

"If there is any cause for concern about the effectiveness of newspapers in reaching and gaining the interest of young readers these days, we would do well to look elsewhere than to TV for causative factors. We ought instead to be asking ourselves some questions."

—SIDNEY GOLDISH,  
Research Director,  
Minneapolis  
*Star and Tribune*

## CHAPTER 15

# *Developing Youth Readership*

EVERY WELL-ROUNDED newspaper promotion program should have some part of it devoted to starting and maintaining the newspaper reading habit with youth. This, of course, is on the assumption that practices established in the formative period of life will continue throughout adult years. Children made aware of the newspaper's service in bringing to them news and features and in broadening their knowledge, likely will continue through life to consider the newspaper an indispensable associate and friend.

The time and attention of youth today is drawn upon so intensively by activities and interests of great variety that some publishers fear there may be a lessening of newspaper reading among children and that reliance on newspapers for information and entertainment may decrease in the years ahead. Television, strong bidder for the attention of youth, perhaps has done more than anything else in the present time to create this anxiety. At the same time it has caused publishers to take a greater interest in the problems of youth and to make searching reappraisal of their newspapers' responsibilities and opportunities.

### **SURVEYS REVEAL EXISTING CONDITIONS**

Various press groups and other organizations have made surveys to ascertain the extent of youths' interest in newspapers and what is being done to encourage them in newspaper reading. The facts obtained from some of these have an optimistic note, while others indicate that newspapers should cater more to the interests and tastes of young people.

The National Newspaper Promotion Association made a survey of 52 daily newspapers which revealed great activity in promoting readership among young people. "Some alarmists think the newspaper has forfeited a large chunk of its youth audience because of TV; we haven't found it so," says the N.N.P.A. report following this survey. It points out that television has caused publishers to make improvements in their newspapers to keep up with the times and that reader interest, established through years of readership, has not been shaken. It further declares that "the American daily has never been more smartly edited, more invitingly packaged, easier and more exciting to read, than it is today," believing that it has a strong appeal to youth as well as to grownups.

Under the supervision of Dr. David Manning White of Boston University's Division of Journalism and H. Phelps Gates, chairman of the Education Committee of the International Circulation Managers Association, a research group studied 129 newspapers of all sizes. They found that youth today is being bombarded with features and services to stimulate their interest in newspapers. Forty-two per cent of the papers surveyed directed promotion toward teen-agers, 33 per cent toward children of all ages, and 11 per cent sponsored activities for "pre-teens."

Another encouraging report has been issued by Teen-Age Survey, Inc., based on replies to a questionnaire from 8,366 New York high school and 1,371 college students in the 13- to 19-age bracket. Apparently newspapers are a rather regular fare for teen-agers residing in the metropolitan New York area, for the extent to which they read newspapers was revealed as follows:

	DAILY (per cent)	FREQUENTLY (per cent)	OCCASIONALLY (per cent)	RARELY (per cent)
High school boys . . . . .	75	24	1½	
College boys . . . . .	70	27	3	
High school girls . . . . .	30	32	22	16
College girls . . . . .	63	17	20	

All surveys made to ascertain the extent of youth readership and newspaper efforts to meet reading needs, however, are not so flattering or encouraging. Some reveal that newspapers might do a much better job than they are doing now in providing news and features of special interest to young people. A communications study of Michigan newspapers showed that school news was one of the least well-written portions of daily and weekly newspapers and that the absence of significant news was a more acute problem.

Dr. Herbert Lee Williams, head of the Journalism Department of Memphis State College, believes that newspapers everywhere should make a more direct appeal to children and teen-agers through both news and advertising.

"We'll have to admit," he says, "that TV commercials are exploiting the juvenile market. The kids watch TV while Dad reads the papers. Are newspapers forgetting that there are more than 50 million kids up to 18 years of age, and that these children have money to spend?"

Pointing out that other media are not overlooking this fact and are appealing directly to juvenile markets, he cites magazines of particular interest to children and also the TV commercials, which many children enjoy and which acquaint them in a familiar way with dozens of products. He suggests that newspapers bend their efforts toward: (1) school news by school correspondents; (2) more self-improvement articles, such as what to do with spare time, how to make oneself popular, how to study, etc.; (3) résumés of teen-age news from other towns; and (4) good literature in serial form.

