THE LUBBOCK DAILY TIMES

A Thesis Design Program
in fulfillment of the requirements for
Architecture 422

Presented by:

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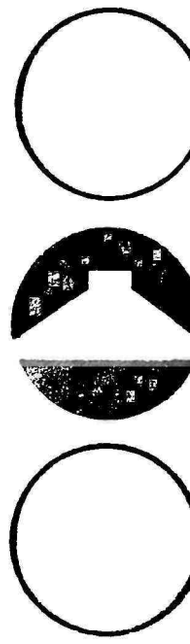

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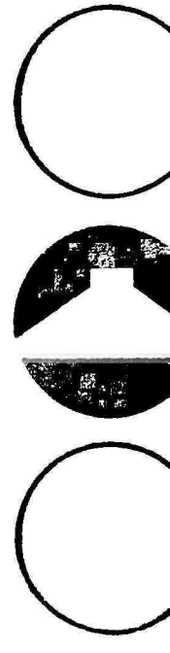

history

history

HISTORICAL SURVEY

Within the Lubbock city limits, man has left a record of his existance for many thousands of years. Prehistoric men hunted animals in Yellowhouse Canyon, the remains of which have been discovered through archeological investigations. During historic times, the area has been traversed by Indian, Spaniard, Buffalo Hunter, and Soldier.

Permanent settlement, however, only began with developments following the Civil War. The expansion of the cattle industry and the lure of cheap land brought pioneers to the great open space to settle and to build.

The beginning of Lubbock can be traced to the establishment of Singer's store which was built in 1882 to serve buffalo hunters; and later, cowboys. The first business was the only post office and store in the area for a number of years. New settlers began to arrive by 1890, and the townsite of Monterey was laid out later that year. In the summer of 1890, a rival townsite was located on the north side of the canyon and was called Lubbock in honor of Thomas S. Lubbock, a former Confederate officer and brother of a governor of Texas, Frank R. Lubbock. Competition gave rise to expensive and bitter rivalry, which caused early leaders to select a single new town site. This action consolidated the residents and businesses of old Lubbock and Monterey. The name of Lubbock was retained for this new town, and the

courthouse square was at the center of the first section.

The structures from the once rival towns were moved to new locations in this settlement. Among these was the 18-room Nicolett Hotel which was relocated across the canyon, but with great difficulty. New stores were built around the square providing a variety of services. The first county courthouse was constructed in 1891, but has since been replaced by newer ones on two different occasions.

Many problems were encountered by early Lubbock because of its distance from transportation networks. The nearest railroads were in Colorado City and Amarillo, and wagon freight sometimes took six days to travel the 130 miles south or north to reach these respective lines.

This problem was eventually solved by the construction of the Santa Fe Railroad line and depot in 1909 and later, the Fort Worth and Denver South Plains Railroad in 1928, making Lubbock the Hub City of the South Plains.

Another problem for the area was the lack of surface water. The solution to this problem was the use of windmills which were in great abundance within the city during its early stages of development. With water now more readily available and with transportation facilities improving, agriculture developed rapidly as a major economic factor around Lubbock, and related industries were developed in conjunction with it.

During expansion of Lubbock in the 1920's, there was a migration of branch offices to the area as well as the establishment of new firms--all indicators of Lubbock's potential as an economic focal point for the South Plains. This was a period also marked by the establishment of Texas Technological College.

Lubbock developed little in the 1930's. As with other references to the 30's, "Depression" is one of the first words to come to mind. The intensity of the effects varied, but every portion of the country felt it, and Lubbock, Texas, was no exeception. Locally, demads for new construction continued because of population increases.

The expansion of the 1940's followed the Depression in an upsurge in business activity spurred by wartime prduction, an influx of new businesses, construction of new homes, increased agricultural production, and higher capital expenditures.

The 1950's proved to be a decade of phenomenal growth. Lubbock continued to be the economic capital of a predominantly agricultural region. The city was continuing its course toward becoming prosperous, modern, and progressive.

Following the tremendous incorporation of land during the 1950's the decade that followed showed no physical expansion. The 60's were characterized by major construction, improved transportation arteries,

and development plans for the future.

Today, halfway through the decade of the 1970's, Lubbock has been witness to the devastating and deadly effects af a tornado. The town has cleaned up its debris and continues in its role of ever-increasing importance as the Hub of the South plains.

This, then, is the story of Lubbock. Its sigificance lies in its visibility and closeness to our present. The history of any area gives us a sense of perspective and helps us understand current problems. Yet, history also gives us a sense of belonging, of roots, in a highly mobile society. Every community can boast its own unique, significant, and special history, and, no mater how simple or complex that community is, it is a monument to the men and women who made it.

Throughout its history, Lubbock has had individuals who have left their marks on the town through their acts and through their architecture. It is these historic resources that are the tangible evidence of those that have preceeded us. The appreciation and understanding of man's heritage is recognition that:

> There is a need in every generation to study the past, to absorb its spirit, to preserve its messages. There is an enrichment there which cannot be recreated artificially or

by searching for it in our own world. It is a collaboration of ourselves and our ancestors, the result is a deeper understanding for individuals and for the community. Thus, the historic resources of an area can fulfill a cultural need of those who view these three-dimensional artifacts of human development. However, beyond their cultural benefit, historic resources also have economical and environmental values which should be taken into consideration.

Preservation is not only a feasible alternative in economic terms but in an environmental context as well, since historic preservation has been used as a tool in stopping urban decay. Preservation is also instrumental in enhancing the quality of life through the aesthetic elements of variety and beauty as well as by provision of a sense of place and reassurance in the perceptual inventory.

The history of our cities spans, and will continue to span, the most pronounced changes in the modes of human habitation that the world has ever seen. Such is the condition in which our cities exist. Some feel in the rapidity of the change an exalting excitement, a good fortune to be living in so dynamic a period. Yet change is not always good. With change comes new problems.

The preservation of historic buildings is but one example of the

attention we must give to the form of our cities as collections of bits of historical development. Through programs for recognizing outstanding historical buildings we can begin to detect what is good. Somewhat more challenging is the task of acknowledging buildings and whole areas which, while not masterpieces, are respectable guideposts from our recent journey.

Historic structures are an "authentic environment", and the cumulative effect of thoughtless demolition dims the light that these resources throw on the development and history of our culture as a whole. Many of these sites and buildings do have something to say to the present and the future.

Our environment cannot and should not remain static. There must be accommodation for growth and change or there will be stagnation. Yet, that change must be controlled if we are to maintain a reasonably healthy world. So it is that change that should be directed toward the public good and so that existing amenities will be preserved. Cultural and natural resources are not inexhaustible and we cannot afford to lose them. Our historic resources serve as a constant reminder of our rich heritage and it might be well to remember Steinbeck's words when he said: "How will we know it's us without our past?"

organization

organization

NEWSPAPER ORGANIZATION[1]

Generally a newspaper organization is composed of line and staff personnel. Individual department heads normally are delegated complete authority within their departments, and they, in turn are responsible to their superiors for its performance.

This type of organization is well suited to newspapers for it provides an atmosphere of autonomy in each work unit while simultaneously controlling the entire operation.

In smaller daily newspapers, of course, individual departments hardly exist as such. There are often only two major divisions- the office and the shop. The office recieves the ads and news, writes the copy or edits it, and handles the business of running a newspaper, while the shop sets the type and prints the paper. But medium sized and large dailies usually have five major departments: editorial/news, business, mechanical or production, administrative, and promotion. This report deals with one of these - the editorial/news department.

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[1] This material is taken from the American Newspaper Publishers Association Research Institute Bulletin 1008, January 26, 1970.

The Editorial/News Department

The editorial/news department assembles and processes all reading matter for the paper except for the advertising. Its work is usually handled by a number of divisions or operating units depending on the size of the paper. The five general divisions usually found in a large newspaper are the newsroom, the copy desk, the picture division, the library or morgue, and the editorial writing staff.

All general news is gathered and processed in the newsroom. International, national and state news comes in by wire, teletype or telephone or sometimes by mail from string correspondents; local stories are phoned in or brought in by reporters who have been assigned to cover them. Many newspapers have specialized departments covering business, radio and TV, the arts, and other areas of interest to special groups of readers. Most newspapers, regardless of size, have sports and society or woman's departments in the newsroom.

The copy desk is located in the newsroom but can be considered a seperate operating unit. Here the stories submitted by reporters and checked by their editors are edited in detail by experienced copy editors. The copy editors check for style and facts, write heads and subheads, and make any appropriate corrections of grammar.

The picture division is usually run by a picture editor who is located in the newsroom and works closely with the various editors in the selection and handling of pictures. The picture editor supervises the work of the photographers and of the editorial darkroom.

The library provides reference books, periodicals, clipping and picture files which are used to provide background, fill out or accompany current stories. This ability to provide in-depth reporting is one of the key advantages that newspapers have over most other news media.

The editorial staff is sometimes located in the newsroom and sometimes in a seperate room of its own. It is presided over by the editor-in-chief or by an individual with the title of editor of the editorial page or chief editorial writer. This staff handles the editorials, letters to the editor, and features that go on the editorial page.

Newsroom and the Production Department

Cooperation among all units of a newspaper is, of course, essential, but the interaction between the newsroom and composing room is of the utmost importance. The press start is determined by the deadline for the last news pages. The efficiency of the two departments and their degree of cooperation can be measured by the time that elapses between copy deadline and press start.

