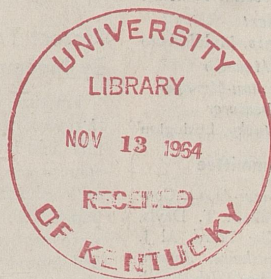


The Kentucky Press

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

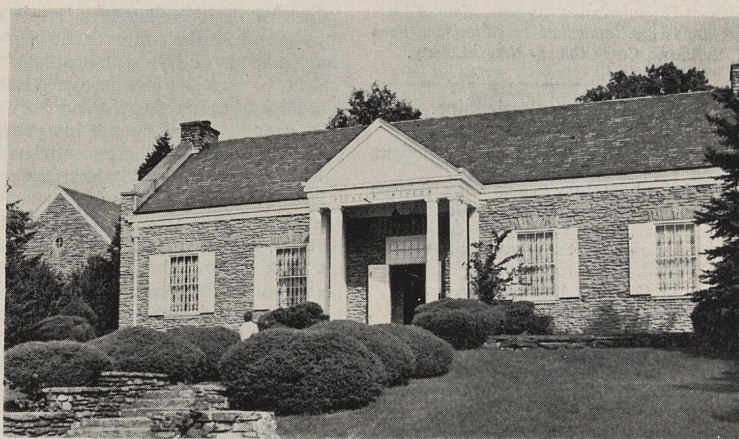
The Kentucky Press Association recognizes the fundamental importance of the implied trust imposed on newspapers and dissemination of public information. It stands for truth, fairness, accuracy, and decency in the presentation of news, as set forth in the Canons of Journalism. It advocates strict ethical 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.



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University of Kentucky
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**October
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Volume 31, Number 1



Kentucky's Showcase: Pioneer Memorial Museum, Blue Licks

The Kentucky Press

Volume 31, Number 1

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Kentucky Press Service, Inc.

Victor R. Portmann, Editor
Perry J. Ashley, Associate Editor

Member
Newspaper Managers Association
Kentucky Chamber of Commerce
Better Business Bureau, Lexington
Sustaining Member
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Kentucky Press Starts Thirty-First Volume

Referring to the front cover, you may have noticed that a line says, "Volume Thirty-One, Number One." This brief notice simply states that The Press is entering into its thirty-first volume, having served Kentucky newspapers, Kentucky journalism, and Kentucky publishers for thirty years that have marked the change of many of our newspapers from sleepy, ineffective newspapers to those of interesting format, alert typography, and community service to their progressive cities. The Press has always endeavored to be a part, if not a pointer, of this modernization of format, content, principles, and community relationship, and takes a modest bow for that part under the same editor's direction and pen for 360 issues. Further, we pledge the same interest and same endeavors for the future—who knows, it may be for 30 years more of honest effort to produce a worthwhile publication.

Protect Your Newspaper By Indemnification Pact

Practical procedures to minimize libel risk were featured at a recent Libel Seminar held in Seattle, Washington, under the sponsorship of the Allied Daily Newspapers of Washington and the Washington Newspaper Publishers Association. Newsrooms were cautioned to preserve notes of political interviews, copies of candidates' news releases and other source material if there is any likelihood of a libel claim.

At the minimum, the newspaper's attorney should maintain a libel threat file and start a folder immediately when the newspaper is threatened with suit over a particular item, either news or advertising. All pertinent information, including source material, names of potential witnesses, copies of the offending item, any correspondence with the person threatening suit, any proffers of retraction—anything that might be useful to the defense attorney—should be kept in this file and held until the statutory period for suit has passed.

An indemnification agreement should be at hand when advertising including potentially libelous copy is submitted. If the advertisers insist they want the advertisement published after being warned of its potential danger, the hold-harmless agreement should be signed by "very solvent" individuals and their wives, or by persons posting a bond or actual cash. Few would-be advertisers are willing to assume the full financial risk of suit when confronted with this choice. Here is a copy of an indemnification agreement proposed by a South Dakota newspaper attorney:

INDEMNIFICATION AGREEMENT

In consideration of the publication in the (name of newspaper) of the article or statement, a copy of which is hereto attached, which publication has been requested by the undersigned, the undersigned hereby agrees to pay, on behalf of the publisher, all sums which the publisher shall become legally obligated to pay as damages, if it should be determined by any competent court that such publication violates any copyright, or proprietary right, of any person, or contains defamatory or libelous matter, or invades a right of privacy of any person or otherwise causes damage resulting in legal liability on the part of the publisher. The undersigned further agrees to pay all necessary costs and expenses, including reasonable attorney fees, which the publisher may incur or pay for the purpose of investigating, compromising, settling or defending against any claim, demand or legal action resulting from, or arising out of said publication.

If the publisher, acting in good faith and upon the written advice of competent counsel, should make a compromise settlement and payment of any claim, demand, or legal action arising out of said publication, the undersigned agrees to promptly reimburse the publisher for any such payment. (Date and signatures of the advertisers).

Press Under Attack

According to a report from Baltimore, Md., some legislators plan to introduce a bill in the next session of the legislature to outlaw "exaggerated and false statements" in news reports, particularly those about racial incidents. The Maryland legislature will convene Jan. 6, 1965.

The proposed measure is being considered by a committee of the Legislative Council, the interim study group of the Maryland General Assembly. The Council is also studying four other bills to censor reporting by newspapers, radio and television stations. These four bills were introduced in the 1964 session of the General Assembly and were referred to the Council for review. The Council will submit a report on them to the General Assembly at the next session.

