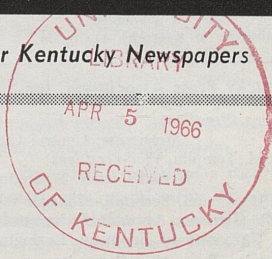


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# The Kentucky Press

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.

## KPA Officers And Executive Committee



Wilson Henry Stone Templin Ogles Portmann  
Fisher Abrams Boone Van Curon Davis Bell  
Schansberg Crawford Hoskins  
(Norris and DeRosett absent)

Publication Office:  
School of Journalism  
University of Kentucky  
Lexington, Kentucky

January  
1966

VOLUME 32, NUMBER 4

# The Kentucky Press + As We See It +

VOLUME 32, NUMBER 4

Official Publication  
Kentucky Press Association, Inc.  
Kentucky Press Service, Inc.

Victor R. Portmann, Editor

Member  
Newspaper Managers Association  
Lexington Chamber of Commerce  
Kentucky Chamber of Commerce  
Better Business Bureau, Lexington

Sustaining Member  
National Newspaper Association

Associate Member  
National Newspaper Promotion Association

Publication Office  
School of Journalism  
University of Kentucky, Lexington

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*Messenger*, Central City

Edwards M. Templin, *Vice-President*

*Herald-Leader*, Lexington

Victor R. Portmann, *Secretary-Manager*

Florida R. Garrison, *Assistant Treasurer*

*University of Kentucky*, Lexington

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The U.S. Supreme Court has granted a hearing to a youth convicted of criminally libeling public officials during a Kentucky coal mine dispute, states E & P.

Actual malice was not proved and thus Steve Ashton's conviction violated his constitutional right to free speech, the American Civil Liberties Union argued in asking the court to review the case of the former Oberlin College student.

Also, the ACLU lawyers said in their petition, definition of criminal libel is so vague and inconsistent in Kentucky that the conviction violated Ashton's right to due process of law.

Ashton, now 22, was convicted in the Perry Circuit Court of Kentucky in 1963 on charges of publishing "a false and malicious" pamphlet that libeled the Hazard chief of police, the county sheriff and the co-owner and co-publisher of the Hazard Herald. He was sentenced to six months in prison and fined \$3,000.

Last June, the Kentucky Court of Appeals upheld Ashton's conviction 4-3.

Ashton left Oberlin in February 1963 to aid unemployed striking miners in Hazard. There he compiled the mimeographed pamphlet entitled "Notes on a Mountain Strike" that led to his conviction.

The pamphlet fired a broadside of charges against the police chief, the sheriff and the newspaper ownership. The "notes" were never circulated, the ACLU said in its petition, but were seized by local police.

Citing previous Supreme Court decisions, the ACLU said actual malice has to be proved to sustain a libel charge in the criticism of public officials. So far as the newspaper co-owner is concerned, the ACLU said Ashton's statements were true and therefore his conviction violated his constitutional guarantee of freedom of the press.

And, the ACLU said, "Since there was no evidence that a single copy of the pamphlet was delivered or published to anyone . . . the conviction constitutes a forbidden intrusion on the field of free expression."

In its ruling, the Kentucky Court of Appeals said Ashton had admitted some of his references to the police chief and the sheriff were false, and that while he

contended his statements about the newspaper co-owner were true, "there was sufficient evidence" that some of them "were in essence false."

And, the Kentucky court said, "Although defendant raises some question about it, there is no doubt that the evidence proved 'publication' of this pamphlet."

So far as proving malice, the appeals court said Ashton was a stranger in Hazard, he was not acquainted with the people he criticized, he did not confront them with his allegations and some of the statements he made about them were clearly defamatory and false.

Thus, the court held, a jury, "not necessarily, but reasonably, could conclude that the defendant as motivated by actual malice: that is, he knowingly or in reckless disregard of the truth published these false statements for the purpose of exposing the prosecuting witnesses to public degradation."

\* \* \* \* \*

Two late incidents where typos occurred in ads in New York newspapers emphasizes that many states have laws, and numerous court decisions in support, that a merchant is not bound to sell any article at the mistaken advertised price. All these laws and decisions state that an advertisement is simply an OFFER to sell not a CONTRACT to sell. One such typo offered a 19-inch portable television set for \$8.98; it should have been \$88.98. Two hundred people stormed the store and the store manager, rightly or not, sold 46 sets at \$8.98 to protect his store and, perhaps, his life.

The other typo carried an ad for a sewing machine at \$2.76; the ad should have stated that the \$2.76 was a "time payment" per week for a machine that cost \$339.95. This time, the store managers, on proper advice, either closed their stores to protect them from the bargain-seeking mob, or refused to sell at the advertised price—obviously an error.

Newspapers should review their local situation and advise all advertisers of their rights and responsibilities in case of similar typos. All know it "shouldn't have happened," but in spite of all safeguards, it sometimes does. Again, advise your merchants that their ads are simply an OFFER to sell not a CONTRACT to sell.

## Larry Stone Elected President To Lead In 1966

Larry Stone, Central City Messenger-Times-Argus, was elected president for 1966, advancing from the vice presidency, at the closing session of the 97th annual mid-winter meeting held at the Phoenix Hotel, Lexington, January 20-22. Edwards M. Templin, chairman of the executive committee, was elected vice-president.

Howard Ogles, Franklin Favorite, was elected to succeed Templin as chairman of the executive committee; Victor R. Portmann was elected secretary-manager-treasurer for his 25th consecutive term of office; and Miss Florida Garrison was re-elected as assistant treasurer.

President Stone named his district executive committee as: First, William T. Davis, Lyon County Herald, Eddyville; Second, George M. Wilson, Breckinridge Herald-News, Hardinsburg; Third, Al J. Schansberg, Voice-Jeffersonian, St. Matthews; Fifth, Frank C. Bell, Trimble Democrat, Bedford; Sixth, S. C. Van Curon, State Journal, Frankfort; Seventh, Warren R. Fisher, Jr., Mercury, Carlisle; Eighth, Louis DeRosett, Adair County News, Columbia; Ninth, James T. Norris, Jr., Independent, Ashland; Tenth, R. Springer Hoskins, Enterprise, Harlan.

