

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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Kentucky's Showcase: Lodge At Carter Cave

The Kentucky Press

+ As We See It +

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Perry J. Ashley, Associate Editor

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Freedom Of Information Bills Again Introduced

Eleven Freedom of Information bills bearing the names of 28 Senators and Representatives were introduced on February 17 as a new drive got under way to open up most government records to public inspection. Spearheading the campaign are Sen. Edward V. Long (D., Mo.) and Rep. John E. Moss (D., Calif.), both veterans of the FOI wars.

By prearranged plan, Sen. Long introduced virtually the same bill which passed the Senate unanimously on July 31, 1964. The new number of the Long bill is S.1160. His 17 co-sponsors include 13 Democrats and four Republicans, with both liberals and conservatives in the group. The co-sponsors are:

Senators E. L. Bartlett (D., Alaska), Birch Bayh (D., Ind.), J. Caleb Boggs (R., Del.), Clifford P. Case (R., N. J.), Everett M. Dirksen (R., Ill.), Sam J. Ervin, Jr. (D., N. C.), Hiram L. Fong (R., Hawaii), Philip A. Hart (D., Mich.), Lee Metcalf (D., Mont.), Wayne Morse (D., Ore.), Frank E. Moss (D., Utah), Gaylord Nelson (D., Wis.), Mrs. Maurine B. Neuberger (D., Ore.), William Proxmire (D., Wis.), Abraham A. Ribicoff (D., Conn.), George A. Smathers (D., Fla.) and Stuart Symington (D., Mo.).

The Long bill would amend the Administrative Procedure Act of 1946 "to clarify and protect the right of the public to information." Sen. Long noted that his proposal has wide support by bar associations, lawyers, news media and scholars. He did NOT mention the opposition of the Administration.

House rules prevent co-sponsorship of bills but the same effect is achieved by introduction of an identical bill. Rep. Moss started a parade by introducing his companion version of the Long bill as H.R.5012. Then nine colleagues offered the next nine bills, all the same except for succeeding numbers. Those who sponsored the Moss bill are:

Reps. Dante B. Fascell (D., Fla.), Torbert H. Macdonald (D., Mass.), Robert P. Griffin (R., Mich.), Ogden R. Reid (R., N. Y.), Donald Rumsfeld (R., Ill.), Ed Edmondson (D., Okla.), Thomas L. Ashley (D., Ohio), Richard D. McCarthy (D., N. Y.), and Mrs. Charlotte T. Reid (R., Ill.). Including Rep. Moss, there are six Democrats and four Republicans among House sponsors.

While similar, the Moss bill is not identical with the Long bill. It amends a different law. The reason for the disparity is to allow the Senate bill to be handled by the

Judiciary Committee subcommittee which Long heads and the House bill to go to the Government Operation FOI subcommittee which Moss heads.

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New ZIP Rules In Effect

Two sets of proposed rules, one covering pre-sorting of second and third class mail by sectional centers to be required July 1, 1965, and the other making mandatory full ZIP Coding of all second and third class mail on January 1, 1967, were just published by the Post Office Department.

Sectional center sorting and sacking will affect few newspapers. It will pose major problems for some magazines and direct mail advertisers. But every holder of a second or third class mailing permit will be affected by the ZIP Code requirement effective 22 months hence.

The rules were published in the February 17 Federal Register, on a proposed basis, with a 30-day period allowed for receipt of comment. The Post Office is sure to be up to its ears in protests by the time the March 19 deadline arrives. The rules are hard to understand and hard to explain but already the first breezes of a big storm are being felt.

For example, one group is already planning to shift the battlefield to Congress. Associated Third Class Mail Users has arranged for Rep. Arnold Olsen (D., Mont.), a member of the House Post Office and Civil Service Committee, to introduce a bill to suspend the ZIP Code for five years. It is too early to guess whether this effort will make any headway.

Another straw in the wind is an outcry from trade journals. American Business Press, Inc., is bringing dozens of its publishers to Washington today for a protest meeting with P.O. officials. Some of them will insist it will be impossible for them to comply with the ZIP orders.

The first sentence of the proposed rule due to take effect in 1967 reads: "Addresses on copies mailed by publishers shall include the ZIP Code number." Full text of the proposals (too long for printing here) can be obtained from NEA upon request.

* * * *

By a 74 to 21 vote, the Indiana House repealed its work law. Indiana's governor had promised, during his election campaign, to sign such a repeal. Passage of the measure reduces to nineteen the number of states now having laws barring compulsory union membership as a condition of employment. The fate of these other laws is in doubt in view of the union-backed effort to get Congress to repeal Section 14(b) of the National Labor Relations Act.

Special Committee Will Study Pre-Trial Principles

By Norman E. Isaacs

Ever since the tragedy of fourteen months ago in Dallas—and the episode of November 24th, following, when Lee Harvey Oswald was shot to death while in the hands of the Dallas police—there has been a mounting debate between the press and the bar as to "Fair Trial vs. Free Press."

Before we get to the details, a few things need to be made clear.

One is that the assassination of President Kennedy and the subsequent miscarriage of justice in Oswald's case did not of themselves originate the argument. The conflict has been smoldering for decades. What occurred in Dallas was simply the torch that turned it into a blaze.

It is pertinent to underline the point that the battle of free men for open, public trials has been going on for 700 years—ever since June 19, 1215, when our English forebears wrung from a reluctant King John, as an article of Magna Charta, the promise that the King's courts "shall be stationary, and shall no longer follow his person; they shall be open to everyone; and justice shall no longer be sold, refused or delayed."

