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1968
No. 9

The Kentucky Press

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Voice of The Kentucky Press Association

VOLUME 34, NUMBER 9

SEPTEMBER 1968

EIGHT PAGES



BEST WAY TO SEE IT LIKE IT IS!



NEWSPAPERS...THE INDEPENDENT MEDIUM

Newspaper Week
Happens
52 Times Each Year

THE KENTUCKY PRESS

Official Publication
 Kentucky Press Association, Inc.
 203 W. 2nd St.
 Lexington, Ky. 40507

Printed By
 Voice of St. Matthews, Inc.
 St. Matthews, Ky. 40207
A.J. Viehman, Jr., Editor
Florida Garrison, Asst. Editor
 Member
 Kentucky Chamber of Commerce
 Newspaper Association Managers
 International Newspaper Promotion Assn.
 Better Business Bureau
 Kentucky Press Association, Inc.
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JACK NOTES . . . BY A.J. VIEHMAN, JR.

How many of you would be interested in attending an offset workshop? I have checked with a couple of the companies selling offset equipment in this state and they seem very willing to help the Press Association sponsor a week-end workshop in one or more central locations. Some of the other states have done this with a great deal of success. The format usually follows a pattern which enables you to arrive and begin working on Saturday afternoon, into the early evening, and finish Sunday afternoon after starting the second

session that morning. The cost involved would cover whatever food would be necessary and whatever you had to spend in transportation costs. If you're interested, drop the Central Office a line and let us know.

While we're on the subject of new ideas, how about an ad workshop. This certainly isn't a new idea, but the need for this type of activity became apparent during our discussions with Carolyn Beauchamp at the Western Kentucky Press Association meeting. There seems to be a great deal of misunderstanding on the parts of agency and newspaper people alike. The best workshop that I've had the good fortune to attend has been the one that the Ohio Newspaper Association sponsors each year in Columbus. At this workshop, ad pros from the best agencies, newspaper publishers, and retail advertisers get together to knock heads for two days. Boy, when I say knock heads, I'm not kidding! That meeting is no place for shrinking violets and if you're afraid to tell someone his breath smells bad when it does, you don't belong there.

everything in the store into one column by three inches, and sometimes being unreasonable in expecting a publisher or ad salesman to sit down and jaw for half an hour for a little ad that should take five minutes to discuss, ordinarily. To the agencies, it was pointed that newspapers could furnish the vehicle for artistic expression in advertising, that every publisher wasn't a "Joe Rube" who hadn't changed his method of doing business for the last fifty years, and that newspapers could rightfully expect more than a handful of PR releases if the agency wanted to get a client's message over.

Well, the same thing could happen right here in Kentucky if you want it to. If it sounds like a good idea, holler.

.....
 We're sure hearing a lot about politics and politicians lately. That's just it, . . . we're hearing it. We are because newspapers are about number three on the agency lists. Billboards and T.V. are fighting it out for the first two places and the good old papers are there "if we have any money left over or some more comes in." Well, we've said it before and we're saying it again, . . . as long as you give it away, you'll never sell it. It looks like, on the state scene, that Cook is going to run at least one state wide ad, and thank goodness the Republicans are at least working on a budget which includes newspapers. No word from the Democrats since they called and said that they were "considering" using newspapers.

On the national scene, Nixon talks about papers but the word is that he isn't and isn't planning, to use many in his campaign. We haven't heard about Humphry,
 Continued to Page 7

GUEST EDITORIAL

A denial of free speech

Reprint from Ashland Daily Independent

One of the most depressing things about this presidential election campaign is the subjecting of Vice President Humphrey to systematic heckling as he moves about the country. This is a conclusion that surely must be shared by all, regardless of partisan loyalties, who cherish America's honored tradition of open political debate.

Those who have been attempting to disrupt the vice president's appearances, seeking to shout him down and distract his audiences, spit on that tradition. Though some of them may be acting out of what they regard as high and idealistic motives, this does not excuse their behavior. They are bent on denying another the right of free speech, and that is not defensible no matter what their motives may be.