For State-At-Large, he appointed James Lee Crawford, Tribune, Corbin, Warren Abrams, Courier-Journal, Louisville, and Ben E. Boone III, Todd County Standard, Elkton. Maurice K. Henry, Daily News, Middlesboro, remains on the executive committee as immediate past president.

### Largest Thursday Registration

The weatherman was kind for the opening reception and the Monte Carlo party on Thursday evening and 182 members and guests, the largest opening registration in history, partook of the Wassail bowl, the buffet dinner, and "bucked the tiger" in the temporary game rooms. The croupiers were the St. Matthews Jaycees and those lucky used the "money" to bid on some 50 handsome articles of wear and household utility that were sent for the auction by Kentucky manufacturers and processors. Our thanks for them and the publishers who brought them.

However, the weatherman thought the KPA'ers were having too good a meeting,

business and social, and turned on with a vengeance early Saturday morning by dumping almost ten inches of snow on Lexington and vicinity which resulted in many having to remain hotel-wise until Sunday.

In his welcoming address at the Friday breakfast, Mayor Fred Fugazzi outlined the plight of urban Kentucky under the present statutes and asked that the editors should study the stifling laws that hinder proper and needed expansion of city limits and city services demanded by a confined populace. Chairman Edwards Templin responded in his light, whimsical manner.

The stirring invocation of Father John H. Morgan, Newman House, University of Kentucky, opened the Friday morning business session with President Henry presiding. The invocation, by request, is published with the Bulletin as well as Bob Considine's "Newspaperman's Prayer." Henry appointed George M. Wilson as chairman of the resolutions committee, he to select his committee.

### Ed Tells How To Advertise

Edmund C. Arnold, Graphic Arts Division, School of Journalism, Syracuse University, and consultant to the Mergenthaler Linotype Corp., led the local retail advertising workshop with many of his own humorous dollar-and-cents ideas and philosophy on productive advertising. He emphasized that it was ironic how the ad, which produced the greatest profit for the publisher, also gained the best results for the advertiser.

His drawing of the heroine in Verdi's opera, Aida, was used to demonstrate his main thesis of good advertising: A for attention, I for interest, D for desire, and A. again, for action. "If there is something in an ad that doesn't fulfill all these things, throw it out," he added.

He graphically illustrated his list of "don'ts" for productive ad layouts: Don't use diagonals, especially in headlines; don't use vertical, upside down, or sideways type; don't use boxes—ineffectual as well as time-consuming in the backshop; don't use circles or ovals for the same reasons; and above all, don't use reversed type effects—useless, ineffectual, and surely hard to read.

For effectual ad design, his first rule is "enlarge generously—crop ruthlessly." He

advocated sensible use of germane ad art from mat services, but emphasized that nothing could take the place in reader-attraction of the use of local models, easily identified and of intrinsic testimonial quality.

Arnold was generous in answering questions of interested publishers during the whole meeting. We thank him for his valuable contribution to our program.

### Magnetic Paste-Ups

The topic on advertising production was continued on the afternoon program when William Barron, Graphic Electronics, Inc., representative, demonstrated a magnetic hot metal system for ad composition termed "magnetic pasteup." Al Dix, Frankfort State Journal, which recently adopted the speedy system, brought samples of ad makeup to augment Barron's presentation.

Procedure consists of a magnetic grid board with metal strips to enclose and designate the exact size of the ad. Then a vinyl plastic sheet with an adhesive surface is fitted into the space. Shell casts and shell-high heads, body type, etc. are applied to the adhesive strip; when complete the ad copy can be lifted out without difficulty or "pi" ready for stereotyping.

Barron stated that the process can be installed for as little as \$1,500 with the per-man grid units costing around \$55. In answer to a question, Barron stated that lino slugs and Ludlow slugs could be cut to the required height on a regular saw although the process is slow and only a few units can be cut at one time, requiring precision as to the exact height. He said that special saws for trimming the casts could be purchased for a slittle as \$195 with the better precision saws costing up to \$1,500. He advised that the special saws should be installed for volume work.

### Time-Saving A Feature

The main feature of the system, as he described, is the reduction in time required to make up the ad, about half that of the traditional method, and the elimination of traditional spacing materials—slugs, leads, etc. The method also gives the newspaper the benefit of cold type without learning new skills. Intelligent printers need only about one-

half hour of instruction to learn procedures.

Other advantages, he pointed out, include the saving in storage space, elimination of spacing materials, and continuous trips to a saw. After printing, desired type material, kuts, etc., could be saved for future use as the vinyl can be easily stripped, or thrown in the melting pot without contaminating the metal.

KPA's legal counselor, Bert Combs, addressed the meeting on legislative matters, especially the present assembly. He stated that, so far, no bills inimical to newspaper interests had been introduced, but averred a close watch was maintained; any such bills introduced will be brought to the attention of all KPA members by the Central Office.

Mr. Combs asked for comments from the floor, especially if there were any legal problems of any member which needed action. He reiterated that his office was ready to help any KPA member, but that such requests should reach him through the Central Office. Copies of a decision by the Attorney General to Tommy L. Preston were distributed on request. Some copies still remain in the Central Office. Want one?



#### Presidential Award

Presiding at the noon luncheon, President Henry presented George Joplin III, editor of the new Somerset daily, with the citation and traditional julep cup as KPA's Most Valuable Member, stating:

Today we are within twenty-four hours of completing our term as President of

the Kentucky Press Association. Several years ago President Thomas Adams decided to recognize the member who had helped him and the Kentucky Press Association the most during his term of office. Each year since this recognition has been continued, and we feel it is only proper and fitting to continue this Presidential recognition as any who has ever served as head of any organization realizes it takes more than one individual to make things click for progress and smooth operation.

