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The Kentucky Press

Voice of The Kentucky Press Association

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WINTER CONVENTION A SUCCESS



Al. J. Schansberg, Publisher of The Voice-Jeffersonian, St. Matthews, receives the Most Valuable Member Award (President's Cup) from outgoing President of KPA, S. C. Van Curon. Howard H. Ogles, new President of KPA (left) and Dr. John Oswald, President of the University of Kentucky, watch approvingly. Schansberg was cited for his tireless work on the Central Office Committee, and his contributions to the Association as a whole.

THE KENTUCKY PRESS

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Florida Garrison, Asst. Editor
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 Better Business Bureau
 Kentucky Press Association, Inc.
 Howard Ogles, President
 George M. Wilson, Vice President
 A.J. Viehman, Jr., Sec. - Mgr. - Trs.
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 James L. Crawford (Eighth Dist.)
 R. Springer Hoskins (Tenth Dist.)
 Tommy Preston (At Large)
 Donald B. Towles (At Large)

Circulating with Jerry

Circulation program nearing completion

The Officers of The Circulation Division of The KPA are now making final arrangements for the spring circulation meeting which is to be held at Pennyrlle State Park at Dawson Springs, in the western section of the state, May 10, 11 and 12. I am sure that you will be able to pick up some good ideas which will be helpful to you and your circulation department and you can also share your circulation knowledge with the other attending newspaper representatives. The attendance has been increasing at each of our meetings and many new ideas have been gained by those attending.

Arrangements are now being made for two Post Office PSO officers to speak at our spring meeting and to discuss the newspaper's obligations to

Well, things are moving at a fast and furious pace around here. The legislative session is occupying a great deal of time. I hope that you will all respond, as many of you have, to the legislative "hot lines" which

the Post Office and also the obligations of the Post Offices to the newspapers. Arrangements have been made for a Promotion man to speak on Newspaper Promotion, a very interesting Circulation Program is being planned, why not make your plans now to attend the Spring Circulation Meeting at Pennyrlle State Park. Watch for your reservation card and for further information which you will receive in the near future.

For further information pertaining to the spring meeting write or call Jerry H. Adkins, Chairman of the Circulation Division of The KPA.

Jack-Notes

By A. J. Viehman, Jr.

will be flowing out of this office with increased frequency as the session progresses. We won't call on you unless we need you, so when we make that call, please move as quickly as possible to contact the people that we suggest.

Let me take just a moment to discuss advertising in Kentucky. Recently, there have been some comments about the Kentucky Press Service, and our national representatives, ANR. The comments have questioned the practicality of operating the Kentucky Press Service, and in some cases, have insinuated that our national representation is not what it should be. There has even been a reference to a "double commission" being paid to the press service. Because these statements are so completely removed from reality, and because it appears that many of our people don't understand how our advertising service works, I think it is time to have a refresher course.

ANR, first of all, is set up to represent the weekly newspaper market for national advertising. They have offices in all of the major advertising centers in the country. It is their job to convince the national advertiser, in a day and age when many of them are pulling out of newspapers completely, that they should channel their advertising dollars into weekly newspapers. After the advertiser agrees to use the weeklies, they decide which papers to advertise in, and submit this order to ANR. ANR in turn, releases the orders to the press associations (the ones that participate in this phase of the operation...Kentucky does), and the separate associations release the orders to the papers. Sometimes, if there is a time factor involved, the orders will go to the newspaper direct from ANR, and the state will receive a confirmation order. Why does the state have to know which ads are being run during any given week? Because we participate in phase two of the operation, or tearsheeting. We have to collect the proof and send the proof to ANR. Otherwise, nobody would get paid for the ad. That is NOBODY and "nobody" includes the publisher of the paper in which the ad ran. I think you can see how vital this phase is to the success of the operation. Now, how about the commission breakdown? The check which reaches you has 29% taken out of it. "Where in the Hell is that 29% going?" I hear you cry. The agency is getting 15% of the gross and 2% of the net. That amounts to 16.7% in reality. ANR is getting 7% to finance all of the sales and service expenses that they have, and poor old KPS gets 5.3% to take care of orders, tear sheeting, postage, phone calls, telegrams, and to pay the people who take care of these functions.

IF KPS DID NOT PARTICIPATE TO THE EXTENT THAT IT DOES, AND ANR HANDED THE ENTIRE OPERATION, THE TOTAL PER CENTAGE TAKEN OUT OF YOUR CHECK WOULD BE 30%.

"WHAT!!!!!!", I hear you mildly ex-

Continued to page 3

President's Column

(Editor's Note: We have used past President, S. C. Van Curen's farewell address as his final "President's Column," in the Kentucky Press. During the following twelve issues, Howard H. Ogles, your new President, will be featured each month.)

This is the time that many presidents before me have looked forward to -- the time to shed the responsibilities of office and to turn the problems over to someone else.

Today, I am in a much better position to understand the plight of the cub reporter who got the too sharp answer from the aged woman he was interviewing for a feature story. He had most of the bright points of her long life . . . but he asked one final question as to what she attributed her longevity. Her quick answer was, "Young man, I've always noticed if I lived until New Years Day, I live another year."

I have managed to survive past New Years Day.

The Kentucky Press Association is 99 years old, and it has always managed to live another year, and today, as I stand here, I look forward to the Kentucky Press Association living many more years . . . surviving bumbling officers like me.

Since it has survived under these trying conditions, I am sure that it will continue to survive . . . because there are many younger than me who have bright hopes...plans...and dreams. I just hope this interest is maintained...the torch carried high...and those dreams realized.

This newspaper business isn't just a sometimes flirtation with me...it's a way of life...a dedication...a disease, if you wish to classify it that way, ... that has caused those near and dear to me to accuse me of loving this profession more than I love them.

