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Law & Order

The Trend Report

Law & Order Indicators

| | <u>Base Quarter Index*</u> | <u>1973 Quarter Index</u> | <u>Current 1974 Quarter Index</u> | <u>Current 1974 Quarter Linage**</u> |
|--------------------------------------|------------------------------------|-----------------------------------|---|--|
| 1. Police | 100 | 89 | 72 | 103,200 |
| 2. Prisons & Prisoners | 100 | 97 | 52 | 76,350 |
| 3. Judicial Administration | 100 | 97 | 107 | 49,650 |
| 4. Violence | 100 | 84 | 214 | 27,600 |
| 5. Civil Liberties | 100 | 149 | 166 | 22,950 |
| 6. Juveniles | 100 | 160 | 107 | 16,500 |
| 7. Gun Control | 100 | 69 | 523 | 10,200 |
| 8. Community Activity | 100 | 52 | 120 | 4,500 |
| 9. Laws & Legislation | 100 | 51 | 53 | 4,350 |
| 10. Commissions, Studies, Reports | 100 | 186 | 69 | <u>3,000</u> |
| | | | | 318,300 |

* Average of 1972 and 1973 fall quarter linage = 100

** All linage is listed in the Appendix

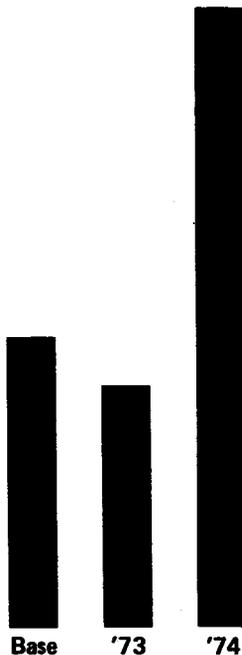


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That the Trend Indicators appearing with each category of coverage in The Trend Report constitute a closed system, taken together, is made quite clear from the figures for Law & Order. The index for the category as a whole is down to 80 for the current quarter, compared to 98 for the quarter a year ago. Evidently, a good deal of the news space that would have been devoted to matters involving police and crime rates and prisons has been pre-empted by the currently more pressing economics and energy topics.

Nevertheless, within the category, there are important increases in linage devoted to some sub-topics, while others are down quite sharply. Several of the subtopic headings which showed fluctuations in the current quarter significant enough to warrant specific analysis, are examined below, followed by some special reports.

Violence



Police. Down in linage to an index of 72, compared to 89 for the same three-month period a year ago, this subtopic included news of an interesting year-long study of police patrols in Kansas City, Missouri. The study was meant to determine how effective patrols are in crime prevention, and was conducted with rigorous scientific methodology and controls. The central finding was that decreasing or increasing routine preventive patrols had no effect on crime, citizen fear of crime, community attitudes toward the police or the delivery of police service, police response time, or traffic accidents. This in turn shook a lot of cherished beliefs, and caused some police officials to begin re-examining the basic premises on which they run patrol operations.

Violence. The index for this subtopic is up to 214, compared to 84 a year ago; this increase seems to derive from two major factors. One, mentioned in earlier Trend Reports, is the greater willingness of victims to report rape, largely because of new procedures which assure the victims of hearings without humiliation. The other factor, much broader, is the steady increase in crime, both in central cities and



Gun Control



in outlying areas. Particularly striking in the newspaper coverage is the growing extent to which young offenders are involved in robberies and other violent crimes.

The rise in crime may be due to better reporting, as some argue--but it may also be due to more desperation among unemployed persons as the recession worsens. No one really knows. The figures show serious crime increased in 1973 by six percent over 1972, and during the last quarter of 1974 was increasing at the rate of 16 percent--a little ahead of the inflation rate. One interesting thesis is that the crime increase matches the population growth of the 15-24 age group, which is the group with the highest rate of offenses. There is some element of cheer in this theory, since as the rate of population growth tapers off, the crime rate should also fall.

There are reports from rural areas and smaller cities and towns in all parts of the country--California, Oregon, Missouri, New Hampshire, Oklahoma--that crime rates are rising rapidly in those towns and their suburbs. To hold down crime among youth, the mayor of Yonkers, New York, proposed a midnight-to-6 a.m. curfew for minors, but met with opposition from persons who believed the curfew would violate young people's civil rights.

Gun Control. This subtopic showed by far the largest index rise, going to 523, compared to 69 for the same quarter a year ago. The increase was due partly to the higher over-all crime rate, of course, but more reporting on the use of dum-dum bullets by growing numbers of city police forces was also a factor. The bullets mushroom after impact inside their victims and tear fist-sized holes where they exit--if they do. Police defend their use on grounds that the old style jacketed bullets can hurt innocent bystanders. The impression is conveyed, though, that at least some police, frustrated at the ease with which offenders are released, want to deal definitively with suspects who resist arrest or attempt to flee.



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The dum-dum bullet, with its greater hitting power and its capacity to inflict extreme injury, is one way of doing this.

The federal agency charged with administering the gun laws, the Federal Bureau of Alcohol, Tobacco and Firearms, has announced it is imposing a nationwide crackdown on "violent crime in the streets." The bureau's agents are working with local police agencies to identify the most violent and dangerous criminals. They will then go after them for gun law violations, somewhat the way organized crime chieftains are caught on income tax violations.

**Handguns the
'No. 1 problem'
in Chicago**

Guns are causing a particularly acute problem in Chicago, where 26 persons were killed over one recent weekend. The Chicago Tribune called on Congress to prohibit the manufacture of handguns and parts in the U. S. Homicides were up in Chicago from 396 in 1965 to 864 in 1973, to close to 1,000 in 1974. The percentage committed with handguns went up from 39 percent in 1965 to 63 percent in 1973. Mayor Richard Daley, ignoring some other well-known civic ills, said of the shootings, "Guns are the No. 1 problem in the city."

