THE EFFECT OF NEW PRODUCTION TECHNOLOGY
ON SELECTED COMMUNITY NEWSPAPERS
IN EASTERN KENTUCKY

A Thesis
Presented to
the Faculty of the School of Arts and Sciences
Morehead State University

In Partial Fulfillment
of the Requirements for the Degree
Master of Arts

by
Eugene L. Marvin
December 8, 1991
Accepted by the faculty of the School of Arts and Sciences, Morehead State University, in partial fulfillment of the requirements for the Master of Arts degree.

L.S. Albert for W.D. Brown
Director of Thesis

Master's Committee: Lawrence S. Albert, Chairman
Michael D. P
Jack E. Wilson

December 13, 1991
Date
Just as the harnessing of steam launched an industrial revolution and the internal combustion machine revolutionized the automotive field, computerized offset publishing has created iconoclastic innovations in the publishing field that continue to grow.

From desktop publishing with laser printers to a multitude of other technological innovations, the newspaper industry, especially in the weekly arena has experienced a rebirth benefitting greatly from this new technology.

In 1962 The Bath County News-Outlook was the 13th paper in the Commonwealth of Kentucky to convert from letterpress offset. As publisher Russ Metz put it: "It was starting over from scratch for us because we did not know the process, and had no one close by with whom to confer. Our early offset papers looked very little
better than the old letter press ones, but they were easier to produce."

In 1987 there were 120 weekly newspapers in the Commonwealth of Kentucky, according to the Kentucky Press Association. That number remains about the same today, although there has been some fluctuation. For example, The Lewis County News in Vanceburg recently folded.

In the spring of 1989 I was a member of the editorial staff of Morehead State University's media relations, and conducted a 10-week study of 16 newspapers in the university's service region. This document is an analysis of how eight of these papers are enjoying a publishing renaissance created by offset printing and subsequent desktop computer publishing. They typify changes which have revolutionized the printing business in general and weekly newspaper field in particular over the past 25 years.

My study focused on Bath County News Outlook, The Big Sandy News, Carlisle Mercury, Grayson Journal Enquirer, The Greenup County News, Licking Valley Courier, The Mountain Eagle, and Olive Hill Times. These eight were selected due to the proximity, and the author's personal association, and some previous knowledge of them.
The study also compares the old hot metal type of publishing controlled by Linotype and other bulky equipment. Its limitations were fostered by uncomfortable working conditions.

The new desktop offset operation creates a slick, readable product that is economical to produce and more profitable to manage than previous systems.

Weekly newspapers today are able to utilize most of the technological facilities available to the big city dailies and with less trained personnel than the dailies.

Color, photography, national news, wire services, advertising production, "big time daily" typography reflect the professionalism of today's grassroots journalism. In the past these characters were trademarks of urban sophistication in newspapering, that once created a breach between the two professions.

Desktop computers offer low-cost but professional production methods that have resurrected the weekly from a hot-metal stereotype, dull broadsheet image-so-laborious to produce-to an eye pleasing package that is attractive, effective, competitive, easy to produce, and profitable.

This thesis traces the historical background of offset printing development of sophisticated photo
composition and laser printing, and commentary on the ramifications of change, embracing the new era of publishing research. Data for this thesis was obtained through personal interviews, questionnaires, commentaries, and reflections of the author.

Accepted by: Lawrence S. Albert, Chairman

Michael B. D. E.

Jack E. Wilson
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DEDICATION

Few people, after reaching the age of nearly three score years, are afforded the opportunity to author a scholarly document, but the domino theory determined my fate ominously into the world of academia.

After 33 years in the newspaper business my vocational world was terminated quite suddenly with some pain and frustration. It wasn’t the end of the world, only the demise of an era that was financially successful.

Search for a master’s degree created a cultural shock that required a change in lifestyle not only for myself, but my wife, Joan and the rest of my family. Her financial doggedness enabled us to remain financially solvent, even though I worked also the first six months of my schooling.

My thesis on weekly newspapers and a comparison of hot metal publication and the new off-set-desktop publishing needed to be written.

I delegated to my mother Mary Marvin the unenviable task of typing the first draft manuscript, plus being my research assistant, and last but not least, making sure that all words were spelled correctly, grammar was intact, and sentence structure conveyed the meaning the author meant it to do.

My mother and I had many heated discussions as to
the material in the thesis, the continuity of its organization and vital aspects of the document, while remaining friends and soul mates.

For all of this I thank God for inspiring me, for good health and, intellectual inspiration.
CHAPTER 1

INTRODUCTION

Within the past 25 years community newspapering has been revolutionized by computer-age production.

Not only has successful innovation produced a brighter, easier-to-read, colorful publication, but new technology has been responsible for newspapers with more pictures, more color advertising, newer and better written editorial contents by more skilled writers. Additional advertising makes it possible for the paper to employ more and better skilled advertising personnel. More high-tech equipment continues to maintain progress.

New technology has aided the production, increasing speed and efficiency. It has also produced a work environment that makes the antiquated hot metal operation look like a sweat shop.

New technology is a production bonanza. It cuts production time by at least a fourth, reducing work pressures for personnel.

Production costs are reduced by at least a half, allowing management to receive a higher financial return on its investment while increasing its net worth by purchasing more equipment and hiring more employees.

All of this ultimately contributes to the profes-
sional success thus benefiting the community, creating new pride of workmanship, and greater financial rewards for publishers.

PURPOSE

The purpose of this thesis is to emphasize the great strides of progress made by weekly newspapers in Kentucky. With nearly unanimous adaptation of electronic innovations, newspapering has become more efficient and sanitized. Profits have increased and readership has been enhanced. However the most important aspect is the new professionalism that has emerged.

METHOD

The author is indebted to the reference book Photo Offset Fundamentals by John Cogli—chapter 2, pages 8-12 and chapter 5, pages 99-101 for a great deal of information regarding the history of printing. Likewise much of the background on weekly newspapers, came from the book From Quill to Computer by Robert F. Karolevitz—chapter 21 pages 148-156 and chapter 22 pages 157-162 was used for reference. A novel by Mrs. Jane McIlvaine—It Happens Every Thursday, provided some amusing anecdotes as to an ex-GI and his wife, publishing a Maryland weekly in the post World War II era.

Eight Kentucky weeklies: The Big Sandy News, The
Greenup News, Olive Hill Times, Grayson Journal Enquirer, The Mountain Eagle, Licking Valley Courier, Bath County News Outlook, and Carlisle Mercury, were analyzed.

Vital facts and comments were obtained, and answers supplied on a questionnaire, mailed by the author to the above named weeklies. Those returning the questionnaires were: Russ Metz, publisher of the Bath County paper, Earl Kinner, publisher of the Licking Valley paper, (he also puts out the Wolfe County and Elliott County papers): Hank Bond, publisher of the Carlisle Mercury: Becky Walker, managing editor of The Greenup News, Olive Hill Times and the Grayson Journal Enquirer. She personally provided answers to the questionnaires for the thesis' author.

Information regarding The Mountain Eagle was provided in a telephone interview with Ben Gish, editor and son of the publisher. Additional information about the Park chain of newspapers--The Greenup News, Olive Hill Times and Grayson Journal Enquirer, was by courtesy of a personal interview with Douglas Everman, in the summer of 1989, in the office of the (Ashland) Daily Independent. He was owner-publisher of the three publications at the time of the sale to Park in the 1970s.
Information about The Big Sandy News, came from the personal knowledge of the thesis' author, who was managing editor for 14 years, from 1974 to January 1, 1989, and from George Wolfford's Lawrence County, a Pictorial History, pages 158-160.

Included in the thesis are reproductions of letters, questionnaires, comments (see appendix), maps of the United States, Kentucky, and counties in eastern Kentucky.

**SCOPE**

Chapter 2 outlines a brief history of printing. Chapter 3 discusses the criteria of weekly newspapering from the World War II era to the current time. Chapters 4-10 review eight Kentucky weekly newspapers and provide an analysis of one edition of each, from June 1989. Chapter 11 discusses the results and conclusions of the study.
COMPARISON OF EIGHT EASTERN KENTUCKY WEEKLY NEWSPAPERS FOR MAY AND JUNE 1984

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*Publishes two additional newspapers.
**Subscribes to the Associated Press wire service.
None Print at the site.

Abbreviations:
# of Emp--Number of Employees
Avg. Pgs.--Average Pages
Adv. %--Advertising Percentage
Pub. Shprr--Publishes shopper
Pop. Circ.--Population circulation area
Paid Circ.--Paid Circulation
CHAPTER 2
BACKGROUND OF OFFSET PRINTING

In about 1450 Johann Gutenberg invented the basic hand set foundry type printing, thus dominating Europe's basic printing business. The Linotype was invented by Ottmar Mergenthaler in 1798, according to John E. Cogli in his book *Photo Offset Fundamentals*. Nathaniel Currier was the leading lithographer of his time and the first to use metal plates. Today's automation technology has revolutionized the printing business.

Stone slabs were printing plates in the early days of printing. Bohemian Alois Senefelder invented the lithographic process of printing in 1798. Utilizing a flat stone plate from which to print on paper, the process was called lithography. The term comes from two Greek words: *lithos*, meaning stone, and *graphein* to write.

Senefelder aspired in early years to become a thespian, but was compelled by his father to study law.

Succumbing to the theater, Senefelder became somewhat successful. Several of his plays were accepted, with several published. Profits were small, so he decided to publish some of them himself and to save part of the cost of the publication. He experimented to find a
less expensive printing method. Copperplate printers furnished some ideas. One idea was to clean the surface of a copper plate and cover it with the substance etcher's ground. On this surface was written type characters in reverse, cutting through the protective coating, thus exposing bare metal. Treating the copper plate with acid, the exposed lines of copper were etched below the surface of the plate. On the engraver's press the etched plates could be printed.

Reverse writing on copper produced one great difficulty--frequent mistakes were made and it was difficult to correct. Senefelder finally decided what was needed was a thin quick-drying varnish that could be used to paint over his errors and would yield the needed pen correction. The mixture he found was three parts of wax, one part soap, lampblack, and rain water.