For the past twelve months many people have been of great assistance during this KPA 81st Presidential year. In fact we wish to congratulate every member of the KPA for your active participation, your guidance and counsel, but most of all the desire to make this organization a more effective and beneficial organization for the total membership, and in turn better newspapers for Kentucky newspaper readers.

Our Presidential Award honoree is a man well known to every member of the Kentucky Press. He has served in many positions and many roles during his entire newspaper career both in his community, the state, and KPA. For a span of years we have sought his advice for a very objective viewpoint. This past year we have turned to him many times for guidance by telephone, by letter, and in person. Each time there has been keen response and that has been sincerely appreciated. We know many other editors and publishers have had this same feeling and respect for the man we honor from Somerset, George Joplin III, editor of Kentucky's newest daily, The Commonwealth-Journal. George's counsel has been very valuable to us during 1965 and he has made many contributions to the Kentucky Press Association. To George Joplin we award the Presidential Cup for being KPA's most valued member for 1965.

Bob Considine, author of "On The Line" column distributed by King Features reminisced on his many struggles in getting material for his column, nation-wide and world-wide, with many side-trips of his interesting writing career. His concluding "Newspaperman's Prayer" was classic and many asked for copies.

#### Afternoon Session

President George Joplin presided at the annual meeting of the School of

Journalism Foundation of Kentucky, Inc., opening the afternoon session. Process Agent Portmann reported on the status of funds, stating that \$4,875.47 was on interest-bearing deposit with a Trust company under Plan 1. When a sufficient significant sum is reached, the interest will provide a scholarship for a deserving journalism student.

Plan 2, which applies to \$100 scholarships to worthy students in the U.K. School of Journalism, was reported to have \$327.00 on deposit. Joplin urged publishers to contribute to the fund itself or to send some worthy local student to the University, supplying \$100 a semester for tuition. He also urged members to inform the Secretary of names of deserving local boys, or girls, who could qualify, if existing funds permitted, for scholarships.

Calling the annual meeting of Kentucky Press Service, Inc. to order, President George M. Wilson requested the Secretary to make his annual report. This report indicated that gross advertising receipts, national and regional, totaled \$274,081.80, with net paid to publishers \$201,348.38. A resume of the auditor's report will reach all members later.

#### Officers Elected

Following the recommendation of the nominating committees, officers and board members of our auxiliary groups, unanimously elected for 1966, include: Foundation—Chairman of the Board, Fred B. Wachs, Lexington Herald-Leader; President, George Joplin III; Vice-President Lawrence W. Hager, Jr., Owensboro Messenger-Inquirer; Treasurer, Enos Swain, Danville Advocate-Messenger; Secretary-Process Agent, Victor R. Portmann, Central Office. Board members elected for a three year term include Mrs. Martha Comer, Maysville Independent; John B. Gaines, Park City News, Bowling Green; Miss Jane Bird Hutton, Harrodsburg Herald; Amos Stone, Central City Times-Argus; Enos Swain; and Cecil Wilson, Barbourville Advocate.

Press Service—President, George M. Wilson, Breckinridge Herald-News, Hardinsburg; First Vice-President, Landon Mills, McLean County News, Calhoun; Second Vice-President, William T. Davis, Lyon County Herald, Eddyville; Secretary-Treasurer Victor R. Portmann and Miss Florida Garrison, assistant treasurer, Central Office; chairman

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of the board, Tommy L. Preston, Cyn-  
thiana Democrat; members — Martin  
Dyche, London Sentinel-Echo; Maurice  
K. Henry, Middlesboro Daily News;  
Niles Dillingham, Dawson Springs Prog-  
ress; and James M. Willis, Brandenburg  
Messenger.

A roundtable on "Ideas To Increase  
Advertising Which I Found Lucrative"  
brought several interesting responses from  
publishers. Many notes were taken dur-  
ing the discussion.

#### Daily Roundtable Meets

Meeting for a Daily Roundtable in an-  
other room, daily publishers discussed  
services that KPA could give the com-  
munity dailies. As reported the follow-  
ing morning, recommendations to KPA  
included 1. Special seminars for circula-  
tion and advertising managers, and  
offset production. It was suggested that  
these seminars could be held, either ear-  
lier at convention time (a full day on  
Thursday) or on Sunday. A show of  
hands indicated preference for Sunday  
when staff members could attend; 2.  
Procurement of capable reporters and  
newsperson with the recommendation for  
the up-grading of the salary level to  
meet competition with a state-wide sur-  
vey to be made regarding salaries.

3. That a voluntary monthly lineage  
report be issued by the Central Office;  
4. A survey of union payscales to be  
made if possible; 5. An investigation of  
the feasibility of KPA introducig an  
"open records" bill in the 1966 legisla-  
ture; 6. Uniform action of all newspapers  
on pre-printed inserts; 7. Putting sub-  
scription rates on the level of plus-cost  
basis with exchange reports on successful  
subscription promotion; and 8. Semi-  
monthly Kentucky Bulletin to be publish-  
ed by departments.

Business matters were discussed at the  
annual meeting of the Kentucky Associ-  
ated Press. At conclusion, Albert E. Dix,  
Frankfort State Journal, was elected 1966  
chairman.

The day closed with the cocktail party  
followed by the annual banquet. The  
floor show was furnished by the Enter-  
tainment Bureau, Lexington Recreation  
Department, and words of commendation  
were heard on all sides for the show.  
Dave Parry's orchestra furnished the mu-  
sic for the closing dance.

#### Saturday Seminar Full

Following the buffet breakfast, the  
gram-full business session was called to

order in Convention hall by Vice-Presi-  
dent Larry Stone. James Maloney, Lex-  
ington office, U.S. Department of Labor,  
was introduced by Portmann who stated  
that approximately 20 newspapers had  
answered the questionnaire concerning  
interest in "on the job" training programs.

