

# KPA

Volume 71, Number 10 - October 2000

# The Kentucky Press

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## Danville daily handles debate hoopla with class

By LISA CARNAHAN  
KPA News Bureau

For The Advocate-Messenger, the hardest part of dealing with the hoopla of vice-presidential debate in Danville was the availability of information. That information was stymied in part because of the delay in finalizing Centre College as a debate site.

"Even Centre College has been in the dark much of the time because of the delay, at least partly, in determining with finality that the debate was actually going to take place here," said Advocate-Messenger Editor John Nelson. Nelson said a week before the debate he was still waiting to hear from Centre where his staff would pick up their media credentials and if the local newspaper would even be able to get into the debate hall.

"People closely associated with Centre College, who contributed heavily to the event, still didn't know if they were going to have a

seat in the hall and Centre didn't know yet, how many seats were available," said Nelson.

Centre's bid for the national exposure of a TV debate took a yearlong effort. Gov. Paul Patton sent a letter to the Commission on Presidential Debates. School children recorded "We Wish You Would Come to Danville" to the tune of "We Wish You a Merry Christmas."

The school raised the \$550,000 that the commission requires to turn Centre's Norton Center for the Arts into a television studio. Extras, such as workspace for 2,000 journalists, required several hundred thousand dollars more.

The Advocate-Messenger has stepped up to the plate and devoted three separate publications to the debate. One is a glossy 60-page magazine publication that was distributed primarily to the 4,000 media attending the debate. The



Photo by Kent Brown/Advocate-Messenger

Jeanine Sanders and Mona Wyatt work in the office at Centre's alumni headquarters. They're holding some of the memorabilia sent to alumni across the nation to use at debate parties. This was one of many debate-related stories The Advocate-Messenger covered.

See DEBATE, page 10

## Herald-Leader, M-I file open records' lawsuits

Two of the state's largest newspapers are taking their battle for open government to court.

The Lexington Herald-Leader and Owensboro Messenger Inquirer are embroiled in legal battles over the release of documents

the newspapers argue are public records.

The Herald-Leader and reporter Tom Lasseter filed suit Sept. 22 against the Lexington-Fayette Urban Co. Government,

See LAWSUITS, page 3

## VP nominations sought

Nominations and letters of applications are being accepted until Friday, October 13 for the office of vice president of the Kentucky Press Association for 2001.

Any KPA member may nominate any individual who meets the criteria set forth in the KPA

bylaws for that position. Additionally, individuals interested in holding office in the Kentucky Press Association may submit a letter of application.

KPA bylaws state: "The only persons eligible for election to the

See NOMINATIONS, page 12

## KPA staff available by direct dial

Trying to call KPA and find you get a busy signal? With only three incoming telephones lines and a host of members and clients calling KPA for assistance, that's not an unusual occurrence.

But now you can direct dial several staff members. By using these direct dial numbers you'll get the staff member, their voice mail if they're away from the desk, or another busy signal, indicating that staff member is on the line. If you get the staff member's voice mail

and need to talk to someone immediately, dial "0" to be connected to a "live" person.

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All staff members are available by calling (502) 223-8821 or the KPA 800 line -- 800-264-KPA1.

### What's Ahead

•Oct. 26-28: KPA New Media Division Workshop, Georgetown College

•Jan. 18-19: 2001 Winter Convention, Galt House East, Louisville

### Inside

•Pg. 2: Kentucky People, Papers in the News

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•Pg. 5: Positive design trends seen for 2001

•Pg. 10: Night meetings require planning

# Kentucky people, papers in the news

## Garrard Co. News, Central Record merge

The Garrard County News and The Central Record, both of which are independently-owned weekly papers, merged Sept. 1. They will operate as an expanded version of the papers under the name of "Garrard County Central Record." The paper will be published on Thursdays.

"This merger will combine the strengths of both staffs to deliver our readers a larger, stronger publication and provide our advertisers with a larger audience," said Jim Cox, managing editor of The Central Record.

Under the merger, Cox will continue as managing editor, and the current publisher of The

Central Record, Marguerite Whittaker, will continue in that position. The owners of The Garrard County News, Jack and Karen Penchoff, will become editor and advertising manager, respectively.

The Central Record has a 110-year history in Garrard County and has been held in part by Cox's family since 1942. In 1951, the late James R. Whittaker became a partial owner. The Penchoffs bought The Garrard County News from its founders in 1987, 15 years after its formation.

## Alford takes Pikeville AP correspondent's job

Former Ashland Daily Independent reporter Roger D.

Alford has been appointed the Associated Press' Pikeville correspondent. He replaces Kim Hefling, who has become an AP correspondent in Evansville, Ind.

Alford, 38, has held positions at the Middlesboro Daily News, the Portsmouth (Ohio) Daily Times and the Columbus (Ohio) Dispatch. He is a graduate of Union College.

## Troublesome Creek Times has new owners

The Troublesome Creek Times has changed ownership. Its editor, Karen J. Jones of Smithboro, and general manager, Sharon K. Hall of Hindman, now hold half of all the stock and assets of the Knott County paper each. They will continue in their current positions while acting as co-publishers.

The paper's former publisher, Ron Daley, said he decided to sell because of time constraints. He has worked full-time as director of the Knott County branch of Hazard Community College since 1998. The paper has been in operation for 21 years.

## Ashland's Shaffer wins award for columns

Cathie Shaffer has won first place for personal column writing in a nationwide competition sponsored by the National Federation of Press Women. Shaffer is Today's Living editor for The Daily Independent in Ashland and writes a weekly column for the paper.

Shaffer's entry of three columns published during 1999 was one of 1,200 the NFPW received in its 92 categories. All the entries had received first-place

awards at the state level, and the competition has no divisions for type of publication or circulation. The treasurer of the NFPW, Shaffer is also the vice president for the Kentucky Professional Communicators, the state NFPW affiliate.

## Oldham Era hires new reporter, advertising rep

The Oldham Era has added a new staff writer/photographer and a new advertising representative to its staff. Candy Lynn Ailstock, who took the staff writer and photographer's position, has been a contributing writer and designer for The Grant County News since 1997. She holds a degree in graphic design from Northern Campbell Tech in Highland Heights.

Shelley Williams has taken the position as advertising representative for the Era and The Trimble Banner. She studied advertising at Western Kentucky University and worked in retail ad sales at the Daily News in Bowling Green from 1991 until last May.

## Madisonville makes changes in graphic design department

The Messenger in Madisonville has made some changes in its graphic design department. Tim Trice has moved from part-time to full-time graphic designer, and Brooke Tomes has taken his part-time position.

Trice, 20, is a student at Madisonville Community College and is responsible for designing ads

See PEOPLE, page 10

## The Kentucky Press

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## Deaths

### Albert Warren IV

Albert Samuel Warren IV, publisher of many regional magazines, died Friday. He was 57.

Warren published Kentucky Turf Magazine during the 1970s and '80s. He also published Keeneland Magazine, The Red Mile Magazine, Kentucky Monthly and the first series of Opera House playbills, as well as many campus coupon booklets.

He served in the Kentucky Air National Guard in the 1960s, and was called into active duty in Kimpo, South Korea.

Warren is survived by his wife, Sheila Warren; his mother, Anne Bobo Warren; a son, Albert Samuel Warren V, all of Lexington; a sister, Helen Ritchey Warren, Dallas, Texas; two brothers, Barry Warren

of Lexington, and Charles Warren of Georgetown; and several nieces and nephews.

Contributions suggested to the Hospice of Bluegrass or Southland Christian Church.

### William A. Hudson

William A. Hudson, retired broadcast editor for The Associated Press, died Sept. 6. He was 79.

Hudson, early in his 40-year AP career, covered University of Kentucky football and basketball as a correspondent in the Lexington bureau. He later served as broadcast editor in the Louisville bureau. He was a member of both KPA and the Kentucky Broadcasters Association. He retired in 1984.



## Lawsuits

Continued from page 1

seeking access to records concerning the city's Division of Code Enforcement.

In the last month, the city denied several requests for documents made by the newspaper under the Kentucky Open Records Act. The city cited different reasons for the denials, including attorney-client privilege and an alleged protection for memos, letters and e-mail sent between employees of the same city department.