**Freer use of guns
by police
is supported**

An interesting perspective on questions of gun use turned up in a reader survey conducted by the St. Petersburg, Florida, Times. The paper asked if police should have the right to shoot at fleeing persons whether the suspected crime involved people or property. Current city policy allows police to fire only when bodily harm to the police or to a citizen seems imminent. Apparently fed up with rising crime, 379 of the 422 answering the survey said police should be able to use their guns at their own discretion, whether crime against a person or against property was involved.



Lawyers Caught Up In Accountability Trend

Opening up to
public scrutiny

When the president of the State Bar Association of New York says something like, "The legal profession has failed to serve the middle-income sector of our society" and ". . . it is time the legal profession did something about it," there is reason to believe something is happening in the law. It is. Lawyers are joining the ever-widening segments of society that are opening up their formerly closed preserves to the scrutiny of the public. They are also moving to make their special services more widely known and available.

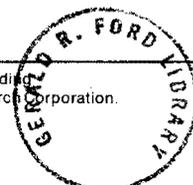
The speaker who made the pronouncements above was Whitney North Seymour, Jr., and he was discussing a conference held by the state bar association to remedy the shortcomings in availability of legal services and understanding of fees charged. The conference was designed to find ways of streamlining legal practice, utilizing paralegal assistants, and pooling legal skills. Specific problem areas such as small claims, consumer rights, real property transactions, small business concerns, and estate planning were all discussed.

Pilot legal clinics

The conference, reported in the Mt. Kisco, New York, Patent Trader, agreed to set up pilot legal clinics where people could explain their problems to paralegal persons. They would be provided with non-legal help if this would suffice, and otherwise would be assigned to staff lawyers.

Lawyers permitted
to advertise
in Florida

In Florida, the governing board of the state bar association voted to allow lawyers to advertise areas of the law in which they specialize, reversing the hallowed custom that prevented them from making their skills known. The plan is intended to help the public find lawyers who are skilled in certain fields, and at the same time to keep specialized lawyers up to date, by requiring them to be recertified in their specialties every three years.



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Transportation

74

Transportation Indicators

| | <u>Base Quarter Index*</u> | <u>1973 Quarter Index</u> | <u>Current 1974 Quarter Index</u> | <u>Current 1974 Quarter Linage**</u> |
|---------------------------------------|------------------------------------|-----------------------------------|---|--|
| 1. Highways | 100 | 94 | 120 | 67,950 |
| 2. Rapid Transit | 100 | 84 | 194 | 49,200 |
| 3. Buses | 100 | 91 | 85 | 46,950 |
| 4. Air Travel | 100 | 126 | 86 | 43,050 |
| 5. Transportation Workers | 100 | 101 | 180 | 34,050 |
| 6. Railroads | 100 | 115 | 141 | 30,900 |
| 7. Traffic | 100 | 105 | 169 | 15,450 |
| 8. Metropolitan & Regional Systems | 100 | 135 | 44 | 14,400 |
| 9. Parking | 100 | 85 | 153 | 7,800 |
| 10. Bicycles & Motorcycles | 100 | 192 | 162 | <u>3,150</u> |
| | | | | 312,900 |

* Average of 1972 and 1973 fall quarter linage = 100

** All linage is listed in the Appendix

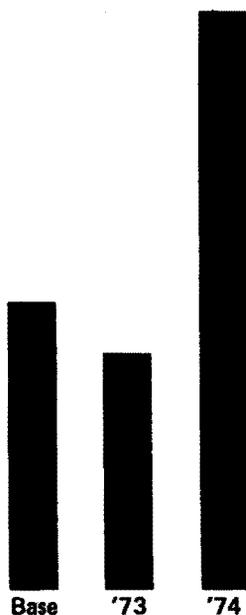


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The over-all index for the Transportation category showed a modest increase to 113, compared with 106 for the same quarter a year ago. The lineage for the current quarter totaled 312,900, well ahead of the 290,400 lines that were published during the preceding quarter, but behind the 321,450 lines published during the spring quarter of 1974, when the energy shortage and its effect on transportation were major preoccupations.

Those subtopic headings which showed fluctuations in the current quarter significant enough to warrant specific analysis are examined below.

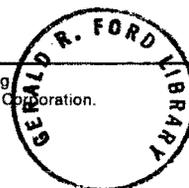
Rapid Transit



Rapid Transit. Coverage of this subtopic got a substantial boost--to an index of 194 compared to 84 a year ago--from passage of the federal mass transit bill. Articles exploring the impact of the federal bill on local transit systems proliferated. In addition, San Francisco's embattled BART system got under way, which generated a lot of articles in different papers around the country as well as in the San Francisco Bay area itself.

Buses. Linage on buses was down to an index of 85, as newsy announcements of improved services tapered off and the actual work of making those improvements was begun. Dial-a-ride bus systems were moving from the experimental to the operating stage in several cities. By one tabulation, more than 40 cities have tried dial-a-bus transportation. The most ambitious operation tried yet is in Santa Clara County, California, where 32 telephone operators, three leased computers and 90 buses are serving the 1,300 square-mile area dominated by the city of San Jose.

Bus production has increased at General Motors, at the Flexible Division of Rohr Industries, and at AM General, a unit of American Motors. Each of them has sizable backlogs, and in addition, they are participating in the development of the Department of Transportation's experimental Transbus, which will have important new safety features.



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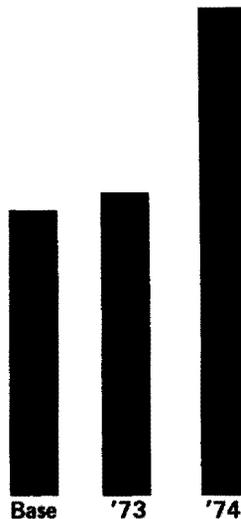
Transportation Workers



Jitney bus lines are emerging in some cities as adjuncts to the regular bus lines and dial-a-bus systems. They complement each other, and provide great flexibility at low cost. Ann Arbor, Michigan, is using jitneys and dial-rides and has generated a volume of more than a million passengers a year. Jitneys are doing well in San Francisco, Chicago, Atlantic City, Rochester (New York) and in the Los Angeles area.

