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The Kentucky Press

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Voice of The Kentucky Press Association

VOLUME 34, NUMBER 3

MARCH 1968

EIGHT PAGES

ROUGH RIVER CIRCULATION MEETING

Promotion, P.O. problems under discussion



Circulators not this pretty

The circulation directors of our Kentucky newspapers, as well as our publishers (excluding those publishers of the fairer sex), aren't quite as pretty as the gals pictured above in front of the lodge at Rough River State Park, but they've planned a "pretty" darn good meeting on May 10-12.

Realizing that there are many problems related to circulation which crop up every day for both the weekly and daily newspaper folks in

Kentucky, they have lined up some speakers who should be able to give meeting goers a lot of ideas to take home.

Once again the Post Office Department is sending at least two of their top troubleshooters down. These men must be gluttons for punishment because in the past the questions have come hot and heavy during this session. Want to find out the answers to YOUR postal problems? Then plan to attend.

David Schansberg has so many good money producing circulation promotion ideas lined up for the afternoon session that you had better get an extra re-fill for the old ball point. He can show and make you believe that the word "circulation" is spelled P-R-O-M-O-T-I-O-N.

Meeting site changed because of tornado

The circulation meeting was originally set up for Pennyville State Park, at Dawson Springs, but an unexpected tornado took the roof of the lodge with it as it passed through Western Kentucky, and the

Circulation Division had to look for a new temporary home away from home. So it came to pass that the Kentucky Department of Parks found that they could offer accommodations at Rough River. Jerry Adkins, Chairman of the Circulation Division, has notified the KPA office that he is sorry for the inconvenience to those people who had planned to go to Pennyville, but he urges all of you to make plans to attend the meeting at Rough River.

The date is May 10-12. The place is Rough River State Park, and the happening is to really get with it on circulation ideas.

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GUEST EDITORIAL

Tough Job

Reprint from The Hazard Herald

If you are unhappy with your lot, if you're not pleased with your job, if your business is not flourishing as you would wish, ponder for a moment the prospect of becoming a political pundit, or a book publisher, or a comic strip author. Suppose, for example that you had spent feverish weeks since last summer working on a biography of George Romney, 'hours reading galley proofs and page proofs, only to have the subject drop out of sight and head for the hills of Michigan. That happened to three or four biographers. How many man-hours and how much money went down the drain? None of the authors or publishers has yet sobered up enough to make an estimate.

Some might fancy verbiage went into the files when Nelson Rockefeller declined the issue, too. Even if you allow as how author of campaign biographies tend to get paid one way or another, the waste in man-hours and nervous energy and good clean paper can get to be pretty staggering.

Mr. Johnson set some publishing houses to trembling, too. At least three books on the President, and his relationships with Robert F. Kennedy, his virtues, and failures, prospects and plans, were interrupted on April Fool's Day. At least one of the grandly planned volumes was written, printed, and in the bindery ready to have some fancy cloth and a gaudy book jacket applied. Where will it all go now? Maybe to the gartable heap. Maybe they'll try to salvage some of it by adding some new material. One stubborn publisher insists that his book is going to be released as is; that, after all, nothing has really changed.

Creators of cartoons and comic-strips live a hazardous life, too. Who and what can you satirize if you're working on material for release a few days or weeks in advance? If Lyndon Johnson and Bobby Kennedy can do a full hour performance of "Mr. Gallagher and Mr. Sheen" at the White House after six years of "Hatfield and McCoy" feuding, what's safe to kid about.

Even editors of the editorial page have to gamble. Today's political candidate may be in retirement before the paper is printed and folded. Humphrey may be running with Nixon. The TFX may take off and land safely.

The only safe thing to do is restrict editorial comment to diatribes about the weatherman. He's never been right yet, but this year he'll probably bat 1,000 percent, the Mets will win the pennant and the world series, and Bobby Kennedy will get a haircut. It's that kind of year.

And you think you've got it tough?

QUICKIES

Mrs. Ann Hudson, former news director in the Kentucky Department of Public Information, has accepted a post with the U. S. Travel Service, U. S. Department of Commerce, Washington, D. C., effective April 15. Mrs. Hudson had been with the state agency for seven years, becoming news director in 1965.

Two photographs by Jim Curtis, photographer for the Woodford Sun, Versailles, appeared in the Photo journalist section of the March American Press.

Jack-Notes

By A. J. Viehman, Jr.

Spring is the happy time, the baseball - outdoor sports of all types time, and the "go to meeting time." It seems that the two most popular times of the year for all groups to hold their meetings is in the Fall and Spring of the year. Of course the reason for this is that all of us like to get out and take advantage of the beauty and vigor associated with these two seasons. We're hoping that you will be getting out to take advantage of the meetings available to you. . . meetings like the Circulation Division meeting at Rough River, the NNA Convention in Los Angeles, and the Summer KPA convention at Cumberland Falls State Park, June 6-8. We'll be talking more about the Summer Convention later.

"HERE WE GO AGAIN" might be the title of a song about political advertising. Although things are looking better this time (considering that this is just a primary) than they have in some past years, we are still faced with some old problems. First of all I might mention that numerous advertising calls have been made on the agencies handling the various candidates as well as the candidates themselves.

