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Voice of The Kentucky Press Association

VOLUME 33 NUMBER 10

OCTOBER 1967

EIGHT PAGES



The guy who made it go -- Ed Moores of the Lexington Herald-Leader.

YOU'RE THE LOSER

If you didn't attend the KPA ad. session

Ad division completes successful meeting

The Advertising Division of the Kentucky Press Association held a very successful first meeting on October 19. A crowd of thirty-five publishers and advertising managers gathered to listen to an array of outstanding speakers, who explained their thoughts on putting out special editions, carrying on effective promotion programs, and the art of selling advertising. Under the able direction of Ed Moores, of the Lexington Herald-Leader, the sessions proceeded smoothly and according to schedule. Ed saw to it that everyone who attended took home at least one good idea (in most cases more than that).

Hovermale leads off

Bob Hovermale, publisher of the weekly Estill Herald, got things rolling with a presentation concerning the publishing of a special edition for the weekly newspaper. One of his suggestions was to have the special edition contracted for by an off-set printer, is you happen to be a letterpress paper. His reasoning was that in a special edition, there is a tremendous amount of type to be set in this undertaking, and the cost of doing it letterpress can be prohibitive if you run into a lot of overtime. Another idea of Bob's was to start early. This can't be stressed enough. If you are planning one in the future, start to sell right now.

Don't show a quarter page

Frank Walters of the daily Madisonville Messenger, told the group not to send a salesman in to a potential customer's office with a quarter page example if you want an ad in that anniversary issue. Start with a full page layout instead. It's a lot easier for a person to think smaller than it is to think big. . . . If he decides that he wants a half page ad, you're better off than if you took a quarter in to start with and he cut that down. Another advantage that Frank pointed out was that with off-set, you can photograph whole pages of an old newspaper at very little cost, and use those pages in the anniversary edition.

Now you see it and now you don't

Donald B. Towles, Director of Public Service and Promotion for the

Courier-Journal and the Louisville Times, discussed the possibilities of having the Kentucky Press Association develop another presentation to be used as a sales tool for each newspaper in the state. The present set of slides that are now being used can be up-dated, but it is also important to have something that each member newspaper can use on its own. It might even be possible to obtain several presentations to be used on a lend-lease basis, by the newspapers, in order to boost linage in a given field, such as auto sales of banking.

Don then introduced Mrs. Carolyn Kent, who gave the attentive audience a remarkable simple, and yet effective demonstration on the value of newspaper advertising. It was done on page size pieces of poster board, so that the actual newspaper page could be used as a sales tool. After each card has been shown, it is lifted to the other side of the tee-pee shaped frame, out of sight, and the next card is in view. One effective part of the presentation dealt with the Newspapers are Tangible theme. A magic slate is attached to the poster and a message is written on it. The slate, of course represents one of the other media, and when the bottom edge of the slate paper is pulled up, the message vanishes. That's about how long your message stays in front of your audience, might be the thought behind this unique demonstration.

Neglected

Neglected is the word for many classified sections. Gilbert Young, of the Frankfort State Journal, talked about building the classified section. House ads can help, but it really takes a concentrated effort on the part of the salesman to boost the linage. Gil has come up with a good, inexpensive piece of promotion which every paper in the state can use. He writes little stories about his various advertisers (history of the business, interesting happenings, etc.), and puts the stories into a small booklet. He floods the market with these, and the advertisers love it. As soon as he writes enough stories, he puts out another booklet, and away you go.

Another meeting in the spring

The enthusiasm was so great, that those in attendance expressed a desire to have another meeting in the Spring.



The Kentucky Press Association should have an effective presentation to help member newspapers sell advertising on a local level. This was one of the ideas brought forth by Don Towles of the Courier Journal & Louisville Times.



Mrs. Carolyn Kent tells us that newspapers are tangible (note the magic slate in the background).



"And the merchants love to have their names in the booklets", said Gil Young of the Frankfort State Journal.



"Don't send a salesman in with a quarter page layout" -- Frank Walters of the Madisonville Messenger.



Bob Hovermale of the Estill Herald explains the fine art of putting out an anniversary edition.

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 R. Springer Hoskins (Tenth Dist.)
 James L. Crawford (At Large)
 Donald B. Towles (At Large)
 Tommy Preston (At Large)
 Larry Stone (Past President)

Presidents column

The Advertising Division of KPA, under the chairmanship of Ed Moores had its first meeting at Rough River State Park in mid-October.

This was one of the best organized meetings, for a first time, that I've seen in my years in this business. Ed, with the able assistance of other interested advertising men like Frank Walters of Madisonville, Bob Hovermale of Irvine, Gilbert Young of Frankfort and Jerry Mayes of Bowling Green, put a full day program that was just as full of meat as a sausage mill.

The one-day program kept the lively interest of all who attended.

It was gratifying to see some there who haven't been able to attend other meetings of the KPA.

Mr. and Mrs. R.A. Poage Jr. of the Bracken County News were there for the second of their meetings in two months in a row. They attended the Circulation Division meeting at Lake Cumberland, and we can expect to see them in Lexington in January.

Advertising men learned some new wrinkles on how to publish special editions from Bob and Frank, and I think some took some notes they'll use some time in the future.

This is one division that I've been trying to get organized for 15 years, and these people have proved that it can be a very worthwhile addition to the KPA. Ed Moores and the entire bunch deserve kind words from all of us in KPA, for they really worked hard in preparing a program and got the job done well when meeting time came.

Circulation with Jerry

Circulation Meetings and how to get the most out of them.