### **SUGGESTIONS FOR INCREASING YOUTH READERSHIP**

A look over the field reveals that, although some newspapers may be lax in meeting young people's specific reading needs, a growing number of them are increasing their efforts in that direction. Many newspapers are giving special attention to young people and are catering to their interests in at least seven important ways:

1. Giving liberal space to news concerning youth activities.
2. Providing features of special interest to youth.
3. Setting up school-participation programs.
4. Sponsoring youth activities.
5. Providing practical experience on newspapers.
6. Offering awards to high school and college students for outstanding work in journalism.
7. Having "open house" and conducting plant tours for youth groups.

### **More Space for Youth Activities**

When an 11-year-old girl wrote to a Florida newspaper, "As I was looking through the paper this evening I found it was mostly for grownups," she undoubtedly expressed the feeling of many children regarding the newspapers that come into their homes for family reading.

In the handling of news, it is quite natural for an editor to think of the group for whom he is writing as adults. Too little thought is given to young readers, who are as greatly interested in what is going on in their schools and social circles as their fathers are in market quotations, real estate transfers, business and politics, or as their mothers are in the church and club news. It is important that the readership needs of youth be answered as readily as those of their elders.

It is in printing news of school activities, youth organizations, teen-age contests and the like that newspapers may best draw near to

the young people of their communities. Youngsters become newspaper readers — and remain newspaper readers — when they are given news about themselves.

Comprehending this fact, newspapers have been aroused to analyze their coverage of these events and to provide more news with direct appeal to youth. New sources of news interesting to teen-agers have been discovered and more space is devoted to youth activities. A study of newspapers throughout the country reveals that publishers are “going hard” at the important task of interesting youth and holding them as steady readers.

The Santa Rosa, Calif., *Press-Democrat* (circulation 30,445, population 17,902) carries each week a double-page spread, containing school news of three counties provided by student correspondents. Each June every high school graduate of the three counties has his or her picture in the paper. A daily feature, entitled “School Days,” has pictures of children from the kindergarten or from one of the first three grades. “These pictures appeal to adults and really make a hit with the children,” says Lee Bollinger, circulation manager. “If there is a child in the three counties between kindergarten and college who doesn’t get his picture or name in print almost every year, it isn’t because we didn’t try.”

The Glendale, Calif., *News-Press* (circulation 17,430, population 95,702) also uses pictures effectively in drawing the interest of young people. It has also a “Camera Column” and gives full coverage to playground activities and other programs of youth groups.

The Winston-Salem, N. C., *Journal* and *Twin City Sentinel* (combined circulation 94,129, population 87,811) run a weekly feature called “Teen-age Talent” with pictures and stories of boys and girls who have distinguished themselves in entertainment and educational fields.

The Atlanta, Ga., *Constitution* (circulation 192,520, population 331,314) carries a Saturday “Teen Page” devoted to youth activities. A feature of the page is a column entitled “Teen Talk” produced by a teen-age editor, who is selected by a 37-member teen-age council. “Teen Age Mail,” a syndicated column, also is published three times a week.

Another newspaper with a “Teen Page” is the Houston, Tex., *Chronicle* (circulation 202,888, population 596,163). It contains news of school activities written by high school correspondents who are credited in by-lines. Following somewhat along the same line, the Los Angeles, Calif., *Times* (circulation 440,394, population 1,970,358) devotes the front page of its Women’s Section every Thursday to youth activities and interests.

Students in the rural districts, as well as those in town, are given attention by the Red Wing, Minn., *Republican-Eagle* (circulation

7,732, population 10,645). During one year this newspaper sent a reporter-photographer to all the schools in its area to get a story from each school about its opening day program, changes in the teaching staff, new courses and added equipment. The reporter took pictures of 55 first grade classes to be run in the paper. He obtained also a list of the first grade pupils, their parents' names and addresses. This list was checked against the list of the *Republican-Eagle's* subscribers and to each nonsubscriber was sent a letter, with an 11-weeks' trial subscription offering a 5x7 photo of the class in which his child was enrolled. A sample copy of the issue containing the class picture was sent also to the prospect.

The Michigan communications study of all news carried in newspapers of interest to young people revealed that athletics held top position, occupying 41.5 per cent of content devoted to school activities. This, of course, is material avidly read by both young people and adults. Parents and other townspeople attend football and basketball games in great numbers and are interested in what the newspaper may have to say. Consequently high school games today receive about as much attention from the sports writers as do the major league games. For example, the Salina, Kans. *Journal* (circulation 25,525, population 26,176) covers by telephone every school sports event at approximately 160 high schools in its circulation area. On some days it carries up to 75 box scores of basketball games played the night before. The sports editor makes trips to the schools, conferring with coaches, taking pictures and gathering facts concerning teams, practices, games and personalities.