News deadlines should permit late-breaking news to be inserted into

the paper, but normally, as the copy deadline approaches, the newsroom and composing room should be on even keel. Copy should flow evenly to the composing room so that, as the deadline draws near, only a few leads and late stories remain to be sent. This is often not the case, however; copy too often flows to the composing room in a sporadic manner during most of the period before the final news deadline. Then, as the deadline approaches, the dam breaks and a flood of copy reaches the copy-cutters desk in the composing room.

Copy must flow smoothly and evenly in the newsroom as well as in the composing room in order to get the process of presses started on time and to get the papers out with the latest possible news. This is an important factor that should be kept in mind when planning an editorial/news department.

Personnel

At the top of the pyrimid is the editor who is responsible for all policy questions. He may write the paper's editorials himself or determine the subjects to be covered and assign the writing to an editorial writer. Large papers usually have an editorial board made up of the editorial staff, editor and editorial writers.

Working with the editor are the managing editor and the news editor.

Both deal with the news but the managing editor is primarily concerned with the news operation and personnel while the news editor deals with the news matter itself. The news editor selects and processes the news for publication while the managing editor sees that the news department has the proper facilities and sufficient staff to do its job.

Next in line is the city editor. Often portrayed in the movies and on television as a flamboyant, incorruptible crusader, his job is to see that local news is covered. In the days when local news filled the front pages of most newspapers the city editor was the dominant figure in the newsroom. He still has a key role because most of the reportorial staff falls under his jurisdiction. This includes the general assignment reporters who cover the big stories, the beat reporters who cover special areas such as the police beat or the courts, and the rewrite men who take stories by phone from reporters on the scene or rework stories as they come in. Suburban correspondents are also in many cases under the supervision of the city editor. Large newspapers often have a night city editor as well as a day city editor to provide continuous coverage of this key post.

Large metropolitan papers which have their own bureaus in Washington and other key cities in this country and abroad may have a national and/or

a foreign editor. In most cases, however, the wire editor handles most national and international news as it comes in on the wires of the news agencies.

Most large papers have a state editor to handle news from points within the state but outside the paper's immediate distribution area. State correspondents are usually assigned to the state capital and other key points in the state; and the state editor makes use of the stringers or freelance correspondents in smaller communities. Newspapers located in border areas often have state editors to handle news from each state that the newspaper serves.

The picture editor supervises the staff photographers and handles pictures arriving by wire-photo. He works closely with the other editors in selecting photos to accompany stories they are handling.

The sports editor organizes coverage of local sports events and handles sports wire copy. He supervises and coordinates the work of the sports reporters and photographers. He may be also responsible for the layout of sports pages.

The society editor handles news of special interest to women such as community, social and cultural events, weddings, and the like. Larger papers may, in addition, have a woman's page editor who handles material

on a wide variety of subjects of more specific interest to women.

Some newspapers have a feature editor who handles the feature stories and pictures which come in from members of the news staff, free lance writers, and feature syndicates.

Besides the general editors, most large papers have an array of specialized editors for such areas as business and finance, science, labor, agriculture, radio and television, religion, education, etc. Most newspapers publishing a Sunday edition have a Sunday editor and a special staff to compile it. In some cases the Sunday editor is responsible only for non-spot news sections of the Sunday paper, while in other cases he is responsible for the whole Sunday edition.

The make-up and copy editors on most papers handle material from all editors except departments such as sports which have their own copy editors. The make-up editor's task is to coordinate the editorial items with advertising material and to produce a layout for the composing room to follow when making up the pages. On many papers the managing editor or the news editor will dummy the front page leaving the rest for the make-up editor.

The copyreaders or editors do the final job of editing copy. Traditionally, they sit at horseshoe-shaped tables. The head copy editor sits

in the center or slot and deals copy to, and consults with, the copy editors seated around the rim of the table.

At one time the way to break into journalism was to start as a copyboy. The copyboys and news department clerks perform routine but important tasks for the other editorial personnel such as carrying copy between the various operating units of the newsroom. While many of todays top editors started as copyboys, large papers now have intern programs for which they recruit students and graduates from journalism schools.

In some newspapers the proofreaders are located in the editorial/news department and are considered part of its staff. On other papers they work in the mechanical department and are not considered editorial people and in some cases there are page-proof readers, attached to the newsroom in addition to the usual galley-proof readers in composing. In any case their job is the same - to see that the copy sent to composing has been accurately and correctly set in type.

The library-morgue is another division of the newspaper closely connected with the editorial/news department. This is where all of the reference material needed to provide background information for a story is kept. The librarians' task is to keep the material in readily usable form and to keep it up-to-date.

future

future

THE NEWSPAPER OF THE FUTURE[2]

"The printed word is dead."

Statements Like this have a way of cropping up each time a new technology makes its appearance. Newspapers and the printed word have been killed off with great regularity by the prophets of the broadcasting and other media. Yet newspapers still survive, although, admittedly, a number have passed into oblivion in these past few years. But their demise has usually been due to reasons other than the advent of competing media or new technology.

This section of the report deals with newspaper thechnology of the next decade. To some executives, such an exposition of new methods is tantamount to discussion science fiction; to others new techniques represent a panacea- the answer to all their problems. But a word of caution - technology alone does not alone create a marketable product. It only allows you to manufacture that product in a more efficient and economical manner.

Newspapers have a unique capability which distinguishes them from other media, and that is the ability to collect, edit and disseminate information in depth on a time-critical basis. And it is the manner in

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2 This material is taken from the American Newspapers Publisher Association Research Institute Bulletin 951, April 15, 1968.

which these functions are performed that will determine whether or not a given newspaper product is successful in the marketplace, not the technology used to convert information into print.

In this report we will examine the future technology of newspaper manufacturing in some depth. But underlying all of our thinking is the assumption that newspaper management has clearly defined the product it wishes to create, for technology cannot define what a product should be; this can only be done by people. It is with the distinction in mind that this document has been written.

Introduction

If the 1960's can be viewed as the period of promise for technological innovation in newspapers, then the 1970's will become the time-frame in which that promise is fullfilled. For, if the sweep of technology continues to gather momentum - and in all likelihood it will - then the idea of an automated newspaper system will be translated into reality; and, like it or not, the newspaper business will undergo the most dramatic change since the advent of the telegraph and the Linotype machine.

The newspaper system of the 1970's will have as its nucleus a time-shared communications-oriented computer and, feeding into and out of this central computer will be a vast array of inquiry and retrieval devices.

Each department of a newspaper - e.g., accounting, advertising, circulation, editorial, production and mailroom - will be connected on-line to the computer. And individuals in each of the various newspaper divisions will be able to communicate with the computer in such a manner that each person will believe he alone is in sole control of it.

New input Methods for Accounting

The current procedures involved in circulation, advertising and general business accounting have been readily adapted for computer manipulation. And the use of punchcards and paper tape as the media for computer data input and output has long been established in newspapers and other business firms.

Perhaps the only significant changes in the accounting input routines will be the use of multi-font optical character readers (OCR) and incremental magnetic tape typewriters for use as devices to feed information into the central computer. Thus, punchcards will no longer be produced. Instead, data will be prepared more directly in machine usable form by an OCR device. Incoming invoices and other documents will be read directly by OCR units, and the data outputted onto high density magnetic tapes. Payroll and production statistics data will be captured directly from timeclocks and other entry devices; general ledger and

other bookkeeping entries will be generated on incremental magnetic tape typewriters for later entry into the computer.

Further, circulation accounting will be affected by these input devices in much the same manner as the business accounting departments.

The Editorial and Library Subsystem

The newsroom of the future will be characterized by the absence of sound rather than its presence. That is to say, the chatter of mechanical typewriters will be missing. In their place will be cathode ray tube (CRT) display sets with typewriter keyboards and light pens, connected on-line to the computer.

To illustrate how the newsroom will operate, let us assume that a reporter arrives at his office from a story assignment. First, he may go to a centrally located inquiry display screen station and type a request to the library for abstracts of stories appearing in the last 90 days pertaining to a Mr. Ed Jones, City Controller, and to new business taxes. After viewing the abstracts the reporter requests a full printout of two particular items. A 2,000 line-per-minute printer located to him begins to hum and in a few minutes or seconds the stories relating to the subject he requested are electrostatically generated.

Returning to his desk, the reporter begins typing the story on his

own typewriter display connected directly to the computer. As he types the story, it will be shunted by the computer to a secondary storage device e.g., a disk file. Should the reporter wish to read over any part or the whole of the story he has completed, he merely calls up or technically rolls back that page and it appears on the display screen in front of him, section by section.

Should he desire to revise a particular sentence or paragraph, he merely deletes the unwanted material with a light pen and types in the new text.

While the various reporters are typing their stories, the editors in the "bull pen" begin receiving a printed-out list of completed takes or stories in process from a printer located in their area. Sitting in front of each editor also is a typewriter display set on which the editor may call up copy stored in the computer. The copy is flashed on the screen in front of the editor, and he begins the process of revising the copy, using his electronic light pen and typing in changes which appear on the face of the screen. When he completes his task, he indicates the type font and measure on the keyboard and then sends the information into the computer. The story is then processed through a hyphenation/ justification routine, and is stored temporarily on magnetic disks for

subsequent page make-up.