In its suit, filed in Fayette Circuit Court, the newspaper accuses the city of "a siege mentality." Too often, city officials assume their records are private, and they search for reasons to shield them from public scrutiny, the suit alleges.

From the Herald-Leader's view, nearly everything the city does is public business and should be shown to the public upon request, said Pam Luecke, the newspaper's editor.

"We never enter into litigation lightly. But there is a pattern of behavior here that is troubling," Luecke said. "We think the public has a right to know how the city is conducting its affairs."

On Aug. 20, the Herald-Leader began a series of articles about unsafe and unsanitary rental housing in Lexington. The series highlighted lax code enforcement efforts by the Division of Code Enforcement, and it disclosed that several division employees owned some of the rental housing in question.

Since the series began, two division employees have quit. The city has temporarily reassigned the director to other duties and announced its own internal investigation, led by two outside lawyers.

The newspaper is attempting to continue its research for additional articles by reviewing more inspection reports and correspondence between city employees, according to the suit.

In the other case, The Messenger-Inquirer's attempt to gain access to Owensboro Police Department disciplinary records is headed for the Kentucky Court of Appeals.

The dispute began April 19 when the newspaper filed an open records request with the city for the personnel files of six members of the police department - Jeff Palmer, Lisa Driggers, Gary Hagan, Mark Lee, Mike Postlewaite and Jeff Smith.

City officials denied the request, saying the records were not open for inspection. The newspaper appealed to the Attorney General, but before an opinion could be issued, attorneys for Palmer, Driggers and Lee sued in

### Opinion

## Public has right to scrutinize government

By **BOB ASHLEY**  
Editor  
The Messenger-Inquirer



You may have noticed a couple of stories in the Messenger-Inquirer in which the newspaper was the subject.

Both recounted court hearings on a request the newspaper has filed for records involving conduct in the police department and investigation of that conduct.

Neither story was very specific about what that information might be, nor did we do an especially expansive job of explaining why we were pursuing the case.

We can't say much about the information because if we knew it we probably wouldn't be in court. But why we're doing this, and why this should matter to any resident of Owensboro, is worthy of explanation.

We're pursuing this case not because we want to turn back the covers on salacious gossip. We're pursuing it because we think the public is best served by knowing how officials conduct the public's business.

Clearly, the city has launched disciplinary proceedings against at least two police officers. At least two have left the force by retirement or resignation; the status of some others is unclear.

That, in itself, should raise questions — questions we have posed.

Moreover, rumors have been circulating around town, in legal circles and elsewhere, for months. The rumors, if even partly true, suggest conduct in the department that would be unbecoming of police.

We have not been able to confirm the stories we have heard, sometimes third- or fourth-hand, with a level of confidence that meets our standards for reporting - especially reporting that would damage the reputations and careers of people involved.

I'm sure some people suspect that we have not reported what they "know" because we are complicit in some cover-up. People often "know" more than the facts, and we don't want to fall into the trap of believing and repeating what we cannot incontrovertibly confirm.

But we believe there is strong public interest in disclosing the facts in this case.

On a practical level — and this story probably bears this out — rumors that circulate in any community almost always exceed the facts. Whatever may be going on in the police department, it probably doesn't

match the most lurid speculation. Heaven help us if it does.

But what really matters is the question posed by a Readers Write letter we published last Wednesday: "We have the right to know about our police department. After all, who pays their salaries?"

City officials contend that the issue is a disciplinary matter, that it has been handled according to the city's policies and procedures, and that the city has every right to keep those internal dealings private. Indeed, they argue that they have an obligation to their employees to handle these matters in that fashion.

The officers involved, some of whom have asked the courts to block the city from revealing records even if they are public under Kentucky law, argue that to disclose the facts of the case would be a devastating invasion of their privacy.

I can understand and even sympathize with that contention.

But I cannot buy it.

Again, it is impossible for us — or for you — to fairly judge this case in the absence of any firm information. But again, if what has been alleged is even partly true, it raises serious questions not just about officer conduct but about oversight, supervision and command responsibility.

If it does not raise those questions, the city has nothing to lose by divulging the nature of the charges that led to the internal investigation and its outcome.

If it does raise those questions, it is a breach of the public's confidence to cover up the facts.

The court has, in a narrow way, sided with public disclosure. Judge Henry Griffin has ordered some limited information contained in a charge against one officer made public. That disclosure, however, has been held up for a month until attorneys for the officers decide whether to appeal the ruling — a reasonable delay, I would acknowledge, since an appeal could not undo a release that had occurred.

We still must argue in court over whether we'll receive similar information on another officer.

It is disappointing, to me, that the city administration sees the law in this case as the maximum information it will give out, and reluctantly, instead of seeing that is the minimum and giving more out, willingly.

Disclosure, however painful, does not undermine public faith in government. It is the absence of disclosure that does that.

Circuit Court to keep the records closed.

In August, Daviess Circuit Judge Henry M. Griffin III ruled that a disciplinary charge against Palmer, by then a former police officer, must be released to the Messenger-Inquirer.

But Griffin sealed the documents for 30 days to allow Palmer time to appeal the ruling.

Palmer followed through with the appeal. His attorney, Michael Lee, declined to comment on the appeal.

Ralph Wible, who represents the Messenger-Inquirer, said he will file a cross-appeal in the case, asking for additional documents that Griffin did not release.

Messenger-Inquirer Editor Bob Ashley said: "While we are pleased that the judge has agreed to a por-

tion of our request, there is at least one additional document which we believe may shed important light on this story. And we are appealing in an effort to obtain additional information that we think is important for the public to know."

The newspaper considers the information in the police files to be of public interest, "and we will fight to get it, no matter what the cost or time," Ashley said.

Griffin also ruled that a formal complaint against Mark Lee should be released. However, that document is also sealed to allow time for him to appeal.

The matter began when several OPD officers resigned earlier this year, and rumors surfaced that the department had conducted an internal investigation into possible misconduct, Ashley said.

Griffin's August ruling denied the newspaper's efforts to see a letter attached to the internal charge against Palmer.

The only records the newspaper is still seeking are those of Palmer and Mark Lee.

The Kentucky Open Records Act allows the public to request access to most documents held by local and state governments and many private agencies that receive public funding.

The law exempts a few specific types of documents, including medical records of employees and pending law-enforcement investigations.

(This story was compiled from stories written by Herald-Leader reporter John Cheves and Messenger-Inquirer reporter Kei.h Lawrence.)

# Newspaper design trends make for positive outlook

## Design is Everything

By Edward F. Henninger



Predicting the future can be risky. But it's a much more reliable business if we can base our predictions on the trends we've observed during the past year or so. Instead of our striking off in bold new directions for newspaper design in 2001, I expect we'll be taking larger strides on roads recently traveled.

Here (in no particular order) are some moves I see coming in the next year:

- More and more papers will decrease their web width. I suppose that's a given.

- As a result, more and more papers will redesign to a more vertical look. And they will have to take advantage of trends in typography toward display faces that are more vertical yet highly legible.

- More front page advertising.

- More advertising in ears and section flags.

- More banner ads across the bottom of pages — even section fronts.

- More sponsorships of specific content such as weather, TV listings and sports scores.

All of these advertising moves will require us to establish display and design standards that most of us have not dealt with to this point. Expanding opportunities for our advertisers need not mean that we limit our opportunities to provide a top-notch news product. On the contrary, we should invest some of that new-found revenue to improve the product.

- More advertorial sections throughout the year.

- Increased use of color. This is an easy one — newspapers across the U. S. are using more and more color each year. Advertisers demand it and readers welcome it.

- Better use of color. It's a delight to say this: The days of the tint block, the heavy colored rule and the graduated screen are just about over. We're becoming more mature in our use of color.

- Better use of typography. Editors and paginators are beginning to understand that poor text typography makes their papers look less-than-professional. And they're paying closer attention to improving the text typography in their papers.

- Worse use of typography. Some editors will continue to search for the strange — selecting display fonts that were never intended for newspaper use. And they will use these fonts in ways never conceived by the type designer.

