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## Kentucky Senate honors newspaper publisher

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## Time to learn new tricks

By DAVID THOMPSON

See page 3

# The PRESS

www.kypress.com

79  
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## People and Papers

Tom Loftus, The Courier-Journal's Frankfort bureau chief, received the 2008 James Madison Award for Service from the Scripps Howard First Amendment Center at the University of Kentucky.

Loftus was the unanimous choice of the judges based on his more than 30 years of work as a journalist, during which he has repeatedly documented the connection between political contributions and government contracts.



TOM  
LOFTUS

The center said it chose Loftus, 54, "because of his long record of exposing abuses and following the money trail all over the state as people have sought to win influence and government contracts."

According to the center, Loftus' "most significant story for taxpayers" was a series he wrote in the 1990s with former Courier-Journal reporter John Voskuhl that showed how regional blacktop contractors control monopolies costing the state millions of dollars each year.

.....  
Jacquelyn Stoess Hack, who served as The Oldham Era's news editor for two years, was recently promoted to the position of editor.

Hack joined The Oldham Era as a staff writer in May 2005 after working as an intern for four summers.

She is a graduate of Western Kentucky University where she studied journalism and political science and worked as a feature writer for The College Heights Herald.

See PEOPLE on Page 4

Former KPA President Kriss Johnson and Herald-Leader receives honor for Woody series

## World-wide acclaim

Kriss Johnson, educational outreach manager for the Lexington Herald-Leader and 2007 president of the Kentucky Press Association, received the World Association of Newspapers Grand Prize Oct. 16 in Amsterdam.

Johnson and the Herald-Leader were recognized by the international organization for its serialized story project designed to teach children about U.S. history in a special Literacy Category.

The chapter series, originated by the Herald-Leader, has featured author Leigh Anne Florence and her dachshunds, Woody and Chloe. A chapter series featuring the two dachshunds has been published by numerous Kentucky newspapers the last five years. Currently, some 85 newspapers are publishing a weekly chapter series, "Heads and Tails."

The Herald-Leader was the only U.S. newspaper honored by WAN.

WAN, the global organization for the newspaper industry, defends and promotes press freedom and interests of newspapers.

Representing 18,000 newspapers, its membership includes 77 national newspaper associations, newspaper companies and individual newspaper executives in 102 countries, 12 news agencies and 11 regional and world-wide press groups.

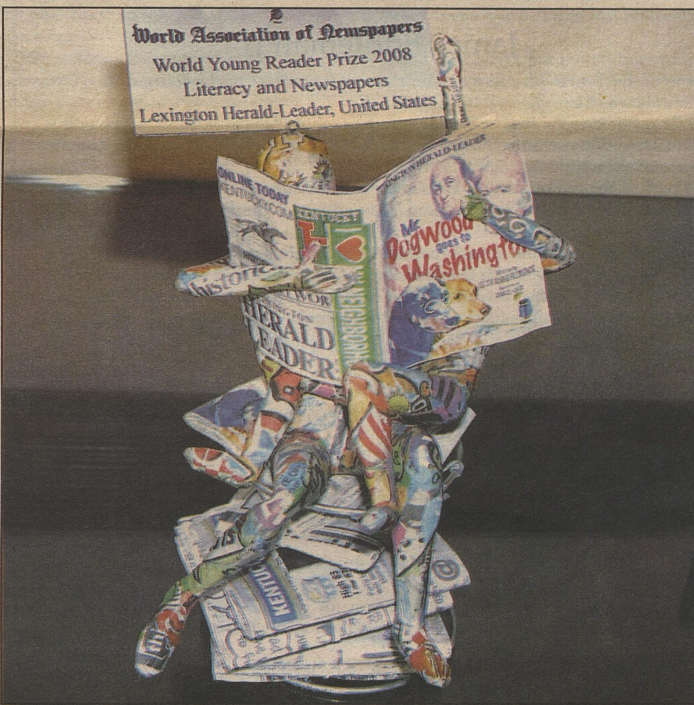


PHOTO SUBMITTED

Past President of the Kentucky Press Association Kriss Johnson and the Lexington Herald-Leader received this award from the World Association of Newspapers during a ceremony Oct. 16 in Amsterdam. Johnson, who serves as educational outreach manager for the Lexington paper, was recognized by the international organization for the Woody serialized story project which teaches children about U.S. history.

Read Kriss Johnson's report from the conference on page 6

The annual Readership Conference in Amsterdam drew hundreds of publishers, editors, marketers and

other senior newspaper executives to examine strategies for building audiences on both print and digital

channels. Summaries of conference presentations can be found at [www.wan-press.org/amsterdam2008](http://www.wan-press.org/amsterdam2008).

# PASSINGS

## Cecil Wilson

Cecil Wilson, long-time owner and publisher emeritus for the Barbourville Mountain Advocate, passed away September 17, 2008, at age 90.

Wilson and Earl Disney purchased the paper in 1942 from then-owner, former governor Flem Sampson. In 1958, Wilson purchased the entire operation, which included Advocate Publishing, a commercial printing and office supply company.

Though he gave up day-to-day operations of the paper over the years (his son now owns the company), Wilson may be best remembered for his column, "For What It Is Worth," which he wrote faithfully every week.

Bert Scent, a former reporter who worked at the Advocate for 40 years, told the Times-Tribune of Corbin he never remembered Wilson missing a column.

Scent, citing a history book, said when Wilson purchased the paper from Sampson, "He had to make a promise that 'as long as I live that I would pledge to him that no Democrat would take over the reins of the Advocate.'"

In his last column, which printed the afternoon of his death, Wilson endorsed Republican presidential nominee John McCain and criticized Democrat Barack Obama's lack of experience.

"He kept his word to the very end," Scent said.

Wilson was involved in numerous local organizations in his younger years, serving on the original Daniel Boone Festival committee. Wilson was a former trustee at Union College, a former active member in the Kiwanis Club, a member of Mountain Lodge 187 F&AM and a member of First United Methodist Church in Barbourville.

He was the husband of the late Viola Wilson.

The funeral services were held at the First United Methodist Church. Burial was in the Barbourville Cemetery.

## James Eddleman Jr.

James C. Eddleman Jr., a former editorial writer for the Courier-Journal, died Oct. 6, 2008. He was 81.

Eddleman joined the staff of The Courier-Journal in 1965, working as a copy editor and assistant editor before joining the editorial staff, former colleague Keith Runyon said.

As part of the editorial staff, Eddleman covered mostly higher education, agriculture and state politics, said Runyon, now editor of The Forum in The Courier-Journal.

After retiring from the newspaper in 1986, Eddleman joined the staff of the Kentucky Legislative Research Commission, a fact-finding and service body for the General Assembly, where he worked for a decade. He continued as a part-time consultant for several more years. Runyon said Eddleman "was kind of the staff sage" for the commission.

The funeral arrangements were not available.

## Robert Alves

Robert Haywood Alves, 79, retired sales and advertising manager for The Woodford Sun, widower of JoAnne Trivette Alves, died Thursday, Sept. 11, 2008, at Bluegrass Community Hospital.

Born Nov. 21, 1928, at Jackson in Breathitt County, he graduated from the University of Kentucky. He was a U. S. Air Force veteran, where he served for nearly four years before returning to Versailles and entering employment at The Sun in March of 1957.