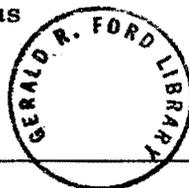
Transportation Workers. The linage increase here, to an index of 180, was due primarily to major transportation strikes, notably in San Francisco and Los Angeles.

Traffic



Traffic. Much of the increase in linage on traffic was due to newspaper discussion of the national speed limit and violations of that limit. (The index increased to 169.) Figures show the speed limit has saved many lives, but as the fuel shortage becomes more remote in memory, fewer drivers observe the limit. In another development, several states are considering introducing refresher courses for older drivers. The American Association of Retired Persons is in favor of the idea, and some insurance companies give discounts to drivers who have taken such courses. They are helpful in several ways, notably in keeping older drivers up to date on rule changes, such as the spreading practice of allowing right turns after stopping at red lights.

Metropolitan & Regional Systems. Down sharply to an index of 44, this subtopic, which covers agencies coordinating regional rail, bus and highway systems, appears to reflect a lull after the high interest of a year ago, when the index for the subtopic was 135. Much of that earlier news was centered around euphoric announcements of plans for new systems; now the scutwork of finding financing and getting agreements on specific proposals is going on, and such laborious proceedings attract less attention.



Small Towns Losing Air Service

Air service to small towns is coming under more intensive scrutiny in several parts of the country. This is due to a combination of factors: cuts in local train service, a reluctance to drive long distances in view of fuel shortages, and more concern with safety.

Major changes in
commercial service

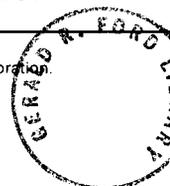
The Seattle Times suggests that a major change in commercial air service to small towns is going on across the country. The trend is away from regional carriers like Hughes Airwest, the paper says, and toward service by commuter operators, which are known in the trade as third-level carriers. Withdrawal of federally-certificated regional carriers from service to small towns, dictated by small volume, is being accelerated by conversion of lines like Hughes Airwest to all-jet operations. In the recent past, eleven Washington towns, most of them remote interior points, have been removed from the air-transport network. This is said by the newspaper to be creating a "serious air-transportation situation in the state of Washington."

The Times notes that neighboring states, such as Oregon and California, regulate third-level carriers, and cites recommendations that Washington introduce state regulation too.

In Michigan, state and local officials are moving rapidly to introduce commuter airline links connecting thirteen small cities with larger cities on regular airline routes. The network will be funded by the Upper Great Lakes Regional Commission, with planning conducted by the Michigan Department of State Highways and Transportation.

CAB on the case

On the federal level, the Civil Aeronautics Board issued a warning to local-service carriers about their obligations, and expressed "great concern" at the loss of air service to small towns. The CAB message implied that cutting service for efficiency might intensify regulatory pressures on local carriers.



Trolleys Coming Back With A New Name

Trolleys are making a modest comeback, assisted by the energy shortage, air pollution restrictions, a wave of nostalgia, and a new name. The new name, which suggests to some that trolleys are a brand new idea rather than a return to an older solution--thus making the idea more acceptable--is "light rail vehicle."

**Portland to reactivate
1893 line**

Portland, Oregon, has been negotiating with officials in Toronto to buy fifteen of the Canadian city's old streetcars, and plans to reactivate a thirteen-mile route on which, appropriately, the country's first interurban trolleys began service in 1893.

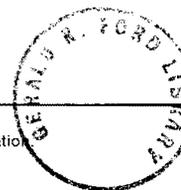
**Seattle may restore
cable car service**

Seattle, where regular streetcar runs were halted in 1941, has commissioned a study to determine whether a streetcar line serving the central business district should be built. The proposed trolley, if it is approved, would be a tourist attraction as well as a functioning transportation line. In addition, officials are considering restoring cable car service, which also operated until 1941, from the Seattle waterfront up the steep downtown hills to the main commercial district.

**Boeing now
building streetcars**

The Boeing Company, moving with the trend, is producing streetcars, as part of its attempt to diversify from purely aero-space projects. The company rolled out its first trolley car in mid-summer in Philadelphia. The car was the first of 230 on order from Boston and San Francisco, both cities with operating light rail--or trolley--lines. The Boeing streetcar is the first new trolley car built in the U. S. since 1952, and the first of a new design since 1936.

Other cities considering trolley operations with varying degrees of seriousness include Austin, Texas; Dayton, Ohio; and Rochester, New York.



Some Shippers Footing the Bill for Rail Safety

Late shipments
and costly accidents
are commonplace

The decline of the nation's rail network continues to cause concern among communities, corporations, and government agencies. The worries range from practical considerations about freight delivery times and schedules, to fear of deadly accidents that could involve whole towns. Several corporations, as well as government agencies at the national and local levels, are taking measures to palliate if not to resolve the problems.

Trains being held
to 10 miles an hour

The fundamental difficulty is that the rail lines don't have the money to provide the maintenance for tracks and equipment that is essential for safe, reliable operations. The Penn Central estimated in a recent report that it was behind by \$776.6 million in track maintenance and \$117.8 million in rolling stock maintenance. So much of its trackage is under slow orders, holding trains to 10 miles an hour, that it is losing millions of dollars in shipping revenues. Derailments on all the nation's railroads were up by 34 percent over the last twelve-month period for which figures are available.

One Houston accident
caused \$12 million damage

The concern is more than a minor matter of delayed shipments or damaged goods. Tank cars carrying dangerous chemicals can inundate whole communities in poisonous gases or set them awash with flaming liquids. Houston has suffered three such wrecks within one year; the last one caused \$12 million damage and started fires which could not be extinguished for a week.

