

RG6141.MI - The WORLD-HERALD Story: How It is Produced and Distributed

Produced by ARTHUR G. RIPPEY & Company Denver

RCA Sound System

Directed by GIL BUCKNUM

[A richly detailed narrative describing the gathering of news and the production and distribution of the Omaha World-Herald newspaper.]

Views of the presses rolling out copies of the World-Herald newspaper and of the trucks which carry those copies for distribution “to the far corners of the Midwest.”

The World-Herald is read by a quarter of a million families.

A series of headlines illustrates the wide range of news stories carried by the World-Herald: “Hitler Attacks Poland,” “Nazis Enter Paris,” “Armistice Terms . . . ,” etc. The stories record local, regional, national, and international events.

A map of the United States with Omaha at the center demonstrates that news comes in from around the world from sources such as the Associated Press, the United Press, Reuters, the Chicago Tribune, and others.

View of writers in the newsroom. News items are also sent from the World-Herald’s Washington bureau and the state bureau (with a view of the Capitol) in Lincoln. There are also special reporters assigned to the fire and police departments, the county courthouse, and City Hall.

Other World-Herald features include food, fashion, women’s news, weddings and social events in the city, farming and ranching news, financial and commodity markets, and sports (national, regional, and local), among others.

The editorial page (“a meeting place for ideas”) interprets the news of the day from various perspectives. View of the World-Herald editorial board.

A view of the newsroom including the city desk, the state desk (Iowa and Nebraska news), and the leased wire services which provide national and international coverage.

The process of getting news stories from the newsroom to the copy room and then on to the composing room is described. Proofreading and photographic processes are demonstrated along with the final make-up and printing of each page.

The presses print 16 million pages every day and consume three freight-car loads of paper.

Four-color printing (of the Sunday comics, for example) is described.

The delivery of the newspaper by truck and individual carrier is narrated.

The World-Herald, striving to be a “good citizen” of Omaha, founded the Children’s Memorial Hospital, the only children’s hospital in Nebraska. The newspaper also promotes other community events and programs (the shoe fund, the Visiting Nurse Association, for example).

The World-Herald helps each citizen to make informed and intelligent decisions and “to know the truth . . . the truth that keeps you free.”

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