- More training for editors and paginators. Publishers are beginning to invest more time, attention — and money — in their personnel. And there are more workshops available to them. In more places. At lower cost.

- More and more, readers will want to know what's inside the newspaper without spending the time to work their way through all of it. We'll react to that by using more page 1 space for refs, digests and pointers to inside content.

During the coming years, many newspapers — especially dailies — will devote the majority of page 1 to these items, and less and less to page 1 news stories.

- Fewer jumps. Readers keep telling us they abhor jumps. Some of us are actually beginning to listen to them.

- Shorter stories. Readers keep telling us we overwrite. Some of us are actually beginning to listen to them.

- More infoboxes. We'll use more and more of these because they help us separate out key information and serve as points of entry for readers.

- More links to the internet within our stories.

- Greater use of the internet to give our readers access. We'll place our internet address on every page and we'll offer the web address of reporters and editors.

- More and larger photos. And more of them in color.

- Greater use of free-lancers to provide photos and illustration. We've been using free-lance writers for decades, but we're only beginning to take advantage of access to the visual talent that's available to us on a piece-by-piece basis.

- More design directors. We're beginning to appreciate that a newspaper cannot become well-designed (and certainly cannot stay that way) without giving someone the responsibility and authority to make that happen. More newspapers will appoint or hire trained design directors during the coming year.

- More functional design. We have learned that the job of design is not to "jazz up" the story or to make the page "pretty." As a result, newspaper design will be more a part of the combined editorial product.

For the most part, the trends are positive and encouraging. And that's going to make 2001 another exciting year for newspapers.

(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, or e-mail: go2omnia@aol.com)

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## Looking for an employee?

Check out [www.kypress.com](http://www.kypress.com) for the latest resumes or to post available jobs at your newspaper.

(click on Members' Area, then Job and Resume Bank. You can post your Help Wanted under the Job Bank, or see current resumes under Job Bank.)





## Technology Today

### New software allows good reproduction, enlargements

#### Dr. Tech Hotline

By Tim Jones  
Parts-Plus



Since the introduction of digital cameras and scanners, we often encounter photos in newspapers that are enlarged and lose their original quality.

This could happen with a photo that is submitted by diskette or e-mail and you have no way to take it over or re-scan it. There is a software that promises to fix this problem.

Genuine Fractals from Altamira Group will allow you to take a small size photo and enlarge it several hundred percent and maintain good quality. There is a limited demonstration version of the software on the website: [www.altamira-group.com](http://www.altamira-group.com). You may already have this software if you own any of the following products, Minolta Dimage Scan Multi II Advanced film scanner, Imacon Flextight scanner, Nikon Coolpix 990, Nikon Coolscan, Phase One Lightphase Camera Back or Epson Stylus Photo 1200. Either a full or limited version is bundled with each of the above products.

Genuine Fractals Print Pro does the following. It is a Photoshop plug-in that encodes and renders in RGB, CMYK, CIE-Lab, Multichannel (up to 16 channels) and Grayscale color spaces. Provides two methods for encoding and three rendering solutions for the ultimate in image flexibility. Resolution on demand means that a single asset can be rendered at any resolution and repurposed over

#### Hotline Numbers

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859-624-3767  
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FAX: 859-624-9893

and over again. It enables you to work in, store, and transmit smaller, more manageable files.

On a hardware issue, recently a client said he thought he could not get an internal zip drive for the Powermac 6500. I have replaced several of these in recent months so drives are still available. However, they are SCSI drives and at some time in the future they may no longer be available since Mac items move to the USB and firewire interfaces. If you need one please contact me for information.

When you turn on the computer and are greeted with the blinking question mark or the Mac begins to start and then freezes with an error message or crash, that is a good time to give me a call. What I will tell you to do at this point is locate your original Mac System CD. Insert the CD and restart while holding down the "C" key. This will start the computer with the system on the CD. If you get a normal start and the hard drive icon appears on the desktop, then you can breathe a sigh of relief knowing the hardware is OK.

First run Disk First Aid. This will correct minor problems on the hard drive. Restart with the hard drive as the startup. If this does not work correctly, restart again with the CD and install system software. Call me with any questions.

### Ghost story writing contest a hit with young readers

Staff at The Herald-Sun wanted to sponsor a writing contest for Halloween in which the newspaper published an incomplete ghost story and invited students in grades three through eight to participate in a contest to complete the story.

Promotional ads were placed in the newspaper and flyers were mailed to the schools in the six-county delivery area.

The Herald-Sun received 206



classroom entries from the six-county delivery area. Staff selected two winning entries that were published in the newspaper along side the original incomplete ghost story. The winning entries also received a pizza party.

Contact: Beth Deacon, marketing director at The Herald-Sun, P.O. Box 2092, Durham, North Carolina, 27702.

(Reprinted from IDEAS Magazine.)

### Technology continues to change the way we produce newspapers

By Kevin Stimp  
Director,  
Institute for  
Newspaper  
Technology



I've been working with technology in the publishing arena for 15 years and I'm continually dazzled by the array of hardware and software products constantly changing the way we produce newspapers.

The pace continues to increase as years pass by. It seems like eons ago we were discussing the risks and benefits of full pagination, but it has really only been within the past three to five years that most newspapers began making the move toward full pagination.

It was only six years ago that I made my first presentation concerning digital cameras at a newspaper conference. Now they are commonplace. About the time many newspapers were beginning to become comfortable with their imagetters, direct-to-plate technology hit the market. Now we're wondering how long it will be before direct-to-press becomes a reality for newspapers.

With the increasing number of options constantly becoming available to our newspapers, it seems almost futile to try to envision what the future holds (in terms of technology). I'll attempt to highlight a few of the many changes that are coming in the near (or not so near) future.

#### Text Input will Change for Reporters

I was visiting Alan Broyles, Technology Director at the Johnson City (Tennessee) Press, a few weeks ago concerning options for reporters and text input. He was looking for the most efficient and cost effective word processing options available for reporters while they are out working on articles. He showed me a idea he was looking into concerning Palm Pilots for text input and e-mail transfer of files. I talked with him earlier this week and he told me Baseview is setting up a process which will allow their reporters to e-mail text from their Palm Pilots directly onto newspaper pages.

I suspect within the next few years this type of system will be the norm rather than the exception. Low cost, easy to operate hardware will be readily available which will allow reporters to spend more time in the field. So when a portable word processor arrived on my desk, built with the newspaper reporter in mind, I knew a lot of newspapers would be interested.

It's been several months since I've received a product to review that was as much fun as the AlphaSmart 3000 laptop word-processor. To be honest, after the box arrived I didn't open it for several weeks. After all, who uses a wordprocessor in this day of high-powered computer systems, laptops and Palm Pilots. Immediately upon opening the box I knew I had misjudged the necessity of a word-processor.

The AlphaSmart 3000 (Alpha) is a portable computer companion that enables the user to type, edit and electronically store text without being at a computer. After entering text into the Alpha, it can be stored for later transfer to a Mac or PC for formatting, editing or printing at a later date. Although it is compatible with both Macs and PCs, it's obvious the system was designed with the Mac in mind. The Alpha is IMac blue. It's also very portable, weighing in at a mere two pounds.

After text is entered into the system, the Alpha automatically saves the file or future use. There's no chance the user will accidentally turn the machine off without saving a file. The Alpha holds up to eight files at one time, with a maximum of 12 pages per file. That totals approximately 100 pages of single-spaced text. The system runs on 3 AA batteries with an average battery life of 200-700 hours. Users may also order a rechargeable NiMH battery pack.

Another nice feature is the ability to transfer text from your computer to the Alpha. With the optional "Get Utility" software (\$19), users can freely transfer text from their desktop computers to the Alpha. This could be a handy function for reporters who begin an article at the office, but

See PRODUCE, page 11

## Associates' interns get taste of public relations careers

*(Editor's Note: For the last five years, the KPA Associates Division has given summer internships to Kentucky college and university public relations/advertising students. The students spend 10 weeks with a KPA Associates Division member based in Kentucky. The Associates typically give one internship with a state government agency and two internships with private sector public relations firms. The KPA Associates Division internship program is modeled after the Kentucky Journalism Foundation intern program for newspapers and has shown similar success in getting students interested in a public relations career.)*

### Rachel Lawson Kentucky Utilities Senior, EKU

My internship at Kentucky Utilities Company has been filled with educational experiences and fun.

