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The Kentucky Press

Voice of The Kentucky Press Association

VOLUME 34 NUMBER 10

OCTOBER 1968

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K P A
Centennial
Seal

THE KENTUCKY PRESS

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Kentucky Press Association, Inc.
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Better Business Bureau

Kentucky Press Association, Inc.

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Donald B. Towles (At Large)

GUEST EDITORIAL

"30" for Cornette

The NEWS regrets the death last Saturday of Douglas D. Cornette, vice-president and business manager of The Courier-Journal and The Louisville Times.

Doug had just joined the Louisville newspapers in 1933 as an assistant in the promotion department when the publisher of this newspaper, fresh from Vine Grove High School, joined The Louisville Times sports staff. We knew Doug then as an ambitious, intelligent and budding newspaper promotional staff member.

We have been friends ever since even though on occasions, I have told him that I did not agree with his papers' editorial policy. Doug would just smile but never say a disparaging word against the C-J and Times. And that is as it should

have been insofar as he was concerned.

While life on this earth ended for Doug at the still useful age of 54 years, we're reminded that a lot of water has run over the dam since those days back in the middle thirties when people had more time to know and appreciate one another. Very few of the people we knew back in those days at the C-J and Times are still around. One of the more recent ones to retire was George Michler, state editor for The Courier-Journal.

Which goes to show you that time marches on and we must make room in this ole world for someone to replace us whether we retire or depart for what we hope will be "The Promised Land."--LTB

GUEST EDITORIAL

Douglas Cornette, the newspaperman's friend

Yesterday morning, Sunday, just as we started our breakfast, our wife said quietly, "Doug Cornette died yesterday."

As life moves along we sometimes think that some people will always be here with us. But life has a fatal way to taking those whose friendship ties one cherishes.

We can easily recall a warm evening in June of 1951 on the patio of DuPont Lodge, Cumberland Falls State Park. It was our first Kentucky Press Association meeting and a friendly fellow sat down and started a conversation with us. While Pat, our wife, had attended KPA meetings as a youngster we had never before attended one together.

This person was Doug Cornette, then President of the KPA and Promotion Manager of the Louisville Courier-Journal. From that small conversation our friendship and association grew over the years.

Doug Cornette was to our thinking a newspaper's newspaper man. While working for the main and largest newspaper in Kentucky he was always concerned about newspapers and their people, large or small, throughout Kentucky. His advice and guidance helped stabilize KPA over a wide span of years. In our judgment his basic objective was to help make better newspapers for Kentucky and to present sound logic in this process of why newspaper readers and citizens should get all of the facts. Kentucky's present publication laws were his hallmark in behalf of Kentucky citizens. In many small counties this put the light on day on governmental affairs for the first time.

The strongest supporter of the Kentucky community daily and weekly newspapers was Doug Cornette. In all of our years of knowing him NEVER did we feel the Courier-Journal was first and the rest of the Kentucky newspapers

deserving than any member of KPA.

Doug and I have spend many hours of our own time and hard-earned money and that of our companies furthering the cause of newspapering in Kentucky legislative halls fighting for freedom of the press and the people's right to know.

Knowing a friend like Doug was also to know some of his frustrations and desires. While Quill called his achievements in legal publication laws the finest in the nation, the rules of the organization did not permit him to become a member for he was on the business side and not in the writing end of the business.

were second. From our first hand experience and knowledge everyone was equal.

In our career our good friend Doug, has played a vital role. He was the individual who helped us to the Board of Directors of the KPA and several years later he was the person to tell us we were going to be nominated for President of that organization.

From time to time we have visited him in Louisville. Regardless of his very busy and pressing schedule he always had time to chat with us. He more than any single person at the Courier-Journal, caused out-of-town Kentucky newspaper people to visit the C-J at Fourth and Broadway. His door was always open to give guidance and wise counsel and this will be sorely missed in the future.

Doug was a man of great compassion. We can easily recall the Saturday of a few short years ago in Lexington and during a mid-afternoon lunch, his C-J companion, Don Towles, came to the table, stood there with an ashen look, to say, "Johnathan Bingham has just died." With that, Doug Cornette and Towles were on their way to Louisville to do what can be done in such an hour of tragedy.

Now Doug Cornette is gone. Out on a Saturday hike with his seven year old son, James Mark, and his wife, Thelma. His wife is a native of Corbin. Doug's proudest possession was their young son, Jimmy.

Our thoughts along with those of every Kentucky newspaper person go out to Thelma and Jimmy Cornette at this saddening, sobering hour of loss of husband, father, and friend.

In our book, Doug Cornette, was a wonderful man to have known and we only hope there will be more people in the newspaper profession to come along like him.

One of his greatest moments in newspapering came when he furnished information for a story on a flood near Morehead. "They won't let me write for the paper," he had often complained to me. It seemed to be a missing segment in rounding out his career as a thorough newspaperman.

Doug Cornette was more than a machine-like newspaperman, he was a friend and confidant through the years and was of great help to me when I ascended to the presidency of KPA.

He was the kind of a man about whom you can truthfully say, I'm glad he came my way and that we traveled a lot of the road of life together in the newspaper profession in Kentucky.

JACK NOTES

By A.J. Viehman, Jr.