Near Dayton, Ohio, town officials of Fairborn ordered the Erie Lackawanna to make repairs on dangerous track in the town or have its trains carrying dangerous cargo re-routed around the town. Local police were to inspect all trains for any dangerous shipments.

Iowa was negotiating with officials of five rail lines to provide subsidies of \$3 million so the lines



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could continue to operate tracks otherwise scheduled for abandonment. The railroads would in turn have to commit themselves to providing better service.

Illinois' code
tougher than
federal government's

Illinois undertook a study of its state railroad safety inspection program after a series of disastrous accidents involving hazardous chemicals. The state Commerce Commission later set up tough safety procedure rules for rail lines, requiring them to seek the "safest possible route" for hazardous freight shipments, and to take extraordinary precautions with them. The new rules were considered even more comprehensive and exacting than federal safety rules.

Corporations working
with railroads
to repair track
and inspect equipment

Seeking their own solutions to urgent problems of delayed and damaged cargoes, several corporations are working with railroads to repair track and inspect equipment. The Iowa Beef Processors are spending \$100,000 a year to inspect refrigerator cars that the railroads should maintain but don't. In Ohio, the Cleveland Electric Illuminating Co. joined forces with Dow Chemical and Detroit Edison to lend the Penn Central \$800,000 to repair a vital section of track on which coal shipments depend. The DuPont Co. led efforts by a group of corporations that jointly use a switching yard to raise maintenance funds by imposing a surcharge on every car that uses the yard. The Bethlehem Steel Corp. routinely does repairs at its own expense on defective freight cars just to keep things moving.



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Welfare & Poverty Indicators

| | <u>Base Quarter Index*</u> | <u>1973 Quarter Index</u> | <u>Current 1974 Quarter Index</u> | <u>Current 1974 Quarter Linage**</u> |
|---|------------------------------------|-----------------------------------|---|--|
| 1. Public Assistance | 100 | 122 | 74 | 51,450 |
| 2. Aged & Handicapped | 100 | 142 | 242 | 33,750 |
| 3. Child Welfare | 100 | 138 | 81 | 32,700 |
| 4. Charities & Social Agencies | 100 | 88 | 188 | 14,100 |
| 5. Hunger & Malnutrition | 100 | 104 | 87 | 11,850 |
| 6. U.S. Office of Economic Opportunity | 100 | 81 | 29 | 4,800 |
| 7. Model Cities | 100 | 46 | 30 | 3,900 |
| 8. Social Security | 100 | 63 | 31 | 3,450 |
| 9. Legal Services | 100 | 119 | 23 | <u>1,050</u> |
| | | | | 157,050 |

* Average of 1972 and 1973 fall quarter linage = 100

** All linage is listed in the Appendix



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The index for the Welfare & Poverty category as a whole was down to 83, from 112 for the same quarter a year ago, suggesting that in this category, too, the closed-system aspect of the indicators prevails. With other categories up steeply--Government & Politics showing an index of 170, Housing & Urban Development up to 159, and Employment up to 139--and the total amount of space for news remaining constant, something else has got to give. One of the categories that gave was Welfare & Poverty. It seems likely, unhappy as the thought may be, that as the recession-depression intensifies and unemployment increases, lineage devoted to Welfare & Poverty topics will increase.

A continuing factor in holding down the lineage devoted to Welfare & Poverty in the country's newspapers was the reduction in federal funding of certain support programs for the poor. This kept the volume of coverage for subtopics such as the U. S. Office of Equal Employment Opportunity, and Model Cities, down to index values of 29 and 30 respectively, down from 81 and 46 respectively for the same quarter a year ago.

Those subtopic headings which showed fluctuations in the current quarter significant enough to warrant specific analysis are examined below, followed by special reports.

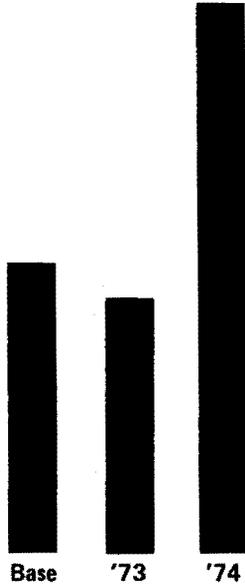
Aged & Handicapped. This continued to be the fastest-growing subtopic in the category, although with a total of 33,750 lines for the quarter it comes second in total volume behind Public Assistance, to which 51,450 lines were devoted. The coverage reflected growing debate over the place of aged persons in U. S. society, and the responsibilities of that society toward them. What government and private organizations are doing about them is examined in a report that appears below, after the Indicators.

Child Welfare. Coverage of child abuse, which has been a major component of this subtopic, has di-



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Charities & Social Agencies



minished somewhat, accounting largely for the drop of this heading to an index of 81. It may be that the extensive coverage of child abuse in newspapers across the country has made the public more aware of the seriousness of the problem and helped motivate people to report such situations at earlier stages.

Charities & Social Agencies. Economic hard times affect charity drives with especial severity, and this has been reflected in coverage of this subtopic, which is up to an index of 188, with quantities of news stories about the increased need for donations. There are more reports, too, on accountability in fund raising and on the amount of money donated that actually gets to the poor, as opposed to the amount absorbed in administrative expenses. Garage sales are cutting down on the amount of used articles donated to charities, in another manifestation of the impact of the recession.



Adapting Proven Solutions to Helping the Aged

Programs developed for children
now being applied to aged

A growing number of techniques used to help older people are being borrowed--whether consciously or unconsciously--from the repertoire of services devised to help children, an examination of reports from different sections of the country shows. This is not to suggest that agencies or organizations are patronizing the aged; it simply seems that various mechanisms worked out over the years to help young people who have difficulty helping themselves can be applied usefully to old people as well.