These are but samples of special efforts at news coverage by newspapers to develop regular readership in the young people of their communities.

### Provide Features That Appeal to Youth

In addition to covering events and activities in which young people participate, newspapers carry much feature material directed to that age group. Not all of these are syndicated features either, as many editors are increasing local features which carry the names of children living in the community.

Features that attract young readers are carried in many newspapers. The Topeka, Kans., *Daily Capital* (circulation 64,016, population 78,791) publishes a "Capital Junior" page with stories, puzzles, drawings to be colored, and party hints. The San Angelo, Tex., *Standard-Times* (circulation 33,239, population 52,093) calls its feature page for young people "The Standard For Teens." The Greenville, Tex., *Herald-Banner* (circulation 6,078, population 14,727) presents each week "Date Data," a nonsyndicated column by Beverly Brandow, a youth counselor and author of a book by the same title. This feature

alternates with a companion feature, "You and Your Teen-Ager," which is addressed to parents but is perhaps read more closely by youngsters.

The New Orleans *Times-Picayune-States* (Sunday circulation 281,105, population 570,445) produces a "Young People's Paper" each Sunday, containing student art work reproductions, a list of books for youthful readers, a young folks' calendar of coming events, and a letter-writing feature entitled "Aunt Jane's Letter Club."

Other newspapers prominent in the movement to keep youth interested in newspaper reading are the Charleston, S. C., *News and Courier* (circulation 57,639, population 70,714) which has separate columns for Girl Scouts and Boy Scouts, and the Atlanta, Ga., *Journal* (circulation 260,147, population 331,314) which has an "Ask Andy" column, in which "Andy" answers questions submitted by young people.

These features may not seem as important as other material appearing in American newspapers but they go far in developing youth readership.

### Use the Newspaper in the School

But a newspaper's greatest opportunity for genuine service to youth comes perhaps through encouraging schools to use the newspaper as part of classroom instruction. The advantages to be derived from this are recognized by both educational leaders and publishers.

"The teacher of any subject can find classroom use for the newspaper," says Earl W. Dible, director of special services in the Santa Monica, Calif., public schools. "While the textbook serves as a basic source, the newspaper can either supplement with related activities or become a major and integral part of instruction."

Dible's sound conclusion in this matter is well demonstrated in the Santa Monica schools where the local newspaper, the *Santa Monica Outlook* (circulation 24,769, population 71,595), has become a vital part of school life. A newspaper-classroom program, begun on an experimental basis, now is established on a definite pattern. Three hundred and fifty-five copies of the *Outlook* are distributed to selected classes in two elementary schools, one junior high school, one high school, and the city college. Teachers make weekly assignments for reports on local, national, political or international events. As an expansion step, 650 copies of a brochure entitled "The Exciting Drama Of Your Daily Newspaper" and the *Outlook's* kinescope sound film are made available for classroom use.

In addition to the satisfaction of making an important educational contribution, the newspaper derives from such a program great promotional advantages. Parents are thankful for the newspaper's interest in their children. Many nonsubscribers, into whose homes the

paper is taken by school children, become regular readers. Most newspapers look upon this method as a sounder way of developing youth readership than through sensational promotion, and it is becoming common practice with them to cooperate with schools in providing a wider acquaintance with important happenings of the day.

The Buffalo, N. Y., *Evening News* (circulation 297,660, population 580,132) has published a 16-page booklet entitled "Newspaper Helps to Learning," containing suggestions for using the *News* in classrooms. David E. Peugeot, promotion editor, worked with Robert Holder, a Buffalo high school teacher, in preparing the booklet, which has been distributed to every teacher in the eight counties of western New York.

"How To Get The Most Out Of Your Newspaper" is covered in a pamphlet prepared and sold by the Miami, Fla., *Herald* (circulation 316,990, population 249,276). It is used in several Miami schools as the basis of a 2-weeks course of study in newspaper reading. "Most students didn't know so much information could be found in a newspaper," one teacher wrote to the newspaper. "By the time we finished the unit, a majority had started reading the front page first, glancing over the headlines for articles of particular interest, paying some attention to the editorial page, and finally reaching the comics in due time. Everyone agreed that it is a worth-while project we would like to have repeated."