Senefelder then turned to Bavarian limestone because of the great expense of copper. He had been using the limestone for grinding inks. The stone was cheaper and easier to grind than were the copper plates.

His invention of the chemical process of printing came as the result of an experiment to find a method of reproducing illustrations by stone printing, without redrawing the pictures on the stone. This he referred to
as "chemical printing" rather than "lithography". The process involved a book that he had an order to print, and the original had been illustrated with copper plate engraving. Instead of arduously copying the illustrations onto the stone by hand, Senefelder inked an original etched copper plate with his "fatty ink". He then pulled a proof of the etching, securing the proof on a clean lithographic stone. He pulled a wood scraper, with pressure across the proof. The proof design was transferred to the stone. Placing the stone plate in his press, Senefelder wet the surface of the stone with a solution of water and gum. The porous stone retained a thin film of moisture from parts of the surface not covered with the design, which being composed of fatty ink, repelled the water.

Over the stone Senefelder passed a leather roller charged with fatty ink. The design absorbed the ink, the wet portion of the stone rejecting it. Sheets of paper were placed over the stone, resulting in press impressions yielding results, as good or better, than could be obtained from the original copper plate.

More impressions were produced from the stone by alternately wetting the plate with water and gum and inking the plate. "Chemical printing" was born based on
the theory that "grease and water do not mix".

Senefelder first used a modified ethers press for stone printing. The stone plate with printing paper on it, was drawn between two wooden cylinders under pressure. It was powered by a crank, with the wetting and inking of it, also performed by hand.

The cylinder press was so cumbersome that Senefelder was prompted in 1802 to design and construct a lithographic "lever scraper press". The flat stone was wet on the press bed, wetted then inked and covered with printing paper. Over this was placed a cloth blanket and a leather impression pad. Suspended from above an impression pad was forced against the leather pad and scraped across it, causing the inked image to transfer to the paper. Inking, wetting and power were also applied by hand. However, since the stone plate was stationary, printing was less laborious and faster.

It was in 1813 that Senefelder demonstrated the use of a flat metal plate on his lever press for lithographic printing. He also demonstrated that cloth, paper, and wood could be coated with an artificial stone composition to successfully replace the bulky limestone slabs for use in printing lithography.

It was in 1817 that Senefelder exhibited a water-
powered press which mechanically dampened and inked the flat stone or metal plate.

Senefelder’s printed work produced by stone printing or lithographic process consisted of circulars, with statistical tables, charts, chart books, music sheets, portraits, landscapes, and textbooks. The process was soon accepted in the United States.

One of the most well-known lithographers was Nathaniel Currier, who began his apprenticeship in 1825 at the age of 15. One of his better known works was the sinking of the S. S. Lexington off Long Island Sound. It was published three days later, January 16, 1840.

James Ives became an assistant to Currier in 1857. More than 7,000 Currier and Ives lithographs are still in existence.

Currier’s success led to more experimentation. It was discovered that thin sheets of aluminum were flexible enough to be wrapped around and fastened to a cylinder. This plate-covered revolving cylinder could then print onto the paper.

When metal plates were first used the plate printed directly on the paper. Plates had a relatively short life.

Ira Rubel, an American lithographic pressman is
credited with developing the "offset" principle in the lithographic press—the addition of the blanket cylinder (covered with rubber sheeting—or a "blanket") which received the inked image from the plate and in turn, offset that image to the paper.

In 1905, Rubel built the first lithographic press utilizing a rubber covered cylinder, which is referred to today as a "blanket" cylinder. The plate no longer touched the paper, and all modern offset presses are constructed on the same principle; plate to blanket paper. This "offsetting of the image" created the term "offset printing". Since the process included the same lithographic principles as were formerly used, the new term was soon enlarged to "offset lithography", but printers generally refer to it simply as "offset".5

In the development of methods for generating pages of printing characteristics, there have been about eight stages.

The most basic handset foundry type was invented about 1450 probably by Johann Gutenberg. This was developed all over Europe and became basic to the printing business for 400 years.

The Linotype was invented in 1886 by Ottmar Mergenthaler and the Monotype in 1887 by Tolbert Lanston in the
United States. The Linotype became common in most newspaper shops and typesetting was speeded up to about five or six newspaper lines per minute.

Then came tape-operated line casting. The Teletype-setter (TTS) was invented about 1930, to become common for production 20 years later.\(^6\)

Progress of TTS came in the form of paper tape being perforated automatically in justified lines as news stories were transmitted over telephone lines by the wire services. News stories came from the wire services into two machines, a "monitor" which typed out the copy, and a "reperforator", which punched holes in the computer tape, at 12 lines per minute. One operator could be used to run perforated tape through a translator attached to the Linotype faster and more economically than it could be keyed directly.

Photo typesetting was introduced in 1947 and by 1954 a number of machines were introduced, primarily for setting type for display ads and for text matter in books with a limited number of illustrations.

Varitypers and other machines were developed from proportional-spacing typewriters which were being used especially for printing purposes, largely in small weekly newspapers.
In 1954 electrically-controlled typesetting machines such as the Linofilm and Photon emerged. The Photosetter is controlled by gears, cams, levers, combination teeth, and other devices. Perforated tape and magnetic tape enhanced the efficiency.\(^7\)

In 1962 the computer came to the forefront. In 1966 RCA Videocomp was announced which could print as many as 600 characters per second.\(^8\)

The Merganthaler Linotype Company and CBS Laboratories announced in the fall of 1967 the development of Linotype 1010, the first area CRT Phototypesetting system which was capable of setting 600 pages an hour at speeds from 1,000 to 10,000 characters per second. The first unit was installed in the U.S. Government Printing Office.\(^9\)
CHAPTER 3
COMMUNITY NEWSPAPERS IN THE 20TH CENTURY

Although weekly newspapers in America date back to colonial days, the technological revolution in printing methods did not bloom until after World War II, paralleling the country's post-war economic growth.

The weekly's image of thirty or forty years ago was a broad sheet, faulty photo reproduction in some cases and in some instances stories that were a week or two old. However, the main format remains the same today, with focus on hometown news and the grassroots.

Because of the new technology many papers have been able to use more photos, employ more professional writers, but still maintain the old traditions of the paper. This is the grassroots tradition that has so endeared readers, especially the ones who live thousands of miles away. They are able to retain just a little bit of home through the newspaper. Many refer to it as "just like a letter from home".

The relevance of the weekly media is reflected in the December 26, 1960 segment of the Andy Griffith television series. A young man visits Mayberry, a sleepy North Carolina hamlet. Bright and articulate, the young man speaks to townsfolk with a familiarity that causes
consternation. They do not recognize this man.

The climax comes when it is learned that he is a recently discharged Army veteran, who had served with a Mayberry boy who took the weekly newspaper. By studying the newspaper, the young man had became very familiar with Mayberry and its people.

The late Joe Creason was a columnist for the Louisville Courier Journal, a well known world wide publication, that was made famous in journalistic circles by the Louisville Bingham, Henry Watterson and others. For many years the C-J earned Pulitzer prizes yearly.

Creason began writing his column in 1960 with emphasis on the country weekly roots. Creason was able to capture the folksy flavor of rural journalism whether it be in Kentucky or Indiana.

In a column of March 24, 1969, he wrote:

This is the way a wedding was reported in an Indiana weekly paper shortly before World War I. Miss Jennie Jones and Bob Henry were married last night. The bride is the daughter of Constable Jones, who has made a good officer and will doubtless seek re-election this spring. He offers a fine horse for sale in another column in this issue. The groom runs a grocery store on Main Street and is a steady patron of our advertising columns. He has a good line of bargains in his ad this week. All summer he paid two cents more for butter than any other store in town.

The young couple was married by the Rev. Josiah Butterworth, who last week called at this of-
fice and gave a nice order for printing. He is also going to give some time to the real-estate business. So say the business cards we recently printed for him. Jennie and Bob left on the 10 o’clock train for Chicago to visit the bride’s uncle, who, we understand, has lots of money and an incurable disease.

Last year David McAnelly and Nathaniel Buis of Liberty officiated a basketball game at Pine Knot, reports Fred Burkhard, and on the way home they stopped to pick up a youthful hitchhiker. Where you been? McAnelly asked. To the basketball game, the kid replied. Who won? They did--the referees beat us. Pretty bad, were they? McAnelly pressed. The big one was fairly good, the boy almost spat, but the little one wasn’t worth a damn! 

Creason became such an expert on country newspapering that he had published in 1963 a compilation of some 600 short stories, poems and other writings flavored with grassroots Americana sentiment, the kind you would read in such publications as The Big Sandy News.

The weekly newspaper reflects an image of the community. Much of its content might be considered unimportant, but leaving out an item, misspelling a name in a birth announcement, or getting an age wrong might result in an irate phone call from a reader.

Weekly newspapers are folksy chronicles, more involved with what happens and to whom than with writing style. Nothing is too mundane for a weekly--whether it be "creek news", reporting who visited whom, and who
helped can beans, or who was baptized.

A weekly editor who wants to be successful learns first thing, to publish as many names as possible in each edition. People are thrilled to see their names in the newspaper, unless they are in the court news for drunk-driving, subject of a divorce, or anything that might seem unflattering.

Jane S. McIlvaine, wife of an ex-Navy officer and veteran of World War II, Robinson McIlvaine, co-edited a Maryland weekly on a "financial shoestring" shortly after the war was over. In her book "It Happens Every Thursday", she relates,

A good country editor must have a genuine interest in his fellow man. A kindly tolerance and basic affection for all individuals, curiosity without malice, and understanding without smugness, are other essential characteristics. He's a jack-of-all-trades with an endless number of visitors. He makes up pages, sweeps out the shop, solicits advertising, reads proof, writes news stories, and is sometimes the brunt of tongue lashings from readers both for what he does print and what he doesn't print. He is Mr. Versatility.

Other chores include public relations duties such as joining every committee in town. He has time to talk but rarely time to write during the day, so he does it at night. He gives the byline to everyone else and never sees his own, and is supposed to be a walking "Webster".