- ..Plan on your own participation at the meetings from the time that you decide to attend.
- ..Make your reservations early.
- ..Visit, write or call persons from other newspapers and make appointments to discuss your circulation problems.
- ..Capitalize on meal-time hours and arrange to eat with different groups at each meal.
- ..Take advantage of the recreational features at the meeting places. All work and no play makes a very dull participant.
- ..Exhibits are a very important part of a meeting, you should study the exhibit with a view to determine which piece or pieces that you feel will be the most beneficial to you, your newspaper and your circulation area.

GUEST EDITORIAL

By Ben Blackstock, Manager of the Oklahoma Press Association

The Audit Bureau of Circulation showed it was chicken when it sat mute during the ill-fated TV ratings rigging investigations. If audited circulation stands for anything, ABC should have been up on its haunches and snapping at the spooks who rigged the ratings.

It didn't. It sat on its prat and whimpered not a whine. It let its dues-paying member newspapers down. ABC did nothing because it is schizophrenic. The one-third of its board-members who represent publications let the agency third and the advertiser third put a muzzle on them. The agency-advertiser types said they had used phoney ratings to buy TV and ABC shouldn't compound a

delicate situation. So ABC did nothing.

Now there are those in ABC who want to gauge TV shows and even measure billboard traffic. They would further dilute what publishers have built to authenticate circulation.

ABC needs to stick to its original purpose. It needs to tangle with the fraudulent audience claims of the competition.

Meanwhile, the post office is moving in the direction of more details and greater proof of circulation. Hopefully, the POD will move to verify circulation.

The POD is a more accurate judge of newspaper circulation than is the ABC.

GUEST EDITORIAL

The Lexington Herald

Louise B. Hatmaker, publisher and associate editor of The Jackson Times of Breathitt County, joins the growing list of newspaper writers of Appalachia who seriously are questioning the "benefits" derived from the presence of Appalachian Volunteers and representatives of VISTA in the depressed areas of our state. Her editorial query, "Do We Really Need These 'Helpers'?" is answered fully by one of her paper's subscribers.

The Herald, which has taken the position that perhaps most of Eastern Kentucky would be better off without these particular programs, is carrying in adjoining columns today the letter written The Times by one who signs himself as "Teaberry" Blanton, of Panbowl, Ky. No, you won't find the town of Panbowl in your postal directory or on the state maps but you'll find many persons in Eastern Kentucky who will agree with Mr. Blanton that it is time to do something about these organizations that are supported by taxpayers of the nation.

Gov. Edward T. Breathitt is asking the federal government, sponsors of the "War on Poverty," to cut off these parasites. This is the second time that the Kentucky governor has called the attention of Sargent Shriver, head of the program, to what's going on in Appalachia. The governor's letters have referred primarily to the Volunteer activities.

The activities of the Volunteers, "both Appalachian and Vista . . . have been a matter of concern to many of us for some time with most of us inclined to ignore them hoping they'd just go away," says Editor Hatmaker.

"Apparently they come in increasing numbers now and just how many nobody seems to know, not even Washington was doles out our tax dollars to keep them here spouting for insurrection." Remember, now, that this is the editor of a weekly newspaper right in the heart of Appalachia where these imported do-gooders are stirring up trouble. The sincerity of the editorial and of the writer of the letter is manifest in every line. These two know whereof they speak for they are living right in the midst of the trouble.

"Our hills and creeks may not be far removed from riot-torn city streets as we've been thinking," the editorial continued. "This is evidenced by Mr. Blanton's letter accounting the Volunteers' meeting at Panbowl last Friday when a Chicago welfare recipient urged our people to resort to violence to get what they want. It's a sad day indeed when we see the seeds of anarchy being sown in Breathitt County." Breathitt County, some will recall, was the only county in the United States which supplied enough volunteers in World War I to fill armed forces quotas without resorting to the draft.

The editorial says that at least two other towns in the area "are in turmoil over these Volunteers. It may be true that these poverty agencies may be doing something worth while in some parts of Appalachia. But their political and other activities nullify all the good that these few do to help residents of the area. After you read Mr. Blanton's letter you undoubtedly will agree that removal of these groups is long overdue in Kentucky.

GUEST EDITORIAL

By Laudon Wills, McClean Co. News, Calhoun

THERE MAY BE some who took a dim view of prominent parts of last week's NEWS being devoted to stories about the 1968 automobiles.

Particularly, we know there are some newspaper people who are critical of what they regard as commercialism.

However, we believe such a policy is justifiable.

Next to food, automobiles are the biggest business in McLean. Therefore, we believe it is proper to devote a substantial part of one issue a year to this business and the McLean countians who are engaged in it.

Every McLean countian is affected by automobiles. The purchase of an automobile is rivaled only by the choice of a home as the most important buying decision McLean countians make. Therefore, if the NEWS can make some contribution to that selection, it performs a ser-

vice for all its readers who buy automobiles.

Finally, the automobile dealers in McLean, as businesses and as individuals, have been outstanding in providing modern services, in using superior buildings, and in improving the appearance and services of their communities. For this, they deserve response and co-operation.

We've never been able to buy a new automobile and most likely never will be. But once a year we give the hometown new-car dealers a little extra play in the paper. Even though they took up part of the front and back pages, there was plenty of news elsewhere in the paper.

We contend the NEWS is as free of commercialism as any paper on the North American continent. So new-car week reveals no change in policy. It's just the exception that proves the rule.

Jack-Notes

By A. J. Viehman, Jr.

What's it all about . . . this association business? When you think of the Kentucky Press Association, do you have dollar marks registering in your eyes and do you look at ad revenue as the core of the existence for the association? These are questions that frequently come into my mind as I talk to many of you throughout the state. I would like to take a few minutes to give you my views on this very important subject.

