

Looking Ahead

January 2
1996 Kentucky General Assembly Regular Session Begins

January 25 - 26
KPA Winter Convention, Radisson Plaza, Lexington

January 27
University of Kentucky Journalism School Technology Survival Workshops

March 4 - 8
Newspapers in Education Week

March 20 - 22
NNA Government Affairs Conference, Hyatt Regency, Capital Hill, Washington, D.C.

April 18-19
1996 Kentucky Press Association Spring Advertising Seminar, Louisville (TBA)

June 20 - 21
KPA Summer Convention, Bowling Green

September 25 - 28
National Newspaper Association Convention, Opryland Hotel, Nashville

September 26 - 27
KPA/KPS Board of Directors Fall Retreat, Opryland Hotel, Nashville

Notice of Business Meeting to Consider By-Laws Amendment

The official Business Meeting of the Kentucky Press Association will be held Friday, January 26, 1996, at the Radisson Plaza, downtown Lexington, beginning at 8 a.m. (Eastern).

Business items to discuss include an amendment to the Kentucky Press Association By-Laws, same being adopted unanimously by the Kentucky Press Association Board of Directors on Friday, November 3, 1995.

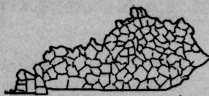
The recommendation is to amend Article II, Section 3, Paragraph 2, which presently states:

There is also established the Associate Member Newspaper membership within this division.

Continued on Page 2

January, 1996
Volume 67, Number 1

The Official Publication
of the Kentucky Press Service



THE KENTUCKY PRESS

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Forget the forecast! It's Winter Convention time

So what else is new? Seems like every year the wanna be weather forecasters talk about a major snow storm in January, just about the time of the Kentucky Press Association Winter Convention.

One time in 126 years, they've hit the target (need we remind you of the 17 inches of snow that fell in 1994 just three days before the opening). Chances are slim to none that this year's predicted four to six inches of white stuff will fall around January 25 should be taken with a grain of salt. (In January, 1984, eight inches of snow fell on the morning the convention was scheduled to start and everyone made it to The Seelbach without problem).

So that means, make your plans now for the 1996 Kentucky Press Association Winter Convention - Thursday, January 25 and Friday, January 26 - at the Radisson Plaza in downtown Lexington. And as an added benefit, plan on staying an extra day (Saturday, January 27) for one of two high-tech survival workshops hosted by the UK Journalism School (see schedule on Page 8). And for those lucky enough to find UK basketball tickets, remember the Wildcats play host to South Carolina Saturday night in Rupp Arena.

Featured guests are Peter and Jeff Wagner with the N'West Iowa REVIEW and Ron Anderson, a New York-based circulation consultant who returns to Kentucky by popular demand.

The convention officially opens at 1 p.m. on Thursday with a Reality Writers Workshop, featuring Jeff Wagner. The four-hour session puts editors, reporters and copy editors in real-life situations and gives them an opportunity to test their news judgment and skills covering a simulated breaking story. Participants take part in budget decisions, story development, ethical considerations and sharing the finished story.

The seminar ends at 5 p.m. and is followed by the Opening Reception from 6 to 7 p.m. in the KPA Trade Show.

The Wagners' N'West Iowa REVIEW has been named Iowa's best newspaper in nine of the last 14 years and also has received national acclaim as one of the nation's top weekly publications.

The father-son team combine Friday morning in the first general session with a double-value program, Turning Creativity into Reality. This session for publishers, general managers, editors, advertising sales reps and classified ad staffs teaches the seven basic steps to creating new sales, circulation and editorial promotions designed to solve promotion, staffing, financial and distribution problems. The general session is 9 a.m. to 12 noon, with the Wagners' seminar taking up the first two hours. At 11 a.m., Julie Carter Foth, head of the Communications Liability Claims Department for Employers Reinsurance Corp. discusses various libel situations and claims faced by the media and how these situations could have been avoided.

At 10 a.m. Friday, separate from the KPA general session, circulation whiz Ron Anderson begins an all-day seminar aimed at helping newspapers increase single copy sales, retain subscribers, develop new products, and promote and market newspaper products.

Following lunch, with Gov. Paul Patton invited to be the speaker, KPA hosts five afternoon seminars (1:30 p.m. to 5 p.m.) for News Editorial, Advertising, the Associates, college journalism students and Circulation.

Jeff Wagner conducts the News Editorial sessions on Moving into the 21st Century and Good Photos are More than the Roll of a Dice. Peter Wagner

has a high-powered session on Countdown to Better Management for publishers, general managers and advertising sales directors. The KPA Associates will be discussing "What Technology Can Do for You," with Associate members taking part in presentations on the Internet, video teleconferencing and other means of communication. Following on last year's successful seminar for college journalism students, Tom Caudill is putting together a host of speakers to prepare college students for journalism careers and preparing them for interviews. Following the session, students will be able to talk with newspapers at a job fair.

The convention ends Friday night with the Awards Reception (6 p.m.) and KPA Fall Newspaper Contest Awards Banquet (7 to 9:30 p.m.).

UK to host two high-tech seminars

But the learning doesn't end then. On Saturday morning, the University of Kentucky Journalism School will be hosting two, half-day technology sessions. One features an introduction to using the Internet and the second is a Beginners Guide to Pagination and the Electronic Darkroom.

Both will be held at the UK Journalism School, from 8:30 a.m. until 12 noon. Registration for the UK seminars is separate from the convention registration and is limited to the first 15 for each seminar to register.

A second mailing with all convention materials is scheduled for December 27. Rooms at the Radisson Plaza are \$63 (single or double) with a January 4 reservation deadline. After that date, KPA's room allotment will be available to the general public.

The deadline for convention registration with KPA is Thursday, January 18. For more information, contact KPA at (800) 264-5721.

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People and Papers in the News

Mary Ruth Tafoya, who left the Breckinridge County Herald-News last year to start a Hardinsburg business, The Music Box, has returned to the Herald-News as editor, replacing **David Platt**.

E.L. Gold, a former Kentucky Journalism Foundation intern with the Fulton Leader, has joined the staff of the Kentucky New Era in Hopkinsville. Gold, who was a staff writer, photographer and managing editor of the Murray State News while working on a degree in journalism and graphic arts, has most recently been a reporter with the Roane County News in Kingston, Tenn.

Rick Howell, who joined the staff of the Harlan Daily Enterprise in July, 1994, as a government reporter, has

been named news editor. The announcement was made by managing editor **John Henson** who was named to that position last month.

Chris Freeman is one of the youngest newspaper general managers in Kentucky after having been named GM of the Harrodsburg Herald last month. Freeman, 24, joined The Herald's staff in October, 1993, in sales and advertising.

The Hickman County Gazette has hired **Christian Cruse** as high school sports reporter. A senior at Hickman County High, Christian will be covering her high school team's basketball games this season for the Gazette.

Don Stringer, who resigned recently as managing editor of the Bowling Green Daily News, will continue

his long-term relationship with the Warren County daily as coordinator of the editorial page. The announcement was made by Daily News publisher **John B. Gaines** who said, "I am glad we have found a way for Don and the Daily News to continue our relationship." Stringer, who has been associated with the Daily News for 31 years, will continue to oversee the content of the editorial page and continue to write many of the editorials and possibly a column.

Photojournalist **Bryan Leazenby** and reporter **Jamie Slagle** have joined the Henderson Gleaner's news staff. Leazenby, a 1993 photojournalism graduate of Western Kentucky University, joined the Gleaner's staff earlier this year after spending a year as

staff intern with the Owensboro Messenger Inquirer. Slagle, a native of Atlanta, joined the Gleaner after a year as a reporter and copy editor with the Bowling Green Daily News. He also was a reporter and photographer for the Harrodsburg Herald.

The Owensboro Messenger Inquirer has named **John H. Meunier** as editorial page editor. Meunier has been an editorial writer since February. He is a graduate of Indiana University with a bachelor's in English and history and has done work on a master's degree in journalism at Indiana.

Tammy Barger, an education graduate from Morehead State University, has joined the staff of the Breathitt County Voice as part-time reporter.

Hatfield named NNA membership chairman

Guy Hatfield, long-time publisher of The Citizen Voice & Times, and more recently The Clay City Times, has been named Kentucky membership chair for the National Newspaper Association for 1996 and beyond.

Max Heath, NNA State Chair for many years, asked Hatfield to take on this role to share the multiple duties of a state chair, which includes legislative activity, promotion of NNA events, and member services.

Hatfield is well known to Kentucky publishers, and especially in eastern Kentucky. He has headed the Kentucky Weekly Newspaper Association and serves on the board of Kentucky Press Association. He is a frequent attendee at NNA's March Government Affairs Conference and

also the annual convention, with his wife **Teresa**.

