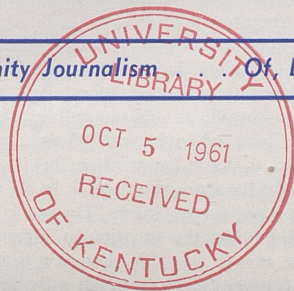


The Kentucky Press

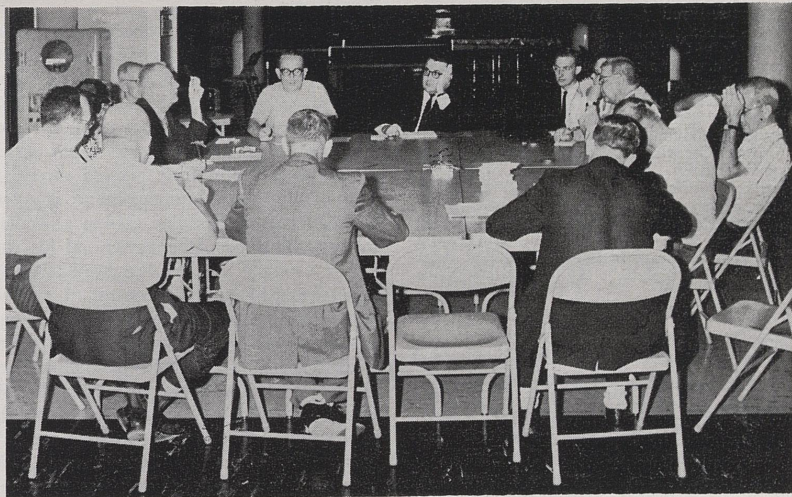
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Publishers Work Hard At Morehead Seminar

The Kentucky Press

Volume 27, Number 11

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Kentucky Press Association, Inc.
Kentucky Press Service, Inc.
Victor R. Portmann, Editor
Perry J. Ashley, Associate Editor
Member
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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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+ As We See It +

Papers Must Emphasize Educational Functions

When newspaper editors come up with the plaint that "people don't read editorials any more," they may be laying themselves wide open to the question of why this situation exists in a profession that once prided itself as being dominant in the field of education through editorials as well as in the area of presenting information in the news columns.

Where can the people turn for a continuation of their day by day education after graduation from the ivied halls of high school, college and university? Certainly, radio and television offer no outlet to fill this need. Editors may consider the news columns sufficient to meet the search for knowledge which should never end. But a telephone spot survey by a Professor of an Arkansas college proves that the news columns alone are not sufficient to provide the post-academic education so vitally needed at the present time.

The survey was conducted by the educator to learn how familiar the public was with countries mentioned almost daily in newspaper headlines. On one call he asked: "Do you know where Laos is?" A woman replied, "No, I don't know where he is, but you might try across the street." In another call, he asked the question: "Do you know anything about the situation in Algeria?" And the answer was "No, I'm new in Arkansas and haven't kept up much with the politics in this state."

This may appear to be exaggerated but it is a safe bet that those same questions put to the average newspaper reader would bring similar replies. Any editor who doubts that should try it out locally and use a question closer to home than Laos or Algeria. Even before they obtain their coveted sheepskin many young people are appallingly ignorant of current events, as one eastern university professor learned. One percent of his students couldn't identify the President and Vice-President and two percent of his students didn't know the location of the national capital. The name of the Secretary of State was a mystery to 15%, the secretary of defense was unknown to 83% and 95% had never heard of the secretary of health, education and welfare. A majority couldn't name the capital of Canada and 27% named Nehru as prime minister of Israel. Other misidentifications included naming Castro as the capital of Cuba.

On the average day, many millions more people read a newspaper than listen to radio or watch television. In their anxiety over the alleged competition of radio and tele-

vision, publishers and editors might well ask themselves whether these millions of readers have the same reaction to reading the words in their newspapers as listeners and viewers have to radio and television. Do they get knowledge from what they read, or as with radio and television, it is just as exercise of one of the senses?

Obviously, a newspaper cannot perform the functions of the classroom. But it can further education of the people by explaining and interpreting the news through editorials, that are informative and free of classroom stuffiness. They need not always express the opinion of the editor or the policy of the newspaper, but even when they do they serve to educate the people. That is a function the newspaper alone can perform.

* * * *

10 Suggested Methods To Read A Newspaper

The Washington Star has issued a booklet to its readers which includes a recommendation on how to read a newspaper. Here are its ten points:

1. Read your newspaper regularly. Make it a habit.
2. Don't be headline happy. Heads are just the menu; you have to eat the food (read body type) to get a complete meal.
3. Don't be page-one happy. Your news may be inside.
4. Don't be one-subject happy. Sticking only to sports, comics or crime news is picking up pennies and leaving dollars.
5. Be a fact-seeker. Get facts from news columns. Then read the comment of columnists and editorial writers. You may find you're the better thinker.
6. Read with both eyes. Note qualifying words and also "who said so." Don't take the charge for conviction, rumor for fact or plans for accomplishments.
7. Don't be a reading coward. Don't be afraid to read opinion at complete variance from your own.
8. Get out of your reading rut. Read at least one thing everyday completely apart from your normal interest. It'll give you a mental job.
9. Do your shopping at home. You'll find the best buys in the advertising columns of your own newspaper.
10. Relax and enjoy the fun. There's a lighter side of life and your newspaper covers it. Join in.

* * * *

The time to get primed for the future is when you're still in your prime.

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If you want to know what's behind the headlines, ask any housewife. She'll tell you it's her husband, especially at the breakfast table.

AUGUST

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President Adams Visits 12 European Countries

On July 3, W. Foster "Pap" Adams, KPA President and editor of the Berea Citizen, left Bond Street, Berea, Kentucky, on the first leg of a trip which was to take him behind the Iron Curtain for 17 days. We would like to recount for you sketches of his trip as he reported them in his column, "The Pilot House". "Pap" was accompanied on the trip by Middlesboro Daily News publisher, Maurice Henry.

"Our trip could be counted to be successful. We accomplished much for our own edification and perhaps contributed something for those whom we met privately or in groups.