The point can be legitimately made that even prior to the existence of modern journalism, men aspiring to freedom had great difficulties in obtaining swift, public and fair trials. Certainly, though, the framers of our Constitution saw no inherent conflict.

The First Amendment reads: "Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech or of the press; or the right of the people peaceably to assemble and to petition the Government for a redress of grievances."

The Sixth Amendment reads: "In all criminal prosecutions, the accused shall enjoy the right to a speedy and public trial, by an impartial jury of the State and district wherein the crime shall have been committed . . . and to be informed of the nature and cause of the accusation; to be confronted with the witnesses against him; to have compulsory processes for obtaining witnesses in his favor, and to have the assistance of counsel for his defense."

The key word in this whole debate is "impartial" as it appears in the Sixth Amendment—"the right to a speedy and public trial by an impartial jury."

Associate Justice Arthur Goldberg of the U.S. Supreme Court has summed it up quite aptly in this quotation:

"The press has a particularly acute re-

(Note: Mr. Isaacs is chairman of KPA's Freedom of Information Committee. This thorough and thought-provoking address was presented at the mid-winter convention. The convention resolution authorized Isaacs and his special committee to study the proposals further.)

sponsibility in the area of crime reporting, especially in the pre-trial phase. Of course, here, as elsewhere, the press must report the news. Suppression of this news, like suppression of any other news, is not to be tolerated. The rights of accused persons, however, must also be respected. The public—from whom the jurors will be selected—must be informed but not prejudiced. It must be informed so that it can prevent abuses both by governments and by criminal elements in our society. All too often, however, we must resort to jurors who are not informed in order to be certain that we are getting jurors who are not prejudiced by what they have read in the newspapers."

Mr. Justice Goldberg went on to say that it is sad that in this literate and educated country the only acceptable jurors are those who can take an oath that they have read no newspapers or magazines for the past year. He added that some of the fault lies in the labels chosen by the press to describe those accused of crime. He referred to references to an accused before a trial as the "killer," "robber" or "hoodlum." He pointed out that all the good that courts do in reiterating the Constitutional presumption of innocence can be easily erased by the press's constant reference to an accused as the criminal.

Then, the Justice added the final touch, by saying: "These labels, regrettably, are all too often chosen, in the first instance by prosecutors and merely echoed by the press. Much would be done to stop this dangerous practice if the bar were to make it crystal clear that every lawyer has the responsibility of avoiding the use of such labels. If the bar sets a good example, it can rightly call upon the press to follow."

Clearly, many of our troubles today stem from the lurid "yellow press" era at the turn of the century. I believe that the over-aggressive bad manners of bitterly competitive journalism spilled over onto modern newspapermen. We were on the way to curing this image when television entered the scene and since then we have suffered a throwback to some of our least attractive periods.

Actually, that disgraceful episode in Dal-

las when so many newsmen clogged the corridors of the city prison, thus permitting Jack Ruby to enter, mingle and shoot Lee Oswald, was very much akin to the pre-TV spectacle in the Flemington, N. J. courtroom where Bruno Richard Hauptmann was tried for the kidnap-murder of the Lindbergh baby in the mid-30's.

In both cases, reporters and photographers seized upon the weakness of the presiding officials involved. In the Hauptmann trial, it was a judge who willingly let his courtroom be turned into a nightmare—with photographers popping flashbulbs everywhere—and reporters running in and out with snatches of copy. In Dallas, it was the police chief who willingly permitted scores of newspapermen and photographers access to a most sensitive area.

Out of the Hauptmann case came the American Bar Association's adoption of Canon 35—restricting the use of cameras in courtrooms. For more than 25 years, newspapermen and lawyers have been arguing Canon 35.

Now, out of the Dallas travesty, has come a new series of moves—the most recent by the Philadelphia Bar Association, proposing some rigid rules of procedure. Not only segments of the press, but some noted lawyers and judges, have protested the Philadelphia moves. Whether these Philadelphia proposals stick, or not, we can be certain that we will continue to hear a good deal more as the debate goes on over the ensuing years.

Some of the debaters have raised two issues—related in a sense, and yet unrelated—which affect the discussions. One has to do with codes. The other refers to British practice.

On prior occasion, I have plaintively wished out loud for American adoption of the British system. This, however, was based on a misconception on my part. The essence of British practice is that the courts can enforce behavior by the press through the exercise of stringent contempt powers.

In Britain, virtually nothing can be published between the arrest of a suspect and his trial. Publication is limited almost exclusively to those elements revealed in court. It is illegal in Britain to refer to any prior record of an accused person. There can be no reference to a confession before it is given in evidence. There can be no publication of pretrial statements given by attorneys; nor can there be any statements criticizing jury or judge. These prohibitions did not originally worry me because British just-

tice seemed so efficient and forthright.

There is, however, a fundamental difference between British and American law. In any criminal case, the basic evidence in a British case is revealed at the British equivalent of the American preliminary hearing. So there is prompt and adequate publication. In the United States, however, the general practice is to either ignore preliminary hearings in criminal cases, or to conduct what are at best pro forma hearings. If we were, therefore, to accept the British pattern with no changes in the American judicial system, the only information available to the public before trial in most cases would be the almost barren information that a suspect had been arrested.

Since the time lag in this country between arrest and trial can be months, we would be throwing away two of the most useful functions of pre-trial publicity. One is the pacification of a community disturbed by an outbreak of crime through adequate published information that the likely suspect has been arrested. The other is the assurance to the community that an innocent man has not been incarcerated covertly, unfairly and without probable cause.

Had we been under the British system, can you imagine the confusion that would have swept the United States immediately after the President's assassination had we been able to publish only the bare information that a suspect was under arrest?

