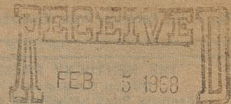


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# The Kentucky Press

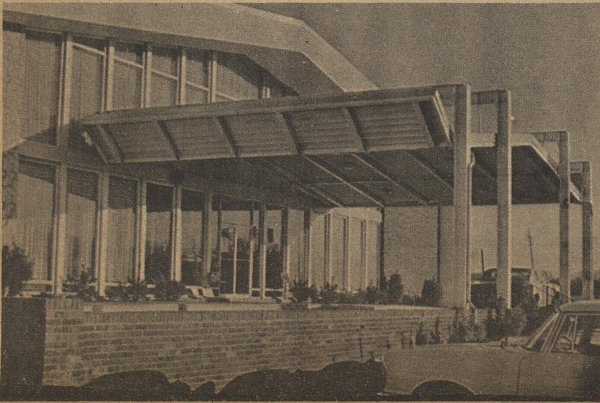
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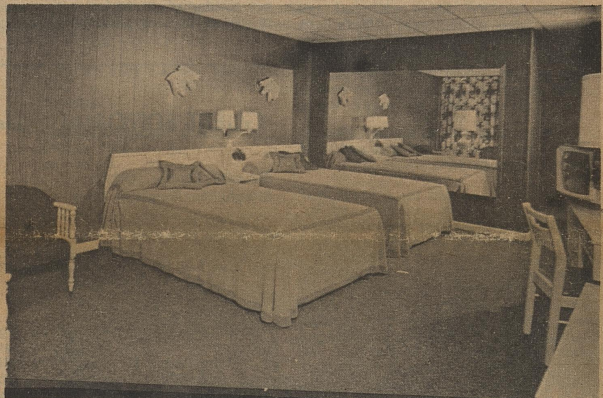
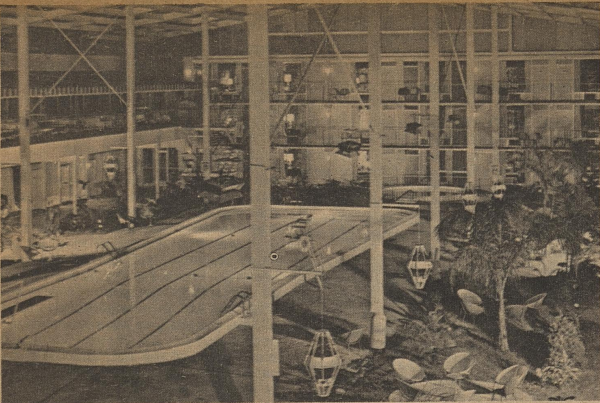
EIGHT PAGES

## KPA GOES CONTINENTAL



It's a continental three days for members of the Kentucky Press Association, this winter. Continental Inn, that is. Shown on this page are various scenes in and around the Continental Inn, in Lexington. The call of the bluegrass will be stronger than ever this year, as a record number of people gather for the an-

nual meeting. Pictured here is the exterior of the Inn, the beautiful indoor pool, around which, a reception will be held on Thursday night, a typical room, and a suite. Reservations can be made through the Continental Inn, or the Kentucky Press Association central office.



### KPA Winter Convention to draw record crowd

The 1968 Winter Convention is shaping up to be one of record attendance. Reservations are pouring in and a capacity crowd is expected. The feature attraction of the three day meeting appears to be the address by the former Governor of Alabama, George Wallace. Scores of people from throughout the state have inquired about the possibility of purchasing tickets to that portion of the program.

The program will get under way on Thursday night, with a reception at pool-side. A buffet dinner follows, with an evening of entertainment in one or more of Lexington's fine night spots. Saturday morning, we get under way with a breakfast, to be

followed by a hard hitting session on advertising. Under the able leadership of Ed Moores, of the Herald-Leader Company, we have scheduled a representative of the Katz Agency in New York, a representative from Fessell, Siegfried, and Moeller, Jerry Mayes of the Park City Daily News, and a presentation on business pages, a potential new venture for many newspapers.

#### Break in two groups

Following the presentation by Wallace, the daily newspapers will hold an AP meeting, while the weekly papers gather to hear a presentation, "ANR....What's In It For You"

which will be handled by Warren Grieb, General Manager of ANR. This is going to be a session with a lot of meat in it. The national advertising picture, it's outlook, and what weekly newspapers can do in order to gain in the national market, are all going to be discussed. Be armed for bear when you attend this session.

#### Reception follows

Following the ANR session, a reception is planned. From there, we go to the beautiful Continental Dining Room for a mouth watering New York

Strip Sirloin dinner, served restaurant style. The entire dining room has been turned over to us for this evening of dancing and dining.

#### Business on Saturday

The annual KPA business meeting is to be held following breakfast on Saturday. After adjournment, a tour of the University is planned, as well as a banquet in the new, multi-story dormitory complex. Dr. John Oswald is the principal speaker at that function.

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 Larry Stone (Past President)

**GUEST EDITORIAL**

By Bill Bray

Ed. Note: Bill Bray is the manager of the Missouri Press Association, and a well respected man among his peers.

**Do You Have The Guts?**

It seems that it is about time for a counter-attack on the riots, protest marches, draft card burnings and general defiance of authority at colleges and universities. Unless newspapers take aim at this upheaval, it is difficult to know who is going to lead the charge. There isn't any strong voice.

The subject is about worn thin, but there isn't enough editorial leadership in this state or any state to wad a shotgun. Newspapers seem, with a few notable exceptions, more interested in filling the front page with stories of riots, marches and demonstrations than to question what's happening to America on their editorial pages.

Student groups at colleges and universities are listening to such lecturers as Dick Gregory, H. Rapp Brown, Stokely Carmichael and newspapers are reporting their utterings and mumbblings on the front pages as if they were saying something akin to Churchill's Iron Curtain speech.

Cut it up any way you want it and an editor is a censor. You couldn't possibly get all the happenings in your community, county and state, to say nothing of the nation, in one issue. If the ravings of some of these pub-

licity seekers and the pictures of the draft card burners lost the lime-light of publicity there just might be less of it. No newspaper wants to admit it, but at times the news gets out of proportion. If a handful of students cause a scene it is likely to make bigger headlines than 200 students performing some useful public service or taking part in worthwhile community affairs.

It's going to take guts and you might even get a rock or two through your window but just for balance someone needs to say that students who defy authority ought to be kicked out of school. Someone needs to say that it is ridiculous that the band can't play "Dixie" at the football game because it might cause racial tensions to flare. Inciting riot and urging people to defy authority with weapons even to the point of physical overthrowing of government is treason and it is time someone said, "Let's lock 'em up".

We are living in a tinder-box and this luxury-loving, apathetic American public isn't going to do much about it until someone leads the way. Less concern for sensational headlines and more concern for editorial leadership may not solve all the problems, but one thing for sure-it won't make it any worse.