As an independent publisher, Hatfield's selection gives NNA a presence with both independents and groups. Heath works for Landmark Community Newspapers, Inc. of Shelbyville, a privately-owned group.

He said in announcing the appointment, "We are proud to have Guy working for NNA. He loves the newspaper business and loves to promote what he believes in. He will be an asset working for NNA in Kentucky."

"While NNA is strong in Kentucky, thanks to the efforts of KPA, we want to make it even stronger with Guy's help," said Heath. "We hope any non-members of NNA will join by paying the total amount on their KPA dues invoice for 1996."

Business Session scheduled for Jan. 26

Continued from Page 1

Those newspapers meeting requirements of full membership, including at least 25 percent news editorial content and news of interest to the general public, but do not hold a second class mailing permit as required by full membership, shall be eligible for the rights and privileges of membership as Associate Member Newspaper and shall pay dues according to the same dues structure required of Associate member."

The proposed amendment as approved by the KPA Board of Directors and recommended to Voting Membership for consideration, reads: "There is also established the Associate Member Newspaper membership within this division. Those newspapers meeting requirements of full membership, including at least 25 percent news editorial content and news of interest to the general public, but do not hold a second class mailing permit as required by full membership, shall be eligible for the rights and privileges of membership as Associate Member Newspaper and shall pay dues according to the same dues structure required of

Voting Membership."

Since the Associate Member Newspaper status was enacted in 1988, newspapers eligible for that class of membership have paid dues based on the dues structure of Associate Members.

This By-Laws recommendation would require Associate Member Newspapers to pay dues based on circulation figures identical to the dues structure of full/voting members.

Also at the Business Meeting on January 26, 1996, Voting Members will consider the proposed 1996 budgets for the Kentucky Press Association and Kentucky Press Service as adopted by the Board of Directors on Friday, November 3, 1995, and will vote on officers for 1996.

Those officers include:

President - **John Del Santo**, Ashland Daily Independent;

President-Elect - **Gene Clabes**, Recorder Newspapers

Vice President - **Guy Hatfield**, Citizen Voice and Times, Irvine

Treasurer - **Marty Backus**, Appalachian News Express, Pikeville

Past President - **Dorothy Abernathy**, Oldham Era.

The Kentucky Press

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Officers and Directors Kentucky Press Association

President

Dorothy Abernathy, Oldham Era

President Elect

John Del Santo, Ashland Daily Independent

Past President

Steve Lowery, Kentucky Standard

Vice President

Gene Clabes, Recorder Newspapers

Treasurer

Marty Backus, Appalachian News Express

District 1

William Mitchell, Fulton Leader

District 2

Jed Dillingham, Dawson Springs Progress

District 3

Teresa Revlett, McLean County News

District 4

Charlie Portmann, Franklin Favorite

District 5

David Greer, Elizabethtown News Enterprise

District 6

Merv Aubespin, Louisville Courier Journal

District 7

Kelley Warmick, Gallatin County News

District 8-9

Ken Metz, Bath County News Outlook

District 10-11

Marty Backus, Appalachian News Express

District 12

Louise Hatmaker, Jackson Times/
Beattyville Enterprise

District 13

Glenn Gray, Manchester Enterprise

District 14

Stuart Simpson, Pulaski Week

District 15-A

Tom Caudill, Lexington Herald-Leader

District 15-B

Guy Hatfield, Citizen Voice and Times

State at Large

Russ Powell, Ashland Daily Independent

Jay Frizzo, Paducah Sun

Chip Hutcheson, Princeton Times Leader

Jerry Lyles, Benton Tribune Courier

Associates Division

Bob Adams, Western Kentucky University

Advertising Division

Teresa Revlett, McLean County News

News Editorial Division

John Nelson, Pulaski Week

Circulation Division

Todd Rainwater, Appalachian News Express

Journalism Education Representative

Dr. Ron Wolfe, Eastern Kentucky University

General Counsels

Jon Fleischaker and **Kim Greene**, Wyatt, Tarrant and Combs

Kentucky Press Association Kentucky Press Service Staff

David T. Thompson, Executive Director

Bonnie Howard, Business Manager

Gloria Davis, Advertising Director

Lisa Carnahan, KPA News Bureau Director

Reba Lewis, Research/Marketing Coordinator

Sue Cammack, Secretary

Buffy Johnson, Bookkeeping Assistant

Sherry Harper, Advertising Assistant

Rachel McCarty, Clipping Director

Nancy Peyton, Mail/News Release Service

Linda Slemp, Clipping Assistant

Carol Payton, Clipping Assistant

Holly Stigers, Clipping Assistant

Your Mac doesn't need multi-font versions to give results

By Phil Bynum
Oklahoma Press Association

Font excess?

Here is a list of the Helvetica family of fonts we found on one paper's computers:

- Helvetica
- Helvetica Condensed Oblique
- Helvetica Black Helvetica Heavy
- Helvetica Black Oblique
- Helvetica Heavy Oblique
- Helvetica Black Italic
- Helvetica Light
- Helvetica Bold
- Helvetica Light Oblique
- Helvetica Bold Oblique
- Helvetica Light Italic
- Helvetica Compressed
- Helvetica Medium
- Helvetica Condensed
- Helvetica Medium Italic
- Helvetica Condensed Black
- Helvetica Narrow
- Helvetica Condensed Black Oblique
- Helvetica Narrow Bold
- Helvetica Condensed Bold Oblique
- Helvetica Narrow Bold Oblique
- Helvetica Condensed Light
- Helvetica Oblique
- Helvetica Condensed Light Oblique

How many Helveticas do you need? The fonts listed above consume a huge amount of space on your computer. Let's see how a person could get by with fewer, yet still retain most of the style options shown above.

The "Bold, Italic, Bold Italic, Narrow, and Heavy game..."

Take a font in its basic form, "Helvetica." To get bold, you can use the font "Helvetica Bold," (the REAL font) or you can simply use "Helvetica" and the menu function to apply bold to it (the FAKE font).

REAL FAKE
Helvetica Bold Helvetica Bold

The same is true for "Italic"...

REAL FAKE
Helvetica Italic Helvetica Italic

How about "Narrow"...

REAL FAKE
Helvetica Narrow Helvetica Narrow

The faked narrow is simple Helvetica with the width set to 80%. Anyway, in the examples, by just modifying the single font "Helvetica," I've eliminated the need for several fonts in the big list above. Out of all those fonts, here are the ones I would keep:

Helvetica, and Helvetica Light

Those I picked out because they have significantly different character stroke widths:

Helvetica
Helvetica Light

.....
Helvetica Black
is just Helvetica Light made bold!

All the rest can be done by making adjustments to these two!

To make matters even worse, also

on that computer is a whole, equally long list of fonts that are from the FUTURA family. Notice how similar Futura and Helvetica really are in the first place. Both are Sans Serif fonts, both come in regular narrow and wide forms.

Helvetica
Helvetica Narrow
Helvetica Light

Surely either one sans serif family of fonts or the other can suffice! But then again, maybe not. Mac users seem to collect fonts like they were flakes of gold, which is fine until the weight of the gold pouch outweighs your ability to carry it.

PageMaker 6...

We just got it. Here are some early pointers...

- Expect your printer PPDs to be outdated. If your laser won't print, and while you are trying to get a new PPD from the printer manufacturer, select "General" as the PPD in the print dialog box.

- Opening a PM5 document with greyscale images in it may set the color of those images to "Registration." That will cause them to print as solid black. Just click on the graphic and reset the color to "None."

- Interesting error on their part: The upgrade comes on a CD-ROM. That means it cannot have an imbedded serial number. If you own multiple copies of PM5 you can actually end up with multiple copies of PM6 even though you only pay to upgrade a single serial number. By the way, doing so is illegal.

- Built in ability to create electronic ads via Acrobat should pay off for some newspapers who have multiple offices.

- Easy generation of star shapes and such with the polygon tool!

- Nice touch ... you can save the documents in either PM5 or 6 format.

- Theoretically you can scan right from PageMaker... if you have a scanner driver that will work with it.

- At last! Included in a utility to convert QuarkXpress documents into PageMaker format!

- Command "W" now closes your document instead of showing you the entire page. A very annoying habit to correct. Command "O" now shows entire page. No keyboard command for the entire pasteboard view. Darn!

- Easy to assign shades of grey without using Define Color.

- Additions are now called "Plug Ins." Lets you use some Photoshop plug-ins to modify images right from PageMaker. Won't let you use the popular Unsharp Filter plug-in.

- You can select "Save Preview." Using Adobe Fetch, you can see a visual catalog of pages. Ideal for cataloging ads you later need again but

can't remember the file name.

Great Pains...