Day care centers

Examples abound. In Jackson, Mississippi, the Clarion-Ledger reports that day care centers for elderly citizens are proving popular. They allow persons with dependent older family members to go to work without fear that problems will arise and the old persons, unattended, will not be able to cope. The centers are a project of the Mississippi Council on Aging. They have the important advantage of avoiding the need to put older people in nursing homes, where they too often atrophy. Huntsville, Alabama, also provides day care of this sort.

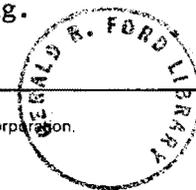
Foster homes

In the town of Chesapeake, near Norfolk, Virginia, foster homes for aged persons are serving much the same purpose; keeping older people out of the expensive and often debilitating surroundings of nursing homes. New Hampshire also has a foster homes program for older people, which it calls "Shared Homes." State officials point out that such care is far less expensive than full institutionalization, as well as being better for the persons involved.

School lunches

In Clearwater, Florida, senior citizens can get low-cost school lunches, to help them survive on their modest incomes.

Seattle has developed an imaginative program to provide older persons with assistance by youths who do chores such as painting and cleaning and shopping. The recipients, who have limited incomes, pay \$1.25



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an hour, and the balance needed to make up the \$2-an-hour minimum is paid from county and federal funds. This plan has the additional virtue of helping the older people keep in touch with youth. This opportunity can be important to them, and can help limit the estrangement between youth and age that has grown up in the U. S. since family structures were broken down by urban living patterns. The plan also costs less than having professional adult helpers provide the services, and gives young people a chance to make a little money. The Seattle program is run by Shoreline Youth Services, under the aegis of King County.

San Antonio, Texas, turned out 300 high school students on a weekend to help with chores for older people in a one-shot project somewhat similar to that being conducted on a continuing basis in Seattle.

Homemaker services

California has taken a different approach to the problem of keeping partially disabled older people out of institutions. It has introduced a statewide program called Homemaker Services, which is administered locally by each of the 58 counties. The counties have the work done on contract. The Sacramento Bee reports difficulties have arisen, largely because of "the lack of effective auditing procedures, financial guidelines, or controls" The result is wide variations in costs from county to county, and in one instance cited by the Bee, a profit of 25 percent on gross receipts by one contractor.

Local government provides housing repairs

Other innovative services for the elderly which do not have to do only with personal care are also being developed. In Lane County, Oregon, the local government provides minor repairs for the houses of older people with incomes under \$5,000. The aim is to prevent deterioration of the houses which would force the occupants into hospitals or nursing homes. Chicago offers a whole array of services, including special bus service, home-delivered meals, home help, housing assistance, and counseling.



Discounts for the Aged

More retail stores, particularly in low-income areas, are offering discounts to older people who can prove their age. On Chicago's North Side, more than 70 stores give such discounts, and older people are working to obtain discounts for telephone service and taxi rides, two essential elements in their circumscribed lives.

In Westchester County, outside of New York city, a combined effort by county officials and private business has made a variety of services available to persons over the age of 60. More than 500 stores in the county display the special discount decal in their windows. Persons who show the official card attesting



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that they are Westchester residents and are 60 or older can get discounts of varying sizes, depending on the individual stores involved. Some 30,000 of the 141,000 Westchester residents eligible have registered at county headquarters or at a mobile unit which is equipped and staffed to issue the cards.

The Atlantic & Pacific chain of supermarkets throughout the county is participating in the Westchester program. Store officials estimate that the average monthly saving for older people will be \$6.24.

Westchester also moved to help older people with another serious problem: that of the cost of transportation. The county started a program to sell bus tokens through local banks at a reduced rate of six for \$1, compared to typical fares of 35 cents. The tokens are good for rides anywhere in the county, regardless of the distance covered. The cost of \$200,000 a year is being paid out of county taxes.

Other discount programs include one in Manhattan, described in Vol 3, 1974, of The Trend Report (page 88), in which 1,300 small businesses charge lower prices to older persons, and mass transit discounts and special fares in a great number of cities.





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Education Linage

| | <u>Base Quarter Linage*</u> | <u>1972 Quarter Linage</u> | <u>1973 Quarter Linage</u> | <u>1974 Quarter Linage</u> |
|----------------------------|-------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| 1. Public Schools | 175,200 | 189,000 | 161,400 | 214,050 |
| 2. Colleges & Universities | 126,600 | 139,800 | 113,250 | 148,050 |
| 3. Desegregation | 70,800 | 121,650 | 19,800 | 107,850 |
| 4. Teachers | 48,900 | 39,150 | 58,650 | 92,250 |
| 5. Curricula | 22,350 | 22,050 | 22,650 | 59,250 |
| 6. Race Relations | 28,200 | 25,200 | 31,050 | 35,250 |
| 7. Experimental | 19,650 | 17,100 | 22,200 | 24,900 |
| 8. Women | 13,650 | 13,500 | 13,650 | 23,400 |
| 9. Special Education | 18,450 | 16,800 | 19,950 | 21,600 |
| 10. Vocational Education | 9,000 | 12,900 | 5,100 | 12,750 |
| 11. Adult Education | 4,800 | 4,800 | 4,800 | 11,700 |
| 12. Student Protest | 20,550 | 27,150 | 13,800 | 10,950 |
| 13. Private Schools | 18,300 | 19,950 | 16,500 | 10,650 |
| 14. Pre-School | 7,050 | 7,200 | 6,900 | 8,850 |
| 15. Laws & Legislation | 3,600 | 6,600 | 450 | 3,300 |
| 16. Decentralization | <u>5,700</u> | <u>11,100</u> | <u>300</u> | <u>1,500</u> |
| | 592,800 | 673,950 | 510,450 | 786,300 |

