

THE KENTUCKY PRESS

Of, By, And For The Kentucky Newspapers

Volume One

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Number Two

FRONT PAGE DRAWS READER'S INTEREST

Attractiveness Arouses Reader's Attention and Intrigues Him to Read

Several good reasons for making an effort to have an attractive front page are given by Andrew W. Hopkins, agricultural editor of the University of Wisconsin. He says:

The front page of the home newspaper may be likened to any of the local merchants' show windows. Just as an attractive display of goods in the window excites the curiosity of the man in the street, and invites him into the store for closer examination of the stock, so does the attractive front page of the newspaper arouse the interest of the reader when he takes it up. It may, more than any other feature of the paper, cause him to turn its pages and examine its contents.

Go with the man into the store. When he enters, the merchant extends to him a cordial greeting, shows him patterns that will best suit his taste, and speaks of the qualities of his goods. As a rule, he will find good neatly displayed on the shelves or hangers, where they are assorted according to size, style, quality and character of stock. Shoes will not be mixed with shirts, nor neckties with socks; each kind of goods has its particular place where it may be quickly and easily found.

Help Reader's Selection

When the prospective reader picks up the newspaper, there is no one close at hand to greet him, to help select his reading matter, nor to point out the excellent qualities of the paper. He sorts out, on his own initiative, his stock of reading matter; he may inspect the headings and find for himself the articles he wishes to read, he may turn through the pages, which compare with the merchant's shelves, to examine the special brands and varieties of news and features that appear to his taste.

The well-arranged front page, like attractive show windows, invites further inspection and examination. The first impression upon the reader may determine, to a large extent, his further action. It is because of this fact that certain trade devices are used to make the front page as pleasing and attractive as is reasonably possible in the short time allowed for make-up.

Front page make-up should be a challenge to every editor. Every issue of his paper puts him on trial, with his readers as judges. Their interest is his

Annual Newspaper Contest To Be Announced In April

Plans are being worked out by the Newspaper Contest Committee for the annual newspaper production contest which will be judged at the coming summer meeting of the Kentucky Press Association.

The contest will be divided into the same groups as last year, "All-around Paper," "Front Page," and "Best Editorial Page," with the added division which is based upon the same content as in the National Editorial Association, "The Community Paper."

Silver loving cups will be given as the first prize in all contest with substantial cash rewards for the winners or the second and third places is offered.

Rules and information concerning the annual contest will be published in full in the April number of the Press. These contests are open to every newspaper in the state, not to members of the association only. The committee hopes to receive an overwhelming number of entries for this annual contest.

If its news of the Kentucky newspaper fraternity, the Press wants it. Send it in.

reward. Every issue is a separate and distinct problem, similar to preceding issues in many respects, yet unlike in others.

Newspaper a Mirror

The town may be judged by the character of its newspaper. Heads of industrial concerns, when scouting for new business opportunities, often examine, first of all, a copy of the paper from the town in which they feel they might become interested. Advertising men do not need to be urged to make use of the newspaper having an attractive front page, but they may hesitate to place an advertisement in a paper that presents an unattractive and uninviting one. Here again the first impression is usually the deciding factor.

Effective make-up depends upon a number of factors, fortunately, all of which are within the reach of the publisher. Contrast and balance of the front page, both of which are of great importance, can be had with but little extra care and effort. The kind and size of type, number of lines in the heads, the use of single and double column heads, cuts and boxes, and the arrangement of reading matter on the page, all contribute to its attractiveness.

AVERAGE ADV. RATES TOO LOW IN STATE

Method Shows How Paper Can Figure Cost Per Inch Per Issue

(Note: This is the first of a series of articles on newspaper production, and the business end of the community newspaper. Comments and suggestions will be welcomed.)

Questionnaires were sent out last month to every community newspaper in Kentucky. An attempt is being made, by the means of this questionnaire, to ascertain the circulation of the several newspapers in relation to the advertising rates, especially as many Kentucky papers are asking, and naturally getting, a starvation rate for their advertising.