After outlining the purpose and pro-  
cedures of this "individual" training pro-  
gram, Mr. Maloney explained that two  
steps were available to establish "on-  
the-job" training in any Kentucky print-  
ing plant. The first, KPA would become  
the prime contractor and sign sub-con-  
tracts with each participating printing  
plant, or, second, the individual print-  
ing plant could itself sign the prime  
contract. After some discussion, it was  
moved, seconded and carried, that any  
printing plant, desiring to put the plan  
in operation, should be the prime con-  
tractor without putting the burden on  
KPA. The speaker then offered his, and  
his other Labor Dept. agents, their help  
on request to establish the plan, how-  
ever, warning that the process was slow  
because of volume and few supervisory  
agents.

Committeeman Warren Abrams, chair-  
man of the Objectives Committee, gave  
a short statement on the results of a  
comprehensive survey on present and  
future operations of KPA and its mem-  
bership, illustrating his talk by slides  
indicating the results of the survey in  
terms of percentage of positive or nega-  
tive response (with a few "don't cares.")

The report was distributed in written  
form to the members present with the  
request that any new comments, sug-  
gestions, or criticisms should be for-  
warded to the chairman, c/o Louisville  
Courier-Journal. Abrams closed his talk  
with a slide-showing of the new adver-  
tising promotion for KPS and Kentucky  
newspapers entitled "Hometown Ken-  
tucky." After some necessary factual  
changes have been made, the presenta-  
tion will be available for showing to  
your hometown advertisers through the  
Central Office. Details will be announced  
later.

Mr. Abrams closed his presentation by  
stating that his, and other special com-  
mittees, would study and consider all  
comments and suggestions made for the  
improvement in services that KPA could  
render its members, and, as far as pos-  
sible, implement them into the 1966  
program.

#### Legislation—Vocational Schools

Co-chairman S. C. Van Curon, legisla-  
tive committee, gave a brief resume of  
planned-action in protection of news-  
paper interests in the legislative session  
now in progress, repeating that our legal  
retainer is available to help on any legal  
problem. He also gave a report on voca-  
tional schools, stating that his commit-  
tee had been in contact, with future  
meetings planned, with the state educa-  
tion officials to insure that printing in-  
struction would be an active division  
in vocational instruction.

Van commented on the recent Spindle-  
top survey on vocational schools and  
stated that requests have been made for  
printing instruction to be included in the  
new state vocational school in process of  
construction near Lexington. He stated  
that 15 students are being trained in the  
Mayo school, Paintsville with their "grad-  
uates" always in heavy demand, and  
deplored that the Somerset school had  
nearly 140 students with little necessary  
equipment for proper training. He added  
that Somerset was starting training in  
offset procedures.

Donald E. Towles, chairman of the  
"Newspaper In The Classroom" commit-  
tee then presented this fine and compre-  
hensive report:

#### Newspapers In The Classroom

Before giving you my report on the  
Newspaper in the Classroom committee,  
I think it might be helpful if I take a  
few minutes to explain the function of a  
Newspaper in the Classroom program.

First of all, it should be emphasized  
that Newspaper in the Classroom is not  
a program designed specifically to sell  
newspaper subscriptions to schools. Any  
paper which goes into it with this up-  
permost in their thinking is probably  
heading for rough sledding with the  
schools.

The function of Newspaper in the  
Classroom, as we see it, after five years  
of extensive study and after conversation  
with newspaper industry leaders around  
the country, is to teach students at an  
early age how the newspaper can be  
helpful not only in school but in later life.

When we realize that the newspaper  
is the only constant source of informa-  
tion and education that a person has  
after graduation from high school or col-  
lege, we see how important the job  
really is.

What we are trying to show in our

Newspaper in the Classroom program is how the paper can be used as an effective teaching and learning aid in various areas of instruction and on every subject level. Whether the student is engaged in the study of social studies, mathematics, history, science, English, literature; yes, even woodworking or home economics, there is something of value to that student in the daily or weekly newspaper.

By impressing on students and teachers these various areas of interest in the paper, it is hopeful that we develop better and more constant newspaper readers for the future. And that, ladies and gentlemen, is where the business of added circulation comes in.

If a student becomes aware during his school years that he cannot get along in his studies without a newspaper, it is likely he will find he cannot get along without a newspaper as an adult citizen. What Newspaper in the Classroom does is whet and develop the appetite for newspaper reading at an early age. And if you want to look at the program from the standpoint of better readership and increased circulation, you must realize that the first grade student learning his lessons with the help of the newspaper today is your prospective subscriber in 12 to 16 years when he finishes his education.

Let me take a few minutes to explain a program we started in five counties including Jefferson this past fall. We feel we have a complete Newspaper in the Classroom program—one that covers every possible area and one, incidentally, which has been hailed as the best in the nation by the American Press Institute at Columbia University, as well as ANPA and other organizations.

Let me hasten to add that it is far more than just the summer workshops which you have been told about in past years. I want to say more about workshops a little later on. For the past few years we have been reaching some 60 to 100 teachers each year with workshops at the University of Louisville and the University of Kentucky, attempting to explain the function of Newspaper in the Classroom. I think the workshops have been good; we have some strong disciples of the program in various areas of the state. But at the rate we're going with workshops, it would take 280 years to reach every one of the 28,000 public

school teachers in the state of Kentucky. While KPA is a reasonable patient group, I just don't think we have that much time to spare.

This past fall, after more than a year of considerable consultation with the school people in our area, we launched our Newspaper in the Classroom program. It's costing us a goodly sum of money and will continue to do so for years to come.

First of all, we had a group of curriculum writers—professional educators—prepare three study guides for use by teachers in elementary, junior high school and high school classrooms. These guides, which are here for your inspection after this session, cover every subject area at these grade levels. They are voluminous books but they have been well received by the teachers in the seven school systems in the five counties where the program was introduced. If any of you would like to have a set, let me know and we'll be glad to send the books. As of the end of December we have distributed 6,435 of these books to teachers in the school systems which signed up for the program.

For teachers who wanted their classes to actually study the workings of a newspaper, we prepared a special tabloid section and a study guide to be used with it. These are limited to teachers in Grades 6 through 9 and they deal only with the study of newspapers as such—how they are produced, etc. Most teachers using these plan a two-week course for their students. In connection with this portion of the program, we offer school tours of the newspaper plant.