**GUEST EDITORIAL**

Jefferson Reporter

**Breathitt's Courage, Integrity Brought Four Progressive Years**

It's now official. Louie Nunn is the governor of Kentucky and, though we did not favor his election, we wish him the best interests of this state. The years ahead will be important ones for Kentucky and the governor's task will be difficult.

Because Nunn's cabinet and his legislature are heavy with Democrats it is unrealistic to expect that political considerations will not occasionally interfere with progressive government. Hopefully such occurrences will be rare. Like their Republican governor, the Democrats in state government have been given the responsibility to serve Kentuckians, not petty partisan interest.

Nunn's task will have been made easier by his predecessor and the personal and professional example set by former Governor Edward T. Breathitt redound to the benefit of the state.

Few men have managed to attain the stature in office that Breathitt attained. After a shaky couple of years, the ex-governor cast aside mediocrity and consensus-seeking and campaigned long and hard for the programs he knew were good for Kentucky.

While most public figures did their best to wriggle around the clearly unpopular proposed revised constitution, Breathitt labored publicly and privately for its passage.

Courage and energy are admirable traits, but they must be channeled in the proper direction. It is for his programs and accomplishments that Governor Breathitt's administration will be remembered.

**Progress in Education**

Educators and parents of school age children will remember the Breathitt years. Teachers' salaries increased an average of \$1400 per year while their retirement benefits climbed by 10 to over 12 per cent. Increased funds for student transportation, the establishment by the state of community libraries in 29 counties and the addition of 66 new Bookmobiles

are only highlights of a wealth of accomplishments.

State appropriations for higher education jumped 132 per cent and four community colleges were built. Three more will soon be educating Kentucky youngsters who might not otherwise have had the opportunity to go to college.

**Progress in Transportation**

Over 10,000 miles of roads are completed or underway. More than 75 per cent of the Interstate system in Kentucky has been completed or soon will be while the money put into rural roads has doubled. As of Tuesday one new parkway has been opened, two are under construction and two more have been planned.

Safety campaigns, increased state police, and driver improvement clinics have pushed the death rate down for 1967 and the Breathitt-backed auto safety bill will hopefully push them down even further.

Nearly \$11,000,000 has been spent on the development of airports in the last four years.

**Progress in Industry**

Three industrial development offices in New York, Chicago and Los Angeles have lured industry to Kentucky. Since 1963 this state has seen some 775 new or expanded manufacturing plants. There have been over 140,000 new non-farm jobs and 241,000 workers have been placed in non-farm jobs by the state employment service.

**Progress in Other Areas**

In the field of conservation, Kentucky's strip mine law is considered a model. Under Governor Breathitt Kentucky received international attention as the first predominantly southern state to pass a public accommodations law. State sponsored promotions and state policies helped boost state farm incomes to record peaks.

It would be possible to go on and on to fill this page and even this

Continued on page 3

**Jack-Notes**

By A. J. Viehman, Jr.

Did you ever have the problem of wondering how to dress, or which weight suit to take on a trip? People are going to start to call me "wrong weight Viehman". Actually, they would be right on two counts, but the holiday season, with all that great food awaiting to tempt weak-willed individuals, is no time to do much about one of the weight problems. Let's talk about the clothing weight dilemma.

Not long ago, I had a meeting in Milwaukee. It was nice and warm here, so I left my overcoat at home. When I got to Milwaukee, it was cold as the dickens, and I literally froze. You'd think that I would learn a lesson from that experience, but not so. Last week I had a meeting in New Orleans and wore winter clothes. New Orleans, in December, in the mid-seventies, in a wool suit, is a heck of an uncomfortable place to be. I think that I looked somewhat like an overstuffed, overripped tomato, poking out of a fur lined glove.

I have a feeling that the same thing is going to happen over the Christmas holidays, when we head for North Carolina. One of the highlights of this winter trip is a hunting expedition. Since this is one of the few times that I get out in the field each year, practically anything that moves, and is in season, is fair game. Last year it was rabbits, but alas, you guessed it, it was so darn warm that the rabbits weren't even moving. Did you ever get up in the morning of a big hunt, feel a bit chilly, done your best hunting garb (which is water repellent and warm as toast), and then have the temperature jump to seventy degrees about mid morning? It makes you feel a little like a walking steam cabinet.

Well, friends, if any of you have the same difficulties that I do, I think that I've found the answer to our comfort problem. If you are out in the wilds some holiday and see a character tramping along wearing Bermuda shorts and a hunting jacket, or long trousers and a T shirt, it might be me. On the other hand, if you won't buy that, and happen to run into me on a Florida beach, I'll be wearing a bathing suit, . . . and that brings me back to the other weight problem.

**HOW SWEET IT IS!!!!** Thanks to the 148 newspapers (out of 160) who have paid their dues for 1968, I think that we have a stronger association than we ever have had. It is our hope that we shall continue to grow and enjoy the loyal support of our membership. Plans for the future include an insurance program, which will offer you and your employees a choice of life, hospital, or income protection coverage, or all three. We never lose sight of the fact that we must constantly strive to build ad lineage in our newspapers.

In the last bulletin, we carried a rather extensive report of our advertising sales efforts, and you can look forward to much more of this type of reporting in the future. We also look forward to bigger and better meetings, conventions, ad sessions, and workshops. We intend to appear on more programs and spread the name of the association more thickly throughout the state. We, of course are constantly trying to increase the efficiency of our operation.

What about this word, "future"? As far as we are concerned, that means "yesterday", and if we haven't gotten started on a certain project, jet, it means that we are running a little behind schedule. Once again, "thanks" for your support, interest, loyalty, and vote of confidence in making KPA the kind of association that we all want it to be.

Got time to do a guy a favor? Anything happening in your neck of the woods? Have any pictures that you want to share with us? Anybody

Continued on page 8

**Circulation with Jerry**

**Increased sales**

The Primary purpose of circulation promotion is to increase the sale of newspapers. Many editorial and advertising promotional efforts have a direct influence upon circulation growth, but to take advantage of this, we as circulation men must put the newspaper in more readers hands. You can do this by many ways.

1. By using the sampling method with your news carrier boys and your motor route drivers.

2. Rack sales can be a very good way to reach new readers and for additional revenue for the circulation department. Here is a list of several places where rack sales do good, grocery stores, drug stores, restaurants, motels, shopping centers, busy corners and street sales boys. You can create more reader interest by putting your newspaper into more readers hands, but you can not sit back and wait for these new readers to come to you.

To learn more about the Ways and Means of Circulation, attend the next circulation meeting, which is to be announced soon.

Jerry H. Adkins, The Commonwealth Journal, Somerset, Kentucky.

**GUEST EDITORIAL**

Union Co. Advocate

**Americans die, but the show goes on**

On television Monday night we saw the President of the United States in a somewhat humorous appearance that included the approaching wedding of his daughter. Now, as we understand it, the wedding will be a highly gala affair accompanied by wide news coverage and all the "hoopla" that goes with the daughter of a prominent citizen taking a husband. On the same television news was a report of a clergyman in New York offering his religious sanctuary as a haven for the gutless young Americans who are turning in their draft cards in protest against the war in Vietnam. The ultimate objective of this cathedral sanctuary being the arrest of the card burners within the confines of a religious atmosphere, and the resultant hue and cry against the arresting officers. There is, of course, under the present system of Supreme Court "legislation" no assurance that the arrests, even if made, will stick.