He is also a photographer, advertising representative, layout specialist and bookkeeper, who must report to the board of directors why there
was no profit in a certain quarter.  

Mrs. McIlvaine recalled finding two drawers of dusty photos with a nest of mice living between a picture of a long-dead mayor and one of a deceased physician.

The paper’s billing system was laborious and costly causing double and triple billing in some cases and no billing for some subscribers as much as two and three years.

She wrote of the hazards of addressing subscribers’ names onto copies of her paper the Archives.

At first the paper used a wing mailer, a device which cut lists of subscribers and their addresses into tabs, then pasted the tabs onto the papers. This system was replaced by a secondhand addressing machine which used stencils cut on a typewriter. However, the machine developed flaws, including jamming, skimming, bucking, tossing stencils askew, requiring alphabetical reorganization.

Today computers keep alphabetical track of all mail subscriptions, printout adhesive mailing tabs, and keep records of who is paid-up and who is not.

As for setting type on the pre-computer weekly paper, Archives linotype operator, McIlvaine explains:
Matthew arrived each morning at six. He would busily set copy until noon.

Hanging beside the machine were his brushes which Matthew used to clean lead shavings from the thousands of tiny parts which make up a type-setting machine.

An operator of the old school, he talked to, pleaded with and cajoled the aged machine, understanding its eccentricities from the Ps to the Qs.¹⁴

William Talley, executive vice president of the Lewis County Herald believed in a set pattern for news stories for his paper. In the 1980s he published an unusual seven-part set of guidelines for readers who wanted to submit articles in the paper. Talley realized the value of organization for readability without losing grassroots uniqueness.

The guidelines were:

1. Keep your articles or reports short and to the point. Don't ramble on and on.

2. Write plainly. If there are unfamiliar names in the article, print them so we can be sure of the spelling. Our typesetters are not always familiar with names in this county.

3. Don't discuss the weather, the food that was served, or the clothing that people wore. These details are of little interest to anyone.

4. In articles such as family reunions, list together all the people from the same town or state. Print unusual names so they will be printed correctly.

5. Try to write about events of interest rather
than repeating time after time such things as the pledge of allegiance, or the opening prayer, or other such events that are always the same.

6. Write only on one side of the paper.

7. Bring your news directly to the office as soon as you can and sign it.

These guidelines were able to maintain a semblance of professionalism while upholding the personal touch.

The notation in the ad reminded readers "We reserve the right to edit every item that goes in the paper."\(^5\)

Today the hot metal typesetter is obsolete, a large video terminal and laser-printer--quiet, clean and cool--replacing the Linotype.\(^6\)

The newspaper-production revolution began to take form in early 1937 when the Mt. Vernon (NY) News was printed on a Webendorfer offset press. In 1939 a Louisiana paper, the Opelousas Daily World became the first daily to be produced by "that newfangled picture printer."

In late 1939 Time Magazine reported that The Daily World published by John Thistlewaite and Duke Andrepon, was being printed with an offset operation. In these days commercial printing offset fundamentals included plates hand-coated with cheap egg albumen and cheap paper
film smeared with coal oil.

There was no rush to offset. The chief reason was that most shops were heavily invested in letterpress equipment. Few printers knew much about the new process, and then World War II interfered with extensive change.  

In 1926 the Teletypesetter (TTS) was invented making it possible to operate a linotype by means of punched paper tape which could be produced on a standard typewriter keyboard. In 1929 the *Evanston (Ill.) News* index system was sending a wave of panic through the ranks of the Typographical Union Machines Operators.

Most newspapers were limited in their use of local pictures because of the expense and in most cases delay in sending out of town for the cuts. The electronic Scan-a-graver was introduced in 1949 by Fairchild Camera and Instrument Corp.  

This system produced plastic halftone plates cheaply on a small unit in the newspaper office. Most dailies and weeklies at the time had to send many miles for this service which affected greatly the quality of news and increased the cost of publishing thus reducing the profits.

Another innovation that came later affecting weeklies, was the tabletop Scan-graver Cadet. It was
designed for weeklies specifically and was made available on a rental plan, but the winds of change in the newspaper business began to change after the end of World War II.

Publishers began to scrutinize their operations, while exploring ways of reducing production costs and improving their stodgy old pages. They were aware the Scan-a-graver would be a big factor in improving pictorial coverage, but there was another development on the horizon.

Letterpress had growing drawbacks as expensive printing equipment wore out. Many publishers in the 1950s were considering offset for conversion from casting type in metal to printing type from film negative.

The non-dailies, for a change, were getting a jump on the dailies. It was much easier for a shop with a single Linotype and an old Babcock cylinder to switch over, than it was for an operation with numerous hot metal machines, giant perfecting press and related stereotyping department. The big city press unions also created a hinderance.\textsuperscript{9}

The Big Sandy News converted to photo typesetting in 1974, a more than 100-year-old press was dismantled and sold for scrap, as were three Mergenthaler Linotypes.
The last hot metal operation in Kentucky's newspaper industry was the Licking Valley Courier shop in the Morgan County seat of West Liberty, where they also print two more papers, Wolfe County News and Elliott County News. The shop was destroyed by fire in the 1980s and converted to offset when their press, along with all equipment was destroyed.

With offset, old line "hard nosed" printers who cut their eye teeth on the pica ruler, boiler plate and type galleys, became gentlemen printers. No more would their hands be grimy nor printer's ink under their fingernails.

No more would their areas be sweat shops cluttered with metal shavings on the floor along with various sizes of type metal. They could wear shirts and ties to work or leisure clothing. They had become gentlemen printers as opposed to the fear of being deposed of their livelihood by technology.

Another major improvement was in display advertising which took on more zing because of the availability of more illustrations, borders and other devices. Overall typography and page designs changed drastically as the use of photos, screens, and color increased. Veteran newsmen had to concentrate on the artwork of photography, how to use a camera to "think pictures" Many newspapers
began to shrink their format to tabloid size.

In the mid 1950s--according to the best estimates, there were fewer than 200 papers printed by offset in the USA. In 14 years the figure jumped to 1,200 and by 1968 about 5,000 had converted.

But not everybody had converted. Joan Cox, of Berthold, N.C. continued to handspike the headlines and display advertising for the weekly Tribune, following in her father’s footsteps. In the Ozark mountains of Winslow, Ark., 75-lb Maude Duncan, octogenarian and graduate pharmacist, hand-set all four nine by twelve inch pages of the Winslow American, which was printed on an antiquated foot-powered press. She had no electricity or telephone in her cluttered shop. The sprightly widow was almost the whole show, serving as editor, publisher, society editor, advertising manager, circulation director and mechanic.

With technology change at racehorse speed, newspaper publishing reached a new pinnacle forcing a do or die decision—that is convert or go under. Profit was in progress.

After The Big Sandy News divested itself of its press and other equipment, they contracted with the Wayne County (W. Va.) News to print 2,500 copies of their paper
on Tuesday afternoons. The Kentucky paper would make-up their own pages with news, ads, pictures, and all of the necessities to go to press.

Staff members would set the copy on Compugraphic computers, along with writing their own stories, taking and developing their own pictures which were reproduced with a large device called Photo Mechanical Transfer (PMT) camera for processing.

The Big Sandy News purchased its third PMT camera for less than $1,800 in the early 1980s. The Argyle 23 was manufactured by the Argyle Company of Houston, Texas.

It is equipped with a special camera for reproducing halftone pictures and various style copy from a lens with aperture adjustments of .11, .16, .22, .32, .45 lens opening. Four large lights surround the camera. The camera can increase or reduce the size of the reproduction.

Opposite the perpendicular lens is a glass encased screen, when latched, secures the exposed photo area. The screen size is the same as a regular newspaper page. It is approximately 23 inches high and 16 inches wide, and 3 inches deep.

During the shooting the lights are flashed 30 seconds or longer, depending on the quality contrast of
the photo, according to Robert Fleming, the paper's former photo department specialist.

The screen is equipped with a vacuum to hold the object firmly in place. The film (receiving paper) is developed manually in special photographic chemicals producing an image.

After the reproduction is completed, it is ready to be affixed to the newspaper pages which prints copy and pictures from the cylindrical printing presses, the final step in producing the paper.

The Big Sandy News averaged 8-10 pages a week, and papers were wrapped for mail distribution at the office.

As the 60s decade rolled on, many weeklies contracted with publishing conglomerates to put out their paper. One of the largest was Landmark at Shelbyville. The Paintsville Herald, Floyd County Times, and Pike County News, jointly bought a rotary press that was capable of color to print their papers. The Salyersville Independent was also served along with the Martin Countian of Inez and its competition, Martin County Mercury. Some newspapers sent their papers as far away as 75 to 100 miles to be printed, which caused financial and other hardships.

Because of the out-of-shop printing opportunities
many small cities had two papers.

Also making its mark were shopper's guides--papers that were delivered or mailed to readers free, relying entirely on advertising for revenue. This competition was causing financial hardship for the legitimate paid-subscriber papers, many of which developed their own "shoppers" in self defense. These papers often carried little or no news.

Though newspaper printing assumed a new order to the betterment of the printers, most were of the opinion that the romance of printing was dying and the profession would suffer. The important thing was that the purpose and appeal of the community newspaper were still the same--only production process had changed.12

The automobile was continuing to be a mixed blessing for publishers of community newspapers. Even before World War II it was beginning to affect small towns as shoppers and entertainment seekers drove to the larger cities to spend their money, while the more affluent residents of metropolitan areas moved out to the country estates.

Following World War II, returning GIs flocked to purchase new automobiles and the American society became more mobile and transient. With GI loans came a new word
"suburbia" a development phenomenon which literally revo-

lutionized old-time housing patterns.

Newspapers were caught in the movement as the exodus
from the small cities to suburbia, left small town Amer-
ica with ghost towns, causing struggling weeklies to fold
along with the small-town business person and "mom and
pop" businesses.