During this internship, I was able to go with my supervisor, Cliff Feltham, on a live news remote. KU was a major corporate sponsor for a Habitat for Humanity House, and the reporter from WKYT-TV, Emily Dean, interviewed Feltham.

Another exciting event was a visit by four executives for Dniproenergo, KU's utility partner in Ukraine through a program sponsored by the U.S. Energy Agency and the U.S. Agency for International Development. I assisted with event planning, program coordination, preparation of visuals and set-up for meetings.

I am currently planning another event for KU and Lexington Family Magazine, honoring top student athletes. My responsibilities include preparing the invitations, handling the entertainment and coordinating the event with John Lynch of Lexington Family Magazine.

I have also been given the opportunity to write some stories for LG&E Energy's daily online employee newsletter.

Another project that I have worked on is the KU Safety Manual, which is distributed to all KU employees. I did the editing and the layout for the manual while also serving as a liaison between the safety department and the communications department.

My summer internship at KU, which has been extended into a fall internship, has helped me in many ways. I have gained a greater understanding of how corporate communications works, and have been given the opportunity to be part of that process. It has definitely strengthened my skills, and helped me to develop a stronger portfolio. It has also helped me decide that I want to pursue a career in corporate communications.

### Erin Parsons KET Senior, EKU

While at Kentucky Educational Television this summer, I spent my time writing press releases, working on a newspaper clipping project and even help with special events and projects. I worked in the promotions department with Mary Campbell, Tona Barkley, Todd Piccerilli and Robin Roenker.

I wrote several press releases every week. The releases included programs for both KET productions and PBS productions. I gathered the information necessary to get to know the program and wrote the releases based on what



KPA Associates Division intern Rachel Lawson worked this summer at Kentucky Utilities. The company extended the internship through the fall. Lawson is pictured above with KU Community Relations Manager Cliff Feltham reviewing a customer survey.

I had learned from the information.

Also, I was involved in a newspaper-clipping project, which I worked on nearly all eight weeks I was interning. The project was designed to determine how many of the press releases we sent out were being picked up by newspapers, what newspapers were picking them up and which programs or types of programs were being picked up the most. I wrote a report evaluating what I had found at the end of my project and made recommendations for the releases and for better ways to keep up with the clips.

I also participated in the set up for the Summer Celebration, one of KET's biggest fundraisers of the year. I helped with much of the decoration set up as well as arranging tables and placing guests. It was a unique experience because I had to work with a huge team of people to make sure everything got done and in plenty of time.

Other activities I was involved in included researching the possibility and cost of investing in a KET K-Kid inflatable for use at children's events around the area. Again, I researched the cost, took bids and looked at the different ways KET might be able to use the inflatable as a marketing device. When I had gathered all the information, I made a presentation for the project and gave my recommendation. I worked on advertisements, both alone and with another employee, designing and writing copy for the ads plus placing them in the appropriate magazine or newspaper. I was included in all the departmental meetings as well as some outside the department, which I feel helped me more than anything in understanding how the business works and how everything gets done.

I feel very blessed to have been able to spend time at KET over the summer. It was a

great place to intern because I felt more like an employee than an intern. I was given responsibilities and helped through them. My supervisors gave me the help I needed to do the tasks assigned to me, but I was given the opportunity to succeed on my own before they stepped in to help.

*(Erin is currently interning on the metro desk at the Lexington Herald-Leader)*

### Anne Leitner Toyota Motor Manufacturing North America graduate, Centre College

By Lynda Gregory  
Media Relations, TMMNA

In the summer of 2000, Toyota Motor Manufacturing North America (TMMNA) employed a KPA Intern for the first time ever, and the experience was a great success.

Anne Leitner, a Centre College graduate, worked in our External Affairs Department. She did the bulk of the reporting and writing for our employee newsletter, a 16-page monthly magazine that is mailed to the homes of our 8000 team members. As her supervisor, I was quite pleased with her work, her attitude, and her reliability. I could always count on Anne to get the job done quickly and competently.

In addition, Anne was always eager to assist other staff members with routine and unexpected projects, such as: coordinating visits by reporters and film crews; collecting and distributing news clips to managers; creating informational slides for the in-house television system; preparing Powerpoint presentations; supporting volunteer events and team member events; interacting with the public at community events.

See INTERNS, page 12

## AD \$ENSE

### Newspapers control 'thin market' shoppers

Newspapers are in the best position to reach the "thin market," according to a Newspaper Association of America study.

A thin market describes the small percentage of the public who are shopping for any given item at any time. Most general-merchandise shoppers fall into this category.

The study found that shoppers use newspaper advertising as their information source to do their shopping.

"Newspapers have always been able to deliver the 'white hot' customer, those with the ability to make a quick buying decision. This thin market includes an ever-increasing number of consumer categories that did not exist only a few years ago," said Randy Graf, advertising director

for the Association's Mid-Atlantic Newspaper Services Inc.

#### Technology an impact?

The study also revealed that nearly two-thirds of respondents — 63 percent — said they use newspapers most often to check out ads; in second place was the Internet — 9 percent.

"This report confirms that shoppers continue to look to newspapers as their most important source of information when making a buying decision. This is important information that we must be sure our agencies know and understand as they set out to serve their clients needs."

To order a copy of the study contact NAA Director of Public Relations Debra Gersh Hernandez at: gersh@naa.org, or call (703) 902-1737.

### Do you show your paper's advertisers that you care?

Do you take the time, make the effort, to tell advertisers that you really do care about their business?

Take a look at the following list and make sure that your ad employees are addressing them.

1. Do you make certain that your advertisers are getting tearsheets on time?
1. Do you check every issue of the newspaper to make certain that all ads that are scheduled to run are actually running?
3. Do you call your advertisers to see if there is any way you can be of assistance when they have no advertising running?
4. Do you call all of your advertisers and let them know you are going to be on vacation and that another representative will be handling your accounts while you're

away?

5. Do you treat every one of your advertisers as if they are the only advertiser you have?

6. Do you know, and respond to, your customers' birthdays?

7. Do you do all that you can to stay educated on the various industries that your customers represent?

8. Do you keep a positive attitude when faced with a difficult situation?

Total quality service makes customers feel important. When customers feel important, they tend to stay happy.

And, nine times out of 10, happy customers will spend more money with your newspaper.

(Reprinted from MNA Press Pass)

### Ads you'll be glad you didn't publish

1. Stock up and save. Limit: one.
2. We build bodies that last a lifetime.
3. For Rent: 6-room hated apartment
4. Man, honest, Will take anything.
5. Wanted: chambermaid in rectory, Love in, \$200 a month. References required.
6. Man wanted to work in dynamite factory. Must be willing to travel.

7. Used Cars: Why go elsewhere to be cheated? Come here first!

8. Christmas tag-sale. Handmade gifts for the hard-to-find person.

9. Modular sofas. Only \$299. For rest or fore play.

10. Wanted: Hair cutter. Excellent growth potential.

11. Wanted. Man to take care of cow that does not smoke or drink.

(Reprinted from Nebraska Press Association, June, 2000)

### Reflective listening: A valuable tool for sales reps

#### Ad-libs®

By John Foust  
Raleigh, N.C.



Listening is active, not passive. It's more than merely keeping quiet while the other person is talking. It's encouraging them to talk, as well.

One of the most useful techniques is known as reflective listening, where the listener simply reflects the speaker's words. This is used extensively in diplomatic negotiations and psychological counseling. And it can be a powerful sales tool, especially when there are potential misunderstandings.

Reflective listening has two purposes: to clarify and to resolve. Generally speaking, there are three ways to apply this technique: repeat, rephrase or repackage as a question. To illustrate, let's take a look at something that salespeople hear all the time, "Your rates are too high." If you treat this statement as a straightforward objection, you may jump in with all kinds of evidence to prove that your rates are just fine. And you may lose the sale.

On the other hand, if you see

the statement as misinformed, you'll take a different approach. Stephen Covey wrote, "Seek first to understand, then to be understood." Clarify and resolve. By listening reflectively, you'll gather information and clarify the other person's statement. That's the first step to resolution.

