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# The Kentucky Press

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## High court rules in favor of Middlesboro paper

### Decision on political ad significant for all media

By LISA CARNAHAN  
KPA News Bureau

In what's being heralded as one of the best decisions for the media in Kentucky's history, the state Supreme Court has upheld an appellate ruling in favor of the Middlesboro Daily News and against a former mayor who claimed he lost an election because of a political ad published in the paper.

In 1993, Troy (Frog) Welch was a two-term mayor who was running for re-election. Political foes of Welch's bought a full-page ad in the Daily News and the newspaper published the ad Oct. 30 and again on Nov. 1, the day before the election. Welch lost the election and claimed he was defamed by the newspaper and the two men who placed the ad, Jimmy Pursiful and Paul Douglas Hall. He also sued for false light invasion of privacy.

The Supreme Court decision handed down Oct. 21 dismisses all those arguments.

"It's a terrific win. This is a very important decision basically because it continues the

recognition that the public and press have a right to freely comment about political activities and those running for political office," said FOI attorney Jon Fleischaker. Fleischaker, KPA's general counsel and the attorney for several papers in the state including The Courier-Journal, represented the Middlesboro newspaper in the five-year legal battle.

"Justice Lambert's decision recognizes the importance of free debate and the leeway that is necessary to ensure that free debate," said Fleischaker.

See COURT, page 12

### Chess moves

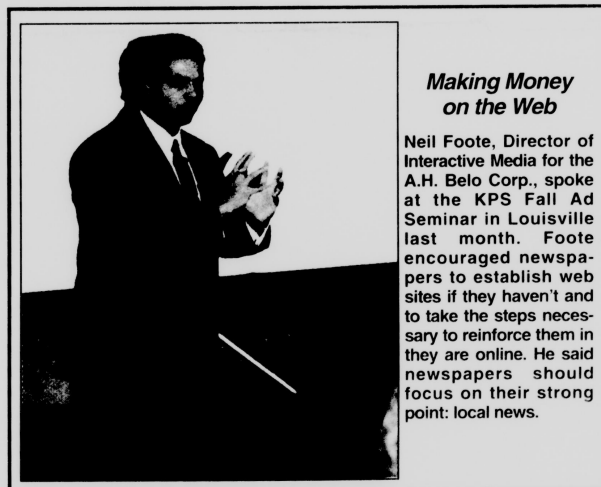
#### Pennington moves to Ashland daily; Bowden promoted

October held more changes for the KPA/KPS Board of Directors.

Jerry Pennington, former editor of the Big Sandy News in Louisa and District 10-11 board member, has moved to the Ashland Daily Independent as a copy editor. Because the newspapers are in the same district, however, Pennington will remain on the board for the duration of his term.

Kristi Blackford-Bowden, District, State-At-Large board

See MOVES, page 11



#### Making Money on the Web

Neil Foote, Director of Interactive Media for the A.H. Belo Corp., spoke at the KPS Fall Ad Seminar in Louisville last month. Foote encouraged newspapers to establish web sites if they haven't and to take the steps necessary to reinforce them in they are online. He said newspapers should focus on their strong point: local news.

## Controversial school media policy altered

A school system's policy for dealing with the press that drew criticism from media outlets and KPA has been revised.

The Shelby County School System altered the original policy which stated prior approval from the district's community relations coordinator was required for any news media to enter school property. The revised version now states that it is "recommended" that all media requests for interviews/photographs on school campuses during the school day be made through

See POLICY, page 11

## Journalism Hall of Fame nominations being accepted

The University of Kentucky Journalism Alumni Association is accepting nominations for its annual Kentucky Journalism Hall of Fame Awards.

The Hall of Fame recognizes persons who have made significant contributions to journalism and the selection is made of individuals, living or dead, who are Kentucky natives or who have spent a substantial part of their journalism careers in Kentucky.

Since it was established in 1980, more than 100 journalists have been inducted.

Deadline for nominations is January 1, 2000.

To make a nomination, simply write a letter (there is no official nomination form) detailing the reason for the nomination, giving as much information as possible on the background of the individual you are nominating. Please enclose a photograph of the nominee with

your nomination.

Mail the letter of nomination and a photograph to: Dr. Buck Ryan, School of Journalism and Telecommunications, University of Kentucky, Grehan Journalism Building, Lexington, Ky. 40506-0042.

You may get further information by writing the School of Journalism and Telecommunications or by calling Dr. Buck Ryan at (606) 257-4360.

### What's Ahead

• Jan. 20-21: 2000 Winter Convention Marriott, Lexington

### Inside

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# Kentucky people, papers in the news

## McNeely named publisher of Morehead paper group

Jack McNeely has been named publisher of The Morehead News, the paper's shopper, and its sister publications located in Frenchburg, Olive Hill, Carlisle and Greenup County.

McNeely comes to Morehead from West Virginia where he spent nine years at the Logan Banner, a daily newspaper in Logan, W.Va. He served in a variety of positions at the paper including general manager, managing editor, news editor and sports editor. He began his newspaper career at The Coal Valley News in Madison, W.Va., after graduating with honors from the U.S. Army's Defense Information School.

In 1998, he spent eight months as a public affairs specialist in Bosnia-Herzegovina. While there he was hon-

ored with the Army's Public Affairs Award of Excellence and also served as a non-commissioned officer in charge of two separate mobile public affairs teams.

## Kellem joins Bardstown staff as page designer

Amy Kellem has joined the staff of The Kentucky Standard in Bardstown as a page designer.

Kellem graduated from Indiana University Southeast in May with a bachelor's degree in communication. While at IUS she served as editor of the Department of Communications' newsletter, The Messenger. She's interned at Alliant Health System in the public relations department and has written articles for KidsFirst magazine and Medical Staff News. She also was

editor of her high school newspaper in Clarksville, Ind.

## Nalley hired to head office, circulation at Hodgenville

Melissa Nalley has joined the staff of the LaRue County Herald-News as the office and circulation manager.

Nalley began her newspaper career at the Herald-News right after high school as a customer service representative. She was then promoted to market research coordinator at the Herald-News' sister publication, the Elizabethtown News-Enterprise where she worked until 1997. She was most recently employed at The Kentucky Standard in Bardstown as an advertising assistant.

## Grant joins Madisonville newsroom as sports writer

Eddie Grant has been hired at the Madisonville Messenger as a sports writer.

A journalism graduate of Murray State University, Grant was on the staff of the school newspaper, the Murray State News, for three years. He worked as a sports writer, assistant sports editor and sports editor. Originally from Pittsburgh, Grant moved to Paducah when he was 4. He attended Paducah Community College before transferring to Murray State.

## KET's Mastrean elected president-elect of KBA

Ed Mastrean, communications director for Kentucky Educational Television, has been elected president-elect of the Kentucky Broadcasters Association.

Mastrean is also on the KPA/KPS Board of Directors as chairman of the Associates Division.

## Harris joins news staff at London's Sentinel-Echo

Heather Harris has joined the staff of The Sentinel-Echo in London.

Harris is a recent graduate of Lindsey Wilson College. While at Lindsey Wilson, she served as editor, writer and photographer for the college's bi-monthly newspaper, The View. At the Sentinel-Echo, Harris will be primarily responsible for covering the London City Council, London Police Department and the Laurel County Board of Education.

See PEOPLE, page 10

**The Kentucky Press**

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## Monsour returns to Union Co. Advocate

Paul Monsour, a former reporter and managing editor at the Union County Advocate, has returned to the newspaper to accept the editor's job.

Monsour replaces Michael Banks who served as editor of The Advocate for the past 10 years. Banks accepted a job as managing editor of the 40,000 circulation daily paper in Gastonia, N.C., The Gaston Gazette. Monsour worked at The Advocate from 1978, when he joined the staff as a reporter, to 1990, the last three years spent as managing editor. He then accepted a job as editor of The Sturgis News and held that position until his move back to The Advocate.

A native of Louisville, Monsour is a journalism graduate of the University of Kentucky. He's active in civic affairs including the Lion's Club and the Union County YMCA.

## Some newspapers reverse slide in single-copy sales

Here are some things newspapers have done to reverse the slide in single-copy sales:

- Increased the number of single-copy routes. Shorter routes allow managers to finish earlier and pay closer attention to each location.
- Location reports analyzed closely to better manage sellouts and returns.
- Marketing reps worked with store managers for better and more placement.
- Promotions and give-aways encouraged store employees to sell papers.
- Studied the impact of headlines on single-copy sales. Tragedy

sells single copies, but subscribers don't like sensational headlines.

- Racks converted to retail to reduce pilferage.
- More in-store locations and clerks rewarded for selling papers.
- Neon signs installed in high-volume outlets.
- Single-copy sales takes constant promotion and focus.
- Boosted retailers' margin from 10% to 30%. (Newspapers are high maintenance and the most perishable items in the store. Selling them must be worthwhile.)