Try as I might, I have never been able to explain satisfactorily to these loved ones that this inbuilt lure of the song of falling linotype mats, the demanding ring of the telephone, the sympathetic story of the down-trodden, the necessary exposure of inept public officials, the glow of satisfaction for reporting an individual's accomplishments, or the feeling of pride in seeing the fruition of an idea to help your community, state or nation born in print on the editorial page.

The roar of the press is always the last stanza of another edition accomplished...something done for the fellow man.

It is with these mixed emotions that I stand here and tell you that I have never been able to transmit these thoughts in an understanding manner to loved ones...the real idea...that this is the dynamo that sparks, kindles

and brings to a roaring flame my love for them.

This siren, dressed in dull white, with black makeup, has been to me the tune of the pied piper, that has carried the family ship over many rocky shoals.

It's too late in life, and it has been for many years, to rechart the course to find another true, tested, and loyal companion that would create no jealousy at the home fireside.

I hope you bear with me while I reminisce about this lovely press siren that has captivated me since I began to sell papers on the streets at the tender age of nine years.

It's the love of a lifetime... a love that I have no desire to disavow. This lovely maiden has made many true friends for me...many of you in this audience who took me into the fold, trusted, guided and helped me since I migrated here from Oklahoma 26 years ago. Without this faith, friendship, guidance and loyalty I would not be standing here today.

To many of you younger members, I sincerely feel this background is necessary for your understanding of what has been accomplished this year by the Kentucky Press Association.

And, if you wish...look at your program...if you have one in hand... look back at the year of 1869 when George D. Prentice was elected as first president of this organization.... founded in Frankfort... which happens to be my home and my paper...my paper in the sense that I'm the editor...not the owner...but it's my newspaper as far as my profession is concerned.

Then down the list to 1897 when L.W. Gaines was president...a proud name in Kentucky newspaper history... then John B. Gaines in 1916 and another John B. Gaines in 1962... S.M. Saufley Senior in 1924, Keen Johnson in 1925...J.T. Norris in 1932... Thomas R. Underwood in 1939 ...B.F. Forgey back in 1919...Chauncey Forgey in 1945 ... Harry Lee Waterfield in 1942...the first Kentucky Press meeting I attended...Doug Cornette in 1951 and George Joplin in 1964.

Herndon Evans in 1930, John L. Crawford in 1936, J.L. Bradley in 1938, J.P. Gozder in 1937...and none of us who knew Jodie will ever forget this little graveled-voiced guy who proudly wore his past president's badge at every meeting he attended ... or the hospitality of his home... or his affection for this lady dressed in newsprint.

The Kentucky Press Association's strength today is attributable to the hours of sweat, toil and love these men listed on the back of your program have put into it.

It is to you...the members today... who have this heritage put into your hands.

A long time ago I had the desire to have the legal publication laws compiled into an understandable book or booklet that you could understand... it was completed this year...or last year...but the idea started back in 1956.

There are those of us who...a long time ago...thought the KPA should be strong enough to stand on its own feet...this weak thoroughbred colt has been nurtured...and this year the KPA moved into its own office...beholden to no one...and is able to pay its own way and stand on its own feet.

A long time ago I had the idea that a separate circulation division should be formed to promote one of the three legs of this newspaper stool that has provided all of us a good living and a satisfying way of life...that was done in 1966, and I also wanted a separate division for advertising...a division that could meet and talk about selling...not being interrupted with the mechanics of operating a press association. That was accomplished this year under the able leadership of Ed Moores... Bob Hovermale... Jerry Mayes... and several others.

And, I would be remiss here, if I overlooked that faithful and strengthening support given KPA by lovely ladies such as Mrs. May Rogers... Mrs. Jim Willis, Miss Jane Bird Hutton who has carried the love for this association for her father before her, and others like Elizabeth Spalding.

Your Association is financially sound...it's strong with members devoted to carry through its rich heritage that makes it recognized and respected by all citizens...

With these thoughts, I convey my deepest appreciation for the honor and trust you bestowed upon me to carry forward the tradition and cause of the Kentucky Press Association... and I want to live with the hope that successors have this same feeling.

TV Reaction Viewer Survey

Viewers disenchanted with TV commercials, programs shows a study compiled by the National Association of Broadcasters. The study was conducted earlier this year, but results were never released (for obvious reasons) until the Television Digest blew the whistle the first week of December, reports Advertising Age. Some of the more important finds showed:

58% feel TV commercials are annoying while 31% felt they are enjoyable. The summary said the results were "the other way around" for print ads.

63% feel there are too many commercials.

67% feel there are too many in-

terruptions for commercials.

56% feel there are too many commercials shown in a row.

54% expressed an "unfavorable" feeling towards TV commercials; only 26% were favorably inclined and 20% were "neutral."

33% rated programming "unfavorable."

Those who showed up best, that is, were most favorably inclined towards TV commercials were: those less educated, those with low income, and Negroes. NAB officials said copies of the study were considered closely guarded secrets and supposedly were in the possession of only a limited number of staff members.

Jack-Notes

Continued from page 2

claim.

That's right, KPS, by participating in this program, is saving you a percentage over what you would pay if ANR took care of the whole thing. Where is your "double commission"? Would you rather pay 29% and have KPS and ANR share 12.3% commission, or PAY 30% and let ANR and the agency divide it up? Now we are not saying a thing against ANR. They are our national representatives, and we are on the same team. They need us and we need them, and we have an excellent working relationship. All that we are trying to point out is that it is costing you less to receive national advertising now than it would if you got the advertising directly from a national representative.

