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The Kentucky Press

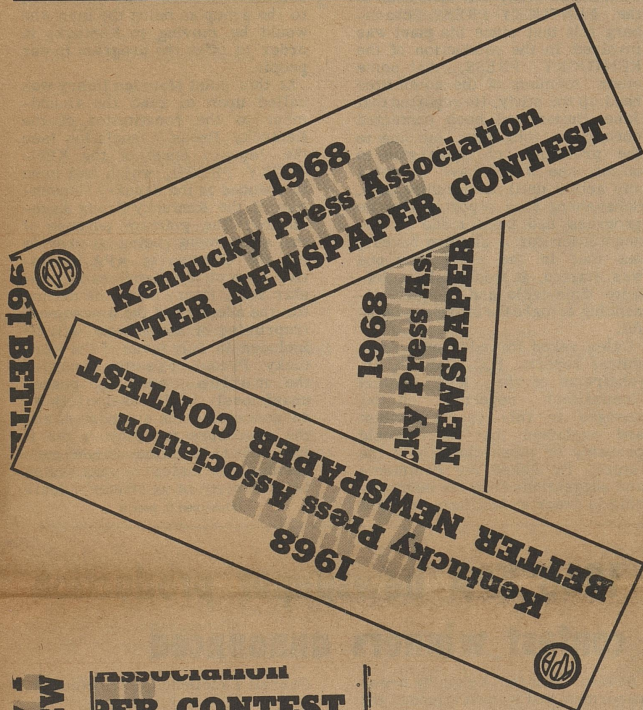
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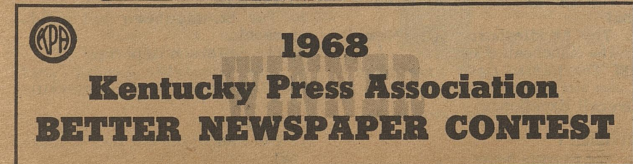
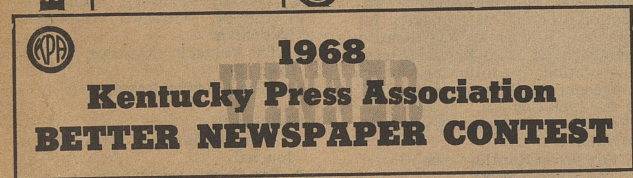
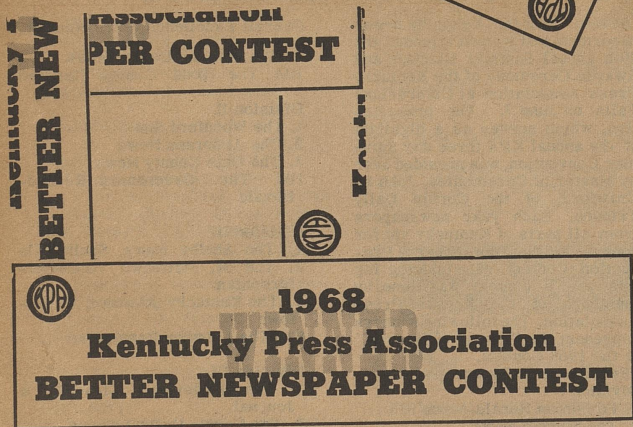
VOLUME 34, NUMBER 6

JUNE, 1968

EIGHT PAGES



1968 Kentucky Press Assn. Better Newspaper Contest



MORE
WINNERS
THAN EVER BEFORE
PROVES
THAT KENTUCKY NEWSPAPERS
ARE BETTER THAN EVER!

THE KENTUCKY PRESS

Official Publication
 Kentucky Press Association, Inc.
 203 W. 2nd. St.
 Lexington, Ky. 40507
 Printed By
 Voice of St. Matthews, Inc.
 St. Matthews, Ky. 40207
 A.J. Viehman, Jr., Editor
 Florida Garrison, Asst. Editor
 Member
 Kentucky Chamber of Commerce
 Newspaper Association Managers
 International Newspaper Promotion Association
 Better Business Bureau
 Kentucky Press Association, Inc.
 Howard Ogles, President
 George M. Wilson, Vice President
 A.J. Viehman, Jr., Sec. - Mgr. - Trs.
 Executive Committee
 James T. Norris, Jr., Chairman (Ninth Dist.)
 William Nelson (First Dist.)
 E.C. Calman (Second Dist.)
 Al Schansberg (Third Dist.)
 Ben E. Boone, III (Fourth Dist.)
 Clayton Roland (Fifth Dist.)
 Thomas M. Buckner (Sixth Dist.)
 Warren R. Fisher (Seventh Dist.)
 James L. Crawford (Eighth Dist.)
 R. Springer Hopkins (Tenth Dist.)
 Tommy Preston (At Large)
 Donald B. Towles (At Large)

MINUTES

Kentucky Press Association Summer Meeting, June 8, 1968

Meeting called to order by President Howard Ogles at 10:20 am EDT.