I guess the first real problem is still that weekly newspapers have a right high "cost per thousand" as far as advertising rates apply to circulation. There doesn't seem to be a heck of a lot to say about that except that if circulation would mushroom with the advertising rate remaining constant for awhile, the cost per thousand picture would change (naturally). Also we all know that there are many more people reading newspapers than we can account for on our circulation lists. At any rate, print is still

the best way to get an ad message over to the potential buyer or believer and my friends, we have to believe that ourselves.

The second old problem we have concerning political advertising is that "you can't sell what you give away." How many times we've talked about that!!! Do you know why many candidates round up their financial support and dash right out to buy billboards and air? Because they figure that they're going to get their ideas over to your readers without spending a red nickel (and the nickel has a special meaning in Kentucky). They're going to get their ideas to the people through the announcements, stories, and editorial pages in your paper. Sure it's fine to be behind a candidate and support him or her. . . that's the American way. . . but when it comes time to count the change in the 'ol cash drawer there won't be as much as there should be from political sources. It seems to me that we're not talking about turning a deaf ear to a friendly candidate or being an ogre, about this thing. We're just talking about sound business. Everyone else on Main Street is charging for their products and there's no reason why we shouldn't also.

And what about the guy who charges a POLITICAL RATE??? Boy oh boy, it's no wonder that someone is forever taking pot shots at newspapers during the legislative sessions. Can you imagine saying to a person "Joe, if you want to advertise the sale that your store is having it'll cost you this, but since you're advertising yourself for political office, I'll have to raise the price. Let's face it. . . there have been politicians with rather

Continued to page 6

Circulating with Jerry

Tornado reschedules circulation meeting

ATTENTION; ATTENTION; ATTENTION; ATTENTION; ATTENTION; ATTENTION; THE SPRING MEETING OF THE CIRCULATION DIVISION OF THE KPA AT PENNRYLE STATE PARK, MAY 10, 11 and 12, 1968. This meeting has had to be moved due to a TORNADO which caused extensive damage to the Pennryle State Park.

The meeting will now be held at Rough River State Park, Fall of Rough, Ky. May 10, 11 and 12.

To a boy who won't be back

A boy died for me in Khe Sanh today.

I didn't know him, and he didn't know me.

But he died for me just the same.

I learned about it when the 6 o'clock newscast showed him being carried off the battlefield by his buddies.

He was going home at last - but not the way he had dreamed of going.

I watched the newscast as I ate a good hot meal in my safe, comfortable home.

The news was pretty much as usual. The war in Vietnam. . . college kids demonstrating against changes in the draft rules, screaming and mugging for the camera. . . more teachers out on strike.

After dinner I tuned in to a program on which a comic wisecracked sourly about the way the war was going - and probably got more money for doing it than this boy in Khe Sanh had been paid all the time he was in service.

Then I went to bed, free from any fear that the house might be blown up by the enemy. The enemy is busy over in Vietnam.

But I couldn't get this boy off my mind.

I wondered if he had been fright-

Continued to page 5

GUEST EDITORIAL

Reprint from The Ky. Standard

Dr. King was martyr for a cause and a dream

Dr. Martin Luther King, Jr., was a martyr for a cause. His untimely death at the hands of an assassin's bullet is a tragedy which befalls the entire nation - it is a blot on America.

The Negro race can be justly proud of such a man - a man, who fearlessly, courageously, led the fight for social justice in spite of being maligned, rebuffed, and physically attacked. So strongly did he believe in his cause, he could not be intimidated. Such dedication to principle must be admired.

His death is a great loss to this nation facing difficult days. Dr. King was a strong believer that rights can be obtained without violence, and he preached it, and practiced it.

"I have a dream today," the rich, resonant voice of Dr. King rang out from the steps of the Lincoln Memorial in Washington. Behind him, in the shadows, was the statue of the great Emancipator, Abraham Lincoln, who almost 100 years before had been shot to death by an assassin's bullet.

Before him stood more than 200,000 Americans - black and white - who listened intently. They, too, had a dream that Martin Luther King could lead them to better things, to more dignity, to more equality of opportunity.

Like Lincoln, Dr. King, with many, was a hated symbol. Yet, he preached against hatred, against violence. He would have deplored the violence and the looting that have been set off by senseless minorities in cities across the nation since his tragic death.

Dr. King believed in the principles of America - he was laboring to have them apply to all, to bring men together, "to join hands," as he often said.

He did not die in vain. Negroes who can eat now at a public restaurant, who can avail themselves of all public facilities, who have a little more dignity and equality of opportunity are in his debt.

His death has brought home forcefully the great necessity of working for unity in this country, for more equality of opportunity, for better living conditions and employment for the nation's poor.

We must extend ourselves for the good of our country, and do more than talk, act. The nation must make a conscientious effort to rise above racial prejudice, else the radical element that preaches violence will take over.

A passive attitude can only contribute to further divisiveness - and divisiveness can be the nation's ruin.

ED ARNOLD: Type does talk

The new optimum format, with 5 or 6 columns instead of 8 on a standard size page, and 4 instead of 5 on a tabloid sheet, will be conventional for newspapers within the next 15 years. Dr. Edmund C. Arnold, chairman of the graphic arts and publishing departments at the Syracuse University School of Journalism told publishers and students attending the sessions for weeklies at the Colorado Press Association convention.

The reasons for the new optimum format are very compelling, Dr. Arnold continued. Using a mathematical formula to prove his point, he said that the minimum readability range is 11 picas plus 2 points and the maximum, 22 picas and 4 points. "If you get outside of that you are wasting the time and effort of the typesetter," Dr. Arnold maintains. By setting the line 14 picas and 6 points in width, in addition to giving readability, there is less wear and tear on the linecasting equipment, resulting in substantial savings.