The National Editorial Association has made an extended research on the subject of country newspaper advertising and advertising rates, because it was evident that publishers in every state in the union were losing money on every issue of the paper, the loss being carried by the job department. This is true because the average newspaper publisher-editor is at a loss as to how to arrive at a satisfactory rate for advertising. This article will endeavor to answer the questions in a limited way.

Recommended Rates

The result of the NEA advertising research is found in its recommendation as to minimum rates for advertising which has been based upon the cost-plus basis. The rates so recommended which will give the newspaper a satisfactory return on circulation are:

For 500 or less	25 cents.
For 1000 or less	30 cents.
For 1500 or less	35 cents.
For 2000 or less	40 cents.
For 2500 or less	45 cents.
For 3000 or less	48 cents.
For 3500 or less	51 cents.

If the newspaper man takes the above figures as a criterion, he will find that the figures given will be adequate to give a return on his money invested. However, if you want to figure out the cost of newspaper production in your own plant, the following data will give you the method recommended.

For a working basis we have taken an average paper of 2000 circulation in a county seat town; subscription rate, \$2.00; eight pages, 7 columns, all home print, machine set; column width 13 ems, column length 20 inches. This gives a total of 140 column inches to

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THE KENTUCKY PRESS

Official Publication of the Kentucky Press Association

VICTOR R. PORTMANN, Editor-in-Chief

Published by The Kernel Press, University of Kentucky, Lexington

Application Pending for Entry as Second Class Matter

PRESS ASSOCIATION OFFICERS

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J. Herndon Evans, *Pineville Sun*, Vice-President

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A PAYING BASIS

Put your newspaper on a paying basis. Too many weekly newspapers in Kentucky, and other states as well, are being carried by job printing receipts or outside agencies. That is to say, a lot of weekly community newspapers, if made to stand on their own legs, would find themselves pretty wobbly. A large number of community papers in the U. S., which for several years have been looked upon as being quite successful, are really running behind or merely breaking even. The job shop is paying the bills.

If the business as a whole pays a fair profit, the average owner is satisfied. Yet, every newspaper ought to stand on its own legs, and can, with good management, if the field is there. A newspaper that pays its own way is respected more highly in the community and is in a position to render greater community service, just as the citizen who pays his debts. You can figure out whether you are on a paying basis. Read the article on front page and make use of it.

The contributing factor in nearly all cases is the prevalence of starvation advertising rates. Perhaps the rate has not been raised because of the timidity of the publisher. The more advertising some publishers receive the worse off they are because their rate is so low they handle it at a loss. It has been demonstrated time and time again that advertising rates can be raised without serious loss of advertising volume, when increased rates are based honestly on costs of producing a newspaper, plus a fair profit. If there has been an increase in circulation, it becomes easier to explain why ad rates are being boosted. If this circulation has been added gradually on the sound basis of the paper's merit, the explanation becomes doubly convincing to advertisers.

Even if you do lose a few inches of advertising, it is far better to receive an adequate return on what is run than to run all at a loss. The small newspaper of 500 to 1,500 circulation cannot afford to sell his advertising product at 12, 15, or 18 cents an inch as many are doing, and expect to have

a balance on the credit side of the ledger at the end of the year.

Data will be given in the next issue (without names being mentioned) as to the rates being charged by the Kentucky newspapers. Some interesting facts will come to light in this data. Will your newspaper be among those who are giving their advertising away?

WHY LIE ABOUT CIRCULATION?

A western publisher called on a neighboring newspaper office, and in the absence of the owner, asked the pressman what their circulation was.

"Well," he grinned, "we print six hundred, but the circulation isn't that big."

In another town of seven hundred this publisher found the newspaper claiming a local circulation of fourteen hundred, two papers for each inhabitant.

A seven hundred circulation would have given the advertisers, perfect service, and it is unfair for them to demand more, and force the publisher to lie.

The basis for the advertising rate should not be the circulation alone, but the cost of producing the paper, and the value of its service. The advertiser who claims 30c is too high would not think so if he were accustomed to paying \$2. He will find that he must advertise and that advertising should be worth the cost of producing it—The Washington Newspaper.