Let's discuss national representatives for a moment. Do you think that the daily newspaper representatives take a commission only on the business which they send to the newspaper that they represent? If you do, then you are really "out of it". They take a percentage of ALL national business which appears in that paper, whether they sold it or not, and in most cases, their commission is greater than that taken by ANR and KPS combined. Usually, it is from 31 to 33% (including agency commission). Another thing to look at is the fact that many, many representative firms are having to merge to stay alive. Many more are giving up the ghost and moving on to wherever dead newspaper rep firms go. It is a credit to the organization that ANR is still selling, still issuing orders, still representing, and still CHARGING SUCH A SMALL PERCENTAGE. The thought that national advertising would continue to walk in the door of the weekly newspaper, without the representation of a firm such as ANR, is about as likely as the possibility that due bills will go on and on and on. It just doesn't happen that way, anymore. Granted, there will surely be some prime markets where the weekly newspaper will continue to receive a fairly good schedule, without having someone directly represent them. I said directly, because someone elsewhere will have to be representing weekly newspapers in general. Someone like ANR, and KPS is an important factor in ANR's operation. It's as simple as this... work with the existing program, with as much cooperation as possible, and the commission level will be 29%. Do away with KPS, and it will cost you another 1%. Do away with them both,

and it will cost you your national advertising business.

As my friend, Russ Metz, put it once in a letter to me, "Thanks for the soap box, and use of the hall." Let me climb down a minute to tell you about the newspaper contest for this year. The rules have been re-written, thanks to the hard work by Ed Calman, Russ Metz, and Ro Gardner. A cover letter will be going out to urge you to read the rules carefully. In the meantime, let me urge you to pay special attention to the different circulation breakdowns, and the new requirements for some of the contests. There will be no religious editorial contest, no highway interest contest, and no KEA contest. As far as I know, no time will be allocated for the presentation of a Farm Bureau award. This is strictly your contest. The deadline will be MARCH 20. There will be absolutely no extensions of time granted for any reason at all, not even acts of nature. Any entry not received in this office, properly bound (wrapped) according to the rules, and accompanied by the proper entry form and fee, will be DISQUALIFIED. The judges will be announced at a later date, but I can promise you that they will all be from out of state.

Don't forget the WKPA meeting, April 18 & 19, at Ky. Dam, the Circulation meeting at Pennyrite on May the 10-12, or the KPA Summer Convention, June 6-8, at Cumberland Falls.

Edward C. Hamlett, dies

Edward C. Hamlett, former owner of the Adair County News, Columbia, died in Louisville January 30 after a long illness. Mr. Hamlett's family bought the News in 1918 from Charles H. Harris. He retired from the newspaper business in 1963 and since that time the News has been published by Louis DeRosett and Bill Downs.

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Quickies

Mrs. Betty DeRosett, wife of publisher Louis DeRosett of the Adair County News, is recovering at Sunrise Manor Nursing Home in Hopkinsville following brain surgery.

Ray McClure, former editor of the Mt. Vernon Signal, has been named editor and general manager of the Whitley Republican, Williamsburg, succeeding Mrs. Bernice B. Browning who has been owner and editor of the paper since 1957. McClure recently had been serving as news editor in the University of Kentucky Department of Public Relations.

Albert P. Smith, Sr., father of Al Smith, editor of the Russellville News-Democrat, died January 8 at Tavernier, Florida.

Henry Casey, press foreman for the Henderson Gleaner-Journal, has retired after 50 years of employment at the newspaper.

Mr. and Mrs. Robert Poage, Jr., have purchased the interest of Mrs. Louise Poage in the Bracken County News, Brooksville. Robert Poage, formerly general manager, has been named editor of the News.

Mary Margaret Hoffman, city editor of the Paducah Sun-Democrat, has resigned that post to become treasurer of McCracken County. Miss Hoffman joined the Sun-Democrat staff in 1953 as a reporter.

The Kentucky Advocate, Sunday edition of the Danville Advocate-Messenger, now includes a magazine section published entirely within the paper's own facilities. The first issue of the magazine section appeared January 14.

James Lanham, editor and co-owner of the Shepherdsville Pioneer-News, recently receive an award from the

Bullitt County Jaycees in recognition of "the many ways he has helped and promoted the local chapter."

Marrill Dowden, Indiana editor of the Louisville Courier-Journal since 1945, has retired. Dowden has a total of 41 years of newspapering.

Earl Willis retired in January after 44 years as linotype operator for the Salyersville Independent.

Ernest Karam, circulation director of the Kentucky Post and Times-Star, participated in a seminar by the American Press Institute at Columbia University, New York, recently.

Landon Wills, Calhoun, publisher of the McClean County News, has resigned as deputy director of the Owensboro Area Community Action Agency to become executive director of a similar program with headquarters in Madisonville.

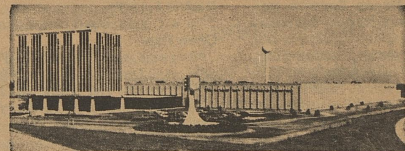
William McKinstry Wilt, retired editor of the Fleming Gazette, Flemingsburg, died January 25 in Louisville. He was 96.

The Hancock Clarion, the Jackson Co. Sun, the Anderson News, the Glasgow Republican, the Mt. Sterling Advocate and the Owsley County News, are among Kentucky weekly newspapers which have announced subscription rate increases following the recent increase in postal rates.

Former Highway Commissioner Henry Ward, unsuccessful Democratic candidate for governor of Kentucky in the 1967 election, has been named publisher of the Paducah Sun-Democrat, succeeding Frank R. Paxton.

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Who do we like more than people who save S&H Green Stamps? Easy. People who redeem S&H Green Stamps. Because once they find out about the quality merchandise they get with their stamps, we've won a lifelong friend.



