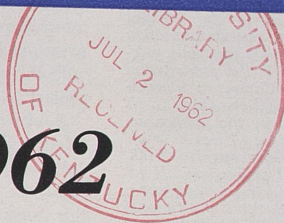


The Kentucky Press

June, 1962

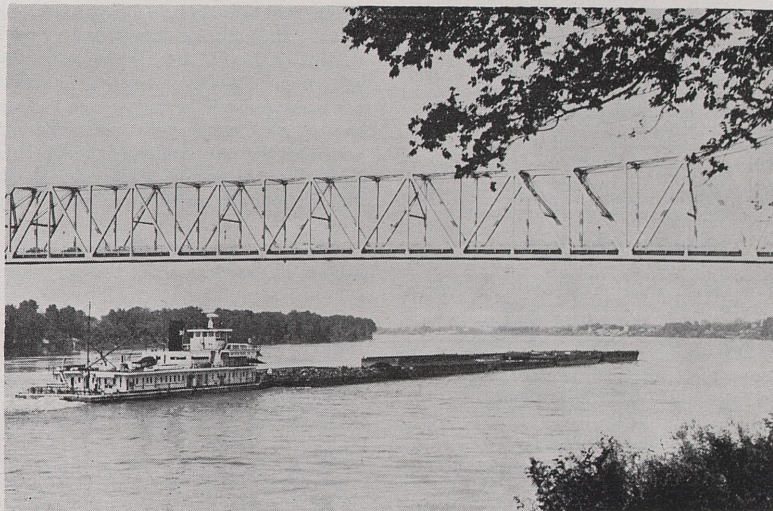


Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers



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University of Kentucky
Lexington

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VOLUME TWENTY-EIGHT
NUMBER NINE



Kentucky's Showcase: Towboat On The Beautiful Ohio

The Kentucky Press + As We See It +

Volume 28, Number 9

Official Publication
Kentucky Press Association, Inc.
Kentucky Press Service, Inc.

Victor R. Portmann, Editor
Perry J. Ashley, Associate Editor

Member
Newspaper Managers Association
Kentucky Chamber of Commerce
Better Business Bureau, Lexington

Sustaining Member
National Editorial Association
Associate Member
National Newspaper Promotion Association
Printed by The Kernel Press

The Kentucky Press Association recognizes the fundamental importance of the implied trust imposed on newspapers and dissemination of public information. It stands for truth, fairness, accuracy, and decency in the presentation of news, as set forth in the Canons of Journalism. It advocates strict ethical standards in its advertising column. It opposes the publication of propaganda under the guise of news. It affirms the obligation of a newspaper to frank, honest and fearless editorial expressions. It respects equality of opinion and the right of every individual to participation in the Constitutional guarantee of Freedom of the Press. It believes in the newspaper as a vital medium for civic, economic, social, and cultural community development and progress.

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Fred J. Burkhard, *Vice-President*
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UK-KPA Microfilm Center Starts Back-file Project

The University of Kentucky Library is beginning a program to encourage the filming of back files of Kentucky newspapers. Every year these valuable documents of Kentucky history are being lost through fire, decay, vermin, and sometimes through housecleaning.

The Library has purchased an addition camera—the best that can be purchased—and has one person working full time on arranging, collating, and filming back files of Kentucky newspapers already in possession. It has also made agreements with a few Kentucky publishers to film their files on an experimental basis. Their cooperation will aid in working out the details of this project.

Subject to further development, the plan is this. For a minimum charge of \$10 a 100-foot reel, the Library will undertake to transport, arrange, film, and furnish a positive copy of the newspaper file. The price may range upward depending upon the condition of the files which may cause added expense in preparation or filming; the cost should not go above \$12 a reel. It is estimated this cost would be about one-third of the price if the file were filmed under the agreement for filming at current runs.

For making estimates, anything before January, 1953, the date of the beginning of the K.P.A.-Library filming project, is considered back files. A 100-foot reel will contain approximately 1500 exposures or three and one-half years of an eight page weekly. The file will have to be transported to Lexington, and will probably have to be unbound. After filming, the Library prefers to destroy the file, but, if necessary, they will return it to the newspaper. The negative and positive in Lexington, and the positive in the newspaper's possession will guarantee the preservation of the file much better than the storage of the original. The film is also much easier to use for reference work.

Library representatives will be glad to answer all questions about this program.

* * * * *

Take Time For 10 Things:

1. Take time to WORK—it is the price of success.
2. Take time to THINK—it is the source of power.
3. Take time to PLAY—it is the secret of youth.
4. Take time to READ—it is the foundation of knowledge.

5. Take time to WORSHIP—it is the highway of reverence and washes the dust of earth from our eyes.

6. Take time to HELP AND ENJOY FRIENDS—it is the source of happiness.

7. Take time to LOVE—it is the one sacrament of life.

8. Take time to DREAM—it hitches the soul to the stars.

9. Take time to LAUGH—it is the singing that helps with life's loads.

10. Take time to PLAN—it is the secret of being able to have time to take time for these first nine things.

* * * * *

Insurance Premiums Reduced On Newspaper Delivery Cars

Effective May 1, a reduction of approximately 20% in property damage and bodily injury casualty insurance premiums for newspaper delivery vehicles went into effect in Kentucky. In this ruling, Kentucky joins 41 other states subject to the lower-rate classification; other states are expected to follow soon.

This reduction in classification rating from Class 3 to Class 7, ordered by the National Bureau of Casualty Underwriters and the Mutual Rating Bureau as a result of declining accident rate by participants in the ANPA-ICMA Safe Driving Campaign, applies to all commercial vehicles used for newspaper delivery or distribution, whether owned by a newspaper or an independent contract carrier.

Newspapers are urged to contract their insurance agents to get the reduction of their premiums if they have not already done so.

* * * * *

Two State Newspapers Win In National Contests

Congratulations to the Middlesboro Daily News and the Greenville Leader, their publishers and energetic staffs, for the honors achieved in the 1962 Better Newspaper Contests of the National Editorial Association as announced at the summer meeting, Hershey, Pa., on June 15.

The News, Maurice K. Henry, publisher and editorial writer, received the second place award in the Best Editorial Contest and honorable mentions in the Service of Agriculture (over 3,000 circ.) and Freedom of Information contests.

The Greenville Leader, Lew Russell, publisher, received honorable mention in the Community Service contest.

These merited awards encourage the Press to join KPA Contest Chairmen Larry Stone and Ray Gaines in urging every newspaper to enter the 1963 national contests because we believe that our newspapers rank with the highest in the nation now and in the future.

Highway

By

The person sure cannot be the 93rd Anniversary of the Kentucky month. It was these two opposite time, in the favorable reaction.