The Chair entertained a motion to dispense with the reading of the minutes of the general meeting held in Lexington at the Winter Convention, as they were rather lengthy and had been published in the KENTUCKY PRESS for the benefit of the membership. The motion was seconded by Ron Beane and it passed unanimously.

President Ogles reported that the programs outlined for KPA this year were well under way and that the committeemen were working diligently in order to follow the format described in the Warren

Abrams survey of 1965. More emphasis needs to be put on these goals.

Al Schansberg was called upon to report on the activities of the Central Office Committee. One of the assignments stemming from the Executive Committee meeting in April was that the Central Office Committee study the operation of the KENTUCKY PRESS. Schansberg felt that since his plant was involved in the production of the KENTUCKY PRESS, that some other member of the committee head up the study. He reported that Jane Hutton had been contacted concerning this duty, but due to the pressures of conversion to offset, she would have to delay any action until some future date. Schansberg also reported that no progress had been made in the negotiation for a clipping bureau, but that in the event that one was started, it would take a definite time-table and adequate financing to make the effort successful.

Ogles asked for additional committee reports. E.C. Calman, Jr. (chairman of the KPA Contest Committee) reported on the changes in this year's contest and explained that there would probably be more changes in the future. He asked for comments and suggestions from the membership in order to facilitate his work

for next year.

A report was made on the program of the KPA insurance program. It was revealed that the American Fidelity Assurance Company had been approved to underwrite business for the Kentucky Press Association and that a kick-off date of July 8 had been set. Bill Sellers was introduced to the group as being the man who would be moving to Kentucky in order to offer the program to our people.

At this point Maurice Henry was called upon to read the amendment to the constitution of the Kentucky Press Association (see the January issue of the KENTUCKY PRESS), which had been introduced at the January Convention of the Kentucky Press Association. The primary purpose of the amendment being to provide for the election of KPA Executive Committee Members by popular vote. Henry made the motion for the adoption of the amendment (reprinting of amendment will be included in July issue of the Kentucky Press). Preston seconded the motion and it passed unanimously. A discussion followed concerning the amendment and the procedure to follow to put it into effect. Questions raised concerning the order of succession in the event of an officer's death

Continued to page 5

MINUTES

Executive committee of the Kentucky Press Association

Members present: Howard Ogles, Jim Norris, Don Towles, E.C. Calman, Jr., Tom Buckner, Jim Lee Crawford, Warren Fisher, George Wilson, Al Schansberg, Tommy Preston, Ben Boone, Clayton Roland, S.C. Van Curon, Jim Willis, Larry Stone, Jack Viehman.

Chairman of the Executive Committee, Jim Norris, called the meeting to order. George Wilson moved that the reading of the minutes be dispensed with. Towles seconded and the motion passed unanimously.

Norris called on Viehman for the Secretary-Manager's report. Viehman reported on the financial picture of KPS from January through May, 1968. ANR accounts amounted to a gross of \$88,121.-83, with ANR realizing \$20,884.63, KPS realizing \$4,670.46, leaving a net to the papers of \$62,566.74.

Non-ANR accounts (business originated by KPS) amounted to a gross of \$23,452.37, with agencies realizing \$2,720.20, KPS realizing \$2,867.23, leaving a net to the papers of \$17,864.94. These figures represented actual cash received and deposited. The total gross did not include some political advertising billed the latter part of May (approximately \$4,500). It was also mentioned by Viehman that according to some recent facts received in the Central Office, that Kentucky was one of twelve states in the entire country responsible for the majority of ANR's business. In other words, ANR was doing an admirable job of selling advertising for Kentucky publishers.

Committee reports had been made during the general meeting, with the exception of Stone's Centennial report. He was called on at this time. Stone mentioned Portmann's book and a Courier-Journal supplement as two ways to further the Centennial cause. Another idea was the establishment of a printing museum, but it was pointed out that one already existed at Waveland, in Lexington. Buckner was asked to check on arrangements for the printing of Portmann's book with the University Press at UK.

The proceedings were stopped at this point to recognize new board member, Clayton Roland.

Ogles began a discussion about the survey conducted by Warren

Abrams in 1965 concerning the goals and objectives of the Kentucky Press Association. He expressed a belief that there may be a breakdown between committees and publishers in general.

A report was given by Viehman on a meeting with various members of the governor's staff concerning a proposed series of press conferences to which various members of the Kentucky Press Association would be invited. Van Curon, who was also at the meeting explained that it was the feeling of the Capitol Press Corps that everyone should be invited and given opportunity to ask questions at these conferences. It was pointed out that the Governor should always be asked to attend the KPA conventions.

A discussion of the effectiveness of the KENTUCKY PRESS had already taken place during the general meeting, so further discussion was not thought to be necessary at this time.

Richard Boyd of West Virginia Pulp and Paper Co., Al Smith of the Logan Leader, and Paul Camp- lin of the Department of Highways were approved for associate membership.

George Joplin thanked the board for their support in the National Newspaper Association election. He was returned to the NNA board for a three year term.

Don Towles asked that any Winter Convention (Jan., 1969) ideas be submitted to him in the near future.