*(Reprinted from the Minnesota Newspaper Association Bulletin.)*

# As we approach 2000, build on 'the basics' for success

## Marketing Insights

By Lisa Dixon



We're living in a time where change occurs almost overnight. Change which affects how we live and how we work. We ask ourselves, "How do we keep pace? What should we focus on?"

Of course it's important to keep track of trends and how they'll affect you and your business. But it's also important to make sure "the basics" of your business are on solid ground. How can you build for the future if your foundation is weak?

What are "the basics"? They are an in-depth understanding of a.) Your market b.) Your customers c.) Your competition d.) Your product/services. With this in-depth understanding comes a greater sense of direction, focus, and positioning for future opportunities and success.

Every person in your operation should have these "basic business smarts." By educating and developing the skills and understanding of your employees, they're better able to provide quality products and quality services to your customers.

As you look to 2000, here are some additional suggestions for building on "the basics":

1. Analyze your current products and services. Which are growing? Shrinking? Why? How can they be improved to better serve the customer?
2. Identify opportunities to build your business (i.e. Is there a need for new products? New services? New pricing?)
3. Identify your best advertisers. Talk to them. Ask for their input. Do they see areas that could be improved? Are their needs being met? Have their needs changed?
4. Identify your best advertising prospects. Determine what you need to do to gain their business.
5. Identify your best consumer prospects. Determine what you need to do to get them to find your newspaper more valuable.
6. Identify lost customers. Why

did they leave? What would you need to do to have them return as an advertiser or reader?

7. Identify top priority areas from your findings.

8. Involve your employees. Share your findings. Ask for their ideas and suggestions in helping to clarify goals/objectives and how to best achieve them.

9. Set goals and objectives as a group. Make them concrete, measurable and realistic. Determine three that are most important to your business in the next year. They should reflect the areas of top priority that you identified from your findings.

10. Set strategies for achieving your objectives (i.e. A strategy is a general approach to achieving your objective. For instance, if your objective is to increase monthly profits by 5%, your strategy to achieve that may be to establish two new accounts each month at a specific dollar level). Realistically examine your objectives and determine one or two possible strategies to achieve each.

11. Define tactics (i.e. Tactics are actions required to execute

strategies). Under each strategy list every single action, decision or resource you need to execute that strategy. Be as specific as possible.

12. Develop a marketing plan, timeline and budget that focuses on your top priority areas. Implement your plan. Commit to and be consistent in your efforts. Make sure everyone is working toward the same goals and objectives. Evaluate your progress on a regular basis. Determine what's working and what's not. Fine tune where needed.

*(Lisa Dixon, AdWorks, is a speaker and marketing consultant based in Dallas, TX. She conducts seminars nationally on behalf of community publications for their small business advertisers and has spoken nationally and internationally at press association conferences, API and NNA. Over 70 publications nationwide customize and use her Basic Business Builders small business advertiser newsletters. Call today for your free newsletter copy and for information on her small business advertiser seminars. She can be reached at 972-818-5472 or by e-mail at LADixon@aol.com.)*

## New approach necessary to find good employees

### Resist urge to grab the first warm body through the door

In the "good old days," a manager could fill a vacancy with a one-time ad, or from a stack of resumes kept in a desk drawer.

And that stack of resumes was all the motivation employees needed to work hard.

Those "good old days" are gone. Today, finding the cream of the crop requires a more pro-active approach.

Three examples of pro-active recruitment are:

1) Get involved with area technical schools. The opportunities to hire the best and brightest and those with a real desire to work in the business need to meet you face-to-face, especially on their home turf.

2) Network with other leaders. Many managers exchange employment leads. When one is approached by a smart, enthusiastic job-seeker, the name isn't tossed if there's no opening. It's networked with others.

3) Develop an employee referral bonus program. Consider providing cash bonuses to employees who refer successful candidates. Some papers offer bonuses for each qualifying interview; others offer larger

sums for candidates hired and retained for three months.

The hiring process is the next step. Traditional approach: Have a need, find a candidate who can walk and talk and plug them in.

Too often we hire to fill an urgent vacancy. We fill the position but spend the next six months fixing problems, bruised egos and other mistakes.

Don't drag your feet, but don't grab the first warm body through the door, either. Look into assessment tests. Have current employees interview candidates. They're the ones who'll have to co-exist.

How do you keep them motivated? Productive? When baby boomers entered the work force, the motivation came from incremental raises and that stack of resumes the GM waved as he walked through the hallways. That approach will not work today.

Employee motivation is more diverse today. Surveys have found that money is not the lone, prime motivator. In fact, appreciation, personal input on the job and time flexibility actually outrank the paycheck.

Developing an intelligent, loyal and hardworking team doesn't have to be expensive. It will require some creative thinking and listening to the needs of workers.

*(Reprinted from the WNA Bulletin.)*

## Judge reverses self after barring media from hearing

(AP) — A judge barred reporters from a hearing in a Fleming County triple murder case, then reversed himself under protest from two newspapers.

Judge Robert Gallenstein initially granted a request by lawyers for Keith Bradley Malone that reporters be barred from the pre-trial hearing Oct. 20 in Mason Circuit Court.

According to James Mulcahy, managing editor of The Ledger-Independent of Maysville, defense lawyers Jim Gibson and Louise Brown said they planned to present hearsay evidence during the hearing which could taint Malone's chance of a fair trial. He is charged with shooting to death loggers Charles Highfield of Rectorville, Jack Highfield of rural Lewis County and Lee Tackett of Tollesboro.

The Highfields were cousins; their bodies, along with that of Tackett, were discovered July 30 in a remote part of Fleming County.

Gallenstein initially upheld the defense lawyers' motion, closing the hearing to reporters but leaving it open to the public.

The hearing was under way when Ledger-Independent reporter Scott Walsh arrived and was denied access, Mulcahy said. A reporter for The Flemingsburg Gazette, Betty Coutant, had already been asked to leave.

When The Ledger-Independent objected to being barred from the hearing, Gallenstein granted a 30-minute recess for the paper to find a lawyer and request a hearing, Mulcahy said.

Flemingsburg publisher Guy Hatfield and Maysville publisher Bob Hendrickson talked and decided to split the cost of an attorney.

Hendrickson, returned with Maysville lawyer John McNeill, who challenged Gallenstein's ruling in open court and asked for a full hearing on the issue.

Gallenstein immediately reversed himself, opening the hearing to the media.

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## API sponsors online training

Two new professional development seminars are being added to the American Press Institute's schedule of online learning programs.

"The Craft of Editing Copy," a new seminar for newspaper copy desk personnel, assists participants in assessing and improving their copy editing skills through hands-on practice, peer critiques and coaching from an online instructor. The five-week seminar, delivered via the Internet, begins January 17.

Other copy editing seminars already offered include "The Role of the Copy Editor, tips and techniques for managing the copy desk and coaching reporters," beginning April 24; and, "Compelling Headlines and Outlines, improving skills for editing effectively on deadline," beginning January 17 and April 24.

Another new seminar, "Using Numbers in Reporting," has been offered previously in a three-week format. The new program, which begins April 24, has been expanded to five weeks and includes tips and techniques on campaign finance an Census 2000 reporting.

API Seminars Online provide facilitated instructions with industry experts. The learning takes place through a series of exercises and roundtable discussions, in a three-week or five-week format. A typical seminar group has 15 participants per facilitator, keeping the class size small to allow for individualized instruction and feedback. Participants connect via the Internet and interact at their convenience, from work or home.

Other seminars scheduled for the year 2000 include: Interviewing Techniques for Reporters, Skills for Writing with Clarity and Flair, Internet Research Techniques for Reporters, Using Databases and Spreadsheets in Reporting, Introduction to Advertising Sales, Advances Advertising Sales and Introduction to Circulation Sales.

For more information: Mary Lynn Martin, Associated Director for Extended Learning, Phone: 703-715-3336, Fax: 703-620-5814, E-mail: marylynn@apireston.org.

# An improved look for Page One a reachable goal for any size paper

## Design is Everything

By Edward F. Henninger



At a recent workshop in Baton Rouge, La., the topic was page 1 design. Most of those attending represented smaller daily and weekly newspapers. They didn't need instruction on the fine points — they were happy to hear the basics and they wanted them in a format that they could take back to their small staffs.

The best way to do that? Make a list, then review the points one by one. Here, then are 10 tips for the design of you page 1.

1. Make the nameplate distinctive. But do that by cleaning it up. Too many nameplates are crammed with slogans and information that can go somewhere else on the page. If the type is dated, go for something newer. But don't choose a typeface that's too cute. Stay with the classics. And avoid typographic gimmicks like stretching or extruding the type.

2. Make teasers effective. Teasers that aren't well done are a waste of space because they eventually tend to go unnoticed. Get rid of the colored screens behind the teasers and avoid the knick-knacks like colored borders or boxes.