This ads up to eternal vigilance on the part of newspaper staffs to forestall such vicious legislation. Only vigilant self-regulation will sidetrack such proposed statutory controls to put communication media under bureaucratic thumbs. What's your answer?

Business uses advertising to maintain and increase its outlets for goods. Unless such outlets are maintained and increased, the income on which taxes are based will not be forthcoming.

Judge Claims That Competition Influences Pre-Trial Reporting

(Condensed from a talk by Associate Justice A. T. Goodwin, Oregon Supreme Court, before ONPA Newsmen.)

We all know, as newspapermen and as members of the public, that the right to a fair trial is an important right to society as well as to the individual at any given time who is the subject of a trial. As a society, we are just as interested in maintaining a fair trial as we are in maintaining a free press.

In other words, we have two constitutional and fair play concepts that we keep in mind and we think they ought to be balanced. It is where these two come together that we sometimes run into problems.

(Judge Goodwin referred to a book now being prepared by John Lofton on "Justice and the Press" and briefly touched on some of the cases the author is using for his manuscript.)

Many of Mr. Lofton's case-examples come from multiple newspaper cities where the competition between dailies is such that a case could be made that the treatment of pre-trial publicity in criminal cases is aggravated by competition.

Oregon is not a typical newspaper environment in the sense that we do not have very many multiple newspaper cities anymore—maybe that's too bad. . . . There are cases around the country that are good demonstrations of what I think of as a kind of "ganging up" or an abuse of the freedom to tell the news which sometimes occurs in the excitement of covering criminal news. Some of these cases you can remember, such as the Finch-Tregoff murder trial in Los Angeles where the newspapers lived up to their tradition, I think, in exploiting this particular story for all it was worth before and during the first trial. . . .

The competitive urge to top each other's stories, in cases of this character, causes the papers to do things which are later regretted. For example, it is unfair long before the trial to refer to the defendant with words, which actually cannot be demonstrated to have any relevance so far as the case is concerned, but which create a climate of public opinion which might be hostile to the defendant when he comes to trial. (Reference was made to Rexinger case in San Francisco, 1957 "Torture Kit Rapist.")

The reason we talk about creating a climate of public opinion, as if it were important, is because it is very important. Those of you in public relations or who have been

handling public relations material know public opinion is important. . . .

Dr. Karl Menninger, the psychiatrist, suggests that what happens in some of these cases is that the public is looking for a suitable object upon which to work off some of its aggressions and hostility—"Scapegoatery" as it is sometimes called. What we do, I believe, is to work off some of our guilt feelings by ganging-up on the wretch who finds himself in the toils of the law . . .

Some interesting questions we ought to ask ourselves are: Why do we evaluate certain kinds of crime news in the way in which we do? Why is it that when we evaluate stories for their play, we tend to find the bizarre and the gruesome sometimes so newsworthy? Is it a possible reaction to what we think is the demand—the public wants it so we give it to them? Is this responsible journalism?

We tend sometimes, socially, to dehumanize the victims—not only the perpetrators but the victims of some kinds of crimes as well. Sometimes we do this in a way we don't realize.

Remember when you first encountered the pictures of the atrocities in Germany—the war crimes, the executions, the mass murders and exterminations in concentration camps? Many of these people who had been marked for extermination were dehumanized in a calculated program.

I have talked to German soldiers who participated in this business and one of their justifications for their part in it was that these people they were exterminating weren't really human, after all. Killing some of them was simply a matter of putting them out of their misery. Why did, whoever master-minded this extermination, dehumanize these victims before they killed them? Because it made it easier to kill them—easier for the underlings who had to do the dirty work.

Do we, as a society, sometimes dehumanize our victims before we decide to destroy them?

Some say we lawyers are guilty of the errant sophistry because we say, "The judges will instruct the jury to disregard what they read in the newspapers." You and I are practical people and we know that you cannot tell a juror to disregard something that has been drummed into his head for weeks. You can't even tell judges to disregard the effects of massive publicity. Judges are supposed to rise above the clamor of the multi-

tude, so to speak, and yet we are prone to what Justice Frankfurter calls "subtle osmosis" of ideas that come through to us as judges. Even judges are influenced by publicity. These are the reasons why we want to take another look at what is sometimes done in the name of "the people's right to know."

(Referring to the "Statement of Principles on the Coverage of News of Criminal Prosecutions" which has been worked out and approved by committees representing the Oregon Newspaper Publishers Association, Oregon Association of Broadcasters, and the Oregon State Bar, Judge Goodwin said:

It is a very non-controversial statement of principles and anyone can agree that the motives are lofty. In the practical application of these principles we are talking about things which are within the realm of the possible. The question is: How do we minimize the areas of friction? How do we get district attorneys to refrain from manipulating the press to build up a favorable climate of opinion against the defendant? How do we get defense attorneys to refrain from doing the same thing to "whitewash" their client? How do we get the press and other persons who disseminate news to remember that all the readers and listeners are potential members of the jury which will have to pass upon this person's ultimate guilt?

Unprofitable Practices

Writing in the May, 1964, Graphic Arts Monthly, Ernest W. Fair lists 10 "unprofitable practices" which, he says, successful commercial printers have avoided: (1) dealing with bad credit risks; (2) offering unprofitable services; (3) concentrating on "highly competitive" services; (4) offering manual services to compete with elaborate equipment available elsewhere; (5) seeking volume at the expense of profitability; (6) seeking more business than capacity permits; (7) pushing for business in areas beyond the skill of staff or equipment; (8) giving too elaborate or expensive guarantees; (9) accepting too many over-demanding customers; and (10) offering slow-moving services.

