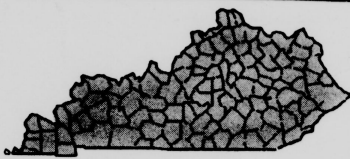


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THE KENTUCKY PRESS



EKU journalism professor Libby Fraas (center) discussed the design of recent special section of the university's student publication, *The Eastern Progress*, with editor Mary Ann Lawrence, left, and managing editor Tim Mollett. (Photo By Lisa Carnahan)

EKU J-school practices 'hands-on' philosophy

By LISA CARNAHAN
KPA News Bureau

As chairman of Eastern Kentucky University's Mass Communications Department, Ron Wolfe believes in hands-on instruction. The department places significant emphasis on internships, co-ops and other sources of experience such as working on the award-winning student publication, *The Eastern Progress*.

The university requires every student in the journalism program complete at least one semester of practical experience. They've also just implemented a new course entitled "Senior Seminar" which requires students to bring their portfolios to class to be analyzed by a professor for any possible shortcomings. The plan is for the professor to direct the student to the areas in which his or her portfolio might be lacking prior to graduation. Interview skills and other basics of the real working world are also included in the course.

"This class is going to be requirement," said Wolfe, who serves as the journalism education representative on the KPA/KPS Board of Directors. "You've got to pass it in order to get your diploma. The whole idea is to make sure they're ready to go to work and be able to make a contribution to that employer when they graduate."

Wolfe said Eastern also follows the philosophy that the earlier students become involved in hands-on training, like working at *The Progress*, the better.

"We get transfers in here all the time that are amazed that we've got freshmen working on the paper and who are being accepted for internships," he said. "We've had juniors who come in here from other schools

See SCHOOL, page 10

1996 advertising total passes \$2 million mark

The Kentucky Press Service's advertising placement service set an all time high in October.

October's placement of \$481,000 pushed the 1996 total over the \$2 million mark, the first time KPS has reached that level.

Buoyed by a series of full page ads placed in several Kentucky newspapers concerning the tobacco issue, and the annual State Abandoned Property list, the KPS October total surpassed the previous one-month high of \$431,464.56 in October, 1994.

"We've been trying for the last couple of years to reach that mark and it's just a really good feeling to know we exceeded our goals," said KPS Advertising Manager Gloria Davis. "I think more and more agencies are realizing how easy it is to make one phone call to place ads in newspapers instead of having to work with newspapers on an individual basis."

As evidence of this, Davis noted KPS already has ads in-house through September of 1997.

"The agencies used to schedule just one week at a time or one buy at a time and now we're getting them six months to one year in advance. I think that says a lot

See ADVERTISING, page 6

Contest brings in 3,600 entries from 89 papers

Advertising isn't the only thing setting records at the Kentucky Press Association and Kentucky Press Service.

The 1996 Fall Newspaper Contest established three records with more than 3,600 entries from 89 newspapers. The previous highs were in the 1995 Contest with 2,982 entries from 71 newspapers.

Income for the 1996 Fall Newspaper Contest was also obviously a new mark, with \$15,524, compared to last year's \$11,250.

One reason for the new level stems from the contest coverage period, 15-months, compared to 12 months in past contests. The entry period was adjusted so that future Fall Contest entry periods would be October 1 through the following September 30.

The KPA Fall Newspaper Contest will be judged Thursday, November 14 by the Illinois Press Association. The awards will be presented Friday, January 24, as the concluding banquet for the 1997 KPA Winter Convention.

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Kentucky people, papers in the news

Martin joins staff at News-Democrat

Zack Martin is the new staff writer for the Carrollton News-Democrat.

Martin is a recent graduate of DePaul University in Chicago where he was editorial page editor and editor in chief of the school's newspaper. He has also been a contributing writer for Electronic Media, a Crain Communications weekly covering the broadcast industry and a contributor to The Chicago Tribune's home page on the Internet.

His duties at the News-Democrat include reporting on governmental meetings, writing feature stories, taking photos and pro-

duction work.

Hawpe chosen to head national editors' group

David Hawpe, editor and vice-president of The Courier-Journal was recently chosen to head the Associated Press Managing Editors organization.

Hawpe, who was vice-president of the organization for the past year, succeeds Bob McGruder, executive director of the Detroit Free Press.

Oliver named new reporter at Berea Citizen

Tammie Oliver has joined the

staff of The Berea Citizen as a staff writer. Oliver is a senior at Eastern Kentucky University, majoring in journalism, and has worked on the school's newspaper, The Eastern Progress. She will cover southern Madison County, both in writing and photography.

Editorial staff of the Herald-News grows

Two new faces have been added to the staff of The Herald News in Breckinridge County.

Jody Robbins is a native of the county. He attended the University of Kentucky and received his degree in English from the University of Louisville. He left a job with The Courier-Journal to pursue a job at a smaller community newspaper.

Robbins will work directly with the editorial content of the paper's IMPACT News Magazine sections, according to Herald-News general manager Hank Bond.

Jerry T. Mills, Jr., Elizabethtown, is the newspaper's new general assignment reporter. A native of Elizabethtown, Mills is a graduate of Western Kentucky University where he worked at the school's newspaper, the College Heights Herald. While at the Herald, Mills worked as a features writer and general assignment

reporter.

Blevins gets award from Farm Bureau

Todd Blevins, Medley editor for the Richmond Register, was recently selected as the 1996 recipient of Kentucky Farm Bureau's communications award to a writer.