And while all this is taking place

Continued on page 3

# Check costs on auto carrier routes

When newspaper distribution is by adult motor route carriers - a method coming into increasing use - periodic checks should be made by circulation department personnel by actually driving or riding all the motor routes. This was one of the points made by N. J. Bradley, business manager of the Columbus (Ind.) Evening Republican, in a talk on "Cost Savings in Circulation" before the Institute of Newspaper Controllers and Finance Officers.

Route checks, Mr. Bradley declares, are often fruitful in revealing:

Actual mileage of each route, to compare against mileage being paid.

Actual layout of each route in relation to those neat route maps hanging in the circulation office.

Density of subscribers on each route. Size of each route in terms of both mileage and number of subscribers.

Using independent contractors for delivery of bundles to carriers in lieu of maintaining your own trucks, Mr. Bradley says, can often result in cost savings. But if this method is used, care should be taken to execute written contracts to establish the independent contractor relationship and avoid having them called employees.

## GUEST EDITORIAL

Union Co. Advocate

Continued from page 2

television is giving more than ample time to Martin Luther King and his projected "sit-in" this coming summer protesting the cost of the Vietnam War because it detracts financially from his improvement program for the alleged plight of Negroes living in the ghettos of American cities. King, of course, never mentions the fact that Negroes should be doing something under their own power to improve their position.

And there is the case of Cassius Clay, who refused to take the Army oath, and is now on bond pending appeal from a conviction. The Department of Justice, to all intent and purposes, is moving slowly in the Clay case as well as in the many cases of draft card burners and other acts of violence against the government. And always in the background is the ultra liberal Supreme Court, whose rulings have hampered law enforcement; stymied congressional laws dealing with Communists, and have put great emphasis on the freedom of the individual to do what he pleases and when he pleases in the name of freedom of speech.

And while all this is going on here in the United States, Americans are dying in Vietnam fighting a war that, at best, was a defensive war until recent months. How does the President of the United States, the Supreme Court, the Department of Justice, and even the Congress, reconcile what is taking place here at home with the tragedy of American youths sacrificing their lives in the mud and filth of Vietnam that the tide of communism might be stopped before it engulfs the world?

A gala wedding, namby-pamby law enforcement, draft card burners, demonstrators violating the laws of the land that go unpunished. Riots that could have been stopped with strong measures, but were not. A selective service law without uniform application, permitting exemptions that ultimately result in no military service. A fiscal policy that is bringing financial ruin to the country.

When England was under attack by a powerful German air fleet in the early moments of World War II, the late Winston Churchill told his people that they would necessarily have to experience a period of "blood, sweat and tears."

We are not being bombed, but our situation both on the domestic and military fronts is just as crucial. There is, however, within our government no admonition of the danger. There is no call for "blood, sweat and tears." The American scene continues, the Washington shoe goes on. And Americans keep on dying in Vietnam.

# QUICKIES

William E. "Edd" Hust, publisher of the Journal-Enterprise, in Providence, has been selected as a member of the steering committee for the six-county Tradewater River Area Resource Conservation and Development Project. . . . .

Sam McCune Hubley, a veteran public relations representative, has joined the staff of the Campbellsville News-Journal, as a research and feature writer. . . . .

The Todd County Standard has added the "I say what I think column", by S.C. Van Curon, to its regular weekly edition. . . . .

Marian Ochs, editor of the Shively Newsweek, has been listed in the fifth edition of Who's Who of American Women for 1968-69. . . . .

Mrs. Jo Westpheling, of Fulton, appeared as a guest lecturer at Alice Lloyd College, in Pippa Passes, Kentucky. . . . .

The Sandy Valley Press, Inc., publishers of the Paintsville Herald, have acquired the Salyersville Independent. Herald publisher, Allan Perry, said that the Independent would continue to be headquartered in Salyersville, with composition and printing being done in Paintsville. . . . .

The Falmouth Outlook is now offering its advertisers 2-color advertising. . . . .

Elaine King Lawler has joined the staff of the Wickliffe Advance-Yeoman. . . . .

Many Kentucky papers have been playing hosts to high school journalism classes recently. This is a darn

good way to make an impression on these kids, and there is no way of telling how this might help journalism in the future. . . . .

Mr. and Mrs. J. Ambrose have moved from Winchester to Clay City. J. is the editor of the Clay City Times. . . . .

The Caldwell County Times has moved its offices to a new location. Approximately 800 feet of additional space was gained in the move. . . . .

Paintsville publisher, Allan Perry, has been elected to the board of directors of the First Federal Savings and Loan Association. . . . .

The Georgetown Graphic has begun its 18th year of publication. It was the first papers in Kentucky to be printed by the off-set method. . . . .

The Somerset Commonwealth-Journal is featuring a new youth column, "Tomorrow's Leaders Speak". Letters (signed) from the teenagers of Pulaski County, will furnish the material for the column. . . . .

The Paducah Sun-Democrat has contributed \$50,000 to the Lourdes Hospital campaign, boosting the building funds past the \$300,000 mark. . . . .

The Times, in Russell has started its 59th year as a family newspaper. . . . .

The Richmond Register is now using a new AP Offsetter. . . . . The Register also celebrated its 50th anniversary by providing its readers with a fine looking 14 section, 132 page special edition. . . . .

Jed Dillingham is the new sports editor of the Dawson Springs Progress. He is the son of Mr. and Mrs. Niles O. Dillingham. . . . .

## GUEST EDITORIAL

Jefferson Reporter

Continued from page 2

newspaper with the accomplishments this state has made during the four years that Breathitt was governor. Some of these accomplishments might be explained away by some as natural progression that would have occurred under any governor. To a small extent we agree.

But what sets Edward Breathitt apart, and what we hope four years from now can be said of Louie Nunn, is that Breathitt was never a tool of self-seeking private interests nor did he take stands on issues from fear of public reaction. He was never a demagogue.

So far as we can judge, Governor Edward Breathitt's overriding concern has been to provide the best that state government could offer to the greatest number of Kentuckians. By this measure, his record is excellent.



In September, 1942, we decided that newspapers were the best media to introduce a corporate advertising program that has continued uninterrupted in our on-line hometown papers ever since.

We've never regretted the decision.

**Southern Railway System**  
WASHINGTON, D.C.



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PARKER SPALDING  
BISSELL  
Kodak SCHICK  
Westinghouse  
CANNON  
International Sterling

Familiar names. Trusted companies. You've got to be good to get into the S&H Green Stamp Catalog.

Each of these firms has been doing it for 25 years or more. But all 721 companies in the catalog this year are first-rate firms. They have to be, because our hard-to-please merchandise buyers review the products of literally thousands of American manufacturers before making final selections.