Calman discussed a letter from the Kentucky Education Association, asking that KPA establish an education coverage contest again. It was moved by Boone that KPA not establish the contest, seconded by Buckner and passed unanimously.

Boone extended an invitation for the Executive Committee to meet with the WKPA for their Fall meeting. George Joplin pointed out that the Fall meeting of the National Newspaper Association would be held in Cincinnati in October and that it would be convenient for the Executive Committee to meet there. Stone seconded Joplin's motion and it passed unanimously.

There being no further business, the meeting was adjourned. Respectfully submitted by A.J. Viehman, Jr., Secretary-Manager.

1968 KPA newspaper production contest winners announced

Several hundred Kentucky newspapermen and women attended the 99th annual Summer Banquet and Awards Ceremony of the Kentucky Press Association at Cumberland Falls on June 7. The presentation, which serves as a highlight of the annual KPA three day Summer Convention, was presided over by Master of Ceremonies, John L. Crawford, of the Corbin Daily Tribune. Each year newspapers from all parts of Kentucky vie for honors in the Newspaper Production Contest. The judging for this year's contest was done by members of the Kansas Press Association. The following winners represent the "cream of the crop" in the 1968 Contest.

Excellence in Typography
 Division I
 1. Edmondton Herald-News
 2. The Sturgis News
 3. The Carlisle Mercury
 HM The Todd County Standard

Division II
 1. The Clay City Times
 2. The Anderson News
 3. The Woodford Sun

Division III
 1. The St. Matthews Voice-Jeffersonian
 2. The Franklin Favorite
 3. The Jefferson Reporter
 HM The Kentucky Standard, Bardstown

Division IV
 1. The Henderson Gleaner & Journal
 2. The Middlesboro Daily News
 3. The Winchester Sun
 HM The Harlan Daily Enterprise

Overall Excellence
 Division I
 1. The Sturgis News
 2. The Carlisle Mercury

Overall Excellence, Div. I (cont.)
 3. The McLean County News
 HM The Todd County Standard

Division II
 1. The Woodford Sun
 2. The Anderson News
 3. The Ohio County News
 HM The Greensburg Record-Herald

Division III
 1. The Shelby News, Shelbyville
 2. The St. Matthews Voice-Jeffersonian
 3. The Kentucky Standard, Bardstown
 HM The Lebanon Enterprise

Division IV
 1. The Henderson Gleaner & Journal
 2. The Corbin Daily Tribune
 3. The Winchester Sun
 HM The Middlesboro Daily News

Front Page

Division I
 1. Emonton Herald-News
 2. McLean County News
 3. Hickman Courier
 HM Carlisle Mercury

Division II
 1. Clay City Times
 2. Woodford Sun
 3. Ohio County News
 HM Union County Advocate

Division III
 1. The St. Matthews Voice-Jeffersonian
 2. The Jefferson Reporter
 3. The Greenville Leader-News
 HM The Shelby News, Shelbyville

Division IV
 1. The Henderson Gleaner & Journal

Continued to page 3

1968 KPA newspaper production contest winners

Continued from page 2

Front Page, Division IV (cont.)

2. The Glasgow Daily Times
3. Middlesboro Daily News
- HM Corbin Daily Tribune

Editorial Excellence

Weekly

1. Hickman Courier
2. Shelby News, Shelbyville
3. Jackson Times
- HM McLean County News

Daily

1. Winchester Sun
2. The Henderson Gleaner & Journal
3. Glasgow Daily Times
- HM Corbin Daily Tribune

Editorial Page

Division I

1. McLean County News
2. Edmonton Herald-News
3. Hickman Courier

Division II

1. Clay City Times
2. Hazard Herald
3. Ohio County News
- HM Estill Herald

Division III

1. The Jefferson Reporter
2. Russell Springs Times Journal
3. Franklin Favorite
- HM Cynthiana Democrat

Division IV

1. Winchester Sun
2. Henderson Gleaner & Journal
3. Glasgow Daily Times
- HM Middlesboro Daily News

Best News Story

Weekly

1. The St. Matthews Voice-Jeffersonian
2. The Shelby News, Shelbyville
3. Cynthiana Democrat
- HM Jefferson Reporter

Daily

1. Corbin Daily Tribune
2. Henderson Gleaner & Journal
3. Middlesboro News
- HM Harlan Daily Enterprise

Feature Story

Weekly

1. Edmonton Herald-News
2. Kentucky Standard, Bardstown
3. Russell Springs Times Journal
- HM Shelby News, Shelbyville

Daily

1. Henderson Gleaner & Journal
2. Glasgow Daily Times
3. Corbin Daily Tribune
- HM Winchester Sun

Feature Photographs

Division I

1. Breckinridge County Herald News
2. News-Herald, Owenton
3. Meade County Messenger
- HM Ohio County News

Division II

1. Jefferson Reporter
2. St. Matthews Voice-Jeffersonian
3. Woodford Sun
- HM Franklin Favorite

Division III

1. Corbin Daily Tribune
2. Middlesboro Daily News

Division IV

1. Glasgow Daily Times
2. Henderson Gleaner & Journal
3. Winchester Sun
- HM Mayfield Messenger

Newspictures

Division I

1. Hazard Herald
2. McLean County News

Newspictures (cont.)