Let me try to put myself in your place for just a minute. As I do, the answer to the question posed above is a QUALIFIED yes. When I think of the Kentucky Press Association, I do think of advertising revenue, and friend, that means money in the bank. I said QUALIFIED, however, because this is not the only reason that the association exists. There are other states that don't have an advertising service at all, and yet have the support of the membership. What, then, are some other factors that go into making up a strong and healthy association?

Let's be realistic. The purpose of

Continued to Page 8

Folk songs: Had enough?

(Sing this song to the tune "When I Was a Boy," from "HMS Pinafore" By Gilbert and Sullivan.)

When I was a boy I went to school
 I wasn't a genius yet I warn't no fool
 I had a flair for drama, got a banjo
 And I learned to voice my vowels with
 a BIG ROUND O.

I learned to voice my vowels so perfectly
 That I'm a news reporter on the NBC.

I joined my town's toastmaster's club,
 Got to know the guys down at the local pub.

Now both these experiences were good
 for me--
 They gave me my VIBRANT PERSONALITY!

They gave me such a vibrant personality
 That now I'm a news announcer on the NBC.

I learned to laugh when I didn't feel gay,
 Learned all the hackneyed things to say,
 I learned how to be just one of the gang,
 Picked up all the high-falutin' city slang.

I found my personality could make me dough,
 So now I'm a news announcer on the ra-di-o.

Now journalism students you listen to me,
 Forget your English and your history,
 Concentrate instead on how to be a good Joe,
 Cultivate a reasonant ho-ho-ho!
 You can get a PhD and still never make a go
 If you don't resonate on that ole' radio!

**ANR SELLS
 YOUR PAPER
 EVERYDAY**

QUICKIES

Miss Susan Lockwood, editor of the Georgetown College Georgetonian, has been added to the staff of the Georgetown Times and Georgetown News. She will report activities of City Hall, the Scott County Courthouse, the local hospital, Miss Lockwood is a native of Ashland. . . . The Todd County Standard has installed a new photo-engraving machine. Photos will no longer have to be mailed to an out of town processor before they can appear in the paper.

John Fitzwater, president of the Kentucky Jaycees, headed the first of three seminars on community development, October 14, in Central City. Fitzwater, the youngest man ever to serve as president of the organization, is also the advertising director of the Somerset Commonwealth-Journal.

Allan R. Reed, of the Allen County News, had quite a trip this month. He is off for Chicago, Toronto and Montreal, New York City, and Washington. Highlights of the trip are a visit to Expo 67 and a visit with Congressman William Natcher.

John Sutterfield, publisher of the Georgetown News and The Georgetown Times, has announced that he has ordered a third unit for his offset press, and that it will be installed after the first of the year.

The Ashland Daily Independent and the Lexington Herald Leader are two of some 910 papers publishing a series of advertisements explaining the American Marketing System. The purpose of the program is to explain to the consumer how they benefit from the American Marketing system. The program is produced by the American Association of Advertising Agencies and McCann - Erickson is serving as the volunteer agency.

The Hancock Clarion has added some 900 square feet to their building, in Hawesville. The addition is being made in the anticipation of growth in the organization.

The Cumberland County News, in Burkesville, has run a series of four articles on WHAT THE PEOPLE THINK. It is a survey on various questions which affect the people in that circulation area.

The Jefferson Reporter conducted a contest for carrier salesmen (and that's a darn good name, too). Winners were treated to the University of Louisville-Southern Illinois University football game. The five boys

who had added the most new subscribers to their routes got to sit on the University of Louisville bench with the players.

The Voice-Jeffersonian, in St. Matthews, is adding a 1,300 square foot section to their plant. The \$25,000 addition, which is under way, will house the composing room, and provide additional office space.

The Tri-County edition of the Adair County News appealed late one week in September. It seems that the postage must be paid before the papers can be mailed, and the Editor let the time slip up on him. They did make the next mail, however, and I bet that it never happens again.

Clay Wade Baily, Frankfort correspondent of the Kentucky Post, had a birthday in September. As he tested the birthday cake (baked in the Governor's Mansion) he assured all present that he was "39 and holding".

Jesse Alverson has added a new Pako machine to his operation in Paris. Jesse, publisher of the Daily Enterprise, is also printing four other newspapers in the area. The new machine enables him to have a great deal of time and has made it possible for him to print additional newspapers on his equipment.

The Carrollton News - Democrat celebrated its 100 year anniversary this month. A real nice looking anniversary edition was the highlight of the celebration. I imagine that anyone who wants a copy can contact Jack Perry, the publisher.

Jo Ann Cashion has been employed by the Carlisle County Journal, to serve as editor and advertising manager in Bardwell.

The Dawson Springs Progress now has a special subscription rate for college students. The offer is good for any college in the United States.

Mrs. Lige Shadowen has recently joined the Eddyville Herald-Ledger staff in the capacity of society editor. She replaces Connie Baccuss, who returned to Western Kentucky University for the fall semester.

Maurice K. Henry, a past president of the Kentucky Press Association, has been re-elected chairman of the Appalachian Regional Hospital Board of Trustees. ARH is a non profit corporation that operates nine community hospitals in Eastern Kentucky Virginia, and West Virginia.



Pictured above (l to r) are George Joplin, III of the Somerset Commonwealth-Journal, J. M. Alverson, Jr. and his brother, Sanford Alverson, of the Paris Daily Enterprise, as they inspect a copy of the Paris newspaper "hot off the press". Eight newspaper publishers and invited guests recently were invited to attend the Daily Enterprise plant, and inspect the modern facilities. The guests were treated to a luncheon by their Paris hosts, following the tour. Mr. Alverson is presently printing four newspapers in addition to his own.