We received enough response from you folks about the idea to hold an offset workshop, that we have been working on some preliminary plans. It looks like the earliest time that we can hold it will be May, but from the information I've received so far, it will be worth waiting for. A team of experts, all from outside the state comes in and presents the whole shooting match. No selling is done and the full time is devoted to techniques and training. Class subjects include press, film and camera, plates, pressroom chemicals, ink, blankets and rollers, color separations, and composition. Each class has an allotted time limit and believe me, you'll have to want to work if you plan to attend this session.

Also in the wind will be an advertising session or two. This time we hope to do it a little differently. Instead of involving only our own people, we hope to bring in some agency executives and a few retailers.

O.K., I know that something is going on out there. Back here at the office, though, when Kentucky Press time rolls around, we don't have any news of you folks. How about sending a few pictures and stories about what you're doing. You may even want to take a few pictures around your plant. We'll use them in the Newspaper of the Month feature.

Well, it's all over but the crying for political advertising. How did your candidate do? Bill Branan of the Burlington, Wisconsin Standard Press wrote to me the other day and asked how many of our newspapers came out in support of a candidate. That information is available for the daily papers, but there is no information on that topic for weeklies. I guessed that roughly two-thirds of our weeklies endorsed a candidate. Was I very far out of line? Drop us a note and let us know if you endorsed someone. We don't care which candidate it was, just whether or not you endorsed someone.

Have you made reservations for the Winter Convention? It looks like a good one this year. Of course the fact that its a Centennial Convention should make for a gala time for all. Stouffer's is the place and January 23-28 is the time. Don Towles, convention chairman, promises some surprises.

GUEST EDITORIAL

Candidates and advertising

By Bill Bray
General Manager Missouri Press Association.

All indications are that newspapers are coming out on the short end of the ad budget as far as political candidates are concerned this year. Of course, there will be the last minute flurry with local chairmen running in with ad copy for this candidate or that. As far as planned budgeting is concerned, the newspapers are definitely down on the small end.

A few weeks ago the publicity central committee of the Missouri Press Association had a piece in the bulletin cautioning publishers about giving so much space to candidates and said if so much space were not given they might have to spend more on advertising.

Continued to page 3



AT THE HELM - New Officers of American Newspaper Representatives, Inc. -- Dick Westerfield, (left) secretary; Palmer H. Sondreal, president; William J. Oertel, vice president-treasurer. Westerfield is the publisher of the West Union (Ia.) Fayette County Union; Sondreal, publisher, Amery (Wisc.) Free Press and Oertel, secretary-manager, Ohio Newspaper Assn.

ANR returns

Returning to its founding place, Cincinnati, Ohio, directors of American Newspaper Representatives, Inc. (ANR) commemorated 25 years of service to the hometown newspapers in conjunction with the convention of National Newspapers Association (NNA).

Directors of ANR convened at the Sheraton-Gibson Hotel Thursday to conduct the business affairs of the corporation in their quarterly session.

"Our newspapers and directors will be happy to hear that our volume has made a beautiful turnaround since March," reported President George Wortley, Publisher, Fayetteville, New York, Eagle-Bulletin, in opening the session.

Joseph J. Amodeo, Vice President-Operations of ANR, 186 Jorammon Street, Brooklyn, New York, informed directors that the fiscal year ending September 30, 1968, will mark a new high in billing volume - \$8,071,526.01. With closing procedures in process, Amodeo reported a net profit will be realized for the year.

The profit picture was underscored by President Wortley who told directors that this was after repaying NNA \$10,000 loaned ANR earlier in the year for a management study.

C. Randall Choate, Vice President-Sales of ANR, 800 Guardian Building, Detroit, Michigan, confirmed that the first month's sales in the fiscal year will reach an all-time high of \$1,200,000. His forecast called for \$9,000,000 in the year ahead.

Under the research program, Choate informed board members that the first report from Starch & Company, research analysts, will be available for study early in November. The market survey will cover the first six months of 1968.

Charles O. Morgan, Publisher, Kirkland, Washington, East Side Journal, Homer Ranklin, Publisher, Tifton, Georgia, Gazette and Robert M. Shaw, Secretary-Manager, Minnesota Press Association, 84 South Sixth Street, Minneapolis, Minnesota, were seated as new directors.

Renamed were Lyle A. Young, Secretary-Manager, Idaho Press Association, 604 Idaho Building, Boise, Idaho, William J. Oertel, Secretary-Manager, Ohio Press Association, 198 South High Street, Columbus, Ohio, Dick Westerfield, Publisher, West Union, Iowa, Fayette County Union, NNA Director, and Palmer H. Sondreal, Publisher, Amery, Wisconsin, Free Press.

NNA President Verle Kramer, Publisher, Gibson City, Illinois, Courier, retired as director of ANR after serving for the past two years.

President Wortley and Vice President - Treasurer Ben Blackstock,

Secretary - Manager, Oklahoma Press Association, 3601 North Boulevard, Oklahoma City, Oklahoma, were ineligible for re-election after serving six terms. Both were honored at the 25th Anniversary luncheon of ANR Friday noon.

New officers for ANR under the reorganized board are Palmer Sondreal, President; William Oertel, Vice President & Treasurer; Dick Westerfield, Secretary; Joseph Amodeo, Assistant Treasurer.