Haywood was the public face of The Sun for decades and was an institution at the paper and in the community, said Woodford Sun Managing Editor Stephen Peterson.

Services were conducted Sept. 15, at St. John's Episcopal Church by Fr. Alan Sutherland. Interment was in the Versailles Cemetery.

Memorials are suggested to St. John's Episcopal Church, 210 N. Main Street, Versailles, KY 40383.

## James Anderkin Jr.

James Anderkin, Jr., 77, of Mount Vernon, died Sept. 10, 2008, at St. Joseph Hospital East in Lexington.

He was a retired publisher for the Mount Vernon Signal which he and his wife Perlina have owned and operated since 1966.

He was a U.S. Air Force veteran of the Korean War, where he attained the rank of Master Sgt. and a member of the First Christian Church of Mount Vernon.

See PASSINGS on Page 3



THE MONTHLY PUBLICATION OF THE KENTUCKY PRESS ASSOCIATION

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# Old dog eager for some new tricks

**Y**ou can't teach an old dog new tricks. Or so the saying goes.

But we're about to find out if that's true. For the past several months, KPA has been going through a strategic planning process. It's involved the board, a committee of the board, the staff, interviews with individuals, a membership survey, a survey of 49 of the 50 state press associations and a session with some college students.

In a couple of months, KPA will be celebrating its 140th anniversary. As I've explained to some, the strategic planning process will show us what we're going to be when we grow up.

At its board retreat at the end of October, Dr. Darryl Armstrong, the facilitator through this process, presented a comprehensive report. And while the report might be finished, the real process is just beginning.

We're going to be sharing a lot of information with you over the next few months. We'll use The Kentucky Press to present to you the entire report. We'll use our website to do the same. It will require some KPA Bylaws changes and those will be voted on at the membership meeting Friday, January 23, during the Winter Convention.

We're doing this because you're an important part of the process. First, we're doing it for you, our members, our newspapers. Your industry is changing rapidly. You need guidance, you need leadership, you might even need a shoulder to cry on. If your industry is changing so much, your press association has to as well. Otherwise, you might go off into cyberspace and leave us behind.

That's not going to happen. Change. We've heard it during a lot of recent political campaigns but it's just as true in our

## On Second Thought

By DAVID THOMPSON  
KPA Executive Director



situations. Seldom a week goes by, maybe even a day, that there isn't something new about the newspaper business. More are adding websites. Or some are using video to present the news. On those websites. Social media is the newest. We're learning not only what social media is, we're learning how it might be important in the future in delivering the news.

Nearly 140 years ago, a small group of men met here in Frankfort to establish a "society." It would soon become an association and would be the 10th state press association in the U.S. Bet they never thought about things like MySpace and FaceBook, about texting news or plain ol' citizens being used to report the news.

It's been a little more than a half-century when television came on the scene. But I doubt in the '40s or '50s (1940s or 1950s that is) that any newspaper editor envisioned the reporters would be carrying a video camera and not only writing the news in usual newspaper ways, but also using the video to upload stories to a newspaper website.

If KPA is going to remain viable, if it's going to be your "source" for guidance, for support, for leadership and for a shoulder to lean on, then we have to change our ways, our operation, our services to be ready to lead you into

tomorrow.

That part isn't going to happen overnight. The strategic plan charts the map for us to travel along but it's a trip that will take a few years. There will be stops along the way, to report to you where we've been and where we're going. Those stops will also provide us a chance to evaluate if we're moving along the right road or if we should have veered in another direction at the last fork.

I know Southern Baptists don't like change. I know Kentuckians don't like change. And I know, for the most part, newspaper folks don't like change. The common phrase you might hear from each of the three is "We've always done it this way so why should we change?"

Change for the industry wasn't so constant years ago. Things seemed to stay pretty much the same. Now it doesn't stay the same very long and probably will continue changing as we adjust to giving the news and advertising vehicles our readers, our customers, our clients need and wants.

The Strategic Plan is setting our course for tomorrow. It's trying to prepare KPA to look a little farther ahead than you might be. It's making us imagine what KPA needs to be doing to get ready. Not 140 years from now, not even 10 years from now. More so just the immediate future.

And I say "KPA" but I wouldn't be surprised within a few months that we'll start thinking about the name of this organization. I think we'll have to go beyond being a "Press" Association, or "Newspaper" or "Publishers" Association as the organization is referred to in other states.

What might it be? I don't know. Maybe "Media" or "Multimedia" or even "News."

Maybe you can't teach an old dog new tricks. But this ol' dog is excited about trying.

## Western Kentucky to host Journalism Scholars Day

BOWLING GREEN, Ky. — Journalism Scholars Day, a 36-year tradition at Western Kentucky University, promises to attract more than 300 Kentucky high school journalism students to campus Nov. 6.

The four-hour conference will

include breakout sessions, a keynote address and write-off contest.

Twenty-three high schools entered their 2008 yearbook in the annual Mark of Excellence Yearbook competition. Hosted by WKU's chapter of the Society of Professional Journalists and the

School of Journalism & Broadcasting's High School Media Institute, these awards will be presented at the conclusion of the JSD program.

Student media advisers from across Kentucky will bring their staffs to attend sessions taught by WKU faculty

and students as well as other journalism professionals in the community.

For information about attending Journalism Scholars Day, contact Katie Clark at (270) 745-3055 or Katherine.clark@wku.edu

## PASSINGS

Continued from page 2

Anderkin was instrumental in forming Rockcastle County's first county fire department and served as the department's first chief.

He is survived by his wife of almost 48 years, Pearlina.

The funeral services were held Sept. 13, 2008, at the Dowell and Martin Funeral Home in Mount Vernon with burial in the Cresthaven Memorial Cemetery.

### Dustin Owens

Dustin M. Owens, 26, a graphic artist for the Troublesome Creek Times in Hindman, passed away Oct. 14, 2008.

Owens was also a student at Hazard Community and Technical College, a musician, motorcycle enthusiast, computer expert, and a living example of Christ's love to all who knew him.

The shock of Dustin's death is compounded for his family and friends because he had been recovering for more than a week from injuries sustained in a motorcycle crash on Oct. 4. The family had been told he was battling a staph infection.

A Floyd County native, Owens graduated from Allen Central High School and Mayo Technical College in Paintsville, where he earned a degree in graphic arts. After interning at newspapers in Pike and Floyd counties, he applied for a job at the Troublesome Creek Times, and was quickly hired.

He is survived by his wife, Amelia, who works with composing and subscriptions at the Troublesome Creek Times; his parents and one brother.

The funeral service was held on Oct. 18 at the Nelson-Frazier Funeral Home in the Floyd County

community of Martin, with burial following at the Mountain Memory Gardens in Hindman.

### Doris Hicks

Doris Hicks, 84, the longtime office manager for the Ohio County Times-News, has passed away.

Hicks died Sept. 29, 2008, following a long battle with cancer.

Born in Albany, Hicks came to the Times-News in 1974 and continued to work well into her illness.

The funeral service was held Oct. 2 at the Campbell Funeral Home in Albany. Burial was in the Albany Cemetery.