This destructively negative approach to the political dialogue has been manifested before. Secretary of State Rusk, former Secretary of Defense McNamara, Draft Director Hershey and other prominent government figures have from time to time been heckled and interfered with. Ostensibly this has been done as a form of protest against administration policies with regard to Vietnam and the military draft.

Protest against the administration and against Humphrey as its apologist also seems to underlie much of the heckling and interference to which he has been subjected. This form of protest was deplorable enough when directed against men in high office addressing public groups in the course of their duties. It is intolerable in a presidential campaign, when the electorate has a solemn obligation to listen to the candidates and make judgments on the basis of what they say. If a candidate is constantly interrupted, the democratic process is frustrated.

Those thus engaged may smugly feel that they are accomplishing their purpose -- the purpose of publicizing dissent against administration policies and the man who must in large measure defend the administration record. Were they more intelligent, and more perceptive about the role of free discussion in this country's development, they would not feel triumphant but thoroughly ashamed of themselves.

Why not advertise

The people who sell your equipment and supplies to you should be advertising in the Kentucky Press. The next time a vendor calls on you, why not put in a plug for your association publication.

GUEST EDITORIAL

Friends we know

Reprint from The Casey Co. News

We have a friend in another state whose son, an observant and brilliant one, found some amusement in the fact that a car ran not into a tree, but a persimmon tree. The fact that the species of tree was identified furnished the amusement.

It so happens that we were aware of this particular tree at the Walls Cemetery having observed it many times. It would be our guess that in the neighborhood of 5,000 people were aware of this particular tree and a least 3,000 of these knew that it was a persimmon tree.

This was perhaps one of 1,000 trees in this county that we were aware of by species, shape, and location. This does not include apple and peach trees we play with. There are many others in this county that could do better than that. Mailman Clifton Lester could probably sit down any evening and write down 500 individual trees.

Trees are only a small part of the plants we know as individuals. There are a dozen mayapple beds we can remember since childhood, there is a cucumber tree we have been shooting squirrels out of for at least 48 years, and three patches of mountain tea we have pulled sprigs from for 50 years.

Under a waterfall there is a patch of walking fern and the only one we know of in the county. We regularly visit three patches of ginseng that nobody seems to find year after year. We make a special trip or two each spring to a patch of lady's slipper. There is an inch of exposure of pure white clay in three creek beds that is as fine as the finest talcum. There is a chestnut snag we can pound on with an axe or rock, that nearly always brings out four or five flying squirrels.

For those with eyes and ears there are friends everywhere. There are many of us, but to get the Clifton Lesters to talk about them is something else again. Perhaps it takes a blabber-mouthed newspaperman to bring up the subject.

The thing that I remember as being the most constructive part of the program was the manner in which, through various slide and other presentations, you were made to see why a certain ad was effective and pulled, and why another ad was a bomb. Retail merchants explained why they chose certain markets, the types of people they were trying to reach, and how they justified their advertising expenses in terms of sales and circulation.

All was not lost for Mr. Publisher, either. Some good licks were gotten in to the retail boys about crowding ads, trying to cram

GUEST EDITORIAL

Our challenge

Reprint from The Maysville Public Ledger & Daily Independent

One of the most rewarding experiences in moving from one state to another, from one city to another, is making new friends and becoming part of a new community.

This we hope to do, realizing full well the challenge that presents itself because of the integrity of the founders of your newspapers and those who have been at their helm down through the years. We know the task will not be an easy one, yet this family of Alabamians -- your publisher, his wife and children -- hope to find new friends here -- just lots of them!

And, in the same way, The Daily Independent and The Public Ledger hope to make new friends -- keeping the old.

The policies of these newspapers will be continued as in the past, projects that are deemed best for the welfare of the community and area will be sponsored and pushed and it shall be the aim of these newspapers to keep progress and prosperity always in the forefront.

The potential for all this is here already.

There is diversification of industries, there are water, rail and highway facilities, there are almost unlimited opportunities.

We are on the banks of the ever-flowing Ohio River; we are in the midst of one of the greatest to

become-growing areas of the entire world. There are many, many more advantages -- to numerous to mention in this short space, including the new power plant.

As for ourselves, The Ledger and The Independent are planning modernizations and expansions involving expenditures in excess of \$150,000. One of these improvements will be offset printing.