Offering merchandise with brand names that people have confidence in is one of the reasons we're the world's most popular trading stamp company.\*

\*63% of all U.S. families save S&H Green Stamps.

Need information about trading stamps? Write or call the local office or redemption center of The Sperry and Hutchinson Company.

An American Way of Thrift Since 1896



## The Circulation Manager: Marketing Man or Delivery Man?

BY JEROME CALLAHAN  
Circulation Manager  
Omaha World-Herald

When I was assigned this subject "Marketing Man or Delivery Man," I was reminded of the story of the three primary children watching the fire truck roar down the street with the dalmatian dog in the front seat. The first child turned to the second and said "the reason firemen have that dog is to hold back the crowds." The second child replied "no, the dog is used for a good luck charm," and the third child said "no, you both are wrong - they use that dog to find the fire plugs!"

And so it is with marketing and circulation. Each circulation problem demands attention, but it takes a loose circulation manager to grasp the complete newspaper marketing concept.

### Three K's

For example, you and I have known capable and efficient circulation managers who practiced and understood newspaper marketing before the word "marketing" was in vogue. These individuals were concerned and involved with their product from the time it was conceived, produced, and delivered. They understood the marketing of newspapers, and applied the KKK's in the following areas: (1) Knew their market (2) Knew their customer (3) Knew their newspaper. Number three is the most important because if our circulation management personnel doesn't know the editorial content of the World-Herald, how can they expect to keep the newspaperboy force informed and ultimately make the sale? An essential part of our district manager training program is making sure that every new man is familiar with the features, columnists, and how our newspaperboys and parents are invited. A continuing part of our education program is to keep our staff informed of additional features and items coming up in the future. The news promotion material that we supply to our district managers and newspaperboys

certainly helps do a more effective job of building circulation.

### Circulation Library

We maintain a circulation department library to help keep our people informed of the changes taking place within our 103 county market area. To do this we have divided our market into four areas: ABC city zone, metropolitan Omaha, retail trading zone, and the outstate area.

Forty-one per cent of the total population in our market area lives in the retail trading zone. This area figures less than an hour and a half in driving time from our main shopping area, and of primary importance to our local display advertisers. Since 49 per cent of the total buying income is concentrated here, our circulation drives become more significant in the overall marketing of our newspaper.

The growing restriction of railroad service, rising transportation costs, and increasing postal rates are also reminders to keep a fresh definition of our market. Our declining farm population is another factor we need to consider. For instance the number of occupied farms in our circulation area is down 2,869 from a year ago.

### Market survey

In our city zone, and in portions of our metropolitan area, we conduct a market survey each year. This survey provides us with the number of occupied residences, vacancies, vacations, and business establishments. The outcome is an accurate occupied residence per cent of coverage by district and a market potential picture. The results of this survey are used by the research department to provide a basis for its consumer analysis sampling. The results of the analysis are projected by circulation districts which tell us the average income and buying power of each district. In turn, this information indicates whether or not we're getting the job done saleswise in each

Continued to page 5

## Who owns an ad prepared by the publisher

BY SIDNEY A. DIAMOND  
Member of the New York Bar

Two small-town newspapers have fought out in court, the question of who owns the copyright in an advertisement prepared by the publisher. The Daily Reformer, Brattleboro, Vt., brought suit against the Brattleboro Town Crier, a weekly "shopping news" circular. The Town Crier was accused of copyright infringement for having reproduced certain advertisements without permission.

These ads had been written and laid out by the Daily Reformer's space salesmen in collaboration with the local advertisers. No charge was made for this service; the Reformer's advertising rates were identical regardless of whether the advertiser supplied his own copy and illustrations. Evidently the over-all rates were high enough to make this system economically feasible. In other words, the advertisers were paying for it indirectly.

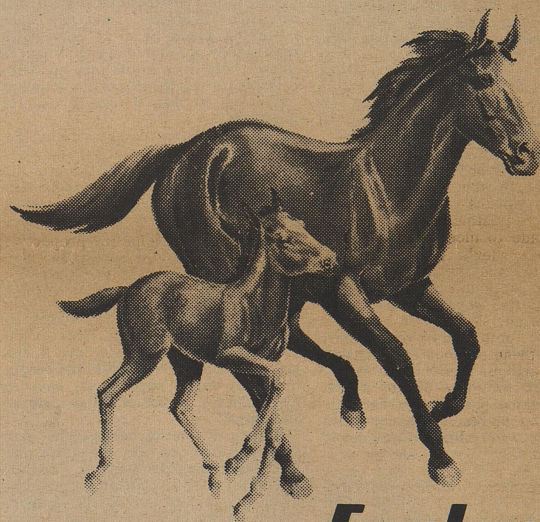
The Daily Reformer complied with all the technical copyright formal-

ties required by federal law. And there is no doubt about the fact that a newspaper is copyrightable subject-matter, including the advertisements that appear in it. Significantly, however, the Reformer claimed that its copyright extended only to those advertisements which is solicited from local merchants. It made no claim to copyright in national advertisements, or political advertisements, or even local advertisements prepared entirely by the advertiser. Putting it another way, the Reformer's claim of copyright protection for its advertising material was limited to those advertisements which its staff helped to prepare.

Some of the advertisements run by the Town Crier unquestionably had been copied from those appearing in the Daily Reformer. Indeed, certain material involved in the lawsuit was reproduced from the Reformer by photo-offset.

All this, according to the Daily Reformer, obviously was infringement of its copyrights. But, as often hap-

Continued to page 5



**Explore  
Kentucky Parks  
and all of  
Kentucky  
...great for family vacations**

Dept. of Public Information, Section PDB  
Capitol Annex Bldg., Frankfort, Ky. 40601

Please send, without obligation, information on  
Kentucky's parks and shrines.

Name

Address

City  State  Zip

**One  
Point of Contact**  
With Kentucky's  
Weekly - Daily  
Newspapers

**One**  
order specifying what  
you want in which  
Newspapers when—  
**One**  
complete set of tearsheets—  
**One**  
complete and correct bill—  
**One**  
check in full settlement.

Yes, we can help you in other states.  
No, our service doesn't cost a cent extra.

**Kentucky Press Service, Inc.**

Business Affiliate of the

**Kentucky Press Association, Inc.**

Phone: Lexington 233-1731 Area Code 606

203 West Second St., Lexington, Ky. 40507

## Circulation Manager

Continued from page 4

district.

Last but not least is knowing our customer. We can know our newspaper and our market, but we also have to know the likes and dislikes of our subscribers. One way we do this is through an annual survey of the readership habits of our Sunday evening, and morning subscribers in our 103 county market area.

This study is conducted through the cooperative efforts of our market research and circulation departments. The respondents are asked to tell us on a questionnaire just how much they read the editorial content on the main news, editorial, sports, women's news, and other sections of our newspaper. They are also asked to rank their selection of comics, features and other content.