That's why we've just opened a brand new 8.8 million-cubic-foot warehouse, along with our regional office building and a redemption center, in Hillside, Illinois, outside Chicago. We want to assure the fastest possible movement of merchandise to the 125 redemption centers in 11 states that the warehouse serves. More than seven million families in those states save S&H Green Stamps.

And we opened the new facility in plenty of time to move out merchandise for the Christmas shopping season, our busiest time of the year. The new warehouse is using the most modern equipment available in retail distribution to do its job. Among its tools are computer-written orders, the most modern materials-handling equipment, and an advanced mechanized order-filling system that uses electric eyes to route merchandise through the warehouse into our trucks.

We want people to redeem our stamps. And our 71 years' experience indicates that 95% of the stamps we issue will be redeemed for merchandise.

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

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Minutes of 99th Winter Convention

President S. C. Van Curon called the meeting to order. The reading of the minutes from the past general meeting were dispensed with.

President Van Curon then gave the president's report, in which he mentioned many of the achievements of the Kentucky Press Association over the past year. The most notable accomplishment, perhaps, was the moving of the central office from the Journalism Building on the University campus to a downtown Lexington location. The president reported on the fact that the association had purchased a new automobile and had sold the previous car. Van Curon also mentioned many of the articles of equipment which have been purchased during the past year. Among these items are the postage machine and scales, three desks, several chairs, various pieces of office furniture, and some decorating expenses. President Van Curon also mentioned the establishment of the advertising division, as well as the circulation division in the Kentucky Press Association. In conclusion President Van Curon discussed some of the heritages known by the Kentucky Press Association throughout the year.

The Secretary-Manager then gave the secretary's report. Viehman thanked those in attendance for their cooperation in making this convention successful. It was a record attendance and many favorable comments had been received concerning the various speakers who participated during the three days. The Secretary mentioned the Kentucky Press newspaper and the fact that some financial success had been achieved over the past year. He pointed out that it was necessary for increased advertising to appear in the Kentucky Press if that venture was to be successful in the future. The remainder of the comments were concerning the financial situation of the Kentucky Press Association, Inc. and the Kentucky Press Service, Inc.

The Kentucky Press Service, Inc., during 1967, had gross billings of \$325,775.39. Of this, \$211,888.42 was ANR placed advertising. Non ANR advertising amounted to \$113,886.97. All of this meant a commission realization to Kentucky Press Service of \$260,351.44. Commissions paid to newspapers amounted to \$240,279.08, and the total revenue intake for the Kentucky Press Service was \$20,281.96. Expenditures included salaries, travel expense, directors fees, postage, taxes, accounting, printing supplies, telephone and telegraph, rent, insurance, repairs and maintenance of office equipment, dues, towel service, utilities, and automobile operation and maintenance, for a total of \$19,492.28. Excess of receipts over disbursements was \$789.68, less depreciation of \$601.61, for a net gain of operations carried surplus \$188.07. Actual cash surplus from Kentucky Press Service amounts to some \$18,000. Total liabilities and net worth \$31,877.45.

The Kentucky Press Association took in \$12,499.36 in dues, an additional \$1,266.64 in revenue realized from the Kentucky Press, and an additional \$347.58 from seminars and meetings, bringing the total revenue realization by KPA to \$14,118.68. Disbursements included salaries, pension for Victor Portmann, directors fee, office travel and meetings, postage, printing supplies, utilities, telephone and telegraph, automobile expense, office supplies, legal and accounting, taxes, contributions, rent, dues, flowers, insurance, repairs and maintenance, and miscellaneous, for a total of \$18,219.03. An excess of disbursements over receipts amounted to \$4,100.35, plus depreciation at \$418.32, with a net loss carried surplus of \$4,518.67. It must be pointed out that in previous audit reports, dues which represented one year and was paid in a previous year, or in other words dues which were paid in advance, were considered as revenue for the year in which they were paid, thus previous figures in-

dicated an inflationary trend in the amount of revenue in KPA. This is the first audit report which has actually represented the true amount of revenue collected in one year. However, because the last audit report (1966) indicated as revenue for 1966, some dues for 1967, our net loss figure of \$4,518.67 should actually be reduced by at least \$2,000. Steps are being taken in the areas of travel, postage, legal and accounting, contributions, and directors fees to compensate for this loss factor in the hopes of putting the association on sound financial grounds.

At this point Maurice K. Henry presented the journalism survey report (this report is found elsewhere in the January edition of the Kentucky Press.) Henry moved for adoption. Landon Willis seconded the motion and it was passed unanimously.

Victor Portmann reported on his work in writing a history of the Kentucky Press. He requested that the membership answer his letters.

At this point Maurice Henry, chairman of the constitutional revision committee, read a proposed amendment to the constitution. This amendment is found elsewhere in the January edition of the Kentucky Press.) Henry moved for adoption, Donald B. Towles seconded, passed unanimously.

George Wilson, chairman of the necrology committee reported that eleven of our fellow journalists had passed away during the year 1967: Edwards M. Templin, Director of Promotion, Lexington Herald-Leader; W. C. Caywood, Jr., Publisher, Clay City Times; Harry Heath, Co-Editor, Louisville Times; Miss Karn M. Hannah, daughter, Mr. and Mrs. Edgar Arnold, publisher, Madisonville Messenger; William Hager, publisher, Owensboro Messenger-Inquirer; A. J. "Pat" Magee, publisher, Wickliffe Advance-Yeoman; John Jenks, Farm Editor, Lexington Herald; Joseph A. Dear, brother, Walt Dear, Publisher, Henderson Gleamer & Journal; Mrs. D. M. Hutton, Mother of Jane Hutton, publisher of the Harrodsburg Herald.