The political leanings of the Ledger and The Independent have been Republican and Democratic for as far back as most people can remember. Party affiliation will no longer be considered when candidates for public office are endorsed by these newspapers. . . each man will be considered on his own merits.

We will continue to publish morning and evening editions Monday thru Friday with only one edition on Saturday. The morning edition on Saturday will combine all of the features of both papers and will be received by subscribers of the evening Ledger as well as the morning subscribers.

For the first time since 1907 Maysville does not have competing newspapers. We at the combined Public Ledger and the Daily Independent feel this presents us the opportunity to give you the kind of newspaper that has not been economically possible before.

We at The Independent and The Ledger intend to do the most to serve you best.



Colleen Springer, daughter of Hickey-Mitchell representative, Ed Springer, brought her group down from Ohio to entertain the crowd.

Newspapers, Inc. formed

A new corporation, with plans for two or more central printing plants turning out over a dozen Kentucky weekly newspapers, has been formed with central offices at Shelbyville.

William E. Matthews, president of Newspapers, Inc., said the new company was formed by the eight publishers included in an earlier corporation, Greater Kentucky Publishers, and a ninth publisher, Leonard Bean, of the Elizabethtown News.

Bean and the following were listed among directors of Newspapers, Inc.: Lewis M. Conn, Jefferson Reporter, Fairdale Citizen and Suburban Shopper, Louisville; James Edelen, Springfield Sun; Elliott Garrison, Anderson News, Lawrenceburg; James Goranflo, Oldham Era, LaGrange; Jack Perry, News-Democrat, Carrollton; Frank L. Stanley, Louisville Defender; George Totter, Lebanon Enterprise, Lebanon, and Matthews, who publishes the Shelby Sentinel.

Garrison will serve as vice president of the firm, Thomas F. Manby, Sr., LaGrange, secretary, and Virgil Gray, Lebanon, treasurer.

Matthews announced the firm will continue use of its present printing plant at Shelbyville and experts to have an additional plant underway at Elizabethtown in early 1969.

In recent weeks Newspapers, Inc., has announced the purchase of five additional weekly newspapers: the Estill Herald, Irvine; the Irvine Times; the Hart County Herald, Horse Cave; the Cave City Progress, and the Hart Co. News, Munfordville.

The Irvine papers have been combined into the weekly Irvine Times-Herald. Editing the Times-Herald is Robert Barker who formerly published the Irvine Times. Mr. and Mrs. Al Hovermale, former publishers of the Estill Herald, will remain in the employ of the Times-Herald.

Publisher Aubrey C. Wilson, in announcing the sale of the Cave City, Horse Cave and Munfordville papers to Newspapers, Inc., stated he would no longer be active in the newspaper field. His wife, Mrs. Dorothy Wilson, will continue with the papers under the new ownership.

Garrison, co-publisher of the Anderson News, Lawrenceburg, announced his sister, Miss Frances Garrison, will continue to serve as publisher of the Anderson News.

Maysville papers sold

Maysville's two daily newspapers, having a combined age of 137 years, have been sold to the Gadsden Times Publishing Corporation, Gadsden, Alabama. The new owners will take over the Maysville Independent and the Maysville Public Ledger on October 1 and have announced plans to convert to offset reproduction by December.

James M. Striplin, formerly business manager of the Gadsden Times, is president of the newly chartered Maysville Publishing Corporation which will publish the two Mason County dailies.

Under the new ownership the Public Ledger, which had been issued twice daily, morning and afternoon, will be issued as an afternoon daily. The morning paper will have the names of both the Public Ledger and the Maysville Independent on the masthead.

The Public Ledger was sold by William B. Mathews who became owner of the paper in 1958 on the death of his father, Clarence Mathews, Mathews, and his wife, Mary Mathews, Public Ledger editor, have announced they are retiring from newspaper activity.

The Independent, a daily since 1910, was acquired from eight incorporators headed by publisher George B. Purdon, son of the co-founder, James Purdon.

Purchase price of the papers was not disclosed.