One disadvantage

One disadvantage is that for the time being, national advertising is predicated on the 11 pica column and will stay that way for awhile. Dr. Arnold continued that publishers can handle the national advertising by squaring off the pyramid, and by using the optimum on the front page and the inside pages that do not have national advertising.

Advertising rates can be adjusted to allow for the extra space. "We are now selling square inches but billing by linear measure, which is like selling real estate by the acre and billing it by the mile," the typography expert maintained.

The idea of squaring off the pyramid has an incipient headache... some ads will be buried. "We must unlearn a myth that the message of the advertiser will be received better if it is next to reading matter," Dr. Arnold told the publishers. He told publishers that research shows position of an ad has no effect on its effectiveness in moving merchandise, and that the time is coming when one page will be used for editorial matter only and another will be full of advertising.

Price won't come down

"We know that the price of labor and newsprint won't come down but we can insure profit by greater efficiency," he noted.

"Offset has continued its steady growth in the past five years," the typographer said. "Your reader is interested in the pattern of ink on a piece of paper and doesn't care how it gets there." Layout and topography problems and possibilities are about the same in either offset or letterpress reproduction.

One consideration in offset is the tendency of the process to lighten the body type and darken the head letters, and type faces should be selected with this in mind.

Other suggestions:

When using a half column picture, put the cut on one side of the column and the identification in the white space next to it. The three lines

of space saved do not justify the time it takes for a Lino-type operator to letterspace the narrow measure lines.

Body type is unprintable in large masses. Put a dollar bill on your newspaper page. It should touch two display elements (a principle not always easy to apply.)

To break up a large concentration of body type, use 1-up or flat-out makeup. That is using a 4 col. head with three legs of type and white space between columns.

The basic distribution of type horizontally instead of vertically is good. An advantage of horizontal makeup is the use of larger heads which are easier to write and offer more comprehension.

Innovation from Canada

Another interesting innovation comes from Canada-breaker heads. Use subheads set in 10 pt. or even 18 pt. in long stories. Nothing is as expensive as unread body

type.

A single line in a head should never have more than 32 characters or spaces, and never more than 45 in a whole head. Headlines with more than three words per line are hard to read. Keep headlines short and snappy, don't end a line in a preposition and therefore split a phrase. Read heads aloud occasionally before sending them to the composing room.

(Dr. Arnold cited a classic example that appeared in the New York Times last year. The head read "Soviet Virgin Lands Short of Goal Again." The story concerned an agricultural fiasco. Another example: Tornado Hits 3 States, 1 Missing.)

Second decks on a head rarely ever lure a reader into a story. Dr. Arnold, however, recommends the kicker head, using half the point size of the main head for the kicker line, which usually is underscored. He also recommended the reverse kicker or hammer.

Good headlines are flush left but not necessarily flush right. Heads that are ragged on the right lend a bit of informality which is good for the page.

Be sure a head comes into the last leg of the body type.

Don't use all caps anywhere; it is too hard to read. Give serious thought to down-style heads, capitalizing as in the body type for it is

easier to read.

There is no particular hazard in thinking about a change and trying it.

The eye wanders back to the "axis of orientation," which is why heads should be flush left and not centered. Ragged right lines in the body type, to most people, look careless.

Regarding column rule, if it is taken out and replaced with an alley it should be a minimum of 1 pica. Sometimes we cannot do this because the press isn't wide enough. Then use six columns of regular type and one that is a column and a half in width, leaving room for the space between columns.

The page starts at the top left corner, with needs a strong attention compeller. The nameplate can go anywhere on the top third of the page; use of a shorter of floating flag is a good technique. Work around the page clockwise with the lead story at the right on the top of the page. Banners less than a full page in width are more effective. Be sure the lower half of the page has at least two strong headlines and a picture.

When a picture goes with a story, the best layout places the story beneath the picture, with headline the same width as, and beneath, the picture.

Avoid "armpits", a narrow head riding under a large one. Use a picture or a box for a break.

Southern launches 26th year of ads

Southern Railway System launched its 26th consecutive year of newspaper and magazine advertising in April with inauguration of a campaign that a Southern spokesman describes as "different from anything we've ever done before."

The campaign will feature the use of two-page ads with color in nationally-circulated business and news publications and in transportation/distribution trade magazines. One-page ads with color will run in a variety of commodity-oriented trade publications.

The railway's 1968 newspaper campaign will consist of six black-and-white ads that will appear in 477 newspapers published for the most part in communities served by Southern.

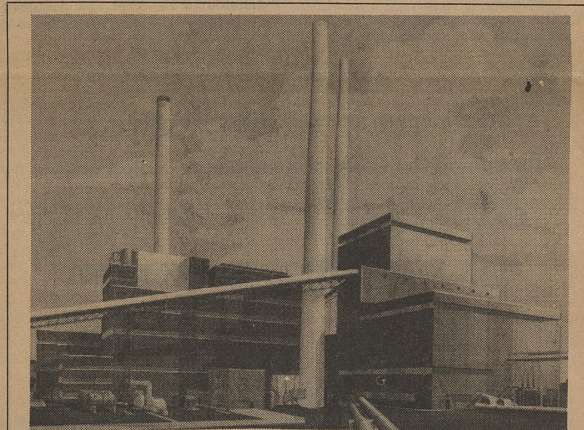
The railway will also continue newspaper advertising of its passenger services in 1968, the spokesman said, "because we want to stay in the passenger business where we can do so profitably."