If you are using the accounting program Great Plains and get an offer from the company to upgrade to their new product Dynamics, avoid it with every fiber in your being. I have never seen a bigger "tar-baby" product in my life! A decision you will regret.

Clones...

Picture this: You want a Power Macintosh, but the price is \$4599. Alas, you see an ad for a clone for only \$3200! Tempted? Worry not about whether it

will operate properly, it will. Worry about how you will get it repaired if it fails. Mac service centers and dealers won't touch them because of non-standard parts.

Ponder

Dropped into an office at the Health Sciences Center early one morning to find the Director reading USA Today. Nothing unusual, he does it every morning from his computer screen. This newspaper is published on the World Wide Web. Saves him 50¢ a day since he no longer buys it from the newsrack.

Despite slow economy, newsprint hikes, ad revenues increase 5.1%

Despite a slow-growth U.S. economy and record newsprint costs, advertising revenues for the \$44 billion newspaper industry grew 5.1% to \$25.37 billion during the first nine months of the year compared to the same period last year, according to figures released in December by the Newspaper Association of America (NAA).

"U.S. newspapers continue to perform well, although the Fed's over-tightening of the economy caused higher interest rates and declining consumer confidence earlier this year which impacted some key drivers of classified and retail advertising," said Cathleen Black, NAA president and CEO.

Sturm replaces Black as NAA CEO

John Sturm, a former CBS vice president who has been senior vice president of public policy and general counsel since February, 1992, for the Newspaper Association America, has been named president and CEO of that organization.

Sturm succeeds Cathleen Black who was recently named president of Hearst Magazines. Sturm assumes NAA leadership on January 1.

The announcement in late December of Sturm's appointment, following just days on the heels of Black's resignation announcement, drew praise from R. Jack Fishman, chairman of the National Newspaper Association and Tonda Rush, NNA president and CEO.

Both noted that a close working relationship between NNA and NAA in the past few years was partly credited to Sturm.

"We've worked closely with John in the past and plan to work even more closely with him in the future," said Fishman.

"We share John's view that it is important for us to work together in the industry's best interest," added Rush.

"Fortunately the Fed responded to the slow-down and averted a recession.

In the future, the newspaper industry will remain strong, with industry revenues reaching \$48 billion by the close of 1996 and advertising continuing a solid 5.8-6.2% growth through 1997."

According to NAA, newspaper classified advertising grew 9.6% for the first nine months of 1995, with retail and national advertising coming in at 2.7% and 1.7% respectively. "Along with the slow economy, newspapers have had to deal this year with record newsprint price hikes of 40-50% and that has impacted growth in our largest advertising categories," said Miles Groves, NAA vice president, market and business analysis.

"The outlook is bright going into 1996 and 1997 because newsprint prices are expected to soften.

"Total newspaper advertising expenditures across the three categories for the third quarter rose 3.3% over the same period in 1994, reaching \$8.6 billion.

In 1994, U.S. daily newspapers had 22.8% of total advertising expenditures, compared to broadcast television, which had 20.8%, direct mail (19.91%), radio (7%) and magazines (5.3%).

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'96 KPA Winter Convention Trade Show exhibitors

Booth 1
Multi-Ad Services, Inc.
 1995 marked the 50th year that Multi-Ad has served the advertising industry with software, art, and creative design for both the advertiser and media. Multi-Ad products include Creator®, Search®, Ad-Builder®, Food Photography, and SCAN®, ReCAS®, Marketing Pro™, and CAMS®.

Booth 2
Kentucky Manufactured Housing Institute
 The Kentucky Manufactured Housing Institute (KMHI) exhibit provides convention participants with timely information about the affordability and quality construction of today's manufactured homes. The KMHI is a non-profit trade association with over 275 member manufacturers, retailers, service and suppliers and manufactured home communities with headquarters in Frankfort, Kentucky. The members of KMHI receive support in the areas of legislative and government relations, zoning assistance, public and media relations, and both education and training.

Booth 3
Customware, Inc.
 Customware, Inc. serves as a total solution provider for businesses' automated accounting needs. Full line of services: Open systems Accounting Software, hardware purchasing, time clock, bar coded inventory system. Computer programmers and hardware technicians on staff. Customware, Inc. providing "Solutions That Work."

Booth 4
KET, The Kentucky Network
 KET is a statewide public television station.

Booth 5
Kentucky Gas & Oil Association
 The Kentucky Oil & Gas Association is a trade organization with the purpose and objective of assembling and disseminating to its members reliable information in regard to the crude oil and natural gas industry in Kentucky, as well as elsewhere.

Booth 6
Kentucky National Guard

Booth 7
Accu-Weather, Inc.
 Your readers will benefit from our 32 years in the weather business and our 24 years of experience in providing custom weather pages and individual items for news services and newspapers worldwide. Accu-Weather serves the AP plus 200 individual newspapers.

Booth 8
Heritage House Publishing
 Pictorial History Book Publisher

Booth 9
Powell-Walton-Milward
 Information on the property casualty program that is endorsed by The Kentucky Press Association

Booth 10
Ashland, Inc.

Booth 11
Lexington Computer
 The purpose of this display is to provide you with the current status of computer hardware and software available through Lexington Computer. Display will consist of information or computer products related to news, photo production and page lay-out. Lexington Computer has continued to provide consulting, training, services and products for newspapers of Kentucky since 1985.

Booth 12
D-Books Publishing
 Displaying historical video's. History Book Publisher.

Booth 13
Managing Editor

Booth 14
US Postal Service
 Address File Maintenance - Learn about the importance of having a clean and accurate mailing list. Incomplete or incorrect addresses can delay your mail or cause you to waste money on undeliverable mail.

Classification Reform - In the business world, keeping up with change is a daily necessity. The organization that stands still will be bypassed by its competitors. Recognizing this the Postal Service began a process that if approved will make fundamental change in the way the Postal Service prices and de-

fines its services. Learn about classification reform.

Booth 15
Web Press Corporation
 The Web Press Corporation world headquarters and manufacturing plant is designed and staffed to promote efficient production, rigid quality control, and timely deliveries. The Company has successfully mastered the timing and coordination needed to run twinned presslines for large publications, and for flexible use of press-room space. Web Press' superior design and innovation is strongly reflected in current products. The Atlas Marc-25 and Web Leader II lines are designed for efficient operation, versatility, economy and most important for fine color printing.

Booth 16
Kentucky Soybean Association
 The Kentucky Soybean Association is a non-profit organization that works for Kentucky's soybean producers. KSA works to educate consumers and producers about soybeans and soybean products. They are involved in Agriculture in the Classroom, State and County Fairs, and many more activities. The exhibit will display soy products and will have some products available for tasting. We will also have various promotional items available.

Booth 17
Metro Creative Graphics
 Classified Dynamics, Sales Spectaculars, Holiday Advertising Service, Plus Business

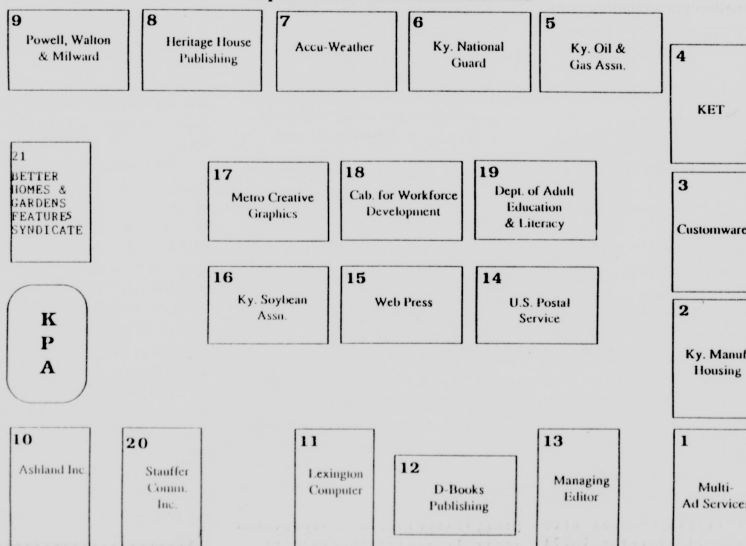
Booth 18
Cabinet for Workforce Development

Booth 19
Department of Adult Education and

Literacy
 The Department of Adult Education and Literacy operates 190 programs in all 120 counties. The department serves more than 45,000 adults each year that do not have high school credentials or who are unable to read. Individuals 16 years of age and up that are not enrolled in a public school are eligible to take advantage of our services. We also provide services for individuals that have graduated from high school, but cannot function in society. According to Training magazine, 700,000 people graduate from high school each year who cannot read their diploma. We have 800,000 individuals in Kentucky who have no high school or GED. It is estimated that 50% of these are considered functionally illiterate.

