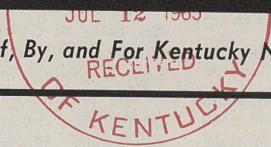


# The Kentucky Press

Published in the Interest of Community Journalism . . . Of, By, and For Kentucky Newspapers

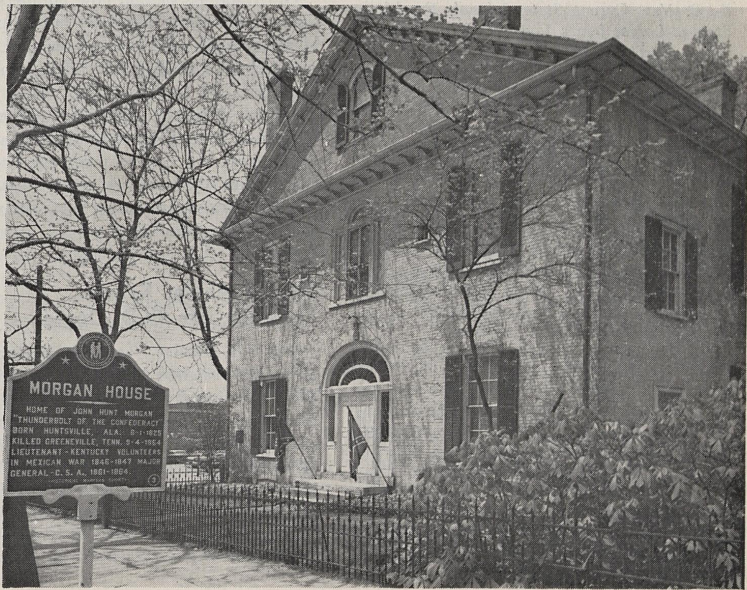


The Kentucky Press Association recognizes the fundamental importance of the implied trust imposed on newspapers and dissemination of public information. It stands for truth, fairness, accuracy, and decency in the presentation of news, as set forth in the Canons of Journalism. It advocates strict ethical standards in its advertising column. It opposes the publication of propaganda under the guise of news. It affirms the obligation of a newspaper to frank, honest and fearless editorial expressions. It respects equality of opinion and the right of every individual to participation in the Constitutional guarantee of Freedom of the Press. It believes in the newspaper as a vital medium for civic, economic, social and cultural community development and progress.

Publication Office:  
School of Journalism  
University of Kentucky  
Lexington, Kentucky

June  
1965

Volume 31, Number 9



Kentucky's Showcase: The General Morgan House, Lexington

# The Kentucky Press

Volume 31, Number 9

Official Publication  
Kentucky Press Association, Inc.  
Kentucky Press Service, Inc.

Victor R. Portmann, Editor

#### Member

Newspaper Managers Association  
Lexington Chamber of Commerce  
Kentucky Chamber of Commerce  
Better Business Bureau, Lexington  
Sustaining Member  
National Newspaper Association  
Associate Member  
National Newspaper Promotion Association

Publication Office  
School of Journalism  
University of Kentucky, Lexington

#### Kentucky Press Association, Inc.

Maurice K. Henry, *President*

*Daily News*, Middlesboro

Larry Stone, *Vice-President*

*Messenger*, Central City

Victor R. Portmann, *Secretary-Manager*

Perry J. Ashley, *Assistant Secretary-Manager*

Florida R. Garrison, *Assistant Treasurer*

*University of Kentucky*, Lexington

#### District Executive Committee

*Chairman*, Edwards M. Templin, *Herald-Leader*, Lexington (*Sixth*); *First*, William T. Davis, *Lyon County Herald*, Eddyville; *Second*, George M. Wilson, *Herald-News*, Hardinsburg; *Third*, Al J. Schansberg, *Voice of St. Matthews*; *Fourth*, Howard Ogles, *Favorite*, Franklin; *Fifth*, Frank C. Bell, *Trimble Democrat*, Bedford; *Seventh*, Warren R. Fisher, *Mercury*, Carlisle; *Eighth*, Louis DeRosett, *Adair County News*, Columbia; *Ninth*, James T. Norris, Jr., *Independent*, Ashland; *Tenth*, R. Springer Hoskins, *Enterprise*, Harlan; *State-at-Large*, S. C. Van Curon, *State Journal*, Frankfort; *State-at-Large*, James Lee Crawford, *Tribune-Times*, Corbin; *State-at-Large*, Warren Abrams, *Courier-Journal*, Louisville; *Immediate Past President*, George Joplin III, *Commonwealth*, Somerset.

#### Kentucky Press Service, Inc.

George M. Wilson, *President*  
*Breckinridge Herald-News*, Hardinsburg

Landon Wills, *First Vice-President*  
*McLean County News*, Calhoun

William T. Davis, *Second Vice-President*  
*Lyon County Herald*, Eddyville

Victor R. Portmann, *Secretary-Treasurer*

Perry J. Ashley, *Assistant Secretary*

Florida R. Garrison, *Assistant Treasurer*

#### Board Of Directors

*Chairman*, Martin Dyche, *Sentinel-Echo*, London; Maurice K. Henry, *Daily News*, Middlesboro; Niles O. Dillingham, *Progress*, Dawson Springs; Thomas L. Preston, *Democrat*, Cynthia; Robert Fay, *Shelby News*, Shelbyville; *Officers ex-officio*.

## + As We See It +

### KPA Takes Important Step To Augment Member Services

The Kentucky Press Association has taken a gigantic step forward to strengthen the service of the Central Office to its members. Important committees have been named to study means to make the Association stronger in every manner possible and suggestions toward this accomplishment are solicited from the member newspapers. The Executive Committee hopes that the trade association, working for the good of all newspapers in Kentucky, will soon have 100 percent membership.

The first step forward was the mid-summer convention action in doubling the membership dues, daily and weekly, retroactive to January 1, 1965. With the increased budget, many new projects can be undertaken which should help its members in many ways in this age of modernized technology in the publishing business and make the organization stronger in state and community affairs. We look forward to that day when every newspaper will claim membership in an active, progressive, cooperative trade association.

### Off-Misquoted NEA Changes Name At Dallas Meeting

The name of the National Editorial Association, a name which has been in honored use since its founding 80 years ago as the nation's oldest and largest trade association, has been changed to the National Newspaper Association by action of the summer convention in Dallas. No longer will we be confused with the National EDUCATION Association.

Our trade association now numbers more than 6,600 weekly and daily newspapers as members with 44 state newspaper trade associations, including Kentucky, as affiliate members.

John L. Fournier, publisher of the Kent (Wash.) News Journal and other weekly newspapers was elected president, succeeding Gordon B. Seavey, Belmont, Mass. Walter B. Potter, representing our region, was elected vice president.