"After 25 years of building, we look forward to the challenge of further expanding our sales effort and building a solid service organization for the hometown newspaper of America," declared President Sondreal in accepting the new office.

It will be vital that all publishers, press association managers and ANR personnel work together if ANR is to realize its goals, he said.

QUICKIES

By Florida Garrison

Orchids to three Kentucky newspapers who proclaimed anniversaries in September and October: The Owenton News-Herald, 100 years; the Edmonson County News, Brownsville, 41 years; and the Ohio County Times, Hartford, three years.

The following recent staff changes were noted among weekly and daily papers: James A. Thomas named editor of the Leslie County News, Hyden, Bert Lunan, managing editor of the Henderson Gleaner-Journal, succeeding David R. Stevens who has joined the reporting staff of the Louisville Courier-Journal, R.L. Mobayed has retired as advertising director of the Ashland Independent after 45 and one-half years. Stan Champer has been promoted to city editor of the Ashland Independent.

Robert E. Powell is the new editor of the Menifee County Journal, Frenchburg, succeeding Mrs. Don Crain. Harold C. Raines, former publisher of the Pineville Sun-Courier, has joined the staff of the Elizabethtown News as advertising manager. Charles Rentrop, dean of city hall newsmen at the Kentucky Post & Times-Star, has retired after 61 years with the paper.

The Irvine Times-Herald's newly appointed advertising manager is Mrs. Alice Richardson. The Owensboro Messenger and Inquirer also has a new ad manager, Hugh T. Hawkins, long-time employee of the paper.

Candidates and advertising

Continued from page 2

ing, one district press association even passed a resolution to this effect.

Not all publishers are in agreement. Some publishers say it is their own business what they do with political copy and say that if anything the newspapers ought to be giving more space so as to advice the public better.

One thing is for certain --the candidates like publicity copy. Any political rally you attend you can be sure newspaper editorials will be quoted in the speeches. They can't quote the radio, the television or the billboards. They either expect or anticipate that the newspaper will run it "for free."

With every mail delivery, newspapers are getting reams of political propaganda and publicity. To tell an editor or publisher to throw it all in the waste basket is foolish. To run all of it is just as foolish. The decision as to whether or not it is news must certainly be left to the editor.

Where newspapers are perhaps making the biggest mistake is in their endorsement of candidates. By this it is not to be implied that a newspaper should not endorse candidates. The mistake is made when the newspaper allows its name to be used as endorsing a candidate and then doing practically nothing at all about it. For years it has been a practice for candidates to try and get as many newspapers to endorse them as possible so they can be listed in some printed piece and the candidate can brag about the newspaper support.

If a newspaper is going to support

or endorse a candidate it should be an editorial endorsement. We think the editor or publisher who gets out on this kind of limb ought to follow that endorsement up with more editorials, and if necessary, get out and do some leg work to help insure that the endorsement of his newspaper means something. Put it in a sack and shake it up any way you want, but when a newspaper takes sides and loses, the newspaper loses in its prestige in that community. If it loses too many times it can become seriously ineffective.

Rather than being a vehicle for political propaganda and handouts, the newspaper should be a vehicle for solid political information. Rather than trying to get on some candidate's band wagon by letting him use the sacred name of the newspaper, the newspaper should choose the candidate it wants to support with care and then push that candidate for all its worth.

It isn't a matter of running political copy or not running it, but a matter of what is run. When newspapers stop being "used" and assume their own posture the candidates will be knocking on their doors with respect and with the advertising.

It's the editorial page and the local influence a strong newspaper has to offer that no amount of television advertising can match. Switch the action a little. Instead of trying to get on someone's band wagon, make them want to get on yours.

It's still a long time until November.

DO YOU KNOW

Which retail promotion makes every shopper a winner?

It's that small wonder among promotions: Trading Stamps.

They are saved in more than 80 per cent of the nation's households. And here's one big reason they're so popular:

Unlike most retail promotions, they allow a merchant to return the benefits of the promotion to *all* his customers -- and in direct proportion to their patronage.

Here are some things an average food retailer doing a \$1.2 million annual business might use to promote sales instead of giving stamps:

He could give away, by chance drawing, *only six* high-priced cars.

He could offer phone orders and free delivery, provided *only 10 per cent* of his customers used the service.

He could offer charge accounts, as long as *no more than one-third* of the business was done on that basis.

In each of these, *only a fraction* of the customers benefit. With trading stamps, *every* shopper is a winner.

That's one reason why S&H Green Stamps have been given by leading American retailers since 1896.

The Sperry and Hutchinson Company

An American way of thrift since 1896



NEWSPAPERS! The media for elections!

Every voter reads either a daily or weekly newspaper every day. That's because a newspaper is primarily the information medium. People use it for reference and are receptive to its advertising.

After general news itself, women like advertising better than any other feature of the newspaper. Men rank advertising after news and sports. In hometown newspapers only, the printed message carries authority, conviction and believably to men and women voters.

Newspapers and Surveys

Voters depend on newspapers for information about the candidates and the issues they stand for, according to the famous Wisconsin Primary Survey conducted by Bisbing Business Research.

When the voters were asked: "Which medium gives the most information about what the candidate stands for," 62% replied "newspapers." Television was second with 17 per cent.

"Which medium gives the most information about what the candidate stands for -- radio, newspapers, television or magazines?"