There are numerous reprints which we also provide to teachers as an aid in studying newspapers. We have provided displays for use in the schools on such subjects as the comics, aerial photography, modern machines used in newspaper production, editorial cartoons, the people behind the headlines, and others. And we have a film library of a half dozen movies on newspaper and related topics which can be loaned for classroom use.

An important, and rather costly, portion of our program is the providing of current affairs film strips for use by teachers. These cover such topics as the United Nations, the man in the White House, America's cultural revolution, Russia and its satellites, transportation in

the U.S. and many others. These strips are listed on the yellow sheet, copies of which are here for any of you who are interested. This yellow sheet summarizes our program and gives some details on how it operates.

Some schools asked that we set up a special classroom subscription rate so that students could receive a copy of the paper each day for a given period of time in the classroom. This has been done and we have distributed some 1,200 copies of the papers under this plan. We were quick to emphasize to the school people, however, that youngsters could bring papers from home the following day and accomplish the same purpose at no cost to the student or the school. We also pointed out that any newspaper could be used, not just The Courier-Journal and Times.

We have hired a bright young girl to go out and deliver talks to classes on the program and since September she has talked to more than 3,000 teachers and students.

These are some of the things that make up our program. We're still in the process of studying the program this year and will review it from time to time to determine how effective the materials are.

Let me emphasize at this point that the study guides prepared for elementary, junior high and senior high teachers are the basic tools. And these are the items which could be used effectively to develop a state-wide Newspaper in the Classroom project under sponsorship of the Kentucky Press Association.

In the quantities which we printed them, these books cost about \$1.00 to print and distribute. There are some 28,000 public school teachers in Kentucky. We have covered about 6,000 of them in our program. That means there are 22,000 teachers who could be reached with a state-wide program at a cost of perhaps \$25,000. Our recommendation is to try to generate some interest in the State Department of Education for this program.

We have had some preliminary discussions with some of the people in the department but their thoughts at this time are on more pressing problems. After the Legislature adjourns, we plan to get down to hard discussions with them. There are several ways the money

(Continued On Page 6)

## Kincaid Named Outstanding Citizen



Past President William C. Caywood, Jr., publisher of the Clay City Times, was called upon to name our Outstanding Kentuckian for 1965. He said:

Before proceeding, I want to introduce a lovely lady, the person probably most responsible for this part of today's program . . . Lexington's Mrs. Garvice D. Kincaid, and one of her twin daughters, Mrs. Ron Nickel (Jane K.). The other twin, Miss Joan, is snowbound in Louisville.

This KPA Kentuckian of the Year business is becoming more fascinating each year. It always is supposed to be a closely guarded secret. I'll venture to guess there is not a person in this room or in the hallways who does not know the identity of today's honoree.

Just the same, I am happy to have the honor and the opportunity to speak a kind word for a long-time friend.

At 53 years of age, Garvice Kincaid has received more local, state, and national honors than he can count. Yet, I suspect right now he is going through his

very finest hour. And we are pleased to share that hour with him.

Newspaper people at times can be the most heartless individuals on earth, and suddenly they can be the warmest and friendliest of human beings. In their choice of Mr. Kincaid as the Outstanding Kentuckian of the Year, they have shown an admirable degree of understanding, and they have every reason to be proud of their selection.

Those of you who read your own newspapers or someone else's are aware that Mr. Kincaid is not exactly broke. Recently, I asked him how many banks he owned. He answered: "Oh, 19 or 20."

I really shouldn't have inquired; but then I got to thinking. If he owns 20 banks and can account for only 19, then he has lost one some place and doesn't know it. If he really owns only 19, and is claiming 20, then he has a bank that belongs to somebody else, and he should return it.

I'll wager the publishers and editors here today know exactly how many banks

they own and how many they owe.

Most of you have been to Tallega in Lee County, Kentucky, but you don't know you have been there. Its main distinction, as far as I can learn, is that it is near Beattyville and it is the birthplace of Garvice Kincaid.

While still a growing boy, Garvice skidded down a mountainside to the main road and made his way to Richmond. There, while in the 7th grade, he began carrying newspapers for the Richmond Daily Register, a job he kept until he was a sophomore at Eastern. To help pay his way through school, he worked part-time as a clerk in a grocery store, as a bookbinder in the college library, and as a janitor. From Eastern he went to the University of Kentucky where he received his law degree.

And, since seldom there is much mention made of Mr. Kincaid's law firm, it is composed of a mere 12 attorneys.

Mr. Kincaid is Lexington's biggest taxpayer. His combine of banks, insurance companies, hotels, consumer-finance agencies, and affiliated enterprises in 145 offices in 14 states, is one of the 60 largest commercial empires in the United States. This little building we're in right now is one of his lean-tos. The other downtown hotel, the Lafayette, he bought a few years ago and converted it to a life-insurance office building—Kentucky Central, which in five years rose from \$140 million of insurance in force to nearly a billion dollars.

But, we are not assembled here today to praise Mr. Kincaid upon his successes in law and finance. Rather, it is our purpose to emphasize how he has converted wealth, influence, and prestige to the betterment of mankind; how he stepped to the side of the needy and offered humanity a helping hand; how he has transformed material things into moral and spiritual uplift; how he has brought hopefulness to those in despair; how he has helped restore health and ambition in once-broken bodies and minds.

That, my friends, is the Garvice Kincaid to whom we pay tribute on this occasion.

Quickly, let me focus the light upon some of the stars in his crown:

1. Outstanding service award from the Junior Chamber of Commerce.
2. Outstanding alumni award from the University of Kentucky.

3. A gift of \$25,000 for the construction of a detention home for juvenile delinquents . . . not a prison . . . instead, a place for rehabilitation.

4. A gift of \$100,000 for a YMCA building.

5. An organizer of the Kentucky Independent College Foundation.

6. A leader in the progress of the deaf-oral school here in Lexington.

7. A leader in the state committee to employ the handicapped.

8. A member of the National Founders Board of the Salk Institute Foundation which practically eliminated from our language the dread phrase "infantile paralysis."

