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NEW YORK, FEB. 7 (AP)-FRANK CONNIFF, EDITOR OF THE NEW YORK WORLD JOURNAL TRIBUNE, SAYS LOOK MAGAZINE BROKE ITS OWN RELEASE TIME ON THE SECOND INSTALLMENT OF ITS SERIALIZATION OF WILLIAM MANCHESTER'S BOOK "THE DEATH OF A PRESIDENT."

MANCHESTER AND COWLES PUBLICATIONS INC., PUBLISHERS OF LOOK, FILED A SUIT AGAINST THE WORLD JOURNAL TRIBUNE LAST THURSDAY SEEKING MORE THAN \$700,000 DAMAGES. THE PLAINTIFFS CONTENDED THE NEWSPAPER PUBLISHED MATERIAL FROM THE COPYRIGHTED MAGAZINE ARTICLE SEVEN HOURS BEFORE THE RELEASE TIME AND USED MORE THAN THE 300-WORD MAXIMUM OF DIRECT QUOTATIONS SET BY LOOK.

CONNIFF DISCUSSED THE BACKGROUND OF THE SUIT YESTERDAY AT A SESSION OF THE WINTER MEETING OF THE NEW YORK STATE SOCIETY OF NEWSPAPER EDITORS.

HE SAID LOOK HAD ADMITTED IT GAVE SPECIAL ADVANCE SERVICE TO TWO WEEKLY NEWS MAGAZINES, TIME AND NEWSWEEK, WHICH WERE OUT WITH STORIES ON THE SECOND INSTALLMENT 8 1/2 HOURS BEFORE THE GENERAL RELEASE TIME.

CONNIFF SAID HE FELT THAT READERS OF HIS NEWSPAPER "HAD EVERY RIGHT TO KNOW" OF THE INFORMATION ALREADY IN CIRCULATION AND THE NEWSPAPER THEN DECIDED TO PRINT ITS ACCOUNT OF THE SECOND INSTALLMENT.

CONNIFF CALLED FOR "SOME RESOLUTION OF THE PROBLEM OF EMBARGOES," OF THE "VAGUE AND GRAY AREAS" INVOLVING RELEASE TIMES ASSIGNED TO STORIES GIVEN TO THE MASS MEDIA FOR PUBLICATION.

HE QUESTIONED THE RIGHT OF ORGANIZATIONS AND PERSONS TO "UNILATERALLY" RELEASE INFORMATION AT ONE TIME TO ONE MEDIUM AND AT ANOTHER TIME TO ANOTHER MEDIUM.

A SPOKESMAN FOR LOOK SAID "UNFAIR COMPETITION" IS INVOLVED IN THE LAWSUIT.

"I FAIL TO SEE," HE SAID, "HOW THE COPYRIGHT LAWS WERE IN ANY WAY REPEALED BY INFORMATION PRINTED IN TIME AND NEWSWEEK.

"WE'RE TALKING COPYRIGHT INFRINGEMENT AND UNFAIR COMPETITION...THE STORY IN THE WORLD JOURNAL TRIBUNE WAS APPROXIMATELY ONE-FOURTH AS LONG AS THE STORY IN LOOK, CONTAINED MANY IMPORTANT ELEMENTS OF THE LOOK FEATURE AND QUOTED OR CLOSELY PARAPHRASED TO AN UNREASONABLE LENGTH."

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