* Average of 1972 and 1973 fall quarter linage



Employment Linage

| | Base Quarter Linage* | 1972 Quarter Linage | 1973 Quarter Linage | 1974 Quarter Linage |
|------------------------------------|----------------------------|---------------------------|---------------------------|---------------------------|
| 1. Labor Unions | 76,200 | 59,400 | 93,000 | 90,150 |
| 2. Discrimination & Integration | 42,150 | 39,300 | 45,000 | 58,500 |
| 3. Public Employees | 27,300 | 21,000 | 33,450 | 52,650 |
| 4. Women | 18,000 | 10,650 | 25,350 | 30,900 |
| 5. Laws & Legislation | 10,950 | 7,650 | 14,100 | 25,650 |
| 6. Job Training & Placement | 25,500 | 33,450 | 17,400 | 22,950 |
| 7. Safety | 11,850 | 6,000 | 17,700 | 17,250 |
| 8. Day Care | 11,400 | 12,150 | 10,500 | 16,650 |
| 9. Youth | 5,400 | 2,850 | 7,800 | 7,200 |
| 10. Aged & Handicapped | 5,850 | 4,500 | 7,050 | 7,050 |
| 11. Veterans | 2,100 | 2,400 | 1,800 | 1,650 |
| 12. Domestic Workers | <u>1,350</u> | <u>2,400</u> | <u>150</u> | <u>600</u> |
| | 238,050 | 201,750 | 273,300 | 331,200 |

* Average of 1972 and 1973 fall quarter lineage

The Trend Report

Environment Linage

| | <u>Base Quarter Linage*</u> | <u>1972 Quarter Linage</u> | <u>1973 Quarter Linage</u> | <u>1974 Quarter Linage</u> |
|---------------------------------|-------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| 1. Energy | 79,950 | 41,850 | 117,900 | 230,400 |
| 2. Land Use | 65,400 | 43,800 | 86,850 | 87,600 |
| 3. Water Quality | 77,100 | 88,800 | 65,250 | 60,150 |
| 4. Air Quality | 54,900 | 53,550 | 56,100 | 55,050 |
| 5. Sewage & Water Management | 52,650 | 58,200 | 46,950 | 52,500 |
| 6. Solid Waste Disposal | 20,100 | 22,800 | 17,400 | 28,200 |
| 7. Pollution Control | 25,200 | 27,450 | 22,800 | 18,750 |
| 8. Conservation | 7,500 | 5,400 | 9,600 | 13,200 |
| 9. Noise | 7,050 | 6,150 | 7,800 | 5,400 |
| 10. Population Explosion | <u>3,000</u> | <u>1,200</u> | <u>4,800</u> | <u>3,900</u> |
| | 392,850 | 349,200 | 435,450 | 555,150 |

* Average of 1972 and 1973 fall quarter linage



Government & Politics Linage

| | <u>Base Quarter Linage*</u> | <u>1972 Quarter Linage</u> | <u>1973 Quarter Linage</u> | <u>1974 Quarter Linage</u> |
|--|-------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| 1. Watergate | 73,500 | 19,050 | 127,950 | 166,650 |
| 2. Ethics | 56,250 | 17,400 | 94,950 | 108,300 |
| 3. Campaign Practices | 34,200 | 28,800 | 39,600 | 69,750 |
| 4. Voting | 26,550 | 44,850 | 8,250 | 63,450 |
| 5. Blacks | 28,050 | 30,000 | 25,950 | 33,750 |
| 6. Third Party Activity | 15,750 | 27,900 | 3,450 | 23,400 |
| 7. Women | 12,450 | 19,050 | 5,700 | 22,350 |
| 8. Constitutional Revision | 11,400 | 9,300 | 13,500 | 22,200 |
| 9. Metropolitan & Regional Government | 12,900 | 9,450 | 16,350 | 21,750 |
| 10. Mass Media & Politics | 5,250 | 900 | 9,900 | 19,800 |
| 11. Labor in Politics | 12,600 | 21,150 | 4,050 | 16,650 |
| 12. Lobbying Groups | 3,300 | 2,850 | 3,750 | 8,100 |
| 13. Electoral Reform | 19,350 | 20,850 | 17,700 | 7,350 |
| 14. Revenue Sharing | 24,450 | 36,750 | 12,000 | 6,900 |
| 15. Resignations | 10,950 | 150 | 21,750 | 6,750 |
| 16. Laws & Legislation | 1,800 | 3,450 | 150 | 2,400 |
| 17. Independent Political Groups | <u>4,950</u> | <u>3,000</u> | <u>6,750</u> | <u>1,200</u> |
| | 352,950 | 294,750 | 411,750 | 600,750 |

* Average of 1972 and 1973 fall quarter linage

The Trend Report

Health Linage

| | <u>Base Quarter Linage*</u> | <u>1972 Quarter Linage</u> | <u>1973 Quarter Linage</u> | <u>1974 Quarter Linage</u> |
|---|-------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| 1. Drug Use & Abuse | 77,400 | 80,400 | 74,400 | 90,150 |
| 2. Hospitals | 67,200 | 73,050 | 61,350 | 85,500 |
| 3. Mental Health | 54,750 | 54,000 | 55,350 | 81,000 |
| 4. Diseases | 20,850 | 26,550 | 15,000 | 34,650 |
| 5. Physicians | 16,800 | 14,700 | 18,900 | 27,900 |
| 6. Insurance | 18,300 | 17,250 | 19,200 | 24,150 |
| 7. Abortions | 21,600 | 20,550 | 22,650 | 19,500 |
| 8. Medical Schools | 10,200 | 12,750 | 8,100 | 15,750 |
| 9. Ambulances | 7,350 | 7,350 | 7,350 | 14,700 |
| 10. Nursing Homes | 9,450 | 8,250 | 10,500 | 14,100 |
| 11. Pharmaceuticals | 3,600 | 1,500 | 5,700 | 10,350 |
| 12. Medicaid | 7,500 | 10,800 | 4,050 | 9,150 |
| 13. Community Clinics | 7,800 | 7,500 | 7,950 | 8,850 |
| 14. Nurses | 5,550 | 5,850 | 5,250 | 7,200 |
| 15. Birth Control | 10,500 | 6,450 | 14,400 | 6,600 |
| 16. Comprehensive Health Planning Agencies | <u>5,700</u> | <u>7,650</u> | <u>3,750</u> | <u>5,850</u> |
| | 344,550 | 354,600 | 333,900 | 455,400 |

