

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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School of Journalism
University of Kentucky
Lexington, Kentucky

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Volume 31, Number 6



Kentucky Showcase: Old State Capitol Museum

The Kentucky Press

Volume 31, Number 6

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Kentucky Press Association, Inc.
Kentucky Press Service, Inc.

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

Member
Newspaper Managers Association
Kentucky Chamber of Commerce
Better Business Bureau, Lexington
Sustaining Member
National Editorial Association
Associate Member
National Newspaper Promotion Association

Publication Office
School of Journalism
University of Kentucky

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+ As We See It + On The National Front

Postmaster General Gronouski rescinded his order scheduled to take effect July 1 which would have required sacking of second and third class mail by sectional centers but reiterated his firm intention to require complete pre-sorting by ZIP Code numbers, effective Jan. 1, 1967. Few if any newspapers would have been affected by the earlier deadline but trade journal publishers and third class mailers convinced the PMG the order should be rescinded.

The PMG had a busy week, meeting with his Technical Advisory Committee, including NEA's Dick Westerfield, on Monday; testifying on Tuesday at a House P.O. subcommittee hearing against a bill to grant discounts to first and third class mailers who ZIP their mail voluntarily; and making speeches to mail groups in Washington on Wednesday and in Detroit on Friday.

But Mr. Gronouski was not too busy to spend a relaxed 45 minutes with a group of 10 NEA leaders on the eve of the opening of the Workshop. The conversation ranged over ZIP Code problems, getting the P.O. out of the envelope business, and the dilution of the values of second class mail through granting entry to undeserving publications. NEA's relations with the PMG are described by Ted Serrill as "very cordial."

* * * * *

Senate Commerce Committee began hearings on bills to require health warnings on cigarette labels and possibly in all ads. U.S. Public Health Service presented results of a public opinion survey taken last year, showing most adults favor warnings in ads. The validity of the survey was attacked by at least one Senator.

The Tobacco Institute took the position no caution notice is necessary in either ads or on labels but asked that if Federal legislation is adopted, it has state and local legislation on the same subject. The industry warned that requiring a warning in ads "could well result in elimination of all cigarette advertising."

The Institute asked Congress to nullify rules adopted by the Federal Trade Commission to require health warnings on packages and in ads. Unless Congress acts, FTC rules will take effect July 1, 1965.

Classroom Workshop To Be Held, June 14-25

The third annual KPA Newspaper in the Classroom program will be held at the School of Journalism, University of Kentucky, for a two-week period from June 14-25. Following the format of the past two

years, the program will offer help for public school teachers in integrating newspapers into their individual teaching programs.

As an additional program, the Louisville Courier-Journal is sponsoring a workshop at the University of Louisville for teachers in Louisville and surrounding counties. This means many more teachers will get the opportunity to study the use of newspapers. The dates of the UL workshop are June 7-18.

At UK, the course will offer two hours of college credit. These credits may be applied to the teacher's graduate or undergraduate program.

Costs for the 1965 workshop are approximately the same as in the past—tuition, \$30; room, \$30 (15 days at \$2.00 per day) and meals about \$50. Editors interested in underwriting a teacher during the program may find one of the following three plans useful: (1) to pay all of the expenses of the person during the two weeks (costing approximately \$100), (2) offer one-half scholarship for the period (costing about \$50), or to find a teacher who is enrolling in the University and to offer to pay part of her expenses (probably tuition for the two hours which would cost \$30).

Plans should be made soon to select the teacher who will represent your newspaper during the coming summer. For those who wish to receive credit for the course, the deadline for applying for admittance to the University is May 10, 1965.

Topics for the ten-day program are:

1. Techniques of using newspapers in the classroom,
2. The functions, role and responsibility of the press,
3. Reporting and handling of the news,
4. The newspaper's relationship to its community,
5. National and international events and their importance to the local reader,
6. The English language and understandable communications,
7. Publishing problems of 1965,
8. Visual presentations, the use of pictures, charts, graphs, etc.
9. Field trip to see the process of production, and
10. Reports of the study committees.

During the first half of the day, newspapermen will discuss the many ways in which the newspaper goes about its business of gathering and printing the news. In later sessions, the teacher will be asked to apply this knowledge to her teaching program by planning a way of using newspapers in her individual teaching program.

Most jobs are done by committees of one. A long face often shortens your list of customers.