### Perry J. Ashley Resigns To Study For Ph.D. Degree

Perry J. Ashley, assistant manager of KPA, has resigned to attend the Southern Illinois University, Carbondale, and work toward his Ph.D. degree in Mass Communications. Perry is also on leave from the staff of the School of Journalism.

He has moved his family to Carbondale and his new address is Rural Route No. 2,

Tatum Heights. We know that he will be missed around the Central Office, but wish him the highest success in his studies.

Congratulations to our three state newspapers who won awards in the National Editorial Association 1965 contests as announced at Dallas at the recent convention.

Amos Stone, editor of the Central City Times-Argus, won the first place plaque in the Best News Story contest (under 4000 circ.) with his story on "imitation doctor." The Jefferson Reporter, Louis Conn, publisher, won the second place plaque for Newspaper Promotion.

The Middlesboro Daily News, Maurice K. Henry, publisher, won two honorable mentions, for Service To Agriculture and Best News Pictures.

### Paper Is Upheld For Rejecting Ad

The right of a newspaper to reject advertising copy which does not conform to its standards was recently upheld by Judge Creighton Coleman in Calhoun County Circuit Court, Michigan.

The judge dismissed a suit brought last December against the Battle Creek Enquirer-News by Floyd Bloss of Hastings, operator of a theater in Battle Creek.

Bloss sued for a preliminary injunction requiring the Enquirer-News to publish his advertisements and also had asked \$50,000 in damages and costs. The injunction was never issued.

### Fort Courier Sold To Clarksville Firm

The Fort Campbell Courier, a weekly newspaper published and edited by Robert Sapinsley for the past 15 years, has been sold to the Clarksville Leaf-Chronicle Co.

Announcement of the sale was made by Carroll Knicely, Glasgow, president of Associated Publications, Inc, publisher of the Courier.

James E. Charlet, vice-president of the purchasing Clarksville firm, said the Courier will be consolidated with the Shield and Circle, a weekly newspaper which began publication last year under Fort Campbell contract.

Sapinsley, who resides in Hopkinsville, says he plans to operate an advertising service there. He has had experience with advertising agencies and in advertising work in Dallas and New York.

He began publishing the Courier under Fort Campbell contract 15 years ago. It became an independent publication last year. He sold the newspaper last October to the Associated Publications firm, but remained as editor.

## KPA Takes Important Steps To Improve Service To Members

The Kentucky Press Association took two important steps forward at the mid-summer meeting to improve the association in its services to the members and its service to readers, their communities, and the state in the publishing of crime news.

First, introduced as an action of the Executive Committee, Chairman Edwards M. Templin proposed that (1) the Association accept without delay Dr. John Oswald's offer of continued co-operation and his proposal that KPA headquarters remain on the University Campus; (2) that job descriptions be prepared at once on the three staff positions in the Central Office showing the duties, responsibilities and qualifications of personnel and work procedure; (3) that a committee be chosen to formulate immediate and long-range goals of the Association, the methods to increase income from sources other than dues, and the action needed to stimulate more national advertising and the extension of greater benefits in other services to individual member newspapers; and, fourth,

That dues be increased by one hundred (100%) per cent retroactive to the beginning of the current year to provide funds necessary to carry out the foregoing programs on behalf of all members of the Kentucky Press Association. The four proposals were adopted unanimously without discussion.

Secondly, the Principles of Pre-Trial reporting, as outlined by Chairman Norman Isaacs, was unanimously adopted.

The 96th mid-summer meeting at Kentucky Dam Park, Gilbertsville, opened Thursday evening with a reception by John O'Connor followed by the bingo party under auspices of the Paducah Knights of Columbus with Past President Joe LaGore as chairman. Some forty prizes, all donated by member publishers, were won by the excited participants. An old-country ham, donated by the West Kentucky Press Association, was won on the lucky ticket held by George Michelor, Louisville Courier-Journal, and a second ham by junior editor Coleman, Sturgis News. Even the kids won special bingo prizes.

### Friday Business Session

The business session Friday morning in the Theater was opened by a welcoming address by Walt Dear, Henderson Gleaner & Journal, president of the West Kentucky Press Association. In bidding the members

welcome to Kentucky Dam, he expressed the wish that all would return more often to the "garden spot and best vacation park" in Kentucky, and extended a special invitation for all to attend the fall meeting of WKPA at Pennyrile Park, Dawson Springs, September 16-17. The response was given by Edwards M. Templin, chairman of the Executive Committee.

Attorney General Robert Matthews, who flew down from Frankfort for the occasion, in introducing Norman Isaacs, spoke briefly on the subject of a free press, stating:

"The only way to have and maintain individual freedom is to have full freedom of the press. A free press is needed in order to preserve the institution of a free trial."

Matthews said that censorship not only invites but encourages a "clandestine type of injustice." He added that the press should take cognizance, however, not only of libel laws, but of standards of decency.

The press should not give up its right to report what goes on in the courtroom, according to Matthews, but it should observe proper legal procedures.) Neither should the press give up its right to expose and freely criticize public officials, Matthews added.

"I am not suggesting the adoption of any arbitrary code," the attorney general said, "but the adoption of a self-imposed set of rules."

### Norman Issac's Address

All the members of KPA have in their possession copies of the Statement of Principles concerning Press and Bar. What I have to say at this time is merely interpretation and explanation of what is contained in the statement.

You have what I believe is the sixth draft. It is the result of many discussions with the newspaper editors and with members of the Bar and representatives of the broadcast media.

In the series of discussions which have been held, there have been five organizations represented - KPA, the Kentucky Broadcasters Association, the Kentucky Bar Association, the Louisville Bar Association and Sigma Delta Chi.

On every point, the Kentucky Press Association has been in the role of pioneering leadership—and it is my hope that KPA this weekend will reinforce that leadership role by acting affirmatively.

As all of us know, we are in the midst

of a great nation-wide debate on the basic issues of Free Press and Fair Trial. I have personally taken part in some of the debates on the national scale and with each exchange I grow more convinced that the only sensible solution lies in voluntary upgrading of standards by both press and bar.

What we are attempting to do is to walk safely through a heavily mined battlefield. Anyone who attempts to claim all virtue is on his side in this struggle is a fool. There is on one real position. We are simply at another stage in the evolution of the turbulent form of society we know as democracy. It is an ever-changing society, constantly changing and accommodating. It is no sin to admit compromise; for compromise is merely the means by which men who differ strongly can reach accommodation without either side sacrificing basic ideals.

As with everything else, our own calling has changed—and changed remarkably. Most of us would shudder with dismay were we to read newspapers as they were published a scant fifty years ago. I have sometimes commented that newspapermen seem singularly unaware of how astonishingly newspapers have changed.