The unifying theme of the railway's various ad campaigns will be that "Southern gives a green light to innovations that squeeze the waste out of distribution."

QUICKIES

Hazard Herald News Editor Oscar Combs will head a ten-member committee which will visit government officials in Washington in May in the interest of securing physical education facilities for Perry County schools.

"Sunday...at Home" is the title of a new Sunday supplement, locally edited and produced, now being circulated with the Frankfort State Journal.



WE MUST BE DOING SOMETHING RIGHT!

Shown above is the E.W. Brown coal-fired steam electric generating station, near Dix Dam on Herrington Lake, as it will look after the addition of a new 427,000 kilowatt generating unit. Construction is under way, and the new unit is expected to be in operating in May, 1971.

It is the third unit at the Brown plant, and, with its related facilities, will require the investment of \$58,720,000 by Kentucky Utilities Company.

Its capability is three times that of KU's second largest generating unit. It is needed to meet the expanding electrical requirements of homes, farms, business, and industry in KU's service area. It will also assure ample power for new homes, new businesses, new industries KU confidently expects to be built in the future.

Nearly 200 miles of high-voltage transmission line will connect the plant with Public Service Indiana and Indianapolis Power and Light Company to provide low-cost power for KIP, the Kentucky-Indiana Pool made up of KU and the two Indiana companies. All customers of the three companies will benefit.

It all adds up to solid evidence of Kentucky's economic and industrial growth. It is evidence, too, of KU's continuing efforts to help Kentucky grow!

KENTUCKY UTILITIES COMPANY

Six rate reductions since 1962

ANR

Sells Your Paper

Ode to Humphrey

Ode to Hubert Humphrey
 O from the plains of Sou Dakota
 Over to the hills of Minnesota
 'Bout 30 years ago was seen
 The Hubert Humphrey talk-machine.
 I came like fall-out in the rain, O
 Talk, talky-talky-talk, talk talky-
 talky-talk
 Blew great dust storms cross the
 plain, O
 Talk, talky-talky-talk.

Settled on Minneapolis, for a spell
 And it blew round the state like a
 bat outa hell
 Then it flew on to Washington, D.C.
 Where it finally set down on the
 vice pres'dency.

We love you, you old golden throat
 Even though you'll be talking
 forever.

Dear old Hubert, we think you're
 real keen.

Your computerized talk-machine.
 We never shall suffer defeat
 When upheld by your golden oratory.
 Loudest V-P that's ever been seen.
 In time and space, our Valentine.

O you friends, Romans and
 countrymen!

Will you please for to lend me your
 ear-muffs!

Here comes our dear vocal V-P
 Full of P-R and oratory.
 We're proud that he's from our
 dear state.

You interpret that any way you
 want to.

We love you, you old leather lung,
 you'll talk forever!

You talk, we wince; we're all
 convinced,

YOU'LL TALK FOREVER!

'Footpads'

The term "footpad" has gradually
 passed out of circulation, but a
 couple of California men have given
 it a new twist.

According to the Associated Press,
 a Mr. Leo Guilford believed
 in carrying his money in his left
 sock for safety. He told police that
 while he was sitting in a tavern
 he reached into his sock for money
 to pay his bill. A few minutes
 later two men rushed up to him,
 knocked him off his chair, pulled
 off his shoe and sock and disappeared
 with the sock, which contained \$125.

Doubtless Mr. Guilford has learned
 that socking it away is no guarantee
 of safe money, not even while it's
 under foot.

(Nashville (Tenn.) Tennessean)

Expansion plans set for Park City

The Park City Daily News, Bowling
 Green, has begun a long-range ex-
 pansion program with initial work
 on construction of a 7,000 square
 foot addition to its present building.
 Publisher John B. Gaines announced
 the new building will eventually
 house a 64-page offset press, as
 well as complete photo composition
 facilities. It is designed to provide
 new working space for the
 circulation and mail rooms and
 storage space for newsprint. Gaines
 also plans eventual remodeling of
 the present front offices and their
 extension to the area now occupied
 by the composing and press rooms.



Hanging on the wall in the offices of the Voice-Jeffersonian plant in St. Matthews is this portrait. The husband of one of the employees did it and it comes complete with red hair and a red nose. Your Secretary-Manager had a hard time deciding whether it was depicting a manager after the convention was over or one of the convention goers on Sunday morning.

Clay City paper sold to publishers

The Clay City Times, one of Ken-
 tucky's oldest weekly newspapers,
 has been sold to two Kentucky weekly
 publishers and is now being printed
 in the plant of Greater Kentucky
 Publishers at Shelbyville.

Mrs. Lucinda C. Miller, president

of the stockholders of the Clay
 City Times, announced the sale
 of the paper to Jack G. Thomas,
 publisher of the Flemingsburg
 Times-Democrat, and William E.
 Matthews, publisher of the Shelby
 Sentinel.

Attend the Spring meeting of the Circulation
 Division of the K.P.A. at Rough River State Park,
 Falls of Rough, Kentucky 40119. May 10, 11, 12.

MAIL RESERVATION BLANK NOW.