The Central Plant: Advantages And Disadvantages

In reviewing the history of the weekly newspaper in the United States, one important factor stands out: For various reasons, the number of weekly newspapers in the United States has continued to decrease since the mid-1940's.

This decrease has been attributed to a number of factors, including economics, cessations and mergers, and lack of manpower. Foremost among reasons given for the decline has been a steady increase in production costs.

In the mid-1950's publishers decided on a possible answer to the question of increasing costs. That decision was to take a look at the possibility of centralized or group publishing plants.

Numerous reasons for using centralized publishing have been given by publishers who have changed to the plan. The practice of using a central printing plant for producing several publications in a relatively small geographical area has caught on and today is prevalent throughout the country.

1,100 Plants—2,900 Papers

A compilation by the National Editorial Association, this past May, shows there are 1,100 United States plants that print two or more newspapers. In these 1,100 plants, 2,900 weekly and daily newspapers are printed.

A similar survey made by NEA in 1962 showed there were 1,018 central plants printing 2,318 newspapers. Of the 1962 total, 1,956 of the publications were weeklies, 349 dailies, and 76 California publications which were not broken down as to daily or weekly distribution.

What are some of the reasons for the investigation of the centralized printing set-up by publishers? What are some of the management problems which have arisen because of the new printing plan?

It is necessary first to define what is meant by centralized publishing.

One definition is: "Central Plant, U.S.A., is anywhere where the economies of publishing newspapers make feasible or even dictate the printing of two or more newspapers under one roof."

Another definition given is that of establishing a central printing plant through pooling of funds from several weekly newspaper publishers within a geographical area, so that the cost of equipping and operating the printing plant is divided among them.

Some Staffs Included

In some cases the centralized publishing may include more than the pooling of funds to equip a modern printing plant. It may also include incorporation to develop one

(Editor's Note: This searching and thought-provoking article was written by Prof. Marlan D. Nelson, Chairman of the Journalism Division, Utah State University, and reprinted from the December issue of The Iowa Published. It analyzes the pros and cons of centralized publishing and how it operates; it lists and benefits of cooperative ownership and publishing and suggests considerable savings, but also asserts the loss of individuality of the group members; it does not offer a magic cure—all-only time and overall results will give the final solution to this question to which many weekly publishers are seeking the answer.)

advertising and photography staff for all the papers concerned.

Proponents of this type of operation argue that each paper is allowed to remain an individual publication. The pooling of the staffs simply makes it possible to establish centralized purchasing, thus passing on to each participating publisher savings through volume buying.

Indeed, the factor of centralized purchasing, especially in the case of newsprint and ink, makes centralized publishing economically advantageous to the publisher.

By pooling the operations of several small-town publishers, it is possible to purchase newsprint in carload lots, thus passing savings on to individual publishers.

Regardless of many advantages—primarily economic—there is hesitancy on the part of many publishers to move into central-plant publishing.

Foremost is the fear that the newspaper will lose its individuality.

The "typical" independent weekly newspaper publisher has tended to take the attitude that if he changes to cooperative printing, his publication will become just "another paper" like all others printed in the plant. He won't have his independence in establishing editorial policy, makeup, typographic effect, etc.

And, it must be said that to some degree this may be true. It is obvious that if a central composition and printing plant is established, little can be done to keep each publication from looking typographically alike.

Remedy for Likeness

To remedy this, most operations have established a printing cooperative only. That is, composition, makeup, and other aspects of getting ready for the press are performed in the individual plants, with only printing being done in the central plant.

This, to a degree, has helped to maintain the individuality of publications.

Publishers, however, have some fears, and rightfully so, that once publication begins in the central plant, the public will tend to think of the newspapers being produced in one plant as being owned and controlled by one group—and oftentimes—that group will be viewed as an outsider, especially where the local paper is printed in another town.

Another factor which has slowed switch-over to cooperative publishing has been "the matter of the individual publisher's pride in his own operation."

In many cases he (the publisher) has spent a lifetime developing his plant. He has an independence that he is reluctant to part with.

In other cases, it is felt the production plant is so much a part of the community that its loss would represent a step backward.

Another reason for reluctance may stem from the possible result of central plant production on the salability of a newspaper.

Marion Krehbied, newspaper broker, reports:

"Centralized printing does pose a problem when I go to sell a newspaper. The average buyer wants an average and normal situation and is afraid of anything different from the ordinary.

"He worries about whether or not the printing agreement will jump in cost when he takes over; whether there will be a personality clash between him and the owner of the central plant. If the central plant is jointly owned, he wonders if his share of it is a fair shake.