* Average of 1972 and 1973 fall quarter linage



Housing & Urban Development Linage

| | <u>Base Quarter Linage*</u> | <u>1972 Quarter Linage</u> | <u>1973 Quarter Linage</u> | <u>1972 Quarter Linage</u> |
|--|-------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| 1. Urban Planning & Renewal Agencies | 72,600 | 60,150 | 85,050 | 103,350 |
| 2. Ownership-Private | 22,650 | 24,900 | 20,250 | 81,300 |
| 3. Neighborhood & Area Development | 29,850 | 23,400 | 36,300 | 50,850 |
| 4. Rental Housing-Subsidized | 58,800 | 68,850 | 48,600 | 49,800 |
| 5. Downtowns | 21,300 | 12,450 | 30,000 | 34,500 |
| 6. Commercial & Industrial Development | 10,200 | 9,450 | 10,950 | 33,600 |
| 7. Rental Housing-Private | 13,200 | 18,300 | 7,950 | 27,450 |
| 8. Building Codes | 8,250 | 10,650 | 5,850 | 15,600 |
| 9. Discrimination & Integration | 19,200 | 18,000 | 20,400 | 15,150 |
| 10. Open Spaces | 6,750 | 8,550 | 4,800 | 14,850 |
| 11. Regional & State Planning Commission | 8,850 | 6,150 | 11,550 | 12,300 |
| 12. Mobile Homes | 5,700 | 4,950 | 6,300 | 7,950 |
| 13. Ownership-Subsidized | 8,100 | 9,600 | 6,600 | 7,200 |
| 14. New Towns | <u>4,950</u> | <u>5,400</u> | <u>4,350</u> | <u>6,750</u> |
| | 290,400 | 280,800 | 298,950 | 460,650 |

* Average of 1972 and 1973 fall quarter linage

The Trend Report

Human & Economic Relations Linage

| | <u>Base Quarter Linage*</u> | <u>1972 Quarter Linage</u> | <u>1973 Quarter Linage</u> | <u>1974 Quarter Linage</u> |
|----------------------------------|-------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| 1. Indians | 35,400 | 23,400 | 47,250 | 66,600 |
| 2. Consumerism** | | | 34,650 | 51,750 |
| 3. Blacks | 49,200 | 45,900 | 52,500 | 48,150 |
| 4. Civil Rights Movement | 42,900 | 26,550 | 59,100 | 32,350 |
| 5. Women's Rights | 14,850 | 150 | 29,400 | 30,750 |
| 6. Marriage & Family** | | | 23,700 | 28,050 |
| 7. Media | 13,050 | 5,100 | 20,850 | 20,550 |
| 8. Business Resources | 9,600 | 8,550 | 10,500 | 7,350 |
| 9. Spanish-Surnamed Americans | <u>4,350</u> | <u>3,450</u> | <u>5,100</u> | <u>3,150</u> |
| | 169,350 | 113,100 | 283,050 | 288,600 |

* Average of 1972 and 1973 fall quarter linage

** No base figure available; not monitored before May, 1973



Law & Order Linage

| | <u>Base Quarter Linage*</u> | <u>1972 Quarter Linage</u> | <u>1973 Quarter Linage</u> | <u>1974 Quarter Linage</u> |
|--------------------------------------|-------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| 1. Police | 143,250 | 158,700 | 127,650 | 103,200 |
| 2. Prisons & Prisoners | 146,700 | 150,300 | 142,950 | 76,350 |
| 3. Judicial Administration | 46,200 | 47,400 | 44,850 | 49,650 |
| 4. Violence | 12,900 | 14,850 | 10,800 | 27,600 |
| 5. Civil Liberties | 13,800 | 7,050 | 20,550 | 22,950 |
| 6. Juveniles | 15,450 | 6,000 | 24,750 | 16,500 |
| 7. Gun Control | 1,950 | 2,550 | 1,350 | 10,200 |
| 8. Community Activity | 3,750 | 5,550 | 1,950 | 4,500 |
| 9. Laws & Legislation | 8,250 | 12,150 | 4,200 | 4,350 |
| 10. Commissions, Studies, Reports | <u>4,350</u> | <u>600</u> | <u>8,100</u> | <u>3,000</u> |
| | 396,600 | 405,150 | 387,150 | 318,300 |

* Average of 1972 and 1973 fall quarter lineage

The Trend Report

Transportation Linage

| | <u>Base Quarter Linage*</u> | <u>1972 Quarter Linage</u> | <u>1973 Quarter Linage</u> | <u>1974 Quarter Linage</u> |
|---------------------------------------|-------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| 1. Highways | 56,550 | 60,000 | 52,950 | 67,950 |
| 2. Rapid Transit | 25,350 | 29,250 | 21,300 | 49,200 |
| 3. Buses | 55,350 | 60,300 | 50,250 | 46,950 |
| 4. Air Travel | 49,950 | 36,600 | 63,150 | 43,050 |
| 5. Transportation Workers | 18,900 | 18,750 | 19,050 | 34,050 |
| 6. Railroads | 21,900 | 18,600 | 25,200 | 30,900 |
| 7. Traffic | 9,150 | 8,700 | 9,600 | 15,450 |
| 8. Metropolitan & Regional Systems | 33,000 | 21,600 | 44,400 | 14,400 |
| 9. Parking | 5,100 | 5,850 | 4,350 | 7,800 |
| 10. Bicycles & Motorcycles | <u>1,950</u> | <u>150</u> | <u>3,750</u> | <u>3,150</u> |
| | 277,200 | 259,800 | 294,000 | 312,900 |