The June 7-9 record. Many with some fair, this meeting was from both star activities and associations.

Socially, this Thursday night by KPA during room of DuPont sound of many and jingling ice and Perry Ashley was had by all.

Friday afternoon swimming, horse watching, sunbathing. Social Clubs, provided by to spend a leisure and, at mid-afternoon, Adams very cap during the "pun

In the evening up again as Jo yearly reception hors d'oeuvres, arranged by the cl

appetites must swiss steak dinner banquet, attended by a hundred persons, v ment presented two of the cast of which is to open a number of se

play, Elizabeth to be the guests ing on June 23.

Edwards Ter newspaper prod the winning paper ever, he gave a ing in Kentuck Bradford, 175 yo

On the business en in more det Press), Friday n topics of genera presentations. F Burken related

Highways, Valuation, Business Top Summer Program

By PERRY J. ASHLEY

The person who said business and pleasure cannot be mixed must not have attended the 93rd Annual Mid-Summer meeting of the Kentucky Press Association early this month. It was proven conclusively that these two opposites can be had at the same time, in the same place, and end with a favorable reaction from all who attend.

The June 7-9 session is now a matter of record. Many seasoned observers, along with some fairly newcomers, remarked that this meeting was one of the most interesting from both standpoints of professional activities and association affairs.

Socially, things got off to a fast start Thursday night with a reception sponsored by KPA during which time the recreation room of DuPont Lodge was merry with the sound of many voices, fizzing refreshments, and jingling ice. Bartenders Fred Burkhard and Perry Ashley reported "a good time was had by all."

Friday afternoon broke fair for golfing, swimming, horseback riding, hiking, bird watching, sunbathing, and a trip to the beach. Social Chairman, Mrs. Murray Rogers, provided bridge for those who wanted to spend a leisurely afternoon in the lounge and, at mid-afternoon, Mrs. W. Foster Adams very capably presided over the bowl during the "punch and cookies hour."

In the evening the social tempo picked up again as John Marcum presented his yearly reception for the membership. The hors d'oeuvres, pleasingly prepared and arranged by the chef, were so tempting many appetites must have been ruined for the swiss steak dinner which was to follow. The banquet, attended by more than two hundred persons, was followed by entertainment presented by Elizabeth Spalding and two of the cast of the Stephen Foster Story, which is to open soon at Bardstown. After a number of selections from the popular play, Elizabeth invited the newspaper folks to be the guests of the drama for the opening on June 23.

Edwards Templin then presented the newspaper production awards for 1962 to the winning papers. Before doing so, however, he gave a short history of newspapering in Kentucky, beginning with John Bradford, 175 years ago.

On the business side (which will be given in more detail in other stories in the Press), Friday morning was taken up with topics of general interest and professional presentations. Homer Nichols and O. E. Burken related the work which has been

done in Kentucky to help and employ the handicapped citizens. They encouraged the newspapers of the commonwealth to take part in the program and to aid in the local and state wide programs.

Next, Highway Commissioner Henry Ward presented a new film which has recently been produced for showing across the state. He then explained the work of his department to establish a long-range planning program which would place Kentucky high on the list of states with the most improved road system.

Allan Kander, newspaper consultant from Washington, D. C., finished the morning program with a discussion of the evaluation system now being used in the selling and purchasing of property. He said it is impossible to cast a newspaper in the mode of a formula—the value must be based on the quality of the product.

A business session, "for the good of KPA," was presided over by Vice President Fred Burkhard during the Saturday morning hours. Reports from the following standing committees were heard:

Sports Fund, Chairman Ed Templin—reported better than \$4,000 in the fund. Recent income had been derived from the Navy Band concert held in Memorial Coliseum at the University of Kentucky.

School of Journalism, Chairman George Joplin III—An appeal for financial support on a regular monthly or yearly basis to keep the fund active, and for recruiting into the profession from a local level. \$1100 in scholarships had been used during the past year for deserving students.

Kentuckian of the Year, Ed Templin (in behalf of chairman Fred Wachs)—Complaints have been presented about the handling of the award by a committee—it was proposed, and passed by the group, to mail a questionnaire to the general membership in an effort to ascertain the feeling which might exist on the subject (a form was mailed with the June 15 bulletin).

Contests, Co-chairman Larry Stone, presented some major changes in the handling of the newspaper production contest. Action was referred to the fall meeting of the Executive Committee.

The following committee reports were submitted in written form and are reprinted in other sections of the Press. Legislative, Chairman S. C. VanCuren; Seminars, Co-chairmen Perry Ashley and W. Foster Adams; Newspapers-in-the-Classroom, Chairman Niel Plummer, and Microfilm, represented by Herbert Finch and Donald Massey, UK libraries.

Many "thanks" were expressed to KPA President John B. Gaines, convention chairman George Joplin, Secretary Vic Portmann and the host committee for the well presented program.

* * * *

1962 Seminars Will Start At Morehead On July 6

Five sessions will be held in the 1962 version of the KPA seminar program. These are slated to be held during the months of July and August, with the exception of Western Kentucky, which will be in September.

The only change in the handling of the program will be one full day for the entire meeting instead of the Friday afternoon and Saturday morning split-sessions in the past.

The Friday morning program of the coming seminars will be devoted to recent developments in the legal problems facing the newspaper industry. Discussions will be centered around core subjects such as: (a) property rights involved in the use of advertising materials by competing newspapers, (b) new laws, court rulings and agency regulations effecting newspapering, (c) newspapers' infringement on courts by reporting in advance materials which are not admissible as evidence, and (d) legislative programs which are needed from a local, state, or national level which KPA members should back. This last topic will give each person a chance to express himself on the overall program of the association.

The afternoon program will discuss the local situation of the newspaper in relation to its "image" in the community, now and in the future. The general topic will be the future of community newspapers and will break down into these more specific subjects: (a) what part does, and should, the community newspaper play in a community development program, (b) what should be done on a local level to gain and keep young readership, and (c) in what area does the future of newspapers lie.

An organized luncheon and dinner will be held in each area to give all the chance to talk shop and wrap up the day's program. Overnight accommodations can be had in each of the locations and arrangements can be made with each of the local hosts for any lodging needed.

The times, locations, and local hosts involved in each area are:

(Please Turn To Page Five)



FIRST PLACE PLAQUE WINNERS IN THE 1962 KENTUCKY PRESS PRODUCTION CONTESTS: First row: (l. to r.): Elizabeth Spalding, Kentucky Standard, Bardstown; Mack Sisk, Progress, Dawson Springs; Maurice K. Henry and Ellis Easterly, Middlesboro Daily News; Thomas L. Preston, Cynthiaiana Democrat; Francele L. Armstrong, Henderson Gleaner and Journal; Roscoe I. Downs, Hancock Clarion, Hawesville. Second row: Landon Wills, McLean County News, Calhoun; Archie S.