Wire Service Input

Wire service news delivery will be changed just as radically in the 1970's. There has been estimated that as much as 10 million words per day are filed by both of the two major news services (AP and UPI). This figure represents approximately 20,000 stories.

Currently, the task of intelligently handling a large volume of wire news received by a newspaper is almost impossible, even if only a small fraction of a total news service is received by a given paper.

To intelligently select and edit such a mass of data within the time-frame in which newspaper editorial staff must operate, boggles the imagination of people outside of the newspaper business.

But there are systems which are being developed to overcome this explosion of information. One such system would substitute one or two high-speed electrostatic printers for the batter of low-speed devices found in most newspaper wire rooms. And instead of an entire wire service news file being printed, only the days budget containing a code number, slug identifier, story length and a 50 to 100-word abstract would be received in the wire room.

The telegraph editor or others would review this budget and select

only those stories desired in full. By using a typewriter or Touch-tone keyboard device attached to the printer he would key-in the code number of the stories he wanted and complete print-outs of the materials he selected would be received in a couple of minutes.

The story or stories selected could be received in several forms:

Print-out or hard copy

In the form of justified/hyphenated paper or magnetic tape

The story could be transferred directly to the newspaper's own computer or to the computer utility the newspaper is connected into

Any combination of the above.

Whenever an editor is ready to handle a given wire service story, he will then recall it from his own newspaper's computer or that of the computer utility. He would read the story on his CRT device and edit and correct it directly, then return the story to the computer storage for makeup and typesetting.

Automated Page Make-up

The make-up editor is seated before a computer-connected display console. The console consists of a 18 x 24-inch CRT and two smaller display tubes. It is also equipped with a typewriter keyboard, light pen, various function buttons and levers required for picture cropping and

page formatting. This make-up CRT console contains all the controls necessary for the make-up editor to efficiently perform the following tasks:

Provide access to all news stories, photos and reserve news in storage

Display these materials in a convenient form

Permit modification of the input material - e.g., trimming, filling or leaving-out particular stories

Allocating each element into its proper location on the page in accordance with the page layout or dummy

Allocating all photos to their location and perform required cropping and screening

Provide means for previewing the finished page

Create a record on a disk or magnetic tape of each page for later input into the production subsystem.

The make-up editor receives material from three principal channels - computer-stored news text, the picture desk for photos, and the advertising department. As he refers to the slug list and page dummy, which is shown on one of the auxiliary display sets located on the page make-up console, he calls up the assigned stories and previews them on the inquiry CRT set. This display presents the story in hyphenated/justified form together with heads, plus an exact line count and character fit for each of the selected type fonts used. The editor can then manipulate the story by keyboard and/or light pen.

The make-up editor places each story into its appropriate location the page and displays the final page on the large (18 x 24-inch) display tube.

Photos would be called up from computer storage and inserted into the page. The photos, together with caption and cut lines, would have been previously converted electronically to digital bits and placed in the computer's mass memory for temporary storage. When called for, the photos would be displayed on an auxiliary CRT and the make-up editor would crop and electronically screen each picture as he places it into position on the page.

Once the page is fully assembled, including the ads, its contents would be returned to temporary storage until called for. At edition time, it would be transmitted to a photocomposition unit where it would be created in less than two minutes.

The Automated Library

Earlier it was mentioned that the computer-controlled magnetic disks or tapes would store all news text appearing in the newspaper for a particular day. This material can, after the last edition, be transferred to the library. This would be accomplished as follows:

1. News Text

   A. Each page at the librarian's request is shown on a CRT display set. The librarian underscores with a light pen key words in those stories in which he may desire additional index terms, other than those already generated by a computer program.

   B. The computer completes the indexing operation automatically by generating the appropriately coded index terms for each story and making corresponding entries into the stored master indexes, as well as indicated date of issue and page number each story appears in.

   C. The stories and indexes are then read-out from the computer onto photo-digital chips or magnetic cards for later storage and retrieval purposes.

2. Photographs

   The librarian recalls all photographs used in the particular edition of the paper to be stored and may add additional index terms, issue and page number, etc. to the photo, if required. Then the photo and appropriate caption and cut lines are transferred to photo-digital chips for permanent storage.

3. Inactive File

If the time span of a search request extends into material not actively stored in the library, the computer will automatically recognize this and send a message to the requestor via the inquiry display printer set, giving appropriate instructions for manual search of the micro-image film files. The requestor can the obtain the reel or card of micro-image material containing the particular back-issue of the paper.

4. Purging

This will be accomplished automatically by the computer at specified intervals and indicated instructions. For instance, obituaries might be kept in active files for X years, while all other materials might be purged at their annual anniversary date. Purged materials would then be erased from the storage media. However, the central library index would be referenced as to the date, location and reel number of micro-film of the newspaper's back-issue which would contain each particular story.

5. Books, Magazines and Brochures

The computer's stored indexes would encompass the libraries collection of books, magazines, etc. The item's identification (author,

title, publisher, etc.), call number and cross references would be entered into computer mass storage as each new item is obtained by the library.

Requestors would search an up-to-date computer printed-out index for a particular book or a subject. Upon typing a request at a display set, the computer could not only indicate the particular book requested but all other titles pertaining to the same subject. The requestor would indicate his choice by light pen, and a printer located in the library would print out his request to the library staff. Of course, if a given newspaper's library resources were not extensive, the editors could still have access to a richer information base such as an automated library operated on a regional basis by a news service or one of the larger metropolitan newspapers. In this instance, the user newspaper would have only archival information - e.g., its complete newspapers in microfilm, microfiche or micro-image form and local news in computer-stored digital format.

The Production Subsystem

The production function will be involved in a period of transition until after 1972, since certain technological breakthroughs will be arrived

at more slowly - e.g., an on-line plate making system. For instance, perforated paper tape will continue to be the principal input/output medium for the production of news display and classified advertising text until around 1982, after which, incremental magnetic tape and/or display sets with associated keyboard connected directly on-line to the computer supplant paper tape.

Display Advertising Subsystem

For display advertising, the copy and illustrations are received by the dispatch office, and an ad running order is produced on an incremental magnetic tape typewriter. The illustrations are scaled and, together with a copy of the layout, are sent to the photo input station for insertion into the system. The manuscript is forwarded to the composition section where it will be either rekeyed or read by an OCR device directly into the computer. Meanwhile, the tapes created in typing the ad orders are transmitted to the computer center where the entries are recorded, running ad lists are created, and billing and credit data are accumulated or checked.

As the ad copy is received in the composing room, it is given to the mark-up room or section. In front of each mark-up man is a display set equipped with a light pen and typewriter keyboard and a Rand tablet type

of device. First, the mark-up man types in the ad number, advertiser name and ad size. Next, he places the layout over the tablet and, with the light pen, traces the coordinates of each head and copy block - element by element. Then he selects the type style and size for each copy element and types in the data. When he completes an ad, he pushes a function key and this information, together with the ad-identifying number is sent to computer storage. The manuscript copy is then dispatched by conveyor to the keyboard section, if required and the ad text is keyed into the system and stored for later action.

The mark-up instructions and information text are then merged in the computer which, in turn, activates a high-speed printer and generates a proof of the ad.

After ad mark-up and text composition were completed, the assembly process could begin. It would be performed on a display console similar to that previously described for page make-up, but having additional positioning abilities with relation to the type matter. Further, the console operator would be able not only to selectively screen portions of an illustration which he is assembling with type matter, but also to screen color separations placed into the system. Finally, after all ad text and graphics were finally assembled on the CRT screen they would be

sent to temporary storage until needed for the proofing cycle.

When needed, an ad proof would be generated by a high-speed printer and, after the proofreading and correction of the ad or ads was completed, an offset paper plate could be generated at the high-speed printer to provide a means of supplying multiple proofs.

At each step of the ad processing cycle, start and stop times would be recorded by the computer when the operator was on-line. If such data was recorded by the operator, it could be accomplished by means of a touch-tone keyboard located at each work station and connected to the computer. Thus, a complete record of work performed on a given ad can be accumulated. And where necessary, accurate charges can be assessed for excessive advertiser revisions.

The Classified Advertising Subsystem

With classified advertising, telephone ad takers can record billing data and ad text on a typewriter-display set. Basic mark-up instructions would be included for any display type faces in the ad, and a given ad cost can be determined - almost immediately.

Ads received by the computer will have their billing and other data recorded in the account receivable files, credit will be checked and the ad will be sorted into an appropriate classification. When the ad cut-off

time arrives, the computer could then sort the classified ads and transmit them to the character generators for the page composition. The latter will produce type on sensitized paper or film in page format. Each ad will be properly classified, abbreviated, hyphenated and justified and the column itself vertically justified.

In those few instances where a newspaper receives the bulk of its classified advertising from various employment or advertising agencies, that particular newspaper might consider supplying each of the parties concerned a "controlled font" typewriter. The latter would create controlledfont characters easily readable by OCR devices.

Initially, all advertising would be photo-composed using 6,000 characters per second cathode ray tube(CRT) photocomposers on sensitized film or paper. However, by 1980, all material, news pages, graphics, and advertising will be created directly on plates utilizing the new high-speed laser beam cutting devices. And, at the current stage of development, it appears that a laser energy system will be the first practical high-speed platemaking operators to emerge.