9. The establishment of the Kincaid Foundation which already has provided more than 500 scholarships through the Boys Club of Lexington.

10. And, here is one in which all publishers should take personal pride—a four-year college scholarship to be awarded annually to a newsboy from a needy family. (Applications may be directed to President Martin at Eastern.)

11. The winner in 1960 of the nationally coveted Horatio Alger Award for the poor boy who made good.

12. The winner last year of the nation's highest honor in the minds of many publishers—admission to the Newsboy Hall of Fame. Remember, only one business man in America can be chosen each year for this honor. The Hall of Fame medallion was presented to Mr. Kincaid only a few weeks ago and many of you editors were present as were scores of present-day newsboys.

13. Literally hundreds of citations, trusteeships, honorary degrees, and merit awards have gone his way. Far too many to mention.

14. And last, and perhaps the greatest of all, was his rescue . . . and that is the correct word, "rescue" of the 10 Appalachian Regional Hospitals abandoned a year or more ago by the U.M.W., the coal miner's union. In Eastern Kentucky and West Virginia through the years, hundreds of thousands of men, women, and children had depended upon these great hospitals for relief of suffering and the restoration of health . . . in fact, for their very lives.

Our Kentuckian of the Year poured nearly a million dollars into these hospitals to keep their doors open and—could be raised provided they are con-

(Continued From Page 4)

vinced such a program would be educationally sound. I believe they can be convinced and that the chances are reasonably fair that such a program could be developed at some future date. However, this will have to wait for the present but we plan to continue working on it.

In 1961, The Courier-Journal and The Louisville Times in cooperation with the University of Louisville held the first Newspaper in the Classroom workshop in Kentucky. Since then we have held two others at U. of L. Three workshops under sponsorship of KPA have been held at the University of Kentucky.

It seems to us, and to the University of Kentucky, that we could put forth our best effort by having a workshop one year at the University of Kentucky and the following year at the University of Louisville. The cost of attending a workshop at UK, including tuition, room and board, amounts to about \$100 for the two-week period.

The University of Louisville reports to me that they will lower tuition for all participants to the "resident of Louisville" rate, which would mean that a two-week course at U of L, including tuition, room and board, would cost about \$140 for the two-week period.

I feel that the Kentucky Press Association should participate in these workshops to the extent of providing lecturers at some of the sessions and to the extent of paying the expenses for at least one out-of-state speaker for each workshop. This will not cost any additional KPA money but would continue to utilize the \$300 budget which KPA has allocated in past years.

The workshop in Louisville would be operated jointly by the University of Louisville, the University of Kentucky, KPA, and The Courier-Journal and The Louisville Times. The workshop at Lexington would be the same arrangement with perhaps the Lexington Herald-Leader assisting as they have in the past. In other words, we'll simply put all our eggs in one basket and try to work to-

bless his soul—they remain open to the needy at this very hour.

Mr. Kincaid, will you come forward and accept from fellow citizens of this commonwealth our deepest gratitude?

gether to provide a single Newspaper in the Classroom workshop each year.

The membership of KPA will receive notices about this year's workshop in a few weeks. Arrangements have been made to hold the 1966 workshop at the University of Louisville with the cooperation of UK and KPA.

That concludes this rather lengthy report but I would like to briefly mention a project we conducted in connection with the study of the Legislature which falls right into the Newspaper in the Classroom area. Following publication of the Legislative Outlook section in the January 2 Courier-Journal, we provided to each high school civics teacher a copy of a study guide which could be used to help students better understand the workings of the General Assembly. We tried to have this booklet written in such a way that no reference was made to our papers but stressing that civics students could effectively use their local paper in this study. The response to the study guide has been most enthusiastic throughout the state.

#### To Employ New Manager

Chairman Edwards Templin, reporting for the executive committee, stated that the present secretary had asked to be retired after 24 years service and the committee had considered two plans for his replacement: 1. With the School of Journalism indicating every cooperation, that the new manager should be a staff member with the degree of Master of Arts, and put one-half time on professional duties and one-half time on KPA-KPS activities; or, second, that a full-time manager be employed. In any case, the University was desirous and offered to continue the present KPA headquarters on the campus. After some discussion, Ben Boone moved, seconded by Tommy Preston, that a full-time manager should be employed. The motion was unanimously carried.

#### Dr. Robert Murphy Speaks

Dr. Robert D. Murphy, new director of the UK School of Journalism, outlined the plans to improve and implement the curriculum and program that the School will offer students and the members of the press association. He discussed a seven-point program that will soon be a reality. First, with University officials cooperating and advising, the School is planning a graduate program leading to a Masters degree in the fall



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of 1966; 2. The undergraduate program will be strengthened and he solicited advice from newspapermen on subject material.

3. Competent staff resources are available, and solicited, for help to the Association or the individual newspaper; 4. UK's academic climate toward journalism program was very favorable; 5. The School and newspapers should work together on mutual programs. Dr. Murphy suggested that various publishers would be "guest teachers" during the academic year, and he asked cooperation when students make "plant visitations"; 6. He asked cooperation of publishers in taking part in high school programs, especially in guiding and advising journalism teaching, and requested all publishers to watch for good prospective journalism students and to make recommendations.

His seventh point analyzed the duties of a School of Journalism to find, analyze, record, and publish information of and concerning professional journalistic practices and every newspaper operation. Stating, "Our needs and objectives are the same; please call on our School faculty to help you in any manner."

#### Resolutions Passed

Chairman George Wilson, resolutions committee, presented the report which Whereas, the Kentucky Press Association in its 97th annual mid-winter convention, in record attendance, has enjoyed three days of outstanding entertainment and fellowship, now therefore, Be it resolved that our thanks be especially expressed to the program committee and particularly Tom Adams and Ed Templin for their contribution to the success of this convention.