Blevins was chosen on the basis of his coverage of agricultural and agribusiness news in the Madison County area.

The Farm Bureau-sponsored award consists of an engraved plaque, a \$300 cash grant and an expense-paid trip to Washington, D.C., on the organization's 1997 Congressional Tour.

Blevins writes frequently about tobacco, livestock and horticultural production, as well as environmental and regulatory issues affecting farmers.

Reese joins news staff in Leslie County

Jody Reese is the newest addition to the staff of the Leslie County/Thousandsticks News. He will report on local issues and help edit the papers.

A native of Louisville, Reese

See PEOPLE, page 15

— The Kentucky Press —

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Deaths

A. Robert Oehler

A. Robert Oehler, former circulation director and vice-president of The Kentucky Enquirer, died Oct. 5 at the age of 84.

Oehler began his newspaper career at the age of 19, selling the newspaper at the entrance of Chester Park and later becoming a carrier for the Sharonville area. He then joined the circulation department and became its director of 1956.

He served as president of the Ohio State Circulation Managers Association and president of the International Circulation Managers Association. He retired from the paper in 1976 after 45 years.

Survivors include his wife, Rose Oehler, Finneytown; a son, Robert A. Oehler, Springfield Township; and a daughter, Rosalie L. Naltner of Fort Wayne, Ind.

Memorial can be made to St. Vivian Scholarship Fund, 885 Denier Place, Cincinnati, Ohio 45224.

Anna Lyle Thompson

Anna Lyle Thompson, the

matriarch of The Voice-Tribune, died Sept. 17 at Baptist Hospital East. She was 77.

Thompson was telemarketing supervisor at The Voice Tribune since 1981 and worked until she had congestive heart failure about two months prior to her death.

Survivors include a son, Charles E. Thompson, Jr., a daughter, Tracy Roberts, and six grandchildren, Nicholas Roberts, Chuck, Shannon, Timothy, Heather and James Lyle Thompson Jr.

Memorials can be made to the WHAS Crusade for Children.

Larry Graves

Larry Graves, director of public policy for the National Newspaper Association, died Oct. 21 at his home.

Graves had been battling cancer of the esophagus since 1995.

Funeral services were held Saturday, Oct. 26 at Arlington Funeral Home in Arlington, VA.

The family requested donations in lieu of flowers to the City of Falls Church Recreation Department, 223 Little Falls St., Falls Church, VA. 22046.

Freedom of expression challenged in the 'Information Age'

By DR. ROGER D. HANEY
Murray State University
Dept. of Journalism/Mass Communications

In 1995, after parental protest, Sen. James Exon (D-NE), introduced a bill to subject all forms of electronic communication to government censorship. Eventually the bill became part of the Telecommunications Reform Act passed by Congress and signed into law by President Clinton in February of 1996.

The censorship provisions, known as the Communications Decency Act (CDA), provided fines up to \$250,000 or 2 years in jail if someone makes accessible to minors "patently indecent and offensive" materials "measured by contemporary community standards" including "sexual or excretory activities or organs." Material posted to a public listserv, newsgroup, chatgroup, or a World Wide Web page considered "indecent" or "patently offensive" could be regulated and subject to fine or imprisonment.

Opponents to the CDA argued that these provisions would be impossible to enforce due to the nature of the Internet and were an unconstitutional violation of the First Amendment.

The Internet is not a single entity, but a collection of thousands of networks, millions of computers and tens of millions of users. It is a communications highway that will link house-

"The outcome of the case (Supreme Court challenge to CDA) could well determine the legal status of freedom of expression on the Internet and the future of the First Amendment in the Information Age."

Roger D. Haney

Professor of journalism/mass communications
Murray State University

holds, businesses, and schools to virtually all information sources. It is run by some 50,000 different organizations and connects more than 100 countries worldwide.

Not all countries recognize the First Amendment of the U.S. Constitution or have the same restrictions on freedom of expression that have been supported by U.S. courts.

The Citizens Internet Empowerment Coalition (CIEC), coordinated by the Center for Democracy and Technology, challenged the CDA in February, 1996.

The CIEC is a diverse group of Internet users, businesses, non-profit groups, and civil liberties advocates in favor of preserving the Internet as a means of free expression, education, and commerce. They argue that parents,

not the Government, should decide what is appropriate content for themselves and their children.

Its 35 members include civil liberties groups, libraries, book publishers, newspaper publishers, editors, and advertisers. Associations such as the American Library Association, the Association of Research Libraries, the National Association of State Universities & Land Grant Colleges are members as well as the American Society of Newspaper Editors, the Association of American Publishers, the Association of Publishers, Editors and Writers, the Newspaper Association of America, the National Newspaper Association, Magazine Publishers of America, Inc., and the Society of Professional Journalists.

This was not a suit advocated simply by commercial forces such as America Online, Comuserve, and Prodigy. An additional 47,000 Internet users joined the coalition.

Fundamental to the controversy is that technological advances often spawn new forms of media, whether broadcasting, cable television or computer networks. The courts often support different First Amendment standards for these new media based on their differing characteristics. Broadcasting, cable, telephone, and now

See FREEDOM, page 14

Many Kentucky papers endorse Clinton, though reluctantly

(AP) — Reluctantly, and almost apologetically, many Kentucky newspapers endorsed President Clinton for re-election, citing a Republican Congress and a lackluster alternative as the best reasons.