The Pressroom

By 1982 presses capable of producing upwards of 150,000 newspapers per hour will be available. Such presses will continue to have a fourplate

wide, two-around configuration and will be available for offset, wraparound gravure and shallow-relief letterpress printing. The major difference between the printing press of the next decade and current units will be that of computer control. A process-control computer using a closed loop instrumentation package will be used to monitor and correct such factors as page and color registration, ink control, web tension, speed and length or run, etc. - while the press is functioning.

Even at current press speeds, quality control of the printed product is most essential, especially in the printing of color, for, in the time it takes a pressman to pick up a newspaper off the stream, examine the various pages and make any corrections required, over a thousand badly printed copies can be delivered to the mailroom. It seems funny that engineers and scientists can develop quite sophisticated sensors to control a rocket's flight path or the operation of an atomic reactor, yet, only a negligible quantity of instrumentation is available for maintaining printed quality in today's pressroom.

Therefore, the next decade will see a emphasis on printing control process, regardless of what emerges as the ultimate printing method.

At this point in time, it would appear that offset will come forth as a major printing technique, although wraparound gravure rates highly.

These candidates are put forth, because of the high-speed platemaking systems which appear most likely to emerge from current research and development. But, no matter which type of high energy system is successfully developed, the question of what types of plates and how much material must be removed from these plates effectively and economically will, to a large degree, determine the dominant future printing process or processes. Right now, offset and wraparound gravure would seem to be the leading contenders.

Looking further down the line to about 1988, the first of the electronic newspaper presses will be coming into use. Such presses will have no plates involved. Rather, the computer, by laser beam projectors, will transmit the images and text directly on the printing cylinder which, in turn, will electrostatically transfer the image to paper. Not only will pages be able to change while the press is running, but newspapers will be able to print high-quality color without making separations or plates.

The Mailroom

Perhaps the area in newspaper operations which has been given the most attention has shown the favorable results of that attention is the mailroom. Programmed stackers, demand press-speed controls, weatherproof

bundle wrapping and dispatching have all succumbed to some sort of computer management. This does not mean to imply that further improvements in mailroom operations will not be made in the future, but rather these improvements in mailroom performance will, in effect, be refinements of existing techniques, since most fundamental breakthroughs have already been made.

However, the one mailroom operation which appears least susceptible to the impact of the computer is that of inserting preprinted sections into the main section of the newspaper. Traditionally, preprinted materials have been inserted into the main sheet manually. And, whenever newspaper executives discuss the question of inserting, their discussion usually ends on a note of frustration or despair. As one executive stated, "Inserting is a slow and increasingly costly procedure - regardless of how it is done."

Several people have suggested that we look to the packaging industry for a solution to this nagging insertion problem, since it appears that none of the traditional newspaper suppliers have the answers. Others have questioned the basic approach taken toward inserting. Why must we insert the preprints into the main section? Why not produce a sandwich or layercake package wrapped in weatherproof polyethelene or similar

material? When pressed for a method of utilizing such an approach, we run into the limitations of mechanics.

Several individuals have proposed a system not dissimilar to that used in putting together magazines. Their ideas follow these lines:

> Asthe main sections move from the press, they are diverted into two or more streams.
>
> Each stream would then flow into a series of one or more pockets of an in-line "gathering" machine which ahs a conveyor belt running beneath the pockets.
>
> This gathering device would have several additional pockets, and into them would be manually loaded the section packages comprised of several preprinted individual sections which have been previously collated into one package in a layercake fashion. These packages being secured with a thin plastic wraparound tie.
>
> As the section layercake or sandwich package flows past the pocket containing the main section, the latter would be mechanically dropped on top of the sandwich. The entire package would then return to the main station where it would be covered with a plastic wrapper. The edges of the wrapper would then be heated to seal it in order to weatherproof the package. As an alternative to the complete wrapper, a plastic tape could be tied around each package.
>
> From this point, the stream of newspapers would be diverted into a stacker line and then to a bundle strapper. However, if each package was held together only by a plastic tape, then the bundle would be delivered to a heat-shrink wrapping station.

Plastic heat-sealed wrappers are quite commonly used in protecting everything possible. And it is believed that a newspaper package can be handled at speeds of 25,000 to 50,000 copies per hour by plastic wrapping

machines. The big question that remains is whether in-line gathering machines can be designed for these speeds and, if so, what would the economics be like.

Whether such an insertion system as just described is feasible, is a question that cannot be answered at this point. And only when the insertion problem becomes too costly to ignore, will proper attention be given to relieve it.

Central and Satellite Printing Plants

The increasing difficulties encountered in distributing newspapers throughout large metropolitan areas will lead to establishment of satellite printing plants. These plants will be connected to a central office having a time-shared computer or linked to a computer utility. This computer/composition complex, located at the main plant, could handle all input materials of the satellite, make up pages in conjunction with the latter's page dummies, and generate complete pages or plates at the satellite facility.

The satellite facility would be equipped with a variety of input/output devices, including typewriter-keyboard display sets, a full newspaper-page-size platemaking laser character generator, high-quality copy facsimile transmitters and receivers, high-speed printers, keyboard-

equipped display sets, etc.

The main and satellite plants would be linked by a digital-type communications facility having a two-way transmission capacity. As regional news news copy is received in the central plant the editor in the central plant could call up the satellite news text and make any necessary revisions, etc. Then the text could be hyphenated, justified, and stored in the computer. Page dummies and news and ad illustrations would be delivered to the main plant via the copy facsimile device. Advertisements would be keyboarded where necessary in unjustified form and sent to the central computer via the transmission link, together with any typographical instructions. Any display advertising proofs would be sent by the main plant to the satellite via the copy facsimile units.

Classified ad text would also be sent to the central computer for processing. The computer would sequence and format all classified material and transmit appropriate signals to the satellite page-character generator, which then could flash-out full pages of classified advertising matter when the pages were closed.

Likewise, accounting data for the classified ads would be captured by the computer at the time of original input.

All proofreading would be done at the central plant, since the system

is capable of generating galley and page proofs. Corrections could be sent to the central computer, and the satellite would then call for the pages to be created.

At the appropriate time the make-up editor calls out the news text onto the face of a CRT make-up console and begins assembling pages. His decisionswould be based on both the page dummies received from the satellite paper and those centrally produced. As each page is completed by the editor, the computer would transmit codes to the satellites page generators which, in turn, would produce full-page offset, letterpress or wraparound gravure press plates.

The press, mailroom and distribution fuctions would operate in much the same manner as described earlier. Because of the potential savings and efficiencies attainable by the future electronic system, several different newspapers located in the same metropolitan area might deem it practical to edit, compose and conduct business activities from a central plant but operate an independent editorial, advertising, production and distribution activities from decentralized facilities interconnected by communications channels.

Likewise, for small daily newspapers in geographical proximity to each other, what has just been described is equally applicable. However, in

this instance the central plant would function as a computer-composition facility only. Editorial, advertising, circulation functions, etc. would reside in the individual newspapers' facilities, and the completed pages could be transmitted to each paper using high-speed facsimile.

Although only one type of digital satellite printing system has been emphasized here, there may be sveral variations of combinations of systems, including hybrid configurations consisting of digital newspaper page-size facsimile equipment and/or smaller character generators in the same operation. Each newspaper will have to decide what is best, based on its own circumstances and needs.

The need for major metropolitan newspapers to increase city traffic and effectively meet their competition on an equal ground has become almost irresistable. Likewise, the need that smaller dailies feel to reduce their manufacturing costs grows increasingly sharp. What has been until now is the necessary tools. Hopefully, these tools are now close at hand.

4

climate

4

climate

CLIMATIC CONDITIONS

Climate is semiarid, transitional between desert conditions of the West and humid climate of the East and Southwest.

Annual solar hours of sunshine-------3550

Mean monthly hours of sunshine:

June 340

Dec 200

Wind average annual wind power:

200 watts per square meter

Prevailing winds:

Jan	4 mph	WSW
Apr	3 mph	SSW
Jul	7 mph	S
Oct	3.5 mph	SSW

Dust is occasionally picked up by the winds.

Dust is usually from the SW, W or NW and is dependent on the precipitation.

Precipitation:

Mean average annual precipitation - 18.08 inches

Record maximum annual precipitation - 40.56 inches

Record minimum annual precipitation - 8.73 inches

Most average precipitation in one month - 3.18 inches

Most precipitation in one month - 12.69 inches

Snowfall:

Mean annual snowfall - 8 inches

Most total snowfall annual - 34.4 inches

Humidity:

Yearly average

Midnight - 63%

6 am - 35%

Noon - 46%

6 pm - 42%

Temperature:

Mean annual temperature - 59.7

Warmest months:

Jun, July, Aug, with a normal daily maximum of 92° in July

Record maximum - 107°

Coldest months:

Dec, Jan with a normal daily minimum temperature in January of 24.8° and a monthly mean of 39°

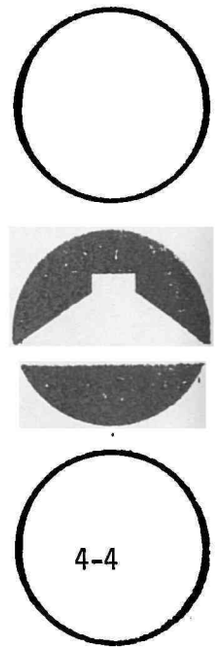
Record minimum - -16°

Surface profile:

The surface is brown, fine, sandy loam about 11 inches thick

The subsoil is sandy clay loam to depths of more than 99 inches.