"In other words, central plant commitments bring additional complications into evaluating a property you want to buy, so you give it up and go to an average and normal newspaper situation out in the country far from everyone else and with its own plant, so you can control your situation in full without complications from unknown outsiders.

"Even so, I've sold two. They did, however, bring less proportionately than newspapers with their own plants, even though all they lacked might be the press—as is often the case.

"In more cases, they even keep their old press on the floor just to have something to fall back on in case the central plant members get into a hassle."

Despite the arguments against—or fears of—central publishing, there has been, during the past ten years, considerable discussion of, and changeover to, such operation.

Tom Andrews, Jr., publisher of the New Bethlehem (Pa.) *Leader-Vindicator*, said at the Pennsylvania Newspaper Publishers Association meeting in 1961:

"It is senseless in this day of squeezed profits for three or four printing plants to be performing the same function separately when one plant could do the whole job more efficiently at less cost."

One Publisher's Vision

An early advocate of centralized publishing was Lucien File, publisher of the Chester (Ill.) *Herald-Tribune*. At the annual meeting of the Illinois Press Association in 1958, Mr. File said he envisioned a central plant growing up to serve the entire southern Illinois area. His plant would print 20 or more weekly newspapers, as well as distribute them. Investment, File said, would amount to \$400,000.

In the plant the individual newspaper would not lose its individuality, and the editor would have complete control of individual makeup and headline style.

The central plant, according to File, would be the answer to two big questions:

- (1) cutting operating costs and
- (2) meeting the manpower shortage.

After File's advocacy of the central plant, a bandwagon effect seemed to have been produced.

To show what has happened in central plant publishing, let us take a look at a few selected case histories reported in trade publications.

Oregon Plant

The Tualatin-Yamhill Press, Inc., was established in 1961 at Hillsboro, Ore. The central plant is a company organized with three weekly newspaper ownerships represented, according to Hugh M. McGilvra, president.

In all, about 12 weekly newspapers plus shoppers for a number of the newspapers are printed at the plant. Copy is delivered to the central plant camera-ready—each paper is responsible for its own composition.

In McGilvra's operation, the central plant considers each newspaper as a customer.

"It is somewhat of a cooperative in that its purpose is to supply printing service for newspapers at as reasonable a cost as possible," McGilvra said.

"We are paying off our investment which ran \$130,000. If we make a profit, we give it back to customers in the equivalent of what would be a patronage dividend."

Reasons for setting up the Tualatin-Yamhill Press, Inc., are typical:

1. The newspapers had reached the limit of individual mechanical facilities.
2. Lack of financing, compounded by narrowing margin between income and expense for the individual paper.

3. None could afford the luxury of an expensive offset press and the non-productive hours between press runs.

Wisconsin Combine

Southern Lakes Publishing, Inc., is a newspaper combine made up of 10 individually owned Wisconsin newspapers. The group was organized in April, 1963, with a web-fed perfecting offset printing plant at Delavan, Wis.

Each newspaper in the Southern Lakes group retains its own identity, but is printed out of a central plant "to provide greater advertising and editorial service to each of the individual communities. . .," the corporation says.

Another purpose of the group is to provide a better looking newspaper, greatly improved picture reproduction, and frequent use of color in advertising.

S. Bud Coulson, Inland Newspaper Machinery Corporation sales manager, who helped the group organize, said,

"The fourth estate is awakening to its need to produce a better-looking product via an economic, practical, and rapid process.

"Papers have combined in a community effort to effect ten better products at a cost less than it would have taken for each of the persons involved to effect the same desirable change."

Minnesota Group

In 1963, two Minnesota daily newspapers—the New Ulm *Daily Journal* and the Fairmount *Sentinel*—established an offset plant half-way between the two towns "to avoid duplication of equipment."

Bill Mickelson, president and publisher of the two papers, has long been concerned with efficiency of using the large rotary press equipment of a daily newspaper a couple of hours daily.

Through the years Mickelson has studied the possibility of setting up a central plant (letterpress) to take care of his two papers, as well as for weekly publications in the area.

He reports there was little interest among the weekly publishers until he mentioned an offset plant.

Eight Papers Unite

In 1961 eight western New York weekly newspapers set up a \$125,000 offset plant, one of a few in the state of New York at that time.

The plant was established as a "means of meeting competition of metropolitan dailies and shoppers distributed throughout the trading area of the weekly newspapers."