Frye, Georgetown Graphic; Andrew J. Norfleet, Russell Springs Times-Journal; Louis W. Conn, Jefferson Reporter, Buechel; S. C. Van Curen, Frankfort State Journal; Robert McGaughey, Hopkinsville New Era; Larry Stone, Central City Messenger-Argus. Third row: Lou Runchey, Greenville Leader; John Harris, Cynthiaiana Democrat; James Lee Crawford and James O. Crawford, Corbin Times-Tribune; George Joplin III, Somerset Commonwealth; W. P. Nolan, Hazard Herald.

Sweepstake plaques were presented to the Middlesboro Daily News, winner in the daily division, and duplicate plaques were awarded the Hazard Herald and Cynthiaiana Democrat, tie-winners in the weekly division, by Edwards M. Templin at the annual mid-summer banquet.

The News, published by Maurice K. Henry, won 21 sweepstake points. Runners up were the Henderson Gleaner & Journal, Francele H. Armstrong, editor, with 16 points, and the Corbin Tribune, John L. Crawford, publisher, with 15 points.

The Hazard Herald, W. P. Nolan, publisher, and the Cynthiaiana Democrat, Thomas L. Preston, publisher, tied in the weekly Sweepstakes division with 16 points. Runners up were the Whitesburg Mountain Eagle, Tom Gish, publisher, with 19 points, and the Hancock Clarion, Hawesville, Don Wimmer, editor, with eight points.

Entries in the 1962 productions contests were received from nine dailies and 33

weeklies. Plaques were presented for first, second, and third places, and honorable mention.

In the Best All Around Newspaper contests, the McLean County News, Calhoun, Landon Wills, publisher, was judged the winner in Class I; the Dawson Springs Progress, Niles O. Dillingham, publisher, was winner in Class II; the Hazard Herald was winner in Class III; while the Corbin Tribune was winner in Class IV, the daily division.

Runners up in the Best All Around Division were: Class I, Hancock Clarion, Menifee County Journal, Frenchburg, Jerry Ringo, publisher; Auburn News, Mrs. Byrne Evans, publisher; and the McCreary County Record, Stearns, C. W. Hume, publisher.

Runners up in Best All Around Class II, include the Lebanon Enterprise, George Trotter, publisher; Somerset Journal, Mrs. Murray Rogers, publisher; the Whitesburg Mountain Eagle; and the Caldwell County

Times, Princeton, Homer Nichols, publisher. Runners up in best All Around Class III were the Cynthiaiana Democrat, the Jefferson Reporter, Buechel, Lewis W. Conn, publisher; Somerset Commonwealth, George Joplin III, publisher, and the Greenville Leader, Lou Runchey, publisher.

Runners up in the daily division, Best All Around, were the Middlesboro Daily News; Frankfort State Journal, N. A. Pease Jr., publisher; Park City News, Bowler Green, John B. Gaines, publisher, and Henderson Gleaner & Journal.

In the Best Front Page divisions, the Hazard Herald was accorded first place among the weeklies, with the Somerset Journal, Dawson Springs Progress, Cynthiaiana Democrat and the Anderson News, Lawrenceburg, R. E. Garrison, publisher, placed runners. In the daily division first place plaque was won by the Corbin Tribune with Henderson Gleaner & Journal, Harlan.

(Please Turn To Page 3)

Annual Level

The "profit" papers in 1951 increased 6.3% over 1950. In the 11th annual paper Cost Study

A total of 100 reports for the year were furnished by the National Association of Publishers Association of Journalists Cost Study of Journalism International Editor's Association annual studies.

Seventy-four newspapers were furnished and expenditures for reporting from newspapers to 1.18% of the 8,178 weekly ANR Director

The 1961 "determined by" reports, the circulation 18,500. The twin-weeklies.

Thirty of the income for 1951 papers had in subscriber for was \$30.60 and "typical" or cost had 11.5 employees per employee

Advertising total income for of which came 10.2% from class 9.5% from class

Circulation in the total income over the "comp" previous or 10th Newspaper Cost ing accounted for this year and 5.4% of the total

Largest expense paper was for were 45.3% of the best expense—16% including newsprint and chandise. Total of total income,

Annual Survey Indicates Profit Levels Are Steadily Decreasing

The "profit squeeze" was on weekly newspapers in 1961 when expenses increased 6.3% over 1960 expenses and income increased only 4.5%. These are the findings in the 11th annual National Weekly Newspaper Cost Study.

A total of 156 newspapers submitted reports for the study, according to Carl C. Webb, manager of the Oregon Newspaper Publishers Association and an associate professor at the University of Oregon's School of Journalism. Webb is also chairman of the Cost Study committees for both the National Editorial Association and Newspaper Association Managers, co-sponsors of the annual studies.

Seventy-four of the 156 reports from newspapers were "perfect" in that figures were furnished for each one of the income and expenditure breakdowns listed on the reporting form. Circulation of these 74 newspapers totalled 269,137 and represent 1.18% of the total circulation of all the 8,178 weekly newspapers listed in the 1962 ANR Directory.

The 1961 "composite" weekly newspaper, determined by the average of the 74 "perfect" reports, had a circulation of 3,637 and the circulation range was from 1,120 to 18,500. The group included 19 semi- or twin-weeklies.

Thirty of the 74 papers reported a total income for 1961 of less than these same papers had in 1960. Average income per subscriber for the composite paper in 1960 was \$30.60 and in 1961 was \$31.98. The "typical" or composite weekly newspaper had 11.5 employees and its average income per employee was \$10,152.

Advertising represented 57.9% of the total income for the composite paper, 72.5% of which came from retail or local display; 10.2% from general or national display; 9.5% from classified; and 7.8% from legal.

Circulation income represented 11.2% of the total income and this is a 1.2% increase over the "composite" newspaper in the previous or 10th annual National Weekly Newspaper Cost Study. Commercial printing accounted for 25.5% of the total income this year and Miscellaneous represented 5.4% of the total.

Largest expenditure for the composite paper was for salaries and wages which were 45.3% of the total income. Next largest expense—16.3%—was for materials, including newsprint, job stock, inks and merchandise. Total expense equalled 89.1% of total income, leaving a net income before

income taxes and including publisher's salary or drawings, of only 10.9%.

The percentage for net income drops to 4.5% after adjustment of subtracting an arbitrary figure of \$7,500 for publisher's salary from the \$12,678 "net income before income taxes and including publisher's salary," which was the amount of the composite newspaper's \$116,311 remaining after expenses were paid.