Might do well for you to check these with your own commercial printing department in mind.

A U.S. Department of Agriculture study stated: "Newspapers are the best medium for food advertising and for marketing information on food. The printed word can be read, reread, clipped and filed."

P.N.P.A. President Outlines Today's Newspaper Problems

By EUGENE A. SIMON
President, PNPA

What are some of the more intangible basic problems faced by newspapers today?

What are some of the things that newspapers must do if they are to successfully meet these problems and make themselves more effective and secure in the competitive arena of communications and information?

Here are some of these problems of which all newspapermen should be aware as the basis for constructive action. . . .

The increasing animosity and opposition of many state legislators.

The growing tendency of government at virtually all levels to attempt some form of taxation of newspaper advertising.

Continuing efforts from a variety of sources to restrict or eliminate the independent merchant carrier system.

The varied and ingenious attempts of government to manipulate the news or withhold it, thus adversely affecting the responsibility of newspapers to accurately inform and the right of citizens to know what is going on in their government.

The widespread erroneous belief that freedom of the press is some special privilege of newspapers that involves only them.

The widely held belief even among educated people that the newspaper industry and profession does not hold adequate attractions for them; and the false assumption that newspapering as a profession involves only news department positions.

Then there is the vital problem of too many readers doubting the independence, accuracy and objectivity of too many newspapers . . . or, stated another way, the problem of perhaps too many newspapers demonstrating too little independence or objectivity and possessing too many sacred cows.

It is also a collective journalistic problem that too many newspapers do not seem to understand the importance and value of political independence, and the actual value of a forthright without-fear-or-favor approach to news and newspapering.

There also seems to be to many newspapers who sometimes give evidence they do not really understand that journalism and newspapering are really more than a business and involve vitally important aspects that transcend mere facets of business and trade.

These, then, are just some of the prob-

lems confronting newspapermen today. Stating them is not too difficult. Outlining possible solutions is a different matter and a rather formidable task, especially in a complex industry with its wide variations in operations and problems.

However, there are basics that are common to all newspapers, and here are some suggested actions to meet some of the intangible but crucial problems facing the industry.

More balanced reporting in context of government and political news, with scrupulous attention to accuracy and what is really important and significant. Make interpretive reporting completely devoid of editorializing.

Better communication and liaison with community thought leaders.

Play no favorites and grind no axes in the news columns and have no sacred cows except those of accuracy, truth and objectivity.

More effective education and promotion of the real mission and purpose of a newspaper and its responsibility to its readers so that the public might better understand its function in a free society, as well as the vital importance of a free, responsible press.

Publication of more straight news stories about the developments and changes in the newspaper industry and the opportunities inherent in these.

More emphasis and implementation by management on the service aspects of newspapers, and more intelligent promotion of their assets and contributions.

More rigid adherence to accuracy and integrity in reporting, along with more independence and courage in editorial approach.

Greater attention to controversial and provocative issues with all being given forthright and courageous treatment without any trace of fear or favor.

A fuller understanding on the part of publishers that good newspapers are more than a business.

An effective follow-through on some of the above would inevitably improve the image of the American press in the minds of its readers and the public, decreasing some of its increasing problems in the process.

Kerosene spray for press: Keep a fly-sprayer filled with kerosene for washup. Also a good cure for ink pick. Might also use the spray can as an offset gun—it works.

Worth Repeating As A Step Toward Reader Satisfaction

"How Really to Enjoy Your Newspaper" is the title of a booklet distributed in a recent Sunday edition of the Tuscaloosa (Ala.) News. It gave "10 helpful ideas that will add excitement to your reading pleasure" and worthy to be passed on to your readers:

1. You've got a good start if you like life and people. Marshal your own ideas, your own knowledge and match it with what you read.

2. Make sure you get to know page one well. It's the showcase of the biggest news of the day. Skipping it is compared to meeting a person without ever seeing his face.

3. Give yourself enough time. Readers are advised to set a regular time to give the paper a "thoughtful reading lasting from a half-hour to an hour."

4. The signal that flags you down. Use the headlines as a flag to find stories that interest you.

5. Stop and read before you say "not interested." "You'll be surprised how many things do become interesting when you read consistently and learn about them the clear way they are related in your newspaper."

6. Read a news story from a reporter's point of view. This section tells how the reporter gets stories, and the form in which he writes them.

7. Get to know your way around the newspaper. The location in the paper of the various departments and features are described.

8. Throw the book at what you read. Readers are advised to use their dictionary and atlas to learn more about unfamiliar words and places found in the newspaper.

9. Be not the shrinker of thine own head. "For the most of us, after we leave school, the newspaper we get at home becomes our most important tool for learning."

10. Ride your hobbyhorse hard. "Start a file of clippings and your hobby will become even more interesting to you."—SNPA Bulletin.

Watch These Classifieds

BBB lists the following nine "rackets" often found in classified sections: (1) vending machines which establish routes and promise large profits; (2) home work schemes; (3) rebuilding auto engines and transmissions for a fixed price; (4) teaching hypnotism; (5) sale of guns from unlicensed dealers; (6) selling new and used cars by telephone; (7) sale of shell homes to be erected on owner's lots; (8) fixed prices for TV repair service; (9) sales personnel for book firms.