The new operation gives readers of the eight papers better-produced newspapers, with more pictures and features, as well as additional pages.

A big advantage in the joint newspaper printing operation is the increased time it gives each publisher to concentrate on turning out job work.

Some publishers say job orders are printed 100 per cent faster with elimination of newspaper presses from the shop.

For the weekly newspaper publisher who turns to centralized publishing, numerous advantages usually are inherent.

However, it should be pointed out that centralized publishing is not, as is often thought, the quick cure-all to all problems in weekly newspaper production.

Each publisher, in considering central printing, should weigh all factors in making the decision.

However, several advantages from centralized publishing are apparent.

1. Two, three, or four publishers can pool resources as one unit and acquire the most modern equipment, thus offering quality production which has been difficult in the weekly field.

2. Central publishing makes it feasible to purchase much better equipment through pooling of resources. It's the answer to publishers faced with deteriorating equipment, growing circulation, and desire to improve newspapers.

3. The plan makes it possible to provide better services to readers and to the community.

Some publishers have found through using central plant printing facilities, they can upgrade their product without going over their heads in debt for new equipment.

4. There is a decrease in the cost of operating the backshop for each of the publications involved.

Clyde E. Moffitt, publisher of the Fort Collins (Colo.) *Coloradoan*, pointed out in a speech before the Oregon Newspapers Publishers Association in 1961 that a big portion of every dollar in newspaper revenue goes to backshop costs, and that he sees no "out" but to combine forces for newspaper production.

Marion Krehbiel poses a slight discredit to this advantage. He says, ". . . he (one of his clients) makes more money by far with his own plant than he ever did in the central plant combine.

"The savings are NOT as great as many would lead you to believe. My conviction is that most central plant papers I see aren't making more than 5 per cent to 15 per cent more net profit than they were with their own plants."

5. Combining may help to maintain stability in the number of good weeklies in the United States.

Publisher Moffitt believes that combining

(Please Turn To Page Seven)

*Announcing
the first annual
INGAA
University of Missouri
Awards
for Excellence in Economic Reporting*



To honor excellence in reporting and interpreting business, economic and financial news; to encourage broader coverage of the American business scene among newspapers and periodicals; and in the interest and promotion of greater public understanding of the American economic system, the University of Missouri announces the establishment of four \$1,000 annual prizes in a new competition.

The awards have been made possible under a grant from the Independent Natural Gas Association of America (INGAA) to the Schools of Journalism and Business and Public Administration at the University.

The awards will be given in four categories:

- \$1,000**
1. To a staff member of a weekly newspaper.
- \$1,000**
2. To a staff member of a daily newspaper with circulation under 150,000.
- \$1,000**
3. To a staff member of a daily newspaper with circulation over 150,000, or, a syndicated columnist or wire service staff member.
- \$1,000**
4. To a staff member, or outside con-

tributor, to a general circulation magazine.

Winners will also receive a special trophy conceived by Gould and Associates, internationally famous design artists.

Material Content

Entries must have as their prime consideration the treatment of the American business scene in some aspect of its relationship to society.

Eligible material includes feature articles, editorials, or columns that interpret the American economic system, as well as straight financial news reporting.

Entries must have as their audience objective the general reading public as opposed to special groups or interests. This qualification excludes annual reports, company papers and magazines, trade or business journals and similar publications. The term "general circulation" magazines is taken to mean those that have a broad segment of the lay public for their basic readership, or, those whose editorial content is not primarily aimed at a specific and restricted audience.

Entries will be judged on skill in writing, quality of coverage, clarity of interpretation, skill in organization and care in research.

Competition Rules

1. Competition year for the first annual awards — July 1, 1964 to June 30, 1965. All materials, in the several categories, published during this period are eligible.
2. Entries must be postmarked not later than midnight, July 15, 1965.
3. All entries MUST be accompanied by either an official entry blank or a letter from the cognizant editor stating the position of the person entering the competition. Cash awards will be paid only to individuals and not to publications.
4. Entry blanks and competition rules may be obtained from: Michael Corcoran, INGAA Program Director, School of Journalism, University of Missouri, Columbia, Mo.
5. Competition is limited to U. S. newspapers and magazines.
6. Contestants may submit more than one entry and may submit in more than one category. However, no individual may be adjudged winner in more than one category in a single year. Winners are not eligible to repeat in the calendar year following their award.
7. Winners will be announced at the INGAA National Convention in September, 1965. Presentation of cash prizes and trophies will be made at an Awards Dinner to be held on campus at the University of Missouri in October, 1965. Round trip transportation and hotel expenses of winners to Columbia, Missouri will be paid.
8. A panel of five judges from education, industry and the press will determine winners in all classes. Decision of judges is final.