Only recently I had to check the Courier-Journal of November, 1918. It was a newspaper which had a great reputation—and I am certain a deserved one—yet it was startling to me. On a whim, I picked November, 1928—and '38—and '48. Each decade demonstrated a completely different type of journalism. The same thing, I am sure, is true of all newspapers.

We have changed in appearance, in techniques, in how we write, in what we write, of what we advertise and how, and, most important, in our attitudes. The point I am making is that we have proved in so many ways how flexible we are, how adjustable, how skilled at compromising.

So it is with the issue of news about crime. The fact of the matter is that while much of the comment has been critical about newspapers, the press, in one very large sense, is merely an innocent victim.

There is no question that if you or I were arrested, we would be the first to demand fairness—fair treatment by the arresting officers, fair treatment by the prosecuting attorney, fair treatment by the court, fair treatment from the press. Let us regard this on this kind of personal basis, for I believe we can then reason it through both subjectively and objectively. If you and I expect fair treatment, then every other American has the same right.

What has grown up in this country of ours has been a vast, unwitting conspiracy on the part of good men. The policeman wants to do his job well. He wants to be

regarded as able and efficient. So does the prosecuting attorney; and the judge; and the newspaper editor. All good men, all wanting to be successful in what they do—and all bound up in a system which does violence to the right of Americans to be considered innocent until proven guilty.

We may shake our heads in dismay over the young man with the microphone in his hand who thrusts it in the faces of people who obviously want to say nothing. But all he is doing is the job for which he gets paid—and he wants to produce. And we can say the same things about reporters who give journalism a bad name by acting like boors—and about lawyers who seem more like bad ham actors than counsellors of justice.

The good men of half a century ago who drew up the Canons of Ethics for the American Bar Association were trying then to bring respect for individual rights and respect for the judicial process into proper focus. They have good reason to put Canon 20 on their books. Entirely too many lawyers were talking out of court. So Canon 20 imposed a moral obligation on lawyers not to prejudice any case at hand by making statements calculated to create an unfair atmosphere.

I have publicly chided the Bar about Canon 20. I have made the point that in the more than fifty years it has been on the books, there is not a single recorded instance of it ever having been invoked by any bar association anywhere in the land—and yet every one of us know it is violated every single day somewhere in the United States.

Why hasn't it been invoked? Because lawyers are no more anxious to censure one of their colleagues for unbecoming conduct than you and I are to openly denounce another newspaper editor for the way he runs his newspaper.

This is much too philosophical, I fear, but there is a point to it—and a sad one. It is that in all of our desires to be gentlemen towards each other, we have permitted the Constitutional guarantees to come into collision course—and they have collided.

Steadily and inexorably, the weight of higher Federal court law is closing in. Bit by bit, case by case, it moves to make more secure the right of the individual. There are those who cry that the courts are making easier for criminals. Yet in this world of bigness—of big governments, of big business, of big everything—there is one great land where the law moves steadily to defend the rights of the lowliest and meanest of men. In the age of bigness, if this is not a victory of the spirit of freedom, I do not know what freedom is. For every decision that gives more protection to the right of a

man accused of crime gives you that same protection and gives it to me, also.

Case by case, the high courts hold that a police department has violated a man's rights when it fails to tell him that what he says may be used against him; case by case, the courts rule that a man's rights have been violated if he is not accorded the rights of counsel when he asks for it. The courts now look longer and harder at the press reports of cases, of what radio and television have reported—and there is more disposition to grant new trials on the ground of press unfairness.

As I reported to you the Morse Bill—which would prohibit any Federal government employee from giving any information of any kind to any news medium—slowly, but surely, picks up supporters in the Senate. It has been endorsed by the Federal Judicial Council.

Two months ago, Attorney General Katzenbach appeared before the American Society of Newspaper Editors and announced the Justice Department's new procedures. And the ASNE applauded the more restrictive steps than that organization has ever dared put into words.

The ASNE, and every other newspaper organization, is firmly against any kind of code that would restrict newspaper freedom in any kind of situation.

Oregon and Massachusetts are two states where leaders in the press and bar have worked to establish not codes, but voluntary guide lines—and to establish some liaison among the groups so that the delicate dialogue of seeking compromise may continue.

So what you have before you at this meeting is not a code. It is far from it. There is not a trace of "thou shalt not," nor is there any "thou shall."

What we have are the outlines of what responsible newspapermen and responsible lawyers believe are the areas of greatest conflict and what is contained in this Statement are a series of suggestions as to how newspapers should act under normal circumstances.

The emphasis is on the dangerous ground we tread and the suggestions are of how we can avoid being guilty of inadvertent prejudice in our reporting.

But we are quick to point out that there are always cases where the public has a right to know more than bare outlines and that in these cases, the newspapers have to throw out a standard practice and do what it considers its duty, simply taking care to do it skillfully enough so as to protect the principle of fair trial.

This Statement of Principles is not in the form of an agreement between all the organizations which have taken part in the

discussions for the simple reason that it is impossible for all of them to meet simultaneously in state sessions.

Some one of these organizations has to be the first to adopt the Principles formally. Because I have been serving as the elected chairman for the entire group and because I represent the press, it is only natural that I should prefer that the lead be taken by the press.

The Bar may choose to add specific comments about Canon 20. The Broadcasters may elect to take some action urging that live broadcasts give way to tape in order to provide editing protection. But these are steps which belong not with us, but within those participating groups.

It is up to us to decide whether the Kentucky press shall step forward and say not only to the Commonwealth, but to the rest of the nation that we believe that we have a program that can help solve this vexing problem.

If we do agree to it, let it be clearly understood that we cannot expect perfection either swiftly or over the long haul. Perfection never comes. But let us agree that these are proper steps, and sensible ones, and that we will do our best to make them work. Let us urgently ask our colleagues in the Bar and in broadcasting, and in every other walk of life that affects this issue, to continue to discuss these matters with us.

Given experience we may gain wisdom. With wisdom, we may be able to serve our citizens better—both individually and collectively.

I appeal for your vote of approval for this Statement, not on any basis that this is any work of perfection, but rather that it is a tentative first step that can bring about both a lessening of tension between press and bar and a more responsible press, which is, after all, our first duty and our first love.

#### *Press Council In Britain*

Liam Bergin, editor of the Carlow Nationalist in Carlow, Ireland, and a visiting professor at Southern Illinois University, spoke on the functions of the recently reorganized Press Council in Britain. He was introduced by Prof. Howard Long, Chairman of the Department of Journalism, Carbondale.

