

Newspaper research to study reader's needs

United Press International
NEW YORK — A major newspaper research study of readers' needs, to be conducted by the same researcher who produced the landmark "Changing Needs of Changing Readers" in 1978, will be funded by United Press International, the American Society of Newspaper Editors announced Wednesday.

The survey entitled "Changing Needs of Changing Readers II" will be conducted by Ruth Clark and her new firm, Clark, Martire and Bartolomeo. Seven thousand copies of Clark's study five years ago were distributed and its recommendations were adopted by many American newspapers.

Creed Black, president of ASNE, and publisher of the Lexington, Ky., Herald-Leader, said,

"It's vital for the continued healthy growth of newspapers to understand what readers want and how well we're meeting those needs. The five years since the first 'Changing Readers' have been tumultuous. It's time for check again and develop a fresh perspective."

William Geissler, UPI senior vice president for marketing and development, explained that the news service is funding the new study because "UPI is committed to newspapers."

"Our future is linked to a vigorous newspaper industry, with close ties to its readers," Geissler said. "This study will provide newspapers with the information and understanding required for

people to adapt and meet the changes and challenges of the decade of the '80s."

The study is expected to be completed next spring so that the researchers can report their findings at the ASNE convention in Washington next May.

Clark said the project will be conducted in two phases.

In the first, focus groups will be held in six different locations in the United States and a questionnaire will be developed from ideas generated in the groups. In the second phase, a sample of 1,200 persons will be interviewed by telephone. She said this will provide percentages to establish how widely the ideas from the focus groups are shared by the national sample.

The study will be conducted under the supervision of the ASNE Readership and Research Committee, headed by Robert M. Stiff, editor of the St. Petersburg, Fla., Independent. A subcommittee chaired by Robert Comstock, executive editor of the Hackensack, N.J., Record, has been appointed to manage the project.

Other subcommittee members include C.W. Baker, vice president-news, Knight-Ridder Newspapers, Miami, Fla.; David Butler, metropolitan editor, Denver Rocky Mountain News; Gene Foreman, managing editor, Philadelphia Inquirer; Donna Hagemann, executive editor, Utica, N.Y., Observer-Dispatch and Daily Press; and James B. King, editor, Seattle, Wash., Times.

2 Picasso paintings purloined

United Press International
CORPUS CHRISTI — Officials of the Art Museum of South Texas have posted a \$50,000 reward in an attempt to recover two Picasso paintings worth almost \$900,000.

Thieves broke into the museum Monday by throwing a cinderblock through a glass door. They took the two Picasso oils, but they left behind another and a painting by Salvador Dali valued at \$2.1 million.

Police said Tuesday the thieves use the same break-in method as thieves used March 28 and escaped with \$175,000 in jade carvings and rubies.

In both incidents, the thief or thieves threw a cinderblock through a glass door to gain entry, said police Lt. Richard Lewinski.

The missing Picasso paintings — "Tete de Femme," a 1946 work valued at \$550,000, and the 1949 "Buste de Femme" worth \$360,000 — were taken about 4 a.m. Monday.

The works belonged to a private collection and were part of a multi-million-dollar temporary exhibit of Dali-Miro Picasso paintings on loan from a New York gallery which had been on display since Aug. 25.

Dredging court order reversed

United Press International
HOUSTON — A federal judge dissolved a state court order that temporarily stopped dredging of the Intracoastal Waterway near Sargent, where fishermen have complained about dumping dredge spoil in Matagorda Bay.

U.S. District Judge Robert O'Connor Tuesday dissolved a state court order issued Saturday by State District Judge Neil Caldwell of Angleton.

O'Connor already was considering the controversy and had refused a temporary order when Caldwell acted. O'Connor acted after federal lawyers exercised legal provisions allowing removal of the state case to federal court.

O'Connor has scheduled a full-scale hearing of the controversy on September 19 in Galveston before U.S. District Judge Hugh Gibson.

The Texas attorney general's office and commercial fishermen have been fighting the open-water dumping of dredge spoil in East Matagorda Bay because they say it

threatens the marine habitat.

The dredging is being carried out by Bean Dredging Co. of New Orleans, which is under a \$2.4 million contract with the Corps of Engineers for a 28-mile stretch of work.

The Corps says it has followed all environmental regulations.

Braniff appeals lawyers' fees

United Press International
FORT WORTH — Braniff International officials went back to federal bankruptcy court, but instead of being represented by a

lawyer, they asked for relief from them.

The bankrupt Dallas-based airline Tuesday requested relief from a set of its \$9 million in legal fees that mounted as it struggled through a lengthy reorganization.

The bills include those of the courts do not list of those who represented Braniff and others the congressionally represented opponents and various creditor groups. The bills submitted showed hourly rates that ranged from \$160 to \$225.

Federal bankruptcy Judge John Flowers, who has presided over 15 months of reorganization, did in fiscal 1982 dismiss

escorts spent they must be paid out of Braniff's estate.

Historic village up for sale

United Press International
ADAMS MILL, Ind. — At today's real estate prices, buying a century-old village for \$500,000 might be considered a pure bargain to some.

That's the asking price for Adams Mill, which is spread over a scenic 17 acres of woods containing two houses, two cabins and a creek.

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