GENERAL ELECTRIC

PARKER SPALDING

BISSELL

Kodak SCHICK

Westinghouse

INTERNATIONAL CANNON

International Sterling

Familiar names. Trusted companies. You've got to be good to get into the S&H Green Stamp Catalog.

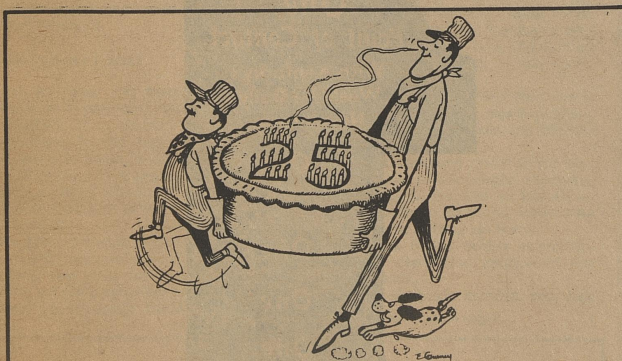
Each of these firms has been doing it for 25 years or more. But all 721 companies in the catalog this year are first-rate firms. They have to be, because our hard-to-please merchandise buyers review the products of literally thousands of American manufacturers before making final selections.

Offering merchandise with brand names that people have confidence in is one of the reasons we're the world's most popular trading stamp company.*

*63% of all U. S. families save S&H Green Stamps.

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

An American Way of Thrift Since 1896



In September, 1942, we decided that newspapers were the best media to introduce a corporate advertising program that has continued uninterrupted in our on-line hometown papers ever since. We've never regretted the decision.

Southern Railway System
WASHINGTON, D.C.



LOOK AHEAD-LOOK SOUTH

Who says the press is free

By G. Richard Dew
General Manager, PNPA

The problems of press freedom are not new. For the pages of history are replete with varying degrees of attacks on this most precious and cherished public right.

Neither are problems of press freedom old. For the form of attack takes ever new faces as the battles are won or lost. This then brings me to the question: "Who says the press is free?"

Probably every newspaperman has said it; though it, assumed it for years. After all, isn't it guaranteed to us by Federal and State constitutions? What better assurance of a free press could we ask for? Unfortunately our assumption has turned sour.

Voices from our courts, our judges, our lawyers, from local, state and federal government levels, voices from our schools, and voices from the public itself, are raising the question: "What's so precious about a free press?"

If you stop caring

You are newspapermen, and when you are, including your colleagues in the "news", "advertising" and "business offices" of your newspapers stop caring, the battle is lost. The war is over.

Any attempts to destroy, limit or restrict the public's right-to-know should logically be resisted by those who have the most to lose. And that, contrary to popular misconception, is not the press. . . but the public itself.

Unfortunately, public indifference to the destruction of its own interests is a disease we've always had. . . and probably always will. The public's interest in its own right to know is no exception.

On the other hand - it is not accidental that newspapers have always led the fight for freedom. . . for unrestricted access to the affairs of government at all levels is the very essence of news, and obviously the very essence of a free public press.

Indifference

It is a despairing fact of life that certain segments of the public not only fall short of their own best interest by indifference, but to make matters worse, they have been misled to such an extent that we find them on the other side of the fence.

Some of our citizens, including both the intellectual and the uneducated, have accepted the 100 per cent erroneous concept that the press' battle for freedom is selfishly motivated.

The problem of a misled public bent on self-destruction of its own rights, creates the saddest problem of all. On the surface, these individuals would appear to be completely objective in their criticism of press freedoms. . . having no so-called "selfish interests" in getting and publishing news. That apparent objectivity makes the danger all the greater for in fact, every time they give thought, . . . cause or action to restricting their freedoms, they dig their own graves just a bit deeper.

No special privileges

Let us make it strikingly clear - there is no such things as special privileges of freedom for newspapers. The freedoms of the press belong to the people.

Why has the confused, self-destroying situation come to pass? Why do the very people who have the most to lose, participate in procedures to bring about those same losses?

Who is to blame? Yes, newspapers, radio, television. . . the men and women who devote their lives both di-



Two presidents and a lady. S. C. Van Curon, KPA, J. T. Whitlock, KBA, & Mrs. Ned Breathitt. Picture taken during recent Governor's Press Conference.

rectly and indirectly in fight for freedom, must face the music.

We have successfully sold advertising because it benefits, the buyer. We have successfully sold newspapers because they benefit the readers.

Public's freedom

But we haven't bothered, or perhaps haven't really understood, how to go about selling the public the one basic truth, that press freedom is the public's freedom. . . that the press freedom battle is the public's battle . . . that the loss of press freedom is the public's loss.

If you scoff in disagreement, just forget everything I've said. . . for you can't very well be helpful with the solution when you are already part of the problem.

If you mildly disagree with any evaluation. . . good! Disagreement in part may stimulate your thinking, cause you to take a fresh look, reevaluate, and you may become a new and militant leader for the cause of freedom.

If you are in that small minority of sympathizers to my pleadings, I can only ask that you find dedication. Ask yourself what you have done, what you are doing, what you can do in addition to spread the light of truth.

One
Point of Contact
With Kentucky's
Weekly - Daily
Newspapers

One
order specifying what
you want in which
Newspapers when—
One
complete set of tearsheets—
One
complete and correct bill—
One
check in full settlement.

Yes, we can help you in other states.
No, our service doesn't cost a cent extra.

Kentucky Press Service, Inc.

Business Affiliate of the

Kentucky Press Association, Inc.