Booth 20
Stauffer Communications Inc.
 Stauffer Media Systems will demonstrate two new versions of its popular Stauffer Gold Library and Stauffer Gold Audiotext systems. Both new products focus on the weekly newspaper market, offering complete functionality at a very reasonable price. The new Stauffer Gold Library LITE offers a single user version utilizing text filters for several standard editing systems. Audiotext LITE will provide a two line low cost system with voice mail, advertising message boxes and detailed usage reports. Both systems are available as either software-only or turn key systems complete with hardware. Also on display will be the standard versions of both products designed for use in small to medium sized daily newspapers.

Booth 21
Better Homes and Gardens Features Syndicate



SNA benefit, wage study findings released

The results of Suburban Newspapers of America's Wage & Benefit Study, which provides suburban and urban community newspaper industry publishers and other executives with a meaningful basis of comparison, are now available.

A total of 48 SNA-member companies (a 39 percent response) ranging in size from less than \$2 million to more than \$10 million in annual revenues responded to the membership-wide survey. The survey measured 1994 wages and benefits. The study was last conducted in 1992.

Among the results:

* 51 percent of the responding companies offered insurance benefits to all their employees (compared to 58 percent in 1992) while nearly 47 percent offer insurance to only selected employees (compared to 41 percent in 1992).

* More companies are moving away from semiannual and "as needed" salary and performance reviews to an annual basis (65 percent in 1994 compared to 53 percent in 1992 for performance review and 83 percent in 1994 compared to 67 percent in 1992 for salary reviews).

* Both managerial and non-management employees are typically receiving salary increases of between 2 and 5 percent, with some receiving

increases as low as 1 percent or as high as 10 percent.

* More than 92 percent of companies compensate their inside sales staff by using a combination of salary and commission (up from 73 percent in 1992), and 75 percent of companies compensate their outside sales staff the same way (up from 66 percent in 1992).

* While the average salary increase for publishers last year was 3 percent (up from 2 percent in 1992), on average general managers earned salary increases of 5 percent (up from 2 percent in 1992).

* The average salary of suburban newspaper company publishers is \$85,000, which is about \$15,000 higher than reported in 1992, while the average general manager earns approximately \$65,000, which is \$12,000 higher than in 1992.

* Entry-level reporters aren't reporting much more than they were in 1992 - their average salary is \$17,000, which is up by only \$200 from what was reported three years ago.

SNA's 1995 Wage & Benefit Study measured salary levels and a variety of benefits for 22 different job junctions in four classifications of suburban newspaper company sizes: Less than \$2 million, \$2 to \$4 million, \$4 to \$10 million, and over \$10 million in gross annual revenue.

NAA responds to ABC's '95 circulation report, citing newsprint, waste reduction as factors

The Newspaper Association of America responded to the September 30 Audit Bureau of Circulation report on circulation figures with a statement.

Record increases in newsprint prices at the nation's newspapers, combined with more aggressive management of single copy distribution to reduce paper waste, have led to a decrease in circulation among 7 of 10 U.S. daily newspapers in the top metro markets. Three newspapers increased in weekday circulation: The Chicago Tribune (+0.9 percent), The Dallas Morning News (+1.8 percent) and The Houston Chronicle (+32.4 percent). USA Today, a national newspaper, increased 3.9 percent.

Newsprint management impacts major metro-area newspapers who depend more on single copy sales than smaller-market newspapers.

Newsprint prices have increased 40 percent already this year. In fact, there have been three major jumps in newsprint prices so far in 1995, with another increase of 9.7 percent slated for February.

Despite the circulation decline, U.S. newspapers posted the best mid-year growth in advertising revenues since 1988 -- rising 6.1 percent to \$16.74

billion -- during the first six months of 1995. Of the 14 largest publicly traded U.S. newspaper companies, all but two have posted double-digit gains in stock prices this year compared to same time in 1994.

Newspapers are becoming more competitive in order to create a stronger product and reader fit by eliminating fringe circulation which is of little value to advertisers. Most newspapers lose money on circulation. The distribution and newsprint costs far exceed subscription revenue. If newspapers cannot translate subscribers through advertising it makes sense not to aggressively pursue fringe circulation.

They are also focusing on building quality circulation instead of just quantity. With costs running nearly \$30 to acquire a new subscriber, there has been increased emphasis on building longer term subscriptions, and less discounting and special incentive orders which were traditionally used to capture the marginal subscriber.

And finally, newspapers are concentrating on aggressive consumer pricing. Advertising continues to greatly subsidize subscriptions, but with a changing retail environment and rising newsprint costs, newspapers are asking the consumer to pay more.

Back by popular demand Ron Anderson to conduct Circulation Workshop at '96 KPA Winter Convention

Friday, January 26 - Radisson Plaza, Lexington

10 a.m. - 11:45 a.m. Increasing Subscriptions

A complete discussion of various ideas that will make subscription circulation go up. Topics will include telemarketing, in-paper promotion, organizational selling, sampling, direct marketing, stopcontrol, and much more. We will seek ideas from attendees to supplement ideas offered by discussion leader.

1:30 p.m. - 3:15 p.m. Single copy sales

A thorough discussion of how to maximize single copy sales. To include outlet development, draw regulation, product display, point of sale promotion, returns handling, the use of vending machines, the proper servicing of outlets, and more.

3:15 p.m. - 4:30 p.m. Circulation pricing

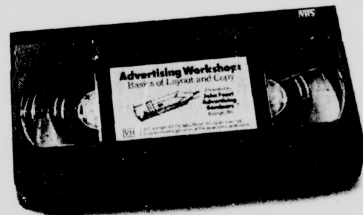
A complete discussion of pricing, to include appropriate prices to charge, how to hold your circulation through a price change, and much more. We will attempt to seek questions from attendees about their specific pricing situations and offer guidance to them on strategies that should work at their newspapers.

4:30 p.m. - 5 p.m. Open discussion

A chance for attendees to make sure that any question they brought pertaining to circulation is answered. Can include NIE, circulation staffing or whatever.

Registration deadline for the 1996 Kentucky Press Association Winter Convention is Thursday, January 18.

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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CommonNet

Just look what you might be missing

Remember the days of typesetting hundreds of pages of Kentucky State Fair results? The days of opening envelope after envelope of news releases? Editing those releases, sending them to the typesetter, then having someone proof the original copy against the typeset version, make corrections, then run the copy before pastep? The day when your only communication with another newspaper was to pick up the phone and hope the person was in?

Walter Cronkite would say, "And that's the way it was not too long ago." That's the way it was before CommonNet, the Kentucky Press Association's bulletin board system software made available to every Kentucky newspaper.

Now instead of opening envelopes, you simply open a folder on your computer, read the information already uploaded into the system, decide what stories you want to print, what information you need and presto, it's transferred to you in a few seconds.

Sure, you can still edit the stories, but there's no more sending to the typesetter, then proofreading, then correcting, then printing. Make the changes you want, tailor the information to your needs and print it out.

Hours of editing, typing, proofing, correcting are reduced to minutes.

Advertising Help Is on the Way!

For the first year, most CommonNet information was geared toward the editorial desk with little emphasis for the advertising department.

We expect all that to change in 1996 as the Kentucky Press Service moves toward electronic transfer of display and classified advertising.

All for a few Abe Lincoln's (pennies that is, not the paper kind)

Accessing CommonNet won't hurt your bottom line. All Kentucky newspapers received the software at no cost, provided to you as a Member Service of the Kentucky Press Association.

The only charge for you is calling CommonNet at (502) 226-4929. And with high-speed modems (9600 to 28800), in just a few

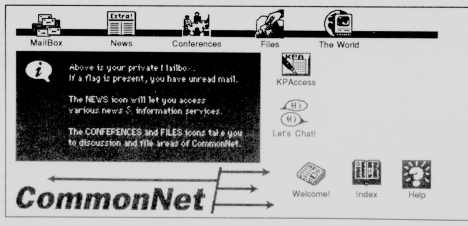
1995 CommonNet Uploads

- ✓ Kentucky State Fair Results
- ✓ Kentucky High School Football Schedules
- ✓ University of Kentucky Murray State University basketball news and schedules
- ✓ News from Kentucky Educational Television
- ✓ News from the Kentucky Department of Education
- ✓ Kentucky Press Laws, including Open Meetings, Open Records and Public Notice Advertising
- ✓ Kentucky Court of Appeals Decisions
- ✓ Kentucky Attorney General Opinions
- ✓ Franklin Circuit Court Cases
- ✓ Governor Patton's Inaugural Address
- ✓ Kentucky High School Basketball Schedules - Boys and Girls for all Kentucky high schools
- ✓ News from the University of Kentucky
- ✓ News from Murray State University
- ✓ UK Campus News from The Kentucky Kernel
- ✓ News from other state agencies and public relations/advertising firms
- ✓ Kentucky Statewide Classifieds
- ✓ and everything you need to know about the Kentucky Press Association and Kentucky Press Service

seconds you have all the information you want in your computer.