The color varies with increasing depth.
38 inches below the surface there is a layer of soil with 60%
Calcium Carbonate that extends down for 29 inches.



5

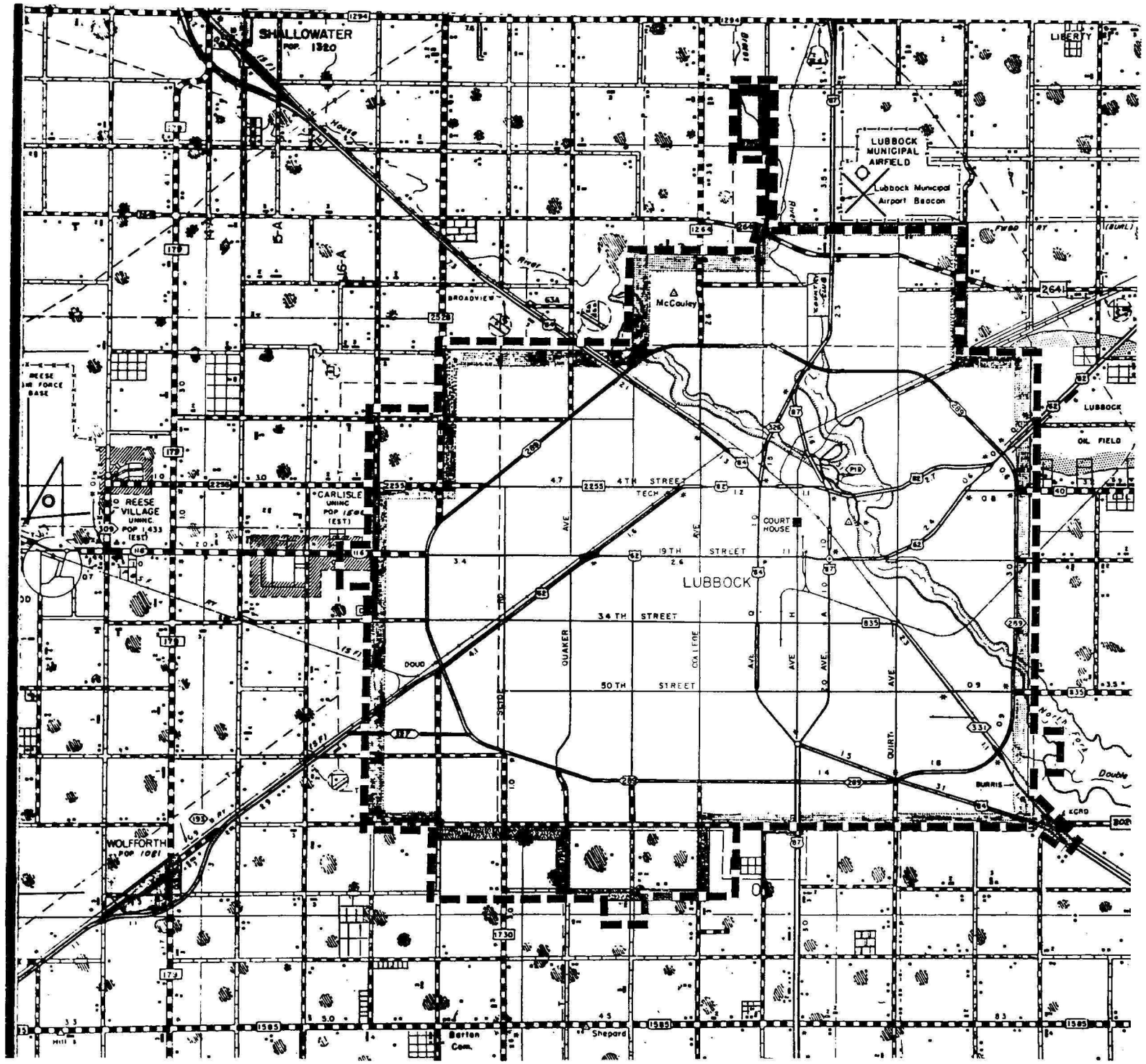
site

5

site

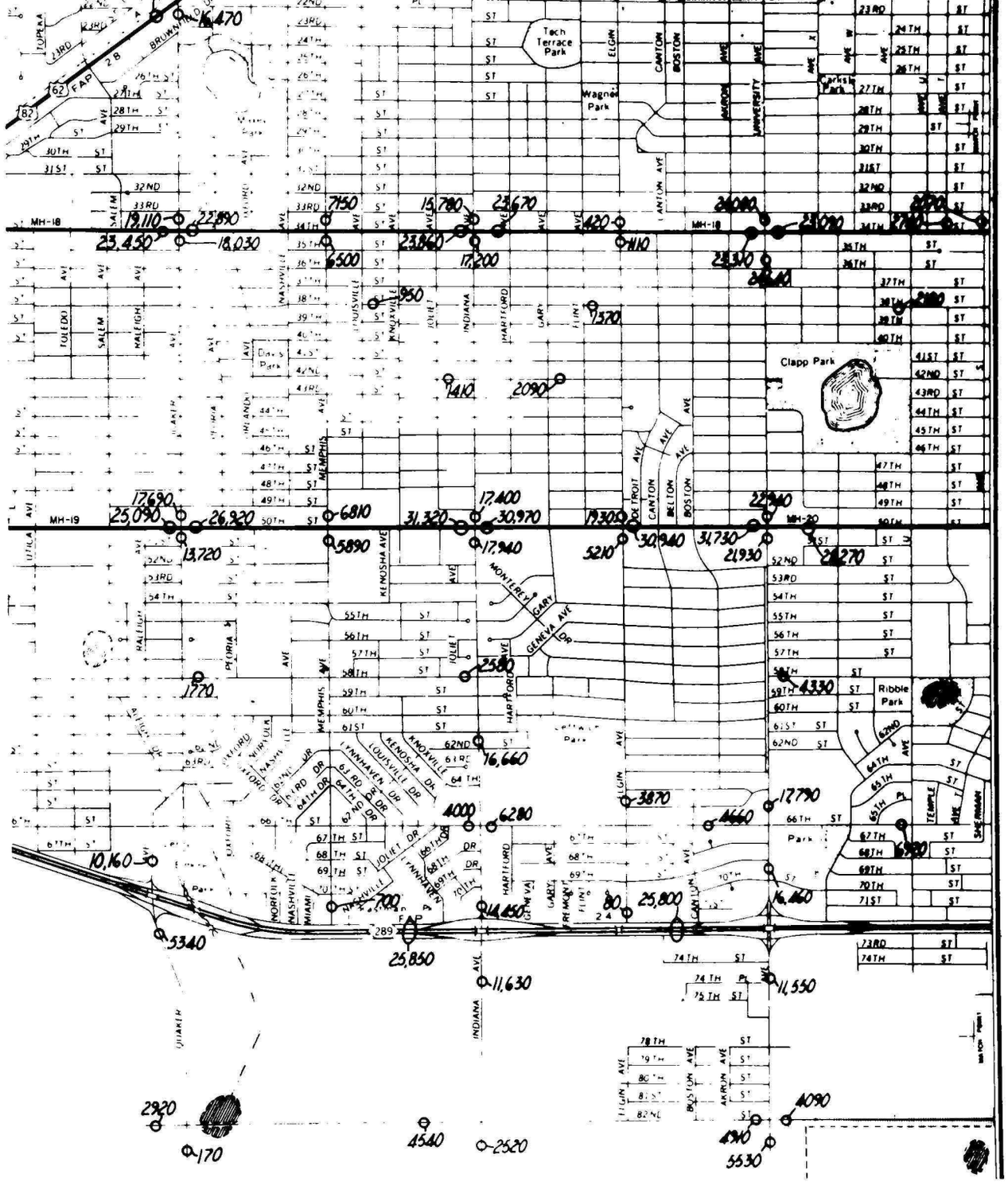
TRANSPORTATION SYSTEMS IN LUBBOCK

Lubbock is at the crossroads of two major Interstate Highways. Highway 62 divides the city from the northeast to southwest, and Highway 84 divides the city from the southeast to northwest both intersecting in the relatively central downtown area. These two interstates make travel across town fairly easy. Each intersects major thoroughfares, University Avenue north to south, and 19th Street east to west, which border the Central Business District. The Central Business District contains a system of one and two-way streets that intersect these major thoroughfares at 45 degree angles. (Refer to figure 5-3)


SHALLOWATER
POP. 1320
LIBERTY
LUBBOCK MUNICIPAL AIRFIELD
Lubbock Municipal Airport Beacon
McCauley
BROADVIEW
REESE AIR FORCE BASE
REESE VILLAGE
UNINC.
POP 1,433
(EST)
CARLISLE
UNINC
POP 1500
(EST)
4TH STREET
TECH
COURT HOUSE
19TH STREET
LUBBOCK
34TH STREET
50TH STREET
QUAKER
COLLEGE
QUIRT
DOUD
BURRIS
KCRD
LUBBOCK
OIL FIELD
WOLFFORTH
POP 1081
Barton Com.
Shepard

SITE DESCRIPTIONS

The proposed site is located at the intersection of South Loop 289 and University Avenue. It is bounded on the north and south by South Loop 289 and 74th Streets respectively, and on the east and west by University Avenue and Canton Street. The block is totally unoccupied and this makes it ideal for development. The selected site is estimated to be the new location of the CBD by the 1990's.