In his address on the British Press Council, Mr. Bergin stated that the responsibility of the press is a common concern of the public and the industry in most Western nations and has led to a number of interesting developments in the area of self-regulation and supervision.

The establishment of the British Press Council upon the recommendations of the 1949 Royal Commission of the Press may

(Please Turn To Page Six)

## Statement Of Principles For Pre-Trial Reporting Adopted

One year ago—Concerned over the apparent conflicts which arise from time to time between the First Amendment to the Federal Constitution guaranteeing free press and the Sixth Amendment guaranteeing fair trial—the Kentucky Press Association authorized discussions with other state organizations toward the establishment of a Statement of Principles.

Such discussions have been held. They have been fruitful. The Kentucky Press Association believes that whatever conflicts exist can be kept to a minimum provided that all of those involved in the legal processes and in news coverage take every reasonable step to maintain an unprejudiced atmosphere.

Both Press and Bar stand in strong support of all the Federal and State Constitutional provisions—the rights of the free press, the right of individuals against unlawful search and seizure, the right of an individual to counsel, the right to protection against self-incrimination, the protections against excessive bail or excessive punishment, and the right of all persons accused of criminal acts to swift and public trial by impartial jurors.

It is toward the furtherance of these goals that the Kentucky Press Association has drawn up the following guide lines.

The collaboration of all is solicited—of reporters and editors; of those who serve in law enforcement posts; of officers of the courts; of those who serve as counsel.

And to attain these goals, the Kentucky Press Association warmly invites the endorsement of Bar Associations and of the Kentucky Broadcasters Association.

### 1—The Danger of "Confessions"

It is the function of police officers and Commonwealth's attorneys to question those suspected of crime. Law enforcement officers have every right to seek as much information as possible from those under arrest, provided these persons are notified of their Constitutional rights, and are not coerced.

The publication, however, of the results of such questioning is not only extralegal, but is often dangerous.

Reporters and editors should bear in mind that in the great majority of cases brought to trial, many purported "confessions" which are published are often not introduced into evidence. The publication of such material, even though issued by law enforcement officers, does not relieve the newspapers of basic legal responsibility. In a great number of cases in recent years, the publication of such matter has resulted in the reversal of convictions by courts of appeal.

It is recommended, therefore, that all law enforcement officers and all journalists refrain from using the term "confession" to describe a statement attributed to a person under arrest.

As a general principle, newspapers should follow the policy of stating simply that law en-

forcement officers have reported that the individual under arrest has made a statement containing damaging admissions.

This procedure may not be adequate in cases involving major offenses and where the degree of public concern is sufficient to justify news coverage in greater detail in order to pacify community unrest. In cases of this type, reporters should make every effort to interview the accused individuals to seek corroboration of the statements attributed to them; or to seek out the accused's counsel for comment. Whatever is published in these instances, however, should be presented in such manner as not to place the newspapers in the role of judge or jury; and should be couched in such dispassionate terms as not to impair the accused person's right to a trial free of prejudice.

In this connection, it is the belief of the Kentucky Press Association that major police departments would be well advised to maintain staff legal counsel. It is not possible for police officers to keep abreast of legal developments, and staff counsel could provide a most valuable service. The weight of legal decisions in recent years makes it clear that reversal is only to be expected in cases where an accused individual has not been notified of his right to counsel, or where notification has not been given that statements made to arresting officers may be used in evidence. The addition of staff legal counsel would provide police departments with up-to-date data on proper procedures and save the law enforcement branch from the disappointments that come from technical failures in complying with both the statutes and the decisions of courts of appeal.

### 2—The Use of Prior Records

Under the law an individual must be tried for the accusation at hand—NOT for prior delinquencies. Unless a defendant openly during a trial admits previous arrest and conviction, the record of the past cannot be disclosed to either jury or judge. Only when a verdict has been reached does a report of the individual's past record reach the judge so that he can appraise it in terms of sentencing.

Therefore, when a newspaper transmits information about the prior record of a person under arrest, it is unwittingly bringing into direct conflict the Constitutional rights afforded by the First and Sixth Amendments.

There are cases, however, where a crime is of such a nature and of such importance that restraint in this regard is difficult, if not impossible.

The Lee Harvey Oswald case is not a precise example. There were excesses of another type (these are discussed in Section 3). There was no mention in the published reports of any prior criminal record on Oswald. Had such a record existed it most certainly would have been published. While the principle remains that every accused person is entitled to his Constitutional rights, the assassination of a President is of such unusual nature and the depth of public interest so far-reaching—and the need that maximum information be given the citizenry so compelling—that a violation by the news media under such circumstances would have to be regarded as an understandable departure from the norm.

The problem confronting the news media can best be illustrated by mentioning the name of John Dillinger. Were another Dillinger to develop and the full weight of the Federal Government be brought into play in seeking his capture, the press could not avoid giving all the the details of past crimes.

Buy in six-packs and save up to 16%



(We now package many other parts this way with comparable savings to you.)

It is not in such cases, however, that the normal difficulty arises. The Kentucky Press Association emphasizes that unless there be clear and overpowering reasons dictated by the public interest, the news media should refrain from publishing prior records of criminal activity.

The news media are urged, however, to seek out such information for its own guidance and for the subsequent protection of society should there be miscarriages of justice.

There have been, and there will be in the future, instances where individuals with long records of violent crime have either been freed or given minor sentences. In such cases, the possession of prior records by the news media will present opportunities after trials for public disclosure and the opportunity thus given the citizenry to seek reforms in the legal procedures.

**3-Pre-Trial and Trial Reporting**

In cases where there has been unusual news interest, the news media have followed the practice of summarizing such cases immediately preceding the opening of a criminal trial. Careless pre-trial reviewing contains the danger of prejudicing the guarantees of fair trial.

The public is entitled to know when such cases are due for trial and to be given as much information as is proper and reasonable. Every care should be taken in such advance reporting to observe the principles outlined above concerning statements attributed to the accused individual and about prior records of violations.

The Kentucky Press Association believes that law enforcement officers, attorneys, officers of the court, and newspapermen must keep in mind at all times that every citizen is a potential juror. It follows as a fundamental principle for all concerned that pre-trial comment and publication should be as fair, factual and impartial as conscientious men and women can present such information.

The Oswald case in Dallas brought sharp criticism from many sources, including the Warren Commission and the American Bar Association. The prime fault in that case rested with the ranking officers of the Dallas Police Department and with State's attorneys. Both the Warren Commission and the American Bar held it one thing for police officers to collect evidence; and quite another to release this type of information because it has the effect of conducting a trial in the press, rather than in the courtroom.

There have been other cases (usually sensational in nature) where the conduct of both prosecuting and defense attorneys violated all precepts of fair trial and fair comment. It is the responsibility of the Bar Associations to control such conduct and to enforce proper standards.