EDITORIALS & ADVERTISEMENTS

Replying to a merchant who had questioned the right of the Albany, Ga., Herald to criticize the statements in a political advertisement carried by that paper, the editor of the Herald justly wrote: (1) When a newspaper accepts an advertisement and performs its contract it gives value for value. (2) If a newspaper were not free to criticize whatever appears in its advertising columns, it would be a simple matter to spike its editorial guns by buying space. A newspaper that can be bought

cannot be free. (3) The editorial and business departments are separate, one a business institution and the other professional. In conclusion the editor of the Herald pointed out how the newspaper which uses its constitutional guarantees of freedom as a license to prey on its readers is an impudent and cowardly imposition on the public.

CULTIVATE THE WOMAN

A prominent community editor declares that the rural press would do well to pay more attention to the woman reader and subscriber. He finds that in several cases even on his subscription list, the women subscribe for his paper but the men do not. Quite often some man comes in to pay his subscription and makes the remark that the wife doesn't want to miss a single issue.

YOUR SUPPORT

The first issue of the Press we, figuratively, likened to a ship newly launched upon a troubled sea. This issue is like a bride, bridging the gap between the publishers, one with another, and with the state association. We are supplying the span, but a good bridge needs supports to hold that span up. See the point?

ADVERTISING SWINDLES

Many classified "Farm Wanted" advertisements are merely for the purpose of exploiting your farmer readers. Watch for them. When farmers answer the advertisements they are asked to send \$10 and in some instances \$25 to have their farm "listed and advertised." This is done usually through a little booklet or sheet issued by the "agency," and that is usually the last of your readers' money. Mighty poor business for you to get a dollar or two for advertising which swindles.—Michigan Bulletin.

BRICKBATS AND BOUQUETS

The editor has received many complimentary letters and notices anent this publication and is feeling as frisky as a spring lamb as a direct result. Thanks, brethren, for your letters and editorials, and we hope that future issues will merit the continuation of your good will and cooperation.

Editors are urged to fill in the questionnaires forwarded them and return to the department of journalism, University. The value and success of a research on advertising and other pertinent problems covered in the questionnaire for the newspaper men of the state can only be measured by a large return of the forms. Please fill out these questions at once. The results will be published in the April issue of the Press.

AVERAGE ADVERTISING RATES ARE TOO LOW IN STATE

(Continued From Page One)

the page, or 1,120 column inches to the paper. (The method of figuring out the cost figures arbitrarily used in this article will be given in a later issue.)

Figure Mechanical Costs

Because we must figure in the cost of setting advertisements and this cost will average the same as straight matter, we can say that this paper will set 56 columns of news, straight matter, and advertising, per issue. While there should be allowance for "standing ads," hand-setting, cuts, etc., in the average this can be taken care of on a machine cost basis.

The cost of machine composition averages \$1.75 per column. Therefore our cost of composition on the week's issue of the paper, figuring by this "short" method, will be 56x\$1.75 or \$98. Then in succession comes make-up, make-ready, cylinder press, folder charges and mailing as itemized below.

If this were all, (and it is the final basis that many figure their costs upon), everything would be "lovely," but unfortunately other costs come in that should be mentioned. The main items are:

Charges for material; ink used, paper stock used; items from the cash book: express (freight), second class postage, plate matter, half-tone or other cuts; fixed and special charge: editor's services, reportorial work, foreman's salary, rural correspondence, and in some case, advertising and subscription soliciting. As the editor will not give his entire time to the paper, this amount is pro-rated. The employees can be pro-rated according to the amount of time put on the paper production.

Figuring the Total Cost

Now let us figure the total cost from the above items:

Labor Items—

Composition	\$98.00
Make-up, 4 hrs. @\$1.50	6.00
Make-ready, 1 hr. @\$1.50	1.50
Cylinder press, 4 hrs. @\$2.50 ..	10.00
Folding, 4 hrs. @\$1.50	6.00
Addressing and Mailing	3.00

Material—

Ink Used	1.00
Paper, 3 reams @\$2.00	6.00

Cash Book—

Freight	1.00
Postage (second class)	7.50
Half-tones, etc., allowed at	5.00
Cartoons, plate, etc.	2.50

Fixed Charges—

Editor (5-6 weekly salary)	41.75
Reporter or assistant	25.00
Foreman (5-6 weekly salary) .	30.00
Rural Correspondence	10.00
Total	\$254.25

While some of the above figures may not enter into each week's total, yet the average week's issue will cost around \$250 for a newspaper of this size. If we add a legitimate 20% to this for profit, (how many do), making the total selling price for the paper at \$300.