Granted that the Dallas police and district attorney talked entirely too much and expressed too many opinions—and they were criticized acidly by the American Bar Association for that—and granted that there were entirely too many reporters and photographers on hand, pushing, shoving and yelling—the American people did receive the maximum information available at the moment.

Further investigation also discloses that the British system is not infallible. You will recall that the British hanged John Christie for murdering six women over a period of years. He confessed all these crimes and the court believed him. The trouble is that the British had already hanged another man for killing two of these women.

In the United States, there is more than one innocent man who owes his liberty, and perhaps his life, to the enterprise of investigating newspapermen. But a British editor can be fined heavily for even assigning one of his men to investigate a case after a suspect has been arrested. It is possible that if some enterprising crime reporters had worked on the case, the British wouldn't have hanged the wrong man before they hanged the right one.

At any rate, even speculating about the British system isn't at all as simple as I once thought. Before we could even come to grips with the matter, there would have to come mandatory preliminary hearings in this country with adequate procedural safeguards—and this sweeping change seems most unlikely.

The American Bar felt it could control lawyers' conduct when it adopted Canon 20 more than half a century ago. But the record is that the present canon has been violated repeatedly and constantly in every state of the Union by both prosecution and defense attorneys. Violated with impunity because in all the more than fifty years the present canon has been on the books there has not been one reported proceeding against an offending lawyer, prosecutor or judge.

Seeking to firm up Canon 20, the American Bar now has before it a proposal to strongly reinforce the ethic. The new proposal reads:

"It is the duty of a lawyer engaged either in the prosecution or the defense of a person accused of a crime to refrain from any action which might interfere with the right of either the accused or the prosecuting governmental entity to a fair trial. To that end it is improper for and professionally reprehensible for a lawyer so engaged to express to the public or in any manner extrajudicially any opinion or prediction as to the guilt or innocence of the accused, the weight of evidence against him or the likelihood that he will be either convicted or acquitted."

The extent of legal and judicial concern about what appears in the press is best exhibited by the recent endorsement by the Judicial Conference of the United States of Senator Wayne Morse's bill introduced first last year.

This bill would result in Federal legislation making it an offense for certain persons to furnish information to the press in criminal cases. The Judicial Council changed only two words in Senator Morse's 74-word draft—from a fine of \$500 to \$1,000. Let me read it to you:

"It shall constitute a contempt of court for any employee of the United States, or for any defendant or his attorney or the agent of either, to furnish or make available for publication information not already properly filed with the court which might affect the outcome of any pending criminal litigation, except evidence that has already been admitted at the trial. Such contempt shall be punished by a fine of not more than \$1,000."

One can say that there is no reason for concern about this proposed legislation be-

cause even if passed it would apply only to the Federal courts and there is very little conflict in that jurisdiction between press and bar, except for the ban on photography.

I suppose newspapermen need not be reminded that sometimes Federal law becomes state law.

Most criminal cases appear in state courts and it is here that the problems arise. One of the most interesting denunciations of press and legal misbehavior was issued last year by the New York County Lawyers Association. More specifically, it was an attack on the television arm of journalism. The New York Association found the parallel between the printed media and TV not a complete one.

"A few seconds of film showing the face of an accused as he is being asked about the details of a shocking crime," said the report, "leaves an imprint on the mind that can be recalled many months later, while stories printed in cold type have a much greater tendency to fade away. The gravity of the result of invading right by television can be substantially greater than the result from newspaper publication, although both can obviously be bad."

The New York lawyers cited violations covering direct interviews of defendants not represented by counsel concerning the details of their crimes; descriptions by police officials of the details of crimes based on interviews with defendants; disclosure of prejudicial information concerning the prior criminal record of suspects and harassment of persons called to testify before grand juries.

One incident cited was of the television filming of a suspect who had just been arrested for homicide in Brooklyn. When the suspect held his head down to conceal his face, a police officer grabbed him by the hair and twisted his head back so that his face could be fully exposed to the TV cameras.

Another was of a TV reporter who interviewed a New York City official as he was about to appear before a New York County Grand Jury inquiry involving the official's conduct and questioned him about the testimony he intended to give in secret to the grand jury.

One of the more celebrated recent cases, decided in June, 1963, by the U.S. Supreme Court was that of *Rideau v. Louisiana*. In this instance, the Court reversed a conviction for first degree murder on the ground that the defendant had been denied a fair trial because he had been interviewed by the local sheriff in front of TV cameras following his arrest, and the filmed interview was subsequently broadcast on three separate occasions over the local station.

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The record is that in almost all cases where local press, TV or radio coverage has been of such a nature as to have been adjudged to have a prejudicial impact upon the community, the courts have granted new trials and changes of venue.

In the Oswald arrest in Dallas, the Board of Governors of the American Bar issued the statement I referred to earlier. I consider it one of the strongest of positions. Let me quote it:

"What occurred in Dallas went far beyond the requirements of legitimate public interest. It struck at the heart of our fundamental rule of law with its guarantees of a fair trial for everyone, however heinous the crime involved. The widespread publicizing of Oswald's alleged guilt, involving statements by officials and public disclosure of 'evidence,' would have made it extremely difficult to empanel an unprejudiced jury and afford the accused a fair trial. It conceivably could have prevented any lawful trial of Oswald due to the difficulty of finding jurors who had not been prejudiced by these public statements."

Now, granted that what all this adds up to is a condemnation of the practitioners of the law—and of the various branches of the press—we still face the problem of trying to assure fair trial and yet maintain a free press.

What the Philadelphia Bar Association has proposed makes sense in many aspects, but it goes much too far. On the second side, it proposes:

1. That police and prosecuting attorneys refrain from identifying and describing suspects until they are actually arrested and charged.