It follows that if newspapers are to exercise restraint in the publication of information about arrests, about prior criminal activity on the part of those accused of crime, and in pre-trial reporting, the public is entitled to fuller coverage of the actual trials.

Newspapers are therefore encouraged to expand trial coverage so that the public can be accorded full information about the nature of criminal activity and the results of the community's law-enforcement procedures.

In covering trials, reporters should use care in one aspect. This concerns statements made in court during times when the jury has been excused. It is proper for a reporter to convey the essence of the courtroom argument, but any



**the golden goose - and your feathers**

Let's talk about some startling statistics and simple facts. In these days of multi-billion dollar budgets, it's pretty difficult to interest a taxpayer in how much he's spending for what. But it's about time he started paying attention.

For example, we hear a lot about government economy. But what has happened? Back in the "big-spending" days of 1953, total government costs were \$99 billion annually. By 1963, this figure had soared to almost \$163 billion. And now, in "economy-minded" 1965, it will exceed \$200 billion for the first time.

What's ahead? Well, a former governor suggests that by 1971, barring a war emergency, Federal expenditures will stand at about \$115 billion—and state and local costs will have reached \$120 billion!

That's where we, the taxpayers, come in. We foot the bill. Sure, our economy is expanding. But not that fast. So our elected legislators are going to be looking around for new revenue sources—or more money from already overburdened products and services.

And that's where this industry comes in. Our products already are the most-heavily taxed in the American economy. All told, 59.2 cents out of every dollar you pay for a bottle of liquor, on the national average, goes to the tax collectors—Federal, State and local.

Now, they're talking about cutting some Federal excise tax rates—even eliminating a lot of them. But do they mention distilled spirits, where the rate has increased 854 per cent since 1933? No—not even the \$1.50 "Korean War Emergency" portion of the \$10.50 a gallon tax, promised in 1952 and twelve times postponed. Isn't this a little unfair?

And what about the states, where distilled spirits taxes have tripled since 1933? In 1963, 23 states increased their rates on our products—and in 1965, further tax increase proposals are under study in 22 states.

They can pluck a "golden goose" just so long—especially when it's your feathers they're gathering.

**LICENSED BEVERAGE INDUSTRIES, INC.**

*The National Public Relations and Research Organization of the Distilled Spirits Industry*

155 EAST 44TH STREET NEW YORK 17, N. Y.



*NOTE to Publishers, Business and Advertising Managers—We suggest you clip this ad and get your local liquor industry people to sponsor it in your paper under their name in place of LBI Logo.*

prejudicial comment uttered out of the hearing of the jury should be excluded from any published report.

**4—The Handling of Juvenile Cases**

Perhaps more debate goes on concerning the proper method of reporting cases involving juveniles than any other phase of crime reporting. There remains widespread disagreement as to the most effective and ethical means of treating such cases.

The general practice in the Commonwealth is that wherever and whenever possible, the anonymity of juveniles placed under arrest be protected. Under Kentucky law, complete discretion in this field is given to the Juvenile Courts, or to the presiding court in those counties where no Juvenile Court exists.

There is as yet no standard method used by the various Juvenile Courts in releasing information for publication. What one County's court considers a serious violation, another County's court may treat as a juvenile prank. The Kentucky Press Association urges some system of uniformity by the Juvenile Courts in releasing information.

The news media is placed in difficult position in cases where gangs of young toughs attack other juveniles or adults and where a 16-year-old may use a gun to commit a crime. Under law, the press is free to report the names of those over 18, but the names of the worst of the violators can be withheld if the Juvenile Court of jurisdiction so decrees. To cover instances such as this, the Kentucky Press Association stands ready to work with the Bar Associations in order that the public interest may be protected adequately.

As a basic principle, all responsible newspapers already cooperate fully with the Juvenile Courts to uphold the State law which protects juveniles for whom rehabilitation is possible.

**5—The Use of "Wanted" Descriptions**

From time to time, crimes are committed in which law-enforcement officials must issue descriptions of individuals sought in such cases.

The press is urged to collaborate with the law-enforcement agencies in this regard, but is cautioned that there is danger in the use of photographs, sketches and names.

The Federal Bureau of Investigation periodically releases the names and photographs of "most wanted" individuals. In these cases, the FBI is acting under Federal law and is seeking persons under indictment for major crimes.

In state cases, a newspaper assumes full risk in publishing names, photographs or sketches of individuals sought, but not yet under indictment. A case of mistaken identity can result in libel.

There also is inherent danger in the publication of photographs taken by cameras placed in banks and other business establishments. Misidentification of a legitimate customer as a law violator can have serious repercussions for a newspaper.

Consistent with these precautions, newspapers are urged to give every possible assistance to law-enforcement agencies in their search for individuals under indictment.

**6—The Principle of Equity**

One of the major, continuing criticisms against all branches of the news media is that reports of criminal involvement are often given considerable prominence, but that subsequent clearance or acquittal of the individual is accorded only casual mention.

The Kentucky Press Association recommends the principle of equity treatment—that all acquittals, clearances of suspicion, and corrections of serious misstatement of fact be given news treatment as close in importance and position to the original publication as is possible.

**7—Establishing a Standing Committee**

In the furtherance of these Principles, the Kentucky Press Association stands ready to join the Bar Associations and the Kentucky Broadcasters in establishing a Standing Committee to periodically review these guide lines.

The Kentucky Press Association would envision the function of such a Committee as that of appraising the scope and effectiveness of the Principles and to recommend changes, alterations or additions when desirable or necessary.

**8—The Right of the Press to Investigate**

Nothing in this Statement of Principles in any way limits or proscribes the rights of the press to investigate and expose corruption and wrong-doing in the society. The press remains free to search out waywardness no matter where it exists and to focus the searchlight upon the conduct of any who may violate the public trust.

The intent of these Principles is to maintain the fullest flow of information consistent with the obligation of a free society toward those accused of violating the laws.

Every individual, no matter what his rank in life, is entitled to the protections of a fair and impartial trial. To this end, the Kentucky Press Association urges its membership to pledge

*(Please Turn To Inside Back Cover)*

# Are All Trading Stamps the Same?

**Of course not.** Just as there are obvious quality differences among various brands of similar products, so there are measurable value differences among trading stamp plans. Actually, a particular plan's value can be measured, as can the comparative value of many products, through four important factors:

**AVAILABILITY**

The stamp which is available from the most retailers is normally the most valuable stamp. When a housewife can receive the same stamp from her grocer, service station, drug store, dry cleaner, hardware dealer, car rental agency, and so on, she will accumulate stamps—and redemption merchandise—faster. The undisputed leaders of the industry, S&H Green Stamps, are given at more retailers, and at more different types of retailers, than any competing stamp. Available to 72% of all U.S. families, S&H is the only nationwide stamp plan. This means that a family on vacation can still continue to receive S&H Green Stamps almost anywhere it travels—as can the 20% of U.S. families who move their residence yearly.