"I would seriously recommend to any person desiring to visit Iron Curtain countries to do it at age 42 rather than 62. This is particularly so if the itinerary is set up for 17 days and if it is scheduled with the same thought our trip was arranged.

"You see, this was no pleasure trip. This I pointed out in my column during the first week of July. When we visited a cathedral or an art gallery it was to fill an interval between embassy appointments or with business and professional leaders in the countries which we visited. Cultural visits were only incidental.

"Come the cool of the evening of July 5 we were at Idlewild Airport all checked in for a Sabena jet flight to Brussels. The log read 590 mph, 37,000 feet altitude and 55 degrees below zero fahrenheit. We were flying toward a rising sun and almost suddenly the rays of a new day greeted us. We sat down first in Manchester, England for a short stop and then on to Belgium.

"Our stop in Belgium was ever so important and pleasant. Our hotel was a delightful place—quiet, clean, and hospitable. When we were assigned a room there was no evident effort to segregate our party. In Soviet countries we were widely separated in our room accommodations. No two had adjoining rooms and this is significant.

"Brussels gave us our first opportunity to hear of the Common Market. Here we heard a man of authority explain that it was to become the salvation of the six countries involved and he further said the United States should get in to save itself.

"Our group was invited to the embassy to speak with and listen to Ambassador Douglas MacArthur, a nephew of the General and husband of the daughter of the late Alben Barkley.

"We moved on from Brussels to West Berlin and now we were getting down to the more serious business of the trip. East

Berlin was just beyond the Hindenburg Gate.

* * * *

"The Windsor Hotel was a charming and inviting hostelry. Big beds with feather ticking covers, the like of which I had not seen since my mother ripped up the ones we had at home to make pillows. The dining room was not large, but adequate. A young German boy, with whom I struck up a conversation, had a record player to keep him company while he was setting the tables, and of all things—he was playing hillbilly and western tunes 'to improve my English.'

"West Berlin has been a good steward of the Marshall Plan money that it has had. It is unbelievable how they have rebuilt their part of Berlin, the city. They are ninety percent restored, we were told, and the city is Western and old world with all the beauty and glitter of both.

"We met with three gentlemen who represented their Chamber of Commerce. We asked market questions, and if they had at their disposal other funds than those coming from the Marshall Plan, and they assured us that German capital was now coming to West Berlin. The Marshall Plan money is being paid off and used in a revolving plan. As fast as it comes in it is loaned again, we were told.

"The city is a busy place. Manufacturing is in heavy demand. American goods flow rather freely in the market now—but West German goods flow freely, also. One wonders if West Germany with its knowhow and its zest for trade will not soon become the largest competitor for the market in that part of the world. The factor, I believe, has something to do with the constant bickering with the Soviet Union. The Germans do a better job with the things and their brains than do the Russians. The Russians don't like that.

"We were not shown any great anxiety over the East-West Berlin situation. The hosts were aware of all that was going on, but if they were frightened they did not reveal it in any conversations.

"We had been to see the reception center for refugees. This is a place that bustles. Our visit revealed 500 a day being processed. On our way home we read that as the threats increased that day's log would show 1800. Any where one looked people with suitcases, briefcases and baby buggies were coming to the entrance.

"There were no old persons. They were young teenagers, young married couples and the like. They were from East Berlin. The

break is a tough decision, I feel sure. They leave everything behind them forever.

"But many are not completely destitute when they come to the center. Some have been working in West Berlin and each day would bring a little of this or that and leave it with friends until the final break was made. The people in the reception center process them and see that they get employment. West Berlin is filling up; there are other cities to which they can go to start a new life.

* * * *

"A bleak reminder of the awfulness of war remains in West Berlin. They are building around the ruins of Kaiser Wilhelm Memorial Church. What is left of this once beautiful church may have been seen from all directions and there it stands to remind one of the horrors and the destruction of the bombing raids which took off from England.

"On our way back to the hotel we went to the railroad station. The railway is owned by the Soviets and operated out of East Germany. The trains coming to the station discharge hundreds of passengers, Eastmarks can be traded for Westmarks. A night on the town and then back home.

"The Soviets also control the telephone systems. A call from West Berlin to East Berlin has to go through long distance channels.

"About here somewhere we were asked where we were going. A person in the party said Poland, Russia and Hungary. The inquirer did not appear to be a profane man but he said the long-to-be-remembered thing: 'You will be dealing with a dedicated bunch of bastards.'

* * * *

"East Berlin under Soviet administration, is exactly the opposite to West Berlin. The scars of war still show; there appears to be no building equipment and efforts at restoration are now showing how poorly the apartments and other facilities are built. Little lines of unhappy looking people gather before fruit and vegetable street stalls and when the shelves are empty they move on, hoping to be first in line some other day. This sight made its impact on me—the people were sad and listless; a smile would have broken their skin; nobody whistled—they had nothing to whistle about. Here in East Berlin I made my own decision that the welfare state is a lot of hookum, controlled as it is by the police and the Red army.

* * * *

"The information sheet which visitors to

Poland get sets out rather definitely that the government is operated by the Polish Communist Party. This tells the story—the Polish United Workers' Party controls the well-being or otherwise a population of 29,807,000.

"Poland doesn't seem too red to the casual traveler, but it does provide a prelude to the main piece which is played in Moscow. Our group was told that we should be circumspect about our going and comings. This gave us an indication of what we might expect.

"One major difference which is evident is that the Polish people are rather regular in church attendance. The country is still 90 percent Catholic and because this large segment of the population is so dedicated, the Party openly admits that the Church is the most active deterrent to the spread of the doctrine of one for all and all for one.

"Some people believe, and say so, that the church will finally beat the communist idea down to its knees. It is difficult for me to subscribe to that theory. There are the army and the police force to contend with and they can be rather nasty.

"After a day of getting acquainted with Warsaw we met with Ambassador and Mrs. Beam. The Ambassador gave us a large measure of his time and those who worked with him set us on the right track for the rest of our stay."

"You do find honest people in Warsaw, as you do everywhere, and I believe that our women guides were just that.