The family requests expressions of sympathy be made to the American Cancer Society, 1302 Frederica Street, Owensboro, Ky. 42301 or Hospice of Ohio County, 1211 Main Street, Hartford, Ky. 42347.

# KPA looking for a new path forward

The Kentucky Press Association strategic planning report was presented at the October board meeting. This article provides a 10,000-foot view of that plan. Copies of the plan and the Board presentation will be available for all members and staff through the KPA office after the October meeting.

This multi-month project has involved internal and external sources from 49 of the 50 states, the KPA/KPS staff, the Board, the strategic planning committee, a focus group of Gen Next students at Murray State University, researchers from ARMSTRONG and Associates and several interested KPA members.

The project was designed to help the KPA Board find and follow a set of specific recommendations that leads to a strategic path forward for the organization. A new vision and mission have been proposed. A long list of viable and articulate recommendations have been made to assist the KPA staff and the Board in developing a written strategic and operational plan of action to help the organization develop into a "Source of Excellence" for its membership.

We have recommended that the staff and Board

## Strategic Planning

By L. DARRYL ARMSTRONG  
Guest Columnist



take the report and immediately develop a written plan of action to extend over the next three to five years.

This new written plan of action would have well-defined strategic themes, tied to well-articulated goals, benchmarks and metrics, assigned deadlines and assigned responsible parties with the authority and resources to accomplish the tasks agreed upon. The plan, if appropriately designed and written, frees up managers to manage and provides a well-defined path for actions to achieve tangible goals.

This business approach will ensure that KPA/KPS is meeting or exceeding their members' expectations and holds everyone accountable for goals that they help to mutually set.

We have recommended that KPA publish the

plan and issue quarterly report cards to their Board and an annual report card to their membership.

Suggestions and recommendations have been prioritized within the report to help the designers of the new plan to come to consensus on the key things that must be done right away to be most effective.

Without the input from the KPA/KPS staff, the Board and the numerous other sources our recommendations and suggestions would not be as robust and exhaustive as they are. We are confident that if these recommendations are implemented that it will help establish KPA as truly the "Source of Excellence" in all that it does for its members and that it will help elevate the organization to a level of unparalleled standing among other press associations.

A new day is about to dawn on KPA and over the next few years a dynamic and exciting path forward will be undertaken. We are confident with the commitment of the dedicated staff of KPA/KPS that this effort will exceed all expectations.

We thank each and every person that contributed to this monumental effort. It has been a great honor and pleasure to be of service to you.

## PEOPLE

Continued from page 1

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**Kelli Borders** has joined the **Sentinel-News** as an ad consultant.

She previously worked at KayserRoth.

Borders is married to George Borders and they have two daughters, Abigail and Mary Catherine.

.....

**Joseph Dill** has been named managing editor of the **Sentinel-Echo** in London.

Dill holds a bachelor's degree in journalism from the University of Wisconsin-Whitewater.

"Joe has the type of experience and news judgment that I was looking for to lead and direct our newsroom," Publisher **Willie Sawyers** said.

Dill has been active in Kiwanis, library friends and historical organizations in the past.

He has two children and he and his wife, Carolina, are expecting twins in February.



JOSEPH DILL

.....

During its annual convention, the Southern Newspaper Publisher Association honored excellence on the part of its members in the areas of page design, web site design, multimedia story presentation and local stories.

In the category of Best Use of Multimedia, The Lexington Herald-Leader placed third for a multimedia story about a Kentucky mother's struggle through drug court.

Lexington was the only Kentucky paper to place in any of the categories.

.....

**Pat Keefe** is the new publisher at the **Central Kentucky News-Journal** in Campbellsville.

Keefe comes to the newspaper from Junction City, Kan., where he was the marketing director of The Daily Union, a 5,000 circulation Sunday through Friday daily newspaper.

He has more than 25 years of advertising and publishing experience with newspapers in Kansas, Minnesota, Wyoming and Wisconsin.

Originally from Racine, Wis., Keefe's newspaper career began about 26 years ago at his hometown paper - the Racine Journal Times - where he sold advertising space for the newspaper's Pennysaver publication.



PAT KEEFE

.....

The American Cancer Society has announced that the Commonwealth Journal has been honored with the Beacon of Hope Award for Media Excellence in Kentucky by the American Cancer Society's Mid-South Division.

The award recognizes both print and electronic media whose in-kind contributions amounted to \$25,000 or more during a fiscal year.

The honor is a non-competitive award given to all qualifying nominees.

.....

**Steve Doyle**, a former editor with the Orlando Sentinel, has been named the editor of **The Sentinel-News**, a semi-weekly newspaper in Shelbyville.

Doyle worked as a deputy managing editor for several sections of the Orlando Sentinel from 1981 through early 2001, when he became associate managing editor for content development.

He holds a bachelor of science in journalism from the University of Southern Mississippi.



STEVE DOYLE

.....

Kentucky Publishing Inc. has announced the hiring of **Tommy Kimbo** as a writer with the Carlisle County News.

Kimbo, a resident of Clinton, will be reporting news and feature stories.

Kimbo comes to the newspaper after working as a fire investigator for 28 years.

## Citizen Journalist Workshop on Nov. 13

If you have considered starting your own online blog or blogging for your local newspaper, or learning to write news stories, press releases or opinion pieces for print or acquiring skills in the use of video, you will want to attend the Kentucky Press Association's Citizen Journalist Workshop Nov. 13. The event is open to the public and all Kentucky journalists.

The Citizen Journalist Workshop will be held from 9 a.m. to 4 p.m. (Eastern time) on Thursday, Nov. 13 at the Paroquet Springs Conference Centre at Shepherdsville, 15 miles south of downtown Louisville. The conference center is just off exit 117 on Interstate 65.

At the workshop, participants will learn from professionals about: basic reporting and writing for the web, how to blog and the use of still and video cameras. Plus, a multimedia expert will be there to answer your questions.

Seating is limited to 25 people. Registration is \$39 per person and must be paid in advance. (Lunch is on your own.)

For additional information and a registration form, go to [www.kypress.com](http://www.kypress.com) or call the Kentucky Press Association at (502) 223-8821.

# Newspaper finds new partner for ads

**L**exington Herald-Leader has a new partner in layout and design with the addition of Affinity Express.

Since September, the second largest newspaper in Kentucky has been outsourcing ad layout and design to a company in Manila, Philippines.

"We began the set up process in April and began transitioning the ads to the Manila team in August. We have been fully live since the beginning of September," said Mary Ann Hatton, advertising operations manager.

According to their Web site, "Affinity Express provides print and web ad production, serving the newspaper and direct mail industries with technology-enabled solutions that combine our highly-trained creative personnel offshore with robust onshore account management and detailed implementation processes." They partner with 140 newspapers.

Lexington's parent organization, The McClatchy Company, has other newspapers working with Affinity Express so the fit was natural.

Hatton said a few deadlines were changed but

## Advertising Plus

By TERESA REVLETT  
KPS Director of Sales



nothing drastic has changed at the newspaper.

"In preparation for this project, we compared our deadlines to those of similar sized papers. We found that ours were considerably later and we realigned our deadlines to be more in keeping with the rest of the industry," said Hatton.

In addition to layout and design project, Affinity Express offered an ad management system that helped.