- 62% -- Newspapers
- 17% -- Television
- 8% -- Magazines
- 2% -- Radio
- 11% -- Don't know

Politics Are Not Entertainment

Television and radio are basically an entertainment medium and thus often leave a fleeting impression. If an impression is to be made on the voter it requires a saturation campaign that is relegated to a slogan status. The old slogan campaign; the speech excerption, are inconsistent with the times. Voters are more knowledgeable and educated towards wanting facts, detailed viewpoints, candidate stands on issues.

The Wisconsin Primary Survey showed a substantial majority of the voters mentioned that they were aware of the campaign through their exposure to it in newspaper advertising.

When looking at the proportions of noticed political advertising in each of the four media, the survey reported that the voters tend to find some political advertising annoying. The question "Is there any political advertising annoying to you in any manner?" elicited the following affirmative responses: television, 32 per cent; leaflets 20 per cent; other, 34 per cent; newspapers, 14 per cent.

This election year, perhaps more so than ever, people have a watchful eye on critical, crucial issues.

It is your job to tell them about yourself and explain to them your solutions of the problems affecting our communities, our state and our nation.

From the Wisconsin Primary Survey we have learned that people consider newspapers as the primary source for securing election information. For all statements having to do with campaign affairs and candidate personalities, one out of every two persons said "newspapers are the best way to find out." Radio, billboards, television... were hardly in the running.

Use all newspapers. Even newspapers with editorial opinions in conflict with your own offer great opportunities for your advertising. Clear, concise statements about your position can bring more voters over to your point of view. Your ads won't be alone in the newspapers. You'll be competing for attention with scores of other advertisers as well as your political opponents. Creative advertising will lift your campaign out of the ordinary. Imaginative art and copy will hold the reader's interest, dramatize your salient points. A fresh, creative approach will make your ads stand out. It will drive home your message quickly, concisely, with astonishing impact. It will get you votes.

It was also found that people claim to vote for the principles of a candidate rather than his personality. The question, "In your opinion, what is more important in influencing most people when they decide on a candidate--his personality or the principles he stands for?" 77 per cent of the voters replied "principles." "Which medium is best suited to help the undecided voter to make up his mind?"

- 43% -- Newspapers
- 30% -- Television
- 2% -- Radio
- 2% -- Magazines
- 23% -- Don't know

The percentage of undecided voters is a very important part of the total electorate. Thus, when a larger percentage of these undecided voters say that newspapers are paramount in their decision-making process, the statement is important and deserves thoughtful action on the part of candidates and their advertising people.

Voters also stated that newspapers gave the best and most accurate description of what the candidate was really like. The research analysts said that this probably reflects a feeling on the part of voters that the personality of the candidate, as it emerges on the television screen, is not necessarily a faithful reproduction of what it is in real life.

Effective knowledge is that which includes knowledge of the limitations of one's knowledge.



"I look great on TV"

say "Eighty-seven" and be done with it

Four score and seven years ago our fathers brought forth on this continent a new nation conceived in liberty and dedicated to the proposition that all men are created equal.

what has your opponent "founded"?

Now we are engaged in a great civil war testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field as a final resting place for those who gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

what about the women?

what war?

circumlocution! be direct

Do this sentence necessary? You're not paid by the word. Suggest you make another draft of whole thing!

what's the conf? Say the name and say it like?

started why not say last?

what battlefield?

don't mince words. You mean "cemetery" + awkward repetition

The sketch above may serve as some small comfort to sensitive souls who every day see their glorious prose mutilated by editors who, when they were reporters, witnessed the same mayhem practiced on their work. This sadism is subconsciously enjoyed very much by the man with the editing pencil, and formally rationalized it is called crisp editing.

(the Minnesota Press)

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Cornette dies of heart attack

Douglas D. Cornette, vice president and business manager of The Courier-Journal and The Louisville Times, died of a heart attack October 19. He would have been 54 on October 24.

Cornette collapsed while on a field trip with the Louisville Audubon Society, of which he was president.

He was in a group of about 36 Audubon Society members and their families making an all-day bus tour of the sanctuary. The group had stopped to eat a picnic lunch when he was stricken.

Widely known throughout Kentucky as a newspaper executive and civic leader, Cornette began his career with the newspapers in 1933 as an assistant in the promotion department.

Cornette's participation in civic affairs was varied and extensive.

In 1966, he was elected to a three-year term on the board of the Louisville Chamber of Commerce. He was vice president of the Better Business Bureau in 1956 and 1961.

Cornette had served as a board member of the Advertising Club of Louisville and as a director of the Louisville chapter of the National Conference of Christians and Jews.

He had been a vice president and board member of the Louisville Park Theatrical Association, and a member of the executive board of the Old Kentucky Home Council, Boy Scouts of America.

One of Cornette's first major accomplishments after joining the newspapers was helping to found the National Spelling Bee, which started at The Courier-Journal in the 1930s. In 1940-41, Cornette, as the bee's national director, saw 25 newspapers participate in the finals in Washington, D.C.

Cornette took leave from the newspapers in 1941 to serve as executive manager of the Louisville Iroquois Amphitheatre, an organization which staged numerous light operas in the amphitheatre. In 1943 he was inducted into the Army and served with the infantry until 1945, when he was promoted to first lieutenant and

appointed an entertainment officer in charge of USO camp shows in the Pacific.