2. That these same officials refrain, after an arrest, from giving out prior criminal records or reputed confessions of the accused or other questionable information which may be barred as evidence at a trial.

3. That police, prosecuting and defense attorneys and judges refrain from making prejudicial or inflammatory comments on pending cases.

The shortcomings of the Philadelphia Bar's proposal—and which have stirred controversy—are these:

A. It proposes that the press be denied the right to review police reports. This smacks of censorship and not voluntary restraint.

B. It proposes that the press be refused "the right to invade" police and prosecutors' offices. "Invade" has been challenged as hardly the proper word to describe entry on public property.

C. It proposes that the press be forbidden to interview a defendant in custody. The challenge that has been made is that if the

police may make a statement as to the charge, why should the defendant be denied the opportunity to deny it?

For more than two years now—starting long before the Oswald case—The Courier-Journal and The Louisville Times have been engaged in a dialogue on this matter with representatives of the Louisville Bar Association. You might say that we have been clearing away the underbrush and learning to understand each other.

Out of these discussions there came this last Wednesday a first joint meeting of Bar, Press and Broadcasters.

Speaking for the Louisville newspapers, I made it clear that we could not—nor did we wish—to speak unilaterally for Kentucky's press.

We agreed among us that it was necessary that television and radio be a party to any agreements reached. Let me provide an example. Recently, we moved to eliminate from our usage any reference to "confessions" in connection with persons placed under arrest. We chose to use the word "statement." Yet within 24 hours of that move, some TV and radio stations in this area were broadcasting the claimed "confession" of a man under arrest on robbery charges.

It seemed to those of us meeting that what seems needed is initiative at state levels for understanding and agreement between all the media of news communication—with the voted support of the bar, press and broadcasting associations.

We were agreed that we sought a statement of principles, rather than a code. We were agreed that once a statement of principles could be worked out, ratification would be sought from all the organizations—and that a standing committee then be appointed to study the application of the principles and to make periodic reports.

I am happy to tell you today that the Louisville Bar's executive committee met yesterday afternoon and approved such negotiation. The State Bar president was present at that meeting and plans to seek his group's approval. The Kentucky Broadcasters' executive committee is to meet this coming Monday and consider the same proposal. I am informed that a similar resolution will be placed before KPA tomorrow and I am hopeful that the state press will seize upon this opportunity for pioneering leadership.

You may well ask what such a statement of principles might cover. What I am about to outline is purely a personal viewpoint. Not one of these might appear in a finished draft. But, as I see it and understand it, what we would be seeking would be something like these 10 points:

1. The clear understanding that the news media have the right and responsibility to cover the news and to report official proceedings.

2. The clear understanding that an accused person has the right to be judged in an atmosphere free from undue prejudice, and that the accused is presumed innocent until proved guilty.

3. That good taste shall prevail in the selection and publication of crime news—and that morbid or sensational details not be exploited.

4. That all editors, news directors and members of the Bar keep in mind that readers and listeners are potential jurors.

5. That all parties agree that no person's reputation should be needlessly injured.

6. That police, commonwealth's attorneys, members of the Bar and news media refrain from calling a killing a murder until there has been an indictment as to the degree of homicide.

7. That these same parties agree there will be no announcements of crimes "solved" on the basis of police questioning.

8. That if police and commonwealth's attorneys obtain a statement from an accused, this is what it shall be called and not a confession—and that the news media will not call any such statement a confession until it is accepted as such by a court.

9. That all parties refrain from calling an individual a suspect if he is brought in only for questioning.

10. That should there be serious infractions on the part of members of the Bar, the Bar Associations pledge themselves to seek enforcement of Canon 20.

Were such a Statement of Principles to be worked out and agreed upon, it could be printed and distributed widely throughout the State.

Can this sort of thing be worked out? Not only can it—it has been done in the state of Oregon, where a general agreement was reached some three years ago—and where the committee has yet to receive its first complaint of substance.

This type of voluntary procedure preserves the people's right to know what is transpiring in society without any restrictions based on legislative power.

Equally important is the fact that this kind of harmonious working together can result in social up-grading—with the law learning to fight with vigor for the press's right to report the world as it is, courts and all—and with the press learning to fight for the most astringent purity of fair trial within our courts.

If Bar and Press can arrive at this kind of understanding, we shall have both Free Press and Fair Trial. If we move by legisla-

Newspapers Should Start Now To ZIP Code All Circulation

By WM. C. CAYWOOD, JR.

I noted your recent item in the Bulletin on zip coding. It was timely and important; every publisher should begin now, working toward a fully zip-coded mailing operation.

The Clay City Times became 100 per cent zip coded in 1964, and the post office department said it was the first paper of its size and age (70 years) to move in that direction without interruption.

With some 3,000 plates to be made and zip coded with hundreds of numbers and several within each city, it was quite an undertaking. We enlisted the aid of the regional post office at Lexington, and received excellent advice and assistance. Next, we abandoned the Mustang mailer and went to an automatic addressing machine. The manufacturer, the postal service at Lexington, and the publisher then met to decide on the most economical and satisfactory plan on plate-making.

Then came the long and arduous task of setting up typewritten lists, alphabetically by regions, zones, and zip codes. After this was completed the lists were mailed to a plate-making company. Even there, the stamping of 3,000 plates is no push-button job. The usual deluge of changes in addresses continued as it does on all weeklies where the bulk of circulation is by mail. It does not take much imagination to see the amount of correspondence required. The small dailies will not have near the task as the weeklies, since their mail coverage is somewhat lower due to carrier service.