In a front page "Memorandum To Our Readers" the Public Ledger commented on the sale:

Simultaneous sale of the city's two separately owned newspapers not only marks an epoch in Maysville journalism, which dates back to 1797, but may be wholly unparalleled in state and nation. Not infrequently in a two-newspaper community one paper absorbs the other or the two merge, but outright sale of both at the same time is a rarity.

"Only about 85 cities in the country, Maysville among them, have as many as two or more newspapers with different ownerships. There are 14 states without a single competitive newspaper. Eighteen states have only one city with two or more newspapers separately owned. Consider Chicago, second largest city in the nation. Where once there were eight or ten different newspapers, there now are only two ownerships."

Mrs. Martha Comer, editor of the Maysville Independent, will edit both papers as of October 1.



Mrs. Corban Goble and Clyde Harlow receive promotion awards from Bill Chambers of the Courier-Journal.

What happens when a store drops trading stamps?

Read this news release from New York University

For Immediate Release:

What happens to food prices when a supermarket drops trading stamps? Does a stamp drop augur well for the consumer?

A study published in the fall issue of New York University's "Journal of Retailing" finds that stores that dropped stamps in two large-city neighborhoods in 1965 cut prices initially, but the reductions were not maintained.

Prof. F. E. Brown of Pennsylvania University's Wharton School of Finance and Commerce based his conclusions on 39 price checks of 80 items each.

In both study areas, Professor Brown discovered, "the effect of the stamp exit on the general price level had disappeared within a nine-month period."

Competing stores reacted to the cuts in different ways. Some actually reduced prices more than did the store that eliminated stamps. Competitors would not allow a significant price difference to open up, Brown found.

By the end of the 12-month study period in 1966, food prices in the two areas had risen in all the study stores about as much as the Consumer Price Index for food in the most similar city for which there were data, Professor Brown discovered.

He concluded that in stamp-dropping situations, "Inability by the dropper to increase volume significantly will bring a profit squeeze, restoration of higher prices, and a new cycle with different promotions."

The professor pointed out that data for the study were obtained by on-site shelf pricing performed by women trained by the Bureau of Labor Statistics to do similar work in connection with its Consumer Price Index.

The "Journal of Retailing" is published by New York University's Institute of Retail Management.

The Sperry & Hutchinson Company Since 1896



CIRCULATORS HOLD SUCCESSFUL MEETING

Blackwell, Tureman, Goble, elected officers



Jerry Adkins turns over the gavel to Bill Blackwell, new chairman. Pictured left to right are Clyde Harlow, Glasgow, Ben Tureman, Richmond, Adkins, Blackwell, and Corban Goble, Berea.



Jim Norris of the Ashland Daily Independent participated on the program.



A little "socializing" never hurt any meeting.



Past KPA President, S.C. Van Curon, chats with Glasgow CM, Clyde Harlow.



..... And more fun.

Stouffer's

Jan. 23-25

**GO
WEEKLY
in
KENTUCKY**

ONE ORDER

ONE BILL

ONE CHECK

Contact

**Kentucky Press
Service, Inc.**

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For offsets. tips on screen

BY VAL BALTKAHNS

At a recent photo seminar, I was shown several pictures and their subsequent reproduction in the newspaper. What was wrong with them, I was asked.

There was nothing wrong with the pictures as far as average newspaper pictures go. Similarly, there was nothing wrong with the reproduction of these pictures, as far as average newspaper reproductions go.

Even the check with magnifying glass showed the dot in the shadow area retained and the highlight dot neat and tight. The technical aspects of the picture were perfect.

Yet the publisher was dissatisfied. The pictures looked lifeless. He wanted to know who to blame.

Well, of somebody had to be blamed, it should have been the one who bought that 133 line screen.

To most publishers, offset and the 133 line screen are inseparable. To suggest a screen of a lower count is courting trouble.

When our publishers started to switch over to offset, there was nobody who could advise them in regard to newspaper production. There simply was no offset newspaper production. And this was not a full ten years ago!

Presses that were purchased for weekly newspapers were odd job presses and the experience that went along with them was that of job production.

When publishers ordered their first offset cameras, they were at a loss to know what screen would be compatible with the process. But since it was a quality process, the finer the screen, the better.