In addition, we also find out how much time they spend reading, age of the reader, education, and other demographic characteristics. In addition to being valuable to the editorial department for planning, we utilize this information for sales literature and cater to the reading tastes of potential readers.

### New Faces - New Sales

Any new facts we can learn about readers will certainly be to our advantage in additional sales. Cooperation between departments in gathering and sharing readership information is important. It is not too good when newspaper departments - circulation, news, advertising and otherwise - are miles apart in their thinking and activities. The sum total of collective effort should be to create something people want badly enough to buy each day of the year.

Some time adjustments must or should be made to meet the competition for the reader's time, the circulation dollar, and the advertisers' dollar. In our particular case, leisure time and activities were affecting the readership of our Saturday afternoon editions. On April 1 this year, we discontinued these editions and started serving all our customers with larger Saturday morning editions with additional features geared to weekend living. So far, reader acceptance has been very favorable.

Besides knowing our present market, customers, and newspapers, there is a need to develop a future market.

Our approach to the development of this market is through the World-Herald's Newspaper in the Classroom program. Last year 179 teachers used 41,111 newspapers in teaching the two-week study unit to a collective audience of some 15,000 students. Now in its fifth year, the program continues to grow in size and acceptance. Unsolicited comments from teachers leave little doubt that they appreciated and welcomed the pro-

gram. We feel the program is worthwhile and is getting the job done. An example is this excerpt from a letter from a participating teacher telling about her students: "Many of them had never handled a daily newspaper before, and many were familiar with comics only."

This certainly tells us that we've got our work cut out for us if newspapers are to continue to grow and prosper.

## Who owns ad

Continued from page 4

pens, there turned out to be another side to the story. The Town Crier printed the material in question on the instructions of the local advertisers. In each instance, the advertiser evidently felt that the material belonged to him. If this was so, the Daily Reformers' copyright infringement claim would evaporate, because it would have no legal basis to assert any right to restrict the further use of the ad.

Judge Gibson of the U.S. district court in Vermont based his decision on the legal principle that the person at whose instance work is done becomes the owner of the results. Specifically, he ruled: "When an advertiser engages a newspaper to produce and publish an advertisement and there is no agreement made between the advertiser and the newspaper as to the ownership of the ad, then the ownership of the advertisement and the right to copy the advertisement is in the advertiser and not in the one who publishes it."

The advertiser retains the property rights in the advertisements, and he "may cause them to be run and re-run as he desires." The conclusion necessarily follows that the reproduction of these advertisements by the Town Crier was not a violation of any of the Daily Reformer's copyrights.

Judge Gibson pointed out that it would be ridiculous to come to any other decision, because the result then would be to preclude a merchant from running an advertisement in any newspaper except the first chosen. Quoting from an earlier restriction he wrote: "Certainly the law never anticipated such restriction upon the rights of merchants to freely advertise their merchandise."

Attention should be directed to the fact that, as Judge Gibson noted, there was no agreement between the advertiser and the newspaper as to the ownership of the ad. If you want to be sure that your rights are clear and to do what you can to avoid lawsuits, follow the precept: Get it in writing!

## Wickliffe publisher dies

Alfred J. "Pat" Magee, for 22 years publisher of the weekly Advance - Yeoman, Wickliffe, and long-time member of the Kentucky Press Association, died in a Mayfield hospital November 11 following a long illness.

Mr. Magee, who was 51 years old, was a native of Nyack, New York, and came to Kentucky in 1944. With his wife, Juliette Hayden Magee, he purchased the weekly Advance in La-Center and the Ballard Yeoman, forming the Advance - Yeoman. In 1965 the Livingston Ledger, Smithland, was purchased and a year later the couple started the Carlisle County Journal, Bardwell.

Mr. Magee attended Princeton University and the New York University School of Advertising. He was employed by J. Walter Thompson Advertising Agency, New York, before entering military service. His service included five years with the army, during which he served in the North African campaign and the European theater. He held the Bronze Star and the air medal.

In addition to his widow, Mr. Magee is survived by three children and his mother.

Mrs. Magee, who will continue publication of the papers, stated in a recent issue of the Advance - Yeoman that Pat's final column in the November 9 Advance - Yeoman was

a farewell to his readers. In addition, the column included something of the writer's fondness for his profession.

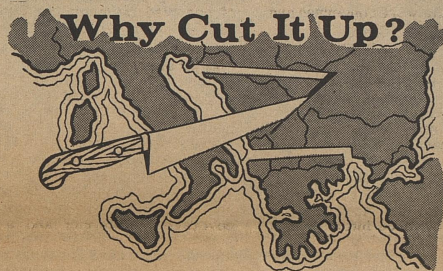
Following is a quote from that last issue of "Looking Ahead", by Pat Magee:

I have always been proud to be a newspaper reporter. There is no finer job in the whole world than being a writer. The average preacher may talk to 100 to 300 people a week, and the average teacher may teach 100 students a week. But even on a small paper such as ours, each week this column reaches 6000 subscribers -- nearly 24,000 readers a week. It is no wonder that I am and have always been proud to be a writer. There is no greater way than to serve mankind even if it just gives them one laugh; one idea, one guiding point a week! I've never wanted to do anything else because to me this is the best.

I've lost more fights than I've ever won in the newspaper business. Most of the fights I lost, I knew in advance that I was going to lose them, but if you don't fight for what is right, who will?

It is better to run one press than to light a thousand candles. It gives you a way to fight the darkness of ignorance, apathy, unlawfulness and a lack of decency.

It makes such a pretty light.



**BALKANIZING:** To break up into small ineffectual and frequently conflicting units.

*Webster's Third New International Dictionary*

It would be hard to find a more apt definition for the recent attempts by the Illinois legislative and New York State Constitutional Convention to give municipalities the right to expand their traditional taxing authority.

Fortunately for the citizens of these two states, informed legislators and convention delegates realized the inherent dangers and defeated these proposals.

As a former Governor of Maryland once warned — such taxing authority extended to liquor would promote "repugnant social conditions, aggravate enforcement...and encourage the return of mobsters."

The Maryland legislature ignored the warning and granted the authority. Later, when the legislation was revoked, the State Comptroller of the Treasury conceded:

"THROUGH EXPERIENCE WE LEARNED THAT WHEN TAXING AUTHORITY IS DISPERSED THROUGH THE VARIOUS GOVERNMENTAL LEVELS, INSTABILITY RESULTS. THERE IS CERTAIN TO BE VARYING TAX RATES. IN ADDITION, THE COST OF TAX COLLECTING IS INCREASED BY A MULTIPLICITY OF JURISDICTIONS."

High taxes on liquor have already created severe problems of illegal production (non-taxpaying) and bootlegging (high-tax evasion) in some states. Imagine how much greater the law enforcement problem would be — and what kind of undesirable interstate — and even intra-state — competition might emerge — if pockets of high taxation were to exist within your single state!