CIRCULATION PROMOTION
 INCREASE YOUR CIRCULATION

POSTAL PROBLEMS

ELIMINATE COSTLY GIMMICKS
 AND OUTSIDE HELP

MAKE OTHER'S PROVEN
 PROFITABLE IDEAS WORK
 TO YOUR ADVANTAGE

GET IN THE INNER CIRCLE
 NOW!

Please reserve _____ rooms for _____
 number of persons for the Circulation Division of KPA
 Meeting May 10, 11, 12, 1968.

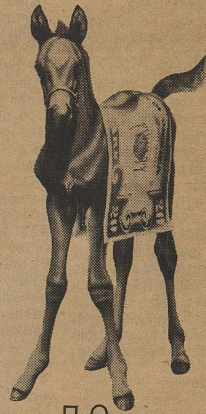
Name of person(s) _____

Address _____

Representing Newspaper: _____

Signature _____

Date _____



Vacation in KENTUCKY PARKS • Your dollars go farther

Department of Public Information, Section PDB
 Capitol Annex, Frankfort, Kentucky 40601
 Please send, without obligation, information on Kentucky's
 40 state and national parks, the finest in the nation.

Name _____
 Street _____
 Address _____
 City _____ State _____ Zip _____ Code _____

40 STATE AND
 NATIONAL PARKS
 The finest in the nation.

Newspaper Advertising PROMOTION CALENDAR

MAYTIME is gift-time for graduates, mothers, brides and babies. It's a BIG month for special events, too, as the promotion calendar shows:

- Graduation Time (May, June)
- Internat'l Air Travel Month
- Car Care Month
- Measure Your Mattress Month
- National Ladies Bowling Month
- National Prevention Month (Health Services)
- National Tavern Month
- National Radio Month
- Senior Citizens Month
- American Bike Month

FIRST WEEK (April 28 - May 4):

- Canada - United States Good Will Week (April 28 - May 4)
- Consumer Credit Week (28-May 4)
- National Invest-in-America Week (April 28 - May 4)
- Daylight Savings Time Begins (28 - Sun.)
- May Day (1-Wed.)
- Loyalty Day (1-Wed.)
- Law Day (1-Wed.)
- Correct Posture Week (1-5)
- Youth Week - Elks (1-7)
- Mental Health Week (1-7)
- Kentucky Derby (4-Sat.)

SECOND WEEK (May 5 - May 11):

- Humane Sunday (5)
- National Goodwill Week (5-11)
- Insect Electrocuter Week (5-11)
- Be Kind to Animals Week (5-11)
- National Family Week (5-12)
- National Music Week (5-12)
- Confederate Memorial Day (10) (N. C. and S. C.)
- Let's Go Fishing Week (11-18)
- National Luggage and Leather Goods Week (11-19)

THIRD WEEK (May 12 - May 18):

- MOTHER'S DAY (12)
- Mother-in-Law Day (12-Sun.)
- National Hospital Week (12-18)
- Transportation Week (12-18)
- Police Week (12-18)
- National Cotton Week (13-17)
- National Comedy Week (13-19)
- Salvation Army Week (13-19)
- STRAW HAT DAY (15-Wed.) (Some cities)
- Nat'l Brand Names Week (16-26)
- Armed Forces Day (18-Sat.)

FOURTH WEEK (May 19 - May 25):

- Rural Life Sunday (19)
- Public Relations Week (19-25)
- REALTOR WEEK (19-25)
- World Trade Week (19-25)

MAYTIME PROMOTION CALENDAR:

(Continued from 2nd Cover)

- Victoria Day or Empire Day (20-Mon.) Canada
- National Maritime Day (22-Wed.)
- Internat'l Pickle Week (23-31)

LAST FOUR DAYS (May 26 - May 31):

- Memorial Day 500-Mile Race, Indianapolis (30-Thurs.)
- MEMORIAL DAY (30-Thurs.)

COMING IN JUNE (Condensed):

- JUNE is DAIRY MONTH
- June Brides Promotions
- National Recreation Month
- Fight-the-Filthy Fly Month
- National Ragweek Control Month
- Camping Season Begins
- Graduation Time (colleges)
- Wear-a-Garden Flower Week (2-8)
- Confederate Memorial Day (3-Mn.) Ky, La., Tenn., Ark.
- Old Maid's Day (4-Tues.)
- International Kraut Round Dog Week (6-15)
- Freedom of the Press Day (7)
- Let's Play Golf Week (8-15)
- National Flag Week (9-15)
- FLAG DAY (11-Friday)
- Amateur Radio Week (16-22)
- FATHER'S DAY (16-Sunday)
- Nat'l Root Beer Week (16-22)
- Summer Begins (21-Friday)
- Swim-for-Health Week (23-29)
- National Safe Boating Week (Sometime in June)
- (Independence Day, July 4-Thurs.)

To a boy who won't be back

Continued from page 2

ened. Of course, he had. Who wouldn't be? Had he hated this war as much as I hate it?

Probably more. He was IN it!

But, somehow, those boys in the thick of it over there seem to understand more clearly than many of us just why they are there.

How had he felt about these characters who are defying the government, calling our leaders murderers, tearing up draft cards and pulling down the American flag? However he had felt, he had fought for that flag until he was killed.

It's too late now, of course, to try to thank this boy for what he did. But it's not too late to thank his buddies for what they're doing. But how do you thank someone for facing death for you?

How do you reassure him that as long as men like him are willing to die for freedom, freedom is worth dying for - even though it be abundantly used and abused by the very ones who disdain to fight for it?