The Gleaner of Henderson, which endorsed Clinton, did so with misgivings and in almost a backhanded fashion.

"Can you picture the antics of House Speaker Newt Gingrich if he had a Republican ally in the White House? A chilling vision, isn't it?" The Gleaner editorial began.

The Gleaner said Clinton has done "a sloppy job of policing his ranks of some really unfit associates" and "clouds remain on some other matters."

The Lexington Herald-Leader lamented "the relentless drip of scandal and ethical lapses" in the Clinton presidency.

The Courier-Journal in Louisville said Clinton has been "an effective shield against most of the excesses of Mr. Gingrich and his Republican congressional colleagues."

The Daily Independent in Ashland also cited the danger of a runaway Republican Congress as one reason for its endorsement of Clinton.

The Ashland paper, too, lamented the lapses in the Clinton presidency but credited it with avoiding any "major foul-ups in foreign affairs."

"Things are going reasonably

"We believe in Dole's decency and in his sense of honor ... But more, we believe in his vision and his sense of destiny for America."

The Daily News, Bowling Green in breaking ranks with the majority of the state's papers and endorsing Bob Dole for president.

well in this country," The Daily Independent said.

Under a headline that said, "Trust Counts: Fire Clinton; Hire Bob Dole," The New Era of Hopkinsville said the incumbent president has not kept his political promises and should be replaced.

The newspaper said it was only the looming political influence of the Republican control of the House and Senate after 1994 that forced Clinton to act on tax cuts, welfare reform and smaller government.

"Bob Dole is not the ideal presidential candidate," The New Era said. "But we believe Bob Dole when he says he will cut taxes, balance the budget and head off government intrusion into our lives. In short, we trust Bob Dole. That's more than we can say about Bill Clinton."

The Daily News of Bowling Green said the strong economy masks a deeper problem in the nation that Clinton is incapable of remedying. "We are going further toward moral decline under the administration of Bill Clinton," the newspaper said.

"We believe in Dole's decency

and in his sense of honor," The Daily News said. "But more, we believe in his vision and his sense of destiny for America."

The Owensboro Messenger-Inquirer said Dole has a long record of great service to the nation and is held in high esteem by members of both parties.

"He has utterly failed to

make his case," the paper said.

Despite reservations, the Owensboro paper said Clinton can be a competent president.

"Clinton certainly has the raw intelligence, charisma and political talent to accomplish much working constructively with what we expect to be another Republican Congress," the Messenger-Inquirer said.

The Herald-Leader in Lexington also applauded Dole's record and honor. "We don't endorse Dole because, as Clinton puts it, his ideas are old. Dole may be learned from the past, but he offers no vision for the next century," the newspaper said.

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about a story
or ad?**



**Call the KPA
FOI HOTLINE**

(502) 589-5235

Investigative reporting contest announced; \$3,000 to be awarded to winners

The Institute for Southern Studies and Southern Exposure magazine have announced the Ninth Annual Southern Journalism Awards for newspapers in the 13-state region which includes Kentucky.

Submissions for cash awards totaling \$3,000 are invited in two categories: Investigative Reporting, including individual articles and series that critically examine the policies, practices and accountability of public and private decision makers and institutions in a variety of areas — for example: prison conditions, education, voting rights, race relations, the environment, urban development, health care and for-profit hospitals.

Working People, including well-researched, clearly written articles or series on issues such as changing faces of the Southern workforce (i.e. women, minorities, youth), workplace safety, living wages, temp workers, access to health care, downsizing, plant relocation, and related topics which address the lives and voices of working people.

Entries may be submitted by anyone for articles published between Jan. 1 1996 and Nov. 30, 1996, in a daily or weekly newspaper in Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas, Virginia and West Virginia.

Entries will be judged in four separate divisions: Daily newspapers with Sunday circulation over 100,000; dailies between 30,000 and 100,000; dailies under 30,000; and non-daily commercial newspapers.

A prize of \$500 will be awarded to the writer of the first-place winner in each category in each division. The first, second and third-place winners will also receive a certificate announcing their awards.

Entries must be received by Dec. 1 with a registration of \$40 per entry. Three copies of the entry must be submitted. Unmounted complete newspaper papers (with article bracketed) or mounted clippings can be submitted. Reductions or faxes are not accepted. Where appropriate, the entry should be accompanied by a letter describing its context and impact.

An entry form is available and should be used with each submission. To submit an entry, receive a list of previous winners, or obtain general information, contact Southern Journalism Awards, P.O. Box 531, Durham, N.C. 27702 (phone (919) 419-8311).

"17th Edition: Best of Newspaper Design" now available from SND

"Seventeenth Edition: The Best of Newspaper Design," published by the Society of Newspaper Design, is now available.

The 256-page full-color book contains more than 1,100 examples of newspaper design, illustration, graphics and typographic excellence, drawn from the winners of the Society's 17th annual Best of Newspaper Design competition. In that competition, 143 newspapers from the U.S. and 14 other countries were chosen from 9,615 entries to receive 764 awards.

The book is available from SND in paperback only. The cost is \$45 per book. Checks must be made payable to "Society of Newspaper Design." Orders should be sent to SND, 129 Dyer Street, Providence, RI 02903-3904. For more information, contact Elizabeth Cromer at (401) 276-2100.

TV listings: Are they too important to disregard?