Phone: Lexington 233-1731 Area Code 606

203 West Second St., Lexington Ky. 40507

Editorial vitality of the weekly newspaper

By Harold Flint

Weekly newspapers still render a service that is difficult to match in a community. But if you are not rendering that service, the people will soon learn that they can do without you.

It's very easy to do without you, for instance, if you never write an editorial; if you never take a stand on a local issue; if you never do anything to upgrade the importance of your paper in the community.

If you are just publishing an ad sheet with a second class mailing privilege, you are shorting your purpose for existence. And-sooner or later-you'll disappear from the scene; not because of competition in itself, but because you failed to be a publisher and editor and settled only for being a printer.

Let's face the facts, more and more local radio stations are now trying to fulfill the position-editorially and every other way- so long occupied traditionally by a local weekly newspaper. You can say this cannot be done, and maybe it can't, but don't bet on it! Don't bet on it.

Grass roots readership

Let's face the facts again. An advertiser or an agency, on a regional and national level, usually buys weekly newspapers for one or two primary reasons: (1) because of tie-ins with local retailers, or (2) because of the influence and grass roots leadership that weekly newspapers are supposed to have.

Very few advertisers or agencies are so naive as to believe that the purchase of advertising in weekly newspapers is an economical media buy.

A worthwhile percentage of the people who read weekly newspapers can be reached at much less cost in other media- daily newspapers, radio, magazines, even TV - on a regional or national basis. This leaves you with only one thing to sell - the impact and penetration and influence of your newspaper in your community; the idea, perhaps, that an ad in a weekly newspaper is more believable than the same ad in a national magazine, on TV or on a billboard.

I assure you that we are going to continue to buy weekly newspapers for those two reasons.

But let me pose this question to you: For how much longer can we continue to sell advertisers on the grass roots influence of weekly newspapers unless this influence and leadership is more frequently demonstrated by more editorial vitality?

One column a week

And in case you wonder what our definition of editorial vitality is, we've simplified it - in fact we've oversimplified it. By our standards at the present time, a paper with editorial vitality is a paper with personality, a paper whose editor writes at least one column of editorial comment each week.

We don't even care if this comment is favorable or unfavorable to our clients, as long as it indicates an editor's active interest in the current scene, particularly locally, but also

regionally and nationally.

The death or survival of a great many weekly newspapers, in the years to come, is going to depend upon this kind of community leadership, this kind of thought-providing participation in the day-to-day affairs that affect your readers.

Associations needed

Which leads me to another point: There are still a few weekly newspaper publishers around who think they can do without such organizations as their state press association and American Newspaper Representatives, Inc.

I understand that a very, very few publishers still refuse to allow these organizations their sales commissions.

I will say on this - but I will say it quite bluntly - that if you think you can afford to do without these organizations, then you can also afford to do without much of the national and regional advertising you are now receiving.

Weekly newspapers are a poor buy from an accounting standpoint in agency procedures. Commissions per paper are small, bookkeeping costs per paper are high.

By being able to buy entire blocks of weekly papers with one order and paying with one check - through ANR and/or a state press association - agencies are much more inclined to look favorably upon the use of weekly newspapers as a basic medium in some campaigns, and as an important supplementary factor in many campaigns.

Editorial Vitality of the Weekly Newspaper by Harold Flint.

Harold Flint and Associates Advertising Agency Fargo, N. D.

How 10% of Salesmen Get 80% of the Orders

"If at first you don't succeed . . . !" is an old adage too often ignored by salesmen in dealing with their sales accounts, says Samuel T. Levin head of sales and marketing for the Walker T. Dickerson Co., Columbus, Ohio. Salesmen are too easily discouraged, he says, adding that a survey made by one company showed that 80% of its sales were made after the fifth call, but that 48% of the salesmen made only one call; 25% of them made only two calls and only 12% made three calls. The 10% of the salesmen who continued calling for days and months accounted for the 80% of the company's sales.

How can your salesmen find more prospects to work on more persistently? Mr. Levin makes the following suggestions:

1 - Check company records for accounts that have not bought recently. They may have decided to buy elsewhere because no one from your company has been calling on them.

2 - Contact firms taking advertising in the classified section of the telephone book.

3 - Work the side streets, too. Not

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Mr. J. A. McCauley is the new Associate Chairman of the Department of Journalism at the University of Kentucky. His appointment was effective on July 1 of this year. A native of Harrison County, Mr. McCauley has been with the department for 20 years. He began his career in Journalism as a printers devil, in 1925. After receiving his journalism degree from the University of Missouri, he taught on the high school level, and then worked on the Cynthiana Democrat and the Lancaster record. In 1942, Mr. McCauley accepted a position with the Lexington Herald, and worked for that organization until he accepted a position on the faculty of the University. His teaching specialties are reporting, editing, and newswriting.

ECONOPAKS



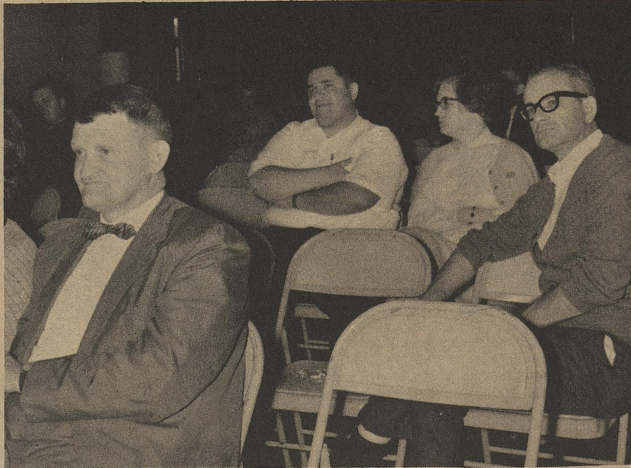
Mergenthaler parts in fixed quantities simplify ordering, improve inventory methods and lower prices to you—the customer.