"We did not have an ad management system before contracting with Affinity. Affinity's eProofs and AdWatch database gives us workflow management tools we did not have previously," added Hatton.

She said the decision to change the process from

in house to Affinity Express was done to better manage the business efficiently and control costs.

Random calls to newspapers don't indicate that many are going outside the United States for this service.

In Louisville, a Gannett property, all layout and design is done locally and still in house. The Courier Journal, Louisville is the state's largest newspaper.

In Covington, the state's third largest property and another Gannett paper, the Kentucky Enquirer and northern Kentucky Recorder newspapers are also still locally produced.

"We still print the Enquirer. A sister paper prints our weeklies. All layout and design for the papers is handled inside. We recently started outsourcing some of the less complicated ads," according to Mike Hornback, sales manager for the Covington papers in northern Kentucky.

Hatton says that Lexington Herald-Leader management is happy with the new system.

For now, the process has only affected the advertising department. All but two of the affected staff found other positions with the newspaper.

## Senate honors publisher



PHOTO SUBMITTED

Kentucky Senator Katie Stine, right, presents The Falmouth Outlook Publisher/ Editor Debbie Dennie, left, with a recognition from the Senate of the Commonwealth of Kentucky on Sept. 12, 2008 for having served 20 years as publisher/ editor of The Falmouth Outlook. She has a total of 27 years of service to the newspaper, the community and its advertisers and subscribers.

## Slander suit dismissed against newspaper

A defamation claim against The Lebanon Enterprise was dismissed Sept. 5 in Marion Circuit Court.

Judge Douglas George signed an order dismissing the claim filed by convicted murderer David Nichols against the newspaper, editor and general manager Stevie Daugherty, advertising manager Mary Anne Blair, and the insurance company providing coverage to the other defendants.

Nicholas had filed the suit based on an advertisement published in the Aug. 17, 2007 edition of the Enterprise. He accused the paper of slander, defamation of character, and emotional distress.

The ad was printed in memory of Joshua Kenneth Wright, who died Aug. 19, 2000, at the age of 18, after Nichols stabbed him in the chest.

Nichols was convicted of wanton murder in January 2002 with the jury recommending a life sentence.

Jim Adams, the attorney for the Enterprise, argued that truth is a defense against defamation, and since nothing printed about Nichols was untrue, his complaint should be dismissed.

## New paper launches for Oak Grove, Fort Campbell area

The Eagle Post, a new weekly newspaper focusing on Oak Grove, Fort Campbell and surrounding communities, began publication Sept. 3.

"The Eagle Post will provide unprecedented coverage of local government, schools, sports, community events, wedding and birth announcements and other items of interests to the families in Oak Grove, Fort Campbell and northern Montgomery County, Tenn. communities," said Taylor Hayes, publisher and chief executive officer of Kentucky New Era Inc., where The Eagle will be printed.

Copies of The Eagle Post will be available free of charge throughout a network of 173 distribution boxes located throughout Oak Grove, Fort Campbell and Hopkinsville, as well as in Clarksville, Tenn. Papers will also be delivered to residential households on Fort Campbell and to every residence in the Oak Grove zip code.

Chip Hutcheson, publisher of the award-winning Times Leader in Princeton, will serve as the publisher of The Eagle Post. Hutcheson has 32 years experience in newspaper publishing and currently serves on the board of directors of the Kentucky Press Association and the National Newspaper Association.

# A world view of the future

*Former KPA president picks up award and insight into what other professionals think about how newspaper will survive*

By Kriss Johnson

EDUCATIONAL OUTREACH MANAGER  
THE LEXINGTON HERALD-LEADER

Leigh Anne Florence and I entered Kentucky's statewide literacy project, sponsored by LG&E/Kentucky Utilities and the Kentucky Secretary of State's Office and KPA, in the World Association of Newspapers "World Young Reader" contest and the next thing I knew, I was looking out our hotel window watching hundreds of bikes go by in the middle of a very flat Amsterdam, Netherlands. Really, there were hundreds of bikes with bells, brakes and baskets. I tried to imagine what my life would be like if I rode a bike in Kentucky and I laughed as I pictured myself trying to ride up the steep hill out of my neighborhood.

WAN awarded euros to help pay for my trip to Amsterdam to attend the WAN conferences: "The Digital Revenue Gold Mine," "Shaping the Future of Newspapers" and "The Audience-Building Conference for Publishers, Editors, Marketers and other Senior Executives." I was there to get a road map to the future. It was very refreshing for me to attend a conference that wasn't NIE based.

Presenters from multiple countries stressed online, digital, mobile and advertising trends. We were told that the next morning's paper is just "old news" and journalists need to focus on online news writing and then write the newspaper with a second-day approach to the story.

It was exciting to be in a room of 200 people from all over the world - Slovenia, Egypt, Bahrain, Russia, Greece, France, Japan, just to name a few.

The presenters (who spoke in English) spent three days dishing out strategies on how to make newspapers profitable. By the end of the presentations the themes were the same: don't worry about circulation numbers, focus on advertising revenue, enhance your products to what your audience wants, offer multi-platforms, offer new products constantly, diversify offerings in online and print. Get out of the box.

At the beginning of the conference a question was asked about selling subscriptions to the digital-formatted newspaper. We were told to forget about the boring, stagnant digital newspaper and not try to sell it or



PHOTOS SUBMITTED

Above: Kriss Johnson, a past president of the Kentucky Press Association and educational outreach manager for the Lexington Herald-Leader, addresses the World Newspaper Association conference in Amsterdam. Left: Johnson accepts the award for the Woody serialized story project which teaches children about U.S. history.

use it. "It's a waste of time when readers can get all the news they need for free and in an updated format all day long." "Another news site is just a FREE click away." "The web alone can't fix our business."

I thought about how NIE programs all around the U.S. are being told to "do digital newspapers to schools or die." I gave a big sigh. "E-edition doesn't drive readers or revenue." "It's the NEWS NOT NEWSPAPER that brings in revenue."

All that information made me squirm in my seat. We were told to focus on multi-media products to excite advertisers. Newspapers need to focus on online and mobile marketing. "Newspapers can't be one "media" strategy."

According to Caroline Little, a consultant to The Washington Post, the web staff should contribute to the newspaper design and not be too conservative. Also, encourage readers to contribute with photos and stories. "Readers come back when given a chance to participate," she said.

The Washington Post offers 80 real-time blogs. All articles have a link to see what readers are saying. "Go where "non-traditional" readers might be," Little said. She suggested Face Book and Twitter. Other ideas she offered included coupons on mobile phones and contests to bring readers back to the site.

The food at the hotel was interesting. One lunch buffet offered eel mousse in a little cup and there were lots of herring and salmon dishes. No, I didn't try the eel mousse. Red and white wines were offered with lunch and dinner.

During the nine-hour flight home I pondered all I had heard. Changes are needed and some changes are here. Are journalists ready to write tomorrow's newspaper as if it were yesterday's news? Will the print newspaper accept not being number one in reporting the news and give way to online? And what about NIE? Students are already diversifying with their technology, but is the technology in schools new enough and are our teachers ready to integrate online news content, blogging, mobile coupons, contests, citizen journalism?