Legislative Coverage As the Kentucky General Assembly begins its 1996 session, keep abreast (and

your readers, too) with the latest news from Frankfort. Follow the legislative process with weekly stories on the major news from the Kentucky General Assembly.



This is the first screen you see when signing on CommonNet. Mailbox and KPAccess are the main folders.

CommonNet can help your staff send stories from remote locations

Got a staff member covering a basketball game on the other side of the state and the only way to call in the story is read it over the phone? Got a reporter in Frankfort and you need his/her story now. Forget dictation, faxing or waiting until the reporter gets back to the office.

All the reporter needs is a computer with the CommonNet software installed. He/She calls from anywhere in the world, accesses your newspaper's mailbox, and sends the story. Electronically. In seconds. And best of all, it's already typeset.

This section contains a collage of news items and email headers. At the top, there are icons for News Bureau, KY NewsNet, Marketplace, Features, Questions/Ideas, KY SPORTS, News & Filters, KY Reference, Statewide Ads, Useful Info, and KPA Info. Below these are several news snippets and email headers:

- News Snippets:**
 - 2K Kentucky Railroad Museum Pres
 - 1K HIGH SCHOOL BSA Title: CPS
 - 1K Info on Governor
 - 2K KY Railway Mus
 - 1K 96 Pre-Filed r
 - ... wins each
- Email Headers:**
 - From: Sue Cammack-KPA Administrator
 - To: David Thompson, KPA
 - Subject: 95-96 Murray State Grads
 - From: Sue Cammack-KPA
 - To: Marketplace
 - Subject: 95-96 Murray State Grads
 - From: University of Kentucky
 - To: Board of Trustees Actions (Revised)
 - Subject: UK News
- News Snippets (Continued):**
 - 1995-96 Journalism and Mass Communications Grad
 - For further information contact Bob McGaughey, IS Department of Journalism and Mass Communication
 - Chris Adams, 2326 Spring Street, P...
 - Major - Radio/TV - Available... 1995 2:09:27 PM
 - Position wanted: P...
 - Dec. 12, 1995
 - Vikki Franklin, 606-257-1754
- UK AND LEES COLLEGE NEAR AN AGREEMENT**
 - LEXINGTON, Ky. -- The University of Kentucky and Lees College are finalizing an agreement for UK to assume the responsibility of the operation of the college.
 - "We are in the final stages of the agreement, and that will occur in the next week, certainly before the end of this week," said Robert Lawson, assistant to the president for administrative affairs at UK. The agreement was discussed at a meeting today.
- UK AND LEES COLLEGE NEAR AN AGREEMENT (Continued):**
 - So while the other five elected officers have to wait -- until the first Monday in January, which will be January 14, which is New Year's Day, which is a state holiday, which means state government is closed, which means they have to wait to move in, until January 2, which is the same day the Kentucky General Assembly convenes its 1st session.
- Other elected officials -- Secretary of State, Auditor, Treasurer, Attorney General and the Commissioner of Agriculture, Labor and Statistics -- officially take office on the first Monday in January, according to Section 91 of the Constitution.**
- In case the question should come up, Kentucky's Constitution provides for the dates that winners in the November 7 general election take office.**
- For your information, Section 73 of the Constitution states that the Governor and Lieutenant Governor shall be inaugurated, and take office, on the fifth Tuesday following the November election. This year, then, the inauguration will be Tuesday, December 12, and Paul Patton and Steve Henry move into the Governor and Lieutenant Governor offices.**
- Thursday, November 16, 1995 2:02:52 PM**
- News Bureau Item**
- From: David Thompson, KPA**
- Subject: Who Takes Office When?**
- To: News Bureau**

Signing On

All Kentucky newspapers have been furnished the FirstClass software necessary to sign on to CommonNet. The software was provided in either Macintosh or Windows, depending on the need of each newspaper. Along with the software, newspapers received a User ID and Password, needed to make the final connection.

If you haven't installed the software yet, do so, using the User ID and Password provided. Then dial CommonNet at (502) 226-4929. Once logged in, you'll see the main CommonNet screen with various file folders, including Mailbox and KPAccess. Click next to any folder, whether on the main screen or screens after clicking on Mailbox or KPAccess indicates there's a message or material in that folder that you have not yet read.

Retrieving a file, such as a news release, can be done in one of two ways. If there is a small file folder next to the name of the file (news release, memo) you want, then simply click on the folder, then under File on the Menu Bar, select Download.

If a file folder is not present, click on the material you want until it appears on the screen. Highlight (Select All), copy then paste the copy into a clipboard file or into the program (PageMaker, Quark, Microsoft, or word to use.

CommonNet (and help) is just a phone call away

If you've installed FirstClass software for CommonNet on your computer, then your next step is to dial (502) 226-4929.

If you need help installing the software or have problems accessing CommonNet call David T. Thompson at KPA (that call is free at (800) 264-KPA1).

'96 KPA Ad Contest bigger and better than ever

Weekly Division

(up to three issues per week)
Class 1 - Paid Circulation up to 3,000
Class 2 - Paid Circulation of 3,001 to 5,000
Class 3 - Paid Circulation of 5,001 and Above

Multi-Weekly

Newspapers publishing two to three issues per week, regardless of circulation

Daily Division

(four or more issues per week)
Class 1 - Paid Circulation up to 15,000
Class 2 - Paid Circulation of 15,001 and Above

Associate Member Newspapers

For all publications, regardless of circulation and frequency, who have joined as and are designated as Associate Member Newspaper

Rules

1. All entries must be post-marked no later than February 16, 1996.
2. Contest is open only to paid-up members of the Kentucky Press Association. To be eligible, individuals must have been full- or part-time employees of the newspaper submitting the entry at the time the material was published.
3. A newspaper's entry must be accompanied by payment in full for all entries in the contest. Please compute carefully. There will be no refunds.
4. Contest publication period for entries in the annual KPA Advertising Contest shall include all issues between January 1, 1995 and December 31, 1995.
5. All entries must have been conceived, written, designed, composed and sold by staff members. No agency submitted ads prepared by the client may be entered. While mat service illustrations are permissible, no "ready made" ads from services may be entered. The creative element should be stressed and mat service illustrations can be used only to supplement original ad ideas.
6. Separate sets of tearsheets or complete copies of issues must be furnished as indicated in each individual contest category. Newspapers should anticipate submitting entries in the KPA contest by saving tearsheets as prospective contest entries appear throughout the contest period. Machine copies of entries are not permitted without specific authorization prior to the judging.

Do not send clippings or scrapbooks.

7. An entry may be submitted in one category only with the exception of Best Use of Color. Any ad submitted in another category may be entered in the Best Use of Color (with separate tearsheet). Ads having color will not be automatically entered in the Best Use of Color category.

8. Once you have selected your entries and properly identified them, package all together in a single packet and mail on or before February 16, 1996 to:

**Kentucky Press Association
Advertising Contest
101 Consumer Lane
Frankfort, KY 40601**

9. A contest entry fee of \$10 is required for each newspaper entering the contest, regardless of group ownership. A fee of \$4 per entry is to be paid for each entry in each contest category. The entry form, accompanying the entries, must be signed by the advertising director (or general manager/publisher in his/her absence) specifying that all entries are submitted in accordance with the rules governing the KPA Advertising Contest.

10. Be sure to fill out the entry form and return it with your entries and payment in full.

11. Type information for each entry on the appropriate label (enclosed) and affix to the **upper left-hand corner** on the backside of the tearsheet. **Do not place the category tab on the same side as the ad.** Please use the enclosed arrow graphics to indicate the ad to be judged. The arrow should be scotch-taped immediately above the entry without covering any part of the ad to be considered and the label affixed on the opposite side of the tearsheet as the ad appears. Entry labels are identified at the top of each label by specific category number and name. Make sure the appropriate label for that entry is used. For more than one entry in any category, make sufficient copies of the appropriate label to have one for each entry. Entries will be eliminated if not properly labeled and marked.

12. All entries, except winning entries, will be retained by the judges. Winning entries can be viewed at the KPA Advertising Seminar when judges' comments of winning entries and presentations of awards will be made. The 1996 KPA Advertising Seminar is scheduled for April 18-19 in Louisville. The Awards presentation will be made

during the Awards banquet on April 18.

13. The judges will use the current KPA Directory to determine any points upon which information is desired. The decision of the judges is final. All entries will be judged on merit by the discretion of the judges.