Tech Terrace Park
Wagner Park
Clapp Park
Ribble Park
MH-18
MH-19
MH-20
FAP 28
FAP 289
16,470
19,110
22,890
23,450
18,030
7150
6500
15,780
23,670
23,860
17,200
420
1110
24,080
23,090
23,310
24,640
950
1370
1410
2090
17,690
25,090
26,920
13,720
6810
5890
31,320
17,400
30,970
17,940
19,300
5210
30,940
31,730
22,940
21,930
28,270
2580
1770
4330
16,660
3870
4000
6280
17,790
4660
6920
10,160
700
14,450
80
25,800
16,460
5340
25,850
11,630
11,550
2920
170
4540
2520
4090
4910
5530

289

651.7'

549.2'

R=215'
316.1'

S00°03'E

61.8' TPE-SPS

436.35'

zoning

6

zoning

Area Requirements.

Front Yards. There will be a front yard for every structure in the C-3 District, measured from the center line of the fronting street to the front of the structure, to be determined as follows:

1. For lots fronting on a residential street, the front yard shall be not less than 25 feet.

2. For lots fronting on a collector street, the front yard shall be not less than 30 feet.

3. For lots fronting on a major street, the front yard shall not be less than 45 feet.

4. For lots fronting on a semi-freeway, the front yard shall be not less than 60 feet.

5. For lots fronting on a freeway, the front yard shall be not less than 100 feet.

Rear Yard. The minimum depth of a rear yard in the C-3 District shall be ten (10) feet measured from the center line of the alley for commercial structures, and as to structures to be used for residential purposes, the rear yard requirements of the R-3 District will apply.

Side Yard. No side yards are required for commercial buildings unless a lot abuts upon the side of a lot zoned in an "R" District in which event there shall be a side yard of not less than 5 feet. For structures to be used for dwelling purposes, the side yard shall not be less than 5 feet on each side. In the case of side yard for business buildings, corner lots, the side yard measured from the side of the building to the center of the street shall be determined as follows:

1. For lots abbutting a residential street, the side yard shall be not less than 25 feet.

2. For lots abutting a collector street, the side yard shall be not less than 30 feet.

3. For lots abutting a major street, the side yard shall be not less than 45 feet.

4. For lots abutting a semi-freeway, the side yard shall not be less than 60 feet.

5. For lots abutting a freeway, the side yard shall be not less than 100 feet.

Lot Width. No minimum lot width is required in the C-3 District for commercial uses. Where the lot is used for dwelling purposes, the average width of the lot shall be not less than 50 feet.

Lot Area. There shall be no minimum lot area required for commercial uses. The minimum area of the lot used for dwelling purposes shall be the same as that specified in the R-3 District.

Lot Coverage. No minimum coverage is required for commercial uses. For dwelling purposes, the combined area of the main building and accessory buildings shall cover not more than 40% of the total area of the lot.

Height Limit. The height of buildings shall not exceed 45 feet, or three stories.

codes

7

codes

BUILDING CODES

Because the city of Lubbock Building Code is taken from the Uniform Building Code, the same will be used for the purposes of this project.

Following are sections of the of the Code which limit design considerations:

Occupancy Classification: (See Plate 7-3)

Group B

Division 2. Wholesale and retail stores, office buildings, drinking establishments having an occupant load of less than 100, printing plants, municipal police and fire stations, factories and workshops using materials not highly flammable or combustible, storage and sales rooms for combustible goods, and paint stores without bulk handling.

Construction Classification: (See Plate 7-1)

Type 1

The structural elements in Type 1 buildings shall be of steel, iron, concrete, or masonry.

Walls and permanent partitions shall be of incombustible fire-resistive construction except that permanent nonbearing partitions of one-hour fire-resistive construction may use fire retardent treated wood within the assembly.

Exterior walls and all structural members shall comply with the requirements specified in Section 504 and the fire-resistive provisions set forth in Table No. 17-A.

No openings shall be permitted in exterior walls of Groups A, B, C, D, E, and F occupancies less than 5 feet from the property line and no openings in Groups.

Not more than two mezzanine floors shall be in any one room of a building.

No mezzanine floor or floors shall cover more than 33-1/3 per cent of the area of any room.

Stairs and stair platforms shall be constructed of reinforced concrete, iron, or steel with treads and risers of concrete, iron, or steel. Brick, marble, tile, or other hard incombustible materials may be used for the finish of such treads and risers.

(Refer to Plate 7-2).

Fire rating: 3 hour

Maximum height: Unlimited, subject to zoning regulations.

Floor are: Unlimited, subject to zoning regulations.

Architectural Projections:

No part of any structure or any appendage thereto, except signs, shall project beyond the property line of the building site, except as specified in this chapter.

7-1

TABLE NO. 17-A—FIRE RESISTANCE REQUIREMENTS FOR BUILDING ELEMENTS
(In Hours)

For Details see Chapters under Occupancy and Types of Construction and for Exceptions see Section 1705.

BUILDING ELEMENT	TYPE I	TYPE II			TYPE III		TYPE IV	TYPE V	
		NONCOMBUSTIBLE			COMBUSTIBLE				
	FIRE RESISTIVE	Fire Resistive	1-Hr.	N	1-Hr.	N	H.T.	1-Hr.	N
Exterior Bearing Walls	4 Sec. 1803 (a)	4 1903 (a)	1	N	4 2103 (a)	4 2103 (a)	4 2103 (a)	1	N
Interior Bearing Walls	3	2	1	N	1	N	1	1	N
Exterior Nonbearing Walls	4 Sec. 1803 (a)	4 1903 (a)	1	N	4 2103 (a)	4 2103 (a)	4 2103 (a)	1	N
Structural Frame[1]	3	2	1	N	1	N	1 or H.T.	1	N
Partitions—Permanent	1[2]	1[2]	1[2]	N	1	N	1 or H.T	1	N
Shaft Enclosures	2	2	1	1	1	1	1	1706	1706
Floors	2	2	1	N	1	N	H.T.	1	N
Roofs	2 Sec. 1806	1 1906	1 2006	N	1	N	H.T.	1	N
Exterior Doors and Windows	Sec. 1803 (b)	1903 (b)	2003	2003	2103 (b)	2103 (b)	2103 (b)	2203	2203

7-2

TABLE NO. 5-D—MAXIMUM HEIGHT OF BUILDINGS

OCCUPANCY	TYPES OF CONSTRUCTION								
	I	II			III		IV	V	
	F.R.	F.R.	1-Hour	N	1-Hour	N	H.T.	1-Hour	N
	MAXIMUM HEIGHT IN FEET								
	Unlimited	160	65	55	65	55	65	50	40
	MAXIMUM HEIGHT IN STORIES								
A-1	Unlimited	4	Not Permitted						
A) 2, 2.1	Unlimited	4	2	Not Permitted	2		2	2	Not Permitted
A) 3-4	Unlimited	12	2	1	2	1	2	2	1
E[1]	Unlimited	4	2[1]	1	2[1]	1	2[1]	2[1]	1
I) 1	Unlimited	3	1	Not Permitted	1	Not Permitted	1	1	Not Permitted
I) 2	Unlimited	3	2	Not Permitted	2	Not Permitted	2	2	Not Permitted
I) 3	Unlimited	2	Not Permitted[2]						
H) 1	Unlimited	2	1	1	1	1	1	1	1
H) 2-3-4-5	Unlimited	5	2	1	2	1	2	2	1
B) 1-2-3[3]	Unlimited	12	4	2	4	2	4	3	2
B) 4	Unlimited	12	4	2	4	2	4	3	2
R) 1	Unlimited	12	4	2[1]	4	2[1]	4	3	2[1]
R) 3	Unlimited	3	3	3	3	3	3	3	3
M[3]	See Chapter 15								

7-3

TABLE NO. 5-A—Continued

	3—Aircraft hangars where no repair work is done except exchange of parts and maintenance requiring no open flame, welding, or the use of highly flammable liquids Open parking garages. (For requirements, see Section 1109.)	1	2 hour less than 20 feet 1 hour elsewhere	Not permitted less than 5 feet Protected less than 20 feet
		2	1 hour	
		3	1 hour less than 20 feet	
B-4	Ice plants, power plants, pumping plants, cold storage, and creameries, factories, and workshops using noncombustible and nonexplosive materials. Storage and sales rooms of noncombustible and nonexplosive materials.	1	2 hour less than 20 feet 1 hour elsewhere	Not permitted less than 3 feet Protected less than 20 feet
		2	1 hour	Not permitted less than 3 feet Protected less than 10 feet
		3	1 hour less than 3 feet	Not permitted less than 3 feet
R See also Section 1302	1—Hotels and apartment houses Convents and monasteries (each accommodating more than 10 persons)	1	2 hour less than 20 feet 1 hour elsewhere	Not permitted less than 3 feet Protected less than 20 feet
		2	1 hour	Not permitted less than 3 feet Protected less than 10 feet
		3	1 hour less than 5 feet	Not permitted less than 3 feet Protected less than 5 feet