Cornette returned to Louisville in 1946 as assistant to the promotion manager of The Courier-Journal and The Louisville Times, and radio stations WHAS and WCJT. A year later he became promotion manager and, in 1949, was named assistant to the general manager of the newspapers and their two affiliated companies, WHAS, Inc., and Standard Gravure Corp. He was appointed assistant general manager in 1958.

In 1964, Cornette was selected to fill the newly established post of business manager of The Courier-Journal and The Louisville Times. At the same time, he was made a vice president of the newspapers and the two related corporations. He held these titles at the time of his death.

One of Cornette's most satisfying experiences in the newspaper field came in 1939 when he and a photographer were driving near Morehead, Ky., at the same time a flash flood hit. Cornette, then a newspaper promotion man, wrote a story about the flood for the newsroom which received front-page coverage in The Courier-Journal. He framed the front page and hung it in his office.

Mainly through his continuing association with the Kentucky Press Association (KPA), Cornette became known as a strong supporter of small daily and weekly newspapers throughout the state.

During his 1951 term as president of KPA, the organization set up the Kentucky Press Service to represent small newspapers in gathering national and state-wide advertising. In 1965, the organization named Cornette its most valuable member.

A native of Hopkinsville, Cornette attended schools in Lexington and was graduated from Louisville Male High School. He attended the University of Louisville.

His wife, the former Thelma King of Corbin, Ky., and their

7-year-old-son, James Mark Cornette, were with him on the field trip.

Services held for Verle V. Kramer, president of NNA

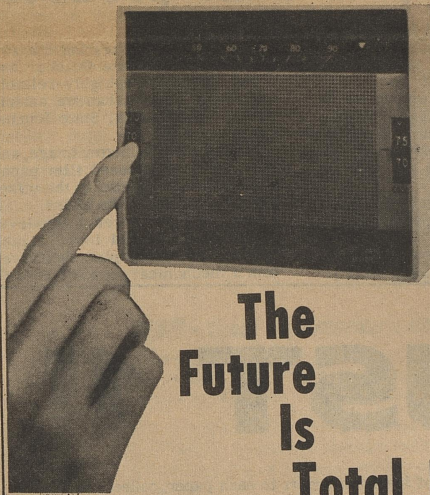
Funeral services for Verle V. Kramer, president of the National Newspaper Association were held in the United Methodist Church, Gibson City, (Ill.) Wednesday Nov. 6 at 2 pm. Kramer, who was publisher of the weekly Gibson City Courier and other Illinois newspapers died in his home Sunday morning, Nov. 3.

Following attendance at the University of Missouri he was in newspaper work all his life, first in the Illinois communities of Dallas City, Warsaw and Fairbury. He has been in partnership with one son, David, in ownership of the weekly in Gibson City and other Central Illinois communities.

A past president of the Illinois Press Association and several years its legislative chairman, he has been named Illinois Editor of the Year, citizen of the year in Gibson City and last year received the EM award from Southern Illinois University.

Representing the NNA at the funeral services are Jack Lough, vice president and acting president of NNA, and publisher of the weekly Albion, (NB) News and Theodore A. Serrill, executive vice president of NNA, Washington, D.C.

Survivors also include his widow, Sybil, and a son, Donovan, publisher of the Casa Grande (AZ) Dispatch. The family suggests contributions in his memory to the American Heart Association or the Gibson City Library.



HEAT
Click!

COOL
Click!

