from the south. Small lots were compact and easy to defend, and women and livestock could seek refuge in the center square.

Savannah grew dutifully according to Oglethorpe's plan, until by 1856 it was an organic network of twenty-four squares. But by this time the reasoning of the square as a defensive
mechanism was long forgotten. It evolved into an urban walled by pedimented churches and banks, roofed with live oak and draped with Spanish moss.

Nineteenth century Savannah was truly a cosmopolitan city. Indeed, English and French vessels were as frequent to its port as American. In fact, it's said the smooth rocks that pave the riverfront were ballast from English ships, which undoubtedly were sent home with cotton for their ravenous textile mills.

Surely such stone is foreign to Georgia. Savannah grew almost strictly from southern pine, though following the tremendous fires of 1796 and 1820 brick was encouraged. The local clay served admirably for this, while another masonry construction, "tabby" stucco, was made from crushed oyster shells and lime.

Many fine architects were attracted to Savannah at one time or another. William Jay, William Strickland and John Norris are all represented here. Foreign styles were imported also, so Savannah never really developed its own architectural vernacular.

Savannah's fortunes dissipated with the Civil War, never quite to be regained. Luckily, General Sherman found the city to be so lovely he spared it the torch.
PHYSICAL

Savannah is a major industrial port located 160 miles northeast of Jacksonville, 110 miles southwest of Charleston and 175 miles southeast of Macon. The completion of interstates 16 and 95 within the last six years has brought these cities within three hours of Savannah.

Georgia's second largest city (pop. 138,000) is situated on the Yamacraw bluff forty feet above the Savannah River. The river is the outstanding physical feature of the immediate area, and broad beaches are found at its union with the Atlantic Ocean twelve miles east of the city. A band of marshland parallels the coastline and extends inland along major streams. The gently sloping lands have a sandy surface layer over a generally loamy subsoil.

The local climate is dictated by the presence of the ocean, whose water temperatures provide a cooling affect during the summer, warming during winter. For example, Savannah averages forty days each year with temperatures of 90°F or greater, while just inland, ninety days each year will top that mark. Temperatures drop below freezing twenty-five days annually in the city.

Average annual rainfall is approximately forty-six inches, but has ranged from over seventy-three inches to fewer
than thirty-three inches in recent years. Rain falls one hundred and twenty-five days a year on the average.

Savannah's relative humidity averages a muggy eighty percent during the summer, somewhat less during the winter. Winds prevail from the south during the spring and summer, and from the north during the fall and winter.

Savannah has lied in the path of many tropical storms, the most recent being 1980's "David". The marshy barrier islands offer little protection. Earthquakes are less frequent, although the city does lie in what's considered to be the most hazardous zone.
SOCIAL

Just as the Savannah River dominates the physical setting, port activity dominates the economic setting. Fifteen hundred ships enter the port annually. Deepdraft ocean vessels navigate to industrial sites five miles upstream from the city, while other commerce may continue on to Augusta one hundred and sixty miles further. The Georgia Port Authority's recently improved facilities will handle 100 thousand truck containers annually.

Savannah's economic base has broadened since the days when it depended on the cotton trade. In fact, today only twenty-two percent of the area's 83 thousand jobs are agricultural in nature. The major industries are paper and transportation equipment production, employing forty-five and thirty-three hundred workers, respectively. Naval stores (such as tar and turpentine) and lumber are important exports, both by virtue of the abundant pine forests of the region.

Perhaps water is the most overlooked resource in the area. Water is a requirement so basic that all other resources are either dependent on it or valueless in its absence. The main ground water is contained within the Ocala Limestone formation, which is 100 to 300 feet below sea level, and up
to 800 feet thick. Seventy-five million gallons per day are pumped from the aquifer.

Studies show the possibility of petroleum and phosphate reserves in the area. Their exploitation might greatly affect the local economy.

Another new industry in Savannah is tourism. The completion of interstates 16 and 95 brought the city out of its traditional isolation, and Savannah responded by developing its inherent historic and recreational resources.

On any given day, two out of three persons strolling the riverfront are visitors. The "Factor's Row" warehouses, silent since 1920, have been renovated for retail and office space. Towering above them is the new Hyatt Hotel, the largest of many built downtown in recent years.

Nearby marshes and beaches provide excellent recreational resources. Once inaccessible barrier islands are being developed as exclusive resort and residential communities. Hilton Head, Skidaway and Sapelo are already well established.