Presumably, the average Kentucky weekly has problems similar to those on The Times which concentrates its circulation in Powell, and six adjoining counties on the Mountain Parkway. We go into 90 Kentucky counties, and 30 states, mainly Ohio, Indiana, and Michigan—where mountain people commute to factory jobs.

Of course, we have our own plate-making machine now, and our office staff does a good job on keeping up with address changes. All post offices are becoming strict on clearly imprinted addresses, and there is no longer the hesitancy to return papers to the publisher when the slightest thing is wrong with an address. Postmasters must follow new orders; so must newspapers if they are to maintain good mail service and prompt delivery of the paper.

For all of this drudgery there is some compensation. It gives the publisher and/or editor a chance to see how many unpaid and complimentary copies are going through his mailing list. In our case, we debated the issue at length. The conclusion: not a single free paper, even to the governor! Not a single free paper to a relative of the owners, or even to the stockholders if it meant going through the mails.

The Times today mails only to bonafide paid readers and checking copies to advertisers. Schools, libraries, churches, literary societies, public relations outfits, and you name them, are not to be found in our mailing list of more than 3,000. We exchange with six newspapers—all weeklies—and decline all deals or exchange of checks with dailies.

This tight circulation, I believe, exceeds ABC requirements in some areas. However, it is basically sound business and that's what the weekly publisher must begin to follow—if not already—if he wants to continue in the black.

Zip coding is here to stay—make no mistake of that. Machines are now in use which can read numbers and some which can read script (if it's not too bad). Eventually, all mail will be sorted, distributed, and sent on its way electronically. Zip coding is just the first step. The publisher who thinks the P.O. is kidding had better take a second thought.

As a publisher of an area paper, the legal publication of Stanton and Powell County, I found zip coding expensive, but absolutely necessary. In fact, it soon will be required, or the publisher's papers automatically go into a higher cost bracket.

Editors will find their local postmasters willing to help on route sorting and related problems, but they can't take the time to look up each number for 3,000 subscribers, or 100. They can get the books and code numbers for you, but someone around the office will have to handle the statistics. So, as one who has been down the road, my advice is to get started! But, now.

It's your right to know—our duty to inform. For us, truth must remain the weapon of democracy.

Static is frequently eliminated by using sheets of aluminum bent to cover the jogger bars on flatbed presses.

Sleep Insurance

An Indiana newspaper reports: "Our local bank has microfilm service for its own use. We took our 3x5 subscription cards and ran the entire number through the microfilm machine in less than 1½ hours. We used only 36 feet of film and the entire cost to us was only \$8.30. We plan to do this annually and leave the film in our safety deposit box at the bank. It is good 'sleep insurance.'" Whether on microfilm or something else, it is a good idea to keep a copy of the mailing list somewhere away from the office. As further safeguard against the possibility of fire, some publishers also keep a supply of letterheads, envelopes, statements and other office forms with the "sleep insurance" mailing list.

In planing down a large form ready for the press, it helps also to plane the lockup furniture down around the form, so as to prevent buckling up and causing the form to work up during the run.

tive decree to limit either, we are likely to have neither.

As one member of the Press who strives for higher responsibility I urge your support for this undertaking—which is in the best of the American tradition.

* * * * *

Whereas: Concern has been expressed by members of the legal profession, various newspaper and broadcast media, governmental agencies and the public at large with regard to the apparent conflict in the right of fair trial and the right of a free press, be it therefore resolved:

That the President of the Kentucky Press Association be directed by this convention assembled to appoint a representative to meet with a representative of the Kentucky Association of Broadcasters and the Kentucky Bar Association and other interested parties in an attempt to evolve a set of principles which would attempt to assure the maximum protection of each of these rights both to individuals and to the public served by the press.

Be it further resolved this appointed representative be directed to report the results of his discussions to the membership and that before any binding agreements are reached they shall be ratified by the membership of the Kentucky Press Association.

President Henry appointed a committee to wait on call, individually or collectively, for the proposed joint meeting. Mr. Isaacs is chairman, members—James T. Norris, Jr., Al J. Schansberg, Warren R. Fisher, William H. Jones, and Secretary Portmann.

Role Of Mass Communications Investigated At UK Symposium

By DAVID HAWPE

The role of mass communications in modern society was subjected to close scrutiny at a symposium sponsored by the School of Journalism this month.

Summing up the theme of the meeting at the closing session, Dr. Kenneth Bartlett, vice president for University affairs at Syracuse University, said that journalism and broadcasting should become the public's communicators.

Dr. Bartlett said the field of public communication should provide society with the information that it requires about the world in which it operates.

The Syracuse administrator referred to a general disinterest—or lack of enthusiasm—among educators concerning the field of mass communications. This, he thinks, stems from ignorance of the importance of the field of public communications.

Calling communications "the most promising force for unifying all people today," Dr. Bartlett suggested that newspapers and broadcasting offer "the greatest opportunity for integrating the many divergent interests of our society."

"Communications is the basic ability which allows us to share the knowledge from several specialized fields," he said.

Dr. Bartlett spoke as a member of the panel which was featured at the Saturday symposium session. Other members of the panel were Dr. Jay Jensen, head of the department of journalism at the University of Illinois, and Lisle Baker, executive vice president of the Louisville Courier-Journal and Times and vice president of radio station WHAS.

Dr. Jensen noted that the trend today is for universities to establish interdisciplinary colleges of communication instead of depending on schools of journalism to train communicators.

He said the research in mass communications is continually increasing, and a substantial body of knowledge which has been uncovered is sufficient to guarantee the need for further research in the future.

