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mergers From page 1D

of the two main papers in Kansas City had been merged. Then, five years ago, when the new editor arrived, he split up the two staffs and built the *Star* up to the highly regarded paper it is today.

Butler also said that William Morris III, publisher of the *T-U* and *Journal*, told him that there were no economic reasons behind the merger of the two papers. "I told him, 'That's a bunch of crap.' And since then the total payroll of the combined papers has fallen from 211 to about 190 — in just two months." And in those two months *The Journal* has lost some of the quality that had made it one of the best afternoon papers in Florida.

In Greensboro, however, the case was admittedly one of economics. The afternoon paper was steadily declining in circulation and there was only a small percentage of duplicate readership.

Greta Tilley, a staff writer for *The News and Record*, said that both papers have lost some of their sense of individual identity, but she said that both papers in Greensboro are now better papers, especially the morning paper which has become a little more maverick and lively like the old afternoon paper.

In spite of the loss of competition because of a merger, in those market areas where there is not high duplicate readership, the two staffs have been able to work to improve both papers to bring more people more complete news coverage.

"One of the problems with the competition between separate papers was that sometimes we threw incomplete stories in the paper just so we could have them before the other paper got it," Tilley said.

A number of journalists have followed the apparent trend toward mergers with understandable interest. They have expressed concern over publishers' interest in newspapers as purely financial. They have also observed areas such as Kansas City and Louisville where the merger was reversed, just as they have observed the all-day newspapers in Fort Lauderdale and Providence.

One of the largest problems is understanding what type of newspaper best serves any given market. After all, the First Amendment guarantees not only the press's right to publish, but the public's right to know. And responsible journalism should satisfy that right.

Bill Riedy, a junior English and political science major from Raleigh, is news editor of *The Daily Tar Heel*.

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