Division II

1. Jefferson Reporter
2. Franklin Favorite
3. Central Kentucky News, Campbellsville
- HM Sturgis News

Division III

1. Harlan Daily Enterprise
2. Corbin Daily Tribune

Division IV

1. Glasgow Daily Times
2. Henderson Gleaner & Journal
3. Winchester Sun
4. Middlesboro Daily News

Sports Photos

Division I

1. Hazard Herald
2. Meade County Messenger
3. Franklin Favorite

Division II

1. Jefferson Reporter
2. St. Matthews Voice-Jeffersonian
3. Shelby News, Shelbyville
- HM Woodford Sun
- Greenville Leader-News
- Central Kentucky News, Campbellsville
- Franklin Favorite
- Greensburg Record-Herald
- Anderson News
- Cynthiana Democrat

Division III

1. Corbin Daily Tribune
2. Harlan Daily Enterprise
3. Middlesboro Daily News

Division IV

1. Glasgow Daily Times
2. Henderson Gleaner & Journal
3. Mayfield Messenger

Hometown Column

Weekly

1. Peter Conn, Jefferson Reporter
2. Dave West, Franklin Favorite
3. Clay City Times
- HM Mrs. Garland Brown, Meade County Messenger, Aubrey Bowie, Hardinsburg

Daily

1. David Ross Stevens, Henderson
2. Bill Blakeman, Winchester
3. Helen Henry, Middlesboro
- HM Dedee Scalf, Middlesboro

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2. Jefferson Reporter
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- HM Middlesboro Daily News

Grocery Advertising

Weekly

1. Jefferson Reporter
2. Sturgis News
3. Greenville Leader-News
- HM Franklin Favorite

Daily

1. Henderson Gleaner & Journal

Classified Advertising

Weekly

1. St. Matthews Voice-Jeffersonian
2. Greenville Leader-News
3. Kentucky Standard, Bardstown
- HM McLean County News

Daily

1. Corbin Daily Tribune
2. Middlesboro Daily News
3. Henderson Gleaner & Journal
- HM Winchester Sun

Newspaper Promotion

Weekly

1. St. Matthews Voice-Jeffersonian
2. Jefferson Reporter
3. Sturgis News
- HM Greenville Leader-News

Daily

1. Glasgow Daily Times
2. Henderson Gleaner & Journal
3. Middlesboro Daily News

Sports Column

Weekly

1. Hazard Herald
2. Lebanon Enterprise
3. Cynthiana Democrat
- HM Shelby News, Shelbyville

Daily

1. Corbin Daily Tribune
2. Middlesboro Daily News
3. Mayfield Messenger
- HM Glasgow Daily Times

Sports Page

Weekly

1. Central Kentucky News, Campbellsville
2. Hazard Herald
3. Cynthiana Democrat
- HM Shelby News, Shelbyville

Daily

1. Glasgow Daily Times
2. Corbin Daily Tribune
3. Henderson Gleaner & Journal
- HM Harlan Daily Enterprise

Women's Page (Society)

Weekly

1. St. Matthews Voice-Jeffersonian
2. Franklin Favorite
3. Cynthiana Democrat
- HM Shelby News, Shelbyville

Daily

1. Glasgow Daily Times
2. Henderson Gleaner & Journal
3. Winchester Sun
- HM Middlesboro Daily News

What happens when a store drops trading stamps?

Read this news release from New York University

For Immediate Release:

What happens to food prices when a supermarket drops trading stamps? Does a stamp drop augur well for the consumer?

A study published in the fall issue of New York University's "Journal of Retailing" finds that stores that dropped stamps in two large-city neighborhoods in 1965 cut prices initially, but the reductions were not maintained.

Prbf. F. E. Brown of Pennsylvania University's Wharton School of Finance and Commerce based his conclusions on 39 price checks of 80 items each.

In both study areas, Professor Brown discovered, "the effect of the stamp exit on the general price level had disappeared within a nine-month period."

Competing stores reacted to the cuts in different ways. Some actually reduced prices more than did the store that eliminated stamps. Competitors would not allow a significant price difference to open up, Brown found.


By the end of the 12-month study period in 1966, food prices in the two areas had risen in all the study stores about as much as the Consumer Price Index for food in the most similar city for which there were data, Professor Brown discovered.

He concluded that in stamp-dropping situations, "Inability by the dropper to increase volume significantly will bring a profit squeeze, restoration of higher prices, and a new cycle with different promotions."

The professor pointed out that data for the study were obtained by on-site shelf pricing performed by women trained by the Bureau of Labor Statistics to do similar work in connection with its Consumer Price Index.

The "Journal of Retailing" is published by New York University's Institute of Retail Management.