The Minneapolis, Minn., *Star* and *Tribune* (combined circulation 497,784, population 521,718), the Milwaukee, Wis., *Journal* (circulation 348,393, population 637,392) and other newspapers provide a textbook for grade and high school students, outlining studies based on the newspaper. The text offered by the Milwaukee *Journal* is "The Newspaper in the Classroom," written by Luvella K. Reschke, vice-principal of the Peckham Junior High School, and Alfred Reschke, instructor in civics, economics and sociology in the North Division High School of Milwaukee. It provides lesson plans for applying the newspaper to studies in economics, sociology, government, English, home economics, health and safety.

The Texas Daily Newspaper Association and the Texas Circulation Managers Association, with the cooperation of the Texas Education Agency, in 1957 united their efforts to make daily newspapers available to the state's entire public school system as an aid to teaching. The 77 dailies represented in the T.D.N.A. and the T.C.M.A. agreed to provide free copies of their newspapers to schools participating in the plan. They agreed also to provide special materials to teachers, showing how daily papers can be used in teaching a wide range of subjects at grade levels from the fourth grade through senior high.

Press-education workshops, showing how the newspaper may be a "living textbook to enrich course work" and to "train in the skills

of handling information," are becoming common programs at leading universities. The National Education Association, through its National Council for the Social Studies, agreed to direct such summer workshops at the State University of Iowa, Syracuse University and the University of California in Los Angeles under a grant from the International Circulation Managers Association and many newspaper publishers.

A current events study program entitled "You and Your World," now used in various communities, is praised by pupils, teachers, school boards and outstanding citizens in all walks of life. While the program is directed primarily at high school students, all citizens find it stimulating and useful. It was sponsored in Dayton, Ohio, by the Dayton *Daily News* (circulation 154,532, population 243,872) in co-operation with the Dayton Educational Television Foundation, Station WHIO-TV, the Dayton Council of World Affairs and Miami Valley Schools. Informative articles were carried in the newspaper, panel discussions were conducted on television and study periods assigned in schools.

The Dayton *Daily News* touched youth in still another vital way when it inaugurated a Youth Forum program in joint sponsorship with the Junior League of Dayton. This gave young people a chance to express their ideas before their schools and communities and through the press. Professor John McGrath of the University of Dayton was retained by the *News* to coach the forum members in techniques and procedures. Full coverage of the meetings was given in the *News* and, to show its appreciation of the forum participants, the newspaper gave members an expense-free trip to Washington, D.C.

The *Wall Street Journal* (circulation 420,761) bids for the attention of more mature youth by suggesting a program of college instruction with the newspaper as classroom textbook material. Economic news published in the *Journal* supports and clarifies principles and theories discussed in classes.

Believing that anything done to create in young people the habit of reading is a step toward more careful reading of the newspaper, some of the larger papers are sponsoring traveling book fairs. A collection of attractive and practical books for children and young people is taken from school to school. The New York *Times* (circulation 557,244, population 7,891,957), with its "Reading is Fun" book fair is a pioneer in this kind of promotion.

More and more, newspapers of all sizes — both weeklies and dailies — are working with teachers to bring to the attention of students the vast amount of important current information newspapers contain and how this information may be applied in practical living. Better ways of doing this are constantly being studied by a committee of the International Newspaper Circulation Managers Association.



**Promote Activities and Entertainment**

Another way in which newspapers may gain the good will of young people is by sponsoring contests and entertainment features in which they may take part or be spectators. The extent to which this is done is amazing and the results reported by publishers are extremely gratifying. The listing of a few such projects reveals the wide variety of youth interests that may be approached:

1. The Omaha, Nebr., *World-Herald* (circulation 250,359, population 251,117) sponsors a monthly theater party for children, promotes 4-H Club activities, and gives a sound movie in color entitled "The World-Herald Story" to schools, churches and clubs throughout Nebraska and western Iowa.

2. The Holland, Mich., *Sentinel* (circulation 12,380, population 15,858) promotes 4-H Clubs, tennis tournaments and a junior garden club.

3. The Columbia, Mo., *Tribune* (circulation 9,930, population 31,974) sponsors a Sea Scout ship.

4. The Sacramento, Calif., *Bee* (circulation 144,810, population 137,572) conducts an extensive youth program, including a science fair, spelling bee, baseball school, football banquet, dry ski school, ski races, Christmas show and movies, school safety campaign, golf tourney and a swimming and diving meet.