Then came the web presses. It is unjust to blame the web press or those who operate it if the picture reproduction is not what we expect.

Three strokes are against the super-fine screen when utilized in web offset. 1. The newsprint is greyish and subdues the highlights. It also will spread the dot with further greying of tones. 2. Offset ink, reacting on newsprint as described above. 3. Speed of the web press. It is unavoidable that certain smudging will occur during the run.

Those who have had opportunity to shoot a 120 or 100 line screen will know that the shadow dot is nearly as big as the middle tone dot in a fine line screen.

Take the tones apart (on a 133 line screen). Your high dots print so closely together that instead of giving the effect of white, they produce a grey tone. Adjoining middle tones are still in the grey range. And so it goes, right up to the shadow dots. Thus your picture consists of greys, greys, greys.

Think of it when time rolls around to buy a new screen. And incidentally, there is more to screens today than five or seven years ago. Some even have the highlight flash built in and are geared for one-step exposure. So investigate and ask questions before buying. (Canadian Newspaper Publisher).



Pictured above are the managers of the state press associations as they attended their annual meeting in August.

Ben Martin, general manager of the California Newspaper Publishers Association, was elected president of Newspaper Association Managers, Inc., August 16.

He was chosen at the group's 45th annual meeting at Land O' Lakes, Wisconsin. NAM is an association of 56 managers of state and regional newspaper organizations. Martin moved up from the vice presidency.

Mrs. Louise Bowker, manager of the Arkansas Press Association,

was elected vice president, and Robert M. Shaw, manager of the Minnesota Newspaper Association, was chosen secretary-treasurer.

Paul Schmidt, manager of the North Dakota Press Association, was elected director, replacing Shaw.

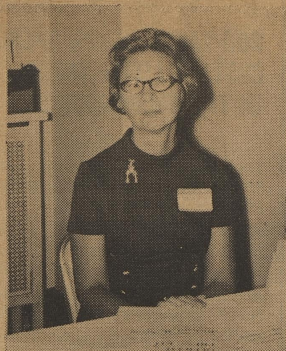
Gordon Owen, manager of the Utah Press Association, is the outgoing president of the association. He becomes a member of the board of directors.

Martin joined CNPA in 1959 after serving as a reporter on Los Angeles County newspapers. His experience also includes five years as a police reporter-photographer for the Long Beach Independent-Press Telegram and three years as

editor of five weeklies published by Herald Enterprise in Bellflower, California.

In 1968 he was appointed by California's Governor Reagan to serve as secretary of the California Highway Commission. He is also a member of the Citizens Advisory Committee on Revision of Penal Code, former president of the Sacramento chapter of the California Society of Association Executives, and chairman of the 1966 National Newspaper Week.

He is married to a newspaper-woman who is the women's department editor of the Sacramento Bee. They have one teen-age daughter.



Florida Garrison and Sec.-Mgr. Viehman were recently asked to assist with security procedures during the recent Nixon visit. They were stationed at the Sherwyn to help hand out press credentials. Florida is shown checking out one of the press kits.

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AN
ALL
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CITY - 1967



PRESENTED FOR
OUTSTANDING ACHIEVEMENT
IN COMMUNITY DEVELOPMENT
by the
KENTUCKY CHAMBER
OF COMMERCE

There's one waiting for your city

Motorists entering Elizabethtown, Danville, Middlesboro, and Prestonsburg are seeing these signs sparkling in the summer sun. Each city won the right to post them by winning All-Kentucky City awards in the 1968 Kentucky Chamber of Commerce "Opportunity for Progress" program.

Altogether, 18 cities have achieved All-Kentucky stature since the program began. Three have won it twice, Middlesboro three times.

There's a place in the "Opportunity for Progress" program for everyone. Winning calls for hard work by a lot of people. Your town can be the next All-Kentucky City if you're willing to make an all-out effort to get citizens to help. Your Chamber of Commerce will welcome your assistance.

KENTUCKY UTILITIES COMPANY

Six rate reductions since 1962

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



Charles H. Lovette
1919 Sundown Lane
Fort Wayne, Indiana

WKPA MEETING A SUCCESS



Carolyn Beauchamp, who runs her own Louisville ad agency, talked on agency-publisher relations.