**SIZE**

Biggest isn't always best, but S&H's leadership position in the trading stamp industry gives it the ability to provide the best in value to its savers. Since it buys the most mer-

chandise, S&H can buy at low wholesale prices. Its nine distribution warehouses, more than 850 redemption centers and nearly 8,000 employees, allow S&H to offer the best in customer service. Annually, S&H distributes more than 30 million catalogs, illustrating more than 1,600 products from over 700 leading American manufacturers.

**EXPERIENCE**

Experience is a major asset in any business. And S&H Green Stamps have been an American tradition since 1896. S&H developed the idea of offering trading stamps through a family of non-competing merchants as something extra—a reward for shopper loyalty. These 69 years of experience have helped S&H learn how to provide the best in merchandise, courtesy, and service.

**EFFICIENCY**

Efficiency in distributing merchandise has marked effects on the success or failure of most businesses today. In the trading stamp industry, distribution efficiency sharply influences the ultimate value of a filled stamp book. At S&H, the cost of handling merchandise is among the lowest of any retailing organization in the nation. An early user of automated data processing, S&H has continually updated its inventory control efficiency through the addition of the latest commercial computer installations.

An American way  
of thrift since 1896



(Continued From Page Two)

well be considered the most successful attempt of uniting public and commercial interests to cooperate in one organization.

The Royal Commission of the Press was formed to investigate the mounting complaints of the low moral standards and questionable behavior among part of the daily press in Great Britain. A second Royal Commission in 1961 inquired into the financial and economic aspects of the press, which affected the reduction and sales of newspapers and magazines. The problem of newspaper control by a few powerful men and the threat of monopolies had become rather obvious during the bidding for the Odham Press between Cecil King, head of the Daily Mirror group, and Roy Thompson, international newspaper magnate.

Out of the second Royal Commission emerged a more stable, and better defined Press Council which had the support and cooperation of a majority of the British Press. The Council was given a better financial basis, and it had gained the respect of the industry because of the responsible attitude which prevailed in all recommendations made to the newspapers.

The Council operates under a set of principles that ranges from the preservation of the established freedom of the British press to the consideration of complaints about the conduct of the press and the review of economic and financial aspects of the press. The Council watches over the maintenance of the character of the press in accordance with the highest professional and commercial standards.

The reason for the success of the Press Council seems to lie in the fact that newspapermen in Great Britain are willing to put their own house in order. They cooperate with the Press Council by responding to criticism and by adopting recommendations. They sit on committees and they testify on behalf—or against—the press in what has become a continuous effort to improve the services of the press.

Most newspapermen around the world subscribe to a code of ethics which emphasizes the responsibility of the press; but little has been accomplished in terms of improving standards of conduct and service. A number of European countries have adopted the idea of a Press Council and the experience made with these agencies has been most satisfactory. The German press council, for instance, even includes the periodical press which had been a notorious violator of responsible journalism in Germany.

However, Great Britain again has taken the lead in the development of a more re-

sponsible press. In 1964 union and management representatives made a constructive attempt of solving some of the economic problems which face the British press. They discussed means of improving the efficiency of the industry and ways of sharing in its higher productivity.

The only press in the free world to have been exposed to a thorough investigation by two official commissions, the British press has participated in extensive soul searching and reappraisal of the role of newspapers in society. The result is the growth of a more responsible attitude and a better service to the public.

Introduced by Herndon Evans, editor of the Lexington Herald and former member of the State Park Commission, Kentucky Commissioner of Parks Bob Bell closed the Friday morning session with a brief outline of the objections of his department to the proposed \$75,590,000 Federal dam and powerhouse project in Cumberland Falls State Park.

He said that the project would have no

flood control benefits, but would have two objectives, hydro-electric power and recreational benefits, the latter of which he said were "greatly exaggerated."

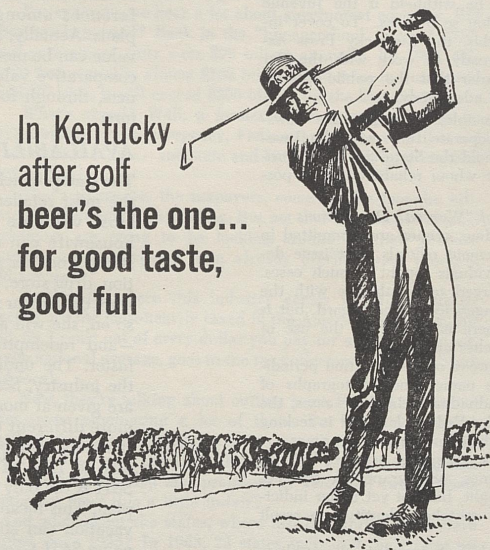
The dam, to be built a mile above the falls, the powerhouse, a mile below, and the access roads to both would all be within the 600-acre state park, Bell said, and would do "irreparable damage" to its scenic value.

With golf and other recreational activities for most, but a long session by the Executive Committee, the stated program was resumed at 6:00 o'clock with a reception in the Theater by John Marcum, followed by traditional toothsome buffet dinner. Joe LaGore then presented the winning plaques and certificates in the 1965 Production Contests to the happy winners. Many words of praise were given on the new plaques presented the first place winners. A dance closed the long-day's activities.

Saturday business session

The session, with Vice President Larry Stone presiding, was opened by an address by James Zimmerman, executive vice-presi-

In Kentucky after golf beer's the one... for good taste, good fun



After a hard-played 18 holes, it's good to settle down on a soft chair in the club house and add up the score with friends. What better time for the drink that scores with almost every golfer—cool, thirst-quenching beer? Yes, beer's great to relax with, great for refreshment, great for taste. So whatever your sport—boating or baseball—swimming or tennis—relax afterwards with the zestful taste of beer.

UNITED STATES BREWERS ASSOCIATION, INC. P. O. Box 22187, Louisville, Kentucky 40222





at would have two power and recrea- of which he said d." a mile above the a mile below, and would all be within bell said, and would to its scenic value. recreational activities sion by the Executed program was with a reception Marcum, followed buffet dinner. Joe e winning plaques 5 Production Con- rs. Many words of new plaques pre- winners. A dance ivities. ss session e President Larry med by an address ecutive vice-presi-

dent of the Kentucky Chamber of Commerce. He outlined the many activities of the Chamber in promoting Kentucky, and cited two of its most important programs, the procurement of badly needed industries to the state in cooperation with the state department of commerce, and the emphasis placed on bringing tourists to the state. He stated that more than 20 million out-of-state tourists visited here in 1964, and, if present inflow is any criterion, that number may be exceeded by 50% this year. "Our wonderful park system is our biggest drawing card," he averred.