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Reflections on the press association

Ed. Note: Bill Bray is the manager of the Missouri Press Association. He was kind enough to accept an invitation to speak to the KPA convention going during our summer meeting. Here is the text of his inspiring talk.

One day along came this letter from Jack Viehman and it was an invitation to speak to the Kentucky Press Association. He wanted me to talk to you about how we run the Missouri Press Association. Certainly this wasn't the high sounding subject that I had always had in mind to speak to newspaper people about. Especially, since there is the very good question of who is running who, or what is running what.

I could certainly make up a speech on how my wife runs me and the way things turn out, she may be running the good old MPA.

Anyway, she came along with me because she didn't want me to make this trip by myself and she's an angel -- I mean it literally, too, she's an angel.

She's always up in the air. She's always harping on something.

And, she never has anything to wear.

The other day my son asked me why a man was only allowed to have one wife. I told him that as he grew older he would understand that such laws were necessary to protect those who haven't sense enough to protect themselves.

Associations are a lot like husbands and wives. There is the eternal problem of communications.

Last Sunday it was such a nice day so we went for a drive out in the country. We saw a team of horses pulling a really heavily loaded wagon. My wife said, "Now look at that, why can't we get together and pull in harmony just like that team?"

I told her the reason was perfectly obvious, "Those horses have only one tongue between them."

I didn't come down here to tell you how we run the Missouri Press Association. My guess is that it runs pretty much just like the Kentucky Press Association.

You have officers, your committees meet and have wonderful ideas for your Central Office to struggle with.

You have an advertising sales arm that doesn't sell anything but tries to take a commission on everything you run.

You put out bulletins every one reads but doesn't do anything about.

Each member thinks his newspaper is one of the best and can't understand why someone else wins in the Better Newspaper Contest.

A few think that just the good papers ought to band together so all advertising can be sold for them because no one wants to advertise in a sloppy sheet, even though the guy with the sloppy sheet has Chevy Dealer who sells ten times as many cars as the dealer in the town with the excellent newspaper. Even though this sounds reasonable to the publisher, somehow the folks who make cars think the dealer who sells the most cars should have some ad support regardless of what his local newspaper looks like.

Then there is the group of publishers who think it would be great to set up a new association because it is obvious that the old one isn't getting the job done.

And that's the way it goes with the whole thing coming down around the neck of the association manager who has to spend most of his time telling the members what the association does for them rather than telling the general public what the newspapers are doing for them.

It adds up something like this in Missouri and I lay odds in Kentucky, too.

Consider the poor press association manager --

If he writes a letter, it's too long.

If he sends a post card, it's too short.

If he doesn't send any bulletins, he's worthless.

If he attends committee meetings, he's butting in.

If he stays away, he's a shirker and a slacker.

If he duns the members for dues, he's insulting.

If he fails to collect dues, he's slipping.

If he asks for advice, he's not competent.

If he doesn't he's bull-headed.

If he writes complete reports, they're too long.

If he condenses them, they're incomplete.

If he talks on a subject, he's trying to run things.

If he remains quiet, he has lost interest completely.

If he works in the office, he's neglecting the members.

If he's out visiting newspapers, he's not attending to business.

... you just can't win.

There are two kinds of people in this world.

I'm sure all of you are aware that there are two kinds of people right here in the Kentucky Press Association. There are those who give of their time and talent to make the association better, to help it grow, to push for accomplishment to make it worthwhile. Receiving from their fellow publishers and their association, they return in time and effort so that newspapering can be more pleasant, more profitable and freedom of the press can be fostered.

Then there are those who give nothing and who do nothing and who spend most of their time standing in the way and bickering. All put together in one association, it would be dead indeed.

I certainly do not suggest that there should be no criticism, no argument and no difference of opinion -- for indeed there must be. A constructive critic will do more than a "yes" man any day of the week. I do question the continual "again".

But editors and publishers are an independent lot and they must be able to think for themselves.

I used to own my own newspaper and I must confess in those years I didn't pay much attention to the Missouri Press Association. I was a member, paid my dues and went to the meetings. It never occurred to me that the very existence of my business might depend on that association. Today, I can tell you I see it differently. I have learned a lot.

Let me tell you why I place such importance on this organization.

These are difficult times for the free press in this country. It isn't difficult for making money, because most newspapers do okay, but the preservation of the newspaper industry, the press and journalism in general are facing some real challenges.

Look at the action of the American Bar Association, this Reardon Committee report and all the other proposals to close up the court room.

The closed meetings, closed records, managed news.

There are proposals as you well know to Tax Advertising Expenditures.

Proposals to limit ad budgets by law.

Anti-Trust laws should be extended to cover advertising, some say.

The Federal Government should sponsor "Reprisal" advertising to protect consumers from being misled by industry sponsored advertising.

Proposals to regulate advertising rates.

Proposals to screen ad copy. Every session of a legislature seems to tend to cutting down the public notice and the resultant people's right to know.

The Post Office Department has newspapers so confused as to what they can put in their papers and what they cannot it takes a Philadelphia lawyer to interpret the regulations.