14. Appropriate plaques and certificates will be awarded to winners in each contest category; plaques will be presented to first place winners, and certificates to second, third and honorable mention. In the event only one entry is made in any category for a specific class, a certificate of merit will be awarded in that category if the judges determine it to be a quality entry. Judges will give first, second and third places in each category if there are at least three entries in that category. Honorable mention awards will be given at the discretion of the judges. Points will accumulate for each place to determine the General Excellence winners. The point basis will be: First Place - 3 points; Second Place - 2 points; Third Place - 1 point. If there is only one entry in any given category, that will be given a Certificate of Merit and awarded 2 points. Honorable Mention awards are considered only when needed to break ties for General Excellence.

ALL ENTRIES MUST BE POST-MARKED NO LATER THAN FEBRUARY 16, 1996.

Category Guidelines

To help you in preparing for submitting entries, listed below are explanations of each category and the types of ads accepted for each category. Any ad not fitting in one of the categories listed below, should be entered in "General/Miscellaneous." If you have questions, please contact the Kentucky Press Association for further explanation.

Category 1 — Department/Discount/Jewelry — Any ad for a department store, jewelry store or discount store (such as Wal-Mart, K-Mart, Dollar General, etc.) as long as the ad is not for clothing, furniture, or other items listed in other categories.

Category 2 — Automotive — Any ad for new and used cars and trucks; tire store; auto supply store; repair service).

Category 3 — Hardware/Appliance Stores — Any ad for tools and similar items sold by hardware stores, such as building materials, electrical and plumbing supplies, paint, and any ad for dishwashers,

dryers, washers, stereos, computer equipment.

Category 4 — Financial — Any ad for a bank, savings and loan, stock broker or insurance company

Category 5 — Professional Services — Any ad for travel agencies, health spas and tanning salons, barbers/beauticians, politicians, funeral homes, doctors, hospitals, attorneys, lawn services, plumbers, electricians, dry cleaners, florists, dance instructors, pet stores, veterinarians, etc.)

Category 6 — Food, Drug and Alcohol — Do not enter restaurant ads in this category. Entries would include grocery ads, drug store ads and liquor stores or any related food, drug and liquor item. Restaurant ads must be entered in Category 12.

Category 7 — Furniture — Any ad for home furnishings such as carpeting, couches, beds, stereos, TV sets, etc.

Category 8 — Real Estate — Any ad for selling, renting, leasing of property or promoting a real estate company.

Category 9 — Clothing Store — Any ad related to men's, women's or children's clothing items and apparel such as purses, billfolds, shoes, belts, etc.

Category 10 — Multiple Advertiser/"Sig" Page — Any ad using two or more advertisers together to promote an event, public service or promotion but not related to a shopping center promotion, downtown sidewalk sale, etc. (For shopping center promotions, see Category 14.)

Category 11 — Creative Use of the Newspaper — This category is for newspaper promotions and house ads.

Category 12 — Entertainment/Dining — Any ad featuring fine restaurants, fast food restaurants, specialty restaurants, theatres, movie/video stores, travel, TV and radio stations.

Category 13 — Special Sections — Any special section that is published by the newspaper and inserted into the newspaper. Sections would include progress, school sports, bridal, back-to-school, automotive care, fashion merchandising, graduation, lawn and garden, etc.

Category 14 — Group Promotion — This category is for businesses located within a specific shopping

Continued on Page 9

'96 KPA Ad Contest rules

Continued from Page 8

location; and promoting an event such as a downtown sidewalk sale, moonlight madness or other shopping center/mall/downtown promotion.

Category 15 — Holiday Greeting Ads — Any ad for a merchant, industry or newspaper staff giving holiday greetings.

Category 16 — Agriculture/Lawn and Garden — Any ad for agricultural items/farm supply stores and any ad for lawn and garden including equipment and nursery items. (Lawn service ads should be entered in Professional Services.)

Category 17 — Classified Section/Page — Enter your classified section or page from any three separate issues of the newspaper.

Category 18 — Special Publications — This category is reserved for a publication conceived, sold, written, designed and produced by the newspaper advertising staff that is not inserted within the newspaper. It would include a publication for such things as the Chamber of Commerce, athletic event program but that did not appear in the newspaper. If publication was inserted in the newspaper, it must be entered in Special Sections.

Category 19 — Best Use of Color — Submit any ad with color. Ads entered in this category may also be entered in any other category. Judging criteria will be on the effectiveness of the color(s) used in the ad.

Category 20 — Best Ad Series — Enter a series of ads for any business, industry or the newspaper showing continuity or idea for a specific product or service. You may submit up to six tearsheets as one entry. Individual ads within the series may also be entered in any other category.

Category 21 — General/Miscellaneous — Any ad that cannot be classified in any above category, including schools, colleges/universities and churches but not revivals (see Special Events).

Category 22 — Sporting Goods/Athletics — This category includes ads for sporting goods stores, athletic equipment and apparel as well as ads for athletic events.

Category 23 — Special Events — This category is for special event advertising, including festivals, county and state fairs, church revivals.

Category 24 — Best TMC Product — Submit three separate issues of your TMC/shopper product. This category will be judged in only two divisions — weekly and daily — and not in separate classes by circulation. First, second, third and honorable mention awards will be given in the weekly and the daily division but no points will be awarded toward General Excellence.

Remember:

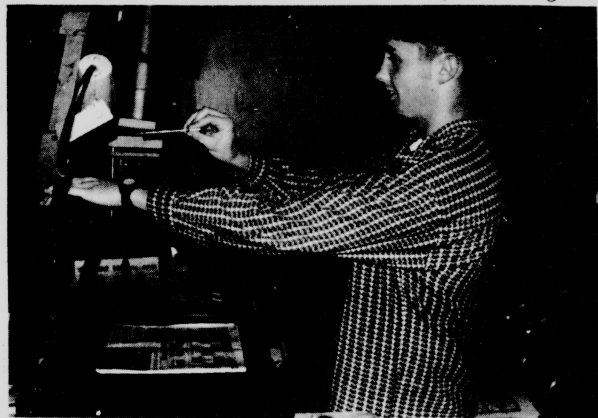
1. Type or plainly write entry information on label and make sure the appropriate entry label is used.
2. Tape the label to the upper left hand corner on the back of the tearsheet.
3. Tape one of the enclosed arrows immediately above the ad to be judged, pointing to the ad.
4. Complete entry form, totalling the dollar amount and number of entries, and mail by February 16, 1996, to: **Kentucky Press Association Advertising Contest 101 Consumer Lane Frankfort, KY. 40601**

Partnership developed to educate students about newspapers, jobs

The Newspaper Association of America (NAA) and Junior Achievement (JA) have signed a national partnership to help high school students better understand how newspapers operate and increase awareness of career opportunities in the newspaper industry.

The JA Company Program enables high school students to gain insights into the complexities and rewards of the American economic system through the operation of business enterprises. The agreement between NAA and JA will help high school students understand the skills required for success in newspaper publishing through a school-based business experience and interaction with volunteers from local newspapers. Students will learn first-hand how to start a newspaper business, form editorial content, create layout and production, sell advertising, produce a marketing strategy and distribute the newspaper at their school.

"This is a win-win situation for both high school students and the newspaper industry," said Cathleen Black, NAA president and CEO. "Furthermore, this is the ideal training program for future newspaper employees, considering that approximately 50 percent of the journalists in the newspaper industry worked on their high school



Trigg County sophomore Scott Randolph

Trigg Co. High Job Bank gives Cadiz Record part-time photographer

The Cadiz Record has a high school sophomore working part-time as a photographer and darkroom technician, thanks to a Job Bank program with Trigg County High School.

Scott Randolph, a 15-year-old, works about 10 hours per week, taking

photos, developing film, and printing photographs for the Western Kentucky weekly. A good English student, Randolph may also find himself covering news and sports for The Record in the near future.

The Family Resource Center at Trigg County High serves as the referral system between high school students and prospective employers.

Janice Boyd, center director who implemented the program locally this semester, said she promoted the Job Bank to high school English classes. Students listed the type of jobs in which they had an interest and were then matched with available jobs around Cadiz.

Jobs are through both local businesses and individuals. Most jobs with individuals are some type of yard work. Grocery stores have students sacking groceries while other businesses use students as telemarketers.

Award to honor best newspaper practices

TechNews, the Newspaper Association of America's (NAA) bimonthly magazine of newspaper operations, has launched the TechNews Best Practices Awards. These awards will recognize operational excellence at NAA-member newspapers in areas corresponding to the regular TechNews departments: Pre-Press, Press, Materials, Post-Press and On Site.

They will be presented at NEXPO'96, NAA's technical exposition and conference, June 15-19, in Las Vegas.

The new awards will recognize and publicize best practices so they can be studied by other newspapers.