INGAA-UNIVERSITY OF MISSOURI AWARDS

Published in the public interest by Texas Gas Transmission Corporation



KIPA Holds Spring Meeting At University

By PERRY J. ASHLEY

Collegiate journalism occupied most of the time for 75 college journalist and their advisers during the spring meeting of the Kentucky Intercollegiate Press Association.

An informal press conference with Gov. Edward Breathitt was considered by most of those attending as the highlight of the session. After delivering a short, prepared talk on the responsibilities of journalism, the Governor agreed to answer any questions which were directed to him; the student editors kept him busy for the next hour. It was interesting to note the broad scope of questions which were presented to Breathitt. The queries indicated a wide interest in the internal affairs of Kentucky, ranging from the problems of higher education, through the Appalachian program and conservation. The Governor responded in a frank, open manner which delighted his audience.

Concerning higher education, Breathitt told the Friday night session that housing, the most critical problem of all colleges, has come to the attention of the State and that plans were being worked out for state aid in the financing of living facilities.

In another featured role, James Morton, special assistant to the U. S. Secretary of Commerce, said that communications and national purpose are both vital to the operation of government. The technology of communications, he said, has stayed far ahead of man's ability to express himself and win understanding. The challenge we face today, he continued, is to bring the art of communications up to the level of technology.

During the business sessions, many topics of current concern were covered by professional persons. Billy Davis, director of photography for the Courier-Journal, and Bill Strod, C-J photographic staff, told to the collegiate editors how they can get more out of photography in their newspapers. Using slides to illustrate uses and techniques, the two prize-winning photographers impressed on the assembled group the value of pictorial journalism.

On other topics, Fred Luigart, Courier-Journal Blue Grass Bureau, gave hints to the proper writing of feature materials, while Mrs. Elsie Cross, University of Kentucky advertising instructor, explained the proper procedure in the preparation of advertising layouts and copy.

In a second Friday afternoon hour, Prof. J. A. McCauley moderated a student panel on writing editorials and columns and Russell Rice, sport editor, Lexington Leader, told his group that sports need not be

different from other news coverage in the newspaper.

Saturday morning brought discussions of staff selection and training by a panel of editors, moderated by Mrs. Janet Krieder, adviser to the Berea College Pinnacle. This was then followed by a critique of the 1964 newspapers by Bill Hanna, city editor, Lexington Leader and a makeup session for beginning staff members by Prof. McCauley.

At the closing business session, officers were elected for the coming year. They are President, Neil Latham, Union College; First Vice President, William Cook, University of Louisville; Second Vice President, Ken Strafer, Morehead State College; Secretary, Coleen Riley, Western State College; Treasurer, Chip Lockwood, Georgetown College, and Executive Director, W. Foster Adams, Morehead.

Besides the host, the Kentucky Kernel, University of Kentucky, newspapers and colleges represented at the March meeting were The Trail Blazer, Morehead State College; The Cardinal, University of Louis-

ville; The Echo, Cumberland College, Williamsburg; College Heights Herald, Western Kentucky State College; Undercurrent, Kentucky Southern College, Louisville; the Pinnacle, Berea College; The Progress, Eastern Kentucky State College, Richmond; Orange and Black, Union College, Barbourville; The Georgetownian, Georgetown College; The College Echo, Campbellsville College, and Student Print, St. Catherine College.

Burkhard Injured

Fred J. Burkhard, publisher of the Casey County News, was injured Sunday, February 28, when an old-time rifle that he was attempting to fire exploded. He received injuries mostly about the face and forehead.

He was treated locally and taken to Good Samaritan Hospital in Lexington, where he remained for a few days. The last report is that he is fine and back on the job with the Liberty newspaper.

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



Walter Dear Elected President Of W.K.P.A.

Walt Dear, publisher of the Henderson Gleaner-Journal, was elected president of the West Kentucky Press Association at its spring meeting at Kentucky Dam State Park on March 12. William Nelson, Benton Tribune-Democrat, was elected vice-president, and Ben Boone III, was re-elected secretary-treasurer. Twenty-two newspapers were represented.