This list is endless. I don't need to go on and discuss optometrists who don't want to make advertising legal and all the others who want to put the only thing we have to sell right in the same category as narcotics, drunks and other misdemeanors. I don't need to tell you about the powerful labor unions that actually close down newspaper operations -- you can read of these things every day.

Little by little these forces are moving in on us.

It's sorta like the fella who was born in Kentucky then moved over into Tennessee and later to Georgia and finally to West Virginia where he died and went to Hell-- THE CHANGE WAS SO GRADUAL HE DIDN'T KNOW THE DIFFERENCE.

Where is the battle really being fought against all the encroachments on our industry today? Is there some Mythical Knight on a White Horse? Are your government officials speaking for you? Are high sounding ivory towered editorials in the big city paper doing the job? If great writing could have done the job, there would scarcely be a problem.

Ask yourself -- WHO IS CARRYING ON THIS FIGHT FOR FREEDOM?

I can tell you. It's the little newspaper publishers joining together in their press associations that is carrying on the real fight. Puny as the effort might be these small publishers have pooled their efforts to have a man down in the state capitol to fight the fight where the battlefield is. Pooling their efforts in a confederation they have fielded a team in Washington through a National Association. Together through their organizations they form committees and there is SOME DIRECTION to their efforts BECAUSE THEY KNOW IT CANNOT BE DONE SINGLE HANDED.

These efforts are by no means perfect. They are poorly financed and they are puny in every sense of the word. BUT they are the only hope and they have been effective.

If you have any problems in your Kentucky Press Association, I am sure they are no different than we have in Missouri. Every Publisher really wants to accomplish the same thing through his association, it just happens we want to do it different ways.

The whole thing is much like the congregation of the Little Church. They wanted to make some improvements to the church building. One little lady got up and said, "I move that we take our money and buy a new chandelier".

Like in every group, one old fella jumped up and said he was again it, for three reasons he was against it"

First: No one could spell it so no one could make out the order.

Second: No one in this here congregation can play it after we get it.

Third: What we really need is some lights so we can see to sing the hymns.

No, I'm afraid I can't tell you how a "top notch association" runs a tight ship, as your Kentucky Press publication so generously stated. Certainly, I will be happy to answer any questions you want to ask about our association.

I do want to mention a few of

the goals that our associations might work toward. I know you are sick to death of hearing what's wrong with the newspapers today. You may not like a few suggestions.

Let's look for a minute at advertising.

We've got an education program to do with some publishers on this advertising business. Other media are grabbing the advertising dollars right from under our noses. Why?

They've got advertising salesmen out selling. While we are trying to convince an advertiser that we can't give him position in our paper and that ROP is good enough -- our media is telling him that nothing is too good for him. TV and radio wine and dine and show him a splendid array of programs and schedules. The billboards drive him all over town to show availabilities. Our ad people scream if an advertiser wants to use a couple of lines of type on a slant or upside down. Is the space for sale or isn't it. Let 'em run it any damn way they want -- they're paying.

Then there's the crippling rate structure that undermines the whole sales effort.

Our largest advertiser is a local merchant. We have to work like hell to make sense out of his copy, furnish him any number of layouts and revisions and many prepublication proofs. He changes copy on us at the last minute. The selling expense, the composition cost and the frequent delay in payment make him an expensive customer indeed, but he is a favorite for some reason. He is entitled to our lowest advertising rate. We not only sell to him cheaper than to anyone else, but we have less courage about raising his rate.

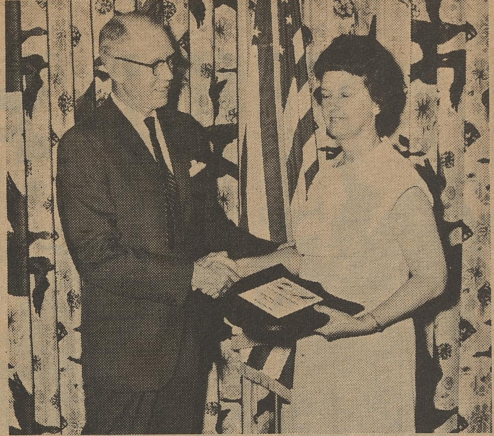
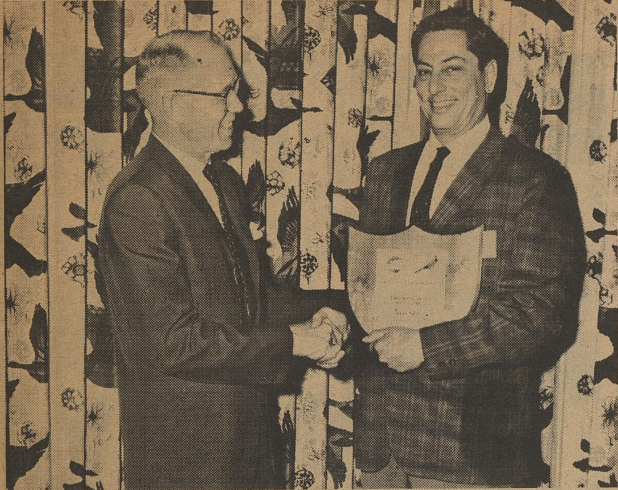
On the other hand, our newspaper gets on the national rate schedule of a big manufacturer. His ad agency -- our sales representatives -- send us really-to-print advertising material in repro proof or mat form. We don't make any individual effort to sell it. We have little or no composition expense. It is guaranteed good credit and is usually the most prompt to pay. But we charge this blue ribbon advertiser our highest rate. Then many of us write sneaky little letters to this advertiser suggesting we would cut the rate if they send it to us direct so our representative won't know and the agency won't know and we save a few pennies.