For many of us absorbing these new ideas and implementing them might be like trying to ride our bikes up a very steep hill.

# A see-through government



## Work continues to open more doors on ways taxpayer dollars are spent

BY PAUL GLASSER  
THE STATE JOURNAL OF FRANKFORT  
*Reprinted with permission*

Kentuckians could have an "Open Door" into the state's financial transactions by January 2009.

Gov. Steve Beshear created an e-Transparency Task Force in June with the purpose of installing a "one-stop" information center for taxpayers on taxes, government contracts, salaries, election finance and investments.

"We're very excited about opening the shades and letting the light shine in," said Allen Eskridge, assistant secretary of state.

At a recent meeting, the members of the task force discussed what information can be included on the Web site and reviewed a mock-up of the "Open Door" page.

Secretary of the Finance and Administration Cabinet Jonathan Miller, chairman of the task force, said taxpayers will be able to access the site and see how their tax dollars are spent.

"The direction we are moving in is very exciting," Miller said. "Kentucky will have one of the best, if not the best, e-Transparency site."

The Web site will have graphs showing taxpayers what portion of their tax dollars go to education, healthcare and transportation. They will also be able to access a database of state salaries and examine purchasing transactions for everything from vehicles to pencils, Miller said.

Cabinet General Counsel Jeff Mosley said the Web site will focus on transactions and any financial information subject to an open records request will be available at the "Open Door" site.

"However, it's not meant to be a substitute for the Open Records law," he said.

Plans for the "Open Door" Web site also include a ranking of the top state appropriations, which special adviser Greg Haskamp said was a popular feature of the Oklahoma e-Transparency site.

Other features include interactive graphs and charts and a "budget builder game." Haskamp said the game was developed by the Governor's Office for Policy Management and allows taxpayers to choose from three levels of difficulty "easy, with a budget surplus; medium, with balanced revenues; and hard, with a budget deficit.

Next, taxpayers have to choose their priorities, such as education, transportation or healthcare,

and then allocate funds.

Some committee members suggested that a few clarifications might be necessary.

Budget director Mary Lassiter said that not all state funds come from tax dollars, with some revenue coming from federal funds and agency fees.

Lassiter also said taxpayers could submit an open records request if they want to learn more about a specific transaction such as buying pencils for the Department of the Blind.

State Treasurer Todd Hollenbach said visitors should also be notified that some specific financial information that is exempt from the Open Records law, such Social Security numbers, will not be included on the "Open Door" Web site.

"It may not be apparent on the face of it that something is being withheld," Hollenbach said.

The Web site would be updated daily with new information on financial transactions.

So far, the development of the "Open Door" mock-up hasn't cost the state any money because it's included as part of the state's contract for support from Kentucky.gov.

## WAN also honors Princeton artist Jim Asher for series

A Princeton artist is sharing in the accolades of a first-place international award for a chapter reading series designed for school-age children.

Jim Asher of Princeton was the artist for "Mr. Dogwood Goes to Washington," which was published in 88 Kentucky newspapers last fall as part of the Kentucky Press Association's and Lexington Herald-Leader's Newspapers in Education program.

The series received several awards including the grand prize from the World Association of Newspapers.

Dr. Aralyn McMane of the World Association of Newspapers said the work by writer Leigh Anne Florence and Asher had won the top prize.

"The prize honors the newspaper that devised the year's most innovative project to develop young readership. The award takes into consideration the contribution of the program to the newspaper, education, literacy and citizenship and favor projects that could be transferred easily to other countries," McMane said.

The grand prize includes funding for

Kriss Johnson of the Lexington Herald-Leader and a past president of the KPA to travel to Amsterdam, The Netherlands, to receive the award.

The Woody and Chloe chapter series that KPA member newspapers have been running the last several years have received numerous regional and national awards from newspaper associations. This is the first worldwide award for Kentucky's most famous dachshunds.



JIM ASHER

In the opinion of the Attorney General ...

# Board must respond in three days

At issue in this appeal is whether the Webster County Board of Education violated the Kentucky Open Meetings Act in holding a series of less than quorum meetings where the members attending one of more of the meetings collectively constituted a quorum of the members of the agency for the purpose of avoiding the requirements of the act.

Based on the undisputed evidence presented, the Attorney General's office found that the board committed at least two of the three elements of conduct proscribed under state law in having an informal work session on July 24.

In failing to issue a written response within three business days of receiving the complaint, the board violated KRS 61.846(1).

The A.G.'s office found the board engaged in discussion of the code of student conduct and possibly other general personnel matters during the closed session Aug. 18. Although it was a brief meeting, the board exceeded the narrow exception that is permitted.

In a written complaint to Webster County Superintendent James Kemp, the Sebree Banner's owner Regina A Catlett challenged the actions of the Webster County Board of Education "at both the Aug. 18, 2008 regular meeting and the Aug. 26, 2008, special called meeting based on" in going into closed session pursuant to "an invalid Kentucky Revised Statute."

Catlett alleged that the board violated state law in mistakenly listing subsections (c) and (f) of "KRS 60.810" on the agenda for the regular meeting rather than KRS 61.810 and then repeating the error on the agenda for the special meeting citing "KRS 60.810, f. Student Hearing."

Based on individuals present in the closed session held Aug. 18, Catlett observed that "one could assume that litigation and personnel were discussed." When the meeting returned to open session, a Banner representative asked if the board had anything to report. He was told they did not.

Later, the board announced that a special meeting would be necessary based on discussions that occurred in the closed session.

Because the board held a special meeting the next week "for student discipline," Catlett believes the board must have "also discussed matters not listed on the agenda."

In her appeal, Catlett also said that the "wife of a school employee was allowed" in the closed session despite the agenda designating a discussion of personnel.

At the special meeting Aug. 26,

Catlett questioned the legality of the session based on the incorrect KRS being cited.

Despite her objection, the board adjourned to closed session for the purpose of conducting student discipline hearings based on the advice of the board attorney that a (misprint) does not indicate that incorrect information was provided concerning the closed session and that as long as the subsection was correct, the closed session would be legal.

Catlett also questioned the practice of stating that informal work sessions would be held at 6 p.m. prior to the meetings and then board members moving from office to office to discuss board matters "in secret."

Acknowledging that a quorum was not present, Catlett said that if the stated purpose of the 6 p.m. start time is an "informal work session" it must be held in an open public forum under the Open Meetings Act. However, Catlett said, that was not the case on July 24, when the board "went in you office in small groups to discuss the district code of conduct. At no point in the regular session was the code of conduct discussed."

During the meeting, Catlett asked if the code of conduct would be discussed and was told by the board chairman that it had been discussed before the open session.

To remedy the situation, Catlett suggested to the board that the closed sessions and any action taken in connection with those closed sessions be declared null and void and that the board hold meetings that are in compliance with state law to conduct the business that was brought before them in those sessions.

After not receiving a reply to her complaint, Catlett initiated an appeal on behalf of the Banner in a letter dated Sept. 10. The office of the attorney general did not receive the complaint until Sept. 15.

After receiving a copy of the compliant, Webster County Attorney Amealia R. Zachary said the superintendent was involved in a tribunal proceeding and then out of the state on emergency business until Sept. 14.