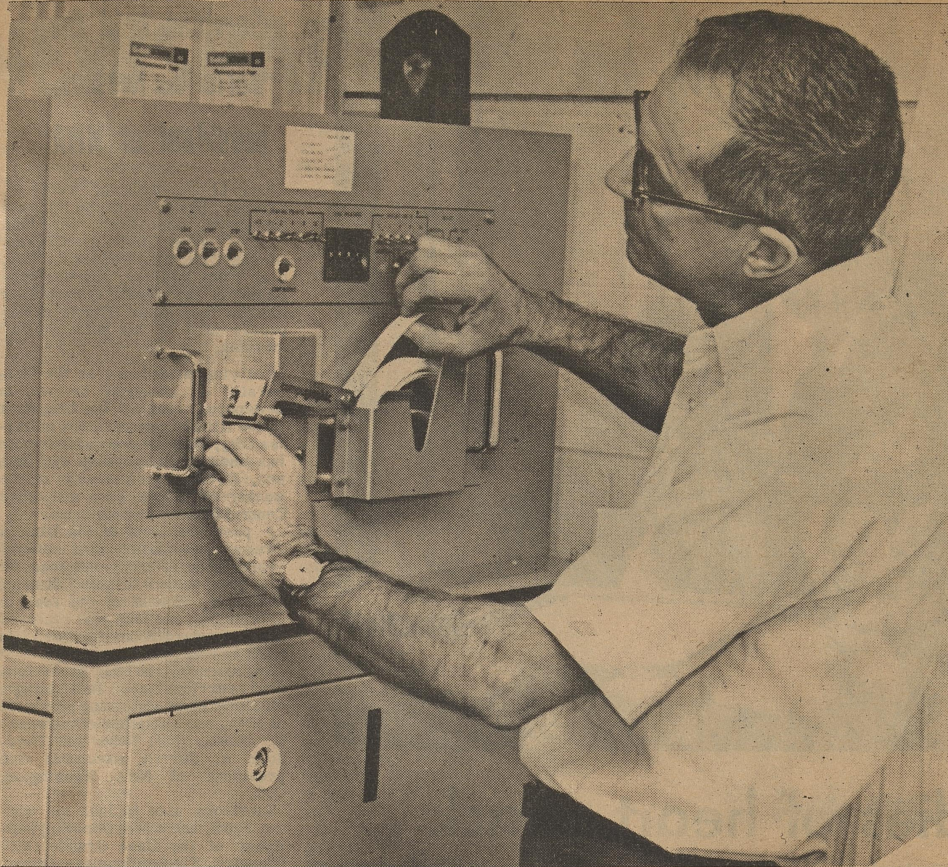
The Future Is Total Electric

Today's trend in commercial and industrial construction is toward the Total Electric design. More than 750 stores, offices, motels, restaurants, and manufacturing plants in KU's service area depend on electricity as their sole source of energy for heating, cooling, lighting and related uses. No space is wasted on furnace rooms and fuel storage facilities. Simplicity of operation results in negligible maintenance. Electricity's traditional cleanliness is authentic. The efficiency and economy of Total Electric operation are demonstrable.

If you're planning new construction, modernization or expansion, a qualified KU representative will work with you, and your design and engineering people, to discuss the advantages of a modern, Total Electric operation. No obligation, of course.

KENTUCKY UTILITIES COMPANY

Six rate reductions since 1962



Photographic units produce news material

Two new and highly sophisticated photographic machines have been producing State Journal text matter for the past ten days. Manufactured by Compugraphic Corp., Wilmington, Mass., the two pieces of equipment turn out news stories on photographic paper at the rate of 28 lines per minute each.

They produce as much text matter as seven, tape-operated linotype machines, and replace two other computer operated machines made by IBM which were install-

ed in May.

"We have been testing the two machines since late October and found them to be highly reliable and much faster than we anticipated," Albert Dix, State Journal publisher said.

"The produce a better image, and the pieces of exposed film paper are easier to handle in the offset printing process," he added.

Long, narrow pieces of six-level paper tape are fed into the machines. By a complex light system a mechanical reader "reads"

the holes in the tape, sends an impulse to another light which photographs the image of a letter or number on photographic paper.

When an entire story has been photographed, the film paper is fed into a processor which develops the exposed letters and numbers. The result is a column of photographed stories ready to be assembled in a page of the paper.

Various memory units allow for the print out of different sizes of type in varying widths.

Continued on page 8

Stouffer's
Jan. 23-25

GO
WEEKLY
in
KENTUCKY

ONE ORDER
ONE BILL
ONE CHECK

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1-606-233-1731

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We'll take care of insertion orders to each paper, collect tearsheets, bill you once, and you write only one check. Want to save time and \$\$\$?

KAH - TEN - TAH - TEH

is what the Wyandot Indians called Kentucky. It means "the Land of Tomorrow." Kentucky is also "the land of today." You can reach a better than THREE BILLION DOLLAR buying market through the pages of Kentucky's NEWSPAPERS. All that it takes for you to place an ad in any or all of Kentucky's papers is ONE insertion order.

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Lexington, Ky. 40507
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Planned
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Lords of the press

(The following is condensed from two articles, *Paper Profits*, and *Lords of the Press*, which appeared in the July 1 and 8 issues of *Barron's*. Author is Dana L. Thomas.)

Residents of Santa Ana, Whittier, Laguna Beach and other communities in fast-growing Orange County, Calif., have been witnesses since last March to a unique publishing venture. Those who want to get a broad view of what is happening in the world with their breakfast coffee always have subscribed to the Los Angeles Times, which was trucked south from the city and delivered to their doors.

They turned to their home town papers, however, for local news and the ads housewives carry with them to the supermarkets. Now the Times has become "home-town" as well as urban. It has set up a new "satellite" plant at Costa Mesa, in the heart of Orange, where two 10-unit presses are capable of running off 160,000 copies of the Times in record time. It also has its own editorial and advertising staffs. Thus, the new Orange County edition carries complete local news reports as well as top headline stories and features from the metropolitan edition. Most important, from the standpoint of stockholders of Times-Mirror Corp., it hopes to get a goodly share of the advertising outlays of Orange County merchants.

The Times satellite plant is akin to the branch outlets of downtown department stores, which have been sprouting in the suburbs for two decades. Throughout those years, the big metropolitan newspapers have been plagued by competition, not only from the national magazines, radio and television, but from the small weeklies and dailies which found themselves in the path of the great migration to suburbia of the middle- and upper-income segments of the population. These papers have been making good news, at least for their owners, with burgeoning circulations, ad linage and profits. The Times, for one, is now getting into position to fight them on their own ground. Other top-ranking newspaper concerns have been joining the trend by buying up suburban sheets.

One way or another, the U.S. press, for which city-room Casandras long have been tolling the death knell, is becoming more powerful than ever. To be sure, newspaper ranks have been hard hit in some areas as the weaker ones have either folded or been absorbed; in most cases the survivors have been getting along famously. . . Advertisers are discovering that even in an electronic era the newspaper is a potent medium which millions of people consult earnestly just before they set out to buy.