Mr. Baker was critical of the nature of some research efforts in the communications field, noting that for the most part basic research has no real benefit to offer in this area.

Research was defined by Mr. Baker as "the diligent and systematic inquiry with the objective of learning general principles."

Mentioning that there are two types of research—basic and applied. The free and random research implied by the term "basic" has no place, according to Mr. Baker, in the schools of journalism.

Mr. Baker did agree that applied research had a great deal to do with the ability of a newspaper to accurately gauge the readers' response to the paper's offering.

Panelists for the Friday session were Bill Williams, research director for the Oklahoma Publishing Company in Oklahoma City, Okla.; Julian Goodman, vice president of NBC News, New York; and Jensen.

Mr. Williams said the computer can be used to do the busy work connected with the publishing of a newspaper—billing, labeling papers for mailing, bundling papers to be circulated, etc. He also explained how a computer has been used with his publication to speed the actual newsroom operation itself.

He noted that since the computer can do more of the routine jobs more quickly and with more accuracy than a staff member, it can free these same staffers to do the jobs the computer cannot do.

Mr. Williams explained the type-setting operation which his firm operates by computer. It cost \$250,000, a sum which discourages many newspapers from installing the system. He does expect, however, that more and more newspapers will adopt the computer system.

Dr. Jensen—in his comments at the first meeting—said the role of newspapers has changed with their growth, and that with the broadcasting media they form a communications system which reaches the entire society. He said this all-inclusive nature of the media today implies a new responsibility to the audiences. He said the trend is toward "newspapers and television stations to become agents of the public and not just the property of the individual owners."

Mr. Goodman was interested primarily in the development of television in the profit-motivated economy. He said the key to the success of television in the United States was the fact that it was founded in the profit-motive system of economic competition.

"It seems to me that our system of broadcasting, based as it is, openly, on the profit motive—has brought American's a system of television that could not be achieved un-

Ownership Form Changed

A change in postal rules is the adoption of a revised Form 3526, Statement of Ownership, Management and Circulation. ANPA instigated the changes in order to bring the language of the circulation questions into conformity with requirements of the Audit Bureau of Circulations. NEA was consulted and approved the new language.

The seven parts of Question 10, the last on the form, now call for: A. Total number copies printed (net press run); B. Paid circulation—1. sales through dealers and carriers, street vendors and counter sales; 2. Mail subscriptions; C. Total paid circulation; D. Free distribution (including samples) by mail, carrier or other means; E. Total distribution (sum of C and D); F. Office use, left-over, unaccounted, spoiled after printing; G. Total (sum of E and F)—should equal net press run shown in A).

Adoption of this form, requiring the above breakdowns both as a 12-month average and for the single issue nearest to the filing date, should be advantageous both to publishers and postal officials. For one thing, detection of publications with insufficient paid circulation to qualify for second class entry will be simplified.

"A newspaper is an adviser who does not require to be sought, but who comes of his own accord and talks to you briefly every day of the common weal, without distracting you from your private affairs."—DeTocqueville.

der any other method of operation," he said.

"From a position where entertainment was dominant, we have come to a place where news and public affairs programs are well on their way to achieving parity with entertainment."

Goodman said the race for dominance in the realm of news coverage and public affairs broadcasting that is the most important new development in broadcasting and the development which will bear watching in the years ahead.

Three other important developments also are listed by Goodman: (1) the role of the reporter as opposed to the reader, in broadcast journalism; (2) the development of the television actuality program; and, (3) the emergence of broadcast journalism as at least an equal partner and sometimes a leader in the field of journalism as a whole.

Attendance at the seminar sessions was about 100 persons for each meeting. Faculty, students, and other interested persons attended.

Past Presidents Honored

Nineteen past presidents and the 23-year term of secretary-manager of the Kentucky Press Association were honored by the University of Kentucky during the Centennial Preview Dinner held on the Lexington campus Friday, February 5. In presenting certificates to the Association members, Dr. Glenwood Creech, UK vice president for Public Affairs, said the University was honoring these persons for "making possible the building of a great University."

In making the presentations, Dr. Creech read the citation on the certificate: "In grateful recognition of the unselfish service and leadership of the communication media to education in the Commonwealth. In its dedication to its unending responsibility for informing and guiding the people, the news media have made possible the building of a great University which now moves forward with confidence into its second century."

KPA past presidents receiving their awards in person were W. L. Dawson, La-Grange; Keen Johnson, Richmond; J. La-Marr Bradley, Providence; Fred B. Wachs, Lexington; James M. Willis, Brandenburg; Joe La Gore, Paducah; Douglas Cornette, Louisville; Alfred S. Wathen, Bardstown; Martin Dyche, London; Thomas L. Adams, Lexington; Paul Westpheling, Fulton; W. Foster Adams, Morehead; Fred J. Burkhard, Liberty; George Joplin III, Somerset; and Maurice K. Henry, Middlesboro. Former presidents who were not present will receive their certificates through the mail.

In a special presentation honoring Victor R. Portmann, UK President John W. Oswald said he had known Vic only a short time but had come to appreciate his efforts with the press of Kentucky. Dr. Oswald cited the recipient's efforts in encouraging better community journalism and his long-time activity with the Association.

Other activities of the opening of the University's Centennial celebration were a symposium on communications and research, a luncheon given by the Kentucky Kernel and the School of Journalism recognizing the 50th anniversary of the J-school and the student newspaper, reception for members of the press at the Alumni Center, and a special Centennial Preview Dinner for the press, radio and television.

Lots of people know a good thing the minute another fellow sees it.

The first crude attempts at bookmaking were made by writing on long sheets of papyrus which were rolled up from each end into sticks to aid the reader.