New suburban newspapers sprang up because the metr-
opolitan dailies did not or would not meet the challenge.
They were satisfied with what they had. This defused to
a degree some of the ambitious drive that the media en-
joyed in pre-war days, that was mandatory to remain econ-
omically solvent during the "Great Depression". Growth
without excessive push was enjoyed by the media all over
the country. In many cases the small suburban papers
quickly got to be big themselves. In Chicago, 13
weeklies in suburbia experienced outstanding circulation
growth, from 32,000 in 1950 to 120,000 nine years later;
and that was just the beginning.

By 1959 the handwriting was on the wall, comparing
suburban weeklies with big city dailies. In Los Angeles,
Norman Chandler, publisher of the Los Angeles
Times, admitted that metropolitan papers cannot compete with "suburbans" for local news.\textsuperscript{14}

Because of progress in equipment, suburban papers were suited for the central-plant concept. Cost of operation was reduced, thus creating stiff competition for the dailies. Another facet that was becoming a competition factor was the advent of television, causing a diversion of the "local" advertising dollar. Some papers were able to adapt, others went out of business.

The new generation of papers on the fringes of large cities or in the neighborhood could not be included under the old country press label.

Suburban weeklies were beset by their own unique opportunities, responsibilities, and problems. Progress in the newspaper production industry stimulated newspaper chains, which began to make themselves known in the community field.\textsuperscript{15}

The idea was unique but not new. Back in the 1700s Benjamin Franklin sent out printers he had trained and financed, in the establishment of newspapers, creating a chain of sorts. In the 1890s multiple ownerships emerged but were confined to larger cities. The pioneers were the Scripps family and William Randolph Hearst.\textsuperscript{16}
A factor that remains to be resolved is competition from the U.S. Post Office which sends out various advertising material at first and second class rates which is expensive, but competitive with legitimate newspaper third class rates.

Circulars through the mail are big business for the larger retailer, who print their own and job them out for newspaper distribution, if the rates are satisfactory. If the newspaper rates are not competitive, usually the post office is the distributor. Most publishers cry unfair competition since the postal service is subsidized by the taxpayer.

Most newspapers offer special rates to supermarket chains to distribute their weekly ad or ads. This is referred to as "plus business". That is, the paper has nothing invested. The color circulars arrive to the paper postpaid. The only big obligation is to stuff them into the publication, usually by automation, for distribution.

Sometimes the advertiser wants to negotiate a super special rate which forces them to utilize the more expensive mail or their own distribution system by carrier. When this occurs, neither realize the fullest extent of profit.
Hot metal printing was a boom to the printing business in the United States beginning in the late 1800s with the invention of the Merganthler Linotype. Setting copy on a machine that produced type for stories and other newspaper material automatically increased efficiency of production by days over the old handset operation. The main drawback was production rooms were hot and dirty.

Type came from a machine facilitated by heated metal ingots. The Linotype was activated by a keyboard operated manually by an operator. Continuous lines of type secured to metal backing, about one inch in depth were deposited in lines the width of the newspaper’s column and slid into trays, which were replaced annually when they were full. Line widths were measured in picas instead of inches. Type sizes were measured in points and body copy sizes measured from four to 12 picas for stories. Larger type for headlines and advertising were produced by machines utilizing the hot metal technique.

As the news media began to become comfortable with hot-cold type and offset, along came another technology that would become a marvel. The computer offered a kaleidoscope of innovations that launched
newspapering into the 21st century.

Pictures were reproduced by metal scanners, a technology that only the larger newspapers could financially afford.

Most of the weeklies did not adopt the hot-cold metal offset process. It was more time consuming and more expensive than regular offset. It required more steps for production. It required a Linotype to produce print that was reproduced, then photographed and then etched on a metal plate for the press.

Development progressed from vacuum tubes to printed circuits to solid state and then silicon chips and transmission of information. The computer was especially suited to newspapering because of its capabilities for collection, storage, and transmission of information. The range of potential application was extensive; typesetting, research, billing, circulation records, classified advertising insertions, pagination and dozens of other tasks.

Weeklies were able to take advantage of new advances in wire services both in type and pictures which was virtually unheard of prior to the computer outbreak. Reporters could now send copy over the telephone lines via computers without utilizing manual operations on the
receiving end.

With the advent of the new production technology, editors of small operations could now take more time writing better editorials, sharper and timelier stories.¹⁷

The Compugraphic company dominated the sale of photo copy producing machines in the early days of offset publication. The Big Sandy News converted in 1974, purchasing two "straight matter" machines for setting stories. They obtained a third machine for headlines for stories and advertising.

The machines were simple to operate utilizing a keyboard similar to that of a typewriter. The operator set copy onto a special photographic paper that was activated by special costly chemicals that required drying before being suitable to print.

The machine's brain was a chip board which controlled the entire operation. Most of the malfunctions occurred on the chip board that was easily accessible, and chips that were expensive. They could be removed by telephone instructions.

The Big Sandy News was usually a week late with election news. With the new technology it was able to report election results on the day after because of the desktop publishing which required no chemicals and less
preparation in readying the copy for the press.

Preparing the copy and advertising with the Apple desktop publishing laser-printing equipment required several hours less than with the Compugraphic photocomposition system because of the simplicity. Another big factor was the reduced cost in materials which averaged about 25 to 50 percent a month less compared to Compugraphic, which requires photographic paper and chemicals. In 1980 The Big Sandy News was destroyed by fire requiring new equipment. Several years later a more modern copysetter was purchased for $20,000. In 1985 the paper converted to desktop with three copy-setting machines, that also could be used to make up ads, one laser printer, and another unit for the bookkeeping department and the mail room.

The cost was less than $25,000 and there was no expensive maintenance contract that was a necessity with the Compugraphic. On some of their older equipment such as the Copy Writer Jr. there was no maintenance contract but an outrageous service charge that was never less than $240 regardless of the problem. If parts were required the fee was usually more, and there was the problem of parts for their older, more durable machine, not being available.
CHAPTER 4
OVERVIEW

Doug Everman became indoctrinated in newspapering at the tender age of six, hawking extras of the Portsmouth Times in November of 1932, proclaiming the election of Franklin Delano Roosevelt as president of the United States, Everman related in an interview in August 1989.

The 64-year-old advertising representative for the Daily Independent in Ashland leased operation of The Greenup News, Grayson Journal Enquirer, and Olive Hill Journal-Times in 1969, after 28 years with the Portsmouth Times in advertising and circulation. He is very familiar with the hot metal system of production.

"There is an art to it, " he recalls fondly referring to the skilled makeup craftsmen, cramming forms with gleaming silvery newer cast type and headlines, ready to imprint on a matrix for the final countdown to presstime. He recalls the Times used a 32-page press, plus color deck.

Everman leased the three weeklies from the late W.E. (Snooks) Crutcher. The Greenup publication came first--it had less than 1,000 a week paid circulation, averaging eight pages a week. His wife Jean was a typesetter, and the couple handled the entire operation. They leased the

When Everman returned control of the Kentucky papers to Crutcher, each had a circulation of about 6,000 a week, and a total of 16 employees.

Each paper was made up in its own office, but in the beginning the offset operation was basic. They boasted the first copywriter in the area. Headlines were done by a manual headliner; then Varityper Wheel, Copywriter and 7200 headliner. The press run was in Morehead at the Morehead News, beginning at eight a.m. on Wednesdays; Greenup was first, Grayson second, and Olive Hill third. Papers were stacked in the delivery truck as to geographic locale of delivery; Greenup, Grayson, and Olive Hill was the final destinations.

Greenup and Grayson had PMT cameras, and Greenup handled the darkroom work for all three. The Greenup News shot its own pages, so all that was done at Morehead was the page negative, etched on metal plates and secured to the pressrollers to produce the final product.

Everman returned the lease to Crutcher because the entire Morehead-owned operation was to be sold. The
papers grossed between $150,000 and $200,000 when Everman sold out, a total net increase of about 150 percent. Circulation was up about 500 percent at the three papers; although to do this at Greenup he had to drop the yearly circulation rate from $3 to $1 a year, which later was upped to $3.68 a year in-state and $5.00 out-of-state. Greenup also did job printing which produced some extra income. When he left there were eight employees at Greenup, three at Grayson, and one at Olive Hill.

Everman admits that the hot-metal system of producing a newspaper was a challenge. The working environment was hot and dirty, requiring rugged and sometimes hard-drinking men to compete with machinery that could be contrary, especially in the winter. At times when the papers were thick, such as at Christmas, or on "dollar days", producing a readable and attractive product could be a real accomplishment, especially when the clock was the adversary—meeting deadlines so that the public could read the newspaper at leisure.

With the advent of offset, the romance has been sanitized in newspapering. Gone is the dirt, excessive heat is overcome by air conditioning. Greasy and ink-covered aprons have been replaced by leisure wear. The
arduous makeup of metal type into forms, which were hoisted on to moveable tables, mounted on dollies has been replaced by feather-light aluminum sheets.

All type is now laser-printed paper waxed onto layout sheets marked by column widths. Photos are reproduced by negatives or from special negative paper activated in a PMT camera, requiring just seconds. In today's maze of technology, IBM and other companies are producing simple copiers that can reproduce both full color, and black and white photos, and other data so distinctly, that they can be reproduced from the page layout without any other preparation; thereby, reducing production costs, and increasing the efficiency of the production crew to meet mandatory deadlines. The production package is clean, readable and attractive to the eye, especially when dressed up in color.
CHAPTER 5
THE BIG SANDY NEWS

The Big Sandy News was a journalistic gem in Eastern Kentucky beginning in the late 19th century, although isolated from transportation, with the exception of the railroad and river. The publication won many awards while producing many fine journalists.

Milton Forrest Conley and L. B. Ferguson changed the name of the Lawrence County Times and Index to The Big Sandy News in 1885. Conley bought out Ferguson 18 months later. Area competition included the Louisa Picket, Farmers Enterprise Advertiser, Advocate Banner, Chronicle, Courier, Herald Journal and Leader.

The Recorder chartered in 1913 as a Republican organ, began operation that year. It merged with The Big Sandy News in 1929. Both names were carried on the masthead.

The paper was only four pages with the front and back preprinted, featuring state and national news.