With James Willis, Brandenburg Messenger, presiding in the absence of President George Wilson, the morning session was devoted to a panel on advertising with Prof. Ray Mofield, Murray College, opening the discussion on the principles that make advertising effective in the buyers market. He pointed out that strict attention to these principles made possible good layout and copy in every newspaper office that would serve the merchants and produce results without the need of a highly trained specialist.

Miss Jane Willis, Brandenburg Messenger, demonstrated through graphic reproductions how mediocre ads could be improved by the use of line drawings from the advertising services in their periodic releases.

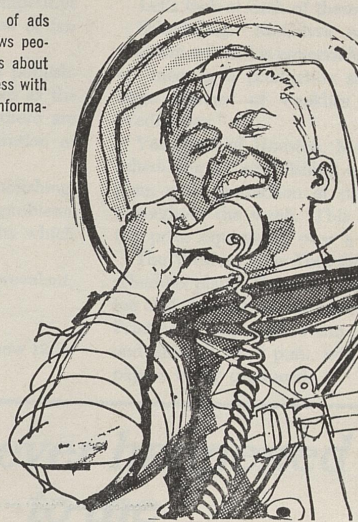
The afternoon session was led by KPA President Maurice Henry and Donald Towles, pinch-hitting for Chairman Douglas Comette and Norman Isaacs, in the discussions on legislative matters and pre-trial reporting. After the thorough discussion on our legislative problems and proposed program for the 1966 legislative session, the WKPA by an unanimous vote approved a motion that "KPA should employ a full-time qualified lobbyist and that a pro-rata assessment be made on KPA members if necessary to cover the costs, or, if the Executive Committee found it expedient, to raise the annual dues to meet these costs."

Mr. Towles discussed various sections of the proposed principles of pre-trial reporting as under study by Norman Isaacs and his KPA committee and the Bar Association. Following a spirited discussion on various sections, Mr. Towles was instructed to carry suggestions back to the Committee for study.

The program committee for the June mid-summer meeting, in called session, made many suggestions for speakers and general activities which would be presented to the Executive Committee at its Spring meeting in April.

William Short, Western Kentucky Gas Company, was host to WKPA at a reception and dinner following the meeting.

(ONE IN A SERIES of ads intended to give news people background facts about the telephone business with the hope that the information will be helpful.)



20th
CENTURY CALLING!

"Happy Birthday, Granddaddy. I've grown another inch!"

"Two council members arrived in Quebec today. The meeting has been set for the 11th."

"The supplier in Amarillo said the shipment would be two days late."

"Don and Betty said they'll get us some honey at Maple Corners on their way down Saturday."

This is the sound of today's news as it travels over a vast telephone network.

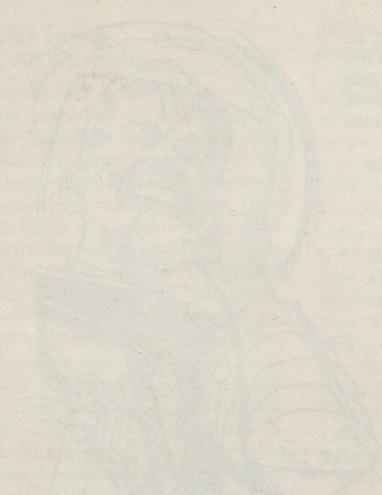
You've probably heard of Direct Distance Dialing (DDD). It's a still-growing dialing service that handles long distance, station-to-station calls which you dial yourself. To use it, you dial the access digit, the area code number (if it's not in your area) and the telephone number you want.

This network can connect you to over 84 million telephones in thousands of towns and cities across Canada and America.

If you'd like more information, call your local telephone manager.



Southern Bell
... Serving You



"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS WHICH IDENTIFY SOLELY THE PRODUCT OF THE COCA-COLA COMPANY.

FRAGILE

Handle with care. Our legal line, which appears on every ad, helps us protect both trade-marks. But trade-marks can still be damaged, even destroyed, if not handled with care. You can help us protect these trade-marks by capitalizing the initial letters of "Coke" and "Coca-Cola." And by never adding an "s" to either trade-mark. Thank you.

things go
better
with
Coke
TRADE-MARK ©



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will continue to be done, with the real compelling reason ". . . to be found in looking over the list of small papers that go under each year. The kids we are rearing now are not going to spend the years it takes to learn all the skills of a country printer. They won't buy the old pattern of weekly operation, and the towns need newspapers."