Repeat: "I hear you saying that you think the rates are too high." (This is direct repeat of the speaker's statement. The key here is to be supportive and non-confrontational. The unspoken message is, "I'm listening and I want to know more.")

Rephrase: "I understand you're concerned about costs." (This goes a step deeper and personalizes the rate issue. In the speaker's mind, this moves the discussion from "your rates" to "my concerns" And the more you know about your customers' concerns, the better you will be able to serve them.)

Question: "Our rates are too high?" (Simply turn the speaker's words into a question. This is more likely to get a clarifying response than "Oh, really?" or "Why do you say that?")

Practice reflective listening around the office. It's a good idea to work with it in a safe environ-

See LISTENING, page 11

### 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.

Find out how to train your staff the quick and easy way. Write today for free brochure.

John Foust Advertising Seminars  
PO Box 10861, Raleigh, NC 27605, ☎ (919) 834-2056

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## LEGAL NEWS & VIEWS

# Task of hiring, firing employees can be complicated

By **KIM GREENE**  
**KPA General Counsel**  
**Dinsmore & Shohl**



The business of running a newspaper has become . . . well, it's become very businesslike. Newspapers generally are not exempt from the laws which govern the employment relationship. And in the last few decades, those laws — and the lawsuits they spawn — have proliferated like a bad case of poison ivy.

Although enacted for noble and worthwhile purposes, the practical effect of some of these laws includes confusion on everybody's part and seemingly endless paperwork. In the hope that greater awareness of legal requirements fosters better communication and working relationships, here are some pointers.

When interviewing applicants for a job, watch what you ask. The laws that prohibit discrimination against employees based on certain characteristics (e.g., race, age, gender, disability, religion, national origin) also apply to applicants. You can't, for example, refuse to hire someone because he seems too old. Since you can't base your decision on that characteristic, you shouldn't even talk about it during the interview. If you do, out of curiosity or whatever, and then you end up hiring another candidate, you may have just created the impression that your decision was based,

at least in part, on the prohibited characteristic.

Best to avoid interview questions about: age; gender; race; religion; national origin (except for proof of citizenship or resident alien status); marital status; health conditions; a woman's pregnancy, plans for having children, or child care arrangements (unless you ask both men and women); existence, nature or severity of a disability; organizational affiliations (except for those which relate to the job).

The best rule of thumb is to stick to questions that relate to the job and the applicant's ability to perform essential aspects of it. For example, if the sports reporter you are hiring will have to drive long distances to cover athletic events, make the driving aspect clear to the applicant along with other job requirements and ask if the applicant can perform all of those job requirements. Don't ask if the applicant has any disabilities that would keep him from doing all that driving. And don't ask if he ever filed for workers' comp for a work-related injury or ever missed a lot of work due to any health condition.

Once your employees are on board, regular periodic performance evaluations are very important. Through the evaluation mechanism you make sure that your employees have a clear understanding of the expectations you have for their successful job performance. And you have measurable objectives to which you can compare their job performance. Everybody needs feedback,

and a regular evaluation system provides employees the opportunity to correct any inadequate performance, with the employer's guidance.

There is one word of caution about performance evaluations. Listen up! The evaluations must be honest. Well, duh, you're saying now. That's obvious.

But 20 years of practicing employment law has given me lots of opportunities to observe human nature. And for most of us humans, it's much easier to tell somebody she's doing an acceptable job, or just remain silent, than to look her in the eye and tell her she just isn't measuring up. Besides, we all like to give (and receive) positive encouragement. And we all like to believe that our employees will somehow be able to discern the problem nonetheless. After all, the problem is obvious to you, how could the employee miss it?

Failure to be honest when an employee's performance is deficient robs the employee of the opportunity to improve. In addition, it can rob the employer of the ability to terminate that person's employment. Or, at least, it can mean that the termination triggers litigation, a result that is happening more and more often. You can get on the witness stand and try to explain to a jury that you gave the employee three satisfactory reviews in a row because you were trying to make her feel better about herself in the hope

See **EMPLOYEES**, page 9

## AG Opinions

### The Kentucky Post/Campbell County Fiscal Court

The Attorney General found that the Campbell County Fiscal Court properly denied a May 4 Open Records request from Crystal Harden, a Kentucky Post reporter. She had asked for an advance copy of the draft Campbell County budget for the fiscal year 2000-2001.

The county coordinator, Harold W. McMillan, responded to the request on May 9, stating that the document was considered preliminary and therefore exempted from the act. However, a copy of the draft budget had been given to the paper on May 8, after a "budget orientation" led by the county judge-executive, McMillan said.

Mark Neikirk, assistant managing editor of the Kentucky Post, initiated an appeal to the AG on May 12, asking for an opinion on the situation, despite the fact that the issue of the release of the documents was no longer an issue. The budget "should have been made public once the county administrative staff had finished drafting it," he wrote.

McMillan countered, "While a strict interpretation of the KRS provides exemption of draft documents until the advent of a first reading, the court exercised its prerogative to make the draft a matter of public record on May 8, 2000."

The Post's attorney, Mark D.

Guilfoyle, responded on June 30 that the draft budget would not have fallen under the exemption for preliminary paperwork, since he said it did not contain "opinions or policy formations/recommendations," and because, he argued, it was "the final work product of the Campbell County Judge-Executive."

Guilfoyle also took issue with the statement that the Open Records Act exempts draft documents until first reading. He stated that the draft budget was made available to county commissioners before the Post requested it, therefore making it not a draft, but a final proposed budget, a "final agency action" on the part of the judge-executive. He argued that the AG had never fully examined the implications of the laws governing the county budgeting process in view of the Open Records Act.

The AG responded that the Post's arguments were not "sufficiently persuasive to overcome in excess of 20 years of open records decisions, none of which were successfully challenged."

"In decisions dating back to 1976, the year in which the Open Records Act was enacted, this office has distinguished between budgets in the process of being formulated and current working budgets on the basis of which expenditures are contemporaneously being made."

See **AG**, page 9

## Free-lancers to receive royalties for articles resold on website

(AP) — Free-lance writers will receive royalties for old articles resold on an online store under an agreement that both sides say provides a model for resolving an issue that still could end up in the Supreme Court.

"There are two roads for the media and publishers to follow — enormous and costly litigation or to sit down and have fair negotiations like this," said Jonathan Tasini, president of the National Writers Union, whose executive board approved the agreement Aug. 3.

"I agree with what he says," said publisher Steven Brill, who founded the site, Contentville. "If people own the rights to something they wrote, they should get paid for it. It's the right thing to do and it's a good business decision."

Because standard contracts

**"There are two roads for the media and publishers to follow — enormous and costly litigation or to sit down and have fair negotiations like this."**

**Jonathan Tasini**  
president, National Writers Union

predate the digital era, writers and publishers have been divided on how, and if, writers should be paid for works that are redistributed electronically.

Last September, a federal appeals court ruled that publishers can't include work by freelance writers in their electronic databases without the writers' permission. Many media compa-

See **ROYALTIES**, page 12

Got legal questions about  
a story or ad?

Call the KPA FOI Hotline  
**(502) 540-2300**

# KPA schedules first New Media seminar

KPA's New Media Division is holding its first-ever seminar, Thursday, October 26 through Saturday, October 28, at the Georgetown (KY) College Leadership and Conference Center.

Russell Viers, a Certified Adobe Expert in QuarkXPress, InDesign and PageMaker, will conduct the seminar. Each day's session is scheduled for 9 a.m. to 4 p.m. (Eastern).

Thursday and Friday's seminar is devoted to QuarkXPress. Saturday's session focuses on InDesign, Adobe's new powerful and feature-packed layout software.

Registration information has already been mailed to all Kentucky newspapers. You can call KPA at (800) 264-5721 for more information on the seminar.

A detailed daily agenda:

## Adobe PhotoShop

A comprehensive, two-day class, Thursday and Friday, October 26 and 27 PhotoShop is like any other tool and is most effective if used to the fullest. Many of

today's newspaper personnel are so busy putting out the paper, they don't have time to learn the hidden power of this software.