**American Newspaper Representatives (ANR)
Works For YOU.**

THE WESTERN KENTUCKY PRESS ASSOCIATION



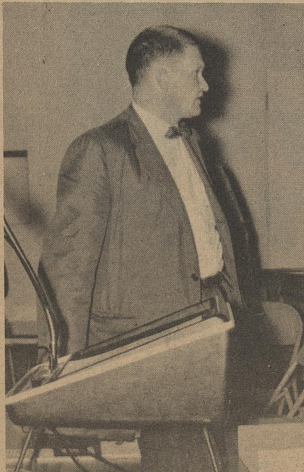
Ro Gardner, of Hickman, had a wealth of interesting slides which he took while on an American Press Tour of Russia. All in color, they depicted many of the everyday, as well as the touristic aspects of the U.S.S.R.



A good crowd turned out for the WKPA meeting.



E. C. Calman, Jr., president of WKPA gets things started before he introduces the main attraction. In this case, it was a presentation by the Air Force.



J. T. Whitlock, past president of the Kentucky Broadcasters Association was one of the speakers at the recent Western Kentucky Press Association meeting.

Mr. J. L. Roth, vice president and treasurer of Paducah Newspapers, Inc., publishers of the Paducah Sun-Democrat, passed away this month at Western Baptist Hospital, in Paducah, following an extended illness. He was 81 years old.

Mr. Roth was also a retired general manager of the newspaper. He was a native of Louisville before attending St. Mary's Academy in Paducah. While attending school, he was employed as an office boy by the old Paducah Evening Sun. He continued with the newspaper when it became the Sun-Democrat through a series of mergers completed in 1929.

Following his first few years as a general business office employee, Mr. Roth became business manager of the newspaper, and later its secretary. Paducah Newspapers, Inc. directors approved a special resolution when Mr. Roth had completed 60 years of service to the company. The citation said "his character, loyalty, and efficiency which he displayed throughout this period earned for him the special trust, confidence, and admiration of (the late) Edwin J. Paxton, Sr., and the other officers and employees of the corporation"

LET'S BUILD A BETTER LIFE FOR ALL KENTUCKIANS

KENTUCKY'S RURAL ELECTRICS WILL HELP



In our schools and on our farms the Rural Electrics encourage the development of skills which will help Kentuckians live better and build a more prosperous economy.

◆ The school appliance program is one way the Rural Electrics help. Every year the Rural Electrics provide approximately 1200 new appliances to 182 Kentucky high schools and five Kentucky colleges for use in home economics and modern living classes. This program makes it possible for these schools to teach with the latest equipment at no cost to themselves.

Kentucky's Rural Electrics invite all Kentuckians to join in support of all programs which will help our citizens enjoy the benefits of modern science and technology.



LET'S SPEAK UP FOR KENTUCKY!

Southern Railway Runs Ads In 400 Papers on its Line

The Southern Railway System is community-minded.

That policy, implemented by an advertising program that reaches every newspaper in 13 states, accounts for a steady growth in business over the past 25 years.

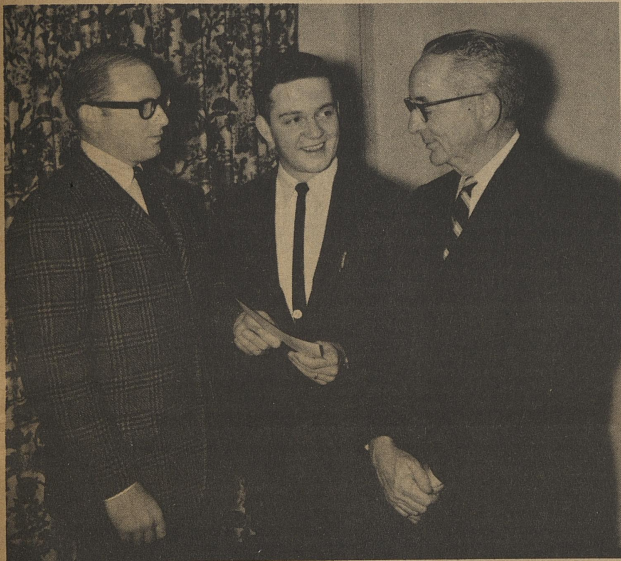
D. W. Brosnan, chairman and chief executive officer of Southern, came here recently from his headquarters in Washington, D.C. to accept a citation from the Southern Newspaper Publishers Association, honoring the company for "excellence and consistency in newspaper advertising."

Telling how the company invests in space in 400 daily and weekly newspapers, Brosnan said the Southern Railway System's theme is "It can be done" and it is an innovator.

This idea has been supported in the ad copy prepared by Cunningham & Walsh agency.

William F. Geeslin, a special representative for Southern Railway System, told E&P that newspapers get the major portion of the company's ad budget and this policy will be continued into the next year. He described it as "a multi-million dollar" expenditure.

Since 1942, Geeslin said, Southern has spread the word in newspapers published in communities along its lines. The copy is addressed to the business of fostering faith in the South's future. In the past 25 years, 353 new industrial plants have been established in the area. The total investment was \$730 million, Geeslin said.



Ralph Derrickson, a student at the University of Kentucky School of Journalism receives a \$100 scholarship check from the Kentucky Press Association. Mr. J. A. McCauley, associate Chairman of the Department of Journalism looks on, as Secretary-Manager Viehman makes the presentation. Through the contributions of various newspapers in the state, as well as some funds already tied up in the scholarship program, KPA was able to offer eight scholarships for the fall semester. Additional contributions are needed is the scholarship fund is to grow.