The preprints were shipped to Louisa by train. The inside pages were filled with local news and advertising, printed in the News shop. The News went 8 pages in 1905.
It covered the county well, and the "looseness" of the news could well have been shocking even then. For instance, unsigned letters accused men of insanity or dishonesty. Correspondents used pen names.

Notes of interest: the paper was a day late due to the Pud Marcum hanging in 1887; a full-page black border covered the death of John C. C. Mayo in 1914; in 1941 an extra told of the beginning of World War II and the two top stories of all time occurred in the same week in 1946, when Fred Vinson was named Chief Justice of the U.S. Supreme Court, and Grandma Mattie Lyons, age 72, married the teenager, Shorty Sprouse, at Camden Park amusement center in Kenova, West Virginia.¹

The Big Sandy News took top honors in Kentucky’s first two journalism competitions, in 1912 and 1922. It was the valley’s most circulated periodical for 25 years that peaked at 4,500. A biographer termed Editor Conley "the pioneer journalist of Eastern Kentucky". He began newspapering at the age of 14, printed a paper at Pikeville and Prestonsburg, and was also editor of the Ashland Daily Independent and half owner 1901-1903.²

The News fostered some of the most well-known weekly journalists in Eastern Kentucky—Norman Allen, founder of the Floyd County Times, W. E. (Snooks) Crutcher, pub-
lisher of the Morehead News, and a chain of weeklies including The Greenup County News, Grayson Journal En­
quirer, Olive Hill Times, and the Menefee County paper; Earl Kinner publisher of a chain of weeklies including the Licking Valley Courier, Wolfe County News and Elliott County News. Dr. Niel Plummer former director of the University of Kentucky School of Journalism wrote sports and delivered the paper.

In 1937, due to financial pressures, Conley sold the paper to Lawrence County millionaire Merrill Rice, but it continued to struggle financially until the mid-1970s. In May 1974 The Big Sandy News went offset. The nearly 75 year-old flatbed press shut down and was removed piece by piece, thus ending the use of Linotypes and other hot metal equipment. Crossover into the computer era was accomplished. Editor and former school teacher Mary Sparks retired -- Dan Watts co-publisher of the Boyd County Press Observer, signed on for a six-month stint as editor until September 1974. The reins were then assumed by Ashland newsman Gene Marvin, Jr., who became a stockholder and managing editor until December 1, 1989. The Rice family sold The Big Sandy News Publishing Co. to the Paintsville Herald owned by Allan (Bud) Perry.

In 1974 when Marvin assumed the leadership, the
paper’s paid circulation was under 2,000 and the weekly output averaged eight pages. It also sold office supplies and engaged in job printing.

The equipment included a copy-setting machine, Copywriter Jr., which was manufactured by Compugraphic, also a Compugraphic headliner 7200, Photo Mechanical Transfer to create "screened" photos, plate maker, and an antiquated Address-o-graph for mailing the papers.

By February of 1980, the paper was averaging 18 to 22 pages a week, and paid circulation had climbed to more than 3,300. Then a devastating fire destroyed The Big Sandy News building and all equipment, along with three other adjacent buildings in downtown Louisa. One of the offices was that of a local CPA who had the paper’s financial records. Not in the fire was the mailing subscription lists. Salvaged were the charred remains of several bound files. Damage was estimated at $100,000 although insurance covered only about half of it.

However, the paper did not miss a publication, and the publisher next purchased the equipment of the defunct Greenup County Sentinel, and moved the equipment from Greenup to a temporary office in Louisa.

The purchase consisted of a Copywriter Jr., copysetter, headliner, Address-o-graph, PMT camera, and
advertising clip books. In August of 1980 the News moved into its current remodeled location, a one-time bank able to withstand fire. In the spring of 1987, the paper began a gradual changeover to the more efficient desktop publishing with Apple computer equipment replacing the more expensive-to-operate Compugraphic.

By the spring of 1988 the paper had converted completely to Apple Macintosh desktop computers, with copy-setters and headline machine which also produced illustrations that laid out ads.

The new system also replaced the cantankerous Address-o-graph which had caused employees consternation, and lost time in mailing out the paper on Wednesdays. The new system involved sticker labels that were addressed on the computer and then affixed to the paper by hand. Subscribers names were logged into computer, available at the touch of a finger. The old manual way was to seek out names of subscribers that were alphabetically indexed. This required at least four hours or more once a month, in order to give notice of subscription expiration dates. Now inquiries as to subscription expiration dates, can be satisfied in a minute or two by consulting the computer. Numerous long-distance telephone inquiries from as far as California have been
received. These subscribers did not want to miss a single edition.

The new computer system also eliminated duplicate editions being sent to a subscriber. With crisp lettering reproduced on the stickers, the postal service can read the names more clearly, insuring more satisfactory delivery service. Subscription customer complaints of not receiving a paper, due to faulty addressing, were reduced drastically. All of the advertising billing is now handled by the computer system which also logs a complete set of accounts receivable.

The new PMT camera is larger than page size and can handle photos and advertising of all sizes. This camera can process to reproduce most newspaper data including difficult "contrasts". It saves hours of ad makeup and cuts expenses while reproducing clear pictures.

Ad makeup on the computer also produces copy text at a rapid rate. A unique aspect of the ad machine is the ability to produce borders on sized ads. Illustrations can be sized into the ad amidst appropriate size type. Numerous type faces are offered, subject to instant change at the touch of the key. Paper used is low cost, about half the cost of the paper required for Compugraphic. Also no chemicals are required to develop the
copy, nor is a drying process needed as was mandatory for Compugraphic print-out.

As far as flexibility in using different type faces and column widths, desktop offers a cornucopia of suggestions and innovations of available software.

Because of the video screen, the typist can proof copy and make corrections without removing the copy from the machine. The machines produce no heat which helps maintain an ideal room temperature.

The MacIntosh copysetter is more efficient than the Compugraphic because of the lack of moisture and fewer, parts to malfunction. Ads can be stored and recalled instantly.

In less than 15 years the paper emerged from the "horse and buggy" days of newspaper production and the stereotypical broadsheet image of the weekly to the computer renaissance--white collar operation in a controlled and comfortable climate. It eliminated excessive heat, grime, and frustration of producing a newspaper with outdated equipment. The new product is a typographic elixir, featuring crisp, "big city" type ads, and numerous photos that are attractive, distinct, and definitely a big plus for the paper's image.

Marvin organized a darkroom, and purchased the
latest photographic equipment and cameras to improve the pictorial quality. They can now compete with the big city newspapers in all aspects, but the advantage is in the devotion to hometown, county, and area news that was not available elsewhere.

Author’s Analysis of The Big Sandy News
Published Edition of June 21, 1989

Under the new Perry regime, the paper averages 18-22 pages each week, and since Marvin’s leaving has changed to a six column "inside" format. Under Marvin, page one and the editorial page were six columns. There are now usually one to two photos on the front page, and most of the stories are local. Most of the larger headlines are accompanied by "kicker" heads that help explain the story.

Page two is the editorial page featuring a column by the editor Saundra Osborne, letters to the editor, and some type of cartoon. Pages are departmentalized; society stories, obituaries, lifestyle, sports, "creek news" or community news, University of Kentucky extension news, entertainment page with crossword puzzle, horoscope, and cartoon along with weekly column, and several
pages of classified, church-listing page sponsored by advertisers. There are 24 news photos with all but three produced locally. Weekly columns are two amusing "folksy-type" pieces and a country music feature that is written by area persons.

The paper is made up at its Louisa Offices and printed on Wednesdays by the Wayne County News in Wayne, West Virginia and is distributed the same day. It employs a fulltime staff of six: editor, advertising manager, photographer, circulation driver, two copy setters— who also do advertising makeup and page makeup and a bookkeeper-secretary-classified advertising manager. Also employed are part-time sports editor and mailroom clerk.
CHAPTER 6

CARLISLE MERCURY

The husband-wife team, Hank and Marilyn Bond, operate the Carlisle Mercury located in Owingsville, Nicholas County, Kentucky less than one hundred miles from Lexington.

Population of the circulation area is 7,200. The Bonds have been the owners for 2 1/2 years. Total circulation is 2,600 of which 1,400 goes out in the mail and 1,200 are sold otherwise.

The 122-year-old paper employs six people in news, advertising, circulation and production.

The Mercury also puts out a weekly shoppers guide that goes into the rural areas of Nicholas County.

In 1971 the Mercury went offset, and in the past several years converted to desktop, utilizing the Macintosh laser. The Bonds also do their own darkroom work.

Landmark does the printing. Deadlines are Mondays, Tuesdays and Fridays.

Hank Bond, who has had 14 years experience in the newspaper business, said "The publication does not endorse political candidates."

Hank is treasurer of the Kentucky Weekly Newspaper Association, being very active in the organization.
"Offset printing allows many advantages", Bond said, "and now it is as easy to print a single dot of color in the center of the page as it is to do a total reverse page."

Computers have made the total process much easier from composition to pagination. In addition, software is available for business operation and circulation.

Not allowing for the cost advantages, the elimination of setups has increased production from 1 to 1 1/2 days--thus allowing 12 work hours per week spent in other areas.

Overall it appears that computers have had as much impact, as the switch to offset.'

Author's Analysis of June 22, 1989, Published Edition Carlisle Mercury

The paper averages two to three picture on page one of each edition. The June 22 edition featured six small one column pictures of Black Festival Queen Candidates, along with a lengthy story about the festival's events. Under the front page "flag" is the motto "Keeping you in touch--our community commitment."

With a six-column format throughout, page two is the editorial section, leading off with a weekly column by publisher Bond. Another weekly piece is a column by
reporter Josh Shepherd titled "From Left Field".

An eight-page section in color is devoted to advertising for the local Pic-Pac supermarket. A lengthy feature is called "Nicholas County Attendance Leaders", relating to the school system. There are two pages of society and two pages of classified ads. Another special section is devoted to national health care, featuring the Nicholas County Hospital, and Johnson-Mathers Nursing Home.
CHAPTER 7

THE MOUNTAIN EAGLE

The Mountain Eagle in Whitesburg was founded 82 years ago by Emiah Webb, grandfather of Lexington millionaire businessmen Webb Brothers. In 1962 the operation was purchased by Tom Gish who is the current publisher. His 32 year-old-son Ben, is the editor.