Make the right choice of photos. If you have process color, then color photos are a must for teasers. Look for photos that have action. The worst photos for teasers are static black and white mug shots; they fail to draw the reader's attention and they're usually pictures of people your reader doesn't know. If you can, outline the photos in teasers — the odd shape of an outlined photo helps to draw the reader's eye. And remember the writing. Keep it short and bright.

3. Use a dominant photo. More than any other element on the page, a dominant photo has the best chance of grabbing your reader's attention. Avoid the tendency to use too many photos, all of them about the same size. Here's a guideline that works for me: the lead photo on an open page should be no less than 24 column inches. That's a 4 column photo by 6 inches deep, or a three column photo by 8 inches deep. And remember, that's the smallest — you can go larger. Make sure secondary photos are no larger than about half the size of the lead photo.

4. Consider the use of a power head. The power head is a lead headline that's usually set in a very bold sans serif typeface such as Helvetica Black or Franklin Gothic Heavy. It's the largest headline on the page and is used on the most important story on page 1, clearly indicating to your reader what the most important story is on the page. The use of a power head will allow you to use the dominant art with another story, for example, while still making it clear to you reader which is the lead story.

5. Use good headline hierarchy. Too many front pages start with a lead headline that's too small. The result is that the page tends to look weak and un-newsworthy. Even when you don't have much happening on page 1, your readers still want you to help them navigate the page. Headline hierarchy helps you do that. Don't be afraid to start big: I can't think of a page 1 (even in a small weekly) that shouldn't start with at least a 48 or 60 point headline.

Less than that and you indicate to readers that there's little there that's worth their time. And remember that headline hierarchy is not just determined by size. Length, number of decks and the boldness of the font also are key factors.

6. Control the structure. For the most part, stick to your grid. Avoid the temptation to run every story in a different type width. Too many measures tend to confuse readers and make them read at different speeds. My guideline: on any page, no more than one story set in odd measure.

7. Open the spacing. Let the page breathe and help draw attention to centerpiece elements by increasing the negative space around those elements.

Extra space helps attract the reader better than heavier or colored rules, which can appear too dark and too massive. Remember that it's frequently better to offer less — by using space — than more.

8. Consider a "rail" column of briefs, digests, teasers, etc. The rail usually goes along the left edge of the page, but it can be placed across the bottom. In one of my recent designs, we used thin rails on both sides of the front page. One contains teasers, quote of the day and other material. The other includes an index, reader information and the like. Each contains a liberal amount of photos and art.

9. Use an index. Remember that this is a tool for your readers. Some might say that in small papers, readers don't need an index. I suppose that argument might carry in something like an 8-page issue, but I'd still use it because it helps readers. Others claim that their readers know where things are inside. Your steady readers might but how about those new readers we're all trying to get?

10. Remember the fold. But also remember that it only counts once you've gotten the reader to begin looking at the front. Place your dominant art above the fold. Place your dominant story above the fold. Don't go too deep with the teasers and nameplate, pushing other elements below the fold.

Ten tips for improving the look of your front page. I'm willing to bet that if you use these tips consistently, your paper will improve consistently.

*Edward F. Henninger is an independent newspaper consultant and the director of OMNIA Consulting in Rock Hill, S.C. You can reach him at 803-327-3322, fax: 803-327-3323, e-mail: go2omnia@aol.com*



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## Software programs available to network Macs and PCs

### Dr. Tech Hotline

Tim Jones



Networking Macintosh computers has always been very simple. Localtalk connectors such as phonenet used a simple daisy chain. Networking is built-in to the hardware and included in system software.

Now that ethernet is a popular method of networking, Macs and printers can be connected to a hub, click the needed items in the chooser and everything is ready.

It would seem that connecting a Windows/ethernet computer to the hub and network would be just as simple but not so. Windows NT includes an appletalk client feature that can be activated. This allows PC printing to ethernet and appletalk printers and access to shared Macintosh files. It is almost as simple as a Mac. Windows 95 and 98 do not include this feature, therefore more software is needed.

If you have a recent version of AppleShare, an "Appleshare Client" for Windows is included. This can be loaded on the PC to log on to the Appletalk/ethertalk network.

For the rest of us, one software which allows Windows

**Hotline Numbers**  
**606-872-2349**  
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**1-800-484-1181**  
**code:7076**  
**email:**  
**tjones9692@aol.com**  
**FAX:**  
**606-624-9893**

computers to access a Mac network is known as "TSStalk." This software will add "Appletalk Client" to the Windows control panel. Hardware required will be a 10BaseT network card and 10BT cable connected to the 10BT hub. Then the PC can print to the LaserWriters on the Mac Network and reach the shared Mac folders and files.

If you wish to try this software, you can download a 10-day trial version from [www.thursday.com](http://www.thursday.com). Purchase price is \$150.

If you want to go the other way and have Macs access PC networks, Thursday has another software known as "DAVE." This software is for Macs and allows filesharing from a PC or PC Server.

Please call me with any questions or comments.

## Right timing in ads essential to success

### Ad-libs<sup>®</sup>

By John Foust  
 Raleigh, N.C.



Timing is important. Not long ago, a newspaper salesperson told me about one of his clients, a local hardware store. This store owner was one of those people who sees arguing as a sport. If you say the sky is blue, he'll try to prove you wrong.

The salesperson had been emphasizing the significance of timing. "Certain products are seasonal," he explained. "So let's make sure to feature the right products in your ads."

"That's a load of nonsense," the advertiser laughed. "I can sell anything at any time of the year, as long as the price is right. And I can prove it."

"You can?"  
 "You'd better believe it! I want to put snow shovels in my next ad."

"But it's the middle of July," the salesperson replied.

"I know. That's why I'm going to sell them for 99 cents each!"

The salesperson tried to talk him out of it, but the store owner insisted on running the ad. Snow shovels for 99 cents.

He didn't sell a single one. Nothing, not even rock bottom prices, can overcome bad timing.

Timing is important. Just ask any young man who is planning to ask that special lady to marry him. If he wants a "yes" response, he'll pick the time carefully.

What is good timing in marketing? It's simply offering what consumers want when they want it. Think about all the advertising you see around the beginning of each year - for health clubs, diet plans and products to help people quit smoking. Sure, you see these things advertised at other times, but there is a heavy concentration in early January. Why? Because people have just made resolutions to get in shape or lose weight or quit smoking.

The time is right. According to the Newspaper Association of America, January is also a good month to promote books, bridal fashions and office supplies. February is the time to sell candy, flowers and cold remedies. March is a good month for sewing supplies, ranges, stoves and dishwashers. Hot products in April include women's shoes and garden supplies. May is good for air conditioners, allergy medicines and outdoor furniture. In June, consumers turn their attention to wedding gifts, cameras and bathing suits.

Timing is usually a matter of common sense. It's easy to see why the NAA says that July is good for picnic supplies, barbeque goods and resorts.

See **TIMING**, page 6

## Getting by 'gatekeepers' half the battle

You can't close a sale if you can't get to the prospect.

And getting to the prospect means getting past the gatekeeper - the secretary, switchboard operator, or assistant who screens the calls for the busy executive you must see.

When dealing with the gatekeeper, keep these tips from Sales and Marketing Report in mind:

1. Do your homework before you call. Make sure you can pronounce the person's name correctly. Mispronouncing a prospect's name to a gatekeeper is deadly.
2. Send a letter first. State in the letter that you will be calling. That way, when the gatekeeper asks if the buyer is expecting your call, you can honestly answer yes.
3. Always use the buyer's first name. The gatekeeper may assume

you are a friend or a colleague and put you right through.

4. Call during peak hours. If you call when the gatekeepers are busy they may put you through just because they don't have the time to go through the usual screening process.

An alternative to this strategy: Call during "off" hours - either before the gatekeepers go to work, or after they go home. You may get lucky and reach the buyer directly.

5. Write down the gatekeeper's name. If the gatekeeper starts asking questions, politely answer each one - but don't volunteer any information. This forces the gatekeeper to keep asking questions; if they are too busy to do this, they may just put you through.

(Reprinted from *MNA Press Pass*.)

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 of The Kentucky Press for your staff?  
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## Video workshop can help your staff create better ads



At last... a program that is tailor-made for newspapers! *Basics of Layout and Copy* is getting rave reviews from publishers and ad managers coast-to-coast.

It's a workshop, not a lecture. Your staff will be involved from the start - working on layouts, getting ad ideas and writing more effective headlines.

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## Scholastic journalism can light a lasting spark for business

By HERB SPARROW

When Foster "Pap" Adams, editor of the Berea, Ky., Citizen weekly newspaper, was serving as president of the Kentucky Press Association in the early 1960s, he was invited to a dinner at the White House with a group of other small town newsmen. Prior to the dinner President John Kennedy showed Pap a quotation carved in the fireplace mantel in the state dining room, which said in part, "May none but honest and wise men ever rule this roof," and pointed out that another Adams - President John Adams - had written those words.