Krehbiel, speaking along this line, says,

"I strongly believe the central plant (especially it offset and, therefore, with almost limitless capacity) is the answer to rising costs and diminishing revenue in the smaller towns, especially if there are several newspapers within not more than 20-25 miles of the proposed central plant.

"If we had offset 15 years ago, it's my opinion that a lot of the little papers in towns of 500-1,000 population would still be with us—maintaining a small office and job printing plant locally and having the newspaper printed at the offset county seat."

6. Mechanical costs in a publishing plant is an important factor that affects profits more than any other cost item. The National Editorial Association Cost Study of 1963 showed approximately one-half of total expenses devoted to maintaining and operating the mechanical department.

7. Considerable savings may be realized in the newspaper operation through centralized purchasing which can be possible under the central plant idea. Group publishers would, under the plan, purchase newsprint by the carload lot and sell the stock at cost to members of the publishing group.

8. Centralized publishing plants make possible use of color printing in weekly newspaper operations.

Central plants have made possible greater investment in equipment—38 per cent of a sample of 300 central plants surveyed by *Publisher's Auxiliary*, offer color; 39 per cent offer some color; 8 per cent offer full color.

9. Central publishing may be a partial answer to the profit key for weekly newspapers. Central publishing is not the total answer to the profit key, but it most certainly is a sizable part of the answer. It's a challenging key and should be given serious study and consideration.

10. Central plants are keys to preservation of two editorial voices in a community. The theory is equally true for the daily as well as the weekly newspaper in the United States.

It is a fact, long admitted by numerous authorities, that both daily and weekly newspapers have shrunk in number primarily because of economics. From this

shrinkage has come the critics' cry that readers, because of a lack of competitive newspapers in a town, are deprived of fair and equitable coverage of news.

Though the trend to centralized publishing sounds to many of its advocates as the "greatest answer from on high," there are problems encountered in the operation of such a plant.

Proponents of the theory of publishing, however, are quick to say that the problems are minor, compared to the benefits which accrue.

Three major problems seem prevalent, however:

1. scheduling;
2. training of old personnel in new skills to avoid layoff;

3. partnership problems.

Let's look at each of these problems.

Scheduling. McGilvra says the major problem which his concern has faced is that of "meeting a production schedule with a large number of weeklies publishing on Wednesday."

Van Press of Houston, Mo., has handled scheduling by establishing a rigid schedule plan, with production of papers staggered throughout the week. This spreads use of the press equipment over a longer period.

The Western New York Offset has a rigid schedule plan. The plant does both printing and shooting for members of the group. Printing is begun at 10 a.m. on Wednesday and finished by 6 p.m., with a total of 12 papers being produced.

What ever happened to the "Baker's Dozen?"

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An earned discount for prompt payment. Through most of the business cycle, from supplier to manufacturer to wholesaler to retailer, the seller rewards the buyer with a discount for prompt payment. With S&H Green Stamps, a retailer can also reward those customers who make prompt payment for goods purchased.

An American Way of Thrift Since 1896



Each publication is scheduled for production at a certain time on Wednesday. If the paper is late, it must move to the end of the line and wait until there is printing time available.

Training. In most central operations the only work taken out of the plants of the members of the group is that of printing the paper, which, in effect, means that about all that is needed in re-training of employees is re-orienting the printers on each of the small paper staffs in either working with the larger central press crew, or re-training the employees to do other backshop jobs, as well as increased production of job work.

Partnerships. Krehbiel says, "The worst feature I can see is that, in effect, you are taking on partners (at least in the newspaper printing phases of your operations). Partnerships, like marriages, require a lot of

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CALENDAR OF EVENTS
(Mark your calendar)

- 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.

unselfish giving and taking—and the divorce is often tougher than a marital divorce.

Krehbiel suggests that the problem can best be handled by establishing a corporation for the printing plant in which no one member could control the policy of the operation.

Trend Is Growing

Multiple printing is growing each year in the United States. The trend toward central-plant printing is as clear and unmistakable as other trends in the newspaper field. Multiple printing plants are big in Washington, Connecticut, Illinois, New York, Maryland, California, Vermont, and Michigan.

As has been indicated, centralized printing for the weekly newspaper seems to be a partial answer to the question "How can we cut operating costs?"

Pooling resources to set up a more elaborate and better-equipped printing plant should lead to typographically better looking newspapers.

It should make possible the use of color, better pictures, and better features (in cases where editorial features are brought on a pooled basis).