Many Alleged Sources Found For Use Of '30' By Newspapers

At least 18 sources are credited with having originated the newspaper term "30", according to an article in an issue of the American Press magazine. Any one of them has logical reasoning for explaining how the term came into being. The galaxy, as published in the magazine includes:

1. In the days before typewriters XXX (Roman for 30) on manuscript copy indicated the end of the story.
2. Thirty pica ems was the maximum length line used in early typesetting machines. Thus "30" was the end of a line.
3. "Eighty" means farewell in Bengali. An English officer used the figures at the end of a letter to the East India Company in 1785. Adopting the figures for brevity in dealing, the company mistakenly made them "30."
4. The first message sent to the central press office during the Civil War, totalled 30 words. The thirty, together with the words "good night," were placed at the bottom of the sheet by the telegrapher.
5. In a wire service office in Los Angeles, a Western Union telegrapher recalls hearing that -30- symbols started with a W.U. operator in Morse Code days. The operator's name was "THURTY" and he signed this to his daily file of stories. Other telegraphers picked it up and made it "thirty" and finally "30."
6. In the pre-typewriter days all news-copy was written in longhand and to indicate clearly the end of their stories, writers adopted a numerical symbol which as legend has it was -30-.
7. Another reported source is that -30- stemmed from the fact that 30 words were just the right fit in a stick of type in the days when newspaper body type was also set by hand.
8. The end mark in the early days of newspapering was space . . . The mark is still used. But when typewriters came along, reporters found it quicker to hit the space key without going to uppercase. What came out was "3," and to tie it up more neatly they added an "0" and -30- was born.
9. When newspaper stories were hand-written, "X" meant the end of a sentence, "XX" the end of a paragraph, "XXX" the end of the story.
10. A telegraph operator whose number was 30 once stayed at his key sending news of a disaster long after his assistant had fled

and until death came to him.

11. Years ago in the West, dispatches were delivered by telegraph messenger to the newspaper office. The office closed at 3 a.m. and the operator wrote 3 o'clock at the bottom of the sheet. This was abbreviated to "0", then became "30."

12. When the Associated Press was established each member paper was entitled to 30 telegrams a day. Last of the day's quota was labeled "30."

13. Early telegraph operators had a code for conversation asides on the wire, such as "1" meaning "Wait a minute." So "30" meant "end of item."

14. The 30 magistrates appointed by Sparta over Athens at the end of the Peloponnesian war were called "the 30 tyrants" and were overthrown at the end of one year. The end of the tyrants was heralded as "30."

15. When the New York Associated Press began operations its contract called for a night report of 3,000 words. When that amount was reached the figure "3000" showed. This was finally abbreviated to "30."

16. The use of the term meant the end or "that's all" because press wires closed at the half-hour mark, the "30" being used by operators to designate that 30 minutes after the hour had been reached.

17. It got its start in a daily printing office where a certain number of pages was the usual issue. It took an average of 30 galleys of type to make up the run and each type setter took a galley slug in turn from the foreman's desk. When the one who had No. 30 finished his galley he called "Thirty."

18. Use of "30" dates back to an old slug used by journeymen in hand-set days and means "finis" or "it is done." When men worked "at the case," the copy was cut into takes and numbered. The man with the last take would place his "30" slug to indicate the article was complete.

There they are, so take your pick.

HOW SILLY DEPT.: A bill has been proposed by Rep. Multer (N.Y.) that would require all groups to change their names if they used such words as federal, national, U.S., etc. as part of their names. This, naturally, includes U.S. Chamber of Commerce, N.E.A., U.S. Steel, National Biscuit, and so on, and on, and on.

Public Trial Is Right Of General Public

A clear cut example of the distorted impression that prevails over the meaning of freedom of the press was presented by an attorney representing the American Bar Association in his state during a panel discussion on the subject of courtroom photography.

One member of the panel, a justice of the Colorado Supreme Court, defended the propriety of permitting photographs to be taken during courtroom proceedings. He declared that in Colorado "news media have demonstrated conclusively that there is no evidence to justify exclusion of cameras from the courtroom."

But, another member of the panel disagreed in pointing out that "the purpose of the court is not to provide entertainment but to determine justice." And he added that "the public trial is the right of the defendant and not the right of the press."

This argument offers a new angle to the concept of publishing news. It implies that the primary purpose of publishing news is to furnish entertainment. Of course, this is not true. What happens in a courtroom is news and the people are entitled to have it reported in news media. The attorney was partially correct in claiming that a public trial is not the right of the press. Nor is it the right of a defendant. A public trial is the right of the people and that right extends to having the proceedings published by news media which represents the people.

Pressroom Tips For Efficiency

"Serviceguide," a publication of the Goss Printing Press Company, gives some tips for pressmen:

1. For a quick check on press speed, count the papers delivered from the folder for 36 seconds and add two zeros to your count. This gives the number of papers per hour. If the count in 36 seconds is 40 and since 36 seconds are 1/100ths of an hour, press speed is 4,000 papers per hour.
2. Keep boxes of tongue depressors handy. They are excellent for mixing or handling small quantities of color ink and save cleaning ink knives.
3. It will pay to make a simple rack for those extra press rollers. Rollers left on the floor, or exposed to sunlight, may suffer damage to the covering.
4. When you pack your offset plates, it's best to use only one sheet of packing of the proper thickness. Two or more sheets sometimes slip or bunch up underneath the plate, causing excessive plate and roller wear. In extreme cases the plate may crack.