By EDWARD HENNINGER



In a recent discussion at a client newspaper, the publisher asked a group of his people whether they thought the newspaper could drop the daily TV grid. After all, he reasoned, the paper was about to introduce a weekly TV tabloid with annotated grids.

One of his staffers responded: "I can't think of anything worse we could do to damage our redesign. It takes something away from readers that they expect to be there every day — even if they don't use it every day."

Others agreed, arguing that a detailed TV grid is something newspapers deliver to readers that TV itself fails to deliver. "Readers want it," said one. "And if they don't get it from us, they'll sure get it from someone else."

I believe that's true. Not all of your readers consult your daily TV listings, but I believe you do away with them at your own risk — just as surely as if you dropped the horoscope, which is of no real use to anyone.

Readers also expect your TV grid to work for them, not against them. Some newspapers cram in a grid and/or rolling log by making the type so small or so condensed that it cannot be read. That makes little sense. It's preferable for you to drop an hour or two and run a grid large enough so readers can refer to it with ease. Or edit the log so you can run it a size that's readable.

Here are some other tips on TV grids and logs:

- Run a log in ragged right type, to avoid poor word spacing

that makes this listing difficult to follow.

- Set channel numbers or acronyms in logs large enough that they stand out, but not so large that they take up an iota more space than needed.

- It helps to insert a bit of extra space between individual listings, if that's possible. Just an extra point or two makes a difference.

- Edit. Keep entries — both in logs and grids — as telegraphic as possible, without making them difficult to understand.

- Use clear, clean highly readable sans serif type face both in logs and grids. Sans serif usually works better in smaller type sizes.

- Tighten vertical spacing in grids, keeping rules as close to type as possible without touching.

- Some newspapers run gray or color screens over some areas in their grids, usually to indicate a move or special presentation. This works well ... if the quality of your reproduction can support it. If your reproduction is not superior, these screens only tend to make an item that is already difficult to read almost impossible to decipher.

- Pay attention to the organization of elements in the grid: Do you set it up with the time across the top and the channels along the side — or the other way around? Do your readers have a preference? Do you know?

- If your readership area is served by multiple cable systems, do you try to list several multiple channels, for example, for ESPN or A&E? If you just run these cable channels alphabetically, do you run a channel guide in your weekly book? Do you run one with your daily grid?

Nowadays, many newspapers

See LISTINGS, page 14

**Attention publishers:
The KPA/KPS Business
Office needs the ad
for your newspaper
or printing plant for
the 1997 Yearbook and Directory!**

ASAP!

**It's past the deadline
and ads must be
received by Nov. 15 in
order to be published!**



Reporters should be 'connoisseurs of English'

By JIM STASIOWSKI

The word I was looking up was "catacombs," but my eyes fell on "Cash (kash), Johnny."

No way, I said. Johnny Cash in the dictionary?

So I looked up Presley, Elvis Aaron. There he is. Well, that's good. If Johnny Cash deserves a listing, so does Elvis.

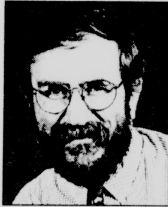
Then I looked up Lennon, John, considered a prophet of my generation. Hah! Not there. Johnny Cash makes it, and John Lennon doesn't? What a farce this dictionary was.

Then I wondered: The Beatles? My, my, my, there they are, all four of them, including years of birth and names. Everybody knew Ringo Starr was born Richard Starkey, but you would have knocked me over with a yellow submarine when I read that Paul McCartney's real first name is "James." John, Jim, George and Ricky? They'd still be hacking around Liverpool.

I closed the dictionary, then realized: I never did look up "catacombs."

I love dictionaries.

I know what you're thinking: "Geez, what a boring guy, he loves dictionaries." Boring I may be, but the dictionary is the most exciting book in the world. It's the only book you can open to



any page and be guaranteed something there will catch your interest.

And these days, many writers don't open it.

The only reason most writers used to use the dictionary is they don't know how to spell "hors d'oeuvre." But with computers, who needs to know how to spell? Just type in a command, hit "Execute," and even a writer who can't spell "ain't" becomes as good a speller as the one who always remembers the difference between "siege" and "seize."

I love computers. Couldn't do my job without one. But when the computer keeps writers from using their dictionaries, the word business suffers.

Here's an example: The writer used the word "artifact" to refer to items found at a famous battlefield of the 19th century.

I looked up "artifact" and found it means "any object made by human work; esp. a simple or primitive tool, weapon, vessel, etc." So clearly the emphasis of "artifact" is on primitive items, not something found on a 19th-century battlefield.

So then I looked up "relic" and found it's probably the better word for the battlefield objects: "something that has historic interest because of its age and associations with the past, or that serves as a keepsake, or souvenir."

That sort of word discovery is exciting. To learn such distinctions, to know that "relic" is a

safer, more general term than "artifact," will make me a better writer.

Another writer used the adjective "linear." I thought I knew what "linear" meant, something like "in a straight line." And that's the way the writer used it. But then I thought: Will most readers understand "linear" that way. It smacks of jargon.

So I looked up "linear," and guess what? It does not mean "in a straight line." In fact, the definitions are vague, referring to lines, but never specifically mentioning straight ones.

Then a writer used the term "fine arts." When I was a kid, I wondered what "fine arts" meant. So I looked it up, but while I was on that page, my eyes drifted to "fingertips." "Wow," I said aloud, "one word." I remembered it as two words. I went back to the old dictionary, and sure enough, it said "finger tips." Who says the language never changes.