5. The Fond Du Lac, Wis., *Commonwealth-Reporter* (circulation 17,275, population 29,936) sponsors pet shows, 4-H Clubs and baseball teams, and offers prizes for winners in junior athletics.

6. The Stillwater, Okla., *News-Press* (circulation 6,853, population 20,238) sponsors a football program for youngsters.

7. The New York *Herald Tribune* (circulation 361,379, population 7,891,957) conducts annually a "Forum For High Schools," in which foreign students exchange views with American students on the over-all theme, "The World We Want."

8. The Los Angeles *Herald and Express* (circulation 350,270, population 1,970,358) sponsors an "Annual Tournament of Orators" for high school students.

9. The Kansas City, Kans., *Kansan* (circulation 25,532, population 129,553) sponsors a junior bowling tournament.

10. The Lansing, Mich., *State Journal* (circulation 64,055, population 92,129) conducts an "Annual Youth Talent Exhibit" with displays in fine arts, handicrafts and science.

11. The Portland, Ore., *Oregon Journal* (circulation 181,489, population 373,628) sponsors model boat regattas, catfish derbies, talent shows, and picnics to the beach and amusement park.

12. The Meriden, Conn., *Journal* (circulation 9,329, population 44,088) sponsors a baseball team for boys 11 to 13 years old and a football team for boys of 10 to 14, in regular league competition.

13. The Santa Rosa, Calif., *Press-Democrat* conducts a three-county spelling bee for primary students; an annual kite-flying contest for all ages, and a cartoon-coloring contest for children between the ages of 5 and 10.

14. The Memphis, Tenn., *Commercial Appeal* (circulation 208,264, population 396,000) sponsors a television program, "Quiz 'Em On The Air," with questions based on contents of the newspaper.

15. The Lexington, Ky., *Herald and Leader* (combined circulation 60,567, population 55,534) support the Central Kentucky Youth Symphony Orchestra, conduct a swimming school annually for 2,000 children, print and distribute annually a "Vacation Fun" calendar for children in city and rural schools, give annual parties for orphaned and crippled children, and cosponsor a Christmas music pageant.

16. The Washington, D.C., *Post Times-Herald* (circulation 382,456, population 802,178) sponsors a high school football game and a children's book fair.

17. The Cleveland, Ohio, *News* (circulation 143,604, population 914,808) sponsors a "Cookie Club" for girls.

18. The Atlanta, Ga., *Journal and Constitution* (combined circulation 452,667, population 331,314) print 10,000 prep football books annually for use in promoting sports, and sponsor a state-wide basketball tournament in which all high school Class AA teams engage.

19. The Rockford, Ill., *Star and Register-Republic* (combined circulation 83,003, population 92,927) stage an amateur basketball tournament, junior golf tournament, junior fishing derby and junior swimming meet; also donate trophies for high school track events.

20. The Rochester, N.Y., *Democrat and Chronicle* (circulation 124,081, population 332,488) operates the Gannett Barn, built by the late Frank Gannett because the city had no other facilities where teen-agers could enjoy a "dry" night club.

### **Give Youngsters Practical Experience**

Nothing is more valuable than practical experience to the youngster who hopes some day to be a newspaperman. Every publisher has the opportunity to develop future journalists right in his own community by obtaining from high school teachers the names of young people interested in journalism and giving them a chance to try their hands on his newspaper. In this manner, many newspapers have discovered rare talent for writing news or selling advertising, and have encouraged youngsters to obtain education in journalism and afterward to become members of their staffs.

In addition to its wide coverage of school activities and sports, the Salina, Kans., *Journal* carries regularly in its Sunday issue a "Children's Journal" containing material prepared by grade school children in cooperation with their school principals. A different school edits the

page each week. Pictures of the principal and leading contributors and reproductions of art work submitted by students enliven the contents. This feature is part of a promotion program that has resulted in the *Journal's* circulation increasing from 19,000 to more than 25,000 in six years, according to Peter M. McDonald, business manager.

To provide experience for young people and to display their talents to the home community, the Battle Creek, Mich., *Enquirer-News* (circulation 36,972, population 48,666) carries a teen-age page called "Youth Today," which is edited and written by junior and senior high school students. It contains feature stories, editorials, human interest articles and letters to the young editors. Each article carries the writer's by-line and school, and whenever possible the student reporter's picture is published with the story. A small payment is made to contributors based on the quality of their work. After six contributions, a young writer is awarded a "Youth Today" press pass. This provides an abundance of valuable experience for many youngsters and a well-read feature for the newspaper.