The "composite" newspaper expended 2.9% or \$3,373 for capital expenditures in 1961. However, 17 of the 74 "perfect" reports did not list anything for capital expenditures.

Distribution of the complete analysis of the 11th annual study is being limited to those participating.

The table lists the income and expense items, classified as on the reporting form and expressed in percentages of total income, for the "composite" paper, as determined from the 74 "perfect" reports submitted for the 11th annual National Weekly Newspaper Cost Study.

Inconsistency is the only thing women are consistent about.

Trucks Subject To Use Tax

Internal Revenue Service has issued a reminder that all truck owners are liable for payment of the highway tax by August 31. Form 2290 is being mailed this month to those who paid truck taxes last year. IRS Publication No. 349 explains the tax, and is available from IRS and state motor vehicle agencies. The tax, which also applies to buses, ranges from \$81 to \$180 per year. It may be paid in full upon filing, or in quarterly installments due August 31, December 31, March 31, and June 30.

Publishers operating one or more trucks should also remember that any additional vehicle is liable to an immediate tax. By the last day of the month following the date when a vehicle is put in operation, a report on Form 2290 is required, and a pro rata tax paid either in full upon filing or in quarterly payments.

Although not a prize winner this year, the editorial submitted by the Henderson Gleaner and Journal in the Best Editorial contest, met with approval of the Salvation Army War Cry which sought permission for republication in its columns.

There sure are a lot of fellows who can't play the guitar—who do.

Composite Financial Report

Compiled from the 74 perfect reports out of the 156 submitted.
(Circulation average: 3,637; circulation range, 1,120 to 18,500)

Income, 1961	Average %
Retail (Local) Display	42.0%
General (National) Display	5.9
Classified and Readers	5.5
Legal Advertising	4.5
Total Advertising	57.9%
Circulation	11.2
Commercial Printing	25.5
Miscellaneous	5.4
Total Income	100.0%
Expenditures, 1961	Average %
Office Salaries (all except Publisher)	18.6
Shop Wages (all Shop Employees)	26.7
Depreciation (all except building)	3.7
Services (features, admat, ins., etc.)	5.8
Utilities (power, telephone, etc.)	1.9
Office (postage, supplies, dues)	3.5
Rent and heat (or building expense)	2.3
Equipment (repairs and maintenance)	1.3
Taxes (all except income)	2.6
Materials (paper, ink, merchandise)	16.3
Contributions, Travel, Entertainment	1.7
Other Expense	4.7
Total Expense	89.1%
Net income, before income taxes, including Pub. Salary	10.9%
(Adjusted net, without Publishers salary, 4.5%)	
Total Expense and Net Income	100.0%
Capital Expenditures (% of total income)	2.9%

Revised Program Needed—Ward

(Editor's Note: This record is an excerpt from Mr. Ward's address and outlines the general tenor of his excellent address on policies of his hard-working department. After his address, the new film on Kentucky's highways was given its premier showing. This film was well done in beautiful color, although Henry said, "It will not be released for general showing until we work out some 'bugs' in it." After its release, we urge every newspaper to have a showing in his community. Also shown was the colorful vacation-theme film, "The Sun Shines Bright." We also recommend its showing in your community.)

"The most vital need of the Kentucky Department of Highways is to complete the development of an organization which will produce comprehensive plans for "a program rather than for projects," Highway Commissioner Henry Ward averred in his address at the mid-summer meeting.

A major reason for Kentucky's failure in the past to produce a system of highways adequate to the needs of the state can be laid to lack of sound planning in the highway department, Ward declared.

"Good planning is essential for several reasons, he added. "First of these relates to the economies of the road building and maintenance program. There never has been, there is not now, and there are not prospects in the immediate future of sufficient money to do everything that needs to be done. Consequently, there must be the most careful administration of available funds to achieve business-like results. This calls for the soundest kind of planning, to assure that the money we have will be used to meet the most urgent needs.

"The second reason relates to the importance of developing a true system of highways that will make Kentucky competitive with other states," the commissioner continued. "Kentucky has never had and does not now have a single major highway running north-south or east-west through the state that is even close to modern standards. Part of the reason for this has been lack of good planning of the program and construction.

"This modern system is needed to guarantee that Kentucky will get its share if industrial development, the tourist trade and the commercial traffic crossing the nation. This type of increase in travel in Kentucky will go a long way toward producing the extra money from existing taxes needed to improve and maintain both the major highways and rural roads in Kentucky.

"Proper planning is essential to the de-

velopment of continuity in advancing the road program. This is why I say that Kentucky must put more emphasis on comprehensive planning of the program rather than on the planning and execution of individual projects.

"When I became commissioner of highways on September 1, 1960, I spent some weeks working on plans for reorganization of the department, and then I asked for an opportunity to review the department's construction program. I discovered the department was waiting for me to furnish a list of projects I wanted to build.

"This has been the history of the highway department. Each administration and each commissioner has arrived on the scene with projects on which individual commitments have been made or for which indi-

vidual preferences are expressed. The department has become accustomed to this practice. The result has been work on projects, with no real long-range, over-all program.

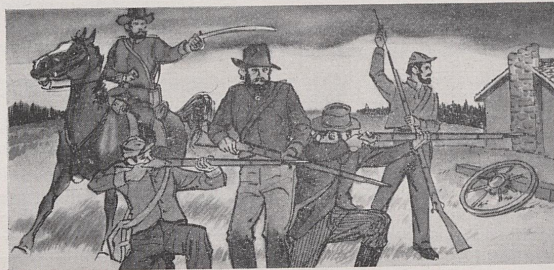
"In the four years of the last administration, there were four highway commissioners. Under the procedures of the past this meant four shifts within four years of thinking and direction on projects. You don't get the best results from the expenditure of taxpayers' money through a system like that.

"The answer does not lie in an argument that the highway commissioner ought to have longer tenure. As the governor's appointee, he should be a policy-making official and not a planner. The departure of one commissioner and the arrival of the next one should not result in a virtual halt in the execution of the department's program.

(Please Turn To Page Eight)

It happened 100 YEARS ago

The oldest incorporated trade association in the country, the United States Brewers Association, was organized in 1862 . . . the same year that



IN KENTUCKY, General John H. Morgan and his Confederates made their first major raid into Kentucky in the summer of 1862. Among the towns they looted were Glasgow, Elizabethtown, Lebanon, Cave City, Midway and New Hope.

Then as now, beer was the traditional beverage of moderation. But beer also means a better, growing economy for Kentucky. Each year the brewing industry pours some \$85,000,000 into Kentucky's economy through taxes, payrolls and purchases.

TODAY, in its centennial year, the United States Brewers Association still works constantly to assure maintenance of high standards of quality and propriety wherever beer and ale are served.