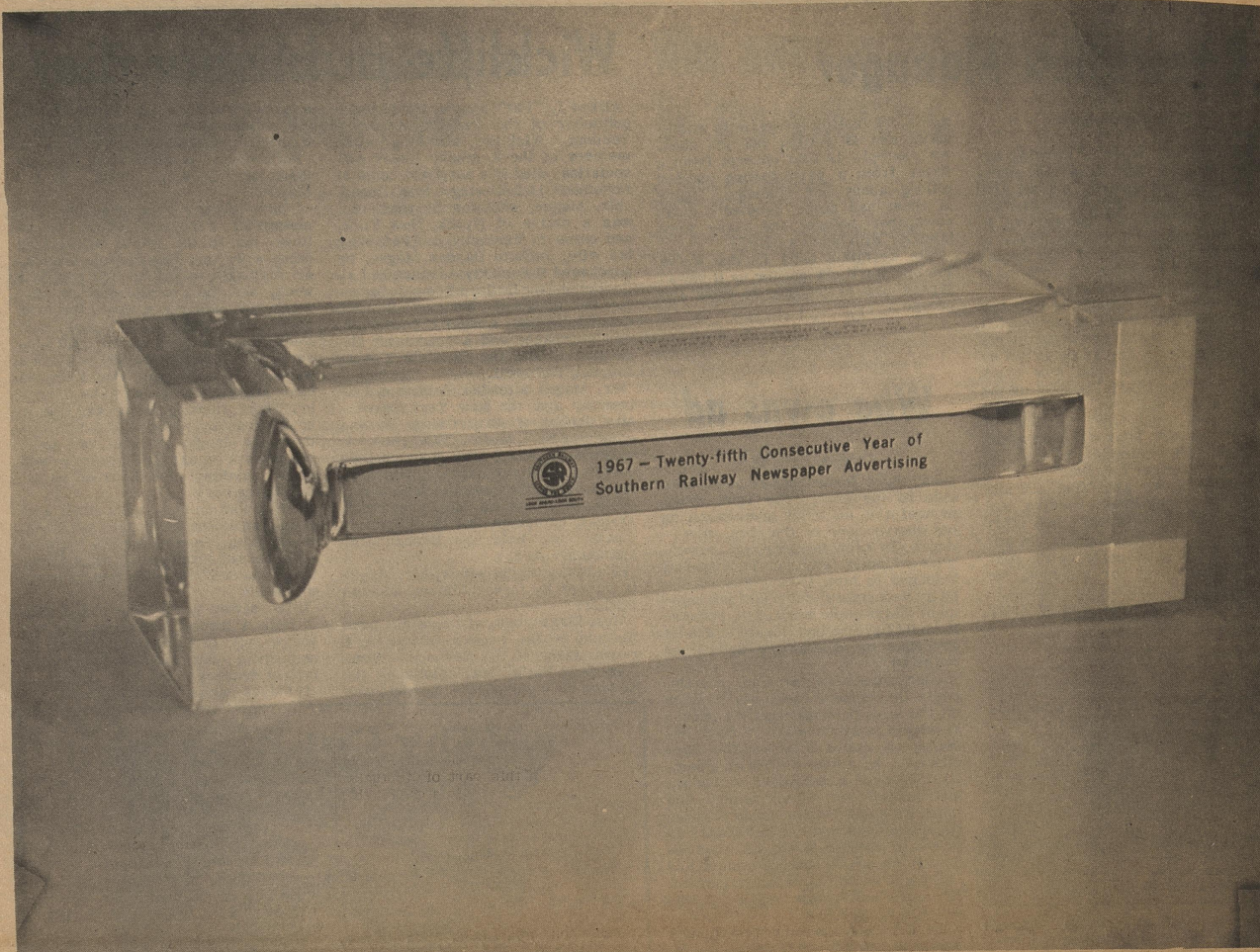
For additional information on illegal distilling activities, write or contact:



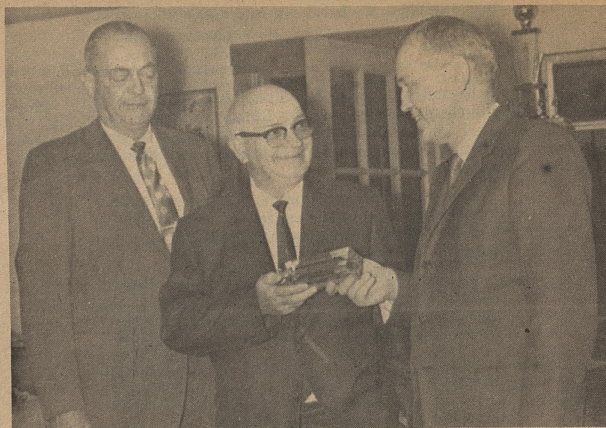
LICENSED BEVERAGE INDUSTRIES, INC.  
155 East 44th St., New York, N.Y. 10017



One of the best attractions for this Winter's convention, is Jerry Mayes, of the Park City Daily News. Jerry, who gave an outstanding presentation for those folks who attended the recent advertising session at Rough River, will offer some pertinent information on rate increases. Using a blackboard as a teaching aid, Jerry graphically demonstrates the advisability of periodic rate increases, and fills his audience with such confidence and enthusiasm, that one constantly finds himself looking around to see who is going to pass the collection plate. The session will take place between 9:15 and 11:30, Friday, January 19.



This Southern Railway Spike was presented to S.C. Van Curon, President of the Kentucky Press Association, during recent ceremonies in Frankfort.



Shown making the presentation, is John L. Stover, of Southern Railway System.

## Journalism enrollments up

Journalism enrollments are up sharply for the eighth consecutive year.

A total of 24,445 men and women are taking journalism or pre-journalism courses at 118 colleges and universities, an increase of 9.4% over last year's record figure of 22,339.

For the fifth time in seven years, growth in journalism enrollments has exceeded the overall increase in college enrollments. The Office of Education of the Department of Health, Education and Welfare estimates that this year's general college enrollment is 8.3% greater than last year's.

The journalism figures were compiled by Dr. Frank James Price, of Louisiana State University. They will appear in the winter issue of Journalism Quarterly, official publication of the Association for Education in Journalism.

Dr. Price's totals do not reflect freshman and sophomore enrollments from four major schools that changed their reporting and accounting methods. Adjusting the figures accordingly, the percentage gain is 13.3%. Dr. Price's report shows that the 118 schools surveyed awarded 3,694 bachelor's degrees and 793 graduate degrees, or 14% more degrees than were given in 1966.

Here is a class breakdown of enrollments, which are paced by juniors. The freshman and sophomore totals reflect the absence of figures for those classes from the four major schools.

CLASS	1966 Enrollment	1967 Enrollment	Change
Freshman	4,804	4,972	down 168
Sophomore	4,976	4,934	up 42
Junior	6,752	5,743	up 1,009
Senior	5,286	4,330	up 956
Graduate Students	2,627	2,360	up 267

"There is good news for employers in these figures," says Paul Swensson, executive director of The Newspaper Fund. "Nearly 1,000 more seniors will be graduating this coming June. Next year's senior class, presently juniors, will be even larger. Conceivably, graduating seniors in 1969 could number around 6,700, depending on the draft and on the attraction of graduate school."