Within the city, development has occurred along two corridors: industrially, west along the river and commercially, south along Bull Street. This commercial expansion accompanied a residential exodus from the downtown area between 1950 and 1970. During that period the city actually lost two thousand residents while the surrounding three county region
creased by forty thousand.

Population figures further distinguish the Savannahian from his rural neighbors. Only one-fourth of the city residents are women, and this ratio actually lessens in the outlying area. Half the city residents, and one-third of those in the Standard Metropolitan Statistical Area (SMSA) are black.

Savannahians are relatively young and poor when compared to people living in Jacksonville and Charleston. One-third are younger than seventeen, while only one in twelve are older than sixty-five. The typical Savannah family earned just over 16 thousand dollars in 1978, while a Jacksonville family earned 17 thousand and a Charleston family almost 22 thousand.
DOWNTOWN INFRASTRUCTURE USES MOVEMENT HISTORIC BUILDINGS

HISTORIC DISTRICT
Ten of Savannah's twenty-four wards are illustrated on
the following pages. They represent the city's development
prior to 1800, and now comprise its central business district.

With some exception, the plan remains intact. The pow­
erful geometry of the squares has been lessened by a linear
development along three parallel axes. These are Oglethorpe
Street, a medianed residential boulevard; Broughton Street,
the downtown's major commercial strip; and Bay Street, whose
prestigious buildings overlook the river. These primary
east-west links are accessible almost exclusively from West
Broad Street.

River Street, forty feet below Bay, is reserved mainly
for pedestrians. The squares themselves are ill-suited for
vehicular traffic, and so are also happily inhabited by ped­
estrians.

However, in certain cases the integrity of the square
has been disrupted. The most grievous example occurs at the
center of Ellis Square, where a parking structure was erected
some twenty-five years ago.

This brings to light the serious shortage of parking
spaces in the downtown area. It's estimated that one out of
three downtown employees park in metered, on-street spaces.
Further retail and tourist activity in the revitalizing down­
town area is stifled with the lack of parking spaces.

Commercial and business activity dominates the downtown
area, although industrial, civic and residential uses are
also represented. Aside from the strip development along
Broughton, the "Factor's Row" warehouses along River Street
have been renovated to attract the most affluent retail shops
and private offices. Traditionally, the squares have been
dominated by businesses and banks. Johnson Square, across
from City Hall, is bordered by five such institutions. The
City Hall, though not overwhelmingly large, is made prominent
by virtue of its location at the symbolic head of the city.
The immense Chatham County Courthouse, meanwhile, has recent-
ly been completed to form an anchor at the end of Broughton Street. In contrast to ie is the residential scale of Oglethorpe Street. Approximately one-fourth of the downtown area's seven thousand employees live immediately nearby.

It wasn't until 1953, when the old city market was replaced by a parking garage, that the Historic Savannah Foundation was organized by alarmed citizens. Mounting losses of historic sites was typified by the "mining" of fine old rowhouses for their "Savannah Grey" brick.

A careful inventory of historic building was conducted, evaluating each as "exceptional", "excellent", or "notable". In 1968, the nation's largest historic district was zoned, measuring over two square miles. Within its bounds,

" There is hereby created a board of review, which shall consist of seven members appointed by the mayor and aldermen who shall be residents of the City of Savannah interested in the preservation and development of the historic area. "

Historic District Zoning Ordinance

strict mandates governing the destruction of old buildings, and the design of new ones, were drafted.

A board of review was established to enforce a list of "visual compatibility factors" required of new architectural projects. A proposal is judged with regard to height, proportion and rhythm as well as color, material and detail. The Board presides only over the exterior design of the new building. Following years of rampant growth and careless obliteration of historic resources, this system protects Savannah's architectural heritage forever.
INFLUENCE
SITE
EXISTING

NEWS-PRESS
INFLUENCE

Founded in 1850, The Savannah Morning News and Evening Press is the only newspaper in town. In fact, with morning, evening and Sunday circulations of 52, 26 and 82 thousand, respectively, only The Atlanta Constitution is read by more Georgians. The News-Press readership area is large, and requires separate editions for Georgia, South Carolina and the city itself. Three hundred and fifty are employed at its plant in the heart of the downtown historic district.
The News-Press complex occupies two identical .58 acre lots at the northeast corner of Ellis Ward, one of Savannah's original four. Across Bay Street to the north are the old "Factor's Row" warehouses, the new Hyatt Hotel, and the venerable City Hall. The rear, or south side of the site is visually assaulted by a parking garage where ought to be the park center of the ward. The narrow east and west sides of the site respectively face turn-of-the-century retail buildings and a new hotel.