* * * *

"In Warsaw I saw what deep hate could mean. And as is often the case such hate is built up out of misunderstanding—not knowing all the facts.

"Our guide for one afternoon was a teacher of English named Barbara. Her husband was in England; she longed for the day she could get there. But Barbara had a big boiling hate. She accused the United States and England of letting the Germans destroy a large part of her native city and also of being reluctant to bring the Poles any aid at all.

"This is not so. A young man from the Ambassador's staff told us that Barbara has been terribly misinformed. He said that in Churchill's Memoirs and Gunther's 'Inside Russia,' is recorded indisputable facts that Roosevelt and Churchill desired to give such aid and tried to do it. The two planes which got through landed on Russian territory and were interned. This ruined the idea. Without Russia the United States and England were helpless.

"Poland looks to the West, our Ambassador told us, and the United States has high hopes in providing the window. We do

trade a bit with Poland—we get Polish ham, a luxury item. We had our go at it, and it is exceptionally good eating.

"While so many Poles look to the West who are by tradition Western, there is the threat of Russia just a very short distance away.

"With all this, one must take under consideration that Poland has suffered terribly. The city was 92 percent destroyed; 800,000 citizens were killed during the war. Some 300,000 of its youth had been killed. The Russians waited at the Vistula River for 60 days while Germany did its worst for the Polish people and the Jewish population.

"Restoration efforts are paying off. A bit of it is modern but in many instances the buildings are being put back into the original look.

"Clothes are high for low paid workers. There is no unemployment. Everybody who is able is employed. Women do a man's job. Eggs were 6½ cents each.

"We heard on one trip from a good source that Italy is doing better than Poland with its free enterprise system.

"Poland isn't such a pitiful place. Twenty years more of the stuff they are swallowing might leave them with no energy or desire to own and operate their own factories and business, or worship in a freer atmosphere and remember with gratitude what Pittsburgh, Cleveland, Detroit and other cities in a free country are doing for their kinsmen."

* * * *

"We left Warsaw at 6:40 on a Polish plane for Moscow. We had our third meal that day enroute. Moscow was reached at about 10 o'clock and the Intourist guide who met us to help us through customs had arranged for our first Russian meal at the airport. It is doubtful that anybody was hungry but each acquiesced to the plan and undertook what turned out to be an ordeal.

"Our bus to the city was waiting and we were off to a hotel named the Ukraine. This is one of the grandest pieces of architecture I had ever seen. It was one of seven such structures located about the city.

"The lobby is very beautiful and hung with ornate lighting fixtures, and as we registered I noted how effectively the lighting had been arranged to show the marble work in the very best way.

"This was extravagance to me. I hadn't been used to such a front and really it is a front for some pretty sloppy upstairs lighting. The reception desk on the ninth floor was often the only lighted area and it was dim. This is no reflection on the engineers, but it does show, I think, that all 'ain't gold that glitters.

"Our group of sixteen were not the only

people in the lobby when we checked in. There were other Americans who had come in from Leningrad via Finland; Africans, people from India and nations which we could not identify. We had every good reason to believe that those who were not Americans were guests of the Soviet Union and they were under escort of Russian guides, usually a man and a woman.

"Nothing really took place that would lead you to believe you were not in a good hotel in any other city, except . . .

"The next day somebody went through our suitcases. This had happened in Warsaw. This time nothing was taken, but my clothes had been turned upside down and left that way. My New Testament which had been placed on top of my shirts had not been shaken to the bottom but was still on top but on articles of other clothing. This business set a fellow's brain and heart to working a little overtime.

* * * *

"We were told somewhere along the line that our guide would show us what the Russians wanted us to see. That is nearly a complete truth. We were to go to the Moscow University. That was prearranged.

"This is a place that is hard to get into one's mind. It is so big, big. The university was founded in 1755, now has 24,000 students, 15 or 20 of whom are from the United States. This particular building, we were told, houses only the sciences, while the technical schools are scattered about the city of just under five million. The building has wings on either end which will accommodate 12,000 students. The women are in one and the men in the other.

"Coming back from the university our chartered bus broke down and we were hastily loaded into a city bus. And, wouldn't you know the thing went through some rather shoddy housing areas? This we were not expected to see.

"Each little thing we learned always led to a question or two: If the apartments are small does this mean families are smaller? The guide said yes. The birth control idea is encouraged and the country has made abortion legal. We really didn't see very many children around on the streets, except in Red Square and they were standing in line to see the cold still bodies of Messrs. Lenin and Stalin.

"The tomb is a beautiful red marble building. The steps going in, as I recall, were black marble. At the entrance a soldier shushed us and then a step or two and we were on the steps going down to the room where the two trouble makers were quiet in their repose. We went down the steps two abreast and then into single file. There they lay. Dead, but looking very real. This was

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Morehead Seminar Proves Interesting And Instructive

By PERRY J. ASHLEY

A warm display of hospitality, typical of Morehead State College, was given KPA members who were there as guests of the college for the first of the Association's 1961 Seminars. Twenty newspaper persons from the Eastern Kentucky region were in attendance and participated in the panel discussions throughout the two day session. Ray Hornback, Morehead Publicity Director, served as the group's host.

Prof. J. A. McCauley, University of Kentucky School of Journalism, told the opening session that good public relations for a newspaper is determined by the kind of relationship it had with its employees, readers, advertisers, the community and its thought leaders, officials of government and the trade. He advised the group that the newspaper's relations and policies with each of the publics must be thoroughly appraised and evaluated and set down on paper before an effective public relations and promotion program could be maintained.

"Good public relations begins at home," McCauley continued, "and no newspaper with an employee staff can have very good public relations unless it aims first at building good will with its employees. If employees don't think well of a newspaper, outsiders are not likely to be favorably impressed either."

The group comments endorsed this program with individual cases being cited to support it. One publisher said she baked birthday cakes for her staff, another suggested fringe benefits should be extended to all full time workers.

Further discussion revealed that a good newspaper was the best means of promotion for the other publics with which the newspaper must deal, outside of its own plant. The use of house ads and front page stories about the new and improved methods of production were brought forth as things which a publication should do to promote itself.