In discussing the "informal work sessions," Zachary said no formal list of items to be discussed by the board was posted and "neither the board as a whole or its individual members anticipated taking any action(s) and none was taken."

Zachary also said a quorum of the six-member board is comprised of four members and (Webster County Superintendent) James Nance never spoke to than one or perhaps two

members at a time."

Zachary and the board acknowledged that the agenda for the Aug. 18 meeting contains a typographical error, mistakenly showing the citation for the closed session as KRS 06.810 instead of KRS 61.810.

The board attorney said there was no violation of the Act because of the error.

Zachary also defended the way the closed door sessions were conducted, writing that "personnel is a permissible matter" for discussion under state law because "no action of any kind was taken."

Citing an earlier attorney general's opinion, Zachary said that "any persons who a board of education believes can contribute information or advice on the subject matter" being discussed may be invited to attend a closed session. Under this premise, Zachary said certain "district staff members and the teacher's spouse were indeed invited into the closed session" on Aug. 18.

She denied any wrongdoing by the board.

With regard to the Aug. 26 special meeting agenda, Zachary said that the "intent of the hearing was quite clear and the agenda of the meeting was distributed and posted" in a timely manner.

Although the agenda distributed to members of the board included a legal citation, Zachary said the one issued to the Banner did not.

Zachary told the board that based on precedent and practice in Kentucky a typographical mistake would not preclude the board from entering into closed session for the stated purpose.

In her response, Zachary said that boards are permitted to "correct the record and call to conform to the facts, as long as the correction does not alter the action and/or violate the intent" of the Open Meetings Act.

Zachary also said Catlett objected to the session prior to the board actually going behind closed doors although the proper KRS was cited at the meeting.

According to the A.G.'s office, the board violated the Open Meetings Act from a procedural standpoint insofar as the board failed to issue a written response to Catlett's complaint within three business days.

The board acknowledges receipt of Catlett's complaint and its failure to issue a written response in a timely fashion. But it does not recognize that such inaction is a violation of state law.

Instead, the board argues that a delay was justified until the superin-

tendent was available.

The A.G.'s office has consistently upheld the idea that absence of the official custodian or the presiding officer does not justify a delay in providing access to public records or responding to complaints.

"A public agency cannot ignore, delay or postpone its statutory requirements under the Open Records Act or the Open Meetings Act," the A.G.'s office wrote. "If the records custodian or the presiding officer is unable to discharge his duties, the agency is obligated to designate another person to review and handle open records requests and open meetings complaints in the absence of the regular custodian of the records or the presiding officer."

In regards to Catlett's argument against the agenda mistake, the A.G. ruled that the board was correct.

"If a public agency elects to prepare (an agenda), it is not bound to observe the stand of fair notice to the public of particular topics to be discussed or acted upon," the A.G.'s office wrote. "The description of items to be discussed or acted upon in the non-mandatory agenda for a regular meeting need not be sufficiently specific to ensure fair notice to the public."

The office warned, "this position should not be construed to suggest that public agencies may prepare agendas for regular meetings that are consciously misleading or inaccurate."

With this position, the office ruled the board's Aug. 18 meeting agenda did not violate the Open Meetings Act.

However, the A.G.'s office wrote, the board cannot be said to have fully complied with state law, regardless of whether a correct agenda was provided to board members insofar as the mistake was repeated on the mandatory agenda posted for the Aug. 26 meeting.

"This erroneous citation on the posted special meeting notice precluded adequate notice to the public and was, intentionally or unintentionally, misleading," the office wrote.

On the issues of the presence of non-members in a closed-door session, the office has recognized a limited exception for non-members who can offer information or advice on the subject matter under discussion. But the office stressed that the non-member should "remain only so long as it necessary to make his or her contribution to the discussion."

The board did not attempt to estab-

See BOARD on Page 9



# Public agencies can't play favorites

As lawyers, we are trained to look for answers in the law. But, as several hotline questions this month illustrate, sometimes the legal response to a question is just the beginning of the answer.

In many cases, the law simply provides a floor for our conduct while other practical considerations provide guidance to go above and beyond what the law requires.

.....

**Q: The local city police department and sheriff's office regularly provide criminal citations and traffic accident reports to a competing newspaper. How can our newspaper get the same treatment?**

A: Make the same "standing request" for records to the police chief and the sheriff. If the city police department and sheriff's office honor a standing request from another newspaper, there is no reason they shouldn't honor one from your newspaper too.

The Open Records Act does not require a public agency to honor a standing request for records such as criminal citations or traffic accident reports. The Open Records Act only mandates that a public agency respond to a written open records request for a particular record or records that already exist. Thus, a public agency could legally decline to honor a request for any records that have not yet been created, such as next week's criminal citations.

However, there is nothing in the Open Records Act that prohibits you from making a standing request for records on a regular basis. Nor is there anything in the Open Records Act that prohibits a public agency from honoring a standing request. In fact, it is relatively common for news organizations to make standing requests with local police departments for police reports such as citations or traffic accident reports.

.....

**Q. We published a photograph of a 7-year-old sexual assault victim who recently testified in a criminal trial against her assailant. The photo only showed the top of the girl's head and a very small portion of her face, and the article did not mention her by name. We did not think she would be recognizable, but her mother called and threatened to have an attorney sue because we published the photo. What should we do?**

A. At this point, nothing. Obviously, if the mother does hire a lawyer or sends a demand letter, give us a call to discuss how to respond.

There is no law in Kentucky that prohibits the publication of a photograph of a witness in a criminal case, even if the witness is a child sexual

## From a legal standpoint

By JEREMY ROGERS  
Dinsmore  
& Shohl LLP



## If you have any legal questions, call the KPA hotline attorneys:

Jon L. Fleischaker: 502-540-2319

R. Kenyon Meyer: 502-540-2325

Ashley C. Pack: 502-540-2385

Jeremy S. Rogers: 502-540-2384

.....

**DINSMORE & SHOHL LLP**

Switchboard: 502-540-2300

Facsimile: 502-585-2207

assault victim.

Here, the girl and her mother have no claim for defamation because the report and the photograph are absolutely true.

Likewise, there can be no invasion of privacy claim because there is nothing private about testifying in open court in a criminal trial.

In addition, the First Amendment and Kentucky law protect a news organization from liability for publishing the contents of court documents as well as the contents of court proceedings, such as criminal trials.

A similar case from 1968 illustrates the point. In *Johnson v. Simpson*, several young boys testified in a criminal trial against a man who allegedly sexually abused them.

The trial court judge ordered members of the news media not to identify the boys. Kentucky's highest court held that the trial court's order was unconstitutional.

The same is true in this case; the newspaper

has a constitutional right to report the seven-year-old girl's name and her testimony and to publish her photograph as well as anything else that occurred in the criminal trial.

Even though the law gives us that right, many news organizations have their own policies against identifying minors or other victims of sexual crimes.

In this instance, it appears that the newspaper attempted not to identify the girl under exactly that kind of policy.

However, even if a newspaper inadvertently violated its own policy, that would not give the individual a cause of action against the newspaper because the First Amendment right still applies.

.....

**Q. An individual gave us information about his relative's death and asked us to publish an obituary. As it turns out, the relative was not dead, and the family has asked us to correct the error. Are we required to publish a correction or a retraction?**

A. Legally, no. Corrections or retractions are recognized under the law as a way of mitigating the harm caused by a false statement, i.e. damages for libel.

