



"Your Right To Know" Theme of National Newspaper Week

"Your Right to Know . . . a Constitutional Guarantee," was the theme selected by these National Newspaper Week committee men meeting in New York City during the Annual Convention of the American Newspaper Publisher's Association. The slogan as adopted permanently last year will be "Your Newspaper Lights the Way of Freedom."

Members of all state, regional and national newspaper publishers' and press associations are being urged to participate in 1952 National Newspaper Week by the chairman, Theodore A. Serrill, general manager, Pennsylvania Newspaper Publishers' Association.

Members of the committee urged that the President of the United States, the presidential candidates, and other internationally prominent individuals be asked to endorse this one annual promotion of an American free press.

Daily, weekly and Sunday newspapers will be urged to launch their own public relations programs during the first week of October. This promotional week is designed not to be merely observed and then forgotten in the rush of newspaper publishing. Rather it should point up the need to tell forcefully and continually of the great role of the newspaper in serving its community of readers.

"The week should emphasize the vital need of newspapers in the American form of government, and point out that the American press is a bastion in that

portion of the World that is still free from Communism," Serrill said in expressing the feeling of the committee members present at the New York meeting held April 25.

The committee voted down suggestions that a "Miss Newspaper Week" be named, and also frowned upon several other promotions typical of the many other national weeks observed throughout the sales and promotional world. Rather, the week will consolidate the joint efforts of newspapers, organizations supplying them, and the various agencies servicing the Press. Service clubs such as Kiwanis and Rotary, groups like the Elks and Moose, women's clubs, colleges and universities, will be urged to conduct their own programs promoting National Newspaper Week and the American press.

Awards will be made to those newspapers which do an outstanding job during National Newspaper Week. A judging committee will be set up in each of several regions to screen the entries and final judging will be handled by a panel of trade paper editors.

Your own little town is something like the family dog. You wouldn't give a plugged nickle for another just like it, but you wouldn't take a million dollars for your own.—Rosemary Headley in the Burrton Graphic.

"There'll Always Be 'Hope' in Kansas." — Hope Dispatch.

Members of the national committee (sitting, left to right): Richard E. Beeler, advertising manager, Altoona, Pa., Mirror, and Newspaper Advertising Executives Association; Theodore A. Serrill; Miss Elizabeth Lamb, assistant manager of the Inland Daily Press Association; Ralph R. Cronise, publisher, Albany, Ore., Democrat Herald; John C. Ottinger, Jr., director of sales development, Bureau of Advertising, American Newspaper Publishers' Association. (Standing, left to right): John T. McGuire, circulation manager, Norristown, Pa., Times Herald, and International Circulation Managers' Association; Don Eck, secretary-manager, National Editorial Association; Irvin S. Taubkin, promotion manager, New York Times, and National Newspaper Promotion Association; Joseph A. Bernstein, editor, Metro's Plus Service, Metro Associated Services, Inc., and Guy Richard Dew, assistant to the general manager, Pennsylvania Newspaper Publishers' Association.

(85 line screen Scan-A-Graver cut courtesy Fairchild Camera & Instrument Corp.)

The Stafford Courier reports a Stafford small boy is trying to make a deal with his mother. He will cooperate in observing clean-up week if she will lay off him the rest of the year.

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