In the second part of the Friday afternoon meeting, Fred Burkhard, editor of the Casey County News, Liberty, explained the importance of good photographic coverage in relation to the news coverage of the newspaper. He also pointed out the advantages of pictorial presentations as a means of promotion and gaining readership for the paper. James T. Norris Jr., managing editor of the Ashland Daily Independent, told the

group that competing media, especially TV and picture magazines, are forcing the newspaper industry, as a self-defense move, to take up visual presentations.

Other panel members said photography is a natural business sideline for the newspaper and presented the publication with an added source of income. One publisher said he used pictures in the window of the news office as a "preview" of the coming week's newspaper and had found it created interest from the local readers.

In discussing puffs and handouts, the panel members indicated there are varying opinions on the handling of such materials. Some suggested a tough policy of not using any of this material was best; others thought it should be regulated by the volume of advertising which the paper handles for the firm; and still others stated the policy should be regulated by local conditions and competition. Jim Phillips, editor of the Grayson Journal-Enquirer outlines a program (published in full in another part of the Press) by which a newspaper editor could determine this problem. The final conclusion which was reached was: if a firm or group was sponsoring an event or program to raise funds for itself, then the newspaper should demand paid advertising. On the other hand, if the group is sponsoring a community improvement or charitable move, the newspaper should join in as an interested party without the demand for paid space.

James Smith, publisher of the Mt. Sterling Advocate, remarked that if a competitor, speaking of radio, gives away space, their time must not be worth anything. He said he would throw away "handouts" which come to his office from local businessmen, but would readily give free space on the remodeling of a store front.

After dinner, KPA President W. Foster Adams, fresh back from a 17 day tour behind the Iron Curtain, gave a report on his observations and findings in East Germany, Poland, Russia and Hungary (this report is carried in full in another section of the Press).

Saturday brought on a round of discussions on the business side of the newspaper operation, dealing with costs as applied to newspapers and job printing. Victor Portmann gave findings from extensive surveys made in the industry on a national scale, showing what national averages are in rela-

tion to the areas being discussed. The materials which he used were duplicated and copies were made available for those present to take home to use as a comparison in their own plant.

W. E. Crutcher wrapped up the seminar with the findings of his work in the field of offset production. He reported a national trend toward offset production and the consolidation of printing facilities being achieved by several newspapers.

Those attending the meeting were James Phillips, Grayson; James Smith, Mt. Sterling; Russell Metz, Owingsville; Mr. and Mrs. Warren Fisher, Carlisle; Mrs. Mary

(Please Turn To Page Four)

one procession passing the bier of the departed that prompted no sympathy for the subjects or for the country which they represented. We went on without a tear from a single hard-hearted person among our sixteen. I was told that the bodies were inside glass. If they were it was the cleanest glass I have ever looked through.

* * * *

"The Store G.U.M. is all that the slick page publications and newspapers in America say it is. It is immense. One can easily believe the claim that 400,000 people enter its doors daily and that as many as 250,000 sales are made a day. The place looked like the main entrance to a circus multiplied by a thousand.

"Goods looked excellent in some departments. Other places in the building displayed rather poor quality merchandise. Ben Mayer, our consultant from Louisville, said the price was too high for the quality and much of it could be purchased here for less money.

"The store has a credit sales plan. Cleaners get 54 roubles, salespeople 120 roubles, department managers 200 roubles a month, supervision could draw 350 roubles a month. Each clerk has the obligation to watch the other fellow to see if he is stealing. In the event a major item has been stolen and the person caught, the whole department is made responsible. Discipline of a minor nature includes transfer to another department or a month's layoff.

"This G.U.M. story stacked up right well until one of the brash Americans asked about the losses. The man replied through Tanya that only seven credit customers out of many thousands failed to pay and this was because of death or people moved away.

"I didn't believe that then and I don't believe it yet."

(Editor's Notes As press time rolls around for the Press, we will leave "Pap" in Moscow and continue the series in the September issue.)

(Continued From Page Three)

Sparks, Louisa; E. D. Mittendorf, Russell; J. A. McCauley, UK School of Journalism; J. T. Norris Jr., Ashland; Harry Mahew and Ray Hornback, Morehead State College; Tommy Preston, Cynthiana; W. E. Crutcher, Morehead; W. Foster Adams, Berea; Fred Burkhard, Liberty; Edmon Burgher, Clay City; Mr. and Mrs. Robert Poague, Olive Hill, and Victor Portmann and Perry Ashley, KPA Central Office.

* * * *

(Ed. Note—The following material was presented to the Morehead seminar in relation to the use of puffs and handouts in the community newspaper.)

By JIM PHILLIPS

Grayson Journal-Enquirer

Are newspapers obligated to print items that ride the narrow line of being classed as advertising? We must consider whether or not it is more important to print these items and save possible adverse reaction from associated merchants and subscribers, or to set a policy of leaving such items out of print as a matter of "policy". There are ways of handling this problem, and all of these methods do not call for front page, two-column heads on such stories.

Also, we must take into consideration what our competitors do with such items. Regardless of what we think, competition sometimes bends the will. A remark such as: "I'll take it to your competitor . . . and my advertising, too," will, more often than not, cause most newsmen to take notice. This often sets the pace for a thoughtful plan in handling these items.

To be considered also is the policy of the newspaper toward the use of such stories. Most of our troubles—in many ways—seem to stem from policies that were set long ago and have not been brought up to date (speaking editorially, not financially, of course). Needless to say most business houses change their policy of operation at times. A merchant increases the price of beans five cents per can and the customer gripes and pays the increase.

The newspaper, however, suddenly stops doing something that has become as ordinary as eating three times a day and the world turns upside down. If a newspaper has set the policy of printing "free advertisements" in story form, then it must choose a cautious way of changing this in order to keep down a general revolt—and chasing potential customers to a more lenient competitor. Therefore, not only is the civic organization, business, or individual placing the "ad" to be considered, but also the reading public you serve.