So you hope that the boys over there realize that dissent is loud and gets attention, but that gratitude is quiet and doesn't make the headlines.

You hope they know that millions upon millions of Americans are with them all the way.

I hope and pray that boy knew it as he died for me in Khe Sanh today.

(Editor's Note: This editorial was written by M.K. Henry, Editor of the Daily News, Middlesboro, Kentucky, and was published on March 15, 1968.) Taken from "The Echo", a publication of the Selective Service System.

Freedom of the press

By Theodore A. Serrill
Executive Vice President,
National Newspaper Association

Who ever told that nose editor that he had a right to pry into what happened at our council meeting? What gave that reporter any idea that he could write about the school directors the way he did?

The answer is that there is no law, rule, regulation or order that specifically requires a newspaper reporter to cover city council, school board or court sessions. The Constitution says "Congress shall make no law . . . abridging the freedom of the press." One can search out all of the laws of the Federal Government, right down to the Freedom of Information bill passed by the 89th Congress, and find nothing further about "the press."

The same can be said of state law. Most state constitutions recognize freedom of the press to publish news, but none particularize these rights, or set down any press responsibilities.

The newspaper is not required to report the city council meeting or send someone to the school directors' sessions. The reporter could stay home. Nor do laws specify that "the press" be accorded any special treatment before any public body. "Open meeting laws" never mention newspapers, reporters, or news media. They simply affirm the right of the public at large to attend and observe meetings of governing assemblies.

Mrs. Smith, then, can "cover" the city council-for her club, her neighborhood, or just for herself. The principle of open government meetings was established for the people-the resident, the voter, the taxpayer, all the governed-not solely for the press or its representatives.

Then why is it that "the right to know" and "freedom of information" always seem to be linked with the press?

In the very early days of American settlement all of the people of a local community would gather in the town meeting and determine the

affairs of the community. Almost everybody attended, and those who didn't, soon learned from the informed majority.

But villages soon grew into cities, and the "pure democracy" of the town meeting gave way to representative democracy. Government was growing more remote from the people. It was also growing more complicated. Yet the citizen, as a voter, had the same responsibility to keep himself informed.

It followed naturally that the Nation's fledgling press should fill the role of reporter and commentator on public affairs. No one passed a law requiring it. The Founding Fathers simply had faith that a private press, given the guarantee of freedom to do so, would accept the responsibility. And of course it has. For nearly two centuries newspapers have attended meetings of governing bodies, reporting and interpreting in behalf of the public.

The reporter attends city council meetings as a member of the public. He has a right to be present only if the public retains that right. The editor comments on the council's decision-or lack of them-as an ordinary citizen. While he is aided in his function by the printing press at his disposal, it gives him no special rights. He can comment only so long as the public has a privilege of commenting.

The "right to know" and "freedom of information" are concepts with which the newsman works every day. The same professional tradition which sends him to the city council meeting compels him to resist inroads on these public rights. For he knows, and the public should always realize too, that in all that he does, the newspaperman acts as a citizen, in behalf of his fellow citizens.

STAMPS • CONHAIM
NEWSPAPER ADVERTISING SERVICE
555 No. La Brea • Los Angeles, California 90036



Charles H. Lovette
1919 Sundown Lane
Fort Wayne, Indiana

NEXT TIME AN IMPERIAL REPRESENTATIVE TRIES TO SELL YOU TYPE METAL, BE TOUGH ON HIM.

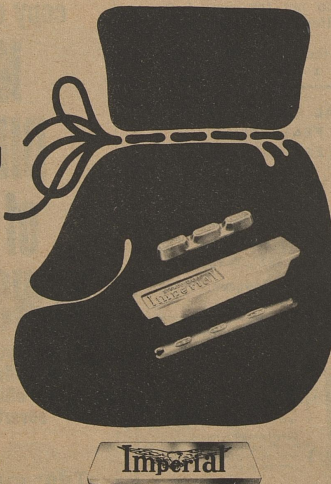
Make him prove his point. It's his metal versus what you're using now and he better give you a good reason to change.

If he can't give you better quality, maybe he can give you better service.

If he can't give you better service, maybe he can give you faster pick-up and delivery.

If he can't give you faster pick-up and delivery, maybe he can tell you about his advanced research program.

If he can't give you better quality, service, pick-up, delivery or advanced research, he's not from Imperial.



Imperial

IMPERIAL METAL & CHEMICAL CO.
Chicago 60650 • Philadelphia 19134 • New York 10007

Must fight for national ads

By Louis J. Berman
Reprinted from the
Michigan Publisher

Apparently some newspapers, small dailies, large and small weeklies, have just plain given up on trying to get more national advertising.

They have watched the increasingly tough battle the medium faces against radio, TV and magazines, and have decided that there's no use-it's all going down the drain sooner or later and they don't think the fight is worth it.

I'm paraphrasing the remarks of Randy Choate, manager of the sales division of ANR. He spoke at the recent meeting of Michigan Newspapers Inc., the cooperative formed some years ago to sell Michigan advertising for Michigan advertising for Michigan Community newspapers.

"The utterly tragic thing to me," said Randy, "is not that many of these people may be critical of ANR. But they are willing to go along in this day of tough competition on the national front without any representative to talk the value of newspapers to agency space buyers."

I agree with Randy. It's utterly inconceivable to me that newspapers will be satisfied without some representative to tell the story of newspapers to advertising agencies.