Editorial Page Is Necessary

(An editorial from the Iowa
Publisher)

An editor emeritus of one of the nation's leading newspapers remarked that when newspaper publishers get together, their only subject of discussion concerns profit and loss, and the business angles of publishing. He declared that the chief reason for dissemination and interpretation of news—gets shoved into the background. He argued that this is causing a deterioration of newspapers as such, and at the same time is building up competition from television and radio on the national level and from "shoppers" in the local field.

This observation came in for a rather heated discussion at a recent gathering of newspaper publishers, many of them also listed as editors of their publications. To prove that the critic was wrong, an entire session was devoted to consideration of a loaded question purposely presented for argument: "Why do so many newspapers fail to publish editorials?"

The usual trite excuse that people don't read editorials was quickly refuted by those publishers of newspapers in which editorials are published regularly. One of these stated a readership survey had proved beyond all doubt that editorials in his newspaper are read with as much attention as any part of the newspaper.

"We encourage all members of our news staff to submit editorials on any matter, local or otherwise, subject to approval by the editor," he said.

"This has not only created interest in our editorial columns, but it has also pepped up members of the staff. Incidentally, it is an answer to the alibi that the editor doesn't have time to write editorials. We consider the job of an editor to involve more than merely determining what news will be printed. Any of our reporters can do that. But if the editor is to direct the policies of the newspaper, it must have policies he can direct. A newspaper without editorials or policies is only a few steps ahead of the advertising throwaways, also known as shoppers, many of which have some news."

Another reason advanced by a publisher for not running editorials was that too often they stir up controversies that cause resentment from readers and even advertisers. But this was answered by the publisher who asserted that being well-liked by everyone in the community is not one of the compensations to be expected in publishing a newspaper.

"Any editor or publisher who considers

publishing a newspaper as being something of a popularity contest has his head in the sand," he remarked. "Sooner or later, every newspaper is bound to have enemies even though it takes no stand on anything, has no policy and holds to the middle of the road by merely publishing the news and honeying the advertisers."

Are you one of the editors who is constantly worried over the editorial page? Then try these rules suggested by a Canadian writer who has been recognized as a dean in this field for over 30 years.

1. The language of the editorial should be no different from the language of the news column. If anything, it should be less pretentious. Opinions expressed in basic English gain force by reason of their simplicity. The potential audience of the front page or the comic section.

2. Always put reporting an analysis ahead of sermonizing. Marshall the facts and indicate the conclusions. Don't write as though you had a direct pipeline to some unchallengeable, supreme authority.

3. A good story, well told, is worth a thousand polemics. Sprinkle illustrations liberally through your editorials, even if you have to create them for the occasion.

4. Editorials should be as local as news stories. The editor who always writes about something that happened a thousand miles away is likely to find his readers equally far from the topic.

5. Keep the paragraphs short, punchy. Three short editorials on three different phases of one subject are worth at least six times as much as one long editorial on the same subject. Why? Simply because that many more people will read them. Five hundred words per editorial is a high ceiling.

6. Cultivate the lighter touch. Humor and whimsy have their place on the editorial page. People like to laugh. An editorial page that is always serious soon becomes deadly, and then just plain dead.

7. Deal not in personalities but in principles.

8. Whenever possible, commend rather than criticize. There are enough people looking for the dark side. Create, if you must, a theoretical recipient for your editorial flowers. By supporting someone else's stand, gain the reputation of being constructive. It is good for you and your newspaper.

9. Don't lend your editorial page to commercial promotion that belongs in the advertising columns.

Tips For Ad Writers

"Eleven Tips for the Ad Writer from an Ad Reader" was the title given the following copy writing tips when released by the Pennsylvania Newspaper Publishers Association as a part of its "Copy Clinic" series. How many of these copy ideas do you use in your ads?

1. Don't sell me a car . . . sell me transportation, glamour, and style.

2. Don't sell me a house . . . sell me a home with comfort, prestige and security.

3. Don't sell me clothes . . . sell me neat appearance, style, attractiveness.

4. Don't sell me shoes . . . sell me foot comfort and the pleasure of walking in the open air.

5. Don't sell me furniture . . . sell me a home that has comfort, cleanliness, contentment.

6. Don't sell me books . . . sell me pleasant hours and the profits of knowledge.

7. Don't sell me toys . . . sell me playthings to make my children happy.

8. Don't sell me tools . . . sell me the pleasure and profit of making fine things.

9. Don't sell me tires . . . sell me freedom from worry and low-cost-per-mile.

10. Don't sell me plows . . . sell me green fields of tall corn.

11. Don't sell me things . . . sell me ideals, feelings, self-respect, home life and happiness.

Writing in a recent issue of *Graphic Arts Monthly*, Ernest W. Fair lists 10 unprofitable practices which successful commercial printers avoid: (1) dealing with bad credit risks; (2) offering unprofitable services; (3) concentrating on highly unprofitable services; (4) offering manual services to compete with elaborate equipment available elsewhere; (5) seeking volume at the expense of profit; (6) seeking more business than capacity permits; (7) pushing for business beyond the skill of staff; (8) offering slow-moving services; and (10) accepting too many over-demanding customers.

Possibly you've noticed that Doy Chemical has begun marketing Dowlene EC, a cleaning solvent especially for newspaper use, washing galleys, type matrices, machinery surfaces, etc. It has no flash point. It's not the only solvent available, of course, but we do hope you'll get that gasoline can out of the back shop.