I even found a mistake in the dictionary. "Under 'Aberdeen,' the dictionary lists a town '... in NW Md.," which is incorrect. It's in NE Md. It's also the hometown of Cal Ripken Jr., who, this dictionary decrees, is not the equal of Elvis Presley, the Beatles or even (gulp) Johnny Cash.

But while I was looking for Ripken, I came across "Risorgimento ... the 19th century movement for the liberation and unification of Italy,

See REPORTERS, page 14

WKU graduate receives annual award for outstanding journalism contributions

Western Kentucky University graduate Judy Hughes ('77) received the 1996 College Heights Herald Award for Outstanding Contributions in Journalism at the 45th Annual Student Publications Homecoming Brunch.

Hughes was the editor of the College Heights Herald, the twice-weekly student newspaper, in the spring of 1977.

Bob Adams, director of Student Publications at Western, said: "Judy always led by example. Her staff members would put out extra effort because they saw her commitment to the Herald. They would do anything for her... She is one of the most dependable and dedicated people I've ever known."

Hughes, the 32nd recipient of the award, is a public information officer at the University of Louisville. Her responsibilities include coverage of and media relations for engineering; physical,

natural and behavioral sciences; health and social services; graduate programs and research administration; Kentucky State Data center and several urban initiative programs.

Before joining the U of L staff in 1987, Hughes was a reporter and city editor at the Bowling Green Daily News for six years and a writer for the Kentucky bureau of The Associated Press in Louisville for more than four years.

In 1993, she received the University of Louisville Outstanding Performance Award. Her work has been recognized with Awards of Excellence and Special Merit by the Council for the Advancement and Support of Education, the Public Relations Society of America, International Association of Business Communicators and the Kentucky Press Association.

Newspaper man inducted into county's Hall of Fame

(The following column was submitted by Steve Lowery, publisher of The Kentucky Standard in Bardstown and a past president of the Kentucky Press Association. It was written in commemoration of a journalist at his newspaper who has been on the beat for 31 years and was recently inducted into the Bardstown Nelson County Hall of Fame.)

By STEVE LOWERY

For more than three decades generations of Nelson Countians have found Ron Greenwell's byline in their Kentucky Standard newspapers.

For more than three decades mothers and fathers, sons and daughters have seen Greenwell at thousands of football games, basketball contests and soccer matches. Notebook in hand, camera at his side, Ron has recorded sports history in Nelson County for 31 years.

He's also written hundreds of columns that focused on Nelson County, her people and life in a rural county. In fact, Greenwell plans to publish a book next year that will include the best of his feature stories and columns.

He is the conscience and the heart of The Kentucky Standard. His name, more so than anyone living, is synonymous with Nelson County's newspaper.

Greenwell is Nelson County. Born and raised in Bardstown in 1944, Ron graduated from St. Joseph Prep in 1962. From St. Joe he entered St. Catherine College, where he studied

journalism for two years.

He left St. Catherine and started his first stint at The Kentucky Standard in 1964. He worked at the newspaper for two years and then he was drafted.

The year was 1966 and Greenwell started a two-year tour with the U.S. Army — a tour that would send him to Vietnam for one year. He served his time and came home on a Friday in May. He started back to work for The Standard the following Monday.


It says much about Greenwell that he has written precious little about his experience in Vietnam. He knew it was his duty to serve and that's what he did. He does not glorify what he had to do nor does he condemn it.

The qualities that make Greenwell so unique are his devotion to his family, his community and to The Standard and the people who work with him. He is kind and positive in nearly everything he writes. He says no to few people who ask him for press or for help.

Hundreds of young people in Nelson County have been encouraged by Ron's words and advice. It's a contribution that he cherishes.

Print journalists are usually gypsies with note pads. They rarely stay in a community for 10 years, hardly ever for 25. Nelson County has been blessed with a unique and caring journalist who chose to do his life's work in his hometown.

For that Greenwell deserves the Hall of Fame award.



**Mark your calendar
now and plan
to attend the KPA
Winter Convention in
Louisville, Jan. 23-24
at the Seelbach Hotel!**

AD \$ENSE

Non-runs cost big bucks

The good news is the Kentucky Press Service placed over \$2 million worth of advertising in Kentucky papers in 1996.

The bad news is, there's been over \$7,000 in lost revenue due to non-runs.

"Newspapers need to pay closer attention to insertion orders that have more than one run date on them and keep track of those ads," said KPS Advertising Director Gloria Davis. "Also, pay especially close attention to those Friday faxes that list all the ads that run for the following week."

According to Davis, advertisers have an extremely hard time understanding how newspapers can leave ads out since the non-runs result in a loss of revenue for that paper.

"I would recommend if newspapers don't have some sort of track-

ing or check system in place to keep track of ad placement, it would be a good idea to develop one," said Davis.

The primary problem in non-runs stems from repeat ads.

"We don't seem to have a lot of problems with ads that run one time. It's usually just the ones that have three or four run dates in a month or given period of time," she explained. "The newspapers may run them one time and then won't go back to that insertion order to check for additional run dates."

Davis suggested that newspaper contact the KPS office as soon as its discovered an ad has been left out.

"There's always a possibility it can be rescheduled," she said. "But if they wait until we find out, it might be too late to do something about it."

Advertising

Continued from page 1

about the credibility Kentucky Press Service has established with the agencies."