Day after day, week after week, they continue to bang their heads to meet deadlines and have a good looking paper.

End the head banging!! These two days will prove worthwhile to anyone who is using PhotoShop, including editorial staff, photographers, production staff and advertising sales staff.

## Thursday, October 26

- Excellent for new users or veterans wanting to learn some of the new tricks in Version 5;
- Scan photos right the first time;
- Use the toolbox to the fullest, making the most of each function;
- Know the PhotoShop interface better, so you can find those hidden tools;
- Repair bad or damaged photos quickly with the rubber stamp tool;

•Make perfect selections with the QuickMask, because the lasso isn't close enough;

•Make your photographs look the way you want using various adjustment tools;

•Finish your work faster with time-saving shortcuts;

Adjust areas of an image quicker with the Dodge and Burn tool. Your photos will pop after using Unsharp Masking properly. Let your computer do repetitive adjusting for you.

## Friday, October 27

Excellent for veterans or anyone who attended the Oct. 26 session.

- Use channels to repair and adjust even difficult images;
- Make transparent background using Clipping Paths;
- Calibrate your monitor so what you see on the screen better matches the final print;
- Undo multiple mistakes, and more, with the History Palette;
- Understand and use Layers for really powerful composites and

image adjustment;

•Let spot color spice up your photos with Duotones;

•Make the same photo look the same on different printers with transfer curves;

•Stop fighting memory limitations when working with large images;

•Understand the different modes and formats — which work best.

## Adobe InDesign

Discover the incredible pagination power of Adobe InDesign in this fun and information full-day class on Saturday, October 28.

InDesign is Adobe's new incredibly powerful and feature-packed layout software and if you are using anything else, you may be working too hard. This seminar is for anyone involved in layout and pagination — editorial staff, photographers, advertising staff and production personnel.

See SEMINAR, page 12

## Employees

Continued from page 8

she would do her job better. And when that didn't work, you had no choice but to let her go. Members of the jury, most of whom have been someone's employee sometime, are going to see three satisfactory reviews, with no indication of the problem that you say was the reason she was fired. They're going to wonder whether you are telling the truth now or the evaluations told the truth then.

The need for accurate documentation also extends to misconduct or poor performance throughout the year. If there are particular incidents (e.g., lying, plagiarizing, excessive absenteeism, etc.) you should document the problem and what you did about it. You will end up with a record showing the incidents and your counseling of the employee. Forcing yourself to regularly document such incidents also forces you to deal with them. Again, hind sight is an effective teacher.

Bottom line, juries look to see if a terminated employee was treated fairly. If you are testifying that the employee broke this or that rule on several occasions, but you have never confronted the employee about it, the jury is likely to side with the employee. How could she fix a problem she didn't know about? Even when it's obvious to you, don't take for granted that it's obvious to anyone else.

You invest a lot in each of your employees (training, salary and benefits), and you want all employees to succeed. Sometimes, though, it just doesn't work out. And when

that happens you need to be in a position to terminate the employment without concern about legal fallout. Having honest and comprehensive performance reviews, as well as documentation of particular incidents and counseling sessions, helps with this.

If the employee is in one of what the law regards as "protected groups" (40 and older, minority race, female, etc.), then you need to take another step beyond your solid documentation. You need to review your history of dealing with similar problems to see if you have treated people outside the protected class who had similar problems the same way you are proposing to treat this employee.

For example, you want to fire Susie Brown for being late too often or for violating X work rule. You have plenty of documentation showing when Susie Brown was late or violated the rule and when you counseled her about it. But Susie Brown is a 47 year old female. So you need to take a look at your history. How have we treated male employees and younger employees who were repeatedly late or violated similar work rules? If we gave them three chances and we've only given Susie one so far, termination just might be premature.

Once you have determined that you are going to discharge an employee, realize that the law does not require you to give a reason for the discharge. You could simply say "your services are no longer required." As a practical matter, however, it is often difficult not to give a reason. Employees ask. So most employers tell.

But don't fall into the trap that snares many employers. They soft

## Hotline Attorneys

Jon L. Fleischake  
502/540-2319

Kimberly K. Greene  
502/540-2350

R. Kenyon Meyer  
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Cheryl R. Winn  
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Lora S. Morris  
502/540-2373

peddle the reason, thinking, why hurt the person's feelings anymore than I have to? I recently heard an incredible story about an employer that wanted to avoid the lengthy and hurtful list of wretched performance problems, so she told the fired employee that the board of directors just wanted a man for that position. That explanation, the employer reasoned, would make the fired employee feel better. To the contrary, what that statement did was make the fired employee furious. The same thing can happen with made up, soft-peddled statements.

There are many traps for the unwary in the employer/employee relationship. When a sensitive situation arises, we encourage you to seek legal advice. We would be more than happy to assist you with any situation, although it would not be considered a Hotline call, or there are attorneys in your community with employment law experience who could work with you.

If you have any questions about matters covered by the Legal Hotline (access to public records and meetings, prepublication review, defamation, invasion of privacy), don't hesitate to call your Hotline attorneys.

## AG

Continued from page 8

The AG cited a 1983 opinion, where the AG stated that "preliminary drafts of a budget are not required to be available for public inspection. They are of the nature of intraoffice memoranda ... merely expressions of recommendations which may or may not be incorporated into the final document."

As for the issue of the county budgeting process and its effect on the Open Records Act, the AG responded that the office had formulated an opinion in a similar appeal involving a city budgeting process. It found then that although the draft budget might be the final one presented by the mayor, it did not constitute final action on the part of the governing body.

"Until adopted, as proposed or amended, by the Campbell County Fiscal Court, the proposed budget ... retains its preliminary character," Assistant AG Amye Bensenhaver wrote.

(Editor's note: On the same day the AG released the above opinion, it also issued a response to a similar appeal the Post had filed regarding a local sanitation district's refusal to release a draft report on possible rate increases. The report had been created by a private company. In that opinion, the AG also sided against the paper, stating that "we find no error in its decision to withhold the report until after it was adopted by formal action."

## Debate

Continued from page 1

magazine, a visitors' guide of sorts, contains color-coded maps from airports to Danville, into town and to Norton Center. It also has trivia about Danville, stories about the two U.S. vice presidents that graduated from Centre College, the Perryville Battleground, Constitution Square and other historical attractions there. There's a couple pages that tell about The Advocate-Messenger and general information on Boyle County's population.

The newspaper also has a regular publication that's produced quarterly and sent to area businesses. This month's issue obviously focused on the debate and its effect on the business community. It featured several stories from local business leaders and their speculations on how much money might be spent in the community and surrounding area.

The final publication is a commemorative edition published Oct. 9. It's an historical account of the event from the day Centre decided to apply as a host to the day the 50 satellite trucks convoyed out of town.

Nelson had planned another special section for the week before the debate, called a pre-debate

issue, but due to the delay in confirming the site, the paper opted instead to take all the stories planned for that and publish them day to day. The stories included reports on what the community can expect, what kinds of things were done in the community to prepare for the debate - stories about everything from painting the fire hydrants to traffic flow.

"Stories are developing daily, too," said Nelson. "No way are we able to write every story."

The week of the debate, the newspaper staff was swamped covering an onslaught of activities leading up to the debate like a youth leadership camp that focused on the event. Every school in the area did something special to mark the historic event and, of course, wanted coverage. There were speeches from historians and a four-hour festival the day of the debate on the college's campus for the entire community. In the midst of all this, CATS scores were released and a youth safety fair sponsored by local businesses to benefit the Children's Miracle Network drew thousands to the county fairgrounds.

Understandably, Nelson said his staff was "excited but a bit overwhelmed."

"It's rough but I'm fortunate to have a seasoned and full staff that I'm confident will be able to handle whatever I throw at them," he said.

## People

Continued from page 2

and helping develop the paper's Web site.

Tomes, 22, will work as an ad designer while she is finishing her final semester as an art and advertising student at Murray State University.

### Milby hired as reporter at Greensburg paper

Angi Milby is a new reporter on the staff of the Greensburg Record-Herald. She previously worked outside the journalism business and will be responsible for writing features for the paper, as well as taking photos and helping with production.

