

THE SIZE OF THE PAPER ISN'T THE ONLY THING SHRINKING AT THE WALL STREET JOURNAL

The Wall Street Journal is shrinking. Today the publishers are unveiling a smaller paper in a bid to save money. Unfortunately, if the newspaper's owner, Dow Jones & Co., has its way, the quality of the paper is also in danger of shrinking.

Outstanding reporting and editing have made The Wall Street Journal one of the most respected names in journalism. But Dow Jones CEO Richard Zannino is pushing changes that punish the journalists he's repeatedly praised as the Journal's "most important asset." These changes directly threaten the editorial quality that readers have depended on for over a century.

Mr. Zannino's proposal to boost employee health care costs by 400% would take thousands of dollars a year out of employees' paychecks, more than eating up the paltry raises Dow Jones is offering. The Journal fired all its reporters in Canada and has begun outsourcing some crucial Wall Street reporting to another company. In the meantime, Dow Jones has outsourced more than 200 IT and support jobs.

Reporters, editors, managers, readers and investors all understand one fundamental fact about The Wall Street Journal: The Journal is all about quality.

Without good pay and benefits, Dow Jones can't expect to attract and retain the best in the business. If the quality journalists leave, the editorial excellence of The Wall Street Journal goes with them.

In the final analysis, The Wall Street Journal is your newspaper. You need to protect the quality you've come to depend on day in and day out.

Tell Dow Jones to preserve the quality of The Wall Street Journal by preserving its quality workforce. Send an e-mail to union@iape1096.org. We'll make sure Dow Jones hears the message.