The building complex grew sporadically over a ninety year period until it filled entirely the northern lot. A service alley separates this lot from the vacant southern lot, which is currently used for employee parking.

The Historic Savannah Foundation classifies two of the six buildings as of "notable" interest. The original News-Press building is a simple three-story brick structure. Built in 1850, its fanlight windows and corbeled stringer courses are reminiscent of the Federal Style.

Adjacent to this structure is a six-story building erected in 1875. Its mansard roof was once capped with a fifty foot cupola, making it a most prominent landmark. The stuccoed facade is accentuated by heavy quoins and window pediments. A graceful granite arcade gives the building a contrasting base at Whitaker Street. The News-Press uses the lower three floors, while the upper stories are vacant.

In 1925 and 1940 the News-Press expanded. Un fortunately, these twentieth century additions donate little to Savannah's architectural heritage.

Furthermore, their interior planning has not responded to the demands of the everchanging industry. For example, vertical circulation elements have been introduced into what ideally should be a "straight-line" process. These include stairs between the engraving and press functions, as well as the insert and delivery operations. Also, the linear expansion of presses was not allowed, although it's now needed.
FUNCTIONAL ORGANIZATION

All newspapers have the same functional organization, with four major divisions: administrative, business, editorial and production. In a small town weekly, a half dozen employees might operate all phases. The News-Press, however, can expect its staff of three hundred and fifty to continue to grow.

The administrative division is the managerial arm, setting long range goals and directing financial outgo. The business division sells the newspaper (circulation) and its important public service, the advertisement. The editorial division gathers and prepares the news. The production division prints and distributes the newspaper. Supplementary spaces, such as the cafeteria and exercise room, are in common to all.
ADMINISTRATION

Although its staff may number the fewest, those in the administrative division are the executive elite. They guide the course of the newspaper with regard to overall policy. Because their activities are long range in nature, their proximity to the business and editorial divisions is very important, to production, less. The public should not have immediate access to these people, whose offices should be the plushest in every respect.
<table>
<thead>
<tr>
<th>Department</th>
<th>Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration Program:</td>
<td></td>
</tr>
<tr>
<td>Reception</td>
<td>500 sq. ft.</td>
</tr>
<tr>
<td>Conference rooms (2)</td>
<td>500</td>
</tr>
<tr>
<td>Restrooms (2)</td>
<td>300</td>
</tr>
<tr>
<td>Accounting offices</td>
<td>1600</td>
</tr>
<tr>
<td>Business Manager</td>
<td>150</td>
</tr>
<tr>
<td>Vault</td>
<td>100</td>
</tr>
<tr>
<td>Promotional Director</td>
<td>250</td>
</tr>
<tr>
<td>Assistant</td>
<td>150</td>
</tr>
<tr>
<td>Research Director</td>
<td>250</td>
</tr>
<tr>
<td>Assistant</td>
<td>150</td>
</tr>
<tr>
<td>Publisher</td>
<td>300</td>
</tr>
<tr>
<td>Executive Editor</td>
<td>300</td>
</tr>
<tr>
<td>Secretarial</td>
<td>500</td>
</tr>
<tr>
<td>Administration Division</td>
<td>5050 sq. ft.</td>
</tr>
</tbody>
</table>
BUSINESS

The business division has two major departments: circulation and advertising. Both serve the public directly and bring revenue to the paper.

The circulation department is organized regionally with separate managers for the City, Peach State and Palmetto State editions. Each circulation manager advises the production manager as to the munter of papers to run for his region. Each manager also has a corps of phone and mail solicitors, approximately seventy-five in all.

Ads account for two-thirds of the printed space in the newspaper. Retail, or display ads, claim over half of this. Twenty salesmen and ten artists work in the retail department to provide bold and attractive graphics for their clients. The ad copy is due in the composing room three days before it is to be run. This way, news copy can be arranged around the already composed advertisements at the last minute.

Classified ads, by contrast, are condensed and comprise their own section in the newspaper. With computerized composition, a classified ad may be purchased by 3 p.m. to appear in the next day's paper.

The retail and classified ad departments share a public lobby with the circulation people. National advertising,
meanwhile, has little need for public access. The small
staff, perhaps six, conduct most business by phone. The
ads come to the newspaper "camera ready" from the client
and require minimal preparation. National advertising rep­
resents one-eighth of the total ad revenue.

