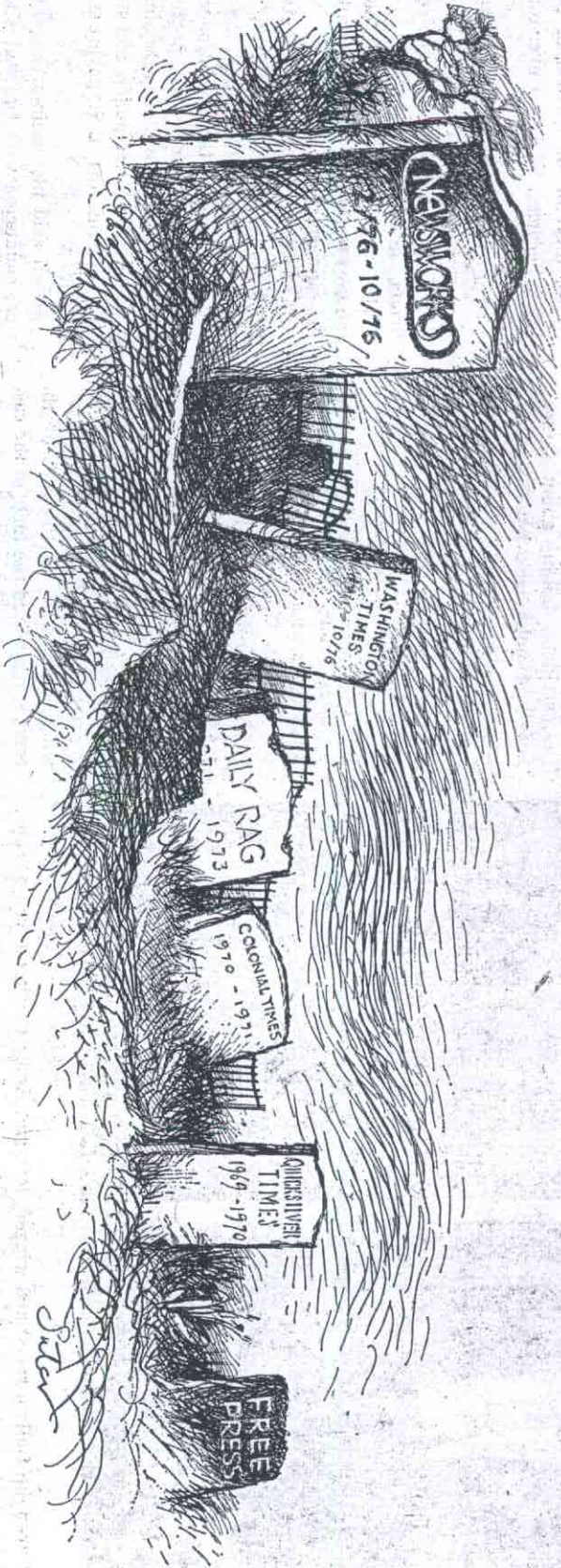


Rev 10-14-76



By David Suter for The Washington Post

# Newsworks Joins Rank of Defunct Papers

By Lawrence Meyer  
Washington Post Staff Writer

The atmosphere around the Newsworks office yesterday was like that in the headquarters of a losing candidate, the day after the election.

Washington's latest alternative newspaper, which first came out last February, hit the streets yesterday with its 34th and likely its last issue.

"Newsworks is suspending publication with this issue," the weekly paper said in an announcement to its readers. "We've run out of money."

Bundles of papers lay about the floor of the half-deserted house at 2311 18th Street NW, working quarters for a staff of 20 or so full-time and 10 part-time employees. One staff member quietly circulated, asking others for forwarding addresses.

Newsworks was the latest and probably the best-looking, in a series of abortive alternative newspaper attempts dating back to the mid-60s. The Free Press, the Quicksilver Times, the Daily Rag, the Washington Globe, the Colonial Times and the Washington Times have all come and quietly gone.

Newsworks started with financing in excess of

\$250,000, according to Dorothy McGhee, publisher of the weekly paper. That, she said, wasn't enough money to keep the paper going for the estimated year and a half needed to get Newsworks off the ground and reach the break-even point where revenues exceed costs.

According to McGhee, the paper's circulation at the end was "pushing" 55,000 copies. That figure included 20,000 sold on newsstands, she said, 25,000 that were given away—mostly on local campuses—and another 5,000 that were mailed locally and outside the area.

Other cities, notably Boston and San Francisco, have been able to sustain alternative papers. There is some question here whether Newsworks was the wave of the future for Washington, or a brighter-looking, more sophisticated last gasp of the radical 60s.

"We think what we've tried to do is important to more than just us," Newsworks said in its final message to its readers. "We've provided an alternative for readers of the generation that is now 30 or so and under, the generation that begins with the post-war population bulge. The culture is going where we go because we've got the num-

bers. But no one really knows what we're about, except maybe us."

"I think this is the first gasp of the second wave of these papers," William Severini Kowinski, Newsworks' editor, said in an interview yesterday. "This is a viable possibility. Maybe the weekly format isn't right. Maybe the one city approach isn't right. . . . But we know that we made a connection. Even though we are older (he is 30, publisher McGhee is 32) and moving into the society, there's still something unique about this generation."

Newsworks was tabloid that relied on eye-catching colorful covers, attractive design, muckraking reporting and consumer articles along with movie, restaurant and theater reviews to attract readers.

Boston—with the Phoenix and the Real Paper—and San Francisco—with the Berkeley Barb and the Bay Guardian—each have two alternative papers.

"If Boston can support at least two extremely successful alternative papers," McGhee said, "it leads one to suspect Washington can support at least one."

See NEWS WORKS, B8, Col. 1

## **Newsworks Heading For Rank of Defunct Weekly Newspapers**

**NEWSWORKS, From B1**

The difference is, however, that the alternative papers in Boston and San Francisco got started during the heyday of the antiwar movement, when financial backing was easier to get and the demand for an alternative product was much clearer. "In the late 60s," McGhee said, "my God, there was politics, drugs, sex . . . That kind of consciousness doesn't exist to the extent that it did."

Still, McGhee sees a market for the more professional, more polished kind of product that Newsworks represented. She suggested a number of terms that might be used to describe Newsworks—journalism with a point of view, advocacy journalism, left of center, journalism that raises questions. The antiwar generation, she said, is "looking for journalism like that because they have questions."

She concedes that finding backing is not easy because a paper is a "high risk venture." And subscribers take a risk in paying in advance for a new publication, and "yet that risk is absolutely essential" to getting a new publication started, she said.

Asked how she felt about the Newsworks subscribers who will not receive subsequent issues for which they have already paid, McGhee said, "We hope they won't be jaundiced by this experience and that they'll continue to support the small press."