Is there a solution to this problem? Of course there is. But, as we have stated, it must be cured with caution. It is true that a newspaper cannot be MADE to print anything. This should be an unwritten law, however, that is placed in the deep recesses of our desks. It should be brought into the light only as a last resort to dispose of a problem. There are other ways of solving this problem, but these possibilities are offered:

(1) A newspaper could initiate a policy whereby it is explained to an organization or civic unit that the paper would be glad to carry a story concerning their event. However, and in a tactful way, it should be pointed out that the newspaper doesn't WANT, but EXPECTS an advertisement for its paid columns. The way in which this is accomplished rests largely with the relationship between the individual placing the story and the editor.

Again, there is the fellow who advertises regularly and, once or twice a year, comes up with a canned release for publication. A tactful editor can use the article in a short story and save a lot of trouble. Most merchants realize that such articles have to be cut, and they will go along with this. Personally, your moderator thinks that it is bad business to refuse a year-around advertiser a two paragraph story once in awhile just as a matter of "policy", and take a chance on losing a big advertising account. Such things should be controlled, however, so that a newspaper does not become a solid "ad" news release.

(2) A newspaper could establish a standard policy of running all such "ads" in a two or three paragraph story with small heads. The policy could also include the placing of such stories inside of the paper. This should be followed closely on all "ads", with, of course, the usual exceptions to every rule.

(3) The establishment of an "activities" column could cut a lot of benefit stories. The merchant-release items would have to follow the general short form as noted above.

Make it a habit to keep your feet on the ground and you'll never have far to fall.

Printer's Ink said in a recent article that it isn't necessary that ads face news matter. A research firm discovered that 70% of the people read ads on purpose and only 26% read them by accident. "The modest assumption that people don't read advertising unless you rub their noses in it is hard to understand . . . it's what the ad says, not where it's located, that determines the readership," read the article.

Newsprint Supply Adequate For Papers

Current newsprint supply situation "appears much more comfortable than it has been for some time," according to a report issued this week by the House Commerce Committee, based on a survey made by the Business and Defense Services Administration of the Department of Commerce. It is an updating of a report produced annually since 1957.

The report projects worldwide supply and demand data through 1963, covering 67 countries. The U.S. consumes about 50% of the world supply of newsprint, and in 1960 imported 74% of its needs. A decade earlier, U.S. imports were 84.5% of consumption. World newsprint productive capacity has exceeded demand by more than two million tons annually since 1958 and is expected to continue to do so through 1963.

BDSA reported that "small daily and weekly newspapers are of growing importance in the newspaper publishing industry because of the increase in suburban living and the tendency of industry to locate outside metropolitan areas." An NEA directory (WNR) is cited as authority that while there has been a decline in the number of weeklies in the past two years, circulation has increased 6% and brought increased use of newsprint by weeklies, many of which have been able to contract with suppliers for newsprint in carload lots.

Also cited is the NEA cost study showing that total income of weeklies rose 10% in 1960, while expenses climbed 8.6%. The report concludes: "As the circulation of small dailies and weeklies expands, these papers will become of increasing significance as consumers of newsprint."

BDSA's forecast: "Newspaper circulation should continue its upward trend in 1961. Advertising lineage, somewhat below 1960 at midyear, will probably increase during the second half of the year as the economy improves. Total newspaper advertising may well equal that of 1960."

Where The Grads Go

Newspaper publishers who wonder what has become of the bright young men who used to apply for newspaper jobs might find the answer in the fact that Uncle Sam is looking for press agents and editors at prices ranging up to \$15,000 a year. For the first time in years, the Civil Service Commission is planning examinations for all types of openings in the public field. Starting jobs, aimed at recent college graduates with some writing experience, pay from \$4,345 to \$6,345 annually.

That's What The Judge Said - - -

By L. Niel Plummer, Director
U. of K. School of Journalism

"Well, it seemed like a good idea" might be the famous last words for our editor-in-chief here. He sought to let a "letter to the editor" carry the burden of complaint in July, 1926. It cost him.

It seems that there were two motorcycle policemen on the city force who, for some reason, were no delight to at least one of the reporters on the news staff, so the reporter wrote "a letter to the editor" and signed it "A Kentucky Observer." Among the comments in the letter to the editor (which was actually published) were these: the officers had a "strangely distorted idea of duty," they were "glaring examples of uselessness," they were "deadheads," and needed weeding out and that the city "should start housecleaning with motorcycle cops and work upwards to unqualified men holding bigger positions." One specific practice complained of concerned the cops sitting at the curb chatting earnestly with believing maidens.

From the verdict of \$800 in favor of the policeman who sued for libel, the editor appealed.

It didn't help him a bit.

Said the court:

"It is a fundamental principle in the law of libel and slander that the defamatory matter complained of should be construed as a whole, and that the language employed

therein should receive its common and ordinary acceptation in the light of the conditions and circumstances under which it was published. Also, that the defamatory matter printed or spoken, charging an officer with neglect of his official duties, so as to disqualify him for their punctual performance and render him unfit to discharge them, is actionable per se, and it is especially so when the defamation is printed and circulated, and the same principle applies where the language is defamatory of one in his profession."

How about that curb-sitting charged against the police? The Judge noted lower court testimony that this was the most satisfactory means of catching speeders and commented: "His [the policeman's] explanation was and is reasonable and it was denied by no witness in the case. . . ."

"In order to prove the truth of the publication, it was incumbent upon the defendant (the editor) to prove both the parking of the motorcycle and that it was unnecessary in the performance of the plaintiff's official duties.

"A painstaking reading of the record fails to reveal any error committed at the trial prejudicial to the defendant's substantial rights, and the judgment is affirmed." (228 Ky. 483; 15 S.W. 2d 306)

School Board Minutes Could Be Featured

The law does not require paid publication of minutes of school board meetings, but there are some important reasons why a board should authorize such publication:

1. School business is *big* business and it is *public* business.
2. The public must know as much as possible about its school system if it is to act with intelligence at the polls.
3. The public has a right to know what the board is doing.
4. Publication constitutes official record of what has taken place. This serves to protect board members from charges of secrecy as well as inform the public accurately and formally.
5. An important segment of the public is anxious to read the official record of board activities.