Donald B. Towles, chairman of the resolutions committee, introduced the following resolution and moved for its adoption, it was seconded by Bell and passed unanimously:

RESOLUTION

To all who shall read these words,
Greetings

Whereas the Kentucky Press Association has held its 99th annual meeting in the City of Lexington, Kentucky between January 18, 1968 and January 20, 1968 . . .

Be it hereby

RESOLVED

That the association express its deep appreciation to program chairman Thomas Buckner and his associates at the Lexington Herald-Leader who have helped make the convention successful;

RESOLVED

That the association express its appreciation for extra effort which the Continental Inn of Lexington expended in the effort to make the convention successful;

RESOLVED

That the association express its appreciation to Mayor Charles Wylie, Dr. Glenwood Creech, Governor Louie B. Nunn, former Governor George Wallace of Alabama, Ed Moores of the Lexington Herald-Leader and his staff and associates;

RESOLVED

That the association express its appreciation to Secretary-Manager A. J. Viehman, Jr., and his staff for a successful convention;

RESOLVED

That the association express its appreciation to the University of Kentucky for its efforts;

RESOLVED

That the association extend its appreciation to all those who extended hospitality to the KPA to make the convention more socially enjoyable.

There was no report by the legis-

lative committee.

Al Schansberg, chairman of the central office committee, reported that eight automobile dealers in four cities were contacted before the association bought its company car.

Due to the time element Towles consented to notify the membership about his Newspaper in the Classroom Program.

Joplin, chairman of the School of Journalism committee, recommended that his report be included in the Kentucky Press.

At this time we heard the report of the nominating committee for the election of officers, George Joplin, Chairman of this committee. Nominated for President was Howard Ogles, nomination seconded by Fred Burkhard; for Vice President, George Wilson, seconded by Elizabeth Spalding; Chairman of the Executive Committee, Jim Norris, seconded by Tommy Preston; Secretary-Manager, A. J. Viehman, Jr., seconded by Ed. Hust. Joplin moved for the adoption of his report, Chairman Van Curon asked for additional nominations. Elliott Garrison nominated Bill Matthews for President, KPA, this nomination was seconded by Leonard Bean.

At this point in the proceedings delegates were asked to file before the credentials table in order to receive their ballots for President of the association. The credentials committee upon arrival of the delegate to the credentials table approved this individual's qualifications to vote and handed out the ballots. The ballots were then deposited under the watchful eye of the tabulation committee and upon completion of the balloting the votes were tabulated and announced to the body. The vote tabulation went as follows: Howard Ogles, 60 votes; Bill Matthews, 33 votes.

Bob Hovermale recommended that Vice Presidential candidate George Wilson be accepted by acclamation,

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Up - Up - And Away! (Dr. Robert Murphy, Dean of the School of Mass Communication, U of K.)



"And then Calumet . . . then Darby Dan . . . and then . . ." (Dr. Glenwood Creech, V.P. University affairs, U of K.)

Proposed amendments to the Constitution

The purpose of these proposed amendments to the constitution of the Kentucky Press Association is to:

1. Change the method of selection of Executive Committee members representing individual districts from appointive by the President to elective by the KPA membership in each district.

2. Establish a constitutional line of succession to the office of president to insure continuity of program and experience in leadership. The person elected as Chairman of the Executive Committee would automatically move to the office of Vice-President the following year and to the office of President the year after that. However, an election for the office of Vice-President and/or President could be called for by a majority vote of those members present at the annual winter meeting.

3. Increase the size of the Executive Committee from 16 to 17, to be made up of the following: President, Immediate Past President, Vice-President, members elected from each of 10 districts, four members from the state at large to be appointed by the President, and Chairman of the Executive Committee who continues to serve as a committee-man.

It is therefore recommended that Article IV - Officers in the present Constitution be amended to read as follows:

Section 1. The officers of the Association shall be a President, Vice President, and an Executive Committee. No person shall hold office who

is not a duly qualified representative in this association.

Section 2. Members of the Executive Committee shall be nominated and elected annually by the member newspapers within each of the 10 Kentucky Press Association districts. Nomination forms shall be sent out to members in each district by the Secretary-Manager and when nominations are received, a ballot will be sent to each member paper. The Secretary-Manager will tabulate the ballots from each district. A majority of the member newspapers in each district must vote or the election will be void. In such case, the President will appoint a member from that district. In case of a tie vote, a ballot will be sent to the entire membership to break the tie. Those elected will take office at the beginning of each annual winter meeting.

Section 3. The Chairman of the Executive Committee shall be elected by ballot by the general membership at the regular annual winter meeting and shall enter upon the discharge of his duties at the close of that meeting. The chairman of the Executive Committee shall be elected from the membership of the incoming Executive Committee, and will continue to serve as a committeeman. At the next regular annual winter meeting the Chairman of the Executive Committee will as-

Continued to page 8

Journalism survey report

During 1967 a survey was made in behalf of KPA of all Junior Colleges, Colleges and Universities in Kentucky on the following items:

- (1) Lists of journalism courses taught
- (2) Number of current journalism students by class years
- (3) What things can the Kentucky Press do to help attract and encourage more journalism students
- (4) In what position and locations are your 1967 graduates now located.

The response to this survey was very good both from the independent and the state schools.

On the Junior College level the independent colleges reported no courses in journalism. In the state community colleges they do have a limited curriculum in communications involving 8 to 10 courses. We found these schools are not following up their two year graduates to see if they continue in communication or some other field.