Be it further resolved that our thanks be expressed to the outstanding list of speakers including Mayor Fred Fugazzi of Lexington, Father John H. Morgan, Edmund C. Arnold, Rev. Harry Alexander, Bob Considine, Bill Barron, James Fitzgerald, Dr. Robert D. Murphy, Rev. Edward Miller, and Hal Boyle.

Be it further resolved that we express our thanks to the St. Matthews Jaycees for conducting the Monte Carlo party, and the donors of auction prizes and the member newspapers which secured them. We also thank the Sperry Hutchinson Co. for the door prizes.

Be it further resolved that we express our thanks to Mr. and Mrs. Fred

B. Wachs for their hospitality to the ladies at Castle Lawn.

Be it resolved that we express our appreciation to the Phoenix Hotel and the firms which provided hospitality to our members.

Respectfully submitted,

George M. Wilson  
Frank L. Stanley

S. C. Van Curon presented the following resolution at the Saturday luncheon:

Whereas, many KPA members proudly remember our luncheon speaker of last year, Captain David Scott, and

Whereas, Captain Scott is scheduled to walk in space during his space flight early in 1966, Be it Therefore

Resolved, that KPA, in convention assembled, hereby commend our prayers and best wishes to him, and extend our cordial invitation to him to join us at our next mid-winter meeting.

Unanimously passed by acclamation. was unanimously adopted:

The report of the Past President nominating committee was called for. In rapid succession, without contesting nominations being made, Thomas L. Adams nominated Howard Ogles for the position of chairman of the executive committee; James M. Willis nominated Edwards M. Templin for vice-president; Douglas D. Cornette nominated Larry Stone for president; George Joplin nominated Victor R. Portmann for secretary-manager-treasurer; and S. C. Van Curon nominated Miss Garrison for assistant treasurer. All were unanimously elected by acclamation.

Announcing that the official picture of the 1966 officers and executive committee would be made immediately, President Henry also announced that the new group would meet in the KPA suite after the closing noon luncheon.

#### President Henry's Report

Twelve months ago in Louisville, when assuming the President's office of the Kentucky Press Association, we indicated several things we hoped to do. Now twelve months later some things have been accomplished, many remain for future continuation, and some other KPA duties and activities forced our attention along with many other members to concentrate on new developing KPA situations.

My main regret for the past twelve months has been the lack of time to

visit with most of you in your own newspapers. This we had intended doing but we feel retiming of our efforts with the Executive Committee will pay valuable dividends to the total membership in the months and years ahead.

The past KPA year has been an interesting one, and we sincerely appreciate the work done by Vice President Larry Stone; Chairman of the Board, Ed Templin; Immediate Past President, George Joplin; and heads of the four Action Committees, especially Warren Abrams who has done a terrific job in behalf of KPA working on KPA Objectives and Goals. Also certainly the total KPA membership has been a strong influence in dictating this work support for a better and strong KPA. So for this membership support we say "Thank You" as we hope it will indicate even better KPA days in the future.

The Kentucky Press Association is holding its 97th Mid-Winter meeting now. This organization owes a real obligation to Victor R. Portmann for 39 years he has labored in the behalf of Kentucky newspapers. Vic has graciously worked with your officers and the various committees in trying to strengthen this organization. As most of us are aware "Vic" is Mr. KPA to many people and organizations across the Commonwealth. We sincerely appreciate Vic's interest in seeing that the future of the Kentucky Press Association continues to grow and be strengthened.

Briefly let us sum up some of the main efforts for the past twelve months work for KPA:

1. Your organization set up four action committees with the Goals and Objectives being the main effort, first looking at other press associations, and then looking at KPA, present and future. This GAL. 6 KY PRESS .....rd morning these Goals and Objectives will be further reviewed by the total membership.

2. Seminars were held in three locations.

3. A new fact data sheet was prepared on "This Is Your Press Association." This is serving as an effective tool for both old and new members.

4. Steps taken to initiate On-the-Job program in cooperation with the U.S. Department of Labor.

5. Helped set up statewide Highway Safety tabloid with Kentucky Depart-

6. Wage and Hour Survey for Congressional policy statement and position.

7. Participated in and helped finance Kentucky Intercollegiate fall session November 5 and 6 at Berea.

8. Firmed up and activated previous years legislative Committee recommendations.

9. Took steps to have continuing "Newspaper in the Classroom" program in cooperation with University of Louisville and the University of Kentucky.

10. Increased dues for more effective KPA program, and to insure future expanded services.

11. Worked out new KPA-UK future personnel arrangement.

12. Worked with Kentucky Congressional leaders retaining historic exemption for small newspaper with 4,000 or less circulation.

13. Held four all-day long goals and objective meetings in Louisville.

14. Adopted Statement of Principles on Free Press and Fair Trial. Also later worked with Kentucky Bar Association and Kentucky Broadcasters in expanding this Statement of Principles to those two areas of thinking and work, and

15. Correspondence—this is amazing just to give an idea here are my past twelve months files that your new Incoming President has been willed. This represents not a few days but much time and effort of many KPA members and many friends of Kentucky newspapers.

I certainly would be very ungrateful if I did not thank publicly and acknowledge to the membership the time consuming job that your Chairman of the Executive Committee, Ed Templin, did in your behalf. Ed has been the Clean-up batter in our effort this year and we deeply appreciate Ed's work—believe me we know the hours were very numerous and the results accomplished by Ed were very top knotted.

In closing and as we move into discussion on KPA Goals and Objectives let me say again we appreciate this most interesting year in our career, and also the support the membership has given to your officers and Executive Committee. Thanks for letting me serve as your 81st President.