Looking over the G.I. home news

First edition of the Madisonville Messenger's "GI Home News" is inspected by members of the paper's staff as it comes off the press Monday. Twice a month The Messenger will send, by first class mail, the "GI Home News" to our servicemen overseas. News of local people and happenings go into this "GI Home News" section and if you have a servicemen overseas he is eligible to receive this special feature at no cost. Just inform this paper of his address. Looking over yesterday's section are, from left to right, Henry Stoltz, shop foreman and also Service Officer for VFW Post 5480; Bill Patterson, assistant pressman who just returned from active duty with the U. S. Army Reserves; and Ernest Claytor, the paper's managing editor.



South Dakota editor protests handouts

(EDITOR'S NOTE: In concise, explicit terms the publisher of a weekly newspaper in South Dakota conveyed the feeling of many newspapers regarding government "handouts." His letter appears below.)

August 2, 1967

Mary K. Coughlin, Executive Officer Interagency Board of Examiners Rapid City, South Dakota

Dear Mrs. Coughlin:

This morning I received a notice of a job opening from your office, with a request that it be published "without cost to the government."

Mrs. Coughlin, the federal government is about to raise my income taxes, my social security taxes, my medicare taxes, my mailing costs, and God only knows what else.

Job printing is an important part of my business. My principal competitor in the envelope-printing business is the federal government. The Post Office prints envelopes below cost, so while I lose customers I also pay to subsidize this competitor.

Every day my office is deluged with publicity handouts from every conceivable branch of the federal government. The purpose of these handouts

is to convince the public, through this newspaper, that the government is all-wise and all-beneficent, that the current administration is wonderful, and that we citizens are getting the best of all possible deals.

I'm taxed to pay for this junk, the vast bulk of which is propaganda rather than news, and then I have to pay the garbage men to haul it away. And then this morning your office comes along with an announcement which is nothing more than a classified advertisement, and I'm asked to run it without cost to the government. Well, I won't.

Mrs. Coughlin, I'm not an extremist, or a John Birchler, or a member of any group dedicated to the violent overthrow of the U.S. government. I'm just a country newspaperman, trying to make a living, and I've had to up to here with taxes, handouts, self-serving publicity, government competition, and requests for free space.

We'll run your ad for five cents a word. That's what we charge our customers, most of whom watch their money more carefully than Uncle Sam watches his.

Sincerely, JOHN VICKERMAN, Editor & Manager Sioux Valley News, Canton, South Dakota

How 10% of Salesmen Get 80% of the Orders

Continued from Page 5

all good prospects are located on the main drag.

4 - Examine newspapers and business magazines carefully for announcements of new openings or important personnel changes at existing establishments.

5 - Ask Dun & Bradstreet for a list of prospects in specific towns.

You'll be surprised, Mr. Levin says in this article in Business Management, how this will help to develop a larger and better list of sales prospects.

ANR SELLS
YOUR PAPER
EVERYDAY

Jack-Notes

Continued from Page 2

having an association in the first place is to have some common grounds on which to gather, swap, meet, and learn. There is also strength in numbers. These days, when newspapers are coming under attack from all directions, from the government, to readers who occasionally express their concern over THEIR newspaper's failure to agree with them, to the national advertiser who gets a little peeved over the two-rate system that many of the newspapers in this country charge, we must stick together. This is not the time to have misgivings over the worth of an association that brings daily and weekly newspapers together in order to combine the best from both. In the pioneer days, that Kentucky is so famous for, the settlers were rugged individualists, strong and capable of carving a state out of the wilderness and protecting their families. But what did they do when the Indians attacked? If they could make it, they beat a fast path to the fort for protection, and safety in numbers. That is where their strength was.

All right, Jack, this is fine and dandy. We'll band together when danger arises, and we really are thankful that the National Newspaper Association is fighting the big battle for us in Washington (somebody has to, for goodness sakes), and so what if KPA is concerned with happenings in Frankfort, and has our best interests at heart. Let's get back to the advertising revenue. Where in the hell is all that national advertising that I enjoyed twenty years ago? The answer is this. The national advertising is there. In fact, the budgets have grown, but the competition has become more fierce. Look at that other medium that has crept up in the last twenty years, using some effective and impressive audience studies and glamorous figures on the way. Look at the growth in bill board advertising. Look at your magazines. Is it little wonder that it takes an organization like ANR, with offices in at least five cities, to secure the advertising that it does for the weekly newspaper, "Yeh," I hear you cry, "but all they ever do is steal accounts that I'm already getting." This is where we have to stop and take a look at the true function of ANR. The original reason that ANR was set up (the same goes for KPS), was to enable an agency to place a large number of insertions at a minimal cost, or in other words, a service organization. When advertisers were shying away from the weekly market, ANR had to make it attractive to use the weekly press again, or many, many papers would be cut out of advertising completely. Anyway, about that time ANR became a two-fold operation, adding sales to its duties. "We can't be content to sell like the very devil just to keep from losing. We must add new accounts to the list. How do we go about it?" someone at ANR must have said, "We have no research figures, no real success stories to tell, and the days of selling on the premises that good old Jack, the weekly publisher in Kentucky, is a nice guy and his fellow towns-people love him, are gone."

It is at this point that the research project that we have been hearing about for so long is finally getting off the ground. It is also worthy to note that the test market program is about to go like gangbusters. Let's hope that this will pay off for us and we'll start getting back some of that business that we aren't enjoying now, not to mention the new accounts. At any rate, we have to have this

representation or we're dead. As far as KPS is concerned, the real juicy meat lies close to the regional account bone.