* Average of 1972 and 1973 fall quarter linage



Welfare & Poverty Linage

| | <u>Base Quarter Linage*</u> | <u>1972 Quarter Linage</u> | <u>1973 Quarter Linage</u> | <u>1974 Quarter Linage</u> |
|---|-------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| 1. Public Assistance | 69,300 | 54,150 | 84,450 | 51,450 |
| 2. Aged & Handicapped | 13,950 | 8,100 | 19,800 | 33,750 |
| 3. Child Welfare | 40,500 | 25,050 | 55,800 | 32,700 |
| 4. Charities & Social Agencies | 7,500 | 8,250 | 6,600 | 14,100 |
| 5. Hunger & Malnutrition | 13,650 | 12,900 | 14,250 | 11,850 |
| 6. U.S. Office of Economic Opportunity | 16,500 | 19,500 | 13,350 | 4,800 |
| 7. Model Cities | 13,050 | 19,950 | 6,000 | 3,900 |
| 8. Social Security | 11,250 | 15,300 | 7,050 | 3,450 |
| 9. Legal Services | <u>4,650</u> | <u>3,750</u> | <u>5,550</u> | <u>1,050</u> |
| | 190,350 | 166,950 | 212,850 | 157,050 |

* Average of 1972 and 1973 fall quarter linage

The Trend Report

The 200 newspapers read and indexed on a daily basis by Urban Research Corporation staff members come from the 159 cities and towns listed below.

Akron, Ohio
Albany, New York
Albuquerque, New Mexico
Alexandria, Virginia
Allentown, Pennsylvania
Amarillo, Texas
Annapolis, Maryland
Arlington, Virginia
Atlanta, Georgia
Augusta, Maine
Austin, Texas
Baltimore, Maryland
Baton Rouge, Louisiana
Berkeley, California
Billings, Montana
Birmingham, Alabama
Bismark, North Dakota
Boise, Idaho
Boston, Massachusetts
Boulder, Colorado
Bridgeport, Connecticut
Buffalo, New York
Burlington, Vermont
Camden, New Jersey
Canton, Ohio
Carson City, Nevada
Cedar Rapids, Iowa
Charleston, South Carolina
Charleston, West Virginia
Charlotte, North Carolina
Chattanooga, Tennessee
Cheyenne, Wyoming
Chicago, Illinois
Cincinnati, Ohio
Cleveland, Ohio
Colorado Springs, Colorado
Columbia, South Carolina
Columbus, Georgia
Columbus, Ohio
Concord, New Hampshire
Corpus Christi, Texas
Dallas, Texas
Dayton, Ohio
Denver, Colorado
Des Moines, Iowa
Detroit, Michigan
Dover, Delaware
Duluth, Minnesota
Durham, North Carolina
East St. Louis, Illinois
Elizabeth, New Jersey
El Paso, Texas
Eugene, Oregon

Evansville, Indiana
Flint, Michigan
Fort Wayne, Indiana
Fort Worth, Texas
Frankfort, Kentucky
Fresno, California
Galveston, Texas
Gary, Indiana
Grand Rapids, Michigan
Greensboro, North Carolina
Harrisburg, Pennsylvania
Hartford, Connecticut
Helena, Montana
Honolulu, Hawaii
Houston, Texas
Huntsville, Alabama
Indianapolis, Indiana
Jackson, Mississippi
Jacksonville, Florida
Jefferson City, Missouri
Jersey City, New Jersey
Juneau, Alaska
Kansas City, Missouri
Kansas City, Kansas
Knoxville, Tennessee
Lansing, Michigan
Las Vegas, Nevada
Lexington, Kentucky
Lincoln, Nebraska
Little Rock, Arkansas
Long Island, New York
Los Angeles, California
Louisville, Kentucky
Lubbock, Texas
Macon, Georgia
Madison, Wisconsin
Manchester, New Hampshire
Memphis, Tennessee
Miami, Florida
Milwaukee, Wisconsin
Minneapolis, Minnesota
Mobile, Alabama
Montgomery, Alabama
Montpelier, Vermont
Nashville, Tennessee
National
Newark, New Jersey
New Haven, Connecticut
New Orleans, Louisiana
New York, New York
Norfolk, Virginia
Oakland, California
Oklahoma City, Oklahoma

Olympia, Washington
Omaha, Nebraska
Philadelphia, Pennsylvania
Phoenix, Arizona
Pierre, South Dakota
Pittsburgh, Pennsylvania
Portland, Maine
Portland, Oregon
Providence, Rhode Island
Pueblo, Colorado
Raleigh, North Carolina
Richmond, Virginia
Rochester, New York
Rockford, Illinois
Sacramento, California
St. Louis, Missouri
St. Paul, Minnesota
St. Petersburg, Florida
Salem, Oregon
Salt Lake City, Utah
San Antonio, Texas
San Diego, California
San Francisco, California
San Jose, California
San Quentin, California
Santa Fe, New Mexico
Savannah, Georgia
Seattle, Washington
Shreveport, Louisiana
Sioux Falls, South Dakota
South Bend, Indiana
Spokane, Washington
Springfield, Illinois
Springfield, Massachusetts
Springfield, Missouri
Stamford, Connecticut
Stockton, California
Syracuse, New York
Tacoma, Washington
Tallahassee, Florida
Tampa, Florida
Toledo, Ohio
Topeka, Kansas
Trenton, New Jersey
Tucson, Arizona
Tulsa, Oklahoma
Washington, D. C.
Wichita, Kansas
Wilmington, Delaware
Window Rock, Arizona
Winston Salem, North Carolina
Worcester, Massachusetts
Youngtown, Ohio