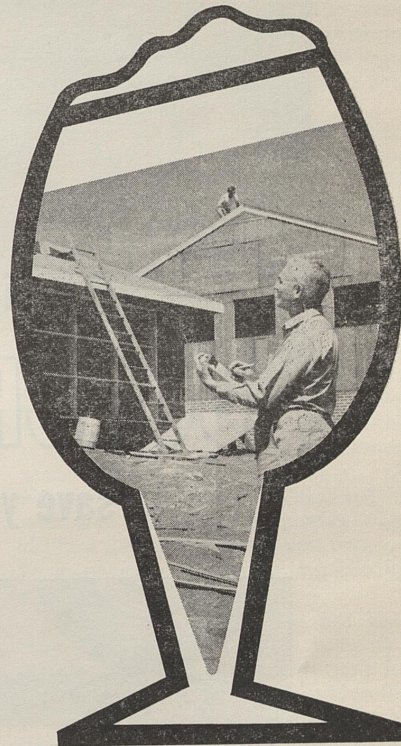
A publisher should prepare a brief, formal representation of the facts above and others

he conceives. Then suggest that the school board order publication of its minutes on a trial basis for a period (three to six months). Price of publication during this trial period could be one-half the regular rate (or some other discount). At the end of the trial, unless the board so ordered, minutes would be published regularly at the regular rate. Before presenting this idea formally, it might be possible to feel out members of the board and the school superintendent. Perhaps advance support could be secured.

During the trial period, the newspaper can promote the publication of the minutes and compliment the board for its decision to order the printing. It is likely letters of support and other expressions of approval for the idea would be forthcoming from the community.

Remember when you used to go to bed with the curfew? Today they just blow it to wake you up.

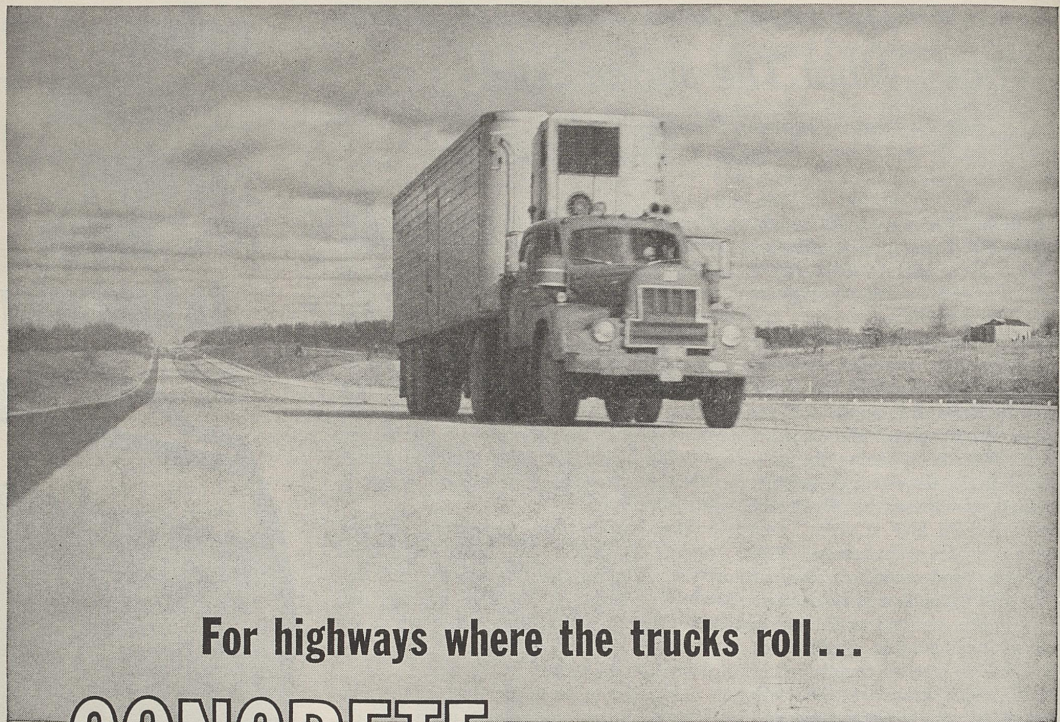
a glass
of beer
is many
things
to Kentucky



... naturally, it means pleasant refreshment all over Kentucky. And it also means an annual payroll of \$53,000,000 for Kentucky people—one of our state's largest. This money goes to buy homes, food, clothing, pay for education, community contributions, etc.—benefiting every level of community life.

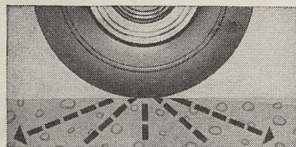


KENTUCKY DIVISION
U. S. BREWERS ASSOCIATION, INC.
LOUISVILLE

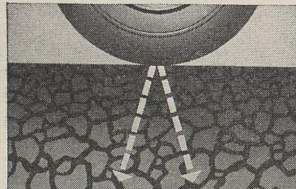


For highways where the trucks roll...

CONCRETE is the pavement engineered to save your tax dollars for 50 years and more!



Concrete's beam effect distributes wheel weight over large area of subgrade, reduces spot pressures. Strength of material—not mass—carries the load, permitting minimum-thickness pavement.



Flexible pavement, by its very flexing effect, transmits load forces in almost direct line to subgrade. Excessive concentration of load force can be overcome only by building up pavement thickness.

Only concrete enables engineers to design highways to last 50 years and more—with upkeep costs that will run as much as 60% lower than for asphalt!

Only concrete has load-bearing strength that can be computed *mathematically* to match future traffic—cars and trucks. Concrete is solid—not flexible. There are no “moving parts” to cause hidden wear. And even under the highest temperatures concrete doesn't get soft. The heaviest rigs can't push its solid surface into ruts and washboards.

Concrete can't oxidize. It doesn't dry out, lose strength and need ex-

pensive surface build-up treatments every few years. Then, too, concrete actually grows stronger year by year.

These are all good reasons why upkeep costs stay so low. With concrete, the initial cost isn't just a down payment! Add the smoothest ride ever—no jouncing to rough up cargoes. You can see why concrete is preferred for heavy-duty truck routes everywhere.