Adams recounted this story to a very impressionable freshman student taking the journalism class he taught at Morehead State College (now University) in Kentucky following his retirement from the newspaper. Although I was still a long way from knowing that journalism was a course I would pursue professionally, I realized for the first time the intriguing possibilities that journalism held.

In reviewing my scholastic journalism experiences—which ranged from high school sports editor to college newspaper editor to high school journalism teacher—the newspaper advisor—I was impressed by the fact that scholastic journalism can provide valuable experiences and contact with fascinating, inspiring people with rich backgrounds no matter how small the program.

While the newspaper at the small Kentucky high school (fewer than 200 students in the upper four grades) that I attended in the mid-1960s was largely an adjunct to the typing class, we did learn valuable lessons about meeting deadlines and received a rudimentary introduction to news gathering and writing.

While I enjoyed working on the paper and covered our high school sports teams for the local weekly newspaper, I would not have given any thought to working for a college newspaper if it had not been for a chance remark during a recruitment visit to Morehead. Ray Hornback, the assistant to the college president, asked what activities I was involved in and I told him the newspaper among others. Hornback also happened to be the college newspaper adviser and offered me a spot on the paper after seeing samples of my work.

Morehead had only a fledgling journalism program at the time. In the middle of my junior year, by which time I was editor, they hired David Brown to develop a degree program. Brown was a former war correspondent and editor at two Pulitzer Prize-winning Mississippi newspapers during the turbulent civil rights movements. Brown had finally sought a calmer environment for his large family and brought his considerable experience to Kentucky.

Brown, who died recently, became a nearly legendary figure at Morehead, spearheading the development of a strong journalism department and becoming mentor to a long line of successful journalists with a firm insistence on thoroughness and accuracy. Through contacts at United Press International from his Mississippi days, Brown helped me get a summer position in Louisville with UPI. When I initially turned my nose up at UPI, Brown gave me a stern lecture about the news business and not making assumptions without knowing the true picture.

I ended up working four summers for UPI while in college and during a short teaching career before getting a full-time position with them. I worked more than seven years with UPI and

another six years with the Associated Press and am now editor of a national travel magazine, where my wire service background has helped tremendously. None of that would have happened without my scholastic journalism background at a small high school and college and the inspiration and guidance of people such as Pap Adams and David Brown.

*(Herb Sparrow is the editor of The Group Travel Leader, a monthly national publication covering senior group travel, and managing editor of Bank Travel management, a bi-monthly covering banks with senior travel programs, and is owner-president of Sparrow Communications Inc. He previously worked for more than 13 years for United Press International and the Associated Press in Kentucky and was on the staff of former Kentucky Lt. Gov. Steve Beshear for four years. He can be reached at Pioneer-Publishing, 401 W. Main St., Suite 222, Lexington, KY 40507. Phone: 606-225-1452. Reprinted from The Dow Jones Newspaper Fund ADVISER UPDATE.)*

## Kentucky Standard gets chance to 'be in the movies'

*(Editor's note: The following column appeared in The Kentucky Standard, Bardstown, and was written by publisher David Greer.)*

Your hometown newspaper, The Kentucky Standard, will soon be in the movies. Oddly enough, we had to go all the way to Canada to make our silver screen debut. Of course, fame can be fleeting so don't blink or you might miss us.

More on that in a moment.

A few weeks ago a Toronto-based movie production company contacted The Standard. Production firm employee Deborah Marks told me her company is shooting a made-for-TV movie starring Naomi Judd and Andy Griffith. The movie, "One More White Christmas," is set in Kentucky. Judd, of course, is a native of the Ashland area in northeast Kentucky. The movie is scheduled to air on CBS-TV just before Christmas this year, Marks said.

Naomi Judd is the mother of singer Wynona Judd and actress Ashley Judd.

And, of course, Naomi and Wynona were the singing Judds before Wynona went solo. By the way, Naomi's brother, Mark Judd, is a Baptist minister in neighboring Hardin County. His church is located at Colesburg, not far from Boston. Mark Judd's wife is a nurse-

ing instructor at Elizabethtown Community College. Naomi has been known to visit her brother's church - especially at Christmastime. At least that's what I've been told by church members.

Anyway, back to the story of how The Standard was asked to be in the movies. With "One More White Christmas," being set in Kentucky but the movie itself being shot and produced in Canada, the producers, Marks said, needed to put all the Kentucky content and props possible in the movie. As Marks explained it, in one particular scene Naomi Judd will walk down a street and past a newspaper rack - one of those little contraptions you put 50 cents into, swing open the door and pull out a paper.

In hopes of making everything appear as "Kentucky" as possible, the producers wanted the "ultimate" Kentucky newspaper name on the side of the newspaper rack. The company's research department turned up The Kentucky Standard as being the most desirable name possible, Marks said.

Hey, it works for us! First, Marks had me write a letter giving her company permission to use the name The Kentucky Standard for purposes of this movie. Then, she had us take photos of our name as it's painted on

See MOVIES, page 8

## Sales rejections offer lessons

Keep notes on failures and successes. Learn from rejection. The more you learn from being told "no," the fewer "no's" you'll hear in the future.

After an unsuccessful sales call, review the basics.

•Were you prepared with a thorough knowledge of your product?

•Did you emphasize how your newspaper can help solve the customer's problems?

•Did you speak in your customer's language?

•Did you look and sound professional?

•Did you exaggerate benefits, disparage your competitors or pressure the customer?

•Did you ask for the order in the right manner at the right time?

•How did you ask for the order?

•Were you friendly after the rejection?

•Did you assure the customer you would be there if needed in the future?

•Did you ask for a return visit later to offer another proposal?

•Did you find out the real reason for the rejection?

After leaving the customer, jot down in your notebook your thoughts about the meeting, the reason for the rejection and some things you can do to eliminate objections. (Do this with successful calls as well. Compare the notes.)

Selling takes practice just like any other skill. By studying failure, you'll learn how to succeed.

*(Reprinted from Minnesota Newspaper Association Bulletin.)*

## Timing

Continued from page 5

August is the time to promote back-to-school fashions and off-to-college merchandise. September is prime time for musical instruments, paint and wallpaper. In October, people think about home furnishings and hobbies.

November is a good time to sell blankets, heating and plumbing. And, of course, December is a busy month for holiday decorations, cards and toys.

Talk to your advertisers. Find

out what was selling - and what was not selling - at this time last year. Find out what their suppliers recommend.

Find out what their customers request.

And be careful, if anyone calls your attention to their inventory of snow shovels.

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*(John Foust conducts advertising training for newspapers. His ad workshop video "Basics of Layout and Copy" is being used by papers from coast to coast. For information, call or write: John Foust, PO Box 10861, Raleigh, NC 27605, Phone*

# Report: Newspapers to be hardest hit by online advertising

By JEREMY SCHLOSBERG

Forrester Research made the headlines recently based on a blurb of information from an upcoming report—the claim that global Internet ad spending will reach \$33 billion by 2004.

By the time the report came out the internet news hounds were moving on to other things.

A closer look at the report, however, reveals a wealth of other findings beyond the projection that online ad spending will reach \$33 billion in the United States by 2004, most notably its projections relating to online advertising's ultimate place in the overall media mix.

Right now, says Forrester, Internet advertising represents 1.3 percent of overall U.S. expenditures. That percentage will grow to 8.1 percent by 2004, claims the report—putting the internet ahead of magazines, Yellow Pages and radio at that point. The report also projects per capita ad spending in the U. S. Right now, says Forrester, advertisers are spending \$40 per capita online—compared to \$41 per capita on magazines, \$65 per capita on radio, \$180 per capita on TV, and \$248 per capita on newspaper.

In five years' time these figures will all shift up, according to Forrester. But the shifts will not be the same from medium to medium.

Magazine per capita spending is only expected to rise to \$52, radio only to \$82. But the internet is expected to undergo the most dramatic rise, up to \$195 per capita—quite close to TV's expected \$226. Newspapers are still expected to lead at \$312 per capita advertising expenditures.

Forrester also reports on how much advertising revenue the Internet is likely to be stealing directly from other media.

Newspapers are going to be the hardest hit, says the report. By 2004, newspapers will come up \$11 billion short of revenue they might have gained if the internet didn't exist—a loss of 18.2 percent. Direct mail will be almost as strongly affected, losing 17.5 percent of its ad revenue to the Internet by 2004—translating to \$9 billion.

Magazines are next on the hit list, as Forrester anticipates the medium will come up 11.1 percent—or \$2 billion—short of expected income by 2004 because of dollars lost to the internet.

TV will lose only 5.8 percent of its ad revenue, or \$4 billion, according to the report. Least affected will be Yellow Pages advertising, which is predicted to lose 3.4 percent of its ad revenues to the Internet by 2004, and radio, which will lose 3 percent.

Forrester also predicts that CPM-based campaigns will lose their grip as the old media, impression-based model becomes less and less relevant to the interactive medium. Performance-based spending currently accounting for 18 percent of online ad spending, will account for 53 percent of it by 2004. The Forrester report also details the ongoing de-Americanization of the web from an advertising point of view. North American accounts for 85 percent of all ad spending on the Internet in 1999; that percentage is expected to drop to 68 percent by 2004.