Introduced by President Henry, subbing for Representative and Speaker of the House Shelby McCallum (who got mixed up by time-zone problems), Governor Edward T. Breathitt asked the registrants to support the proposed \$176 million bond issue to be voted upon in November. He also urged the newspapers to get the facts of the bond issue before the people.

"I am thoroughly convinced that once Kentuckians understand the bond issue, they will support it overwhelmingly," the governor said.

Passage of the bond issue will mean a billion-dollar development program for the state, according to Gov. Breathitt, and will enable Kentucky to keep pace with Pennsylvania, Ohio, North Carolina, West Virginia and other states which he said are pushing ahead with highway construction and other programs.

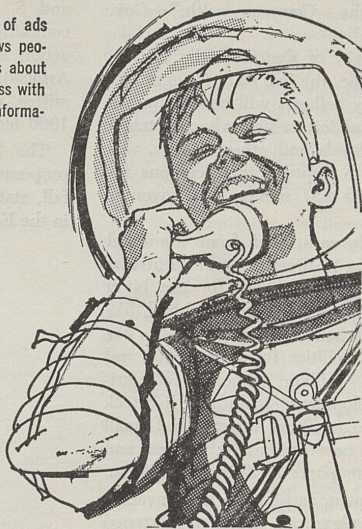
The governor said that while the bond issue will not solve all the needs of the state service agencies and institutions, it will permit Kentucky to alleviate the most pressing and critical needs, and that the \$176 million will provide \$860 million worth of public facilities and improvements. "It simply would not be wise for Kentucky to do without these improvements until we could pay cash, especially when we enjoy the advantage of being able to borrow money at a lower rate of interest than the federal government," Breathitt said.

Besides the interstate road system and other federal-aid projects, the bond funds mean that Kentucky can take full advantage of the Appalachian road program and qualify for approximately 480 miles in Eastern Kentucky on a 70-30 matching basis, the governor continued.

The road portion of the total bond issue is \$139 million, which will bring Kentucky \$736 million in new interstate, primary and secondary roads, according to Gov. Breathitt. The other \$37 million will be used for 24 state institutions and programs, and will result in over \$124 million in needed improvements, he said.

"By far, the larger piece of this \$37 million goes to various educational needs

(ONE IN A SERIES of ads intended to give news people background facts about the telephone business with the hope that the information will be helpful.)



# 20th CENTURY CALLING!

"Happy Birthday, Granddaddy. I've grown another inch!"

"Two council members arrived in Quebec today. The meeting has been set for the 11th."

"The supplier in Amarillo said the shipment would be two days late."

"Don and Betty said they'll get us some honey at Maple Corners on their way down Saturday."

This is the sound of today's news as it travels over a vast telephone network.

You've probably heard of Direct Distance Dialing (DDD). It's a still-growing dialing service that handles long distance, station-to-station calls which you dial yourself. To use it, you dial the access digit, the area code number (if it's not in your area) and the telephone number you want.

This network can connect you to over 84 million telephones in thousands of towns and cities across Canada and America.

If you'd like more information, call your local telephone manager.



**Southern Bell**

... Serving You

throughout the Commonwealth," Gov. Breathitt said.

The University of Kentucky, the University of Louisville, the five state colleges and the community colleges will benefit from a total of \$17 million, which when matched with federal funds and other sources, will enable them to improve their campus facilities by some \$87 million, the governor said.

Other funds earmarked from the bond issue, according to Breathitt, are: vocational schools, libraries, industries for the blind and the schools for the deaf and blind, 5½ million; health and welfare programs, 3½ million; new facilities for state police and corrections, \$3 million; economic and agricultural development, including livestock show and sale facilities, forestry and small lake projects, new community airports and expanded state parks facilities, \$7 million.

John Whisman, assistant to the Governor for Area Development, in a foreshortened address, stated that there were three phases of the development program which were misconstrued and misunderstood by the people of the state. On account of time, he did not fully outline the three-pronged program but promised that publishers would be given all the factual information in the near future and asked them to give column prominence to the program that was vital, not only to Appalachia, but to all sections of the state.

In the business session that closed the meeting, Co-chairman Douglas D. Cornett

and S. C. Van Curon of the legislative committee reported on the committee's action in procuring legal counsel for the Association, and promised that the Committee would "be on the job" when the 1966 legislative session opens.

The Secretary-Manager, discussing the proposed Editors' Tours, proposed for the fall, stated that 16 editors were interested in the Eastern tour, 9 editors in the Western

tour, and 6 for both tours. He promised further information later in the summer.

Chairman Templin presented the proposals for expansion of service as aforementioned, and the meeting closed sine die. As a measurement, 202 persons attended the banquet and 27 children the picnic, a total of 229 who had a wonderful weekend at Kentucky Dam in a beautiful setting and perfect weather.



### This is your pipeline to facts for feature stories about Gas

This phone sits on the desk of John Potter of Texas Gas Transmission Corporation. He's the man who can supply you with facts for news and feature stories that will interest every one of your readers who uses gas.

■ For example, in a typical area served by Texas Gas, for the price of a stamp—4¢—you get enough gas to...*Cook breakfast every day for a week...Operate a refrigerator for 20 hours...Heat enough water for four baths...Keep a three-bedroom home warm for an hour on a cold day...Heat a gas clothes dryer to dry the laundry for a family of four...Dispose of a day's garbage and refuse in a gas incinerator.* ■ Call John Potter whenever you need facts about gas and gas appliances. Or, put that 4¢ stamp on an envelope and write to him at the address on the right. He will be pleased to work with you.