Now if there ever was sick reasoning that's it.

Furthermore, our newspapers are trying to undercut their own reps to avoid paying commissions. Weekly newspapers alone have succeeded so well in such chiseling, that an annual ANR gross of \$8 million barely pays salaries for nine salesmen. It seems to make no difference that newspapers have spent years and invested thousands of dollars to set up a sales net work to make newspaper advertising easy and that the agencies and the advertisers want the efficiency and economy of these ANR and State Services, some newspapers think they can go it alone. Slick magazines, outdoor and electronic media are using battalions of well-paid salesmen while we in the newspaper business cannot field a platoon.

Unreasonable attitudes are not confined to the advertising department, however. If a newspaper succeeds in limping along for a number of years, despite its inflexible advertising rules and head-in-the-sand approach to new business, the same inflexibility has

President Ogles is all smiles in handing out awards



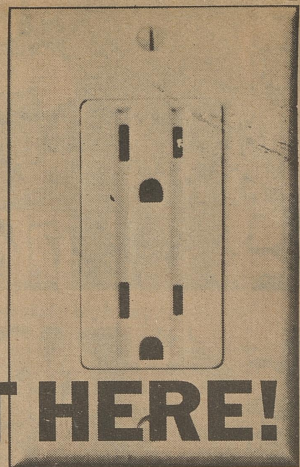
TOP - Lewis Conn - Jefferson Reporter
 MIDDLE - Al Schansberg - Voice-Jeffersonian
 BOTTOM - George Wilson - Breckinridge Co. Herald-News
 UPPER RIGHT - Mrs. Landon Wills - McLean Co. News
 LOWER RIGHT - Oscar Combs - Hazard Herald

KPA Summer Meeting

Continued from page 2
 on the Executive Committee, and the specification of a time for the election of board members. Henry submitted an addition to the Constitution which states that the voting should take place on or before October 1. Norris seconded the motion and it passed unanimously.
 Ogles called on Stone for a report of the Centennial Committee,

but Stone was not present. It was mentioned that some question had been raised about the progress of the History of the Kentucky Press Association, which Victor Portmann is working on.
 There being no further business, President Ogles thanked the Convention committee for its work, and the 99th Summer meeting of the Kentucky Press Association was adjourned.

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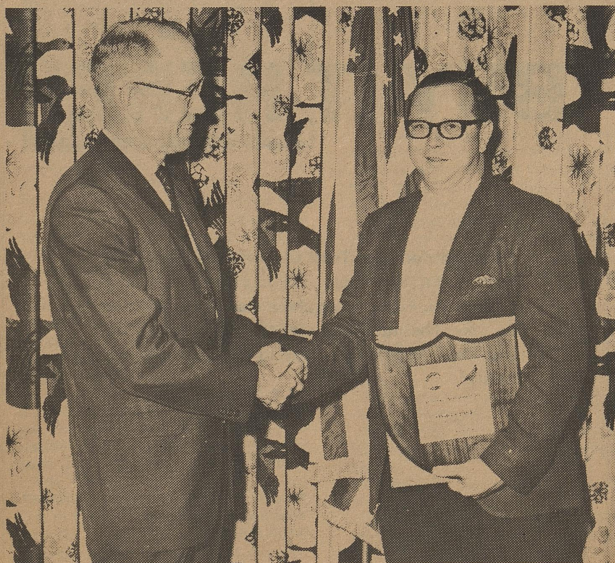
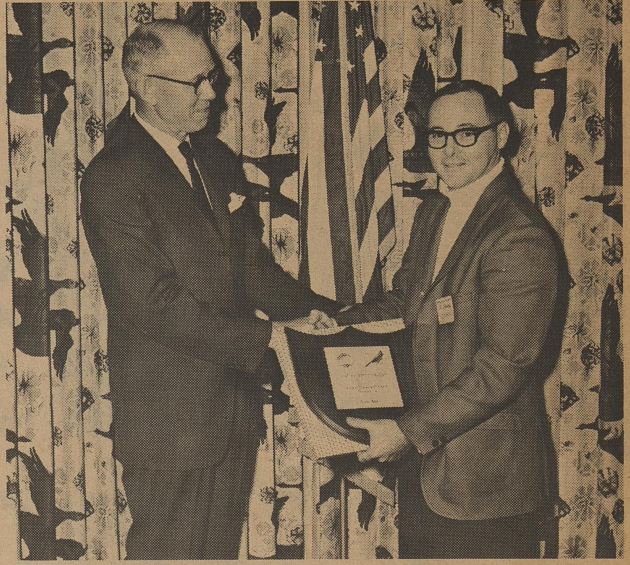
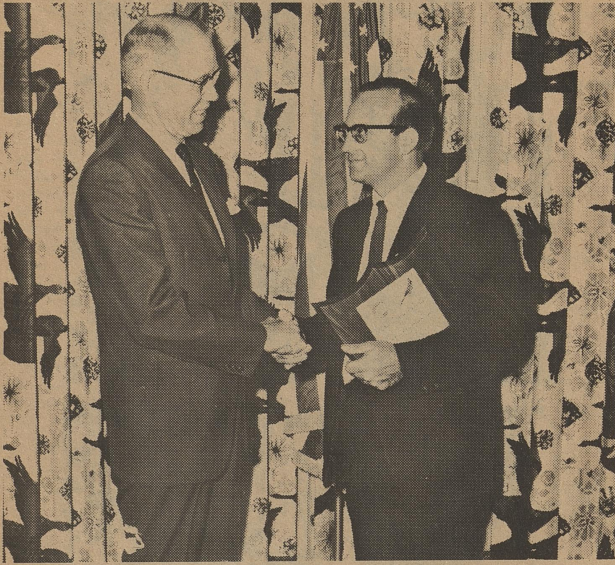
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TOP - E. C. Calman, Jr. - Sturgis News
MIDDLE - Bill Blakeman - Winchester Sun
BOTTOM - Joel Wilson - Glasgow Daily Times