The Western Kentucky Press Association recently held a successful meeting at Rough River State Park. Highlighted on the program were Mrs. Carolyn Beauchamp and Mr. Bob Carter.

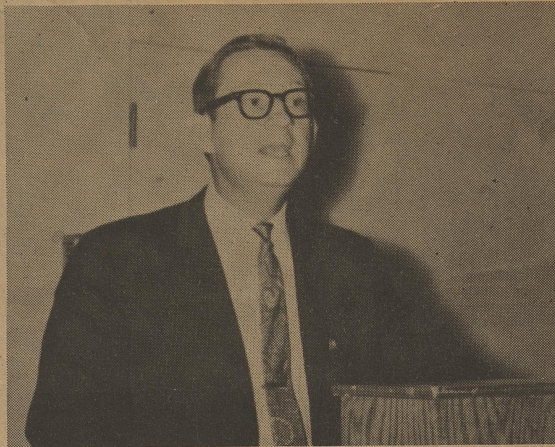
Mrs. Beauchamp is the owner of a small Louisville advertising agency. She addressed the gathering on Public Relations and Advertising. Her agency is in a class which she termed as the "loner" group. In other words, the small, frequently one man operation. She pointed out that many smaller companies sought out small agencies so that they could receive a feeling of closeness with the people handling their ad campaigns. One of Mrs. Beauchamp's clients is the Kentucky division of the American Dairy Association.

Mrs. Beauchamp went on to say that she more or less hand picks her clients so that their peak seasons don't overlap with each other and she can devote her full attention to each client when he most needs her.

Problems

Some of the problems encountered by the small agency are that there seems to frequently be a communications breakdown between the publisher and the agency. (The agency has to write many times in order to receive an answer). She was also disturbed about the fact that she will send out a PR release marked "clipping requested" and the newspapers will fail to return a clipping. (Ed. note. ... This editor feels that newspapers have more important things to do than clip PR releases for ad agencies and that they can hire a clipping service if they want to see whether the paper used what they sent out).

Mrs. Beauchamp also pointed out that many "loner" agencies have a hard time getting recognition for



Bob Carter of the Hopkinsville New Era led a spirited discussion on advertising supplement.



Jane Willis, Brandenburg, introduced Mrs. Beauchamp.

the agency commission. (Ed. note. . . KPA is in the process of preparing a list of Kentucky agencies which should be allowed commissions).

Carter on pre-prints

Bob Carter of the Hopkinsville New Era conducted a discussion on the merits of handling pre-printed supplements. He explained that it can be a profitable venture for a newspaper, but stressed that the paper should maintain a proper pricing schedule for the supplement. It is important that the newspaper charge what the space is worth and it is a fact that a supplement in a newspaper gains more readership by being in that paper than it would if it were handed out on a door to door basis. An example of how an advertiser can lose on the hand out method of distribution was related to the meeting goes by Bob. One such supplement was handed out (thrown into front yards) and about two hours later a snow storm whooshed through leaving thousands of circulars buried.

The next Western Kentucky Press Association meeting will be held at Kentucky Dam Village in the Spring.

QUICKIES

By Florida Garrison

Walter Apperson, who joined the staff of the Mayfield Messenger in 1960, has been named editor-in-chief of that paper. Apperson formerly had served the Messenger as reporter, managing editor and editor.

Robert C. Carter recently was appointed as business manager of the Kentucky New Era, Hopkinsville, where he had been serving as advertising manager. T. Gary Hightower has been promoted to the newly created post of retail advertising manager.

Mrs. Mason Baker is the new society editor of the Danville Advocate-Messenger.

A new post of director of operations for the Louisville Courier-Journal & Times will be filled by John L. Richards, formerly director of advertising sales.

Editor Williams S. Blakeman of the Winchester Sun has announced the appointment of Mrs. Anne H. Shafer as society editor.

Herschel Whitis, assistant advertising director to succeed John Fitzwater. Don Chasteen has joined the staff as assistant advertising director. New sports and farm editor for the Somerset daily is Marvin N. Kinch.