In most cases, a mistaken obituary is not likely to give rise to a serious or significant defamation case unless it could somehow be proven that being prematurely eulogized harmed the person's reputation. (In many cases, it may actually enhance the person's reputation.) So, there may be no "damages" to mitigate.

Perhaps the biggest advantage of corrections under Kentucky law is that they can completely avoid the possibility of punitive damages.

However, punitive damages are only recoverable in a lawsuit against a newspaper for the publication of a defamatory statement if the plaintiff sent a written demand for a correction and the newspaper failed to publish a timely and conspicuous correction.

Therefore, because the family has not sent a written demand for a correction, there is no legal requirement to publish one in order to avoid punitive damages.

Even if the law does not require it, though, there are many reasons why it may be a good idea as a matter of policy to publish a correction or clarification any time you inadvertently publish incorrect information.

For example, corrections put the correct information out there to set the record straight, and they can help build trust and respect among readers.

## BOARD

Continued from page 8

lish that each non-member in attendance was invited for the purpose of making a "permissible contribution," the office wrote.

Because the board offered no expla-

nation for the presence of non-members in a closed session conducted under (state law), the office found that the agency had improperly "engaged in the practice of selective admission" in contradiction of the Open Meetings Act.

The record appears, the A.G.'s office wrote, to partially support Catlett's assertion regarding discussion of the

code.

Having denied that the proposed revision were discussed in closed session, the board later acknowledged that in the closed session "the board inquired whether a change in the code might have resulted in a more efficient resolution" of the personnel problem.

To the extent that the board

engaged in any discussion of the need for potential revisions, or any discussion beyond that which "might lead to appointment, discipline or dismissal of an individual employee, member or student" that discussion was not authorized under state law.

# Lots of new, updated products available

I can't remember a time when so many exciting upgrades and products were released at once. After speaking to a room filled with newspaper owners and publishers at the National Newspaper Association convention this week, I was a little overwhelmed by the number of folks ready to make wholesale changes and upgrades in their operations.

I addressed the crowd in St. Paul on two topics: "What Newspapers Need to Know about Trends in Converging Media" and "What's New and Coming in Newspaper Technology." While all this information is fresh, let me share some of the software and hardware products I recommended:

## Cameras

So many new cameras to consider. A few noteworthy:

- Nikon D90. With a street price of \$1,299 (US), this camera packs a lot of punch. Boasting a resolution of 12.9 megapixels and 4.5 frames per second (fps) speed and the ability to shoot high quality video (up to 1280 x 720 pixels) and you've got a game changer. One camera for both still photos and video.
- Canon 50D. Canon users are going to love this. Priced at \$1,299, this camera doesn't boast the high quality video of the Nikon, but consider the following: 6.3 fps and a resolution of 15.1 megapixels. Sure, that's not the speed of a \$5,000 camera, but for the price it is incredible.
- Canon Rebel XS (1000D). At a price of \$689, this camera packs a lot of punch at an affordable price.

## Scanners

Scanners are only made to work well for two

Tech  
Talk

BY KEVIN SLIMP

Technology  
columnist



years. After that, you can clean the glass all you want and still get noisy images. So it's important to replace your scanners every two years. Here are two good ones:

- Epson V200. For \$79, you'll see marked improvement in scans over your existing scanner.
- Epson V500. While the V200 offers excellent results, spend a few dollars more - well, \$100 more - and get this higher resolution version.

## External Backup Drive

• Lacie Bigger Disk Extreme. Who would have believed it a few years ago? A two terabyte (that's 2,000 megabytes) triple interface (USB, Firewire 400, Firewire 800) drive for \$449.

## Software

- QuarkXpress 8.0. Man, Quark got it right this time. Finally stiff competition for InDesign.
- Adobe Creative Suite 4.0. I've been using CS4 for several months and can finally tell folks how great it is. Upgrades from \$499 allow users to get new versions of all their favorite programs like Photoshop, InDesign, Acrobat Pro, Dreamweaver,

Flash and lots more. You'll be tempted to spend some of your savings - upgrades for Creative Suite owners start at \$1199 - for the Master Suite. Finally, it's affordable to own all the Adobe products you've wished for over the years.

- Acrobat Pro 9. Speaking of Acrobat, upgrade to this version. Take my word for it. I've never led you down the wrong path before.

## Font Management

- Extensis Universal Type Server Lite. Finally, a network based font management system that's affordable for the small newspaper.

In addition to hardware and software, those of us at the convention had honest discussions concerning the future of our business. Topics including Web site vendors, editorial workflow systems and the future of digital printing were tackled head on.

In tough economic times, it's fortunate that so many products are being released at prices much lower than what we were spending a few years ago. One publisher I spoke to summed it up well when he spoke of his surprise at the significant increase in production after upgrading his newspapers. "I was amazed," he told me, "with how much more we are able to get done since upgrading our computers and software."

Another publisher from Minnesota told me, "Since we upgraded our systems and software earlier this year, almost all of our production problems have disappeared."

In my next column we'll take a closer look at some of the latest upgrades to software that most newspaper use.

# Smaller newspaper markets avoiding financial crisis

BY STANLEY SCHWARTZ  
NATIONAL NEWSPAPER ASSOCIATION

COLUMBIA, MO—The outlook for community newspapers is much better than what is being reported in the media, said a group of community newspaper leaders.

"You read about the struggles that newspapers are having in larger markets," said Michael Abernathy, president for Landmark Community Newspapers. "And we don't really find that to be the case in our community markets."

When LCNI, which owns about 54 paid community publications, experiences softness in its revenue, Abernathy explained, it's usually economy driven, making it cyclical rather than systemic.

He made his comments during a panel discussion about the future of community newspapers at the Missouri School of Journalism at the University of Missouri. The school was celebrating its 100th anniversary with several workshops and receptions on the Columbia campus. The school reported that more than 2,500 people registered for the three-day celebration.

A study done for the National Newspaper Association by the Reynolds Journalism Institute was the backbone for the comments made by the panel about the vitality of community newspapers.

NNA Executive Director Brian Steffens said that most of the news about the financial health of newspapers is coming from the largest 100 to 250 newspapers.

"That is just a small slice of the picture," he said.

Joining Steffens to present the study's findings before the panel discussion was Kenneth Fleming, the associate director of research for the Donald W. Reynolds Journalism Institute. The grand opening of the institute was held during the centennial celebration Sept. 10-12. Study details are in the Research section.

Also on the panel with Abernathy, were Dave Berry, vice president for Community Publishers, which publishes about 24 papers in Arkansas, Missouri and Oklahoma; Ralph Gage, director of special projects for The World Co., which publishes the Lawrence (KS) Journal-World; Steve Haynes, president of Nor'West Newspapers, which pub-



MIKE  
ABERNATHY

lishes six newspapers in Northwest Kansas; and Wally Lage, vice president with Rust Communications, which owns and operates about 50 papers in eight states.

Not only was the study designed to show how community newspapers are doing overall, said Fleming, but NNA member newspapers could utilize the information to help them sell advertising.