Over the same time frame, Europe's share of ad dollars will grow from 9 to 17 percent, Asia and the Pacific Rim will double its share from 5 to 10 percent, and Latin American will begin to emerge, gaining ground from 1 to 5 percent.

(Jeremy Schlosberg is the senior editor for *New Media*.)

## Efforts underway to make electronic newspaper as convenient as print editions

(AP) Most people like to read the newspaper over breakfast or reclining in their favorite chair. They take it on the bus, fold it up to do the crossword puzzle, or bring it along to the coffee shop.

That's partly why alternatives to the newspaper, such as television and radio and now the Internet, haven't driven the age-old medium out of business.

But IBM designers have begun wondering how to marry the convenience of the traditional newspaper with the perks of an interactive medium like the Web.

In a little known unit of IBM in Research Triangle Park One with only a few employees, the company is thinking about the future of pervasive computing.

Pervasive computing means making computers part of your daily life, from the newspaper you read in the morning to the car you drive to work. With today's versatile technologies and inexpensive but smart computer chips, a whole new world of computing prospects is coming alive.

With its Strategic Design Program, IBM is preparing for these possibilities. "IBM is particularly interested in where this electronic commerce and pervasive computing is going," said Bob Steinbugler, program manager for the Strategic Design Program.

That's why the company hired a designer, Sofia Galbraith, to work with Steinbugler and others on the electronic newspaper concept for about six months.

"Rather than work on it from a technology-driven (standpoint),

we decided to watch people read a newspaper," Steinbugler said. The goal was to figure out what was important to people and try to design a product around those key qualities.

The technology isn't all there for the electronic newspaper, which exists only as a model made of cardboard, plastic and paste. It still will be several years before the company can develop a commercial product or even a working prototype.

But the idea is to create a lightweight book of 16 double-sided, fiberglass-reinforced pages about the size of a regular piece of paper. It "uses a technology that's not here today, but people are working on it: electronic ink," Steinbugler said.

Electronic ink, which is under development at the Massachusetts Institute of Technology's Media Lab, would be energy-efficient, he said. It also would print in black on fiberglass-reinforced white paper, simulating the way newspapers now appear.

Theoretically, to read the day's newspaper, users would hook up to a phone jack and download the edition. They would be able to electronically switch between sections or clip articles with the touch of a button. Users even would be able to fold the display unit to fit in a briefcase or back pack.

That differentiates it from book devices on the market today such as SoftBook that feature a

See ELECTRONIC, page 9

## Computer giveaway generates enthusiasm for joint web site

Thomson Ohio Newspapers, participating in a joint classified Web site branded as Ohio Community Classified, sponsored a computer giveaway to generate enthusiasm for its fledgling Web site last September.

The newspaper sponsored with

Staples office supply store to give away a Hewlett-Packard computer. To enter the contest, readers had to complete a word-search puzzle published in the newspaper. The puzzle contained words identifying key classifications or items found

See GIVEAWAY, page 9

## Job Shop



Take advantage of KPA's "Job Shop." List your newspaper's job opening for just \$10. Or, if you are a newspaper professional seeking new opportunities, send us that information. Call 800-264-5721 or e-mail: [carnahan@kypress.com](mailto:carnahan@kypress.com).

### Controller

The Community Press, a leader in the suburban newspaper publishing business, is seeking a detail-oriented but big-picture minded leader to join our management team. This is a hands-on position supporting 3 group publishing offices in Cincinnati and NKY. As Controller, you will be responsible for the efficient, timely and accurate operation of the accounting function on both a short and long-term basis. The right candidate must have strong analytical, organizational and PC skills using MS Office products; understand systems; work well within a team environment, and have excellent communication and interpersonal skills. We require 5 to 8 years experience in a related position; at least 2 in a management capacity. PBS experience desired. CPA preferred. Qualified applicants should send resume to: HR, The Community Press, 4910 Para Dr., Cincinnati, OH 45237 FAX (513) 242-2649.

### News Editor

The Flemingsburg Gazette seeks an individual for the news editor's position. The

possibility for promotion to editor also exists. Send resumes or contact: Guy Hatfield, P.O. Box 660, Irvine, Ky., 40336, ph. (606) 723-5161.

### Director of Advertising

The Virginia Press Association is searching for a director of advertising, a newly created position. Wonderful opportunity for a proven seasoned sales manager to direct the operation of our rapidly growing advertising service. Responsibilities will include directing our sales team. Marketing & promotion of the service will include working one-on-one with member newspapers and prospective clients, budgeting and overseeing overall advertising department. Candidate must be a self-starter, resourceful, well-organized and able to foster teamwork and cooperation. Extensive experience in advertising sales and management of sales force required. We offer an excellent compensation and benefits package. Send resume and salary requirements to: Advertising Director, VPS, P.O. Box 85613, Richmond, VA 23285.

# Americans still not embracing First Amendment

A survey of public attitudes about First Amendment freedoms, sponsored by the First Amendment Center at Vanderbilt University, shows the public celebrates those freedoms without being entirely comfortable with them—particularly regarding the news media.

The findings are in an annual survey by the First Amendment Center of public attitudes toward freedom of speech, press and religion, and the rights of assembly and petition, said Kenneth A. Paulson, executive director of the First Amendment Center, a program of The Freedom Forum. It follows a 1997 study of the State of the First Amendment.

Among the questions, 1999 survey respondents were asked if they could name any of the specific rights that are guaranteed by the First Amendment.

Less than half (44 percent) named freedom of speech compared

**The number of respondents who "strongly agreed" that newspapers should be allowed to publish freely without government approval of a story dropped substantially from 56 percent in 1997 to 38 percent this year.**

to 49 percent in 1997. Only 12 percent were able to name freedom of the press this year up slightly from the 11 percent in 1997.

When asked if there are any particular rights of freedoms most important to American society, only 6 percent this year said freedom of the press while 50 percent listed freedom of speech.

Only 64 percent answered correctly with no when asked if current law gives Americans the legal right to burn the American flag as a means of political protest.

On the subject of news media, only 35 percent "mildly agreed" that news organizations should be allowed to report or publish what

they think is appropriate to report. Sixteen percent "strongly disagreed" while the others were somewhere in between.

The number of respondents who "strongly agreed" that newspapers should be allowed to publish freely without government approval of a story dropped substantially from 56 percent in 1997 to 38 percent this year.

That trend showed up again when 58 percent in 1997 "strongly agreed" that journalists should be allowed to keep a news source confidential while only 48 percent answered that way in 1999.

The survey found only 35 percent "strongly agree" that newspa-

pers should be allowed to endorse or criticize political candidates. In 1997, that number was 43 percent.

The number of respondents who "strongly disagreed" that high school students should be allowed to report controversial issues in their student newspapers without approval of school authorities rose to 33 percent, up from 29 percent in 1997.

The survey results are based on telephone interviews by the Center for Survey Research and Analysis at the University of Connecticut worth 1,001 adults, ages 18 or older, conducted Feb. 26 to March 24. Margin of error is plus or minus 3 percent.

For more information of the survey results, visit the web page: [www.freedomforum.org/first/sofa/1999/welcome.asp](http://www.freedomforum.org/first/sofa/1999/welcome.asp).

(Reprinted from *Texas Press Messenger*.)

See RULING, page 12

## AG Opinion: Morehead State overcharged for records

(AP) — Morehead State University subsidized discounts for faculty and students by charging the public excessive fees for copies of records, it was disclosed yesterday.

An attorney general's opinion said the practice "subverted the intent of the Open Records Act."

The Kentucky Court of Appeals has ruled that 10 cents per page is a reasonable fee unless a public agency can prove its actual cost is higher.

Faculty and students at Morehead State were charged 5 cents to 8 cents per page for copies.

That was below cost, so outsiders requesting documents under the Open Records Act were charged 15 cents per page, the university acknowledged.

The higher rate "serves to cross-subsidize the discount rate given to ... faculty and students," the opinion by Assistant Attorney General James M. Ringo said.

"The Open Records Act does not authorize such a fee arrangement for reproducing copies of public records," the opinion said.

Unless Morehead State can prove its cost is more than a dime per page, it must recalculate its fees, the opinion said.

The opinion was legally binding because the attorney general has

jurisdiction in open-records cases. The university could appeal it to a circuit court.

But Michael Seelig, executive assistant to university President Ron Eaglin, said, "That's the decision, and that's fine. ... Certainly we've got to comply."

In setting copy fees, campus officials had researched previous attorney general's opinions on the subject, Seelig said. Opinions were found disallowing charges of 50 cents and 25 cents per page, but nothing was found about a lesser amount, he said.

The opinion was requested by Mbibong Nchami, who was billed \$207.60 for 1,108 pages of documents. The sum included \$26.40 for shipping and \$15 for unspecified "tape reproduction."