10. It is better to be silent than hypocritical. Small editors live in glass houses through which a large part of their readership can readily see.

FCC Changes Attitude

Federal Communications Commission voted 5-2 to allow the sale of the only radio station in Grants, N. Mex., to the only newspaper in town, the Grants Daily Beacon. Commissioner Kenneth Cox dissented and issued a detailed statement in which Chairman E. William Henry joined.

Commissioner Robert T. Bartley issued a concurring statement, setting forth criteria governing his determination of newspaper ownership cases. Commissioner Lee Loevinger, who has dissented in some previous newspaper awards, issued a statement agreeing with Partley and saying the Grants case in a minor one, not appropriate for reviewing the whole newspaper ownership question.

In a recent speech, Chairman Henry listed among important studies being made by FCC "the overall question of undue concentration of control in the ownership of mass media." It was a mere passing reference and he did not elaborate but it is known that the study has been in progress for more than a year.

It is being made by the Broadcast Bureau and was initiated by Kenneth Cox before he was promoted to Commissioner. The present policy of FCC is not to discriminate against a newspaper applicant simply because it is a newspaper. Usually if there are two or more applicants, the non-newspaper is the winner.

Just An American

The following editorial first appeared in the Odessa (Tex.) American, and was reprinted in the Congressional Record.

- He wants to run his own business.
 - He wants to select his own doctor.
 - He wants to make his own bargains.
 - He wants to buy his own insurance.
 - He wants to select his own reading matter.
 - He wants to provide for his own old age.
 - He wants to select his own charities.
 - He wants to educate his children as he wishes.
 - He wants to make his own investments.
 - He wants to select his own friends.
 - He wants to provide his own recreation.
 - He wants to compete freely in the market place.
 - He wants to grow by his own efforts.
 - He wants to profit by his own errors.
 - He wants to take part in the competition of ideas.
 - He wants to be a man of good will.
- What kind of a nut is he? He's an American who understands and believes in the Declaration of Independence, that's what kind.



A Word To The Wise Was Sufficient

Dear Editor:

Not long ago in this space we brought up a small matter that was making a big difference to us—the continued use of a couple of very dead words. We asked your cooperation in trying to avoid using "booze" and "saloon" because they keep alive two of the most distasteful images of a long-dead era.

Surely, we suggested, it is unseemly to refer to the products and premises of the most regulated and heavily taxed industry in our country—the \$10 billion complex that went back into business by popular demand—in the same terms used in the harum scarum days before and during Prohibition.

We felt that the 1.3 million Americans earning their livelihood in our industry, as well as the fine products they make and the place they sell them in, were being unfairly smeared with the sticky brush of the bad old days.

Well, you saw our point instantly. Publishers, editors and copy men from coast to coast told us so. They agreed that what they had innocently regarded as casual references were indeed likely to perpetuate images that are inappropriate and should be forgotten. And they indicated they would do the necessary.

We thank you all. It's one of those little things that count.

LICENSED BEVERAGE INDUSTRIES, INC.

The National Public Relations
and Research Organization of the
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Simple Circulation Ideas That Will Build List

Here are some circulation-building ideas effective by publishers. Look them over and see if you can try out a few:

Gift Subscription: A local real estate firm pays for a year's subscription to the local weekly for each family moving into a home which it has sold. The real estate firm has found that the newcomers appreciate this weekly reminder of his gift, and most renew their subscription at the end of the year.

Ad Salesman Promotes Store Sales: Jim McKean, ad man for the Stouffville (Ont.) Tribune believes that the more papers he can sell, the more effective will be the results from advertising. So Jim is constantly on the lookout for new outlets for store sales in the territory served by the Tribune. A number of good outlets have been developed, and the Tribune frequently runs a full page ad, listing stores in the trading area where the Stouffville Tribune may be purchased—a convenience for the reader, and at the same time impressive to the merchants who advertise in the Tribune.

Free Classified With Subscription: A free classified advertisement with every new subscription or a renewal of two years or more has proved highly successful for another weekly. Not only does the offer capture new readers, it interests them in the ads right from the start.

Telephone Subscriptions: One weekly publisher added more than 1,000 new subscribers in a year merely by telephoning people and asking them to subscribe. He typed out a low-pressure sales pitch and handed it to the office girl and told her to read it until she had it memorized. "You can do it Monday morning, or you can take all week," he told her, "but the first week you fail to get 20 new subscribers, you're fired." Last accounts say the girl is still working.

Mail Promotion: A circulation campaign which depends on direct mail promotion can follow these steps used by one weekly publisher:

1. A postcard mailing to all boxholders in all communities in the county, inviting non-subscribers to receive a month's free trial subscription. Orange colored cards pulled best. The oversized cards had a detachable section which was mailed back at the newspaper's expense.
2. After sending the free trial subscription to those who returned the cards a letter was mailed inviting the persons to subscribe.
3. A follow-up letter was sent, two months later, to those who had not subscribed. Results were good. Seventeen percent of those

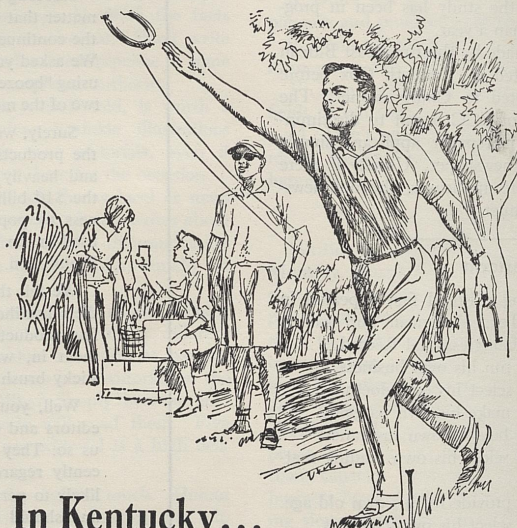
receiving the free trial offer subscribed, and four percent of this group responded to the follow-up letter.