<table>
<thead>
<tr>
<th>Business Program</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lobby</td>
<td>1700 sq. ft.</td>
</tr>
<tr>
<td>Restrooms (2)</td>
<td>300</td>
</tr>
<tr>
<td>Circulation</td>
<td>2000</td>
</tr>
<tr>
<td>City Manager</td>
<td>150</td>
</tr>
<tr>
<td>State Manager</td>
<td>150</td>
</tr>
<tr>
<td>National Manager</td>
<td>150</td>
</tr>
<tr>
<td>Sunday Manager</td>
<td>150</td>
</tr>
<tr>
<td>Conference</td>
<td>200</td>
</tr>
<tr>
<td>Retail advertising</td>
<td>2000</td>
</tr>
<tr>
<td>Storage</td>
<td>1000</td>
</tr>
<tr>
<td>Classified advertising</td>
<td>2000</td>
</tr>
<tr>
<td>National advertising</td>
<td>600</td>
</tr>
<tr>
<td>Art department</td>
<td>1000</td>
</tr>
<tr>
<td>Storage</td>
<td>200</td>
</tr>
<tr>
<td>Business Division</td>
<td>11600 sq. ft.</td>
</tr>
</tbody>
</table>
EDITORIAL

The editorial division gathers and prepares the news. Most people associate the news room with frenzied activity and the clacking of typewriters. Today's open plan news room, while still hectic, is relatively quiet thanks to the computerized video display terminals. All features and news writers work in this space, which should be visually accessible to the more private editors offices. Columnists, meanwhile, are generally entirely removed from the news room.

Beside containing the usual references, the library "morgue" has biographies and file photos for immediate use.
<table>
<thead>
<tr>
<th>Room</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>News room</td>
<td>5000 sq. ft.</td>
</tr>
<tr>
<td>Managing Editor</td>
<td>150</td>
</tr>
<tr>
<td>City Editor</td>
<td>150</td>
</tr>
<tr>
<td>State Editor</td>
<td>150</td>
</tr>
<tr>
<td>News Editor</td>
<td>150</td>
</tr>
<tr>
<td>Wire room</td>
<td>150</td>
</tr>
<tr>
<td>Storage</td>
<td>400</td>
</tr>
<tr>
<td>Columnists and other editors offices</td>
<td>1650</td>
</tr>
<tr>
<td>Photography studios (2)</td>
<td>400</td>
</tr>
<tr>
<td>Darkrooms (2)</td>
<td>400</td>
</tr>
<tr>
<td>Finishing room</td>
<td>200</td>
</tr>
<tr>
<td>Chemical mixing</td>
<td>200</td>
</tr>
<tr>
<td>Library</td>
<td>500</td>
</tr>
<tr>
<td>Morgue</td>
<td>300</td>
</tr>
<tr>
<td>Conference rooms (2)</td>
<td>500</td>
</tr>
<tr>
<td>Restrooms (2)</td>
<td>300</td>
</tr>
<tr>
<td>Break room</td>
<td>400</td>
</tr>
<tr>
<td>Editorial Division</td>
<td>11000 sq. ft.</td>
</tr>
</tbody>
</table>
PRODUCTION

The many faceted production division has diverse space requirements.

In the composing room, layout men work primarily on light tables in an open space. The computer room, though, must be isolated, as the machines are very sensitive to extremes of temperature and humidity.

The engraving department must be isolated from daylight. Ventilation is crucial here as well.

Throughout the composing and engraving departments, machinery should be duplicated in the event of equipment breakdowns.

The pressroom must not be allowed to transmit noise and vibration to other parts of the building. The two press runs last a total of only four hours a day, but at noise levels approaching ninety decibels.

The mailroom is the largest space on the plant. Many linear feet of conveyors are needed to pace the bundled newspapers. Both the press and mailrooms require large amounts of storage space, primarily for newsprint and ad inserts.
Production Program:

<table>
<thead>
<tr>
<th>Room/Department</th>
<th>Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Composing room</td>
<td>5000</td>
</tr>
<tr>
<td>Foreman</td>
<td>150</td>
</tr>
<tr>
<td>Proofreaders (2)</td>
<td>300</td>
</tr>
<tr>
<td>Storage</td>
<td>1000</td>
</tr>
<tr>
<td>Process camera</td>
<td>900</td>
</tr>
<tr>
<td>Darkroom</td>
<td>350</td>
</tr>
<tr>
<td>Vacuum frame</td>
<td>200</td>
</tr>
<tr>
<td>Platemaking</td>
<td>300</td>
</tr>
<tr>
<td>Foreman</td>
<td>150</td>
</tr>
<tr>
<td>Storage</td>
<td>550</td>
</tr>
<tr>
<td>Reelroom</td>
<td>2000</td>
</tr>
<tr>
<td>Pressroom</td>
<td>2000</td>
</tr>
<tr>
<td>Counter/stacker</td>
<td>1500</td>
</tr>
<tr>
<td>Inserter</td>
<td>1500</td>
</tr>
<tr>
<td>Mailroom</td>
<td>6000</td>
</tr>
<tr>
<td>Paper storage</td>
<td>9000</td>
</tr>
<tr>
<td>Foreman storage</td>
<td>150</td>
</tr>
<tr>
<td>Print shop</td>
<td>2000</td>
</tr>
<tr>
<td>Lockers</td>
<td>1500</td>
</tr>
<tr>
<td><strong>Production Division</strong></td>
<td><strong>34550</strong></td>
</tr>
</tbody>
</table>

Program Summary:

<table>
<thead>
<tr>
<th>Division</th>
<th>Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
<td>5050</td>
</tr>
<tr>
<td>Business</td>
<td>11600</td>
</tr>
<tr>
<td>Editorial</td>
<td>11000</td>
</tr>
<tr>
<td>Production</td>
<td>34550</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>62200</strong></td>
</tr>
<tr>
<td><strong>plus 30%</strong></td>
<td><strong>18660</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80860</strong></td>
</tr>
</tbody>
</table>

5050 sq. ft. 11600 11000 34550 sq.ft.
PROCESS

Newspaper employees should be admired for their willingness to sacrifice convenience for the convenience of others. Those in the news business work literally "around the clock" in order to drop the paper at your door at 7 a.m. and 5 p.m.

Of course, certain aspects can be handled during the course of a regular working day. The business and administrative functions, for example, deal with long-range problems and goals. Even certain disciplines within the editorial department are flexible. A weekly or monthly deadline can be set for a book review or travel feature, and then postponed without consequence.

However, the coordination of those "daily" functions determine the ultimate quality of the newspaper product. Two-thirds of the News-Press are directly involved with the process of putting out the paper not once, but twice a day. They range from hack writers to veteran editors, ink smeared pressmen to degreed color chemists.

Activity peaks in the various departments as the respective deadlines approach. This is often followed by stillness as the body of the paper moves on. A description of the process follows.

1. News is made. If locally, the city editor assigns a reporter to cover the story. If elsewhere in the state, the state editor calls the appropriate bureau reporter for the details. If nationally or internationally, the story arrives via the wire services.

2. The reporter returns to the news room and writes, or phones in to a rewrite man. All articles are entered on the video display terminal (VDT), and a fifty to one hundred word "brief" is submitted to the editor.

3. The editor surveys the brief in his office, then checks the articles for accuracy. Corrections are made, or the story may be reassigned.

4. The editors call a "budget meeting" to determine which stories will run and in what length. Ultimately, the
news editor indicates this information on "dummy sheets", which are sent to the composing room. The copy editor writes headlines for the allotted spaces.

5. The finished article is transmitted from the VDT to the optical character reader (OCR) in the composing room. The OCR assigns the article a programmed text size, column width and justification, then prints the article in "hard copy" form. Meanwhile, photographs are enlarged or reduced and "screened" to eliminate halftones.

6. Still in the composing room, layout men assemble the piecemeal hard copy onto large "flats". Usually, news copy is fitted around already composed ad copy.

7. A photographic negative of the flat is produced with a process camera in the engraving department.

8. An aluminum plate with a photosensitive coating is exposed with the negative to intense light in a vacuum frame. Light-exposed areas harden, and are slightly raised when the coating is rinsed away.

9. Webs of newsprint have been fed through the press, and other preparations made. The plates are attached to the cylinders of the offset press. Beginning slowly, the press operates typically at a rate of 48 thousand issues per hour. A continuous stream of printed, folded newspapers enters the mail room.

10. Here the newspapers are first mechanically counted and stacked. The stacks proceed along roller-conveyors, and may be removed to inserting or addressing machines. The stacks are mechanically wrapped and bundled before being loaded into News-Press vans. The vans distribute the bundles to the airport, post office and other pick-up locations. Private carriers roll, wrap and deliver the paper.
Savannah News-Press

A terminal project submitted to the faculty of the College of Architecture, Clemson University in partial fulfillment of the requirements for the degree of Master of Architecture.
BIBLIOGRAPHY