Reflections on the press association

Continued from page 4

certainly permeated the other segments of the paper.

The production end of the newspaper jogs along with the same old excuses week after week with the same sloppy print. But we pay them the top wages in operation. Help is the major problem of the industry today. Employees for the back shop is one thing, but finding reporters and ad men any kind, good or bad or indifferent is a major problem.

When you look at the wage scales in the surveys done by the newspaper foundation it is no wonder that the weeklies and the small dailies are getting less than 3 per cent of the graduates today. Kids, with a high school education or no education at all can command the kind of salaries some papers offer by working at the gas station.

All the signs point to the need for a major overhaul in the thinking of today's newspaper management. Clearly, attitudes and policies towards both customers (advertisers) and employees need a thorough re-examination. This is the challenge of today's newspaper association.

Ben Blackstock of the Oklahoma Press Association said it well when he said:

"Most of all, if today's publishers expect to enjoy the swashbuckling heritage of the great newspapers that have helped to shape this nation's achievements, then they must examine their values, determine their goals and STICK TO A COURSE THAT IS TRUE TO BOTH.

"I do not want my publishers to be plain vanilla. I want to be proud that they do not fear to be counted -- even though readers, advertisers and even I may thoroughly disagree with their stands.

"I urge you to return to advocacy, to regain your partisanship.

"I believe such a course is best for your business and your conscience. I want you to stand for something -- aggressively.

"I want you to support and applaud your employees for they are the heartbeat of any real newspaper."

There are many professions in America charged today with enormous responsibilities:

Unless our missile scientists keep abreast and ahead of the intensive competition paced by those who would scorn our way of life our great nation could be erased from the face of the earth.

Unless our medical scientists win the race against microbes, viruses and organic failures -- we could be overwhelmed by epidemics and disease:

Unless the atomic scientists can find a successor to the present fossil sources of power -- our productive capacities can be curtailed or imperiled.

But of still greater importance than all of these -- unless our proud journalistic calling keeps alive in men's minds the heritage that is America's -- LIBERTY AND FREEDOM, the TEN COMMANDMENTS, the RIGHTS OF THE INDIVIDUAL, the FATHERHOOD OF GOD AND THE BROTHERHOOD OF MAN --

UNLESS these are preserved and strengthened in the minds and in

the hearts of oncoming generations, all other achievements, however meaningful in themselves -- will avail us nothing.

With all my heart I believe that the future of America lies largely in the hands of the journalistic profession. Its only hope is to stand together united.

Strong of Heart
Clear of Mind
Steadfast and Determined
Purposeful in Action

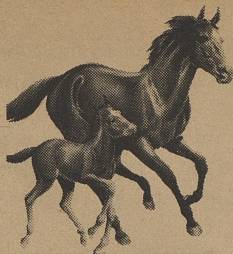
I have talked too long and time is precious. You have been most generous.

Forgive me if I have bored you. Forgive me if I have not moved you to think at least a little of your Kentucky Press Association and your obligation to it.

Forgive Jack Viehman and your officers when you think they are not disposed to do a proper job -- . . . And, Oh, God, forgive us all if we fail to pass this priceless heritage of free speech and free press untarnished into the hands of the generations yet to come.

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for the Menifee County Journal. Need someone soon. Excellent opportunity for younger person. Contact Mrs. Donald Crain, P. O. Box 146, Frenchburg, Kentucky. Phone 508-3491.



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