Nchami, of Memphis, taught for one year in the university's teacher training program, Seelig said.

Nchami's contract was not renewed in May 1995, Seelig said. He declined to comment on

Nchami's dispute with the university.

In his complaint to the attorney general, Nchami said he provided his own paper — 1,200 pages — plus cassette tapes and a prepaid shipping form.

## Movies

Continued from page 9

the side of our racks. I was told the production company will paint The Kentucky Standard on the side of a newspaper rack duplicating the same old English type style we use

on the paper's front page, on all our racks and paper boxes, logos etc.

So just how long will the name The Kentucky Standard be visible, I asked?

"Oh, maybe a second or two," Marks replied. Hence my advice — don't blink or you'll miss us.

## Giveaway

Continued from page 7

in or associated with classified, such as "auction," "bargains" and "pets."

The newspaper also used the entry form to determine how the reader obtained his or her newspaper via newsstand, store or home

delivery.

The group promoted the successful contest in the newspaper to reinforce the connection between the print product and the Web site.

Contact: DeLynn Sciotto is director of the community classified telecenter, P.O. Box 25, Mansfield, Ohio, 44901 or e-mail [dsciotto@cosmg.com](mailto:dsciotto@cosmg.com).

(Reprinted from IDEAS Magazine)

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# Software copyright case holds lessons for all

By JILL DENNING GACKLE

It was not starting out to be a good week. My 49-year-old brother had just died of lung cancer and we were preparing for a 600-mile trip to the funeral. A Federal Express package from Software Publishers Association was not a welcomed delivery.

The letter from SPA, an association representing nearly 1,000 software companies, claimed that we were in violation of software copyright standards at our eight weekly newspapers. The letter asked BHG to volunteer to provide SPA with a software inventory of all our computers, show purchase records for software, agree to destroy all unauthorized copies and agree to pay SPA for unauthorized use. SPA didn't give us much time, either. We were to contact them within four days and we would be expected to complete the internal software audit within 10 days.

We quickly contacted our attorney, Jack McDonald, and asked his opinion. Jack like most attorneys in North Dakota had never defended a client in a software copyright case. In fact, Jack - as North Dakota's most notable media attorney - had spent more time representing newspapers and publications in protecting their copyright privileges.

North Dakota Newspaper Association and the National Newspaper Association were our next calls as we tried to learn what

other newspapers had faced similar circumstances. "What's SPA?" was the most common response we heard from newspapers and industry leaders alike. No newspaper association in the nation had received a report from a member with a similar case. The National Newspaper Association was equally as baffled.

(Later we learned from SPA 39 newspapers had gone through similar audits and fines. SPA says that fines average \$100,000.)

As far as we know we were the first newspaper nationwide to seek the assistance of their state and national newspaper associations and to speak publicly about their case. Although we didn't enjoy the limelight of this unfortunate situation, we knew we needed more resources than we had at our fingertips.

We decided to participate in the voluntary audit because we believed that by participating we would minimize any penalties later. And, if we did not participate in the voluntary audit, we faced the prospect of a civil suit in federal courts, where the statutory liability is \$100,000 for each violation.

Our computer specialist spent about 40 hours during the next two weeks running an audit program provided by SPA on our 39 computers and then e-mailing reports to SPA. The reports were encoded and didn't give us an indication of how

extensive our problem may be.

The verdict came a month later as we were walking out the door to go to the National Newspaper Association in Reno. The fine was \$120,000 - which followed a strict formula based on software purchase price and number of copies - and the check was to be received in 10 days.

We decided to become the "poster children" of the newspaper industry, as one trade publication called us, when we shared our story about the massiveness of the fine. We used the national convention as a chance to talk to friends and colleagues and seek support and advice. Months later we still receive phone calls and notes of encouragement from friends across the country. (Our favorite phone calls were from colleagues who would call and ask us if we had copies of software available for them; being able to laugh at our predicament helped us to remain optimistic.)

Meanwhile our lawyer spent many hours negotiating a settlement and we worked hard to minimize the fine by finding the paper trail of software purchases. I spent at least 100 hours tracking purchases and registration numbers in an effort to poke holes in SPA's case. We kicked ourselves for not mailing in registration cards, not filing them properly and not clearing off the software from one machine before new software was

loaded. We agonized over hiring people without doing more thorough background checks and for not managing troublespots within our company better. Hindsight served to give us a few sleepless nights.

By February - six months since the first letter arrived from SPA - we were able to sign a very satisfactory agreement. Although the terms must remain confidential, we received support and assistance from newspapers nationwide. NDNA dedicated many hours of staff time and provided financial assistance.

NNA offered support and legal advice. Both groups were invaluable and today we realize we could not have weathered this storm without either trade association.

I used to think that dues to NDNA were a good investment because we were supporting advertising sales efforts to bring ads into our papers. Dues to NNA were primarily to support postal efforts.

Today we have a different story to tell. We're a little wiser and a little more appreciative of both organizations. Dues to NDNA and NNA are a great investment. You just never know when you might need somebody on your side.

*(Editor's note: Jill Denning Gackle is the general manager for BHG Inc., publishers of nine weekly newspapers in North Dakota. Reprinted from NewsBEAT.)*

## Electronic

Continued from page 7

tablet with a screen for displaying text.

"People don't want a single slab," Steinbugler said. "They want a multipage, less delicate device."

"To be successful, electronic newspapers will need to be portable, convenient to use, simple and comparable in appearance, size and readability to ink on paper," said Roger Fidler, a professor in the School of Journalism and Mass Communications at Kent State University in Ohio.

Such newspapers also will need to be interactive, offering readers something they can't get from a regular print edition, said Fidler, an expert in cybermedia and information design. Ideally, the future electronic device will be adaptable for reading all sorts of publications, not just newspapers, he added.

"People won't give up something they are used to unless there is a substantial advantage," he said.

IBM's model is one of several that designers have proposed in recent years, Fidler said. He predicts that the devices close to his

**"That doesn't mean we're talking about the death of newspapers. We're talking about the transformation of papers into a different medium."**

**Roger Fidler**

School of Journalism and Mass Communications, Kent State

ideal product will start hitting the market in the next five to 10 years. Some earlier products that don't meet all the criteria will appear even sooner, he said.

But Fidler said it will take another human generation before newspapers stop printing paper products.

"I think it is economics that will ultimately drive newspapers to become electronic," Fidler said. About 50 percent of newspaper costs is spent on manufacturing and distributing, he said, and an electronic distribution device could greatly reduce those expenses.

"That doesn't mean we're talking about the death of newspapers," he said. "We're talking about the transformation of papers into a different medium."

## Newspaper ad dollars up 5.1 percent first half of '99

Newspaper advertising expenditures for the first half of 1999 totaled \$21.6 billion, up 5.1 percent over the same period last year, according to the Newspaper Association of America.

First half numbers show retail up 3 percent to \$9.7 billion, classified up 3.9 percent to \$8.5 billion and national advertising up 15.1 percent to \$3.3 billion.

NAA President and CEO John

Sturm said that numbers are on target for NAA's forecast of increases in the 5-to-5.5 percent range. He called the increase in national ad buys a "spectacular performance."

Some observers say that the increase in national advertising reflects a move back into newspapers from media buyers faced with an increasingly divided broadcast market.

### ADVERTISE IN THE KENTUCKY PRESS ASSOCIATION YEARBOOK & DIRECTORY!

Advertisers from all over the country, including more than 175 agencies, consult the directory. Your ad, promoting your newspaper and services, will be read by the people who make the major buys. And for just a few dollars more, put your name in front of millions of people that browse the World Wide Web daily!

To place an ad contact:

**Bonnie Howard or Buffy Sams  
800-264-5721**

# Newspaper puts emphasis back on youth carriers

## 'Kentucky Kingdom Bash' one of the best reward programs

The Tribune in Seymour, Ind. (evening, 9,158) has found an effective program to increase circulation. Terry Coomer, circulation director, holds several contests during the year that offer rewards to carriers that gain the most starts over a six-period.

Since joining The Tribune in October 1998, Coomer has seen eight-straight months of circulation increases. Average paid circulation has grown by 17 percent. He attributes a lot of this success to his carrier contests.

Reversing a recent trend in newspapers to recruit adult carriers, Coomer experiences more success with youth carriers. "Everyone is going to adults. Children's routes create character and give them an opportunity to see what business is like," says Coomer.

One particularly successful contest is the annual Kentucky Kingdom Bash. Carriers win tickets to Kentucky Kingdom, a Louisville amusement park, based on the number of starts they bring in. When they get four new customers, they receive one ticket, and each three additional customers earn tickets for friends and family. The contest lasts for six weeks.

The Tribune provides a bus to

take carriers to Kentucky Kingdom. The paper also holds a drawing during the bus ride to the park. Prizes include movie tickets and free videos.