Winners will receive a commemorative award, a cash prize of \$1,000 to be divided among project-team members and coverage in the July/August issue of TechNews.

Lack of persuasion proves 'truth sells'

Ad-libs ©
By John Foust
Raleigh, NC
Ad-libs ©

Newscaster Edward R. Morrow said, "To be persuasive, we must be believable. To be believable, we must be credible. To be credible, we must be truthful."

Of course, he was referring to the reporting of news events. But the same can be said of advertising. Truth is the foundation upon which effective persuasion is built.

Unfortunately, many ads fail to persuade, because they lack the clear ring of truth. Pick up any newspaper in any town. Chances are, you'll see products described as "amazing," "fantastic" and "incredible." And you'll probably read headlines like "all roads lead to us," "we're number one" and "best deals ever."

These are claims. They are so common that they have become a standard part of advertising's vocabulary. But using them is risky, because readers simply don't believe them. One of Webster's definitions of claim is "to assert in the face of possible contradiction." In other words, to make a claim is to say something which may be perceived as untrue.

It's easy to see why claims are made. Even the most honest advertisers suffer from occasional "claim creep." They have a natural tendency to think in superlatives, when they describe their products. And they are so accustomed to seeing and hearing other advertisers' claims that they don't give it a second thought. It's up to us to help them.

First, find out if the claim is true. For example, let's say that one of your accounts shows you a headline that says, "We're the best." Right off the bat, you need to determine if this claim

is based on fact. If it is unfounded, if it is just puffery, do away with it.

Second, look for evidence. Your advertisers are trying to persuade readers to do business with them, just like an attorney tries to persuade a jury in the courtroom. Imagine how ridiculous it would be, if a lawyer said, "This man is guilty! I don't have any evidence to prove it, but I just know he's guilty." That's no way to win a trial. And it's no way to win customers, either.

Evidence can turn a claim into a fact. Can the claim of being the best be backed up with specific evidence from an outside source? Who or what says they're the best? One of the strongest forms of evidence is a testimonial from a satisfied customer.

Third, qualify the claim. A few examples of qualifiers are "we think," "we believe" and "in our opinion." While saying "we're the best" is a blatant claim, saying "we believe we're the best" is not. Qualifiers don't have as much impact as evidence, but they're a far sight better than outright claims.

Fourth, eliminate exaggerations. This means parting company with words like "amazing," "fantastic," and "incredible." Go ahead, throw them out the window. You won't need them anymore.

The bottom line is simple. Truth sells. By breaking the claim habit, you can create more persuasive advertising - and help your accounts increase their sales.

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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, call or write: John Foust, PO Box 10861, Raleigh, NC 27605, Phone (919) 934-2056.

Independent contractor status target of NNA Congressional effort

The National Newspaper Association is urging newspapers to support language it will introduce early in the 1996 congressional session to clarify independent contractor status.

NNA presented testimony recently before the House Small Business Subcommittee on Tax and Finance, presenting several recent examples of the IRS's harassment of newspapers. NNA is working to change the existing law into a "common-sense solution" for newspapers that would protect carriers, stringers and other contractors.

NNA says newspapers should support a clarification of the law for the following reasons:

"The IRS is harassing newspapers and newspaper carriers although there is supposed to be a 'safe harbor' for carriers. The IRS has determined in at least one instance that a newspaper converting from a youth to adult carrier may not use the 'youth carrier exemption' as a springboard into the 'safe harbor' since the newspaper has not been treating the worker as an independent contractor in the first place. However, even claiming safe harbor has risks. A new clearer law would be better.

"The present uncertainty leaves newspapers, carriers and other independent contractors exposed to unexpected fines and subjective treat-

ment by the IRS. The IRS recently granted a 'safe harbor' to a publisher for one year and fined the publisher \$60,000 despite the safe harbor. The IRS Compliance 2000 program zeroes in on an \$80 billion tax-collection opportunity through the independent contractor. It also directly audits carriers, including senior citizens, and levies heavy assessments.

"Newspaper carriers and other independent contractors are classic entrepreneurs vital to the survival of community newspapers. The typical newspaper contractor is a classic entrepreneur — a business person — not an employee. The contractor operates as a business, files taxes as a business, provides his/her own equipment, is paid on a non-hourly, or per piece basis, and offers services to a variety of customers. Subjective IRS enforcement will throw thousands out of work."

NNA says it is seeking Congressional action because the IRS has become "increasingly zealous in pursuing certain businesses, including the newspaper business, reclassifying independent contractors as employees and assessing major penalties. This past year, the White House Small Business Delegation told the president this issue is their "number one priority."

Congress has held a series of hearings on this issue this year.

Court ordered bankruptcy sales not governed by permit requirement

Kentucky law governing "going out of business sales" and similar situations apparently are not in effect when federal bankruptcy court orders such a sale.

That exemption came to light recently when the Sycamore Shops received federal bankruptcy orders to liquidate stocks.

Several newspapers, aware of the law requiring a local permit from the county is required to conduct and advertise such a sale, informed local Sycamore representatives of the law and that the county-issued permit number must be included in all advertising.

Sycamore representatives then protested that requirement and produced the court order showing the federal bankruptcy judge had ordered the sale without regard to state and local laws that might require a permit before the sale could be conducted.

That is the apparent sole exemption to KRS 365.447 governing such sales as "going out of business," "fire sale," "liquidation sale," "lost our lease" and similar other sales.

Although law stipulates that bankruptcy sales are included in the scope of KRS 365.447 that is not true if the judge stipulates in the court order that the sale is to be held without meeting state and local laws.

For a copy of the law or more information, contact David T. Thompson at KPA.

Classifieds

HELP WANTED

The following positions are available at our award-winning 40,000 a.m. daily newspaper:

SENIOR REPORTER with 8+ years experience and **REPORTER** with 4+ years experience to work the metro beat. Must be talented, aggressive and industrious!

PAGE DESIGNER needed for page layout/design and editing on full-electronic universal desk system. Page design knowledge and headline writing ability required.

We are an equal opportunity employer. Please contact Terry Wilkerson, Employment and Safety Manager, Alexandria Daily Town Talk, Box 7558, Alexandria, LA. 71306, (318) 487-6481.

SOUTHERN NEWSPAPERS, INC.

Thinking about selling your newspaper? Contact Dick Smith, President, 108 Jane Cove, Clarksdale, MS 38614
(601) 627-7906

Ads were bogus, so were the checks Work at home scam hits again

Twice in December, the Kentucky Press Association received inquiries from member newspapers concerning employment classified advertising for work-at-home schemes. The small display ad offered readers a chance to make \$500 to \$1000 weekly stuffing envelopes. All it cost was \$1 and a self-addressed stamped envelope.

Both individuals placing the ads included a check. In one case, there was no such bank; in the other, the bank reported no such account existed.

The State Attorney General's Office and the Louisville Better Business Bureau have long suggested that newspapers not publish such scam ads. Typically, readers respond by sending money only to receive bogus information in return, if anything at all.

In these cases, the newspapers could have been a victim as well since the checks were no good.

Throwing away a check for \$92.64 takes some effort. But if it's no good, then you've lost nothing by finding the nearest File 13. If you receive similar ads, please contact David T. Thompson, (800) 264-5721.

'96 Winter Convention features Wagners, Anderson

Thursday, January 25

8 a.m. - 11 a.m. Trade Show Exhibitors set up (Opens 11 a.m.)

10 a.m. - 12 Noon Kentucky Press Association/Kentucky Press Service Board of Directors Meeting

12 Noon - 1 p.m. KPA/KPS Board of Directors Luncheon

1 p.m. - 5 p.m. Reality Writers Workshop (Jeff Wagner, assisted by Peter Wagner)
This three-part working seminar gives writers and editors an opportunity to test their news judgment and skills covering a simulated breaking story. Through the use of 35 mm slides and tape recordings the participants take part in budget decisions, story development, ethical considerations and the sharing of the finished story. A must for editors, reporters and copy editors for any newspaper. The Wagners produce N'West Iowa REVIEW, a 5000-paid circulation weekly, voted nine of the last 14 years as Iowa's Newspaper of the Year.

6 p.m. - 7 p.m. Opening Reception

7 p.m. Dinner on Your Own

Friday, January 26

8 a.m. - 5 p.m. KPA Trade Show open

8 a.m. - 9 a.m. KPA Breakfast Business Meeting

9 a.m. - 11:45 a.m. KPA General Sessions

9 a.m. Turning Creativity into Reality, with Peter and Jeff Wagner - this double value, two-hour program for all print publication executives teaches the seven basic steps to creating new sales, circulation and editorial promotions designed to solve promotion, staffing, financial and distribution problems.