### Hamilton named news editor at Lebanon

Chris Hamilton has been named news editor at the Lebanon Enterprise.

Hamilton replaces Beth Foster who left the Enterprise to be the news editor at the Central Kentucky News-Journal, the twice-weekly paper in Campbellsville.

Hamilton worked at the Lebanon paper as sports editor

from 1987 to 1999. He also worked at the paper from 1980 to 1984 as a sports writer.

He is a graduate of St. Catharine's College and Campbellsville University.

### Paxton Media buys Arkansas newspaper

The Paxton Media Group, which is based in Paducah, has bought the Jonesboro (Ark.) Sun, a daily paper with a Sunday circulation of over 31,000.

The paper had been owned and published by the Troutt family of Jonesboro for 99 of its 117 years.

Paxton Media, which owns or has interest in 27 other dailies, owns three other papers in Arkansas.

### Boone Co. Recorder marks 125th year

The Boone County Recorder marked its 125th anniversary on Oct. 12. The paper has published weekly since 1875.

To commemorate the event, a special anniversary edition filled with old stories, photographs and advertisements was published. It also featured contests on the oldest Boone County subscriber and resident.

## Night meetings require advance planning

### Coach's corner

By Jim Stasiowski



The reporter challenged me, and he had every right to do so.

Fred, an experienced reporter, had sent me a story from a night city council meeting. As he returned from the meeting at 10:30 p.m., his editor had said, "Get it to me by 11."

I had torn apart what he wrote, calling it superficial and unfocused, a grab bag of the meeting's events, none of which Fred developed into a complete story.

"It's easy for you to Monday-morning quarterback," Fred said. "You have all the benefits of hindsight. But I have to turn out something in a half-hour. You ought to take that into account."

I said to Fred, "I'm not criticizing what you did between 10:30 and 11 p.m. that night. By 10:30, you were in such a serious writing mess, you had no choice but to bang out a list of what happened at the meeting. Your problems began long before 10:30 that night."

In an interview at The Poynter Institute a few years ago, Donald Murray, the nonpareil writing coach, said most reporters "learn a skillful mediocrity, delivering the stories that will be published, that will fulfill the minimal expectations of editor and reader."

What we have to realize is that we, in newsrooms, work with a net. Each of us is able to take a small amount of information and turn it into what looks like a newspaper story. It has facts, it has people, it has quotations, it even has news.

The least-accomplished reporter can go to a meeting, a speech, a fire, a ballgame, a traffic accident, a press conference, whatever, and come back with something acceptable. Pure failure, in newspaper

writing, is practically impossible.

Excellent writers use as incentive the fear of coming back with "a skillful mediocrity." Excellent writers think, "If all I do is regurgitate what I heard at the meeting, I'm not very good."

I tell writers: If you have to go to a night meeting (speech, interview, press conference, game, anything that will go immediately into the next morning's newspaper), live in fear of arriving back at the computer terminal at 10:30 with no clue. Here are some ideas that should help:

1. Report before you go. Almost all of the councils, boards, agencies, etc., we cover put out an agenda beforehand. At least a day beforehand, get the agenda. Look at it critically. Ask, "What in this agenda probably will have the biggest effect on the lives of my readers?"

Call your sources to get an idea of what will happen. Drive out to a neighborhood and interview people whose lives will change, depending on what action comes from the meeting. Tell those people, "I might have a result by 10 or 10:30 tonight. Is it OK if I call you that late?"

Spend time creating in your head the story you want to write from that meeting.

2. If possible, write an advance: Reporters whine, "But nothing happened at the meeting." Well, if you get the agenda in time, and if you do a good job of writing an advance on what might happen, you will persuade people to show up.

3. Arrive early: Schmooze, especially with sources you don't usually talk to. Spot new people in the audience. Find out why they're there.

4. Throughout the event, be writing the story in your head: The event starts at 7 p.m., but the crucial time is 10:30. You're going to arrive back at the office at 10:30. So, what happened at 7:15 that is going to help you at 10:30? What

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## Meetings

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happened at 8:45 that is going to help you at 10:30? What happened at 9:30 that is going to help you at 10:30?

5. Keep a separate notebook for questions: Between 7 p.m. and 10 p.m., a lot of things will happen, and you'll want to try to track down some good answers before you drive back to the newsroom. If you count on finding those questions in your regular notebook, you'll go nuts. Have a separate notebook or even just a scrap of paper, on which you jot down, "Mayor: Why did you object to police chief's request for more officers?"

6. Remember, you can't fail: Take a risk. No matter what, you'll be able to write a weak unfocused story. That's not your goal, but it should make you willing to reach for something sharper, more relevant than the standard, "So-and-so did such-and-such" meeting story.

I once overheard the best summary of how most of us perceive night meetings. A summer intern came back from her first meeting, and she had to face a demanding city editor.

As she tried to describe what went on in the meeting, she stuttered and stammered, and the city editor got increasingly impatient.

Finally, he said, "OK, OK, finish this sentence for me: 'In the last three hours, I ...'"

She hesitated a moment, then said, "... sat and watched the mayor talk."

It that's what a meeting is to you, go ahead, start writing at 10:30. You can't fail, but success means something very different from a lack of failure.

**THE FINAL WORD:** A writing problem that makes me slam the heel of my hand against my forehead is the noun that can be either singular or plural.

What about "number?" Is it always singular? Always plural? The answers are no, and no.

When you use "the" in front of "number," it is singular: "The number of students using drugs has stayed that same." That's because "The number" refers to a specific number.

But when you use "a" in front of "number," the word is plural: "A number of students have entered drug rehabilitation." That's because "A number" is a synonym for "a lot" or "a few," and both of them are plural.

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

## Produce

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need to work on it on the road. Other features include a spell checker, cut & paste function, auto power-down and international character support. Other "applets" are available from the manufacturer which give added functionality to the word processor. The AlphaSmart 3000 is warranted for three years.

The one feature lacking is the ability to email files from the AlphaSmart 3000 to a remote computer. While users have the ability to send text from the Alpha directly into a desktop computer's email program via a connection cable, there is no function which allows files to be transferred directly from the Alpha via modem. The makers of AlphaSmart assured me that the next model of the product will have email capabilities, although it may be a year away.

The AlphaSmart 3000 seems especially suited for local reporting, where text can be entered into the word processor then transferred to a desktop computer upon return to the office. It's much less expensive than a laptop computer and offers most of the same functions in terms of text input capabilities. The AlphaSmart 3000 sells for \$197, with an additional fee (\$15 - \$30) for the export cable (available in USB, Serial, Parallel, ADB/non-USB Mac PS/2). It works with any application that accepts text. For more information contact SmartINPUT at (800) 726-2425 or see their website at [www.smartinput.com](http://www.smartinput.com).

### Photography Going Digital

I was talking with my colleague, Gary Cosimini of Adobe Systems, a few days ago. Gary is the closest thing I know of to a walking encyclopedia of high-tech knowledge. He couldn't wait to ask if I had seen one of the new 4 megapixel digital cameras released by Kodak and Olympus. 4 megapixel (million pixels) is a major barrier which forces even hard-core opponents of digital photography to take another look. Just a few years ago we were looking at digital cameras

with nowhere near this resolution for \$20,000 or more. The suggested price of both these cameras is under \$2,000. I can only imagine digital cameras will continue to decrease in price as has been the trend over the past two years. Gary was so enthused about the new cameras he said, "I'm going to throw my 35mm in the trash and get one of these!"

I doubt he throws his old cameras away, but I got the idea. Mavica has just released a digital camera that records directly to a CD disk. I'm not talking about connecting to a CD-writer via cable. The new Mavica CD1000 has a CD-writer built right into the back of the camera! While not offering the resolution of the 4 megapixel cameras mentioned earlier, it's only a matter of time before someone offers a camera with tremendous resolution and built-in CD-writing capabilities.

### Continuing Changes Require Increased Training

I can write without reservation that newspapers who have embraced changing technologies have thrived over the past decade. As I travel throughout the United States and Canada I become increasingly aware that newspapers who aren't afraid to push the envelope, in terms of technology, are reaping great rewards as a result. While new software and hardware require constant training, the advances in quality and speed derived from these technologies far overshadow the costs when used effectively.