The Mountain Eagle circulates primarily in Letcher County which has a population of 30,000 and has a circulation of 6,650. The paper also sends copies into Pike and Knott County, and into Wise County, Virginia.

The Mountain Eagle has eight full time employees; four in the newsroom, two in advertising, two in circulation plus part-time help and ten correspondents from Whitesburg, Jenkins, Fleming-Neon, and other areas in Letcher County.

The format is both an eight page section in the main part, stuffed with a tabloid section. Each edition is usually 16 pages. The deadline for advertising is Friday, and Monday afternoon for news. The paper is published in London, Kentucky at 4 am on Tuesday, distributed that day, ready for mailboxes in the rural areas on Wednesday morning. This is convenient for grocery advertising because food specials are usually
valid over the weekend, beginning on Wednesday.

The Mountain Eagle is famous for its front page eagle logo, set off with the motto under it "It Screams". The paper earned its reputation through vigorous environmental crusades for better coal mining practices and reclamation via laws that were not enacted until 1977. Ben Gish began the first crusade in 1963, through editorials and news stories which finally attracted the attention of the federal government and finally Frankfort was nudged into cooperation and action.

Because of this environmental muckraking the paper received prestigious accolades, including the John Peter Zenger award, Playboy First Amendment Award, University of Arizona Award (an award that was also given to television newsman Walter Cronkite), and Elijah Lovejoy Award from Southern Illinois University.

The Mountain Eagle is not as aggressive editorially as in the past although when a stand is required, whether it be in government or civic activities, it is quite vigorous. "We don’t editorialize for just the sake of being heard or editorializing," the younger Gish declared.

When the older Gish took over, the equipment was antiquated: flatbed press, Linotypes, and other hot
metal equipment. In 1963 it became the first offset operation in the state, with a flatbed offset sheet fed press. Later the Gishes switched to London for publication. Compugraphic equipment—copysetting machines, 7200 headliners, and other computer equipment were used.

Because of less cost to operate and more convenience, and efficiency, in 1987 The Mountain Eagle converted to desktop publishing which is more cost effective, Ben Gish said. It is also more attractive, and more efficient. Currently the paper has five Apple MacIntosh laser writers, five typesetters, and other Apple equipment.

Another innovation is use of the Associated Press wire. They have used the national wire four years and the state AP wire one year. Both are well accepted by the paper's readers and the latest innovation helps to fill the paper with timely stories of interest to the readers, while being automatically set into type, ready for publication. The cost of the AP wire is $400 a month, and manual processing is at a minimum.

An important aspect of desktop publishing is the ease and convenience with which the equipment can become operational to start a new publication without much
capital or staff. Only the need for a press for publication could be an obstacle.

With the new equipment, revenue has been increasing as are profits. The current gross is between $100,000 and $200,000 a year.¹

Author's Analysis of June 21, 1989
Published Edition of The Mountain Eagle

In the first section of the paper is a tabloid front page and tab back and in between are regular full size pages with a back page color advertisement. There are women's features, writeups of marriages, sports, several pages of classified advertising, and other stories from the AP wire.

A lengthy feature that probably has high readership, is called "Speak Your Piece", a community-public interest, conglomerate of trivia and gossip from the readers. Some of it is devoted to politics; much has to do with affairs of the heart. Some of it is risque, some vicious, some mundane, and much is devoted to juvenile rambling. Most of the items are unsigned.

Following are some examples from this feature:

One asks, Are there any good guys out there? Most of them go for only one thing. I want to wish my daughter Brenda a happy birthday. Tell your sister hello. From mom Maxine. Stopping
corruption and stealing in public elections is a surmountable problem, the only thing to do to clean it up, is to do away with the absentee ballot law. That was what the law was enacted for in the first place—to help the crooks steal the elections from decent people. It’s sickening to think about what the public officials will tell you when they’re campaigning for election. You vote for them and then after they get in there they sell out to the coal companies. They’ve got weight limits on these bridges, and if the DOT and state police would enforce the weight limits the roads would not get broken up. People’s car windshields would not be broken either, nor would coal fall off of trucks into their property. I just wonder when the people of Letcher County are going to wake up and vote for somebody who will protect us. To a certain girl who attended Bible School: I didn’t know I made an idiot out of you. I’m sorry if I did. That doesn’t mean you had to break up with me. We can still be friends. Letcher County should be a whole lot more careful about who they pickup out of the gutters and put a gun and badge on. If you really knew how mean some of these people were you would put them in jail, not in public office. You are very much right. There is a certain girl, trying to take a certain guy away from a certain girl. She better dig in and dig in hard, because he’s as good as gone. To a guy in Jenkins, I still love you. Is there anyone out there interested in over-weight people? If so please respond. To a certain person: You have been my baby for a long time. I hope to be yours for a long time too. I love every day I talk to you. See you soon. I can’t figure people out. They have their own community to go to church. It seems to me they would try to help their own community to be a better place to live. It’s a crying shame they show pornographic movies with children in the audience. The editor replied to this statement—"That’s why they put ratings on movies. Parents should be responsible enough to read the ratings and keep their children at
There were 40 items in the column taking up nearly 70 inches of space.

The tab section was filled with news of local interest, school board, local municipalities and "creek" news from various outlying provinces. There is an editorial page, op-ed page, entertainment section, with television listings taking up five pages, recap of "soaps", and other features.

The paper usually averages 24 to 30 pages each week, and is scattered with local, crisp, sharp photos.
CHAPTER 8
LICKING VALLEY COURIER

The 80 year old Licking Valley Courier converted to offset five years ago when fire destroyed its operations at West Liberty. It was the last hot metal shop in Kentucky and produced three publications, the Courier, Wolf County and Elliott County papers.

Editor Earl Kinner has been in charge 31 years and his mother Delia W. Kinner, was publisher eight years.

Circulation of the Courier is 4,200—2,973 by mail and 1,200 otherwise. Twelve people are involved in the operation: 2 advertising, 4 news, and the remainder in general activities.

The three papers are published by the Big Sandy Publishing Co., and the burned machinery was replaced by desktop equipment, Macintosh and laser writers. Their plans are to purchase a press if the need arises in the future. Press day is Thursday and news and advertising deadline is five on Monday.

The paper has a PMT camera for all darkroom work.

The Courier is very active in civic projects but does not take part in politics or support political candidates.

Kinner said: The hot type method of production was
fun, but hard work. The good thing about it in our case was that we were fully self-contained and in most cases knew how to make our own mechanical repairs, when needed. We also had our own Goss Cox-O-Type letterpress newspaper press, which meant we could afford to operate on loose deadlines.

With cold type production methods we can, of course, handle more advertising and news, because of the ease and speed of typesetting and ad composition. Earlier deadlines required to meet press schedules mean however, that our staff must do about three or four more times the amount of work in three days, whereas, we formerly did the work (hot-type with our own press) in five to five and a half days. Had it not been for my son and daughter-in-law, who picked up on new cold-type skills, almost immediately, I'm not sure my wife and I could have survived the transition. It takes longer for an old dog to learn new tricks. But we made it and are now comfortable with our operation.

Author's Analysis Published Edition of

Licking Valley Courier June 22, 1989

The Licking Valley Courier seldom uses more than one picture on the front page. On the left side of the "flag" is the motto, in small type "published in Morgan the Bluegrass county of the Mountains".

The front page is unique with numerous one-column stories, and an advertisement for Sheriff Alonso Hensley,
notifying taxpayers that "Listing of the 1988 unpaid taxes will be printed during July. To avoid this and other costs please pay by June 30, 1989"

On the back of page one is an opinion section. One story of national importance out of Washington, D. C., and another is a state piece "Kentucky Commentary" by Nyle A. McVey. There is a feature by syndicated columnist William F. Buckley, and another Associated Features article. Also on the page is a letter to the editor.

The next pages are filled with society items, plus news from communities such as: White Oak, Cottle, West Liberty Route 3, Morgan Countians in Louisville, Prater Ridge, Floress, Morgan Countians in Mount Sterling, Vance Fork, Glenn Avenue, Pine Grove, Caney, Matthew, Lower Elkfork, Broadway Street, Yocum, Upper Sandlick, and Morgan Countians in Gainesville Florida. There is a general news section, a section with obituaries, courthouse news, and sports, plus two pages of classified ads.

Main attraction in the paper is five pages of ads with related pictures with the headlines, "Summer Value Days". This is a seven-week long promotion with each page containing a picture of one of the advertisers and a story. This type of promotion is usually sold by an outside firm based on general sizes and not column inch.
CHAPTER 9
BATH COUNTY NEWS-OUTLOOK

Community Newspapers, Inc., publishes the 111 year old Bath County News-Outlook of Owingsville. The publisher is Russ Metz, a dean of community newspapering in Kentucky.

Metz has been in the newspaper business 50 years and was a pioneer in offset, converting in 1962.

Metz has been publisher 29 years, and also writes a weekly column that is syndicated throughout the commonwealth.

The News-Outlook has a circulation of 3,300 of which 2,300 is circulated by mail and 1,000 otherwise. Metz employs a total of six: two in news, two in advertising and two in production. The paper is printed by the nearby Winchester Sun, and Metz has a Macintosh desktop system with laser printer. Publication days are Thursdays; Tuesday is the press deadline.

Metz says the paper handles all of its own darkroom work including a PMT camera.

The paper does not get involved in political campaigns, but is quite active in civic projects.

From hot metal to the computer chip has been the most marvelous revolution in the history of print communications and I am pleased to have been a part of this change, even though the Linotype days seem like a time spent in another "time
warp', Metz declared. The Linotype was a mechanical marvel and an experience those of us who served our apprenticeship on them will never forget. But none of us want to go back to them as a means of producing our newspapers.