In the four year independent colleges there are no programs or plans leading to a communication degree. In fact, the majority do not even offer a course in News Reporting or related subjects. Unless it is a part of an English course or that a youngster happens to gain a little experience on the campus newspaper this is the only journalism activity in Kentucky independent colleges.

For the state universities these five all offer programs in communication:

1. University of Kentucky
2. Murray State University
3. Western Kentucky University
4. Morehead State University
5. Eastern Kentucky State University

The University of Kentucky has the most extensive course offering. The four other state universities offer in their communications program from seven to seventeen courses. It is easy to see that the glamor of television is making an inroad in these course offerings rather than it being a basic journalism situation. In practically every survey response the school made suggestions or asked for KPA help and guidance.

Here are samples of response on what KPA can do:

- (1) "Work a student on your paper each summer"
- (2) "Sign a scholarship contract with bright student from your area and then get commitment he agrees to work for you at X dollars for X years"
- (3) "KPA work with us to attract more bright people into the field and then entice them to stay in Kentucky"
- (4) "Visits to campus by publishers or editors meeting with classes and addressing students"
- (5) One state university, journalism professor wrote: "We here are most enthusiastic over this work project undertaken by the Kentucky Press Association." The doors are open if we just come up with a good basic program.
- (6) "List of newspapers that would cooperate in tours of their plants." Reason for this suggestion -- Department head has been refused permission to tour some Kentucky plants.
- (7) "KPA should circulate news letter to state institutions where journalism is offered, listing the part-time and full-time opportunities"
- (8) "Job placement service when they graduate"
- (9) "Newspaper speakers bureau for Kentucky Journalism Schools"
- (10) "If we knew just what was the greatest need in Kentucky media we could both advise our students accordingly and fashion our courses to fit the most pressing needs." That's what we call "Open Door" welcome.

What shall KPA do at this point based on the findings of this Kentucky Journalism School's Departments and Course findings?

- We recommend the following:
- (1) Set up "Blue Ribbon" committee to call on Kentucky schools where

journalism is offered.

Purpose to:

- a) Develop overall coordinate journalism training plan
- b) To demonstrate Kentucky newspapers want to work with Kentucky schools to develop more journalism graduates
- c) Show there are job possibilities in Kentucky
- (2) Develop summer internship program -- also develop permanent hiring them both for newspapers and the schools
- (3) Help develop individual newspaper scholarship program
- (4) Develop contact with Kentucky high school counselors on guiding youngsters toward journalism
- (5) Develop series of KPA sponsored lectures for various journalism programs
- (6) Tie-in heads of various state school journalism programs and courses into active KPA participation year round and on KPA programs

Currently we have 27 year old Australian news reporter via England on our staff. We actually recruited him from abroad.

In our judgment this is a ridiculous employment situation but we also hired one of the 24 UK journalism seniors graduating last June of the five staying in Kentucky. To get this person I competed against two Kentucky newspapers. These people will stay in Kentucky provided these three things are met. (1) Placing full responsibilities on them to gain first class experience, (2) Providing good working conditions and work atmosphere, and (3) Providing them with a competitive salary.

The Kentucky Press Association's greatest asset now and in the future can be coming up with journalism career program that can be model for all press associations, and in the process develop a reservoir of competent newspaper talent for all phases of the total newspaper operation.

Maurice K. Henry
Chairman
KPA Committee on JOOKNC

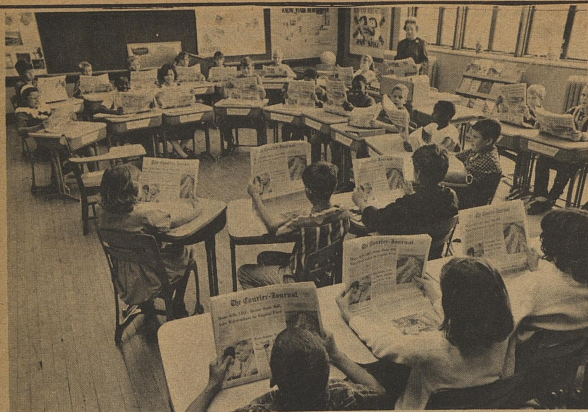
Insert business seems to grow

A questionnaire and letter has been sent out by Young and Rubicam to all newspapers carrying Chrysler and/or Plymouth Dealer association advertising.

ANR reports that there is an ever increasing amount of this insert business and potential, although it appears to have a wide variance in appeal to weekly newspapers, at prices which come anywhere near being competitive.

ANR reports too, that their experience pattern thus far is that newspapers pricing for handling these supplements (with nothing to do but insert) tends to concentrate in the \$20 to \$30 per thousand areas, with some lower and many higher. The larger suburbs tend to offer the lowest costs. Experience also suggests that anything above \$25 per thousand isn't likely to catch much of this business. . . and that figure is about double the average for the large circulation metro dailies.

This is commissionable business and figure quoted should keep this in mind also.



Children find newspapers interesting in Newspapers In Classroom studies.

NIC reaches over 10,000 teachers

The Courier-Journal and The Louisville Times will sponsor a Newspaper in the Classroom workshop for teachers at the University of Louisville June 10-21. It will be the sixth such workshop conducted jointly by the newspapers and the University of Louisville.

A. J. Beeler, director of curriculum for the Louisville public schools, and Dr. Jewell Brownstein from the U of L Department of Education, have been named as co-directors of the workshop. Upon successful completion of the two-week session, participants receive two hours of graduate or undergraduate credit.

The decision to conduct the workshop was hailed by Donald B. Towles, director of public service for the Louisville newspapers, and chairman of the KPA Newspaper in the Classroom committee, as another example of the growing interest in the Newspaper in the Classroom program in Kentucky and Southern Indiana.