KENTUCKY DIVISION
UNITED STATES BREWERS ASSOCIATION, INC.
LOUISVILLE

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July 6, Morehead State College, Ray Hornback, host;

July 20, Union College, Barbourville, Milton Townsend, host;

July 27, Western State College, Bowling Green, Robert Cochran, host;

August 10, School of Journalism, University of Kentucky, Perry Ashley, host; and September 14, Pennyrite State Park, Dawson Springs, Niles Dillingham, host.

Detailed list of newspapers invited to each session will be published in the Bulletin. If the date set for any certain area does not fit into the calendar of your newspaper, feel free to attend another session near you. If you do make a change, please notify the Central Office as soon as possible.

* * * *

Legislative Chairman

Reviews 1962 Session

The Kentucky Press Association, through your Legislative Committee, introduced three bills in the 1962 session of the General Assembly, but only one of them passed . . . the most important, I might add.

Senate Bill 166 which deals with a change in the legal publication law was passed without any trouble. The bill merely changes a word, but this word means a great deal to the newspaper profession. In the financial statements of branches of government, the word *person* was changed to *individual*.

Here's how it now reads: "The statement shall show the amount of funds collected and received, from what sources received, the amount disbursed, the date of each disbursement, for what purpose expended, and to whom paid, except that only the totals of amounts paid to each individual as salary or commission and public utility bills need be shown." (KPS 424.220)

The Attorney General's office had interpreted the word *person* to mean a business or corporation. Consequently, some officials were listing only the total amounts paid during the year to business firms, not spelling out the month, item purchased, or amount paid for each.

Another important bill that we had hopes of passing up until the final day of the session was Senate Bill 164, relating to public records and public proceedings. This is better known as the freedom of information bill.

It passed the Senate, but the House failed to vote it out of rules in the closing days. The governor had promised support on all bills, but the House Rules refused to follow him on this one. House Speaker Dick Moloney's complaint was that the press would

want to attend the Rules Committee meetings. We got only eight votes out of 51 to bring the bill out. The bill provided that all records be public, other than those that are by law confidential, such as Social Security Records and adoptions. It also provides that no final action may be taken in secret. Star chamber meetings may be conducted, but the final action would have to be taken in public. I disagree with Moloney, for a Rules Committee vote is not necessarily final.

This will be introduced again in the 1964 session, and we will again give it all we have to get it passed.

Senate Bill 165, the bait advertising bill, was vetoed by Governor Combs on advice of members of our own profession and retail groups. We admitted the wording was bad and would work against us.

Other bills considered, but not introduced by us are:

Senate Bill 68 provides for the adoption of codes and also revisions of ordinances by reference. We did not object to this bill and agreed with its sponsor that it be passed. It isn't good, and we never have tried to force printing of electrical, plumbing, and other building codes that would run to book size. Just so a notice is printed where the code may be examined. This, your committee felt, is sufficient public notice.

Senate Bill 174 changes the word *facsimile* to *copy* of the ballot or the face of the voting machines. This merely provides that the full listing of candidates may be printed without making a plate of the voting machine. One saving to the county is that separate full ballots are not required for each magisterial district. Your committee also approved this bill.

Senate Bill 298, an act relating to political advertising, was passed, but vetoed by Governor Combs after the governor sounded out the press on the matter. The act would have required "all written or printed circulars, advertisements, or other statements with reference to any candidate or group of candidates for nomination or election to any public office in this Commonwealth shall be signed by the writer thereof, or if the same purports to be issued by any committee, organization or other similar association, the same shall be signed with the names of at least two of the principal officers of such committee, organization, or association." This would have included newspaper editorials. The governor opposed it on this ground.

House Bill 463, dealing with publication of financial statements of cities and its subsidiaries such as water companies, etc., permits Second Class Cities to print audits of these operations and government and not

require the full itemized expenditures and income. This was included in the old law, but this new version spells it out more definitely. Julian Carroll of Paducah and his city officials asked for this revision. Vic Portmann, Ed Templin and I met with these men and agreed on this bill. These city officials did not object to the publication of audits and full disclosure to the public. All they wanted was clarification of the law.

The ways of the legislature are sometimes strange and hard to understand. For instance, a bill was introduced in the House to remove a statutory duplication that was covered by our 1960 bill, but the House Rules Committee would hear none of this and refused to let it get to the floor for a vote. We approved removing the duplication, but not the Rules Committee.

The Kentucky Press Association and its Legislative Committee does not always satisfy all of its members, but I can assure you that much work is done in your behalf . . . and this work is actuated from majority opinion . . . not from the opinion of the committee chairman, or president of this group.

The greatest compliment, in my opinion, that the Kentucky Press Association has ever received on its legislative work appears on pages 30 and 31 of "The Quill," official publication of Sigma Delta Chi, professional journalism fraternity. The article was not written by a Kentuckian, but by A. Gayle Waldrop, professor of Journalism, University of Colorado.

Waldrop praises Kentucky's publication law as the best in the country and cites these improvements since 1958—getting all laws into one section, and cites these advances:

1. Largest paid circulation determines choice of newspaper.
2. Publication statutes are codified.
3. Eight point type size is specified.
4. Kentucky Press Association is willing to remove "fat."
5. Government awareness is shown of public notice need.
6. Floor is set on publication rate, but not on a ceiling.

Looking ahead to 1964, the Freedom of Information bill should be introduced, and bait advertising should receive some thoughtful consideration.

S. C. Van Curon, chairman

On September 14, 1923 more than 800 sports writers, attending the Jack Dempsey and Luis Firpo fight, filed 675,000 words by Western Union, cabled 12,000 words to South America, and leased seventy wires.

4,000 Handicapped Employed In 1961

In his address, "Kentucky's Help-the-handicapped Program," O. E. Burkeen said, "Suppose a manufacturer invests thousands of dollars and research talent in producing and installing a new machine—then the machine is never used, never employed. Like this machine, we must plan the utilization of our human resources for rehabilitation of the handicapped, but must make use of this unit."

"Rehabilitation is like a link in a chain, stretching from initial medical treatment to final gainful employment. Many of the links are the fruit of the best of modern medical science; other links require large expenditures of time and money by responsible agencies.

"The final link is the all-important placement on a job—too often it is a missing link; too often the chain, forged with such care and over a long period, fails to stretch to its goal, fails as a lifeline because of the missing link. The purpose of the Commission on Employment of the Handicapped is to supply this missing link.

"We need the support of the Press of Kentucky, your continual support, in explaining the work and plans of the Committee thru your news and editorial columns to help our handicapped citizens. All we ask for is EQUAL opportunity for the qualified handicapped person, no more, no less."