Last year, despite some attrition, 1,749 daily and Sunday newspapers rolled hot off the presses to be delivered to 61.6 million readers. They took in more than \$2 billion in circulation income and \$4.0 billion in advertising revenues. Readership was up less than 1 per cent, while ad income dipped slightly after three straight years of gains.

With ad revenues generally lower, some of the newspaper companies reported earnings declines last year. Two dipped into the red but other firms were able to buck the downward trend. Currently, those mentioned in the article are raking up gains.

There are trouble spots in the newspaper picture. Some big city publishers have been hit by labor

troubles which have prevented them from taking advantage of the back-shop technological advances which have enabled their smaller brethren to overcome the effect of rising wage and newspaper costs. Strikes are spreading and becoming more virulent. Largely as the result of strikes in New York, the Herald-Tribune, Journal-American, and World Telegram & Sun, first combined into one paper, then ceased publication, throwing thousands of printers, reporters, editors and ad salesmen out of work. In recent months, ITU Chief Bert Powers has made an about-face and is encouraging commercial printing plants to install automated equipment.

The fact is that newspapers have become more attractive as an investment than at any time in recent history. A top-rated newspaper broker said there usually are a dozen buyers for every one that appears on his for-sale list. Now traded over-the-counter Gannett indicates it will apply for a Big Board listing in due course. The Times-Mirror is strengthening its ties with Wall Street; Keith Funston, former president of the New York Stock Exchange, recently took a seat on the firm's board of directors.

Small and medium-sized sheets are making it big around the fringes of metropolitan centers. Typical of the chains that have zeroed-in on this market is the Gannett group. Starting from a home base in Rochester, it has fanned out across the Empire State and into other areas of the country, including Illinois and Florida. Last year, Gannett's revenues passed \$100 million, up from \$45 million a decade ago.

A firm that has done well in smaller city locations is the Richmond Newspaper. From the Virginia capital, it moved into Florida in 1966, acquiring control of the Tribune Co. in Tampa.

Over the past three years, 33 new newspapers have been launched, but this is acknowledged as a hard way to get into the newspaper business. Few newspapers make money until they have been in business a few years. Cowles Publications, for instance, lost money on the Suffolk Sun, started on Long Island in 1966, but anticipates that the paper should be operating in the black within two to two-and-a-half years. Time Inc. yearns to try its hand at operating a newspaper but plans to enter the field via the acquisition route. The Canada-based Thomson chain also is in the market for further U.S. acquisitions.

Publishers are modernizing their plants as fast as they can get delivery on their new equipment. Some publishers are branching into other fields of communications -- radio and television, book publication, audio-visual equipment, instructional materials and so forth.

Papers that are operating under aggressive management and located in growth markets are turning in highly newsworthy profits despite the wide publicity given to strikes and publisher to strikes and publishing casualties in some of the bigger cities.

The fundamental trend in newspaper publishing today is toward monopoly. In city after city, second- and third-rated newspapers are folding or being absorbed by their stronger competition; the reason in many cases apparently is that it's more economical for advertisers. A monopoly paper usually is read by everyone in the city, and the advertiser can get his message across more inexpensively than if he must buy space in two papers which reach the same

audience. The Department of Justice is committed to enforcing antitrust laws in an effort to slow the trend toward consolidation, but it cannot repeal the economic forces that cause the trend.

Where monopoly situations already exist, publishers seek the greatest possible degree of objectivity on the part of reporters and editors.

The stern attitude which the government and courts are taking toward newspaper mergers was highlighted in a U.S. district court order giving the Los Angeles Times one year to find a buyer for the two papers it owns in San Bernardino, and that the buyer must receive court approval.

The San Bernardino decision is regarded as a landmark, putting end to acquisitions by hard-pressed big city papers of prosperous sheets in their suburban areas. The Los Angeles Times may have another answer to that kind of competition with the "satellite" edition mentioned earlier.

The technique of combining all the functions of competing newspapers except the editorial staffs also is under fire from the Justice Department. The anti-trust division doesn't quarrel with arrangements under which two newspapers use the same printing plants and other facilities. It draws the line on abuses in the handling of combined ad rates.

A bill is pending the U.S. Senate to head off the Justice Department. Introduced by Arizona's Senator Carl Hayden, it would permit joint publishing arrangements if one of the newspapers in the deal otherwise would be likely to find itself in financial difficulties. Newspaper publishers are sharply divided on the merits of this legislation.

Maintaining a free press is not solely a matter of publishing economics. A question of almost equal importance is "where can a publisher find journalists of the caliber required to write and edit the newspaper of tomorrow?" The requirements are becoming more difficult to interpret in a rapidly changing society, but the inroads of television in the coverage of spot news make it increasingly incumbent on newspapers to pro-

vide the depth and interpretive analysis which television does not offer. This calls for highly gifted young journalists. Yet, last year only 17 per cent of the graduates of journalism schools went to work for newspapers.

To meet this challenge, some of the more resourceful newspapers are making vigorous efforts to attract talented young people into the profession.

Apart from recruiting personnel, newspapers are making greater efforts simply to communicate with young people. Newspapers must get out of their rut, find out what young people want and write to those interests.