This year's enrollment is 115% larger than the one at the start of the decade and is 55% bigger than the one in 1964.

The average number of students for each school in the survey is 207 an increase of 18 students in a year. Twenty-four of the 118 schools did not account for freshman enrollments while 16 didn't report on sophomore classes. The Association for Education in Journalism is concerned principally with enrollment figures beginning in the junior year, since it is during that year that most students actually become majors in journalism. In the first two years, students generally take a broad liberal arts curriculum which prepares them for formal journalism study during the last two years. Also, at many schools, administrative policy does not permit identification of first and second year students as majors.

The ten schools with the largest junior, senior and graduate student enrollments are: University of Missouri, 780; University of Florida, 644; University of Georgia, 611; Michigan State University, 566; University of Illinois, 474; Ohio University, 408; University of Minnesota, 399; Northwestern University, 365; Brigham Young University, 293; University of Oregon, 288.

## Enjoying good health

Despite the widely publicized deaths of a few metropolitan newspapers, the newspaper business has never been in better health. There are more newspapers being read today than ever before.

Readers spent more than \$2 billion last year to buy and read daily newspapers and about \$85 million for weekly newspapers.

Newspapers have continued their growth despite the entry of two major competitors in the advertising field in the past 35 years, radio and television.

Advertising revenues of daily newspapers last year broke all former records totaling \$4.9 billion, topping 1965 by 91/2 percent.

## The Kentucky Press Association to observe 100th Anniversary

The Kentucky Press Association will observe its 100th anniversary in 1969. Larry Stone co - publisher of the Times-Argus at Central City, is co-chairman of the centennial committee. In connection with the anniversary, Victor R. Portmann, retired secretary of the KPA and a retired University of Kentucky journalism professor is writing a history of many of the newspapers in the state.

Newspaper Of The Month By A.J. Viehman, Jr.

# THE GRANT COUNTY NEWS

"Williamstown and Grant County — Heart of the North-Central Kentucky Area"



## Hardly has to leave his plant to publish Grant County News

Ed Note:  
This is a story which appeared in the Ky. Post, about Mr. Roland.

BY ALBERT COLEGRAVE  
Kentucky Post Staff Writer

WILLIAMSTOWN, KY. A contented Kentucky small-city weekly newspaper owner - publisher, 47-year-old Clayton Roland, hardly has to leave his building.

"I've got much of what I need, right here," Roland explained. "My job is on South Main street, within hollerin' distance of Williamstown's center, including the courthouse.

"I don't even have to leave the office for sleep, because I have a bed here. Also, there's a tape recorder, TV, radio and plenty of reading material - plus maybe the only 'robot telephone' in this part of Kentucky. The 'robot phone' is a gadget that intrigues bachelor Roland.

Its owner can punch cards with holes. Filed alphabetically, a card can be selected and inserted into a phone slot. Press a button and the robot 'dials' your desired number.

WORLD WAR II veteran Roland's three-room apartment occupies the third and top floor of the white building on Main.

His mother, Mrs. Luda Soder, shares the apartment.

(Mrs. Soder and Clayton's father, Rudy Roland, lived near Needmore, in Owen County, when he was born, Nov. 18, 1919. Rudy Roland died when Clayton was 4 and Mrs. Soder remarried.)

About all Clayton lacks is a wife. "Never even proposed," he confessed.

In keeping with his lifelong consistency, Roland went to the same school through all 12 grades - Mason School, Mason.

GRADUATED in 1938, he marked time working for the Grant County Agent and county school superintendent until he was drafted just before the Pearl Harbor attack plunged us

into World War II Dec. 7, 1941. "I was sworn in at Ft. Thomas," he ruminated.

"That was in the days when draftees were in the 'Ohio Club.' 'Ohio' meant 'Over the Hill in October.' Many of them thought they'd been gyped by being kept in uniform more than one year they'd been led to expect.

"A Cincinnati news photographer came across the river to take a picture of us marching. We were so green that in the picture, about half the platoon was out of step."

SEASONED ex-rookied Roland eventually saw overseas duty in North Africa. He helped the Allies make the "end run" Anzio landing in Italy, and was a mile from the point near Milan where embattled Dictator Benito Mussolini and his mistress, Clara Petacci, were murdered by partisans as the 20th Century "Roman Empire" crumbled.

A GI Bill of Rights trainee, Clayton was graduated from the University of Kentucky in 1948 with a bachelor's degree in journalism.

THE YOUNG newsman worked for Standard Publishing Co., Cincinnati, in 1948 and in July, 1951, was named editor of the weekly Owenton, News-Herald" general manager, and Roland purchased the newspaper from the Perry estate.

Then Bourne bought Roland's interest and Roland operated the News-Herald as editor until May 1, 1966, when he bought the Grant County News.

"I PURCHASED it from Miss Edythe G. Harrell, who'd operated the paper since 1947 and who still lives in Williamstown."

Roland, 5 feet 6 inches tall and 190 pounds, has had his brush with the Great Publisher in the Sky.

In 1949, he was unconscious three weeks in St. Elizabeth Hospital from a cerebral hemorrhage. Recovery followed slowly.

"Came out of it without even that telltale limp that sometimes labels stroke survivors," he winked.



← ABOVE-LEFT:

For the first time in the history of the paper, the business office has been located on the ground floor. Ads and copy are transported to the second floor via this dumb waiter, which Clayton made.

MIDDLE:  
A busy publisher at a busy desk.

BELOW:  
Layouts and copy originate on the second floor.

ANR SELLS  
YOUR PAPER  
EVERYDAY

## Somewhere in the U.S.A.

SOMEWHERE IN THE U.S.A. there is a publisher-owner who needs the services of an all round MANAGEMENT MAN. A man who can bolster up any department, provide the necessary leadership to develop the best in people improving morale at the same time. Know newspapering from front to back and vice versa. Have enviable reputation of accomplishment. Never cost a publisher a cent, though very well reimbursed over the years. Can and will make you money! Want Ten good years of revenue producing before retirement. Will train your successor while you relax! Top references professionally and personally. Now responsible for five corporations, three dailies, a LARGE SUBURBAN COMPLEX and several weeklies in the most competitive areas of U.S.A. It is agreeable that less responsibility be involved. Contact your Secretary-Manager or Phil Turner, 430 East Verdugo Avenue, Apt. 1, Burbank, California 91501.

## Herndon Evans to relinquish editor's post

Herndon J. Evans, who became editor of the Lexington Herald in the summer of 1956 following the death of Thomas R. Underwood, is relinquishing that post on December 1. Evans came to The Herald to direct its editorial policies after some 30 years as editor and publisher of The Pineville Sun. Previously he had been head of the Associated Press Bureau at Frankfort, and had served a brief period, as state editor of The Courier-Journal.