Soap Relieves Allergy

By FRED J. BURKHARD

If you are among those whose hands suffer from photo chemicals, it is possible a new soap may give you relief. There are those working in photo and offset chemicals that suffer from them as others suffer from ragweed in the fall. The chemicals are sufficient to create an allergy. It says so right on the cans.

There are others that suffer from dehydration of the skin, which is possible with any strong saline solution. We are among this group. Our hands chap, and at the joints the skin breaks to the point of bleeding. Hand lotions help, but are not sufficient.

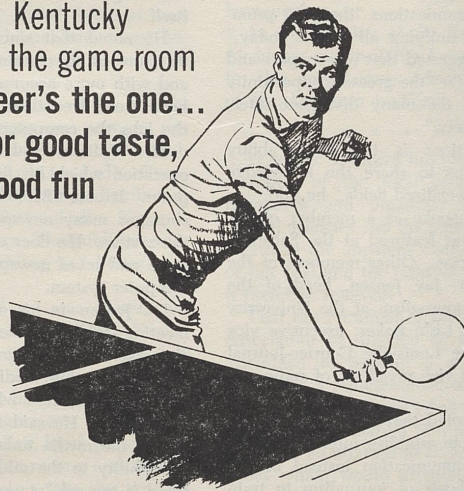
A California company has come out with a soap which somehow counteracts the chemicals. It is called Neutrogena Soap, 2525 Main Street, Santa Monica, Calif. It costs either \$8.00 for 12 bars or \$12.00 for eight bars; we lost some of the literature.

A bar of this will last us about a year at the rate we are using it.

The literature says it is a neutralizer for photo chemicals, particularly developers. We have washed our hands in water and then tasted the fingers and there is still a slightly saline taste. There is none after the soap is used. The girls will be interested to know that it is even slightly perfumed. Followed with hand lotion or plain glycerine, our hands have not suffered at all this winter.

A Post Office report revealed that on December 18 Irving Richman was indicted in Indianapolis on 22 counts of mail fraud. He is charged with making misrepresentations in soliciting newspaper advertising. His technique was to imply renewal of a previous ad placed by the firm solicited, using ad copy taken from other publications. Postal inspectors allege the scheme produced at least \$112,000.

In Kentucky
in the game room
beer's the one...
for good taste,
good fun



You name your game, ping-pong or checkers, cards or chess. Play it hard, and it takes a lot out of you. That's when you like most to settle down in a soft chair and enjoy your friends' talk and your beer's taste. Beer was made to relax with. Made to refresh you, cool you, cheer your taste. So next time you're playing some sociable at-home game, take time out for the companionable taste of beer.

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



Insertion Charges

What to charge for pre-printed inserts? This question continues to come up. From discussion carried in other state press association bulletins, the most common charge is regular space rates. This charge is what the Illinois Press Assn. recently adopted along with several other states and KPA Central Office is in full agreement.

Reasoning is that you are selling space. Break down your regular space charges and you may find yourself doing it for everyone. But, it's up to you.

In the Oregon Newspapers Publishers Association bulletin appeared the following on charges for pre-prints or inserts which may be of some value to you when faced with this decision:

"What rates do newspapers charge for inserts? Many newspapers, the ones which do not particularly "seek" this business but will accept inserts if offered and if properly prepared, charge their black-and-white advertising space rate.

"Others charge the black-and-white space rate less an allowance for paper (some also make a deduction for composition and printing) plus a charge for inserting the section.

"A few papers (the ones which want all of the inserts they can get) make a flat charge of so much per copy or per 1,000 copies. A national advertiser reported at the recent NAEA meeting that newspapers had inserted a pre-printed section at "prices ranging from 26 percent to 85 percent of the black and white rate.

"Such a variation in charges is difficult to explain. Most newspapers set their charge for "piggy-backing" inserts high enough to recover actual costs, to make advertising pay the same proportionate share of newspaper costs (news, editorial etc.) as all other advertisers pay, and to make a normal profit on the inserting business.

"Each paper must make the decision of whether he wants to accept this kind of business. If a newspaper increases its total number of pages in an issue it is likely that each reader will spend a little less time reading each page so that the inclusion of an 8 or 16-page advertising section inserted into the newspaper may probably decrease the time per page the reader may devote to the entire issue.

"Circulation costs a newspaper money to obtain and maintain. Readership of newspapers is much higher than for handbills or advertising circulars. Some subscribers may resent having advertising sections stuffed into their copies of your newspapers."

Kansas Press Association reports a Kansas newspaper planned to insert a Christ-

mas supplement for a local store and was challenged by the district post office on the insertion ahead of preparation. As a result of the challenge, an official of the district post office called Washington and got the insert okeyed at the top. The newspaper was in charge of the printing although the printing was done outside the newspaper plant. After publication, the Wichita Post Office submitted the insert to Washington and as a result, advised the newspaper that in the future such inserts would not be allowed. There were two things wrong. One, the insert was referred to as a "book." Two, one page in the supplement contained more than one-half page of order forms (or coupons). This experience points to two addi-

ditional "don'ts" for supplements:

1. Don't refer to it as a book or booklet;
2. Don't fail to spread order forms (or coupons) out so that no individual page in the supplement contains more than one-half page of order forms.

Newspapers using plastic engravings should be aware that the cuts will require more squeeze than straight matter or ad copy and need higher mountings. Goss recommends that one-column cuts should be mounted .922 inch high; two and three-column cuts, .924 inch to .926 inch high; and four-column cuts, .926 inch high. These heights should be used as starting points suitable to your particular press.