Barry Bingham, Sr., editor and publisher of the Louisville Courier-Journal and Times, received the president's Award of Merit for outstanding service to his community, state and nation from the National American Legion Press Association at a recent meeting in New Orleans.

OUR EAGLE NEWSPAPER OFFSET PLATE COSTS A LITTLE MORE IN THE BEGINNING, BUT A LOT LESS IN THE END.

The cheapest plate you can buy costs less than 80¢. That's cheap. It gives you approximately 10,000 impressions.

An Imperial Eagle plate costs a few cents more. But it gives you more than 50,000 impressions. So you see, the cheap plate isn't really cheaper.

And the Imperial plate makes quite an impression on you. The dot and image retention are far superior to the cheap plate.

So you may not only lose money with the cheap plate, you may also lose fidelity. Which means the cheaper a plate is, the more expensive it can be.

We'd like to tell you more about the plate. We hope to make a good impression.



IF...

the ads in this paper were printed in a special disappearing ink which was visible only from 5:00 p.m. until 5:01 p.m., they would certainly not be very effective selling tools - nor reach many potential buyers - nor make a lasting impression - nor have the re-readership which they do have. Use your advertising dollar to its fullest advantage - in print!

The Breckinridge County
Herald-News

When a radio started to operate in George Wilson's circulation area, he decided to run this house ad. It's effective and has gotten recognition from his readers. Original size was 8" x 8".

Imperial
IMPERIAL METAL & CHEMICAL CO.

Chicago 60650
1800 South 54th Avenue

Philadelphia 19134
3400 Aramingo Avenue

New York 10007
30 Vesey Street

Public servant or NEWSpaper

By Robert A. Juran, Director
Newspaper Editorial Workshop
Services

There are basically two kinds of newspapers, as regards editorial content.

One is content to print the news and let it go at that.

The other kind of newspaper is deeply cognizant of its role as a public servant. So it goes out of its way to act in the public good in every way possible. This action frequently takes the form of arousing the public, through news story, depth story, investigative report or editorial, to such things as governmental secrecy, corruption, and malfeasance in public office. Or it may take the form of attacking public problems, such as bad road conditions, slums, or pollution.

Here are some of the things various newspapers have done along these lines:

--Uncovered, through long investigation, faulty land titles showing that thousands of homeowners didn't own the land on which their houses stood. As a result, a state law was passed aimed at cleaning up the mess.

--Revealed how second mortgage companies were cheating the public. This led to a state investigation.

--Uncovered the names of prominent public officials who had failed to pay their federal income tax in various years, and published a series of stories on the front page. (By the way, it is a matter of public record, easily looked up, as to whether any given individual has filed a tax return for any given year.)

--Had reporters infiltrate extremist groups, such as the Black Muslims, Ku Klux Klan and American Nazi Party, and published exposes of their activities.

--Exposed the involvement of criminal elements in a state highway construction project, resulting in the filing of charges of criminal conspiracy.

--Revealed that 750 new state police cars were underpowered, a fact which was allowing speeders to escape. The result: The state police said they would buy new cars.

--Published the complete list of county welfare recipients. Result: Many names of chiselers were removed from the rolls after readers saw the names and contacted the welfare office.

--Exposed the probable financial investment of a mayor and borough attorney in a \$50 million "town with in a town" redevelopment plan. Result: The plan was abandoned due to "unfavorable publicity."

--Forced a borough council to rescind a franchise to erect a garbage disposal incinerator after the paper proved the residents

were overwhelmingly against it.

--Revealed that more than 30 youths were being employed at taxpayer expense under an anti-poverty program, although their families were well above the U.S. poverty standards. The "free-loaders" were taken off the rolls.

--Dug into a probate court's workings and found that well paid lawyers were unable to locate many heirs--but the paper managed to locate the heirs.

--Exposed the shady dealings of a candidate for alderman. The candidate withdrew.

--Illinois newspapermen are familiar with the Chicago Daily News' Pulitzer Prize-winning expose which sent State Auditor Orville Hodge to prison.

Of course, not all campaigns in the service of the public are nearly so dramatic.