PORTLAND CEMENT ASSOCIATION

805 Commonwealth Building, Louisville 2, Kentucky

A national organization to improve and extend the uses of concrete

Those

From the back

N. W. Ayer and suspensions during the year, started. Th

The Corbin ered its third per. The pu weekly to semi-

Ralph, the 1 Shannon, editor News, edited an issue while his air catalog. H ated on his eff ent training in

Three Kentu on committees Association by and. Secretary ate-Messenger, ship and awards Russell Dyche, named on the nmer education arms, Somerset committee on c

J. LaMarr B nce Enterpris of the State C ion by Govern

Barry Bingham Courier-Jo named a memb Committee, de Great Lakes-St

The Kentuck installed a new

Miss Wand society editor William O. B editor in a mo vacated on the

The Owens

Those were the days . . .

(From the back files of the Kentucky Press)

30 Years Ago

N. W. Ayers list eleven consolidations and suspensions of newspapers in Kentucky during the year, with only five new ones being started. This is a decline of six.

* * * *

The Corbin Times-Tribune had just entered its third year as a semi-weekly newspaper. The publication had changed from weekly to semi-weekly status in July, 1929.

* * * *

Ralph, the 12-year-old son of Mrs. I. T. Shannon, editor of the Cumberland County News, edited and printed the weeks' entire issue while his mother was busy with the fair catalog. He is being widely congratulated on his effort, which reflects his excellent training in the profession.

20 Years Ago

Three Kentucky editors were appointed on committees for the National Editorial Association by President Raymond B. Howard. Secretary J. C. Alcock, Danville Advocate-Messenger, was named on the membership and awards committees; KPA President Russell Dyché, London Sentinel-Echo, was named on the membership and the consumer education committees; and Cecil Williams, Somerset Journal, was named on the committee on consumer education.

* * * *

J. LaMarr Bradley, editor of the Providence Enterprise, was appointed a member of the State Crippled Children's Commission by Governor Johnson.

* * * *

Barry Bingham, publisher of the Louisville Courier-Journal and Times, has been named a member of the Seaway for Defense Committee, dedicated to promotion of the Great Lakes-St. Lawrence Seaway project.

10 Years Ago

The Kentucky Standard, Bardstown, has installed a new Goss Cox-o-type press.

* * * *

Miss Wanda Ratliff has been named society editor of the Winchester Sun and William O. Billiter has been made sports editor in a move to fill two posts recently vacated on the Winchester daily.

* * * *

The Owensboro Messenger-Inquirer has

become the first newspaper in Kentucky to receive news over the Associated Press teletypewriter.

* * * *

A new cave, hailed as a potential tourist attraction, has been discovered at Pine Mountain on property owned by Herndon Evans, editor and publisher of the Pineville Sun. Local officials of the State Department of Mines have explored several hundred feet of the cavern and reported the presence of stalactites, stalagmites and numerous other formations.

California Papers Charging Interest On Overdue Bills

The California Newspaper Publishers Association recently asked for reactions from the membership to the idea of charging advertisers interest on overdue accounts. Here are six of the ideas:

1. "We charge interest at 8 per cent per annum on all accounts in arrears 90 days or longer. Each month we check our accounts receivable and once an advertiser gets in the 90 day or more column, we start charging that balance the 8 percent interest charge."

2. "We began charging 8 per cent per annum interest last October on over-due bills. It has helped collections."

3. "We charge 7 per cent and by sticking to it once you have decided to do it, you quite definitely discourage advertisers from operating on your money."

4. "We do not try to collect interest very frequently but this threat is helpful in collections. On our statements there is noted that a 6 per cent interest charge is made on overdue accounts."

5. "We have been charging interest at the rate of 1 per cent on past due balances over 60 days past due for the past 18 months. Our experience has been very good."

6. "I decided that one per cent a month would be adequate, and we found that interest charges and bookkeeping entries involved some 10 to 15 per cent of our accounts. For the inconveniences, there is some revenue produced. For instance we have charged \$235 for interest charges for the last five months and we will collect a good share of that."

In 1884, the first private bath was introduced in an American hotel. In 1958, hotels and resorts invested over \$19,000,000 in daily newspapers to inform the public of their luxurious accommodations.

Shelby News Laments Passing Of Old Press

Friday, July 21, saw an old era end and a new one begin with The Shelby News, Shelbyville. It was on this date that the old Cranston press, which had been in service with The News for several decades, was dismantled, to be replaced by a new automatic Heidelberg. In a front page story The News carried the announcement with:

"Don't sell the old press, boys, throw the confound thing in Clear Creek! Such has often been the feeling around The News concerning our old Cranston newspaper press. But this week some of us don't know whether we feel like laughing or crying, now that Old Troublesome is gone.

"For on last Friday men with sledgehammers and big wrenches arrived from Atlas' junk-yard. They dismantled Old Troublesome and loaded the pieces into a truck. Now nothing remains around the pressroom to remind us of the Cranston, except memories . . .

"Memories of thunderous sounds and shivering rafters when the old press roared at full tilt . . . Of sleepless press-nights when Old Troublesome balked till dawn broke over the eastern horizon . . . Of squeakes and shrieks from a slipping belt treated with rosin, when Old Troublesome would howl like a soul in torment . . . Of hot nights when windows were open and the press noise disturbed choir practice when the First Baptist Church was next door . . . Of its rhythmic roar serving as a lullaby for a sleeping child and dog.

"Actually the old Cranston had been turned out to grass since 1956, being used only to print circulars or insert sheets for the newspaper now and then. Just when the press was installed on The News floor by the late publisher Ben Cozine, we have no accurate record. Before being retired five years ago it had printed the paper for over 40 years, and probably was in service for 20 years before it came to The News.