"We kept thinking Gloria would hit the half-million mark for October," said KPA/KPS executive director David T. Thompson. "We didn't even think about the \$2 million mark being so close."

But the October total, coupled with \$211,000 in-house for

November gives KPS \$2.029 million for the year. "We flirted with \$2 million back in 1994 but a series of non-runs kept us \$10,000 short," Thompson added.

October is typically KPS' largest month because of political ads as well as the state abandoned property list. However, the abandoned property list was substantially decreased for 1996. The list included only names and addresses of those on the abandoned property list and did not include the amounts or the locations of the property.

Some words should be handled with caution

Ad-libs©
By JOHN FOUST
Raleigh, N.C.



Mark Twain once said, "The difference between the right word and the almost right word is the difference between lightning and the lightning bug."

This is true in any form of communication. For example, there are certain words that sellers should handle with extreme care:

1) "But." This is a little word with big implications. Consider what happens when a seller says, "I like your idea, BUT it might work better with a change in the headline."

The word "but" voids the first part of the statement. It says to the client, "Here comes the bad news." And it makes the speaker sound superior and corrective.

How do you solve this problem? Simply substitute the word "and" for the word "but." The seller now says, "I like your idea, AND it might work better with a change in the headline." See the difference? Even though only one word has changed, the statement is less confrontational.

2) "To be honest with you." Hey, wait a minute! Does this

mean that you've been lying up to this point?

3) Waffle words. "Kinda," "sorta" and "basically" are puny words that have joined "like" and "you know" in the wishy washy person's vocabulary.

What do these words say about a seller? At best, they are evidence of bad communication habits. At worst, they suggest the seller is a fuzzy thinker who has a hard time getting to the point.


I laugh every time I hear a football player say, "Basically, we were trying to block the punt." What does "basically" add to this sentence? Absolutely nothing!

4) "I." One of the cornerstones in a sales presentation is to keep the focus on the buyer. How many times do you refer to yourself, when you talk to your clients? Do you say "I" and "my" more than you say "you" and "your?"

This is important in sales letters, too. After drafting a letter, count the number of "I" and "you" references. If the "I"s are in the majority, you need to do some editing.

5) "No." Be careful when and how you say "no" to a client. Let's say it's past the deadline and an advertiser asks, "Can you put the ad in Sunday's paper?" Saying "no" out-

See CAUTION, page 14



Past Due

We realize things are hectic ... but the deadline for completing your 1997 Rate and Data sheets has passed!

The KPS advertising and marketing departments desperately need your information in order to begin compiling the 1997 Yearbook and Directory. Please complete the form today and fax it to the KPA Central Office at 1-502-875-2624!

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.*

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Newspapers can't ignore their role in community

By James B. Boone, Jr.
Chairman of the Board
Boone Newspapers, Inc.
Tuscaloosa, Ala.

I feel there are four important elements that affect our newspapers' leadership role in the communities we serve. They are:

- We are the single greatest force that can make changes in the communities that we serve.

- But our importance carries a heavy obligation.

- How we use our newspapers for community leadership creates wide divergence of opinion, but as those of you who know me know, I will share my strong opinions with you in a moment.

- Proper leadership in the community demands the interest and focus of the man or woman at the top. Without it, much is lost. Those of us who run newspapers need to be deeply involved in our communities, as opposed to some in our industry who would isolate themselves in an ivory tower that is a figment of their imaginations.

Now, let's examine each of those four elements.

1) We are the single greatest force in the communities we serve.

When you examine media, newspapers touch more people than any other in our markets. That is our major asset, one unmatched by any other media.

Television — be it cable or broadcast — is

fragmented, if not by overlap of larger markets with ours, then by the current trend to move from smaller markets to a metro area with the intent of creating a more marketable advertising base. This trend comes at great expense to news and public affairs coverage in our smaller communities.

Radio is severely fragmented, no force save for the talk shows that provide entertainment and stir controversy as opposed to distributing news and responsible opinion.

Internet connections are not yet perfected, and this is the competitive area on which we need to keep our eyes squarely focused. It is also painfully slow, can be unreliable and a small percentage of the mass market has the ability to use it — but we need to watch it.

2) Our importance carries a heavy obligation.

Our first obligation is to be a force for good — good of the whole of our community as opposed to any special interest group.

Next, there is the obligation to be fair. We want to lead our community to the right place by seeing that a well-informed citizenry or group of governmental or civic leaders — in the majority — make the proper choices. Being well-informed means knowing, factually, what the alternatives are. Here, we speak to proper direction of news coverage.

Then, there is the obligation to express — clearly, concisely and, sometimes, bluntly — what we think needs to be done. Too many newspapers today clutter their editorials with

too much fact, or irrelevant writing in an effort to be clever. The most effective editorials of my memory are short, full of opinion and based on facts fully reported in news columns. Here, of course, we speak to proper leadership of the editorial page — and that includes letters to the editor and, in the right circumstances, guest columnists.

Lastly, we come back to you, the publisher. Over the years I have known some great ones who can wear two hats without soiling either. Hat one is the news responsibility as an editor, which I was and many of you are. And hat two is as an editorial page editor or the publisher who gives that editor the policy for the newspaper. For many of us in smaller newspapers, we wear both hats — or should. And therein is a major, heavy obligation to wear each well as we serve our communities.

3) How should we use our newspapers for community leadership?