However, taking the figures at \$250, this cost must be met by the advertising, leaving the subscription receipts to cover profit. As the average country newspaper averages about 50% adver-

tising thus we find that this 50% of the space used must pay for all the space used. The total number of inches in the whole paper is 1,120 column inches. At the above cost this amounts to 20 plus cents a column inch. As 50% of the space must carry the cost for the whole space, therefore twice times 20 cents makes between 40 and 41 cents, the chargeable cost per column advertising inch. Does this not agree with the figures found by the NEA?

Are You Working for Nothing?

There is not a community newspaper in this state whose advertising rates are below the NEA rates that should not profit by the raise of these rates to a standard. Use the above "crude" method and figure out the cost of your paper per issue. The figures will astonish those who have been going by the "hit and miss" method.

The editor of the newspaper that is charging a "starvation" rate for advertising will find that he is not only losing money, but that he, himself, is actually working for a few cents a day. Note: Any community editor who is giving time and energy in giving his readers a real community newspaper ought to be getting a salary of at least \$50 a week. Are you?

Next month's subject: Finding the chargeable hour cost of newspaper production.

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PERSONAL
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Send in that news item.
 M. O'Sullivan, publisher-owner of the Shelbyville Sentinel, recently installed a Model 14 Linotype and adopted 7 point Ionic No. 5.

A letter from Prof. and Mrs. Enoch Grehan states that they are now comfortably settled at the Hotel Constance, Pasadena, Calif., and are enjoying their vacation in that city of roses.

The Press knows a student who wants work for the summer. He is an expert ad and job man, and an A1 pressman. Write Arnold L. Pigman, care of the Press.

The Hopkinsville New Era was one of the 127 papers out of 300 to receive certificates of merit in the National Community Newspaper Contest conducted recently by the School of Journalism of the University of Illinois.

The Crittenden Press has postponed its subscription campaign until May or an earlier date.

Several Kentucky dailies have planned to sponsor radio programs over WHAS, the Louisville Courier-Journal and Times broadcasting station. The new arrangement includes the Winchester Sun and Danville Daily Messenger. The Richmand Register, Mayfield Messenger, Paducah News-Democrat and other prominent papers of the state may do likewise.

R. R. Pitchford, publisher of the Scottsville Citizen-Times, has adopted 8 point Ionic No. 5.

Byron Pumpfrey, Lexington, a product of the department of journalism, University of Kentucky, accepted a position as managing editor of the Hazard Herald and left the first of the month to assume his new duties.

The sympathy of the newspaper fraternity is extended to Mrs. L. G. Barrett in the death of her father this month. Mr. Barrett is editor of the Ohio County News.

The Association of Newspaper Classified Advertising managers is campaigning to increase membership throughout the United States. The chairman of the campaign committee is O. S. Wespe, of the Louisville Courier-Journal.

Radio station WHAS, Louisville, paid a tribute to Editor Keen Johnson while announcing the program of the Richmond Choral Club over the air last week. The announcer said: "The program has been made possible by Editor Keen Johnson of the Richmond Register." The editor who serves his community in worthwhile community enterprises is doing more than putting his paper and his community on the map, he is doing a service that cannot be measured in dollars and cents. Congratulations and more power to you, Brother Johnson.

A TOAST

Here's to the success of the Kentucky Press, the new enterprise of that old and honorable institution, the Kentucky Press Association.

May its members always feel that the paper men are ever ready to help in any way with their problems, for without the newspapers, the "paper peddlers" of Kentucky would be lost indeed.