More than 10,000 teachers in 16 school systems are participating in the NIC program conducted throughout the school year by The Courier-Journal and The Louisville Times. Systems which joined the program last fall include schools in Fayette County, Danville, Boyles County, Woodford County and the parochial schools in Floyd County, Indiana.

Other school systems which have participated in the program since it was first started in the fall of 1965 include those in Louisville, Jefferson County, the Archdiocese of Louisville, Bullitt County, Eminence, Oldham County, Shelbyville, New Albany and Floyd County, Jeffersonville, Clarksville and Charlestown.

The massive program, coordinated with the help of professional educators from the areas involved, includes study guides for elementary, junior high and high school teachers, a unit on the study of newspapers, display materials, current affairs filmstrips and motion picture films. Also available to teachers are various other study aids and a monthly bulletin containing a current events quiz and suggestions showing how a newspaper can be used in the classroom.

The four-man Newspaper in the Classroom staff at The Courier-Journal and The Louisville Times has been flooded this year with orders for various materials and services offered through the program. In addition, more than 100 talks have been made by the staff members to faculty and student groups at the various schools.

Information about the Newspaper in the Classroom program sponsored by The Courier-Journal and The Louisville Times is available to any school system in Kentucky which requests it.

Any editor or publisher interested in learning how a school system in



Pictured above is the combination office and job printing shop of Dr. Brooks Major, Hopkinsville. Dr. Major, a former pastor of the Elkton Christian Church, and now a member of the faculty at UK Community College has recently moved into his new home in Hopkinsville and the first room planned, after the kitchen, was his office.

Kentucky's only carpeted job shop

A former Elkton minister now a member of the faculty at Hopkinsville Community College Dr. Brooks Major is probably the only printer in the state of Kentucky that can brag of a printing shop with wall to wall carpeting and draw drapes.

Dr. Major, teacher of history at HCC, is at heart a printer, and his hobby is printing of any type. Over a period of years he has accumulated a number of type cases with hand-set type plus two job presses, one electric and one hand-operated.

He has printed with hand-set type the history of a small church in Christian County plus a number of brochures and regularly hand-sets a bulletin for a small Christian church he serves as pastor in addition to his teaching duties. Dr. Major has designed a printer's mark which he places on all his work. He also prints his own stationary, cards and other small jobs for use in his work.

We were unable to find out whether it is Mrs. Major's job of their son Bobby's to act as the "printer's devil" and keep the shop swept out and clean but have a faint suspicion that also falls under Dr. Major's duties.

their circulation territory can participate in the NIC program should contact Towles. Further, if there are teachers interested in attending the summer workshop, additional information is available from Mr. Towles.

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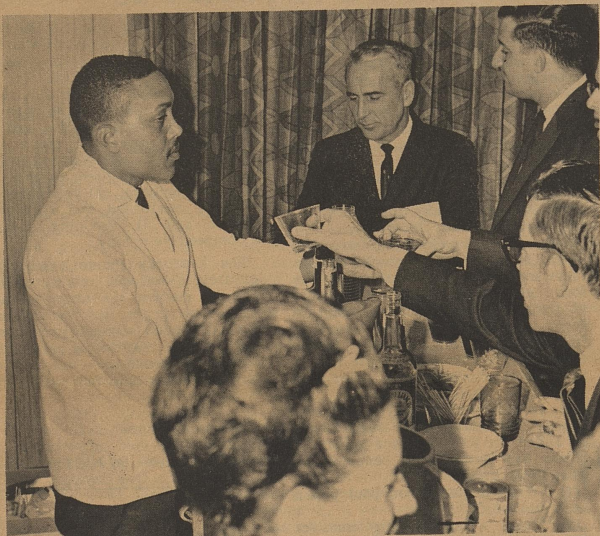
Charles H. Lovette
1919 Sundown Lane
Fort Wayne, Indiana



What do you mean, "You don't like the tie"?



President (past) Van conducted the business session.



Who said it was "last call"?



"And then number two son - - -"



M m m m m m m m m m m m



Awww - - - Come on, Al, get serious.



Not the place for you if you're on a diet.



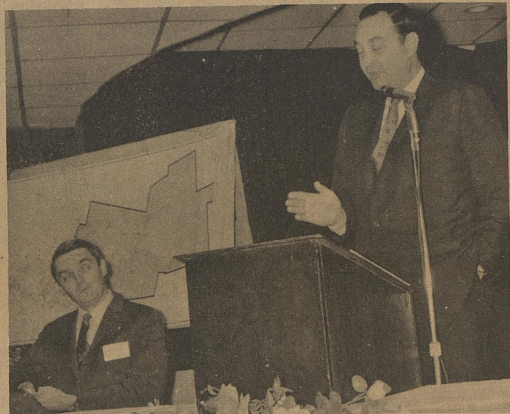
Mrs. George Joplin, Jr. and Mr. James Norris, Sr. enjoy a dance.



Smooth music contributed to dancing pleasure at the Continental Inn.



A portion of the Saturday evening banquet crowd.



"We didn't have the heart to put a caption on this one."



Receptions were an enjoyable part of the annual Mid-Winter meeting of KPA.



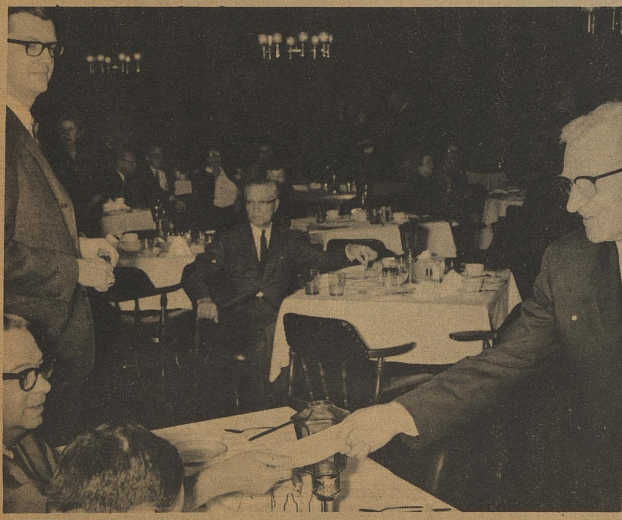
Thursday night featured a pool side reception.