Worth a Try. Non-resident property owners are a potential source of new subscribers. One publisher obtained names of non-resident property owners from the county clerk's office. He sent them a letter describing the value of his newspaper and added a perforated order blank at the bottom. Included with the letter, in a large manila envelope, were sample copies of the newspaper. On the initial promotion the newspaper got eleven percent returns. Follow-up letter drew a five percent return.

There is mounting evidence that union organizers are working hard in several areas. There is little employers can do except maintain equitable relationships with their employes and keep prepared as well as possible to carry on production if faced by a strike. There is some indication that this

activity is being sparked by printer's fear that they will lose jobs as a result of more shops converting to offset methods of printing. Where possible, employers should consider assuring employes that they will have jobs even if changes are under consideration. In other words, assure as much security as legitimately possible.

Photographs or printed illustrations of U.S. and foreign coins may be used for any purpose, including advertising; however, regulations are strict regarding paper money, and read: "Printed illustrations of paper money are permissible for numismatic, educational, historical and newsworthy purposes, if they are in black and white and either less than three-fourths or more than one and one-half times the size of the genuine instrument. No individual facsimiles are permitted and no illustration may be in color. Printed illustrations of paper money may be used in connection with numis-



In Kentucky... at a picnic, beer is a natural

When you're relaxing at your favorite outdoor beauty spot with friends or family, and your thirst's whetted by fresh air and exercise—that's the ideal time for a cool, refreshing glass of beer. In fact, you can name your recreation—swimming, hiking, or just watching TV—and chances are nothing in the world fits it quite as well as beer.

Your familiar glass of beer is also a pleasurable reminder that we live in a land of personal freedom—and that our right to enjoy beer and ale, if we so desire, is just one, but an important one, of those personal freedoms.

In Kentucky... beer goes with fun, with relaxation
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Following are some ways to improve the image of your newspaper and to boost public relations, suggested by Stewart Harral of the School of Journalism, University of Oklahoma.

1. Issue an occasional newsletter solely for your advertisers. Business trends, changes, advertising ideas and a few brief testimonials by advertisers will make it interesting.

2. You should have at least one person who can speak at meetings of community groups. Possible topics for talks—history of local newspaper; freedom of the press; how news is gathered, written and edited; power of advertising.

3. Here's an idea used by the Detroit (Mich.) Free Press: the newspaper plugs "Sports Blood Bank Day" and then lines up as many sports celebrities as possible to be at the Red Cross center during the day.

4. Conduct a now-and-then survey to see if you are really publishing news of interest to women readers. Use a printed check sheet on the society page. Or mail questionnaires to a group of women who represent all major women's organizations.

5. The more your readers know about the problems and policies of newspapers and newspaper publishing, the more they will be interested in your newspaper. The Hillsboro (Ore.) Argus, in a series of editorials, explained the meaning of various newspaper terms.

6. Give a prize during National Newspaper Week to the person who owns the oldest copy of your paper.

7. Enclose a strong direct mail piece with your statements to advertisers. A specific example of results produced for one advertiser during the month is good.

8. Every potential subscriber is human. That's why you can write a story about a farmer, send him a paper, and—probably—get a subscription from him.

9. Offer to send someone from your news staff to meet at least once a year with local ministers and tell them ways of improving their press relations.

10. Sponsor a trade school track and field meet. This is one of the most successful public relations activities of the Cary (Ind.) Post-Tribune.

11. Be sure that your library has copies of books that stress the importance of journalism and a free press. Present them as gifts from your paper.

12. Sponsor a letter-writing contest, "If I were editor." It's easy to do and will boost readership.

13. Feature a series of stories on some outstanding youths of your town.

14. Sponsor a youth forum, to give youngsters an opportunity to express their ideas

in a public meeting.

15. At least once a year give a party for the children of your employees.

16. Charter a bus or two and take your employees and their families to some scenic spot for a day. Take movies of the trip and show them at the next employees affair.

17. Make use of letters in congratulating employees on some honor or recognition that has come to them or to their families.

18. Include any retired employees in lists for specific affairs. They like to be remembered.

Novel PR Promotion

The Waynesboro (Va.) News-Virginian stirred up a great deal of interest in a recent contest suggested and conducted by its editor, Louis Spilman, through his column, "The Old Armchair." Competition simply involved submitting lists of as many uses for a newspaper as a contestant could dream up. Only \$50 was offered in prize money (good ideas rarely cost much), \$25 first place; \$15, second; and \$10, third. Only a deadline had to be met, no age limit was imposed and no strict rules were laid down (typewritten entries were requested but were not essential for validity). The paper did, however, reserve the right to edit entries for "acceptable uses." The winning entry listed 283 acceptable uses out of 302 suggestions; second ran 205 with third carrying 172. Winners were announced one week after entry closing date, and, of course, was followed with a list of the first place winning "uses." The staff and editor probably found great satisfaction in one "use." "Win money by finding ways to use newspaper."