He explained that, after the original members of the Committee were named, Governor Combs provided an appropriation to take care of the necessary expenses. In the 1962 legislature, a bill was passed which made the Commission a statutory body. It is composed of 22 voluntary members, appointed by the governor, who serve without pay, for a four-year term with one-fourth of the committee going off each year.

The duties of the Commission are to provide and aid in establishment of local programs and services for the handicapped, conduct continuous programs for public education, review existing programs and make recommendations for change and improvement, review programs of other states, coordinate efforts of government and private agencies, and cooperate with the federal government, other states, and cities in extension of the program.

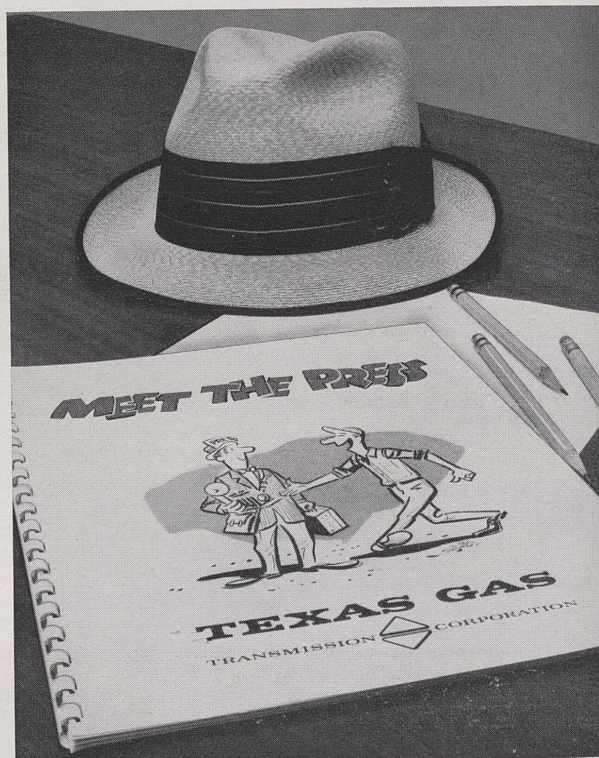
These duties have been accomplished by a realistic program by working with local committees of 22 members from government, manufacturers, and private interested

citizens, through information and promotion, and by sponsoring state-wide contests, especially through the schools, for essays and posters for which cash awards are presented. In 1961, 3,565 entries from 175 high schools were received in the contest with ten cash awards presented to the winners of the essay contests and seven awards in the poster contest.

Business and civic groups, and private citizens are invited to share in the prize

fund. The KPA Executive Committee voted to give a \$100 U.S. Saving Bond to the prize fund for 1962.

Proudly announcing that more than 4,000 handicapped persons were placed in gainful positions in 1961, Mr. Burkeen again emphasized that the Commission only asks for equal opportunity for the handicapped, no more, no less. The Press can help in this worthwhile program to help our own handicapped.



This is your press card at Texas Gas

A company's press relations are tested not when things are going well, but when they're at their worst... during an emergency, for instance. That's why we've prepared our booklet, "Meet the Press", and distributed it to Texas Gas employees. ■ "Meet the Press" is your advance "Press Card" at Texas Gas. It tells our employees how they can best help newspapermen on those occasions (very rare, we're glad to report) when something goes wrong. ■ *Be courteous, the booklet says. Stick to the facts. And above all, cooperate. "Give the newsman a fair shake, and look at the situation from his point of view."* ■ We've sent a copy of the booklet to each editor along our nine-state pipeline system, but perhaps we missed you. Just write John Potter... he will be glad to send you your Texas Gas "Press Card."

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Anderson News,
Breckinridge Co.

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terprise, Springer Hoskins, editor, the Park City News and the Mayfield Messenger, Ray Edwards, publisher, as runners up.

The Russell Springs Times-Journal, Andrew J. Norfleet, publisher, for the weeklies and the Frankfort State Journal, for the dailies, were awarded first place plaques for the Best Editorial Page. Runners up, for the weeklies, were Ohio Co. Messenger, Beaver Dam, Carlon Embry, publisher, and the Cynthiana Democrat, the Dawson Springs Progress and the Jefferson Reporter. For the dailies, runners up were the Harlan Enterprise, Corbin Tribune, Park City News, and Mayfield Messenger.

In the Best Editorial contest, open to both weeklies and dailies, the Whitesburg Mountain Eagle won the plaque with its editorial entitled, "Public Business Should Be Public." The Cynthiana Democrat won second place with its editorial, "Mr. Bell Disregards Political Pendulum To Do What's Right." The Somerset Commonwealth's editorial, "Where is Civic Pride?", was third and honorable mention was accorded the Central City Times-Argus, Amos Stone, editor, for its front-page unique editorial treatment on the subject, "George Washington's Birthday." The Lebanon Enterprise won honorable mention for "Our Highway Problem."

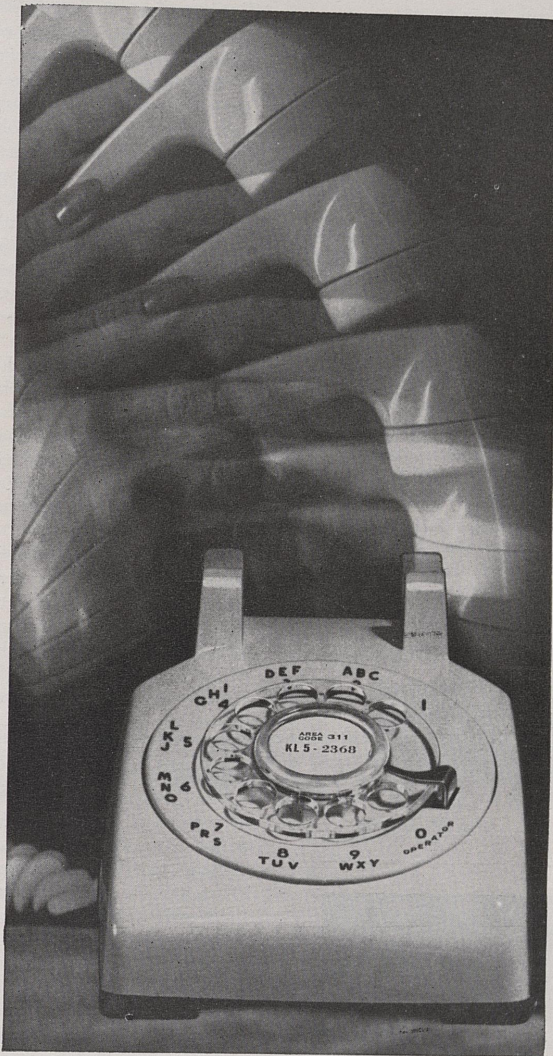
Plaques awarded for the Best News Story were presented to the Middlesboro Daily News and the Central City Times-Argus for their outstanding stories, The News' story, written by Ellis Easterly, concerned "Surplus Commodities Roundup" and received the judges' special comment, "Easterly reported in depth on the surplus commodity situation in his county. This is the type of professional excellence any paper might hope to achieve." The Times-Argus' winning story was "Fire Destroys Rest Home."