Central publishing may be the magic cure-all—but then again, it probably is not. Only time can tell.

It's a little late, but we have just discovered what might be termed a "first" by the Campbellsville News-Journal. In September the News-Journal published a complete copy of a former Taylor County newspaper from 1885. The four-page publication, sponsored by a local bank, was included as part regular News-Journal.

It is interesting to readers to see what went on in the "good old days" and to note how times and conditions have changed. For instance, the Crockett-Gleaner reporter on April 1, 1885, that "E. Bright bought of J. O. Mercer two stands of bees for \$5.00; he'll be sweet by and by."

Being produced by the offset process, the News-Journal found the task of reissuing this paper easy.

In Memoriam...

Paul Brannon

Paul Brannon, publisher of the Paris Kentuckian-Citizen, died March 8, in a Paris hospital. He was 70 years old.

During his lifetime Brannon had become active in many different professions ranging from politics, public relations, and newspapering. At the time of his death, he was executive director of the Kentucky Civil War Commission, created by Gov. Bert Combs to coordinate Kentucky observances of the 1961-65 centennial of the Civil War.

A native of Cincinnati, he began his career as young city mail carrier in Paris. During Governor Chandler's first administration, he entered his first political job as an assistant to the late Vego Barnes. From there he served in the Highway Department, as a copy writer for various state publications, and finally as commissioner of public relations.

In the newspaper business, Brannon started as a correspondent for the Lexington Leader, wrote for the old Bourbon County News, became publisher of the Carlisle Mercury in 1944 and took over the Kentuckian-Citizen in 1946. In 1947 he founded the Nicholas County Star in Carlisle, which was later consolidated with the Kentuckian-Citizen.

* * * * *

Presley Thornton Atkins

Presley Thornton Atkins, former Kentucky newspaper man, died at his home in Norton, Va., at the age of 78. He was the owner and publisher of the Norton Coalfield Progress.

During his career he had served as a reporter and managing editor for the Lexington Herald, state editor of the Courier-Journal and co-owner of the Pineville Sun. He was one of the first graduates of the University of Kentucky's School of Journalism.

* * * * *

Rev. H. H. Ogles

The Rev. H. H. Ogles, Franklin, father of Howard Ogles, partner in the Franklin Favorite, died after a short illness. He entered the Methodist ministry from Allen County.

Secretary Portmann represented KPA at the Community Development symposium, sponsored by the Illinois Central Railroad, the preceding Wednesday at the Park.

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LET'S BUILD A BETTER LIFE FOR ALL KENTUCKIANS

KENTUCKY'S RURAL ELECTRICS WILL HELP



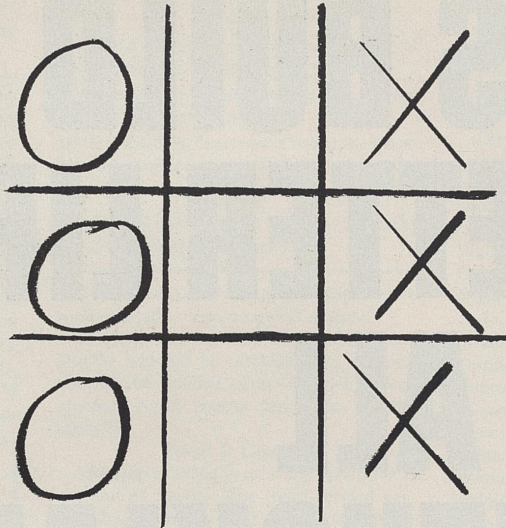
In our schools and on our farms the Rural Electrics encourage the development of skills which will help Kentuckians live better and build a more prosperous economy.

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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!



EVERY ONE WINS


Seventy Kentucky Communities entered the 1964 Community Development Contest sponsored by the Kentucky Chamber of Commerce.

There were 70 winners.

Of course, 22 communities won plaques for outstanding achievement, but 48 others reported community improvements that included new playgrounds and parks, new stores, storefronts and lighting along Main Street, new schools and health centers, new industries, new water and sewage systems, more attractive approaches to

the city, and strengthened programs to improve the entire area. Even more important than these accomplishments is the fact that men and women worked unselfishly together to improve their community.

A Chinese scholar once said, "A journey of a thousand miles begins with but a single step." Your community can take that first step by entering the 1965 Opportunity for Progress Program. There's help available to you in getting started, and help along the way. Phone your nearest KU office for more information about getting started on your journey.

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