In their competitive struggle with other media, the newspapers are stepping up their community services. The Boston Herald Traveler operates a Skyway Patrol of helicopters which hover over the metropolitan area and relay traffic information via the paper's radio station. The planes also help police track down lost children and criminals. Others have a daily "ombudsman" column or other "help" columns.

Apart from the sky blue tomorrow, newspapers are generally enjoying blue skies today, despite the threats of antitrust curbs and the perilous economics of big city publishing. The Fourth Estate, which is the only business actually guaranteed by the Constitution, is on the whole in an excellent estate.

Quickies

A new feature in the Ashland Independent is a locally written recipe column to appear every Thursday. Conducting the column will be Mrs. C.M. Powell. Her column will include recipes featuring sale-items as advertised each week in the Independent.

A Youth Section, to appear each Thursday, has been started by the Bowling Green Daily News. Copy for the section will be prepared by local students.

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WEEKLIES NEED MORE HOMEGROWN EDITORIALS

By Robert A. Juran
Director, Newspaper Editorial
Workshop Services.

A recent survey of weekly newspapers in a western state revealed the startling information that about half of them did not publish a single editorial during the six-month survey period.

Of those that did, many used only canned material from editorial clip sheets -- much of it heavily politically slanted -- thus abdicating their right to speak out on local issues.

Politically slanted canned editorials which avoid local issues are worse than no editorials at all -- but not much worse.

Some papers abandon their editorial pages entirely to feature columns, news stories, country correspondence and even advertisements, depriving their communities of a forum for the exchange of opinions. And some don't even have an editorial page -- although they are careful to retain their postal indicia somewhere.

Most daily papers run local editorials. Many weeklies do not. It is the weeklies that are most laggard, then.

What of the papers that do run editorials? Many of these editorials fall into two categories which render them relatively valueless: (1) They take no stand on issues of the day, merely commenting that Memorial Day has rolled around again or that there is much to be said on both sides of Issue

A. These papers might as well not bother running editorials. (2) They write in such wordy, obfuscated fashion that they lose all the readers except Professor Dingleheimer, Ph.D.

Mark Ethridge, now retired as editor of the Louisville Courier-Journal and Times, issues this scathing comment on the state of American editorial pages today:

"There are those who contend the editorial page is as dead as a dodo. It is dead where the editor is dead from the neck up and afraid from the neck down. It is dead where the editor doesn't know what is happening in the way of profound sociological changes in the United States and where he still writes to the 12-year-old."

How about you? Do you manage to set aside the time for one or two hard-hitting editorials in each issue? Or do you find there "just isn't enough time?"

I'll bet you'd be surprised if you checked the comparative circulations and the comparative annual dollar volumes of papers that do not run editorials. I'll bet you'd find that virtually all those that don't run them have small

circulations, small dollar volumes. Which is the cause and which is the effect? Good question. What do you think?

Okay. So you have been running editorials all along, or now you decide to run them. What happens next?

Get down off the fence, doggone it!

When your readers write letters to the editor they take hard-hitting, controversial stands on the day's issues. Don't chicken out on them. Do the same in your editorials.

You don't care much for General de Gaulle? You're an admirer of some out-of-state politicians? Fine. But avoiding your community to editorialize about these men is evading your responsibility to that community. There are local issues that are shouting for responsible, informed comment. Who's going to make it -- the butcher and the baker? Aren't you the one person in the community best qualified to make it? Then don't abdicate that responsibility to others who are less responsible, less informed.

Don't write editorials that ask

questions without providing the answers. And don't parade a row of facts leading to an inescapable conclusion -- and then let the conclusion escape.

Don't waste good space sermonizing on the need for driving carefully, giving to the Red Cross and supporting the local police. Every one of your readers already knows it is important to do these things. Tell them something they don't already know. This sometimes takes guts, since it usually involves getting down to the nitty-gritty of local politics, local schools, local roads -- but you have guts, right?

Each issue, take a long, hard look at your community and apportion credit and blame in judicious amounts for actions made, and make suggestions for fulfilling community needs. This is, after all is said and done, the only thing that makes your newspaper just a little more than a combination advertising handbill and bulletin board.

Mr. Juran will answer -- either personally or in the column -- any questions from readers. Write him at 615 South Main St., Milpitas, Calif. 95035.

Photographic units

Continued from page 6

"Our two units are numbers 15 and 21 off the Compugraphic assembly line. While we have had to make some minor adjustments in each, we find they have a high degree of reliability. The way they are manufactured, a series of circuits on small cards, makes it much easier for us here to make any repairs," Dix said.

The State Journal has ordered another photographic unit which is operated from a typewriter keyboard to produce larger type sizes, up to 72 point, large headline size.

It is scheduled for delivery in February.

QUICKIES

A free - to - boxholder monthly newspaper, The Lyndonarean, has been started by the publishers of the St. Matthews Voice-Jeffersonian to serve the Lyndon-Anchorage area of Jefferson County.

Special awards were presented recently to the following papers: The Benton Tribuen-Democrat, certificate of appreciation from the Marshall County Teenage 4-H Club; editor Pat Sizemore, The People's Journal, 1968 Heart Fund Certificate of Merit, and the Somerset Commonwealth Journal, publicity award from the 1968 Cancer Society fund drive.

The Glasgow Times blushing reports establishment of the following all-time record; 141 typographical errors in its issue of September 22.

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