TABLE NO. 5-A—Continued

TYPES II ONE-HOUR, II-N AND V ONLY

GROUP	DESCRIPTION OF OCCUPANCY	FIRE ZONE	FIRE RESISTANCE OF EXTERIOR WALLS	OPENINGS IN EXTERIOR WALLS
H See also Section 1002			Not permitted in Fire Zones Nos. 1 and 2	
	1—Storage and handling of hazardous and highly inflammable or explosive materials other than flammable liquids	3	4 hour less than 5 feet 2 hour less than 10 feet 1 hour less than 20 feet	Not permitted less than 5 feet Protected less than 20 feet
	2—Storage and handling of Class I, II and III flammable liquids as specified in U.B.C. Standard No. 10-1, dry cleaning plants using flammable liquids, paint stores with bulk handling, paint shops and spray painting rooms and shops	1	4 hour less than 20 feet 1 hour elsewhere	
	3—Woodworking establishments, planing mills, box factories, buffing rooms for tire rebuilding plants and picking rooms; shops, factories or warehouses where loose combustible fibers or dust are manufactured, processed, generated or stored and pin refinishing rooms.	2	4 hour less than 5 feet 2 hour less than 10 feet 1 hour elsewhere	
	4—Repair garages	3	4 hour less than 5 feet 2 hour less than 10 feet 1 hour less than 20 feet	
	5—Aircraft repair hangars		Not permitted in Fire Zones Nos. 1 and 2 except as set forth in Sections 1602 (c) and 1603 (c).	
		3	1 hour less than 60 feet	Protected less than 60 feet
B See also Section 1102	1—Gasoline and service stations, storage garages where no repair work is done except exchange of parts and maintenance requiring no open flame, welding, or the use of highly flammable liquids	1	2 hour less than 20 feet 1 hour elsewhere	Not permitted less than 5 feet Protected less than 20 feet
	2—Wholesale and retail stores, office buildings, drinking and dining establishments having an occupant load of less than 100, printing plants, municipal police and fire stations, factories and workshops using material not highly flammable or combustible, storage and sales rooms for combustible goods, paint stores without bulk handling	2	1 hour	Not permitted less than 5 feet Protected less than 10 feet
	Buildings or portions of buildings having rooms used for educational purposes, beyond the 12th grade with less than 50 occupants in any room	3	1 hour less than 10 feet	

8

spaces

8

spaces

SPATIAL REQUIREMENTS

	Square Footage	Total Square Footage
Editorial		
General office space for editorial desks, including space for news desks	2800	
Storage	180	
Office of the Editor	150	
Office of the Managing Editor	150	
Office of the Associate Editors	150	300
Office of the Assistant Managing Editors	150	300
Conference room for use primarily by these officers	175	
Library		
General storage area for files and film, used primarily by Editorial	500	
Photography		
General lab space	175	
Dark rooms	100	200
Equipment storage	250	
Studio	140	

	Square Footage	Total Square Footage
Advertising		
Office of the Advertising Director	150	
Office of the General Advertising Manager	150	
General work space	1600	
Storage	350	
Composition room with lay-out counters	420	
General office space for Want Ads Department, including space for Want Ads sales counter	700	
Credit union file room	150	
Adjacent office	100	
General Management		
Office of the Publisher	200	
Secretary of the Publisher	150	
General file room	120	
Unoccupied office	175	
Conference room with audio-visual provisions	225	
Office of the General Manager	175	
Secretary of the General Manager	150	
Office of the Business Manager	150	

	Square Footage	Total Square Footage
Office of the Assistant Business Manager	150	
Secretary to the business Manager and Assistant Business Manager	150	
Office of the Controller	150	
Office of the Production Manager	150	
Office of the Rotogravure Manager	150	
Secretarial pool and reception for these officers	370	
Conference room for use primarily by these officers	200	
Office of the President, including a sitting room and private bath	325	
Secretary to the President	175	
File room and storage	120	
Board of Directors' meeting room with audio-visual provisions	225	
Directors' lounge	200	
Adjacent kitchen	125	
Private rest room	80	
Office of the Secretary-Treasurer	175	
General finance and accounting office space	1150	
Office storage	125	

	Square Footage	Total Square Footage
Unoccupied offices		
Cashier's office	150	300
Vault	100	
	160	
Circulation		
Office of the Circulation Director	150	
Work room and secretarial	400	
Newspaper storage	175	
Central Computer		
Computer room	500	
Storage	200	
Adjacent office	150	
Personnel		
Reception and waiting room	175	
Director's office	125	
Conference/Interview rooms	140	

	Square Footage	Total Square Footage
Purchasing		
Main office	150	
Secretarial office	150	
Storage for supplies	170	
Miscellaneous		
Main reception area and lobby	200	
Adjacent office	125	
Large meeting room with audio-visual provisions for use by civic and other public groups	400	
Lunch room, in conjunction with the meeting room	350	
Adjacent vending machines room	120	
Storage space	100	
Research work room	150	
Adjacent office	120	
Office mail room	200	
Snack bar/Lounge area with vending machines and coffee bar, located so as to be open 24 hours daily	240	

	Square Footage	Total Square Footage
Receiving and miscellaneous storage with 1 unloading dock and roll-down door	350	
Rest rooms	120	
Miscellaneous janitorial, storage, mechanical, and transitional spaces	10% of Total	
Power plant equipment room	1800	
Power plant office	225	
Vertical Transportation		
Stairs and fire stairs as needed and in accordance with codes	5% of Total	
Elevators, adequate in number to serve the vertical arrangement of spaces		
Private elevator and stairway for use by executives and private guests		
	20,755	1,380
Totals	1,380	
	22,135	

	Square Footage	Total Square Footage
Total specified square feet	22,135	
10% Miscellaneous	2,213	
5% Space contingency	1,107	
5% Vertical Transportation	1,107	
Total building square footage	26,562	
Parking		
Underground or above ground parking structure for 250 cars	66,500	
Departmental Breakdown		
Editorial	4,055	
Advertising	3,620	
General Management	5,925	
Central Computer	850	
Photography	765	
Library	500	
All other building spaces	11,953	
Parking	66,500	

9

cost

9

cost

COST ESTIMATES

	Dollars/ sq. ft.	Area	Total Dollars
Buildings with furnishings but exclusive of computer and certain related equipment	42	26,562	1,095,604
Parking	12	66,500	798,000
Land Cost		1 block	700,000
			$2,603,604

equipment

EQUIPMENT REQUIREMENTS

Editorial

General office:

Should be open, undivided space in the amount of 2800 square feet.

Must accomodate approximately 30 editors and writers:

- Executive News Editor
- 2 City Editors
- Amusements
- Aviation
- Books
- Business News
- Cartoonist
- Editor of Editorial Page
- Editorial Writers
- Education
- Fashion
- Financial
- Food
- Home Furnishings
- Motion Picture - Theatrical
- Music
- Radio - TV
- Religion
- Roundup
- Science
- Society
- Sports
- Travel
- Women's

Refer to Section 1, Newspaper Organization.

Primary relation/proximity to Library, Wire Room, and Photography.

Secondary relation/proximity to Advertising general work space and General Management executive offices.

Mechanical required:

7 electrostatic printers, located for use by the entir Editorial staff.

15 inquiry/display screens with light pens, also located for use by the entire staff

1 page make-up display console with light pen

Pneumatic tube link-up with advertising general work area if such is not within short walking distance

Full range of wire service teletype machines in Wire Room

Conference room:

Comfortable space with conference table accomodating 15 - 20 people

Chalkboard wall or some other suitable means for diagramatic communication

Library

Must be in good relation to Editorial.

Shelving of temporary nature since this space will be converted to some other use when library is transferred into computer base storage.

Advertising

General work area:

Should be open, undivided space in the amount of 1600 square feet.

Primary relation/proximity to Composition room and Photography.

Secondary relation/proximity to Want Ads general office space and General Management.

Mechanical required:

Approximately 4 inquiry/display screens with light pens, located for use by the entire department

1 optical character recognition device (OCR)

Pneumatic tube link-up with the Editorial general office if such is not within short walking distance

Composition room:

Primary relation/proximity to Advertising general work area

Stand-up and stool height lay-out tables to newspaper specifications.

Mechanical required:

1 ad make-up display console with light pen

1 photo/art input station

Want Ads general office space:

Should be open, undivided space in the amount of 700 square feet.

Primary relation/proximity to General Managemetn finance and accounting space.

Mechanical required:

5 inquiry/display screens, located for use by the entire Want Ads staff

General Management

General finance and accounting:

Should be open, undivided space in the amount of 1150 square feet.