Above: Part of voting crowd attending Saturday morning business session.

Right: Warren Grieb, General Manager of ANR told us "What's In It For You"

Below: Frank Bell receives presidential ballot from the Credentials Committee.



Minutes - Executive Committee Meeting

The meeting was called to order by George Wilson.

S. C. Van Curon moved that Oldham, Henry and Shelby counties be taken from the third district and be added to the fifth district. Hoskins seconded the motion and it passed unanimously.

Van Curon moved that Frank Bell be made a life member of the Executive Committee. Seconded by Stone and passed unanimously.

Ben Boone invited the Kentucky Press Association Executive Committee to meet in conjunction with the Western Kentucky Press Association Meeting to be held April 18 and 19 at Kentucky Dam.

At this point, Howard Ogles, new President of the Kentucky Press Association, discussed board appointments with the Executive Committee.

Jim Lee Crawford, chairman of the summer convention committee, reported that the dates had been set at Cumberland Falls State Park for June 6, 7 & 8.

The Winter Convention Committee, headed by Don Towles, reported that the 1969 Winter Centennial Convention will be held at Stouffer's Louisville Inn, January 19, 20 & 21.

Towles moved that the association pay Julius Rather \$2,000 for legislative and legal services rendered during legislative years and \$1,000 for non-legislative years. Schansberg seconded the motion and it passed unanimously.

Schansberg moved that Secretary-Manager's salary be raised \$1,000 effective January 1, 1968. Towles

seconded the motion and it passed unanimously.

It was recommended by the Executive Committee that the Secretary-Manager working with the central office committee, determine the salaries for KPA Central Office employees.

The Kentucky Press Association Committee Meeting was adjourned at this point and the Kentucky Press Service Committee Meeting was opened.

Jim Willis moved that KPS contribute \$3,000 per newspaper to American Newspaper Representatives, Inc. in order to help finance the readership study and research program. Preston seconded the motion and it passed unanimously.

Preston moved the acceptance of the ANR contract which had been furnished to the Kentucky Press Service for its proof. Al Schansberg seconded and it passed unanimously.

It was recommended that Kentucky Press Service proceed to execute a resolution which has been adopted at the September 15, 1967 Board Meeting, allowing the Kentucky Press Service to deduct including agency commission, 29% total commission for all business serviced by the Kentucky Press Service. This commission, of course, would not affect the present commission received for national business and would take into consideration the fact that 16.7% was being allowed the various advertising agencies.

The meeting was adjourned.

Minutes of 99th Winter Convention

Continued from page 4

Frank Bell seconded, and the motion passed unanimously. Chairman Van Curon directed the credentials committee to cast one vote and the tabulation to count one vote for Wilson.

The same procedure was followed for the election of James Norris, Jr. as Chairman of the Executive Committee and A. J. Viehman, Jr. as Secretary-Manager of the association.

Don Towles moved that the Kentucky Weekly Newspaper Association be commended for creating interest in the Kentucky Press Association. The motion was seconded by Henry and it passed unanimously.

There being no unfinished business and no new business Ed Hust moved for adjournment. The motion was seconded by Preston and the meeting was adjourned.

Mrs. Juliette Magee publisher of the Wickliffe Advance-Yeoman, the Livingston Ledger and the Carlisle Co. Journal has installed a 24-inch process camera and a Photo Rite machine which will aid the papers in doing their own camera work.

Proposed amendments

Continued from page 4

sume the office of Vice-President and the following year after that he or she will assume the office of President. However, an election for the office of Vice-President and/or President may be called at the regular annual winter meeting on a vote of the majority of the members present. The Secretary-Manager shall be employed by the executive committee at the regular annual winter meeting. All terms of office shall be for one year.

Section 4. A majority of the ballots cast shall be necessary to a choice; provided, when there is but one nomination for any position, the election may be made at the pleasure of the Association by the deposit of one ballot.

Section 5. The Executive Committee shall consist of 17 members, the President, Immediate Past President, a member from each of the 10 established districts and four members from the state-at-large who are appointed by the President. The Chairman of the Executive Committee, chosen from the districts or the state-at-large, is also a member.

TIRED OF METROPOLITAN LIVING!

Newspaper manager seeks new responsibility (or the purchase of a property \$200/300M) in a good community or suburb. Excellent references, success record, comprehensive experience and am a qualified purchaser. Confidential communication assured. Please write Box No. 100, care your Association Secretary Manager.



A HAPPENING?

No indeed. A happening, by the hippies' definition, is spontaneous, unplanned, a coincidence. No farmer acquires a purebred herd without planning. Planning things like feed, water, shelter - and deciding whether in the long run he wouldn't be better off raising soybeans in that pasture.

It's no coincidence, either, that the farmer who meticulously plans his farm operation finds that electricity is an important partner.

That's why KU has a state-wide staff of farm service advisers who find and provide the most practical answers to more economical farm mechanization. Their job is to work with KU's 55,000 rural customers - to provide the technical help that leads to farm improvement.

Individual farm development and growth lead to area development and growth, which in turn lead to growth and development throughout the state. And to KU that's the name of the game... Helping Kentucky Grow!

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