11 a.m. Loss Control and Current Liability Trends, Julie Carter Foth, head of the Communications Liability Claims Department for Employers Reinsurance Corp. Julie discusses various libel situations the media has faced in editorial and advertising content and how these claims could have been avoided.

10 a.m. - 5 p.m. Circulation Seminar - conducted by Ron Anderson. For circulation managers and department employees. Building circulation through single copy sales, increasing subscriptions, solving distribution problems, promoting and marketing your newspaper.

10 a.m. - 3:45 p.m. KPA-sponsored seminar for university/college journalism students

12 noon - 1:30 p.m. KPA Luncheon (Gov. Paul Patton, speaker, tentative)

1:45 p.m. - 5:15 p.m. KPA Division Breakout Sessions

1:45 p.m. to 3:15 p.m. - KPA News Editorial Division Seminar
Jeff Wagner, General Manager, N'West Iowa REVIEW
Moving into the 21st Century
Producing a newspaper direct to film can be both a blessing and a curse. This presentation shows how the N'West Iowa REVIEW, voted Iowa's Newspaper of the Year in nine of the past 14 years, electronically produces a different paginated, process color, product every day through a realistic investment in negative and reflective scanners, computers and Imagesetter; and, how to use the Information Superhighway to produce quality newspapers.

1:45 p.m. to 5:15 p.m. - KPA Advertising Division Seminar
Peter Wagner, Publisher, N'West Iowa REVIEW
Countdown to Better Management, a combination of slides and to the point illustrations give life to this unique and creative presentation of management ideas for the total newspaper. Covers business accounting, sales, circulation, people control and more. Seminar is designed for publishers, sales managers, telemarketing managers and classified managers.

1:45 p.m. to 5 p.m. - KPA Circulation Division Seminar
Ron Anderson, Circulation Consultant Seminar continues from 10 a.m.

1:45 p.m. to 5 p.m. - KPA Associates Division Seminar
KPA Associate Member panel discussion
What Technology Can Do for You! (working title)
Many KPA Associate Division members are already using the latest technology for communication purposes. Learn how easy it is to access the Information

Superhighway, use video teleconferencing and other technology means.

3:30 p.m. to 5 p.m. - KPA News Editorial Seminar
Jeff Wagner, General Manager, N'West Iowa REVIEW
Good Photos are More than a Roll of the Dice
Quality photos mark the difference between good and great newspapers. The N'West Iowa REVIEW regularly has been called one of America's finest examples of quality newspaper photography. This 90-minute session, complete with more than 50 slides, shares Wagner's seven secrets for shooting better photographs and the 11 types of photographs that should be included in every newspaper published.

3:45 p.m. - 5 p.m. College Student Job Fair -- KPA members and Associate members are invited to interview college journalism students as prospective employees. Members interested in interviewing students must contact Tom Caudill at (800) 950-6397 before January 12. Newspapers interested in interviewing students will be given table space at the Job Fair at no charge.

6 p.m. - 7 p.m. KPA Awards Reception

7 p.m. - 9:30 p.m. 1996 Kentucky Press Association Fall Newspaper Contest Awards Banquet



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all sizes - including yours!*

Stauffer Media Systems is pleased to announce the release of two **new** versions of the popular **Stauffer Gold Library** and **Stauffer Gold Audiotext** configured exclusively for weekly newspapers. These new **LITE** versions offer publishers an entry into electronic archiving and electronic publishing at a very attractive price. Both of these products are ready for installation now.

Please see Stauffer Media Systems at booth #20 at the KPA Convention in Lexington, January 25-26, 1996 for a demonstration of these new versions.

For more information, please contact:
Audiotext — Harry Stewart — (816) 229-9161
Library — Kim Sexton — (816) 478-0009

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Got a record request from State Government?
Need an interview with a legislator? Following a
specific bill through the General Assembly?

Call the KPA News Bureau - Lisa Carnahan - (800) 264-5721

UK to host workshops

The University of Kentucky Journalism School is hosting a half-day of Technology Survival Workshops on Saturday, January 27.

Registration is limited to 15 persons for each of two seminars scheduled and registration forms are available by contacting the Kentucky Press Association.

Each newspaper is limited to one person per seminar. Registration fee is \$50 and KPA will invoice the participants after the meeting. For more information contact David T. Thompson at KPA (800) 264-5721 or Dr. Buck Ryan (606) 257-4360.

The schedule:

8:30 a.m. - 12 Noon - University of Kentucky Journalism School Technology Survival Workshop

Track One:

A Beginners Guide to Using the Internet

Hands-on instruction in:

- ¥ Using the net as a resource to improve reporting
- ¥ Surveying on-line newspapers for story ideas
- ¥ Building your own Web pages
- ¥ Whatever you've always wondered about but were afraid to ask!

Track Two: A Beginners Guide to Pagination and the Electronic Dark-room

Hands-on instruction in:

- ¥ Electronic page-making with Quark Xpress
- ¥ Scanning in negatives and importing them into pages
- ¥ The basics of PhotoShop



Max has to 'porker' up

Landmark vice president Max Heath, also known as a KPA Past President and Chairman of the National Newspaper Association Postal Committee, kneels down in the LCNI parking lot in Shelbyville to kiss a pig. Actually, LCNI and Shelbyville Sentinel News employees had raised \$142 for United Way to see Max stoop low to place a wet one on the pig's ear.

Carnahan joins staff; News Bureau open for business

Lisa Carnahan, former editor of the Harlan Daily Enterprise, has started her duties with the Kentucky Press Association as director of the KPA News Bureau.

She replaces Becky Meadows who resigned in July to help begin a weekly newspaper in Carrollton.

Since then the News Bureau has been inactive except for occasional records retrieved for newspapers from KPA/KPS staff members.

Carnahan was named News Bureau Director in November but was delayed in assuming those duties until

she and her husband Mike could relocate to Central Kentucky. Mike is a Kentucky State Police officer and has been transferred to the Frankfort Post and assigned patrol in Scott County. Lisa, Mike and their two sons now live in Georgetown.

Besides filling assignment tasks in Frankfort as requested by KPA member newspapers, Lisa will also be covering the 1996 Kentucky General Assembly, filing weekly stories about the legislature, and will become editor of The Kentucky Press. Assignments may be requested by call (800) 264-5721.

'96 Trade Show features 21 booths

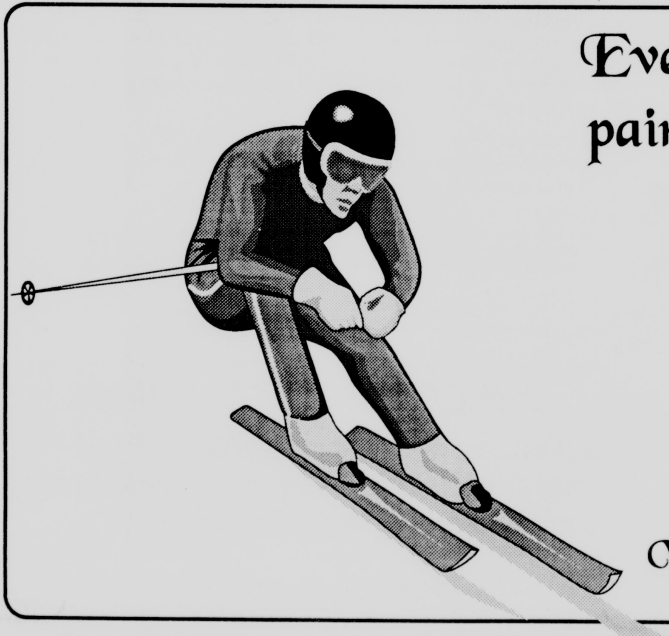
The 1996 Kentucky Press Association Trade Show, during the KPA Winter Convention, January 25-26 in Lexington, has attracted 21 exhibitors.

The Trade Show opens at 11 a.m. on Thursday, January 25, and runs throughout the convention.

The list of exhibitors includes:

- Multi-Ad Services
- Kentucky Manufactured Housing Customware
- Kentucky Educational Television
- Kentucky Oil and Gas Association
- Kentucky National Guard Heritage House Publishing
- Accu-Weather
- Powell Walton Milward Insurance Ashland Inc.
- Lexington Computer Store
- Managing Editor Web Press
- U.S. Postal Service
- Better Homes and Gardens Features Syndicate
- Kentucky Soybean Association
- Cabinet for Workforce Development
- Department of Adult Education and Literacy
- Stauffer Media Systems

The Trade Show area in part of the Grand Ballroom at the Radisson Plaza in downtown Lexington will also host the opening reception Thursday night, plus the KPA Photo Exhibit, the KPA Registration Desk and break/refreshment areas throughout the convention.



Even if you have to get a pair of these, Lexington's the place to be
January 25-26
for the 1996
Kentucky Press
Association
Winter Convention