Acoustics a prime consideration

Primary relation/proximity to General Management executive offices and Want Ads

Secondary relation/proximity to Circulation

Mechanical required:

5 inquiry/display screens with light pens, located for use by the entire department

Inquiry/display screens for each of the following officers:

Publisher
General Manager
Business Manager and Assistant Business Manager
Production Manager
Rotogravure Manager
President
Secretary-Treasurer

2 OCR devices for the entire department

1 OCR device in the vicinity of the executive offices for the exclusive use of the officers

Approximately 5 electrostatic printers for the entire department

1 electrostatic printer for the exclusive use of the secretaries of the officers

Circulation

Work room and secretaril:

Undivided space in the amount of 400 square feet primarily for desks

Mechanical required:

1 inquiry/display screen

Central Computer

Computer room:

Temperature and humidity controlled within limits specified by computer manufacturer

Acoustics a prime consideration

Raised flooring required for wiring

Mechanical required:

Computer with data base storage unit

Broadband communications terminal for relay to satellite printing plant

II

appendix

DESIGN SOLUTION

1. Site
   A. Existing features
      1. Views
      2. Topography
      3. Utilities/Easements
      4. Development

II. Facilities
   A. Exterior
      1. Parking area
      2. Circulation
         a. Interior
         b. Exterior
      3. Approach
   B. Visitor

III. Structure
   A. Systems
   B. Materials

IV. Esthetics
   A. Spacial quality
   B. Materials
   C. Colors
   D. Lighting
      1. Artificial
      2. Special lighting
      3. Exterior
   E. Form
   F. Landscaping
      1. Parking
      2. Create views
      3. Interior courts
      4. Shape

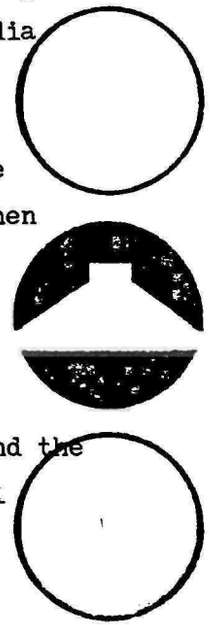
V. Mechanical
   A. Systems

VI. Misc
   A. Furnishings
   B. Plantings

A NEWSPAPER PUBLICATION FOR LUBBOCK

If the American newspaper today is an inefficient and ugly way of communicating the news, the fault lies within the outdated technology of newspaper production. Basically, few changes have been made or occurred in the technology within this century. This static condition has existed while the broadcast media have made bold strides forward, not only in technology of production, but also by arousing a public mandate for better service.

The static nature of the newspaper as a means of recording and preserving the news for history is a slightly different function than that performed by the broadcast media. Recording and preserving the news is the real significance of the newspaper as a news medium, while that of the broadcast media is the instantaneous presentation of news. That the public perceives the slight significance between the functions of the two media types is doubtful. Therefore, the newspaper is forced into a degree of competition with the broadcast media. Since it cannot hope to provide a more instantaneous presentation of the news, then the newspaper must concentrate on improving the quality of its printed presentation. One way to do this is through better production methods and technology.



Satellite printing offers both the method and the technology for a better finished product, as well

as greater efficiency in production and thus bigger profits.

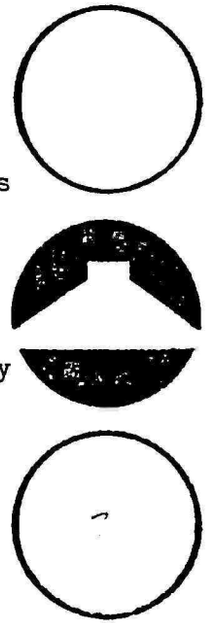
It was important that the architect reflect in his design solution the progressive spirit. The solution should have been as well a place that is handsome and contributes something to the esthetic quality of downtown Lubbock, of which it will become an integral part. The architect was required in some way, through design, to convey a spirit of public service.

CONCEPT

After a thorough examination of the site and its adjacent influencing factors, a broad concept for design was formulated. It is a building that is sleek, direct, and bold in esthetic quality, a building that, in its sleekness and directness, adds a new dimension to its surrounding. In addition, the building must take maximum advantage of the site, its relative position to surrounding facilities, and its particular esthetic qualities in the form of views and vistas.

SOLUTION

The solution achieved by the architect was required to have the same interior character as exterior, for unity of design as well as in keeping with the goal of boldness of expression. By the same interior character, it is meant that the exterior materials and forms read through to the interior spaces. These spaces are in what seemed a logical and practical arrangement according to use by the public. Public spaces relate immediately to the main entry lobby, while the editprial department and other more private employee spaces are located adjacent to the editorial, general business, and advertising departments to serve those employees.



Spaces are arranged vertically, again, according to use by the public. Want ads is located on the ground floor, directly accessable from the parking lot entry. On the second level, main entry is from the public plaza. Here are located the public meeting room, advertising department, and editorial. On the third level are the general business and executive functions. Vertical access to the executive functions on this level is by means of an elevator stopping on all levels.

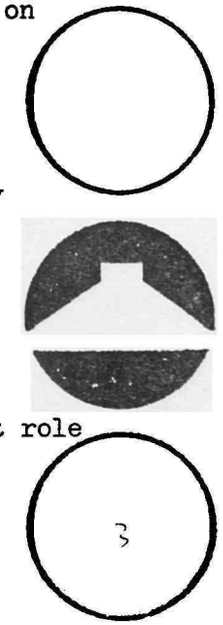
THe editorial, advertising and general business departments require spaces of considerable size, as called for in the design program. In order to span the distances involved here, a waffle slab system was used, poured in place with the walls, columns and intermediate beams.

The waffle slab system makes it possible to span maximum distances with minimal structural depth and prvides for more column free space in large areas. The ceiling system in these spaces is an integral lighting/acoustical/air handling system which provides for equal and uniform distribution of light and air over the cubicles within these spaces.

The cooling towers for the mechanical air system are located on the tops of the elevator towers located on both ends of the main structure. These elevator towers also house the fire stairs and the atrium stairway.

The concrete for the load bearing walls is a Trinity White by Portland Cement. The forms are to lined with some liner that produces a strippled texture. A white concrete is used to give a very clean look and for the unique night lighting possibilities it has. Also the white concrete makes a more dramatic reflection in the black glass curtain wall, and reflections play an important role in achieving the sleek character called for in the conceptual statement.

The glazing is black glass, and the mullion system is one of



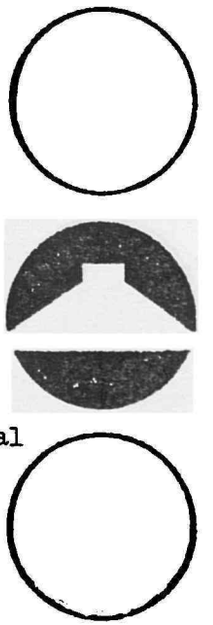
black anodized aluminum. The spandrel sections consist of a black thick gauge metal, covering, not just the structure, but the entire five foot ceiling-to-floor distance.

Interior materials have been selected for their acoustical as well as esthetic qualities. The floors are all covered with commercial carpet meeting flame spread requirements, except in the main entry and corridor on each level where a hard surface floor is used.

In most cases, interior partitions are rosewood panelling over metal studs or brightly painted plaster surfaces. The interior glass partitions are the same black glass and mullion system as the exterior glazing.

The cubicle systems used within the advertising and editorial departments, as well as the furnishings throughout, provide the main amount of color within the interiors. The furnishings all have brightly colored upholsteries, and the cubicle systems have colored tack spaces for wall surfaces.

In general the interior spaces are minimal in character and contain fine furniture and equipment that are of the same design quality.



SITE DEVELOPMENT

This site was selected because of the future location of the CBD in Lubbock in 1995. At present there is little development of any significant architecture, thus this project is hopefully adding esthetic quality to the surrounding areas. First, the building is oriented so that traffic on Loop 289 may view the electronic digital display on the sloped side of the building. The building is angled on the site 45 degrees to maximise this view. The parking is

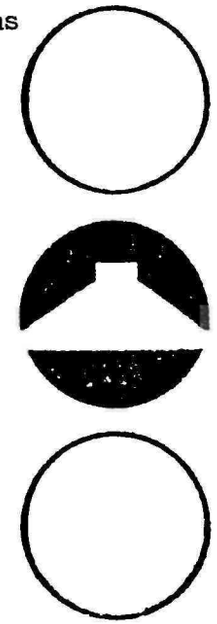
oriented to the west of the building so it does not take away from the monolithic feeling the building portrays to the traffic at the intersection of Loop 289 and University Avenue. The parking is circular as to add a contrast to the angular structure. The two combined creates an esthetic quality that is bold in manner.

Entrance to the building is gained from the west where the parking is located. The loading docks are located on the southeast side of the building and are only accessable from 74th Street to reduce congestion on the major thouroughfares.

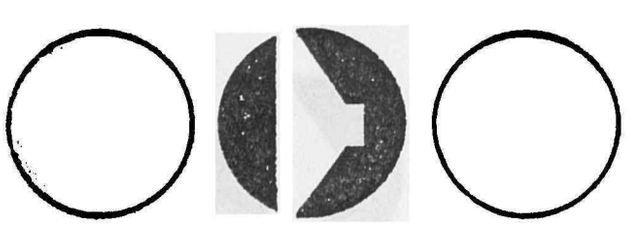
A large green lawn has been left on the east side of the building for future use. On the north side of the building a large circular pool and fountain has been provided as a transition from the circular parking to the angular building.

PROGRAM

Considerable deviation from the original program occurred on the project. The solution contains provisions for all of the functions called for in the program, but some functions have greater or lesser square footages. The real fallacy of determining the spacil requirements in this manner became obvious when the architects attempted to translate those requirements into real building form.



TEXAS TECH LIBRARY



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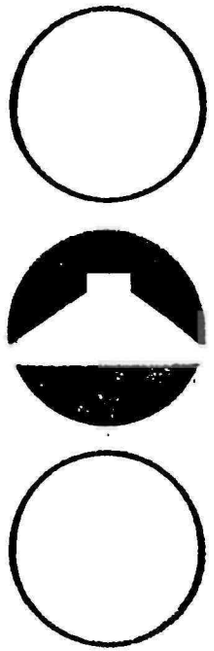
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