L. C. TURNER
 Lexington Representative
 WHITAKER PAPER COMPANY

C. A. WALSH
 Western Kentucky

FRANK PUND
 Eastern Kentucky

A NEW TYPE DRESS

for

News, Ads and Jobs

All on One

MODEL 14

TRADE **LINOTYPE** MARK

FIRST MAGAZINE (SPLIT)

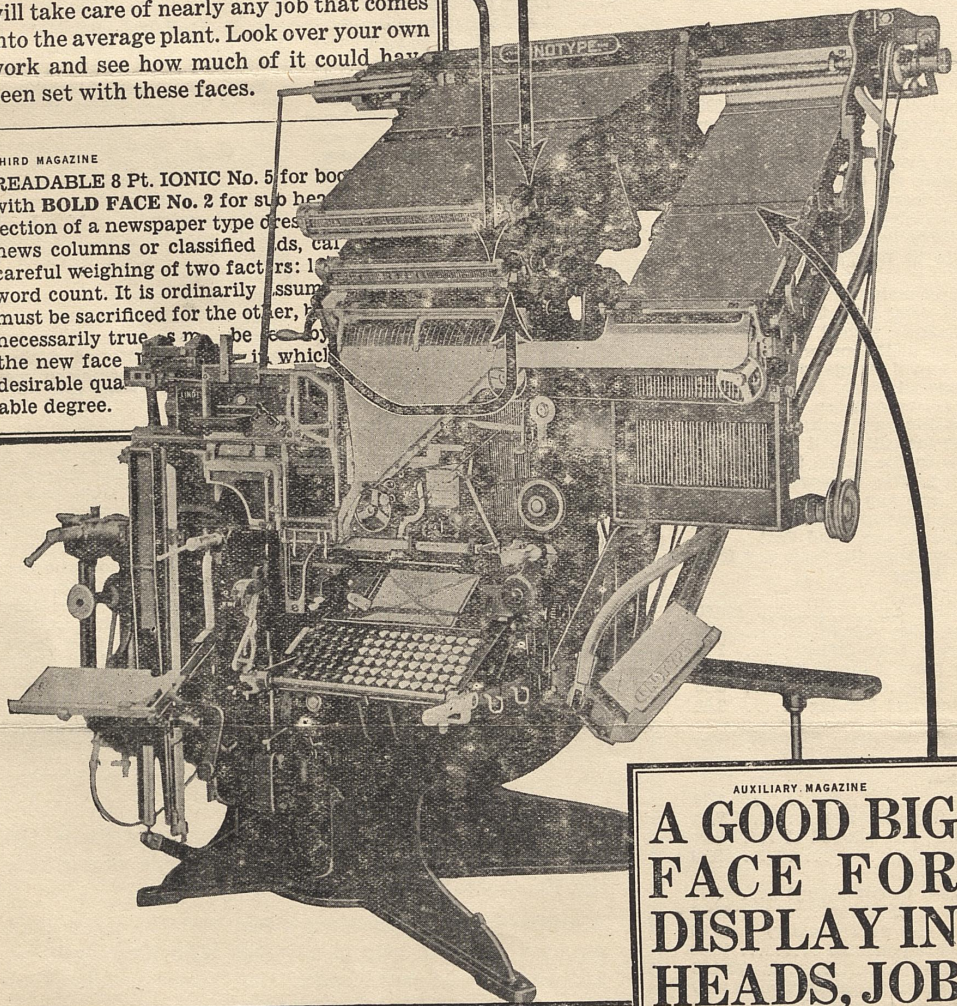
14 Pt. CENTURY EXPANDED with CENTURY BOLD is an excellent combination for ads, job work and small headings.

SECOND MAGAZINE

10 Pt. CENTURY EXPANDED with CENTURY BOLD. The equipment shown here will take care of nearly any job that comes into the average plant. Look over your own work and see how much of it could have been set with these faces.

THIRD MAGAZINE

READABLE 8 Pt. IONIC No. 5 for bold with BOLD FACE No. 2 for sub heading of a newspaper type dress, news columns or classified ads, careful weighing of two factors: 1. word count. It is ordinarily assumed must be sacrificed for the other, necessarily true as may be seen by the new face which is which desirable quality to a considerable degree.



AUXILIARY MAGAZINE
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 FACE FOR
 DISPLAY IN
 HEADS, JOB
 WORK, ADS.
 CENTURY
 BOLD 24 PT.**

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CANADIAN LINOTYPE, LIMITED, TORONTO 2

Representatives in the Principal Cities of the World

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