Runners up in the Best News Story division were: Weeklies—Cynthiana Democrat, Jefferson Reporter, and the Hazard Herald. Dailies—Harlan Enterprise, Mayfield Messenger, and the Park City News.

Open to both dailies and weeklies, the competition for the Best News Photo was exceptional, as reported by the judges. The Hancock Clarion won the plaque with the Somerset Commonwealth, Middlesboro Daily News, Anderson News, and the Henderson Cleaner & Journal as runners up.

In the Best News Pictures division for the entire year, the Greenville Leader was accorded the plaque in the weekly division and the Henderson Gleaner & Journal in the daily division. Runners up, weekly, were Anderson News, Somerset Commonwealth, Breckinridge Co. Herald-News, George Wil-

(Please Turn To Page Eight)



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We build dependability and long life into every telephone because it's useful only when it works.

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Service so good you can take it for granted . . . and service we try to keep improving all the time.



Southern Bell

(Continued From Page Four)

gram. Even with the best intentions, it takes time for a commissioner to know enough about the entire department and the needs of the program to begin to exercise good judgment.

"The answer lies in the development within the department of a competent staff of planners and administrators. These should be people with real ability and such deep interest in their jobs that they will fight for a program they believe to be sound.

"We are making progress toward that type of organization within the department. Kentucky is fortunate that it has hundreds of career men and women within the Department of Highways dedicated to their jobs. They need support. They need the additional professional personnel necessary to produce the program I am talking about. We are handicapped now in securing this personnel by a state salary scale that makes Kentucky non-competitive with other states. But progress can continue if the people of Kentucky give their support to a program essential to their future."

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
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(Continued From Page Seven)

son, publisher, and the McLean Co. News. Daily division, Middlesboro Daily News, Mayfield Messenger, Corbin Tribune and Harlan Enterprise.

For the Best Hometown Column, Maurice K. Henry, Middlesboro News, for his "Paragraphs," was accorded the plaque in the daily division, and Elizabeth W. Spalding, Kentucky Standard, Bardstown, for her column, "What Have You," for the weekly division. Runners up, dailies, were Jane Morningstar, Park City News, "Park Row Paragraphs;" Francele H. Armstrong, Henderson Gleaner & Journal, "Gltanings;" and Walter Apperson, Mayfield Messenger, "Walt's Wanderings." Weeklies, John S. Harris, Cynthiana Democrat, "Java Jottings;" Emily Asbury, Jefferson Reporter, "Hereabouts;" Ezra Sparrow, Anderson News, "This 'n' That . . . Here 'n' There;" and Bernice Wimmer, Hancock Clarion, "Pertinent & Impertinent."

In the Best Advertising contests the daily division plaque was won by the Mayfield Messenger with the Frankfort State Journal, Park City News, Henderson Gleaner & Journal and the Corbin Tribune close followers. The weekly division plaque was won by the Somerset Commonwealth with the runners up the Sturgis News, E. C. Calman, publisher; Jefferson Reporter; Dawson Springs Progress, and Hazard Herald.

The Middlesboro Daily News won the plaque for the Best Feature Story for the dailies. Places were accorded the Corbin Tribune, the Harlan Enterprise, Park City News and the Frankfort State Journal. In the weekly division, the plaque went to the Jefferson Reporter with runners up the Hazard Herald, Whitesburg Mountain Eagle, the Adairville Enterprise, Charles A. Snyder, publisher, and the Mt. Vernon Signal, Elmo Anderkin, publisher.

For Best Community Service, with both dailies and weeklies in competition, the plaque was awarded the Henderson Gleaner & Journal, with close place awards to the Hazard Herald, Whitesburg Mountain Eagle, Cynthiana Democrat, and Frankfort State Journal.

The Salvation Army "War Cry" awards for the Best Religious Editorial, annually awarded by Lt. Colonel Lillian Hansen, editor-in-chief, were presented to Ellis Easterly, Middlesboro News, for his editorial, "Ministers Get a Job;" Thomas T. Wilson, Cynthiana Democrat, for his editorial, "Still a Child at 19;" Francele Armstrong for her editorial, "The Efficacy of Prayer;" and Louise B. Hatmaker, Hazard Herald, for her editorial, "Don't Give Thanks." Checks for \$50, \$25, \$15, and \$10 were respectively presented to the winners.

CALENDAR OF EVENTS

JULY

- 6—Eastern Kentucky Seminar, Morehead State College.
- 20—Southeastern Kentucky Seminar, Union College, Barbourville.
- 27—Westcentral Kentucky Seminar, Western State College, Bowling Green.

AUGUST

- 10—Central Kentucky Seminar, School of Journalism, University of Kentucky.

SEPTEMBER

- 14—Western Kentucky Seminar, Pennyriple State Park, Dawson Springs.
- 15—West Kentucky Press Association, Pennyriple State Park, Dawson Springs.

OCTOBER

- 14-17—National Editorial Association Meeting, Hotel Sheraton—Jefferson, St. Louis, Mo.
- 14-20—National Newspaper Week
- 20—Fall Meeting, KPA Executive Committee, Lexington.

Awards presented in the Portland Cement Association's 1962 Highway Interest Contest by J. J. Farra, district engineer, were Archie S. Frye, Georgetown Graphic; Rex Bailey, Middlesboro Daily News; United States Savings Bonds were presented to the winners.

The Kentucky Farm Bureau award for farm news coverage for 1962 was awarded to Robert McCaughey, Kentucky News, Hopkinsville.

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Propose

A committee posed a new code of press determination paper. It stresses intelligibility and leadership of a quality paper. The code, tested over months of extension, is a committee of Training Editors Association. It represents professional attempt such a code. The idea was by J. Edward M. the Arizona Republic the association. A committee handle the project managing editor Dispatch, as chairman. Here are some a good paper should basic points of code Integrity—Main

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DID YOU Scan-A-machining so economic advantage advertising know Sc automatic own plan story? M



Propose New Code

A committee of veteran editors has proposed a new code to help the public and press determine what makes a good newspaper.

It stresses integrity, accuracy, responsibility and leadership as the basic elements of a quality paper.

The code, tentatively called a "Criteria of a Good Newspaper," results from 18 months of extensive research and study by a committee of The Associated Press Managing Editors Association.