Coomer holds contests for his carriers each season. They have been instrumental in increasing circulation for the paper. In May, The Tribune went over 10,000 average paid circulation for the first time in its history. It was their eighth-straight month with a circulation increase. Since Coomer came on board in October and implemented the carrier contests,

average paid circulation increased 16.7 percent. The six-week Kentucky Kingdom contest alone produced 532 new subscriptions.

"The Tribune is the fastest growing daily newspaper in the Midwest," says Coomer.

The Tribune has brought 58 more youth carriers on board since October. They have 88 carriers total. An important aspect in having youth carriers is to have dedicated district managers who care about working with young people. "Our managers are on a pay-performance program based on every aspect of circulation," says Coomer. "This program motivates managers to give youth carriers the guidance they need to be successful." Since Coomer began working with youth carriers, the paper has received less than one complaint per-thousand papers delivered.

(Reprinted from Big Ideas.)

Young Leaders Program. She is currently participating in a three-year leadership growth program with the newspaper parent company, Landmark Community Newspapers, Inc. She graduated with a degree in communications from Salem College in Winston-Salem, N.C.

## Holloway named editor at Sturgis newspaper

Mark Holloway has been named editor of The Sturgis News in Union County.

A native of Dawson Springs, he is a journalism graduate of Murray State University. Holloway started his newspaper career as a staff writer at The Journal-Enterprise in Providence in 1985. He became editor of the newspaper in 1988. He also worked as a copy editor, feature writer and police reporter at the Evansville Press until that newspaper closed in December, 1998.

# Take time to pick the 'best' word, not just one that fits

## Coach's corner

By Jim Stasiowski



- "Buy" is clearer than "purchase."
- "Money" is clearer than "funds."
- "Paid for" is clearer than "funded."
- "Building" is clearer than "facility."
- "Ran" is clearer than "fled on foot."
- "Drove away" is clearer than "fled in a vehicle."
- "Car" is clearer than "vehicle."
- "Money" is clearer than "dollars."
- "Make money" is clearer than "generate revenue."
- "Ordered" is clearer than "mandated."
- "Required" is clearer than "mandated."
- "Said" is clearer than "according to."
- "Said" is clearer than "cited," "remarked," "commented," "pointed out" and "noted."
- "Said" is probably the clearest word in the English language.
- "Called" is clearer than "contacted."
- "Drove" is clearer than "transported."
- "Took" is clearer than "transported."
- "Went" is clearer than "responded."
- "Arrived at" is clearer than "responded to."
- "Computers" is clearer than "technology."
- "Last year" is clearer than "recently."
- "Last month" is clearer than "last year."
- "Last week" is clearer than "last month."
- "Wednesday" is clearer than "last week."
- "Roads, bridges and water and

- sewer systems" is clearer than "infrastructure."
- "School district administrators" is clearer than "educators."
- "Doctors and nurses" is clearer than "health providers."
- "Drug addict" is clearer than "substance abuser."
- "Alcoholic" is clearer than "substance abuser."
- "Hitting his wife" is clearer than "spousal abuse."
- "Federal grant" is clearer than "Community Development Block Grant."
- "Work on" or "talk about" is clearer than "address."
- "Praise" is clearer than "applaud."
- "Police went there" is clearer than "Police had been dispatched there."
- "Sent" is clearer than "remanded."
- "Adjusted" is clearer than "re-adjusted."
- "Restaurant" is clearer than "eatery."
- "Park" is clearer than recreational area."
- "Resident" is clearer than "citizen."
- "Seminar" is clearer than "informational seminar."
- "More" is clearer than "additional."
- "People" is clearer than "individuals."
- "Fire seriously damaged the building" is clearer than "The building sustained extensive damage in the fire."
- "To" is clearer than "in order to."
- "Enter" is clearer than "gain access to."
- "Owns" is clearer than "is the owner of."
- "Joined" is clearer than "joined together."
- "Bill" is clearer than "legislation."
- "Shows" or "says" is clearer than "indicates."
- "Supports" is clearer than "is

See SIMPLE, page 11

## People

Continued from page 9

## Bardstown employee picked for New Century leadership program

Stacey Summit Manning, a graphic designer for The Kentucky Standard in Bardstown, was recently selected as part of a state leadership program, Kentucky Leaders for the New Century.

Over 300 young adults under the age of 40 were nominated for the honor and only 40 were selected. Participants attended one of two weekend retreats and a Shakertown roundtable discussion this month which focuses on ideas to improve the standard of living in Kentucky.

Manning is a member of Leadership Bardstown-Nelson County and she completed the Bardstown-Nelson County

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Media Relations 101

# Reporters, educators should avoid 'disputes of ignorance'

By BRAD HUGHES

Arrogance and ignorance are a tougher tag team than any duo the World Wrestling Federation can create. This fall, those forces helped put a body slam on the crusade to foster greater cooperation between Kentucky educators and journalists. Maybe examining a couple of situations can give professionals in both fields some points to ponder before the next opportunity arises.

**Set of circumstances #1:**

At least two Kentucky school systems opened the new academic year with written rules about media access. Collectively, the rules dealt with issues of reporter access on several levels, including records, statements, school property, students and district employees.

**Viewpoint A:** These rules are designed to ensure information is provided accurately and consistently to comply with laws on students' right to privacy and to make the jobs of reporters and educators easier.

**Viewpoint B:** These rules are designed to limit public scrutiny of school problems, to hide behind laws that don't apply in most situations and to prevent reporters from talking to the doers by funneling information through the district "spin doctor."

Take a wild guess about who espouses which viewpoint.



Simply put, educators and reporters can advance each of their causes by avoiding these disputes of ignorance. Even if tragedies had not given the names "Heath" and "Columbine" instant recognition, schools never have been open houses for anyone to walk into at any time and come in contact with children and staff. Schools have rules about who can pick up their students. They have rules about who can use their facilities. If for no other reason than to ensure that everyone is afforded the same courtesies, schools should offer guidelines that address media access.

However... Common sense says rules for parents should take parents' needs and wishes into consideration. Maybe because they are themselves parents and/or they regularly interact with parents, school officials already have sufficient insight to make these rules. But few school rule makers are former journalists who, believe it or not, do have requirements unique to the field. Reporters and photographers are, for the most part, professionals just trying to do their job and do it well.

Before putting a tried-and-true but unwritten practice into the rulebook, who not discuss your obligations and your purposes with the local newspaper editor? Before creating what you think of as an aid but what others may call a barrier, why not seek the input of the news director at your

radio station?

Before creating a negative news atmosphere, try sharing your intent and listening to your local reporters' needs. Understanding can diminish the power of ignorance.

**Set of circumstances #2:**

In two other cases, local media made an issue out of educators' reluctance to comment on situations in the news.

One circumstance dealt with media coverage of a lawsuit filed by an ex-employee of an education institution against a third party. The court fight related to the person's job performance but the institution itself wasn't a defendant or otherwise involved in the case. Yet, in their lawsuit coverage, several media outlets pointed out that spokespersons declined to talk about the litigation.

The next circumstance was an editorial blasting a school district for refusing to respond to media questions about several things, including the details of an ongoing investigation. The district and board may have deserved their lumps for institutional tight lips on some issues. However, criticizing school leaders for not meeting the newspaper editorial writer's timeline is ridiculous.

Make no mistake about the point here. The inaugural topic of this column was titled "Avoid the black hole of 'No comment'." In the past six years, significant space has been devoted to demonstrating the no-win of "no comment" and the immediate

and long-term benefits of public service that demonstrate a strong desire for the served public to understand its elected/appointed leaders' action. The position here is that it is not in the best interest of school board members, superintendents, principals or other public education leaders to utter "No comment."

But that doesn't mean you need to say something just because a reporter asks a question.

Nor should it ever justify an arrogant publication or broadcast which - intentionally or not - suggests to the public that there is something wrong because "the mean, old school people won't give me quotes to play with."

School leaders get to make decisions. They get to decide to take the reporter's call. They get to decide if they have something pertinent to say. They also get to decide that they aren't involved in the story or they don't have the facts yet. They get to decide not so much "Is there something I want to say?" In cases such as these, they shouldn't be presented with the arrogance of "Hey, when I ask a questions, you've got a responsibility to respond."

School leaders & Reporters vs. Ignorance & Arrogance. That's a match worthy of the effort. It's also a message worth getting out.

*(Reprinted from KSBA Kentucky School Advocate)*

## Moves

Continued from page 1

member, has been promoted to the number two position in charge of local news for the Cincinnati Enquirer.

Blackford-Bowden was editor

of the Kentucky Enquirer before accepting the deputy metro editor's position at the sister publication.

Five seats on the KPA/KPS Board of Directors are currently up for re-election. Those include Districts 1, 2, 7, 8-9 and 13.

Election ballots have been mailed to publishers of newspapers in each of those districts.

## Policy

Continued from page 1

the community relations coordinator.

The coordinator, DuAnne Puckett, was editor of the Shelbyville Sentinel News for a number of years before accepting the school PR job.