## TEXAS GAS

TRANSMISSION CORPORATION  
P. O. Box 1160 • Owensboro, Kentucky  
Tel. MU 3-2431

SERVING THE BIG RIVER REGION

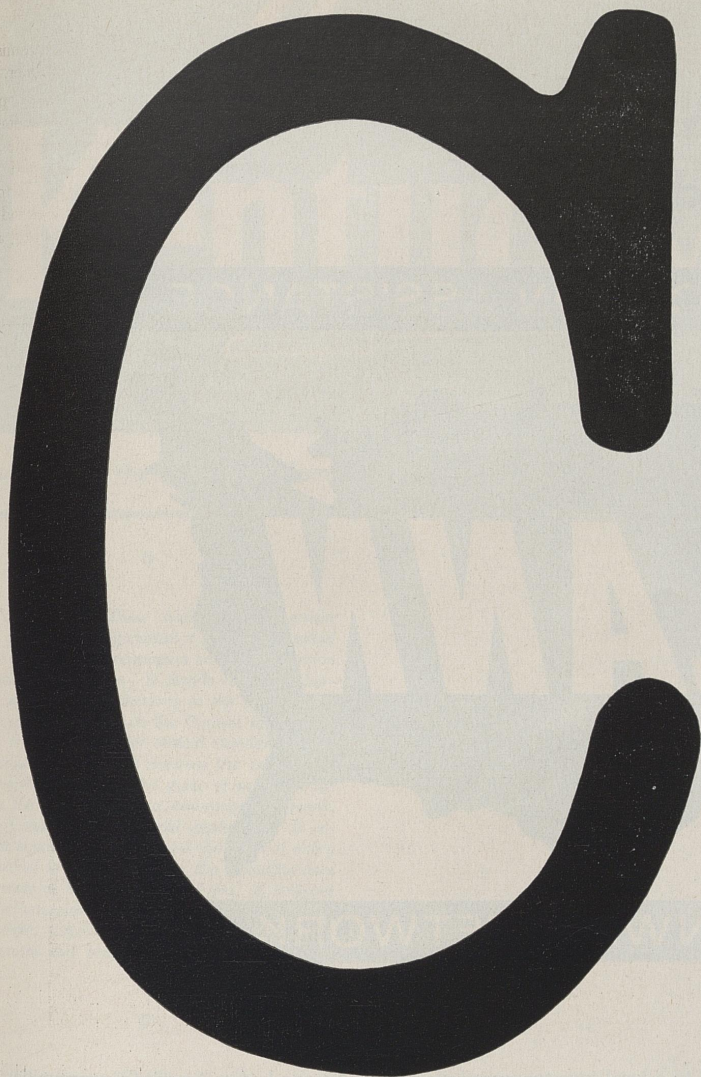
**STAMPS CONHAIM**  
A COMPLETE NEWSPAPER  
ADVERTISING SERVICE  
For Daily and Weekly Newspapers  
101 FIFTH AVENUE, NEW YORK 3

Representative  
**Chas. H. Lovette**  
1919 Sundown Lane, Ft. Wayne, Ind.

**COMMUNITY PRESS SERVICE**  
"SERVING AMERICA'S WEEKLY NEWSPAPERS"  
• EDITORIAL FEATURES  
• HOLIDAY GREETING ADS  
• GRADUATION GREETING ADS  
• HOLIDAY FEATURES  
100 East Main St. Frankfort, Ky.

**CIRCULATION NEED A BOOST?**  
Over 3,500 Newspapers Recommend  
the "LINER PLAN"  
**Liner Circulation Service**  
Time-proven Integrity and Reliability  
221 N. LaSalle St., Chicago 1, Illinois  
— Since 1906 —

...ours. He promised  
...in the summer.  
...presented the pro-  
...service as aforemen-  
...closed sine die. As  
...persons attended the  
...in the picnic, a total  
...nderful weekend at  
...beautiful setting and



### Letter to the editor

Capital C is what our letter is all about. Please use 1 cap C when writing about Coke. And 2 cap C's when writing about Coca-Cola. Thank you. Should you require additional C's, feel free to call.



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

*(Continued From Page Five)*

themselves to pursue the precept of the Preamble to the Federal Constitution which calls for the establishment of justice and the insuring of domestic tranquility.

Intelligent communications insures domestic tranquility—in maintaining a community's faith that its law-enforcement machinery is operating faithfully and efficiently—in maintaining public faith that innocent individuals are not being unjustly sought or punished—in upholding faith that justice prevails.

By the same token, intelligent communications calls for a sense of responsibility. Responsibility indicates restraint in the dissemination of pre-trial information concerning those accused of crime—the restraint of intelligent self-interest that dictates that fair and impartial trial is a cornerstone of American freedom—that we follow the advice of Abraham Lincoln, as written to the editor of The Illinois Gazette on August 11, 1846:

“... he who makes an assertion without knowing whether it is true or false is guilty of falsehood, and the accidental truth of the assertion does not justify or excuse him.”

It is in this spirit that these Principles have been drawn up and adopted—toward the end that Free Press and Fair Trial may complement each other.

Printed copies of the Statement, through the courtesy of the Courier-Journal and Times, will soon be placed in every state editorial office from the Central Office.

In a split decision the Court of Appeals upheld the conviction of a college student on a criminal libel charge. It rejected six points of dispute raised by Steve Ashton, a New York City youth who came to Eastern Kentucky in 1963 to help impoverished mountain families. He was a student at Oberlin College, Ohio.

Ashton was sentenced by Perry Circuit Court to six months in jail and fined \$3,000 for publishing a pamphlet which allegedly defamed Hazard Police Chief Sam Luttrell, Perry Sheriff Charles Combs and Mr. and Mrs. W. P. Nolan of Hazard, newspaper owners.

The defendant's lawyers contended mainly the nature of the common law offense was so vague and inclusive that it deprived Ashton of his freedom of speech and due process.

The three of seven jurists who dissented—Chief Justice John Moremen and Judges Brady Stewart and James Milliken—said the English common law of criminal libel is consistent with constitutional provisions. They said elements of the crime are so indefinite and uncertain that it should not be enforced as a penal offense in Kentucky.

But Appellate Commissioner Watson Clay's majority opinion found no reversible error in the trial. He said Ashton admits that certain statements from the pamphlet entitled “notes on a mountain strike” were defamatory and false.

# ANNOUNCING a service for industry

**PLANT LOCATION ASSISTANCE**



**NATIONWIDE NETWORK**

Designed by the nation's investor-owned electric companies, PIANN is an efficient, fast, free service available to any firm, consultant, industrial realtor, railroad, or any organization engaged in locating a manufacturing plant.

The area and industrial development departments of 148 electric companies in 49 states are available to assist industry in confidence with plant location problems.

Once an industry or its representatives have determined which areas in the U.S. are of interest, a single phone

call to a local investor-owned electric company (KU is a PIANN-link in Kentucky) will put the industry in contact with any professional plant location assistance required.

No one knows America's communities better than the investor-owned electric companies that serve them. For on-the-scene investigation and accurate information, ask PIANN.

**What FORTUNE found out:**

A recent FORTUNE magazine study reported that 41 percent of responding top-level executives of American business and industry consider "utilities to be the most reliable source for plant location information." PIANN is an organized extension of this service.

*For more information of PIANN, contact . . . .*

**KU** KENTUCKY  
UTILITIES  
COMPANY  
120 S. Limestone St., Lexington, Ky. 40507