Two events highlighted the closing noon luncheon with the officers, executive committee, and all past presidents present, seated at the head table. Past President William Caywood presented the silver cup, with appropriate remarks

## President Henry Presents Plaques, Citation Honoring The State Police



### PROCLAMATION of the

### KENTUCKY PRESS ASSOCIATION

*To all to whom these presents shall come:*

WHEREAS, for years the Kentucky State Police has suffered from inadequate numbers, unrealistic compensation and a stretching action, drawing Troopers into service from the Breaks of the Big Sandy to New Madrid Bend; and

WHEREAS, mounting demands, and expanding population, increase everyday pressures State Police shoulder; and

WHEREAS, a history of verbal and physical assault echo within the minds of those wearing proudly a Kentucky State Police badge; and

WHEREAS, a member provides only minimum support and comfort to his family because of the vast extent of his duties; and

WHEREAS, no agency in this Commonwealth is more cooperative with working news media;

NOW THEREFORE, the Kentucky Press Association does hereby express its deepest appreciation, realizing our fortunes of law and order are the result of a capable agency known as the Kentucky State Police—we do therefore, on this date, focus attention of all Kentuckians to these facts, reflecting our admiration of The Thin Gray Line.

Given this 21st day of January, 1966 at Lexington, Kentucky.

Maurice K. Henry  
President

(see another page) to the Outstanding Kentuckian for 1965, Garvice D. Kincaid, and the closing address of Hal Boyle, outstanding Associated Press correspondent.

Mr. Boyle's remarks were to the point, especially those on the present Vietnam situation, and, at the close, he generously answered many questions from the floor.

The 97th mid-winter meeting was brought to its close with many present declaring that the 1966 edition eclipsed all others of the past.

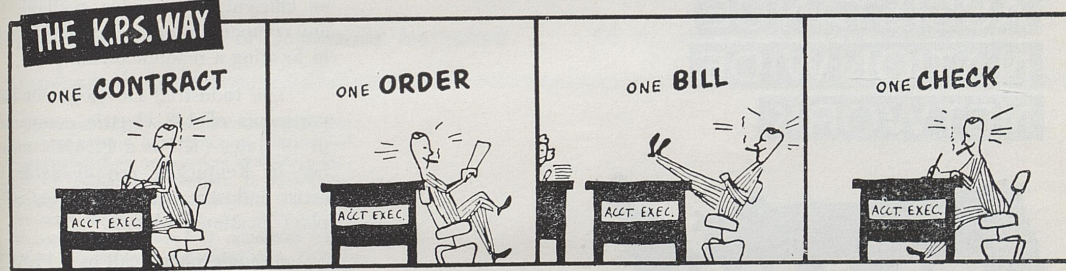
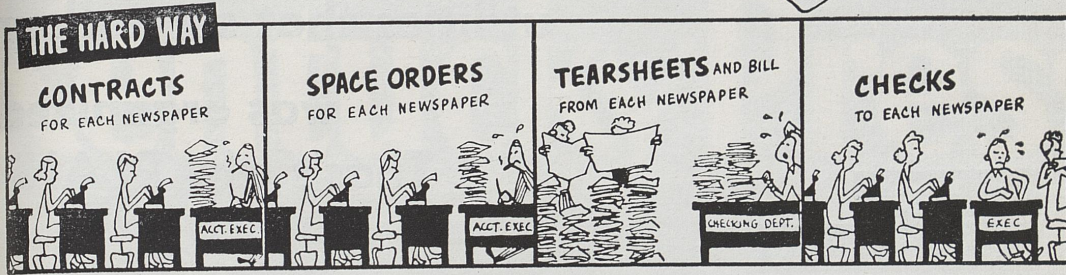
The mid-winter convention committee extends its highest thanks and appreciation to the various publishers and their local manufacturers and/or processors for the splendid articles that were given for the Thursday night auction, and to the St. Matthews Jaycees and

their pretty wives for the success of the Monte Carlo party; and to Associate member Thomas Fleming, and the Sperry & Hutchison Company for the varied and useful door prizes.

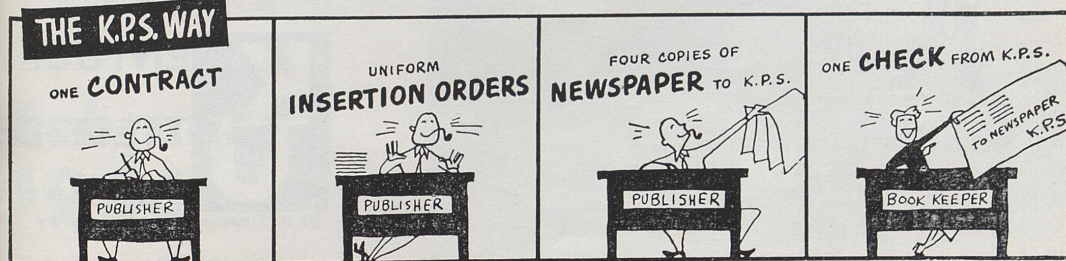
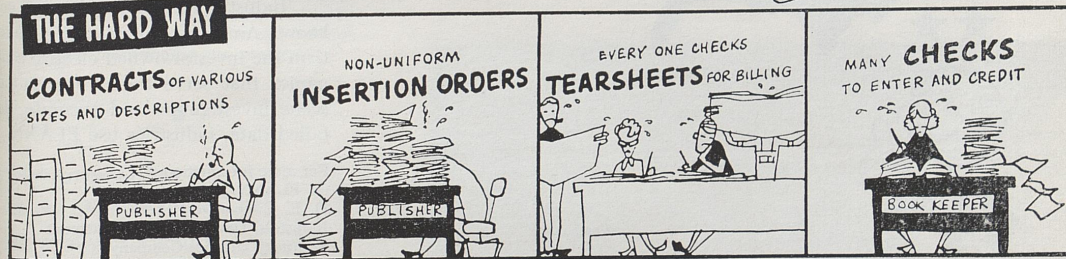
Our appreciation is also extended to John O'Connor and the Kentucky Brewers Association for the refreshments for the reception and Monte Carlo party; and to the many business concerns for their open hospitality rooms; and to the exhibitors who displayed their machines on the mezzanine.

In spite of the weather and state of the roads, our ladies journeyed by bus, with a slight delay because of a dead battery, to the spacious home of Mr. and Mrs. Fred B. Wachs, Castle Lawn, for "coffee and cakes." Our thanks to the hosts who help make our conventions a success.

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