The Sacramento, Calif., *Bee* provides the same kind of valuable experience for the school children of 20 counties by issuing a full-page "Youth Weekly" every Thursday. Competition takes place first in each district to see which student can produce the best cartoon, editorial and interview. When a student has been successful in having his work published, a copy of his picture that appeared in the paper and tear sheets of his work, all packaged in a presentation folder, are sent to him.

The Laurens, Iowa, *Sun* (circulation 1,652, population 1,556), like many other small-town papers, features a page of high school news, prepared and edited by a staff of students under faculty direction. This weekly page takes the place of a regular student publication. It has advantages for both the school and the newspaper, because it removes from the school the difficulty of financing a school paper and it draws the newspaper close to teen-agers and their parents.

Children of the elementary and primary grades, as well as those in high school, may be induced to express their talents through the newspaper and thus be won to a liking of amateur journalistic expression. The Mason City, Iowa, *Globe-Gazette* (circulation 25,132, population 27,980) runs a weekly feature, "The Grade Gazette," containing news supplied by children of the lower school grades. The San Francisco, Calif., *Examiner* (circulation 241,108, population 775,357) has a daily feature called "Junior Playland," in which children find playthings to make and prizes to win by sending in stories, poems and drawings. The Minneapolis, Minn., *Star* (circulation 287,923, population 521,718) conducts contests for children who read the daily Disneyland comic feature and sponsors clubs for coloring, writing and spelling. A children's page, which includes art work prepared

by pupils in the elementary schools, is carried weekly in the Tulare, Calif., *Advance-Register* (circulation 4,759, population 12,445). Co-operative efforts of this kind between school children and newspaper generally result in greater circulation.

Weeklies, as well as dailies, derive benefits by providing work in their plants for young people. Many boys have learned the mechanics of printing during hours after school. They have become familiar with type cases and with typesetting machines. School children have been permitted, too, to contribute articles and perhaps to set them in type.

The Glen Oaks *News* (circulation 2,500), published in a suburb of New York, one winter gave great encouragement to young people through its weekly feature, "The Young Citizen." This occupied two full columns on the editorial page and contained news of school activities and editorial comment on local and national affairs, all prepared by students under teacher supervision. Although the copy was edited by the teacher, men in the shop selected the type and fitted the material into the two-column space. Approximately 200 copies of the *News* were sold each week in the school.

### **Give Awards for Work Well Done**

Suitable awards and other types of recognition for work well done by journalism students are provided by a number of newspapers eager to see young people become good reporters and editors. The Garden City, N. Y., *Newsday* (circulation 258,364, population 14,486) has stirred up an interest in journalism in 70 high schools of its area by offering awards for distinguished school reporting, excellent make-up and outstanding service. The Kalamazoo, Mich., *Gazette* (circulation 48,459, population 57,704) at one time sponsored a High School Publications Workshop at Western Michigan College for 300 students from six counties in the *Gazette's* circulation territory. Newspapermen from Kalamazoo, Battle Creek, Jackson and Vicksburg attended the workshop and shared information and ideas with the young people.

Similar awards are made by other papers to stimulate an interest in journalism. The Gainesville, Tex., *Daily Register* (circulation 5,448, population 11,246) carries as a monthly feature a front-page story about a farm boy or girl, and awards \$25 each to the "Farm Boy of the Month" and the "Farm Girl of the Month." The South Bend, Ind., *Tribune* (circulation 107,304, population 115,911) gives an annual dinner with awards to its high school correspondents.

### **Encourage Educational Plant Tours**

Newspapers have sensed also the importance of making young people feel at home in their plants and with their editors and reporters. Several hundred school children each year are conducted through the newspaper plant of the Norfolk, Va., *Virginian-Pilot* and *Ledger-Star*

(combined circulation 199,998, population 213,513). They have an opportunity to meet the publisher and see the reporters, admen and machine operators at work. Real excitement is experienced by seeing the newspaper produced.

Boy Scout and Girl Scout troops, 4-H Clubs, Campfire Girls and other groups are welcome visitors to the newspaper plant of any community. Usually pictures of the groups are taken and published, providing an additional thrill for the young visitors when the day's issue arrives at their homes.

Promotion for youth friendship and readership in any form is a highly important factor in building newspaper circulation. It builds good will and influences young people to become future subscribers.