"The Cranston is a distinguished member of a large family in the field of smaller newspaper presses that included the Campbell, the Hoe, the Taylor, the Peerless, the Potter, the Cincinnati, the Cottrell, the Babcock and the Whitlock. Our old Cranston was one of the early ones. Lettering on the side showed it was made in Norwich, Conn. That dates it before 1898, for the Cranston factory was moved from Norwich to Champlain, New York, in that year. From there the Cranston works moved to Palmyra, N. Y., where it extended its field by acquiring the business of the Peerless Printing Press Co. In February, 1944, the Cranston works was moved to sunny Cali-

CALENDAR OF EVENTS

SEPTEMBER

- 22—Western Kentucky Seminar, Kenlake Hotel, Hardin
 23—West Kentucky Press Association Meeting, Kenlake Hotel
 30—Fall Executive Committee Meeting, Lafayette Hotel, Lexington

OCTOBER

- 13-14—Southeastern Kentucky Seminar, La Citadell, Hazard
 12-14—National Editorial Association Fall Convention and Trade Show—
 Pick-Congress Hotel, Chicago

fornia. By then it was making only replacement parts, and so far as we're informed its business is still in parts for old Cranston presses.

"For they never wear out, apparently. They are slow and sure, and they do good press work, much better sometimes than faster presses. Some of the Cranstons in operation today are around 75 years old. The Norwich factory was started in 1876. J. H. Cranston, the founder, had been manufacturing presses under his own name for ten years when The Shelby News was founded, in 1866, by the late John P. Cozine.

"In all a total of 28 models and sizes of Cranstons were built ranging in size from 18x35 in the single revolution press to 42x60 in the two revolution, four-roller press. However, the most popular model ever built, and the one in most common use today is the No. 3½—the model that graced our pressroom for nearly 50 years and doing service until last week—Old Troublesome itself!

"In forty years of service our old Cranston 'went to press' with the newspaper about 2,000 times. If it ever failed, such times have been forgotten. Actually it gave very little trouble for most of the difficulties and delays experienced came not from the press, but from the folder.

"So now she's gone, with only a few greasy spare parts lying around to remind of her long service. Plus, of course, the valued old newspaper files, records of years of our county and community—attesting to service of the old Cranston through two World Wars and a couple of other conflicts, and the records of comings and goings of people, the joys and sorrows, the follies and failures, and the errors of printers and editors and publishers worn down and outlasted by Old Troublesome."

Americans bought more new books last year than were owned by all mankind before the 20th century. Book publishers spent nearly \$10 million in newspaper advertising in 1958 to whet the literary appetites of the public.

Personal Solicitation Pays

Publishers might want to reconsider the idea of a Louisiana publisher who spoke at an NEA convention. He believes that a weekly can double its circulation by working at it in this simple way. Here's what he said:

"The circulation of the 8,500 weekly newspapers of America can be doubled in 90 days. It can be done in a very fundamental manner, without a lot of ballyhoo, hardware premiums, free movie tickets and cut rates or give-away subscriptions to four national magazines. This job can be accomplished if the editors and publishers set the example by personal solicitation. They have the finest commodity in the world to sell. They know more about their product than anyone else and all they need to do is tell that story in language that people can understand. Knock on doors, face the people in your territory. Tell them the truth about the services that your newspaper renders. Quote the same rates to everyone and make it convenient for them to subscribe.


"It's actually that simple. Sell subscriptions with the same enthusiasm that you sell advertising space. Ask people to buy your newspaper with the same fervor that you ask for support of your editorial campaign to improve the fire department. Just a year ago we set our personal solicitation campaign into motion. We brought the subscription manager, the pressman and an apprentice printer into the sales effort so that the work force could get the "feel" of the circulation phase of the business. After three months we hired a one time insurance salesman as circulation manager and taught him the technique. Eight months from the time this campaign started our circulation (an anemic 3,000) had increased by 71 per cent. Selling by personal contact takes time and one rule we learned long ago was never give the potential subscriber the idea that you're in a hurry. Try this approach. You'd be surprised how easy it is to sell your weekly newspaper—without premiums."

Sure is a difference between good, sound reasons and reasons that sound good.

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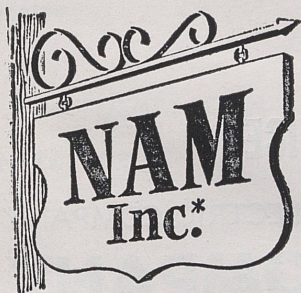
OCTOBER 15-21, 1961

start your promotion early — this is YOUR week



- JOURNALISM EDUCATION DAY — OCT. 16 • NEWSPAPER BOY DAY — OCT. 21

Make your plans now to start this important promotion. Full details and the Annual NNW promotion kit will soon be available through your state, regional and national trade association.

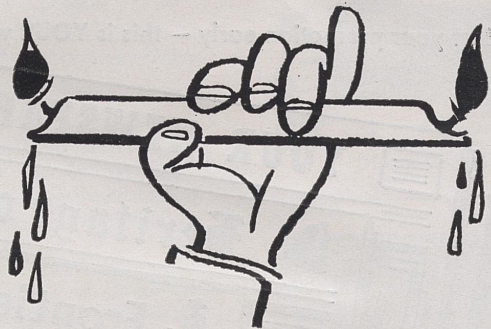
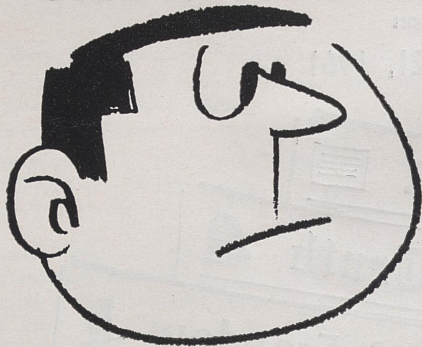


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NATIONAL NEWSPAPER WEEK COMMITTEE

GORDON P. OWEN, JR., chairman
 UTAH STATE PRESS ASSOCIATION, Inc.
 P. O. Box 1327, Salt Lake City, Utah

**You can burn your candle
at
both ends**



...but you still won't get much light

That's why KU commercial service advisers are important to you. Their job is to help you use light better and more profitably in your business. It's their job, too, to help you with any other electrical problems as well.

In turn, KU trains your commercial service advisers . . . supplies the equipment they need . . . makes specialists and the latest sources of information available to them.

Helping its personnel to help you is an important job. Because KU IS ITS PEOPLE. They are the big reason why you get more kilowatt hours when you take KU service. Get to know your local KU people and you'll know KU.

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