Newsprint Supply Adequate

The House Commerce Committee has reported "the present newsprint supply situation appears much more comfortable than it has been for some time." World demand by 1966 is estimated by the Department of Commerce at 19.2 million tons, compared with productive capacity then of over 22 million tons. Ratio of demand to capacity in 1966 will be 87.2 percent compared with 85 percent in 1963, they say. U.S. consumption, accounting for about 45 percent of world use, rises an average of 5.5 percent annually and is expected to reach 8.7 million tons in 1966, compared with about 7.5 million in 1963.

The first newspaper serial story in American newspapers appeared in Philadelphia in 1729 in Samuel Keiner's Pennsylvania Gazette.



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CALENDAR OF EVENTS

(Mark your calendar)

OCTOBER

30-31—Kentucky Intercollegiate Press Association meeting, Morehead State College

NOVEMBER

18-21—NEA Fall Meeting and Trade Show, Pick-Congress Hotel, Chicago

JANUARY

21-23—94th KPA-KPS Mid-winter Meeting, Stouffer Inn, Louisville

13-Feb. 9—NEA study mission to nine South American countries

MARCH

25-27—NEA Government Workshop, Washington, D. C.

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Trading stamps do not increase prices

This was one of the conclusions reached after a survey recently completed by Verne A. Bunn, professor of marketing at the University of Wichita.

Prof. Bunn's study took 30 months and covered five states: Oklahoma, Missouri and Montana, where there are no restrictions against stamps; Wyoming, where stamps can be redeemed only for cash and are therefore little used, and Kansas, which prohibits stamps.

In scope, Prof. Bunn's investigation is ranked second only to a 1958 U.S. Department of Agriculture pricing study. Prof. Bunn's survey was conducted on a wholly independent basis under a grant provided by The Sperry and Hutchinson Company.

In representative stores throughout the five states, Prof. Bunn priced a "market basket" similar to that devised by the Bureau of Labor Statistics for determining cost of living changes. The basket contained national brand food items and standard grades.

Here are Prof. Bunn's conclusions:

"There is no evidence that stamps used on a widespread basis lead to higher prices.

"Prices tend to be lower in states where stamps are used freely.

"Price levels in cities where stamps were in use were in every case actually a little lower than in similar cities of neighboring states where stamps were banned or restricted.

"When the retail value of merchandise obtained with stamps is taken into account, consumers in states allowing unhampered stamp utilization receive significantly more value for their food dollar than do households in the restricted states."

An American way of
thrift since 1896



Oklahoma Test Road results reported...



Total upkeep ran \$44,787.05 less for concrete

(Asphalt required complete resurfacing in its 6th year)

Published reports tell the official upkeep story on Oklahoma's heavily-traveled test road.

Ordered by the Oklahoma legislature, connecting two-mile stretches of concrete and asphalt pavements were built to approved designs to compare maintenance costs. The test road was installed as part of busy U.S. 77 north of Oklahoma City. The test began Jan. 1, 1956.

Information released by the Oklahoma Highway Department gives the results: In the 6th year of the testing (1961), concrete sections were in excellent

condition. The asphalt sections have required complete resurfacing of 1½ inches to strengthen the pavement and provide a new wearing course—at a cost of \$43,753.00.

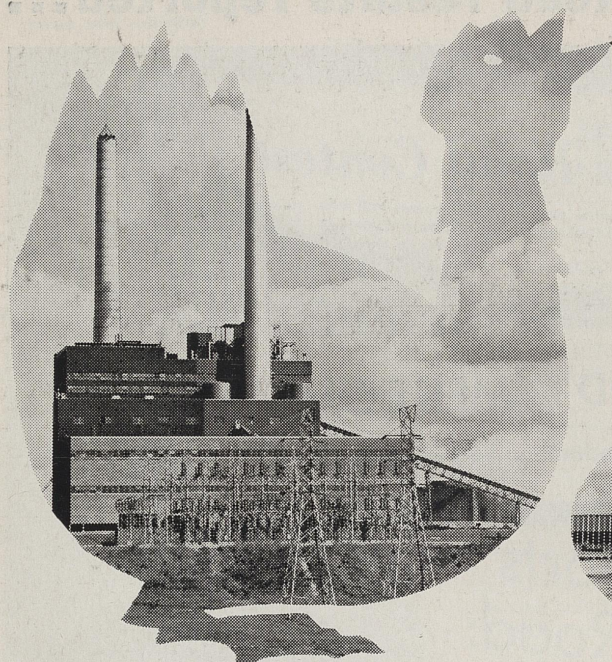
To this figure can be added the 5 years' maintenance costs of \$1,591.87 for asphalt—nearly 3 times as much as the \$557.82 total incurred by the concrete.

The official test road results show why concrete assures fewer problems for engineers and officials, better value for taxpayers. Such test results explain the growing choice of concrete for the Interstate System and other heavy-duty highways!

PORTLAND CEMENT ASSOCIATION

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A national organization to improve and extend the uses of concrete



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A primary responsibility of Kentucky Utilities Company is to make certain there is always plenty of electric power to meet any industrial demands.

The primary responsibility of KU's Industrial Development Department is to work with

state and local organizations to attract new industries and to encourage them to locate in Kentucky. Visible evidence of the department's success is seen in the new plants built and a-building throughout KU's service area.

The question, of course, is academic. There is always ample power and reserve. The friendly but intense rivalry between KU's Industrial Development Department and KU's construction engineers has one sure winner: the people of Kentucky.

- Electric Power
- Industrial Development
- Community Development

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