First, through complete and balanced news coverage. This requires examining what needs to be covered and making a plan to do so, as opposed to reacting to what happens. Too many small newspapers simply react, and too many large newspapers get terribly mixed up between fact and opinion in so-called interpretative reporting.

Second, through informal and responsible opinion of your own. This should be balanced with considerable space for letters to the editor and, on the right occasions, guest columnists

See COMMUNITY, page 16

Fellowships offered to environmental reporters

Five U.S. journalists will spend year in study at University of Colorado

Applications are now being accepted from full-time U.S. journalists for the Ted Scripps Fellowships in Environmental Journalism.

Five fellows will be chosen to spend the 1997-98 academic year at the University of Colorado at Boulder. They will take classes, attend special seminars and engage in independent study at a university renowned for its environmental science and policy studies.

The program is open to print,

photo or broadcast journalists with a minimum of five years professional experience and interested in deepening their knowledge of environmental issues.

Applicants may include (but are not limited to) general assignment reporters, editors, producers, business writers, environmental reporters and full-time freelancers.

Prior experience in covering the environment is not required. Applicants chosen as fellows must promise to return to their jobs following the fellowship program.

The Ted Scripps Fellowship Program covers tuition and fees and pays a \$26,000 stipend for the nine-month academic year running from mid-August 1997 to mid-May 1998.

This program is made possible by a grant from the Scripps Howard Foundation's Ted Scripps Memorial Fund.

It is organized and administered by the Center for Environmental Journalism, part of the University of Colorado's School of Journalism and Mass Communications.

The application deadline is March 1, 1997.

For information and applications, visit the Center's Internet home page: <http://campuspress.colorado.edu/cej.html> or e-mail: cej@colorado.edu or write: Center for Environmental Journalism, University of Colorado, Campus Box 287, Boulder, CO 80309-0287.

Production conference set in Columbus, Ohio

The Great Lakes/Midstates Newspaper Production Conference, Inc., will hold its 51st Annual Meeting Feb. 21-23 in Columbus, Ohio.

Topics for the conference from the areas of pre-press, press and post-press include, "The Future of the Printed Newspaper," "Reaching Full Page Output for Strategic Advantage," "Overcoming the Top 20 Digital Pre-Press Problems - Causes and Solutions," "Quality Within the Pressroom," and "Inserting and Preventive Maintenance."

Reservations must be received by Jan. 21. For more information, contact Art Vogel, President, at the Columbus (Ohio) Dispatch, (614) 461-5074, or Tom Boyer, secretary/treasurer, (219) 546-3703.



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KPA's 2x2 ad program
Call Reba Lewis for details
1-800-264-5721

Papers participating in legal fund can apply now

By LISA CARNAHAN
KPA News Bureau

Applications for the newly implemented Legal Defense Fund have been mailed to all Kentucky newspapers participating in the program. Over half the papers in the state, a total of 88, have signed up to contribute to the fund.

The newspapers have agreed to commit revenue to the fund from more than 5,000 inches of advertising placed by the Kentucky Press Service.

The fund was created to help newspapers defray legal costs when fighting either as a plaintiff or defendant, a battle of importance to all Kentucky newspapers. It was initiated in 1995 with a \$10,000 contribution from the KPA/KPS board after the board discussed the concept and heard that legal battles were taking a toll on newspapers.

Steve Lowery, a past KPA president, told the board about his newspaper's fight to determine whether or not 9-1-1 and ambulance calls were open records. The situation dragged out with the appeals process and the costs involved almost made the newspaper give up the effort, according to Lowery.

"We don't want newspapers giving up on a legal battle because of the cost; especially when a final decision has such an impact on the industry across the state." — Steve Lowery, a past KPA president and the developer of the project.



The parent company of Lowery's newspaper, Landmark Community Newspapers, Inc., helped the newspaper keep the battle going.

"We don't want newspapers giving up on a legal battle because of the cost; especially when a final decision has such an impact on the industry across the state," said Lowery.

Papers interested in having the Legal Defense Fund Committee review a request, should send the application to the KPA Central Office. The committee plans to meet quarterly to review requests. The committee is composed of chairman and board representative Tom Caudill, the Lexington Herald-Leader; board representative Dave Eldridge, Henry County Local; Past Presidents Steve Lowery, Kentucky Standard, Bardstown, Steve Austin, the Henderson Gleaner, and David Hawpe, The Courier-Journal. Past presidents will serve a two-year term and the board members are selected for one-year terms.

The cases eligible for consideration by the committee must be submitted by a newspaper participating in the funding program and must have been initiated after January 1996.

The types of litigation eligible include, cases involving access to records, meetings or court proceedings and lawsuits stemming from a news article, editorial or other material published by the paper. Libel cases can be considered once proof of libel insurance has been established.

The process to seek financial help from the fund includes submitting the application which will first be reviewed by the KPA general counsels to determine whether or not the issue is of statewide significance. If the attorneys determine the issue meets the criteria, the application and written request will be forwarded to the committee members. The committee will then meet on the call of the chairman to review all reviewed applications and newspaper representatives involved may be invited to attend and discuss the issue in full if the committee decides an interview is necessary.

The committee suggests that funding for any case be limited to "up to 50 percent" of the newspaper's expenses, not to exceed a funding cap. The committee may request status reports, copies of invoices/statements involved in the case or any other documentation necessary to base its decision.