When we became the 13th paper in the state to go offset, and it was starting over from scratch for us, because we did not know the process, and had no one close by with whom to confer. Our early offset papers looked very little better than the old letterpress ones, but they were easier to produce. We used IBM proportional spacing typewriters at first, typing the stories twice to get justification. The first time, you counted the units needed (plus or minus) to fill out the line, and the second time you get compensated, to get it to come out with a full line. We look back on this method and can't believe we had to do it this way. Then the Justowriter came along and we thought we were in heaven.

Author's Analysis of Published Edition

Bath County News-Outlook June 15, 1989

Over the front page "flag" each week, is the weather forecast plus a directory box of news items in that week's paper. The center of the "flag" is superimposed over a miniature map of Kentucky with a small star in the center designating Owingsville's location.

There are usually two to three "sharp" photos, and in this particular edition two feature stories by editor Ken Metz, son of publisher Metz. Headlines do not "scream" nor sensationalize.

Page two is the "spiritual living section," featuring a sermonette, obituaries and senior citizen's news. The next page is the features section of news basically for
women with a "Beautiful Tips" column by Dottie Hart, which is circulated statewide, and another syndicated column by Diane Van Arsdale, "Dear Diane."

The "Sports Scene" focuses on sporting events, and facing it is a section slugged "Back Roads", filled with community or "creek" news. County news also includes community news and the farm section is highlighted with University of Kentucky Extension news tidbits, and the stockyard reports.

The courthouse section carries the usual items from the courthouse such as marriage licenses, deeds, district court and circuit court happenings.

Correspondents report items from communities such as Hilltop Lodge, White Oak, Slate Valley and Ridge Road.

The opinion page is dominated by Metz's column, surrounding his caricature. His son Ken's column with his picture is in competition with his father's. A political cartoon "dresses up" the page, along with national political commentary by the editorial board on Sen. Mitch McConnell's "Lawsuit Reform Act."

The "Forum" features "The Frankfort Report" by state columnist S. C. VanCuron; the inside "box" informs the reading public that the paper is a member of the National Newspaper Association, Kentucky Press Association, Kentucky
Weekly Newspaper Association, of which Metz, his son and daughter-in-law Gloria, are past presidents, and International Society of Weekly Newspaper Editors. In the other side of the "box" is a list of the employees. Also on that page is a crossword puzzle, and a feature "About Antiques". In the lower half of this page is "Remember When?" from the old files of this newspaper, compiled by Pam Highley.

The last page is the "runover" section of stories from page one, along with feature "A Legislative Perspective", by State Representative Adrian Arnold.

Section two of the 20 page edition begins with some pictures and features, followed by two pages of delinquent tax notices; more community news with photos; another page slugged "County Tradition", continued to the back page, and there are two pages of classified ads.
The Grayson Journal Enquirer in Carter County, Kentucky is a member of the Park chain of newspapers of Morehead, Ky. Becky Walker wrote as spokeswoman for this newspaper, in answer to a questionnaire.

Ronald J. Caudill was publisher for more than 10 years.

Of the circulation, 2,487 are mailed and 923 distributed otherwise.

Staff of the 67-year-old publication consists of advertising, production and circulation. The weekly paper is printed by the parent company Morehead News in Morehead, Ky., about 32 miles from the Enquirer’s office.

The Enquirer converted to offset in 1963, and utilizes a computer at the Grayson office. The paper is printed in Morehead on Tuesdays.

Managing editor Becky Walker has 14 years experience.

Author’s Analysis of Grayson Journal Enquirer June 28, 1989 Published Edition

The front page always carries an over-the-flag box listing the stories’ page numbers, there are three

64
pictures, reverse; several other local stories and a feature with pictures of two local sisters retiring from the Carter County school system.

The "inside box" is located on page two; followed by runover page of a front page story about the fiscal court. Also on the second page is the "Community Calendar". There is a page for obituaries, followed by the society page with wedding pictures. Page six is devoted to family reunions, a church news block and bowling scores.

There are several part-pages for sports, courthouse news, letters to the editor, and two-thirds of a page ad "Business Card Directory".

Pages 14-16 are classifieds; another page of comics and two pages of television listings.

In section two are the honor rolls for Hitchins school, Willard elementary school, and Prichard elementary school. The section is dominated by two patriotic ads, a color two-page spread "double truck" American flag, with sponsors listed elsewhere, and the other a full page ad.

On the back page is a color ad.
Another member of the Park chain is the Greenup News in Greenup County, Ky. Becky Walker, as spokeswoman for this publication, said that the circulation is 4,159 and the circulation area population totals 3,000. Greenup sends by mail 3,724 and 435 are distributed otherwise.

The 132-year-old newspaper is also printed on Tuesday, about 60 miles away at Morehead in the afternoons.

The staff includes an on-site editor, advertising manager, and one person in production. Walker is managing editor.

None of the papers get involved in political activities, but are highly visible in supporting civic projects.

The three papers share transportation and publication personnel.2

Author’s Analysis of The Greenup News, June 28, 1989, Published Edition

Over the front page "flag" is a list of stories in that day’s edition. On the left side is a column indexing the location of stories, and other items of interest, along with two clear pictures, feature story,
and a graph averaging gas prices in Kentucky, "July 4th weekend 1980-89." Inside the front page are "letters to the editor", followed by courthouse news, military news, and other short items. There are local and area deaths, school news, a Social Security column, sports news, and classified advertising.

Section B is eight pages featuring society news, a double truck page color American flag, and on the back, a color double page patriotic ad, listing the sponsor's names.

There are two circulars in the edition - one a "slicky", and the other a glossy food advertisement.

Olive Hill Times

Ms. Walker is also managing editor of the Olive Hill Times, Carter County, Ky., which is the companion paper of the Grayson Journal Enquirer. It has a circulation of 2,904 in the area of 21,875 people.

The 20-year-old publication is also affiliated with Park, and is published at Morehead, Ky. on Tuesdays. The staff is 2 1/2; 1/2 in advertising, 1 1/2 in news, 1/2 in production, and Becky Walker is the chief reporter and office manager.

The Olive Hill Times has access to a PMT camera and
all of the equipment available to the Morehead News.

Publication is on Wednesdays and makeup is Tuesday afternoon, utilizing Compugraphic equipment, five-unit Goss Community Press, and two other presses for job work.³

Author’s Analysis of Olive Hill Times
June 28, 1989, Published Edition

All of the inside pages are the same as the Journal Enquirer, except the back page is the same as the Grayson paper, which is the exception and not the rule, based on the availability of news for any specific week.
CHAPTER 11
CONCLUSIONS

The weekly newspaper has become the biggest beneficiary of offset printing and desktop publishing because of their simplicity, low cost, and efficiency. No more does it take big expensive equipment to put out a newspaper. Now all it takes is one desktop publishing system, including its laser printer, a couple of hard-working people to put together the newspaper, and someone's press to contract for printing it.

The key word in putting out a newspaper is simplicity. Cost of equipment is minute compared to a few years ago; operation is simple, requiring few technological skills and the cost of operation is minimal. The biggest cost items now are printing and payroll.

The new era of publishing encompasses the world of photography and other art skills, creating a simple process through an inexpensive darkroom PMT camera or other desktop facilities that can produce sharp, crisp pictures in a professional manner. The cost is very low compared to the old hot metal and computer days.

The computer desktop era has enhanced, beyond all expectations, the mailing system in the weekly newspaper field. Most papers mail out from one-third to one-half
of its circulation, which makes an efficient system, an
economic lifeblood.

The new era in publishing affords weekly newspapers
the ability to print more pages, more stories, and pic­
tures, and color, with fewer personnel. Cost of the
operation is reduced about half thereby increasing
profits. The weekly can now compete with the metro­
politan daily for the advertising dollar through more
sophisticated production methods, while reaching more
subscribers with news and features that are journalis­
tically unique.

The content of most papers retain their traditional
personal touch that makes these papers so valuable to
local readers.
Fig. a
Relevant eastern counties and their territorial position.

Kentucky
Fig. b
State territorial positions of the eastern relevant counties
Fig. c
48 states in continental United States. Kentucky's territorial position.
Aug. 2, 1980

Mr. Hank Bond
Carlisle Mercury
Carlisle, Ky. 40311

Dear Hank:

I am working toward a masters at Morehead State University. Since
I am writing a thesis on newspapering in Kentucky, comparing the old
hot metal production with the latest offset-computer era, your input
would be greatly appreciated.

The Carlisle Mercury will be one of the eight community papers I will
be using for background.

Attached are a questionnaire and a blank sheet for "Currents"

Yes, I know that these things are time takers, but the information from
you will certainly be used.

Thanks and kindest regards.

Eurene L. Marvin

2225 Montgomery Ave.
Ashland, Ky. 41101
August 4, 1978

Mr. Tom Gish
Publisher
The Mountain Eagle
P. O. Box 808
 Whitesburg, Ky. 41858

Dear Sir:

I am former Managing Editor of The Llig Sandy News in Louisa, and am working on a thesis towards a Master's degree in Journalism. This thesis is an analysis of eight weekly newspapers in eastern and central Kentucky, and a comparison of the hot metal production era to the current offset-computer system.

It would certainly be appreciated if you would fill out the attached questionnaire, also any comments, criticisms, etc. regarding the two different methods, and return to me as soon as possible.

I might follow up the questionnaire with a telephone interview.

Thank you very much for your time. I certainly enjoyed your paper, which I analyzed for Morehead State University's department of public information, for about 10 weeks this spring.

Sincerely,

Gene Karvin, Jr.
2225 Montgomery Ave.
Ashland, Ky. 41101

(606) 325-1760
Mrs. Louise B. Eastraker  
Publisher Jackson Times  
1003 College Ave.  
Jackson, Ky. 41339

August 2, 1989

Dear Mrs. Eastraker,

My name is Gene Marvin, Jr., a former editor of the Big Sandy News, and former member, of the board of directors of the Kentucky Weekly Newspaper Association.

I left the newspaper field last January when the Big Sandy News sold to the Paintsville Herald; and I decided to work on my Masters' degree in journalism at Morehead State University.

My thesis is an analysis of eight weekly newspapers in eastern and central Kentucky and a comparison of the old hot metal system of production to the current methods of offset and computers.