Some papers, notably weeklies, have performed important services to their communities by campaigning for newer and better school facilities, hospitals, sewer systems, parks, or a junior college; to rehabilitate a rundown downtown section; to exempt an old peoples' home from property taxes; to form an industrial development corporation; to acquire a resident physician for a neighboring town that had none.

These are only a sampling of many ideas that have been used by newspapers for public service campaigns. (Incidentally, this columnist will furnish on request the names of the various papers that ran the campaigns listed above.)

And what about that old cash register? Just what do public service campaigns have to do with your newspaper's revenue? They are, of course, intangibles.

But virtually every American newspaper that has a record of distinguished public service also has a fine bank account. Don't tell me it's coincidence.

(Mr. Juran will answer -- either personally or in the column -- any question from readers. Write him at 615 S. Main St., Milpitas, Calif. 95035.)

JACK-NOTES

Continued from Page 2

which isn't such a good sign, and Wallace isn't doing anything unless it's paid for locally.

All in all, I can truthfully say after talking with political leaders that they have the same idea that Carolyn Beauchamp had at the WKPA meeting, and that is, "By God when we send you a press release, we expect you to use it, and we expect you to send us a clipping after you do." If you think I'm kidding, sit in on a meeting of the political minds and listen to the conversation. All you hear is the word "publicity, publicity, publicity," and you're sitting there wondering where the Hell is the "advertising, advertising, advertising." Why, some of these people have the gall to call you and say "I sent you three releases last week and you didn't use a one of them. . .how come?" Well my opinion is that unless you feel that a release is the vital concern of the people who buy your papers and that it carries a worth while message to your readers, then file it in old number thirteen and forget it. I've got that old white space for sale and I'll sell it to any legitimate body who wants to buy it, but sell it I will, and I'll be damned if I'll give it away.

Think about it...

The telephone company is a gold mine of news and feature stories. Are you getting your share of nuggets?



What will phone service be like in the year 2000?

Any new telephone construction in your area?

What is electronic switching and how might it affect your service? How many phones are there in the world today? What country makes the most calls on a per capita basis?

Ours is a lively business where change is a way of life. If you want to keep up with the changes, just call the local manager.

He tries to stay on top of everything that's going on in the communications business. And while he may not have all the answers, he'll sure do his best to get them in a hurry.



South Central Bell

Robertson County Review started

Volume one, number one of the Robertson County Review was circulated at Mt. Olivet on October 3, the county's first weekly newspaper since the short-lived Robertson County News ceased publication some six years ago.

The new paper is published by Mr. and Mrs. Robert Poage, Jr., publishers of the Bracken County News, Brooksville. A five-column offset tabloid, it is printed in the plant of the Paris Daily Enterprise.

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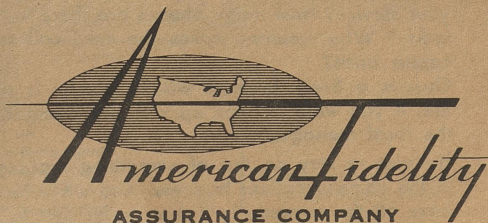
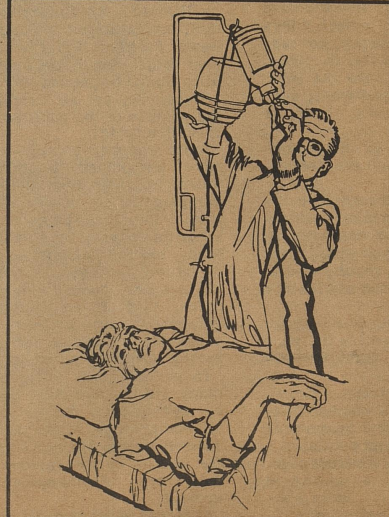
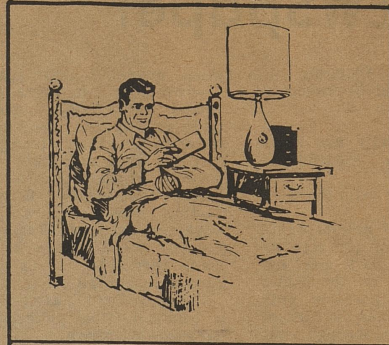
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