Sure, the going is tough. Sure it's going to get even tougher. But as I've always told my own salesmen: "If you don't ask, the answer is always no."

When the weeklies first formed an organization to sell national advertising for them, it seems to me the first year's total advertising sold was well under \$1 million. The going has since been pretty rocky, under the sort of cooperative system that ANR operates. But last year the organization sold \$7 1/2 million worth of national advertising for weeklies and small dailies.

It's easy to make yourself believe that all this would have tumbled in over the transoms of these newspapers anyway. But on the basis of years of close observation of national advertisers and their attitudes toward small newspapers, I do not for one single moment believe this would happen.

I believe the small newspapers would have received some ad-

vertising, but I believe that the total would not have approached even \$1 million. I have watched Dodge, an old-time standby of weekly newspapers as solid as Chevrolet, wash out of all newspapers and watched ANR struggle to resell it. I am watching Chevrolet cut its newspaper appropriation drastically. I have watched the tobacco firms vanish from small town newspapers; I have watched the bright new young men in advertising talk in terms of 20 million viewers and 60 million viewers and "solid" TV audiences - and sell this cockeyed concept to advertisers who don't know any better.

And I've watched our own MNI sales efforts, always uphill, never very profitable (from the standpoint of the central office), sell more than \$1 million in additional advertising for Michigan Newspapers in the years it has been functioning.

Sure, every newspaper doesn't get every ad. Sure, the advertiser can pick and choose and insist on putting on some "dogs" in place of better newspapers which could do a better job for him. But taken over all, there is still the one important fact:

Michigan newspapers did get \$1 million in advertising they would never have obtained but for the never-say-die efforts of the little sales team we have developed in MNI. Many of our publishers supplemented the sales team's efforts whenever their help was needed.

There is no doubt that national advertising won't ever be a major source of income for our smaller community newspapers. But as long as your net from national is higher than your lowest contract rate for local advertising, it is a profitable bit of business for you.

The newspaper which nets 10 per cent profit at the end of the year can consider itself a paragon of efficiency. If even 5 percent of your total income is in national advertising, never forget that it still

makes up a much more important profit than that of your total net profit for the year.

Definitely it's worth fighting for - definitely it is most unwise not to have some representative talking your newspaper and all newspapers to the advertising agencies who place these ads.

JACK-NOTES

Continued from page 2

un-savory reputations, but so have there been merchants, preachers, teachers, and even a few newspaper people. If someone can logically explain to me the justification for charging a higher rate that the national open rate for political advertising, then I would like to have it explained. I know this though. When you're selling a political account and you mention that this paper or that paper gets a special political rate you can feel the air thicken. It's not so bad in the agency office because they have those papers pegged for the political rate already, but you can really feel it when a fellow comes into your office looking for help in reaching the people through paid advertising in your papers, and it may be his first time out of the political gate and he hears that he is going to have to pay a higher than going rate for his ad.

Congratulations to the new officers of the Western Kentucky Press Association. They are Ben E. Boone, III, President, Ralph Graves, Vice-President, and Jane Willis, Secretary-Treasurer. The WKPA meeting was a great success and as usual, they played perfect hosts to their guests. Thanks and praise also to Western Kentucky Gas for the magnificent Friday evening meal and reception (I hope we didn't eat up the advertising budget for the KENTUCKY PRESS), and to Charles Lovette of Stamps-Conhalm for the warm hospitality on Thursday night.

Agency executive sees shift to papers in 1968

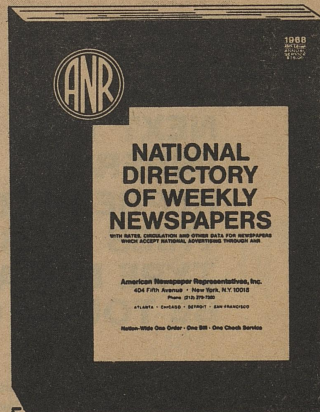
Stephen Baker, Advertising columnist and ad agency executive, recently told Newsprint Facts, a Newsprint Information Committee publication, "Creative concentration in the ad business goes in cycles. First, magazines got the full attention of the creative leaders. Then it was TV, while newspapers got short shrift. But now the emphasis is shifting to local advertising because of mounting costs of TV.

"In recent years, while the established talents were building the advertising power of TV with their creativity, the younger creators were assigned to cut their eye teeth on the less-glamorous media. These younger people have now moved into stronger creative groups in important agencies, or have become key men in the many dynamic new ad firms. They have explored the creative possibilities of newspapers. They know newspapers, and now that newspapers are an economical buy they are going to be able to bring their skill to bear.

"In addition to this, a lot of the established writers and art directors in the \$30,000 to \$50,000-a-year class are going to have to get to know the newspaper for the first time in view of their budgets and TV costs. For them, 1968, will be the Year of Discovery. Look for dramatic new uses of the newspaper - the full page with startling design, the double-truck, the four-page or six-page blockbuster, arresting use of smaller space, more effective color."

Mr. Baker said that consistently good use of newspapers is made by most of the airlines, banks, and some cigarette advertisers. He said his agency has been capitalizing for some time on the center-page spotlight effect of creative ads in newspapers.

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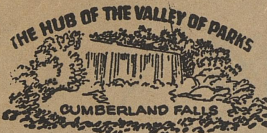
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Newspaper Of The Month

By A.J. Viehman, Jr.