"Great! You've explained the national ad picture and the regional account picture. In fact, I've heard it so much that I'm getting tired of listening." "Assuming that this advertising business is vitally important, but isn't really the only reason for joining the Kentucky Press Association, what are some other benefits that you can offer me?"

(At this point I have to jump back into the role of Secretary-Manager.) "Well, Jack, one of the first advantages in being a member in the Kentucky Press Association is being listed in the Newspaper Directory. It may not sound like much, but that directory is all that many advertisers have to go on to place advertising. On top of that, you've seen the ANR directory that comes out each year. In the past, it has listed every newspaper in the country, whether they accept ANR business or not. Well, this year, they are going to list only papers that accept ANR business. They take their information from the lists that the individual press associations compile, so in order to be listed in the ANR directory, and I'm sure that you will, you'll have to be included in the KPA directory. This is not to say that you are being forced to do anything against your wishes. It's just that for years, loyal dues paying members, like yourself, have been carrying non-members on their backs. Ads were placed for everybody and everybody was listed in the newspaper directory. As you can see, that wasn't fair at all. Some policy had to be set, some policy that would be fair, so it was thought that being listed in a directory, where the advertising eyes of the whole country would have a chance to see your market, should be an advantage of membership.

Enough of the advertising. Look at all the other things that the association can do for you. How about the Bulletins. Many ideas appear on sales tips, warnings, legislative notices, special events, circulation improvement, and promotional ideas. KPA works closely with the Better Business Bureau and other state press associations throughout the United States in exchange of ideas and information.

Warnings and credit information are yours through the bulletins or by making a call to the Central Office. KPA operates a free employment bureau. The Association works closely with printing and journalism schools in order to try to secure competent graduates. Each month, THE KENTUCKY PRESS brings you informative articles and pictures about your fellow publishers and happenings throughout the country. If art work is needed, KPA can have it done for you at the actual cost from agency. There is no KPA fee for handling this. In the very near future, we hope to have a group insurance program for you. One which will offer hospitalization, disability, and life. It will be available to all of your employees, as well as yourself, at a very low premium. If we have enough interested persons in this program, we can even cover those people who have pre-existing health conditions and are un-insurable. How about those conventions and clinics. The advertising division will meet twice a year, the circulation division has already met three times, and the winter and summer conventions are getting bigger and better than ever. This year, for instance, a great deal of time is go-

ing to be devoted to advertising ideas, so that this will be a working convention. Only members can attend these meetings. This is another advantage of membership.

KPA operates a consulting service. Each year, hundreds of problems are discussed with the KPA staff. If we don't know the answer, we'll try to get it for you. Sometimes another publisher has the answer and has shared it with us. From time to time, the central office conducts surveys, the results of which can be beneficial to you. Many of the services of the Kentucky Press Association fall under the general heading of public relations—that is presenting the newspaper industry to the public in the most favorable light. National Newspaper Week is a good example. Also, officers and other KPA representatives appear before many groups to speak up for the newspaper business.

KPA is studying the practicality of having several sales presentations on hand that the individual newspaper could show to various advertisers in order to secure additional or new lineage. In fact, a KPA staff member could actually conduct the showing. KPA provides a scholarship program for Kentucky students who are interested in pursuing a career in journalism, at any school in the state.

KPA is beginning to work with high school students in order to get them interested in careers in journalism. Tax information is available through the Central Office of the Press Association. In some cases, the answers to legal problems are available through KPA. KPA was reasonable for having the recent compilation of statutes as they pertain to the press, printed. This should be a help to every newspaperman or woman in the state. KPA offers to its members the opportunity to advertise any equipment in the bulletin, or to request a particular type of equipment. KPA provides a newspaper production contest each year, for the benefit of the membership.

Lastly, The Kentucky Press Association

staff of three, is always willing and eager to assist you in making reservations, transportation arrangements, or any other little thing that we can help you with.

High school press clinic radical departure

Several changes took place in the High School Press Clinic this year. For one thing, it was held on October 27, instead of in the spring, in order to enable the news staffs to benefit. An active group of high school teachers was recruited, in order to serve on a planning committee. A teacher was also asked to arrange and chair each session. Lastly, each school was limited to six students, which cut attendance from 1,000 to an interested group 515.

Professor J.A. McCauley, as director, did a very fine job of coordinating the program. It is hoped that the students not only learned something about putting out a better high school newspaper, but that the program might have interested additional students in pursuing journalism as a career.

Kentucky newsmen participating in the program were Mr. William R. Powell, Associate Editor of the Paducah Sun-Democrat; Mr. Clay Young, local advertising manager of the Lexington Herald-Leader; Mr. Larry Stone of the Central City Times-Argus; Mr. James L. Crawford of the Corbin Daily Tribune; Mr. Archie Frye of the Georgetown Graphic; Mr. J.M. Alverson, Jr. of the Paris Daily Enterprise; Mr. Bill Strode of the Courier Journal; Mr. Al Allen of the Louisville Times; Miss Linda Hockensmith of the Frankfort State Journal; Miss Sheron Sherman, of the Louisville Times; and Mr. Joe Creason, of the Courier-Journal.



COMFORT HANG-UP?

Is everyone in your shop comfortable all winter, or do people working in certain areas take their coffee breaks around the casting box?

If you need heat in exposed areas or occasional heat in any area, ask us about infra-red "people heaters." Regardless of surrounding temperatures, these infra-red heaters produce immediate warmth for people working anywhere you have a comfort hang-up — desks, tables, stones, loading areas, storage rooms or entries.

Call our office. Put one of our commercial service engineers to work on your problem. That's his job.

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