Steffens noted that in the most recent study, 77 percent of the respondents rated community newspaper local coverage good to excellent. Since 2005, NNA has had three studies done. Steffens said the results from all three are consistent.

Steffens asked the panelists if the survey results agreed with what they were seeing in their markets.

Abernathy said his papers have not seen a huge migration of ads away from the print product because of their

strength within their local communities.

Abernathy added that the number of people in the study who responded that they do not read local sports online surprised him. In his markets, he explained, that would not be the case. The Landmark paper in Elizabethtown does not publish on Saturday, so all the Friday night sports news is posted online.

"We have very high traffic on Saturday," he said, about the website.

Haynes, who is the current president for NNA, said the study's figures reflect what he sees in western Kansas.

"I think it underscores the unique connection the community newspaper has with its readers," he said, adding that a lot of times people feel an ownership of their local paper that they don't with other media.

He also noted that other media are subject to greater audience fragmentation than community papers.

Because of the wide geographic spread of Rust Communication papers, Lage said the study's results are inter-

See **MARKETS** on Page 11

# A royal business

## Radcliff paper stays a family tradition

BY JOHN WHITLOCK  
KENTUCKY PRESS ASSOCIATION NEWS BUREAU

To say The Sentinel in Radcliff is a family business wouldn't tell the whole story.

At 79, owner James Royalty is likely to be found around the offices of The Sentinel in Radcliff most days.

For James, journalism was in his blood, following in the footsteps of his father Elmo.

"He worked as a printer for a bi-weekly in Elizabethtown," Royalty said. "Later, I started working there, doing whatever they needed. I started out cleaning and later started working on the linotype."

But the family's path changed when a group of area businessmen wanted to start their own paper to serve the cities of Vine Grove and Radcliff as well as Hardin County.

In May 1961, the businessmen, along with Elmo Royalty, started The Sentinel.

"They made promises that subscriptions would be sold at their businesses," Royalty said. "So, they bought the equipment and that was the start."

But the businessmen apparently didn't believe in the long-term success of The Sentinel.

"They pulled out only two or three months into it," Royalty said.

The change left Elmo Royalty as the lone owner of the paper.

Throughout the years, James Royalty took other jobs in the newspaper industry, including stints in Georgetown and Lexington.

James also heard the call to preach — making a lifelong commitment to spread the Gospel.

But all roads eventually led home, and James joined his father at The Sentinel office.

For decades, James and his wife O.J. Royalty — along with Elmo — wrote, edited and produced the paper.

"I was also preaching at the time," Royalty said. "I always tried to be available to my people at church, but if I wasn't there, I was here, working on the paper."

Royalty said he feels The Sentinel has not only reported on Hardin County, it has become part of its history.

"The history of Hardin County is in these pages," Royalty said. "That's important."

Despite the fact that other papers have had economic setbacks, Royalty said The Sentinel would endure.

"We have lost ground," Royalty said. "Other papers can move in to our area, but we'll go on. The cities grow and we will do fine."

The Sentinel currently has a circulation of around 3,000.

But despite the long years, James, O.J. and their daughter Marlene Royalty Lawson continue to turn

out the paper.

Lawson serves as news editor, but her parents don't carry fancy titles at the paper.

"O.J. holds no official title at the paper," James Royalty said. "Why do we have to have titles? O.J. doesn't like this messing around with titles. We just work."

Although he admits he has slowed, James Royalty said he has no plans to quit the newspaper business or retire from preaching.

"I'll stay with the church as long as my health permits," Royalty said.

Royalty said he still gets a good feeling of satisfaction putting out the paper.

"I think we will continue to have a paper in Radcliff," Royalty said. "I feel like it helpful to the community to have everything properly reported."

Despite some of his best efforts, mistakes do sometimes slip into the newspaper's pages.

"We have a mishap every now and again, but everyone does," Royalty said. "There's nothing you can do about it once it's printed. You just get it corrected next week."

In a world where bigger companies sometimes absorb small papers, Royalty said he hasn't been tempted to sell The Sentinel.

"It's in the family, and we will keep it in the family," Royalty said.

## Promotional ad series available for Kentucky newspapers

Missouri Press Association will share its new "Know It. All." newspaper campaign with other state, regional and national press associations and their members.

This series of ads, launched on Oct. 1 for Missouri newspapers to use without charge, promotes the value of newspapers. Missouri Press has encouraged all of its member newspapers to download the material and use as much of it as they can as often as they can.

"Read A Newspaper. Know It. All." focuses on the value that local newspapers bring to their readers.

The ads are posted on the MPA website at [mopress.com/know\\_it\\_all.php](http://mopress.com/know_it_all.php) along with an overview of the campaign.

Any newspaper that is a member of a newspaper association is invited to download and use the ads. There is no fee, but voluntary donations can be sent to Missouri Press Foundation, 802 Locust St., Columbia, MO 65201.

The ads are in template form so newspapers can customize the content to localize the messages. The first flight of this campaign consists of eight ads, each designed with a different target, season or approach.

Some of the ads focus on the news and information aspects of newspapers, while others focus more on the advertising and value aspects.

All of the ads are presented in two sizes in color and black and white.

Artwork used in the ads can be

used on T-shirts, book bags, buttons and posters.

Plans for "Know It. All." include the creation of radio ads that newspapers can use on local stations.

The eight-part ad series was produced by the Missouri Press Association in conjunction with Strategists, LLC, a communications firm based in Columbia.

For more information contact MPA at (573) 449-4167 or [dcrews@socket.net](mailto:dcrews@socket.net).

## MARKETS

Continued from page 10

esting but not surprising.

"My entire career I've spent working at community, family-owned newspapers," he said. "We are really under the radar when it comes to some of the issues facing the metro markets."

He agreed with Abernathy concerning the online readership numbers in his papers' communities. What he did find consistent is the increase in the print readership noted from the three surveys.

"With Rust (newspapers)," he said, "almost all of our smaller-market newspapers are performing ahead of last year when it comes to cash flow."

Lage said that after looking at the readership figures from one of his company's smaller market

Tennessee papers, he believes that by combining the online readers with the paid circulation, the paper is experiencing greater market penetration than ever.

In the Springfield, MO, area, Berry, who is also a regional director for NNA, said Community Papers has had greater success since forming the company's papers into pods. The company clustered its newspapers so that they could benefit from combined business operations.

The three studies sampled consecutively smaller markets. The first one tested markets with a population of 100,000, the second study sampled markets with a population of 50,000 and the third study looked at markets with a circulation of less than 25,000.

Berry noted that as the sample size decreased, the more likely it was that people would be aligned with their local paper.

The World Co. also runs other traditional paid

weeklies and dailies, free weeklies and a free daily, a TV station, as well as the local cable TV station.

Because of his company's diversity, Gage said it uses a number of research firms to keep track of its audience.

He noted that in his studies, readership results are pretty consistent. But the numbers from NNA's study about online readership shocked him.

"Those (numbers) would not be typical of our properties," he said. "I don't know if whether that's a function of a lack of websites or when material is posted. Because we post material 24/7."

Haynes and Abernathy said broadband was not a problem in their markets. But there may be some smaller markets with such issues.

No matter what, said Lage, in a community, it's the newspaper's job to get information to the people - Internet connection or no Internet connection.

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