The latest version still contains language that says the coordinator, or designee, "shall" establish the parameters of media visits.

"These parameters include agreement to: time and location of an interview; the general subject matter; whether students and/or faculty will be interviewed; whether photographs will be taken along with location and subject matter; and whether photographs of students and/or faculty will be taken (if students are involved, verification must be made to ensure forms do not exist that prohibit photographs taken of individuals.)"

The policy specifically states that these guidelines do not apply to media coverage of events open to the general public, such as sports events, concerts and plays.

"We feel it is definitely better," said Sentinel News editor Jim Edelen. "A major change in the policy is the word 'recommended.' The rest is also softened so that's a positive step, too."

Edelen said the newspaper hadn't changed its coverage methods even before the policy revision.

"We've been going directly to sources, to the coaches and so forth, as we always did, but seeking input from the coordinator when we don't know who to talk to. That's pretty much how it was before and how it should be," Edelen said. "The real crux of the matter will come in the future when we see how school people react, if they make us go through the coordinator. Possibly in some highly controversial matter, for instance. It hasn't happened yet. The relationship is fine right now. In practice, it's been pretty relaxed up to this point. They (school officials) know we're not going to try and do something bad for schools."

*(KPA would like to review copies of any policies on working with the media that your school system may have. If possible, mail a copy of the policy to David T. Thompson, KPA, 101 Consumer Lane, Frankfort, Ky. 40601)*

## Best

Continued from page 10

supportive of."

"Pictures" or "photographs" is clearer than "images."

"Trial lawyer" is clearer than "litigator."

"Lawsuit" is clearer than "litigation."

Anything is clearer than "blunt force trauma."

**THE FINAL WORD:** Every time I see certain words or phrases, I know the writer will use them incorrectly. One of the most commonly misused is "nonplused."

It means to be perplexed to the point of not being able to speak or act, but I just read a paragraph that typifies what I see: "As for

Stowers' plan to be the Democratic watchdog on the council, Mayor Robert Tilbert, a Republican, was nonplussed. 'Good,' Tilbert said. 'That's what the system is all about I don't foresee any controversy.'"

I think because the prefix "non-" is attached to it, "nonplused" gives the impression it is benign, not significant, a trifle. So when writers see the word in their minds, they envision a shrug, a "So what?" reaction. Furthermore, as in the example above, most writers misspell it, doubling the "S" before the "ed."

*(Writing coach Jim Stasiowski welcomes your questions or comments. Write to him at 5812 Heron Drive, Baltimore, Md. 21227, or call 410-247-4600.)*

## WKU honors alumni



The Herald Award is presented by the Western Kentucky University Student Publications Alumni Association to honor a career of contributions to the field of journalism. This year's recipients were Jacki Bretz (pictured above with College Heights Herald adviser Bob Adams) and Tommy Newton. Bretz was honored for her work both with the startup of the Kentucky High School Journalism Association (KHSJA) and for her revitalization of the journalism program at Bowling Green High School. Newton, who now works in the public affairs department at WKU, was recognized for his work at the Owensboro Messenger-Inquirer and as editor of the Cadiz Record. (Photo courtesy of Brad Hughes)

## Newspaper reps, KSP officials meet to try and improve relations

Newspaper reporters and editors and representatives of KPA and the Associated Press met with members of the KSP command staff last month in an attempt to improve the sometimes strained relationship between the two groups.

The Genesis for the meeting was the earlier meeting held between media reps and Transportation Cabinet officials. The success of that meeting spurred KPA to contact its members about any other state agencies they were having problems with concerning the release of information.

Complaints came from across the state regarding reporters' attempt to find out sometimes even basic information from their local KSP posts.

Lt. Col. John Lyle, newly promoted to the Director of Operations for the state police, told the media representatives he was committed

to forming a communications structure that would satisfy their needs. He said regional meetings between news media outlets and local KSP post staff would be beneficial to help remove the adversarial image and provide a forum for complaints to be aired.

Lt. Kevin Payne, commander of the KSP public affairs division, said several of the PAOs at posts across the state were new to the job and not yet accustomed to working with the press. He also said sergeants were receiving training on how to better handle media inquiries and work with the press.

According to Payne, if a PAO is not available to handle an inquiry, reporters next stop should be the "duty supervisor," which is usually a sergeant.

KPA and AP representatives offered to assist the organization in presenting workshops or classes on how to work with the media.

## Court

Continued from page 1

Welch filed his lawsuit in October 1994, a year after losing the mayoral race and while he was waging an unsuccessful campaign for a seat on the city council. A summary judgment was issued in favor of the defendants in Bell Circuit Court. The local judge recused himself from the case because he knew the parties involved and Harlan Circuit Judge Ron Johnson was assigned the case. Johnson determined Welch wouldn't be able to prove the newspaper, Pursiful or Hall had acted with "actual malice," the standard required for proving defamation of a public figure.

In a unanimous decision, the Court of Appeals affirmed the circuit court summary judgment.

Welch claimed that several statements in the ad were false and that actual malice had been shown because, among other things, the newspaper failed to investigate the facts before it published the ad and published the ad in violation of its own policy of not accepting ads raising new political issues beyond an Oct. 25 deadline. He argued to the Supreme Court that Johnson and the Court of Appeals had committed "reversible error" and summary judgment should not have been granted.

Supreme Court Chief Justice Joseph Lambert, who drafted the majority opinion in the Daily News case, noted the U.S. Supreme Court had recognized that "erroneous statement is inevitable in free debate and that it must be protected if the freedoms of expression are to have the 'breathing space' that they need to survive."

"Courts should take precautions to avoid the chilling effect on free speech that defamation lawsuits create."

### Supreme Court Chief Justice Joseph Lambert

Lambert also pointed out that actual malice "entails more than just negligence."

"This higher proof requirement for public figures is based upon the premise that unfettered political discussion is a necessary and fundamental principle of our constitutional system of government, assuring that political decisions will be made through persuasion rather than power," Lambert wrote. He pointed to a 1964 decision involving the New York Times in which the Supreme Court determined that a newspaper's failure to investigate the accuracy of statements in a political ad prior to publication will not support a finding of actual malice as the "decisive" reference for this appeal.

The court discounted Welch's argument that the ad was published in violation of the paper's own deadline for political ads that raise new issues.

"The newspaper's policy was to publish no political ads that raised new issues after the prescribed date. The evidence of record, however, indicated that the newspaper did not violate this policy," Lambert wrote, citing Hurst's deposition and that of the composition employee who helped lay out the ad who testified, "old headlines were not new issues."

The court determined Welch's argument that the circuit judge had been wrong to give the media special protection in libel actions, "effectively demanding a higher standard of proof" to survive the summary judgment motion since a newspaper was involved, was also flawed.

Welch cited Johnson's comment: "This is not just your normal summary judgment case...there are Constitutional hues and colors placed upon the Court, when it is dealing with this type of case, because of the potential impact that it could have upon the First Amendment Rights of the press."

But Lambert agreed with Johnson's characterization of the case.

"This does not represent imposition of a higher standard of proof upon Welch," the chief justice wrote. "Moreover, it is a correct assessment of the importance of summary judgment in litigation involving first Amendment issues. Courts should take precautions to avoid the chilling effect on free speech that defamation lawsuits create."

Fleischaker said the case had nationwide significance for all media, especially newspapers.

"The real significance is not so much for what it did, but what it could have done had we lost it. It would have severely limited the ability of all of us, not just the media, to run ads and comment publicly about political campaigns without the threat of libel actions left and right. It would have an immense chilling effect. The Middlesboro Daily News and J.T. Hurst are to be commended. When a newspaper stands up and fights this kind of thing it's hard. They did the right thing."

The Supreme Court decision said the record in the Welch case was "devoid of any hint" that the defendants entertained any doubts, much less serious doubts, about whether the statements in the ad were true and instead, suggests just the opposite.

"...although many of the allegedly defamatory statements that Welch complains of are disparaging, they are not so definite or precise as to be branded as false," Lambert wrote.

Two of the statements in the ad about Welch were: "The City is Broke Because of His Mismanagement" and "Frog Has Squandered 1 1/2 Million Dollars of Surplus Money." According to the court, both contained language that defy precise definition and the meaning was subject to opinion.

"This type of generalized rhetoric bandied about in a political campaign is not the language upon which a defamation lawsuit should be based, but instead is political opinion solidly protected by the First Amendment," said Lambert.

Justices Martin C. Johnstone, Janet L. Stumbo and Donald C. Wintersheimer joined Lambert in the majority opinion.

Justice James E. Keller issued an opinion agreeing with the majority in their assessment concerning the newspaper, however, he felt Hall and Pursiful had acted with actual malice. He would have reversed the appellate ruling in regard to the two men and sent the case to Bell Circuit Court for trial.

The most disturbing opinion was drafted by Justice William S. Cooper who felt actual malice had been demonstrated by all the defendants.