Just as in other industries, newspapers are finding it harder to dedicate time to attend training events and conferences. Except for the largest newspapers, on-site training is a luxury beyond reach. Within the next few years I suspect that distance learning will be the norm in technical (and other types) of training. Newspaper staff members will learn the latest technologies through live broadcasts at local community colleges, through satellite hookups and, eventually, over the Internet. While there will still be a demand for live training (my role as director of the Institute of Newspaper Technology depends on it!), more and more learning will take place near home.

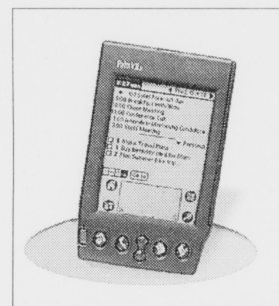
a chance to resolve anything. And if your voice is the slightest bit defensive, you're dead in the water. Don't get mad, get information.

2. Be sincere. G.K. Chesterton said, "There are no uninteresting subjects. There are only uninteresting people." One of the greatest gifts we can give to another person is to listen, really listen, to what they have to say. It shows we care. That's too important to fake.

3. Don't overdo it. Obviously, if you respond to everything with reflective statements and ques-



Above: The AlphaSmart 3000 is a portable computer companion that enables the user to type, edit and electronically store text without being at a computer. Below: The Palm Pilot allows reporters to email text from the device directly onto newspaper pages.



### Keeping Up With Resources Takes Front Seat

With so much of what we do dependent on computer technology, keeping track of all the files will become a major priority (it already has at many newspapers). Newspapers will need to keep abreast of the latest asset management tools available which will allow users to track down digital photos, articles, ads and other types of files in a matter of seconds. It seems an overwhelming task to take control of all the digital assets constantly being created - but as many newspapers have already learned - the rewards are well worth the efforts.

The pressure to produce information quickly isn't going to disappear anytime soon. It's imperative that newspapers embrace new technology to stay ahead of the pack when it comes to information distribution. Let new technology benefit, rather than threaten, your production experience.

tions, you'll look ridiculous. (It's hard to make a sale if you get kicked out of a prospect's office!) Just use your common sense.

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(John Foust conducts advertising training for newspapers. His ad workshop video "Basics of Layout and Copy" is being used by newspapers from coast to coast. For information, contact: John Foust, PO Box 10861, Raleigh, NC 27605, E-mail: [jfoust@mindspring.com](mailto:jfoust@mindspring.com), Phone (919)834-2056.)

## Listening

Continued from page 7

ment, before taking it "on the road." As you expand your comfort level, it's important to keep three points in mind:

1. Be careful of the tone in your voice. It's not just what you say, it's how you say it. Remember, your job is to clarify and resolve. If you're confrontational when clients say outrageous things, you won't have

tions, you'll look ridiculous. (It's hard to make a sale if you get kicked out of a prospect's office!) Just use your common sense.

## Nominations

Continued from page 1

office of vice president are those who are currently serving as elected directors; those who have been elected to serve on the board, provided they have previously served as either an elected or appointed director; or those persons who have served three consecutive years as an appointed director."

Nominations must be sent to: David T. Thompson, Kentucky Press Association, 101 Consumer Lane, Frankfort, KY 40601.

All nominees consenting to the nomination and agreeing to serve if elected will be interviewed by the Nominating Committee once it has been determined that the nominee meets bylaw requirements.

Following the interview process, the Nominating Committee will recommend a candidate for vice president to the Kentucky Press Association and Kentucky Press Service Board of Directors.

Following action by the board, the individual will be recommended for approval to the full membership of the Kentucky Press Association during the business session of the 2001 Winter Convention in Louisville.

The person elected Vice President during the January 19, 2001, business meeting will become President-Elect of KPA/KPS in 2002 and serve as President of the statewide organization in 2003.

## Royalties

Continued from page 8

nies have for the last few years required free-lance writers to sign contracts that allow electronic republication of their work without additional compensation.

Among the companies that had fought the federal case were The New York Times Co., Newsday, Time Inc. Magazine Co., University Microfilms International and Mead Data Central Corp.

They had argued that such electronic databases as Nexis are like anthologies that can be revised without the permission of individual copyright holders.

## Interns

Continued from page 6

Anne worked for Toyota in two locations - the manufacturing plant in Georgetown (TMMK) and the corporate offices in Erlanger (TMMNA). She never minded traveling or working overtime.



## Marsella a Big Hit at Classified Seminar

Tony Marsella, vice president for Classified Marketing of NAA, conducted the KPA Fall Ad Seminar on "Classifieds: Solving a Big Piece of the Puzzle." He was the 1995 recipient of the James McGovern Award, presented by the Newspaper Classified Industry and bestowed upon an individual who has shown dedication and outstanding service to the classified industry.

## Seminar

Continued from page 9

Saturday, October 28

Excellent for anyone using QuarkXPress, PageMaker or Multi-Ad Creator who wants to make a switch to something more powerful. It is also an excellent class for anyone currently using InDesign who wants to learn how to use it more effectively.

- Build pages from scratch quicker and easier;
- Make your type look better with InDesign's new typographic tools;
- Use the toolbox to the fullest, making the most of each function;
- Create page guides like never before;
- Use the versatility of InDesign's Master Page technology;
- Integrate PhotoShop and Illustrator images with ease;
- Edit your keyboard shortcuts;

- Finish your work faster with time-saving shortcuts;
- Use Style Sheets better than ever;
- Let Layers make your job easier;
- Use the Libraries for quick access to graphics and quicker pagination;
- Use type tricks to make ads and special sections more exciting;
- Incorporate PDF technology into your workflow.

### Seminar Registration

The registration fee includes continental breakfast and lunch each day and all handout materials. Dinner each evening is "on your own."

Please note that you can sign up for the two-day PhotoShop Seminar, or the one-day InDesign Seminar, or save money and sign up a staff member for ALL three days. The registration fees are: \$75 for the PhotoShop Seminar on Thursday and Friday; \$50 for the

InDesign session; or \$100 total if the person attends all three days.

The deadline to register for the seminars is Thursday, October 19. You can complete the registration form and mail to KPA, or fax to us at (502) 226-3867.

### Room Reservations

Rooms are available at the Comfort Suites Hotel in Georgetown, about two miles from the Leadership and Conference Center. The rate for each suite is \$79.95 plus tax. For room reservations, call the Comfort Suites Hotel at 1-877-868-9500.

When the recording answers, press "0" for a reservations clerk. To get the KPA \$79.95 rate, make sure you identify yourself as calling for the Kentucky Press Association room rate.

Room reservations MUST be made by FRIDAY, OCTOBER 13. The seminar dates coincide with the fall meet at Keeneland and hotel space is at a premium.

## 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.

### Pressman

Multi-weekly needs pressman for 10-unit Goss Community press. Must be experienced with process color. Reasonable working hours, good pay plus benefits. Contact Mike Scogin at Georgetown News-Graphic, 502-863-1111 or mail resume to: 1481 Cherry Blossom Way, Georgetown, Ky. 40324. Pressman apprentice also needed.

consult (postal and single copy) for four affiliated weeklies and manage two district managers and a mailroom supervisor. Position to be filled by Dec. 1, 2000. Send your resume, along with salary expectations to: Keith Ponder, Publisher, The Glasgow Daily Times, P.O. Box 1179, Glasgow, Ky. 42142-1179 or e-mail kwponder@cni.com. EOE

### Circulation Director

Search re-opened for circulation director of Glasgow Daily Times, a 10,000-circulation daily in beautiful southern Kentucky. We need an energetic, hands-on leader with a proven record of accomplishment to continue to build on our record of success. This person will oversee all circulation efforts (carriers, motor routes, mail and single copy) of a daily,

### Mailroom Supervisor

Mailroom supervisor needed to manage labeling, sorting and bagging newspapers for post office. Must have good understanding of postal requirements as well as working well with machinery. Reasonable working hours, good pay plus benefits. Contact Mike Scogin at Georgetown News-Graphic, 502-863-1111 or mail resume to: 1481 Cherry Blossom Way, Georgetown, Ky. 40324.