

FRED PETTIJOHN
FNP 41

Mr. Pettijohn begins his interview by reminiscing about growing up in Tallahassee and the effect of the Depression on his family on page 1. This is followed by his account of his early journalistic experiences in high school (page 2-3) and more extensively, at the University of Florida (4-6). After his undergraduate days, he worked various jobs in Washington D.C. (page 6-8). Subsequently, he was a part of the China-Burma-India campaign in World War II (page 8-11).

After the war, Mr. Pettijohn became sports editor at the *Tallahassee Democrat* (11-13), followed by his move to Fort Lauderdale-area *Sun Sentinel* (page 13-14). Over his long career at this paper, Mr. Pettijohn discusses, in turn: competition with the *Miami Herald* (page 14-15), his elevation to managing editor and what that entailed (page 15-17), his tenure as executive editor and the confusion over the name of the newspaper (page 17). He also addresses his interaction with R.H. Gore (the owner) and the political bent of the newspaper (page 18), along with the ultimate fate of afternoon newspapers (page 19).

With regard to the *Sun Sentinel*, Mr. Pettijohn shares his account of the sale of the newspaper to the *Chicago Tribune*, while voicing his opinion on the differences between chain and family-owned newspapers (page 19-20). He also dwells on his continuing progress up the career ladder: recalling his work as assistant general manager in 1968 (page 20), as general manager (complete with his goals and the changes he instituted -- page 21-23), and the editorial positions and candidates that he supported (25-27).

Mr. Pettijohn reflects on the changes that newspapers have undergone from the 1950s to the 1980s, including the differences he sees in reporters (25-27). He ranks his newspaper among his Florida competition on page 29, and also comments on various components of the newspaper business, including letter writers (29-30), syndicated columnists and cartoonists (30-31), advertising (32), unions and technology (33), and the rise of women and African Americans into the journalism business (33-34). Mr. Pettijohn also remembers his relationship with the Florida Press Association on page 34-5 and the Florida Society of Newspaper Editors (37).

Much of the second part of the interview contains anecdotes collected by Mr. Pettijohn, including one on Governor Claude Kirk's quest for the vice-presidency (35), and a noteworthy one regarding erroneous press reports on then-president Kennedy (43-45). He also comments on Florida governors Askew, Graham, and Martinez on page 36. Mr. Pettijohn also reflects on the greatest contribution and loss his paper made to civic issues in his community (page 38; see also page 42), the significance of other key figures in Florida newspapering (page 39), and how changes in newspapering today reflect our larger society (40-41).