THE CORBIN DAILY TRIBUNE



Last month we had the good fortune to visit a weekly newspaper which had incorporated a radio station operation into its business picture

and its physical plant. This month we are fortunate enough to be able to feature a daily newspaper which also has a radio station in its

plant. The Corbin Daily Tribune is located in a community which lies close to the scenic majesty

of Cumberland Falls State Park, right on the main trucking routes to the South, and close to the coal producing areas of Eastern Kentucky. At one time, Corbin contained one of the largest railroad shops in the country, and today is still an important railroad to transport coal out of the mountains.

When driving around Corbin, one has a feeling that its citizens are industrious, friendly, and progressive. I made the comment to Jim Lee Crawford, son of Publisher John L. Crawford (and our official host for this Summer's KPA convention), that I saw more contemporary housing in his city of about 7,200 than I had seen anywhere else in a city of that size and many that are much larger.

You usually find progressive newspapers in progressive communities, and the Corbin Daily Tribune is no exception. The outer part of the building is functional and attractive. It is designed to hold both the radio and newspaper operations in the most efficient manner possible. A consistent winner in KPA Better Newspaper Contests, the Daily Tribune utilizes the vast newspaper experience of Publisher John L. Crawford, his son, Jim Lee (a graduate of the University of Kentucky School of Journalism), and the many other qualified employees (including Barbara Scott, former editor of the Clay City Times).

The Corbin newspapers have always been active in the affairs of the Kentucky Press Association (John Crawford having served as president at one time) and have continued this support right through the present. They extend to all of you the invitation to attend this year's summer convention at Cumberland Falls and hope to make your stay the most enjoyable ever.



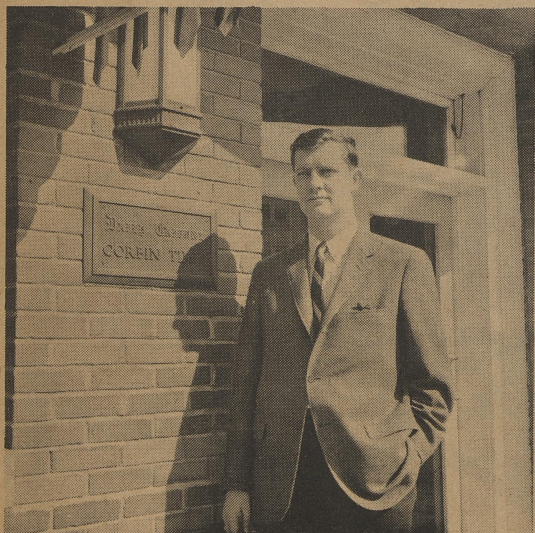
Publisher John L. Crawford has been a leader in Kentucky journalism for many years. He is also a past president of KPA.



About 6,000 papers a day roll off this press, and carry the news events of the world to the citizens of Corbin and the surrounding area.



A spacious and efficient back shop lends a great deal to the Daily Tribune's prize winning performance.



Jim Lee Crawford, John's son, is a KPA Executive Committee member and chairman of the Summer Convention at Cumberland Falls.



The modern building houses the newspaper as well as Radio Station WCTT.

The First Announcement of Our Second Annual Trusty Typewriter Award.



Oh, boy, oh, boy, oh, boy, oh, boy!

Since our First Annual Trusty Typewriter Award was such a smashing success, we're back again with another one! Only our new one is called our Second Annual Trusty Typewriter Award. (Which we felt was logical.)

You remember that a trusty typewriter is one which absolutely will not, under any circumstances, make mistakes with the registered trade-marks "Coca-Cola" and "Coke." It always remembers, under these or any other circumstances, to capitalize both words and never, never to use them in the plural or possessive.

Last year we said we thought your typewriter was truly trusty at heart. Well, we still believe it, and want you to prove it by entering another little contest.

But this time if you win, you'll get an even better award. In a Plexiglas case. Because, after all, if you try two years in a row, you deserve anything you get. There're also 25 Honorable Mentions which are pretty good, too.

Once again, our select panel of judges will take good intentions into consideration. So now all you have to do is fill out the entry blank over there to the right. You can also send in extra pages if you want. And remember that if you answer all the questions, it will be nicer than if you answer only one or two.

So hurry, hurry, hurry, because we can hardly wait. And in the meantime, let's hear it for our motto.

"Always capitalized, never pluralized, never possessive." R-r-rah!

"COCA-COLA AND COKE" ARE REGISTERED TRADE MARKS WHICH IDENTIFY ONLY THE PRODUCT OF THE COCA-COLA COMPANY.

Mail to:
Bill Pruett, Manager, Public Relations Dept.; The Coca-Cola Company;
P.O. Drawer 1734; Atlanta, Georgia 30301



I have failed to capitalize "Coca-Cola" and "Coke" _____ times.
I have failed to hyphenate "Coca-Cola" _____ times.
I have used "Coca-Cola" and "Coke" in the plural _____ times.
I have used "Coca-Cola" and "Coke" in the possessive _____ times.

(NOTE: Every number entered above will be used against you, just like last year.)

Special Bonus Question:

My suggestion for promoting the further glory of The Trusty Typewriter would be to:

- a) Give it to me.
- b) Give it to my analyst.
- c) Other (You can use your crayons.)

NAME _____
ADDRESS _____
PUBLICATION _____
CITY _____
STATE _____ ZIP _____