It represents the first broadscale professional attempt ever made to establish such a code.

The idea was conceived two years ago by J. Edward Murray, managing editor of the Arizona Republic and then president of the association.

A committee of editors was selected to handle the project with John H. Colburn, managing editor of the Richmond Times-Dispatch, as chairman.

Here are some of the things the code says a good paper should do in regard to the basic points of criteria:

Integrity—Maintain vigorous standards of

honesty and fair play in the selection and editing of its contents as well as in all relations with news sources and the public.

Deal dispassionately with controversial subjects and treat disputed issues with impartiality.

Label its own editorial view of or expressions of opinion.

Accuracy—Exert maximum effort to print the truth in all news situations. Strive for completeness and objectivity.

Guard against carelessness, bias, or distortion by either emphasis or omission. Correct promptly errors of fact for which the paper is responsible.

Responsibility—Use mature and considered judgment in the public interest at all times. Select, edit and display news on the basis of its significance and its genuine usefulness to the public.

Edit news affecting public morals with candor and good taste and avoid an imbalance of a sensational, preponderantly negative or merely trivial news.

Accent when possible a reasonable amount of news which illustrates the values of compassion, self-sacrifice, heroism, good citizenship and patriotism.

Respect rights of privacy.

Leadership—Stimulate and vigorously

support public officials, private groups and individuals in crusades and campaigns to increase the good works and eliminate the bad in the community.

Help to protect all rights and privileges guaranteed by law.

Serve as a constructive critic of government at all levels, providing leadership for necessary reforms or innovations, and exposing and malleasance in office.

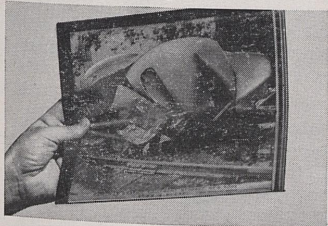
Oppose demagogues and other selfish and unwholesome interests.

Over 500 publishers, production managers and mechanical department employes attended the first annual Mid-America Newspaper Mechanical Conference in Kansas City. States represented were Nebraska, Kansas, Oklahoma, Missouri, Iowa, Indiana, and Minnesota.

The Press regrets that Allan Kander's excellent address, and Professor Plummer's report on "Newspapers In The Classroom" were crowded-out in this June issue and will be carried in the July issue.

A QUIZ FOR PUBLISHERS WITH PROFITABLE ANSWERS

DID YOU KNOW that a Fairchild Scan-A-Graver® electronic engraving machine can make halftone engravings so economically that you can take full advantage of local pictures in news, advertising and features? Did you know Scan-A-Graver makes engravings automatically, in minutes, right in your own plant? Do you want the whole story? Mail the coupon!



DID YOU KNOW that Fairchild Teletypesetter® sets type from tape at the top rated capacity of your linecasting machines . . . two or even three times faster than manual operation? Did you realize that only with TTS® can you get the maximum return on your linecasting investment? Have you investigated how simple the Teletypesetter system really is? Mail the coupon!



DID YOU KNOW that Fairchild's Color King is the easiest web perfecting offset press to operate? Are you aware that its many automatic features provide simplified operation and give you color and speed capabilities that will increase your earning power for a modest investment? Would you like to learn more about Color King? Mail the coupon!



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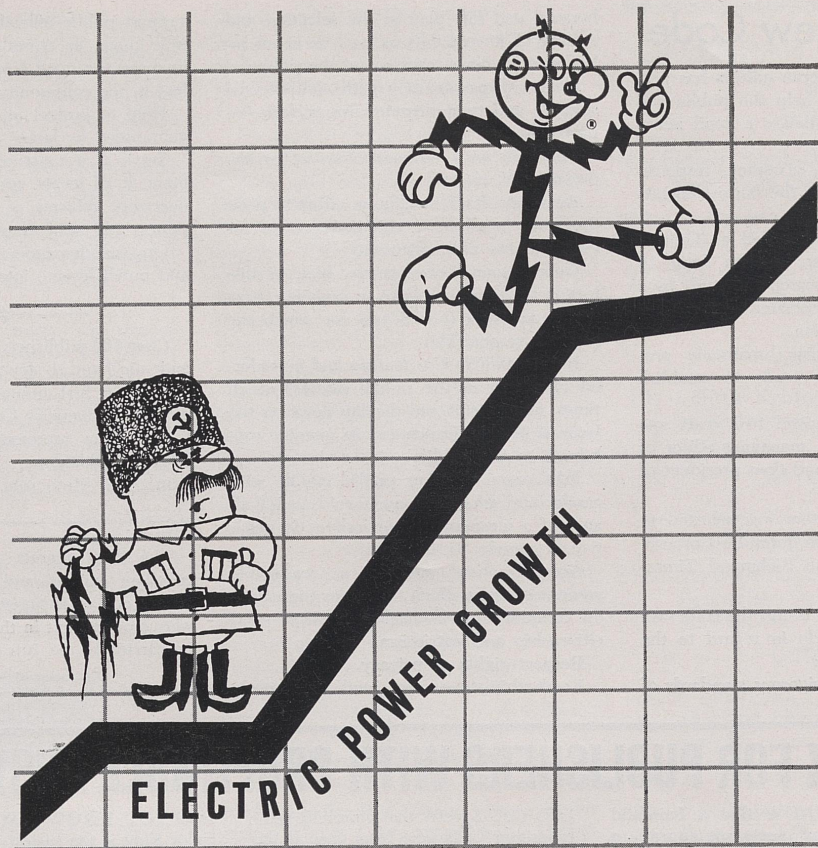
- Please send complete Scan-A-Graver information.
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But Ivan Voltovitch can never catch up

They seem to be doing all right with their sputniks, maybe even pigs and potatoes, but the Soviets can't begin to match America's electric power capacity. U.S. expansion calls for an annual 13 million kilowatt increase. Russia's goal is only 1/2 million a year. Tomorrow the margin of superiority will be even greater.

Such growing abundance of electric power helps assure America's continued industrial and military superiority—plus better living for all. Which simply could not happen without the concerted, unfettered efforts of investor-owned electric companies.

And KU's own progress is typical. Our generating capacity has doubled since 1952; a second 100,000 kilowatt unit at our E. W. Brown plant will double its capacity next year. And this is only part of our program for continued progress in our service area.

No matter how accelerated the power demands of our customers—industrial, commercial, residential, rural—your electricity will always be there in ample supply. Our policy is that of all investor-owned electric companies: steady growth to keep us forever beyond the reach of those who would bury us.

 Electric Power
Industrial Development
Community Development

KENTUCKY UTILITIES COMPANY An Investor Owned Electric Company