Your paper is included in the study.

Enclosed is a questionnaire which I hope you will complete along with your personal comments. Please feel free to elaborate from your wealth of experience.

Thank you for your cooperation.

Sincerely,

Gene Marvin, Jr.

2225 Montgomery Ave.
Ashland, Ky. 41101

Phone (606) 325-1760

I hope a reply as soon as possible and I might follow up the questionnaire with a phone call.
Licking Valley Courier  
F. C. Box 1871  
West Liberty, Ky. 41472

Dear Earl:

Since you are probably the last chain of newspapers in the state to convert to offset, due to your fire, I am sure you will be able to furnish me with some fresh insight as to comparing the hot metal system with your current operations. I am working on my Master's thesis at Morehead State University, which is an analysis of eight weeklies in eastern and central Kentucky and a comparison of the old hot metal production to the new, modern offset-computer system. The Licking Valley Courier will be one of the papers analyzed in the study. I would appreciate you completing the enclosed questionnaire as soon as possible and returning it to me. Also I might follow up with a phone call interview later. Thanks for your cooperation.

Sincerely,

Gene L. Harvin, Jr.

2225 Montgomery Ave.  
Ashland, Ky. 41101  
(606) 325-1760
Russ Netz, Publisher
Letch County News-Cutlock
Cwingsville, Ky. 46360

Aug. 2, 1989

Dear Russ:

I am writing my Master's thesis at Morehead which will be an analysis of eight eastern and central Kentucky weeklies and comparing the old hot metal production with the latest offset-computer era.

I would appreciate it if you would complete the enclosed questionnaire, and add any comments as to experiences, commentary, etc. comparing hot metal production with the modern system.

I may contact you later for other comments. Thanks for your assistance.

Give my regards to Margaret, Ken, and Gloria.

Sincerely

Gene Marvin

2225 Montgomery Ave.
Ashland, Ky. 41101

(606) 325-1760

P.S. I need this information as soon as possible.

Sincerely

Gene Marvin

2225 Montgomery Ave.
Ashland, Ky. 41101

(606) 325-1760

P.S. I have included the Cutlock in the thesis.
Name of paper?  
Corporate name?  
Location?  
Population of circulation area?  
Publishers name?  
How long in that capacity?  
Circulation total?  
Mail?  
Non-mail?  
How old is paper?  
Total personnel?  
News?  
Advertising?  
Production?  
Miscellaneous?  
Do you publish any more newspapers?  
What year did you go to offset?  
What equipment do you utilize?  
Do you print your own paper?  
If no, who does?  
Publication day of week?  
What is your press deadline?  
Do you have plans to purchase any new equipment?  
if so, what?  

day

Do you, do your own darkroom work?  
Have a PMT camera?  
Does your paper endorse political candidates?  
Become editorially involved in civic or other projects?  
Questionnaire informant's name?  
Title?  
Total newspaper experience?
MASTERS THESIS FOR MOREHEAD STATE UNIVERSITY

Name of paper? The Carlisle Mercury
Corporate name? The Carlisle Mercury, Inc.
Location? Carlisle, KY

How long in that capacity? 2 1/2 yrs
Circulation total? 2600; Mail? 1400; Non-mail? 1200
How old is paper? 122 yrs. Total personnel? 6; News? 1.5
Advertising? 2.5; Production? 1; Miscellaneous? 1
Do you publish any more newspapers? NO YES i.e. Shoppers, etc.
What year did you go to offset? 1971. What equipment do you utilize? Macintosh Laser

Do you print your own paper? NO YES. If no, who does? Landmark
Publication day of week? Mon-Wed-Thus
What is your press deadline? Noon Noon Noon. Do you have plans to purchase any new equipment? NO YES. If so, what?

Do you, do your own darkroom work? YES NO. Have a PMT camera? YES NO. Does your paper endorse political candidates? YES NO.

Become editorially involved in civic or other projects? YES NO
Questionnaire informant's name? Hank Bond
Title & Publisher, Total newspaper experience? /4/15
Name of paper?  Greenup News  

Corporate name? Park Newspapers Inc., Div. of Park Communications  

Location? Greenup, KY  

Population of circulation area? 3,000  

Publishers name? Ronald J.  

How long in that capacity? more than 10 yrs.  

Circulation total? 4,157  

Mail? 3,724  

Non-mail? 435  

How old is paper? 13 yrs  

Total personnel? 3  

News? 1/2  

Advertising?  

Production?  

Miscellaneous?  

Do you publish any more newspapers? NO YES  

I.e. Shoppers, etc.  

What year did you go to offset? 1970  

What equipment do you utilize? Composing: 5 1/2 Linotype Community Press, Chief 15  

Chief 24 for Job Printing  

Do you print your own paper? NO YES  

If no, who does?  

Publication day of week? Thursday  

What is your press deadline? Friday Wed.  

Do you have plans to purchase any new equipment? NO YES  

If so, what?  

Do you do your own darkroom work? YES NO  

Have a PMT camera? YES NO  

Does your paper endorse political candidates? YES NO  

Become editorially involved in civic or other projects? YES NO  

Questionnaire informant's name? Becky Walker  

Title? Area Manager  

Total newspaper experience? 14 yrs.
NAME OF PAPER: The Licking Valley Courier

CORPORATE NAME: Courier Publishing Co.

LOCATION: West Liberty, Ky.

POPULATION OF CIRCULATION AREA: 12,500. PUBLISHERS NAME: Delia W. Kinney. HOW LONG IN THAT CAPACITY? 8 YEARS.


ADVERTISING: 2. PRODUCTION: 4. MISCELLANEOUS:

DO YOU PUBLISH ANY MORE NEWSPAPERS? NO YES; i.e. Shoppers, etc.

WHAT YEAR DID YOU GO TO OFFSET? 1985. WHAT EQUIPMENT DO YOU UTILIZE? Hees & Loeser Linotronic

DO YOU PRINT YOUR OWN PAPER? NO YES. IF NO, WHO DOES? BIG SANDY PUBLISHING CO.

PUBLICATION DAY OF WEEK: THURS.

WHAT IS YOUR PRESS DEADLINE? 5 P.M. MON. DO YOU HAVE PLANS TO PURCHASE ANY NEW EQUIPMENT? NO YES. IF SO, WHAT? NEWSPAPER PRESS IF NEED ARISES.

DO YOU, DO YOUR OWN DARKROOM WORK? YES NO. HAVE A PMT CAMERA? YES NO.

DOES YOUR PAPER ENDORSE POLITICAL CANDIDATES? YES NO.

BECOME EDITORIALLY INVOLVED IN CIVIC OR OTHER PROJECTS? YES NO.

QUESTIONNAIRE INFORMANT'S NAME: Earl Kinney.

TITLE: My Editor. TOTAL NEWSPAPER EXPERIENCE: 31 YEARS.
Offset printing allows many advantages. Now it is as easy to print a single dot of color in the center of the page as it is to do a total reverse page.

Computers have made the total process much easier, from composition to pagination. In addition, software is available for business operation and circulation.

Not allowing for the cost advantage, the elimination of steps has increased production from 4 to 1½ days. Thus allowing 12 work hours per employee to be spent in other areas.

"Offset vs hot type is something I cannot compare. In order to make the comparison it would be necessary to work with both."

"Overall it appears that computers have had as much impact on the switch to offset."

From Hank Bond, Carlisle Mercury
"The hot type method of production was fun, but hard work. The good thing about it in our case was that we were fully self-contained and in most cases knew how and could make our own mechanical repairs when needed. We also had our own Goss Cox-6-Type letterpress newspaper press which meant we could afford to operate on loose deadlines.

With cold type production methods, we can, of course, handle more advertising and news, because of the ease and speed of type setting and ad composition. Earlier deadlines required to meet press schedules mean, however, that our staff must do about three or four times the amount of work in three days, whereas we formerly did the work (hot type with our own press) in five to five and a half days.

P.S. Had it not been for my son and daughter-in-law, who picked up on new cold-type skills almost immediately, I'm not sure my wife and I could have survived the transition. It takes longer for an old dog to learn new tricks. But we made it and are now comfortable with our operation

[Signature]

of Licking Valley Courier
From hot metal to the computer chip has been the most marvelous revolution in the history of print communications and I am pleased to have been a part of this change, even though the Linotype days seem like a time spent in another time warp.

The Linotype was a mechanical marvel and an experience those of us who served our apprenticeship on them will never forget. But none of us want to go back to them as a means of producing our newspapers.

Then we became the 13th paper in the state to go offset and it was starting over from scratch for us because we did not know the process and had no one close by with whom to confer. Our early offset papers looked very little better than the old letterpress ones, but they were easier to produce.

We used IBM proportional spacing typewriters at first, typing the stories twice to get justification. The first time, you counted the units needed (plus or minus) to fill out the line and the second time you compensated to get it to come out with a full line. We looked back on this method and can't believe we had to do it this way. Then the Justowriters came along and we thought we were in heaven.

Warmest regards,

From Russ Metz, Bath County News-Outlet
Chapter 2


2. Ibid., pg. 8.
3. Ibid., pg. 9.
4. Ibid., pg. 10.
5. Ibid., pg. 11.
6. Ibid., pg. 12.
7. Ibid., pg. 13.
8. Ibid., pg. 13.
9. Ibid., pg. 13.

Note 3

2. Ibid., pg. 18.
3. Ibid., pg. 19.
4. Ibid., pg. 19.
7. Ibid., pg. 21.
8. Ibid., pg. 21.
9. Ibid., pg. 22.
10. Ibid., pg. 24.
11. Ibid., pg. 24.
12. Ibid., pg. 24.
13. Ibid., pg. 28.
14. Ibid., pg. 29.
15. Ibid., pg. 28.

   1. Ibid., pg. 40.
   2. Ibid., pg. 41.


    1. a. Grayson Journal (Grayson, Ky), pg. 64.
    2. b. The Greenup News (Greenup, Ky), pg. 66.
    3. c. Olive Hill Times, (Olive Hill, Ky), pg. 68.
**SOURCES CONSULTED**

*Published*


*Unpublished*