Our shopping list for 34 million homes* now takes us to 41 states

When the Sperry and Hutchinson Company goes shopping for merchandise to offer shoppers who save S&H Green Stamps, it looks for top quality and for good value. It simply makes good business sense to offer products that people will want for themselves and for their homes.

At the same time, it is no accident that S&H buys rocking chairs from Tennessee, or luggage from Colorado, or lamps from five different states. The company follows a long-established policy of buying its merchandise, as much as possible, in every state where it does business. In fact, S&H "went shopping" in 41 different states, buying large quantities of some 1,700 products from more than 600 manufacturers to fill its 1965 Ideabook.

S&H expects to expand its shopping list to even more states and products because:

✓ Sales volume for 1964 was the highest in the company's history — with a bigger '65 anticipated.

✓ At the same time, the company's redemptions have risen, too. People are getting more merchandise with S&H Green Stamps than ever before.

✓ More families are saving S&H Green Stamps. Right now over 34 million homes save S&H. An increasing population and a wider family of S&H merchants will make this figure grow even larger.

*Based on latest nationwide survey of consumer attitudes toward trading stamps conducted by Benson & Benson, Inc., Princeton, N. J.

An American Way of Thrift Since 1896



One offset newspaper clips the negatives of standing ads and runs a supply of re-prints on a small offset press; then when the pages are pasted up each week a fresh re-print can be pasted in.

**How to do
FACT-FEATURE WRITING**

by Dr. William Moore,
University of Kentucky

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Kentucky 40506.**

Why Guess?



Easy-to-use
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offset orders.
Eliminates guess-
work in offset
estimating.

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952 E. 21st So., Salt Lake City, Utah 84106



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

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- EDITORIAL FEATURES
- HOLIDAY GREETING ADS
- GRADUATION GREETING ADS
- HOLIDAY FEATURES

100 East Main St. Frankfort, Ky.

CIRCULATION NEED A BOOST?
Over 3,500 Newspapers Recommend
the "LINER PLAN"

Liner Circulation Service
Time-proven Integrity and Reliability
221 N. LaSalle St., Chicago 1, Illinois
— Since 1906 —

CALENDAR OF EVENTS

(Mark your calendar)

MARCH

- 12—High School Newspaper Workshop, School of Journalism, University of Kentucky.
- 18-19—West Kentucky Press Association and seminar, Kentucky Dam Village, Gilbertsville.
- 18-19—Kentucky Intercollegiate Press meeting, S of J, U of K.
- 24-27—NEA Government Workshop, Washington, D. C.

APRIL

- 3—Central Kentucky Seminar, School of Journalism, University of Kentucky.
- 10—Southeastern Kentucky Seminar, Union College, Barbourville.
- 23-24—KPA-KPS Executive Committee Meeting, Stouffer Inn, Louisville.

JUNE

- 3-5—Annual Mid-Summer Meeting, Kentucky Dam Village, Gilbertsville.

John Gutenberg printed his famous Bible on a simple hand-operated machine which resembled a wine press of his time.

You can make some interesting reverse designs from cardboard (6 ply coated) in the stereotype room. Make your designs on cardboard (6 ply coated) in the stereotype room. Make your designs on cardboard, cut them out and paste them on another sheet of cardboard. Dry this mat like any other mat and cast it. Pick out the design from the cut and you have a reverse plate. Be sure the edges are smooth, or the design will look ragged.

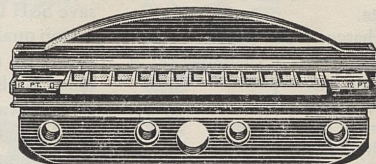
In the middle ages printing was considered a "genteel" occupation and to get in the business, apprentices actually paid master printers for their training instead of being paid.

Your Linotype will

go like
the



**with Mergenthaler
Linotype Parts**



A Genuine Linotype Mold

IS MANUFACTURED TO TOLERANCES AS FINE AS .0002"

IS THE PRODUCT OF 79 MANUFACTURING OPERATIONS

MUST PASS 94 SEPARATE INSPECTIONS

IS PRODUCED IN 60 BASIC TYPES,
WITH HUNDREDS OF VARIATIONS

HAS BEEN MADE BY MERGENTHALER LINOTYPE COMPANY
FOR OVER 77 YEARS

Mergenthaler LINOTYPE

eresting reverse
ply coated) in
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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.

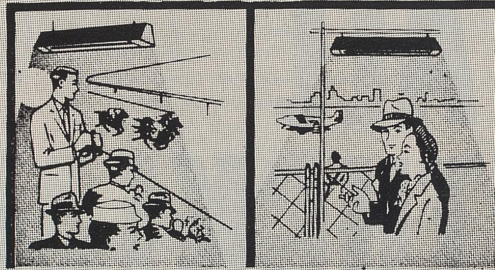
◀ The school appliance program is one way the Rural Electrics help. Every year the Rural Electrics provide approximately 1200 new appliances to 182 Kentucky high schools and five Kentucky colleges for use in home economics and modern living classes. This program makes it possible for these schools to 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!

Have An Area That's Hard To Heat?



Get A People Heater

Infrared People Heaters provide warmth instantaneously, just like the rays of the sun. They warm people and objects by radiation even when air temperatures are extremely low. These infrared heat sources are not affected by snow, ice, rain or sudden temperature changes.

They are ideal for areas where space heating is impossible or impractical.

People Heaters improve working conditions. Employees in hard-to-heat areas are more comfortable, more efficient. They make fewer mistakes, produce more.

Visit your nearest KU office today and let our heating specialists show you how People Heaters can supplement your heating system or provide comfort in areas where other systems are impractical.

- Electric Power
- Industrial Development
- Community Development

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