Long active in Democratic politics, Evans served as publicity chairman for Earle C. Clements in his successful campaign for the U.S. Senate in 1950. He also directed publicity for the late Alben W. Barkley in his 1954 senatorial campaign and for former Gov. Bert T. Combs in the 1955 primary. He was a member of the University of Kentucky Board of Trustees from 1950 until 1954.

From 1960 to 1964 Evans was a member of the State Parks Board, along with Henry Ward, Marion Music of Prestonsburg, and for a short time, John Ed Pearce, editorial writer for The Courier-Journal. This board served without pay and helped in the development of Kentucky's nationally recognized park system. While a resident of Pineville, Evans served for 15 years as U.S. Commissioner for the Eastern District of Kentucky under appointment of Judge H. Church Ford.

Since coming to Lexington Evans has served on numerous boards and on many community drives. Presently he is a member of the boards of Cardinal Hill Convalescent Hospital, Appalachian Regional Hospital, Blue Grass Automobile Club and Salvation Army.

He served for many years on the official board of the First Methodist Church.

As chairman of the Kentucky Chamber of Commerce's Travel Council he is helping promote tourism in the state. During the last several years he carried on a public relations program for the Thoroughbred Breeders of Kentucky and for the past few months continued this work under the Kentucky State Racing Commission.

Mr. and Mrs. Evans will continue to make their home at 220 Clinton Road, in Lexington.

## Kentucky newspaper in excellent financial shape

BY FLORIDA GARRISON

Ownership statements published by weekly and daily members of Kentucky Press Association indicated 104 debt-free newspaper out of a total membership of 148. A total of 38 papers stated that they carried some type of mortgage. Information was not on file for six member papers.

Of the papers having no mortgage 88 were weeklies in the following circulation groupings: Under 2,000, 24; 2,000 to 4,000, 44; and over 4,000, 20. Mortgaged weeklies included 12 under 2,000 circulation; 18 with circulations from 2,000 to 4,000; and 2 with over 4,000 circulation.

Six daily newspapers listed mortgages; one under 5,000 circulation, four with circulation from 5,000 to 10,000 and one over 10,000 circulation.

Mortgages for 10 of the weeklies were held all or in part by former owners. One daily was mortgaged in part to a former owner.

Twenty-one weeklies and six dailies had mortgages held by banks or other institutions.

## How to join coronary club

The coronary club isn't hard to get into. All you have to do is follow these few simple club regulations:

1. Your job comes first, 24 hours a day, 365 days a year;
2. Go to the office evenings, weekends, and holidays;
3. On the few evenings you don't go to the office, bring your brief case home, so you can review all the troubles, problems, and worries of the day.
4. Never say "no" to any request;
5. Accept all invitations to banquets, meetings, and committees;
6. Never eat a restful, relaxing meal - always talk business;
7. Remember that fishing, hunting, golf and all other outdoor sports are a waste of time and money;
8. Never take a vacation;
9. Never delegate any responsibility;
10. If your work involves traveling work hard all day and drive all night to keep your appointment early the next morning - Papyrus.


## Quickies

Louise Durham has joined the staff of the Central Kentucky News, as society editor.

Mrs. Elizabeth W. Spalding, editor of the Kentucky Standard, in Bardstonsburg, has been re-elected for her second three year term, as a trustee of the Stephen Foster Drama Association.

The Manchester Enterprise will begin featuring a page of church news and schedules with the first issue of 1968.

The No. 1 single factor in PROFITS is your Estimate\*



\*No matter how efficient your production - the proper valuing of each order determines your profits.

Check the benefits offered in the No. 1 Offset estimating catalog. Write today for . . .

**60-DAY FREE TRIAL**

PORTE PUBLISHING COMPANY  
952 E. 21st So., Salt Lake City, Utah 84106

## Pretty soon it will be like this

When he began as a court reporter 39 years ago, says the president of the National Shorthand Reporter Association, the American people spoke at a rate of about 175 words a minute. Today the average is about 200 words a minute. In another 40 years at this rate of acceleration, it will gosomethinglikethis, and it will be the rudest-who will ever get a wordinedgewise.

Whether there has been any comparable acceleration of the rate of listening the president of the NSRA did not say, but we doubt it. Surely it is not wholly an auditory illusion that most people seem intent on talking all the time, as if silence had gone out of style, and that almost no one bothers to pause long enough to determine if (1) anyone is listening to (2) if anyone is saying anything commensurate with the speed, the intensity and the length of the monolog.

It has something to do, we fear, with the invention of "prime time" and the feeling that the man who cannot rattle along at 300 words per minute from a standing start must be wasting it.

(Charleston W. VA. Daily Mail.)

## SCW release

With its January issue, the Stamps-Conhalm Newspaper Advertising Service plans to make a basic change in its paper stock which should result in sharper and clearer offset and cold type reproduction.

The service will begin using a 50 pound Consolth DullCoat stock in both the Senior and Special Services. Bill Brewer, Stamps-Conhalm Creative Director, said the new stock achieves a "whiter white" (blue-white) finish and for the first time is doubled coated on both sides to provide great opacity and a better working and printing surface.

"With more and more newspapers going to offset and cold type operations, we decided that something special was called for -- and this is the result," Brewer said.

The new stock also is 50 per cent stronger, and will last longer under repeated use. Double coating on both sides will offer a greater resistance to any bleed-through in pasting or hot waxing. The new paper has excellent velox quality for reshooting, and a dull surface which eliminates any flashback when placed before a camera.

## Jack-Notes

Continued from page 2

present you with a trophy for writing a strong editorial about your city council? Why not send this timely information to the central office, so that we can get it in the KENTUCKY PRESS?

You may have noticed that your PRESS is a little late arriving, this month. We could get it out a lot

quicker if you would help, by furnishing us with some good copy.

**STAMPS · CONHALM**  
NEWSPAPER ADVERTISING SERVICE  
555 No. La Brea • Los Angeles, California 90038



Charles H. Lovette  
1919 Sundown Lane  
Fort Wayne, Indiana

# Everything Costs More Today, Right?

## Not quite

It's always nice to have someone else see and repeat the point you've been trying to make. A while back, the influential Advertising Age said about an electric company advertisement:

"The (Electric light companies) have one of the best stories to tell of any supplier of serviceto the American public. It is simply that as all other costs have risen astronomically, their's hasn't. In fact, it's gone down over the past 10 years. Now, you just can't beat that.

"Only trouble is, people don't quite buy it. All they know is that their monthly bill keeps going up. What they don't equate with that is the fact that they keep using more and more juice, as new appliances keep pouring into the house."

Of course, it's no secret that electric rates are down. KU has reduced rates six times since 1962. But it's also a fact that electric appliances cost less, too. Check the appliance ads in your 1957 file. Compare prices and features with 1967 appliance ads. Note how much more appliance you're getting today for from 25 to 40 per cent less!

But don't tell your wife. You know what she'll do.

## KENTUCKY UTILITIES COMPANY

Six rate reductions since 1962