Newspapers not in the initial funding commitment may join the fund at any time during the a fund year (Sept. 1-Aug. 31) but that newspaper will not be eligible to receive funds in the first six months of the commitment period. Likewise, any newspaper electing to withdraw its support from the fund can do so at any time during the year, without reimbursement of the funds contributed. However, should that newspaper decide later to rejoin the fund and make additional fund commitments, it shall be ineligible to receive funds for six months after rejoining.

The committee has the final authority to accept or reject requests and is also authorized to establish the total amount a newspaper may receive. The committee will only report its final actions to the board at regular meetings.

In any cases involving a committee member's newspaper, or newspaper owned by his paper's parent company, the committee member may attend the

88 papers join Legal Defense Fund

- Adair Progress
- Advance Yeoman, Wickliffe
- Anderson News
- Appalachian News Express, Pikeville
- Ashland Daily Independent
- Bath County News Outlook
- Benton Tribune Courier
- Boone County Recorder
- Bowling Green Daily News
- Butler County Banner
- Cadiz Record
- Campbell County Recorder
- Carlisle County News
- Carrollton News Democrat
- Central Kentucky News Journal (Campbellville)
- Citizen Voice & Times, Irvine
- Clay City Times
- Columbia News
- Community Recorder, Florence
- Crittenden Press, Marion
- Cumberland County News
- Cynthiana Democrat
- Danville Advocate Messenger
- Dawson Springs Progress
- Eddyville Herald Ledger
- Edmonson News
- Elizabethtown News Enterprise
- Estill County Tribune
- Falmouth Outlook
- Farmer's Pride, Columbia
- Florence Recorder
- Frankfort State Journal
- Franklin Favorite
- Fulton Leader
- Gallatin County News
- Grant County News
- Greensburg Record Herald
- Hamrodsburg Herald
- Henderson Gleaner
- Henry County Local
- Kenton County Recorder
- Kentucky New Era, Hopkinsville
- Kentucky Standard, Bardstown
- Lake News, Calvert City
- LaRue County Herald News
- Lebanon Enterprise
- Lexington Herald Leader
- Livingston Ledger
- Louisville Defender
- Madisonville Messenger
- Maysville Ledger Independent
- McClean County News
- Meade County Messenger
- Middlesboro Daily News
- Mountain Eagle
- Mt. Sterling Advocate
- Murray Ledger & Times
- Nicholas Courtian, Carlisle
- Oldham Era, LaGrange
- Owensboro Messenger Inquirer
- Paducah Sun
- Paintsville Herald
- Perry County News
- Pioneer News, Shepherdsville
- Princeton Times Leader
- Providence Journal Enterprise
- Pulaski Week
- Richmond Register
- Russell Register, Jamestown
- Russell Springs Times Journal
- Scottsville Citizen Times
- Shelbyville Sentinel News
- Shoppers Connection, Boone County
- Spencer Magnet
- Springfield Sun
- Stanford Interior Journal
- Todd County Standard
- Tompkinsville News
- Tri-City News, Cumberland
- Timble Banner Democrat
- Union County Advocate
- Voice Tribune, Louisville
- Wayne County Outlet
- West Kentucky News, Paducah
- Whitley News Journal
- Winchester Sun
- Woodford Sun



KPA Past Presidents' (left to right) Steve Austin, David Hawpe, Larry Craig and Celia McDonald met recently to select their three representatives to the Legal Defense Fund Committee. The committee appointed Hawpe, Austin and Steve Lowery. Pictured at far right is chairman of the Legal Defense Fund Committee Tom Caudill. (Photo By Lisa Carnahan)

funding review but will not be eligible to vote on any request for funding involving that newspaper.

Newspapers that have committed to the project have received information on how the process will operate through the KPA/KPS Business Department. Questions concerning the procedure should be addressed to Bonnie Howard or Buffy Sams at 1-800-264-5721.

Newspaper sued after mistakenly publishing photo

Candidate wants newspaper to foot cost of new election

By DOROTHY GIOBBE

The Minneapolis Star Tribune is resisting calls to pay for a new election after it mistakenly placed a candidate's photo within an unrelated story on charity fraud the morning of election.

John Derus, who lost the state Senate primary by 104 votes, filed suit seeking a new election, based on alleged violations of the Fair Campaign Practices Act, a Minnesota statute.

On Sept. 10, Derus' picture appeared on page B3 of the Star Tribune below a headline that read "New Era Charity Fraud Case Settled." The accompanying article had nothing to do with the candidate. The same picture of Derus had appeared several times in campaign news stories in the newspaper during the weeks preceding the primary, and in a voter's guide.

The Star Tribune attributed the photo placement to a computer pagination error, and has apologized. The newspaper also ran a correction the next day.

Derus believes that Star Tribune readers casually glancing at the headline may have believed he was involved in charity fraud, and that misperception caused his primary defeat.

His complaint, filed Sept. 22, charges that the Star Tribune "intentionally, recklessly or negligently" misrepresented Derus to the public "and engaged in a fraud which obstructed or prevented the free exercise of the right to vote by the voters in the primary election..."

"The Star Tribune abused its liberty of the press... (which) interfered with the liberty and rights of the voters to a free and fair election," the complaint continued.

For now, Derus is suing only to win a new election. However, his attorney, John Rice, said the complaint "doesn't foreclose a defamation action, which would be separate."

The complaint asks that the Star Tribune be ordered to pay all costs of holding a new primary and attorney's fees.

Minnesota Governor Arne Carlson has sided with Derus, even though Carlson is a Republican and Derus is a Democrat. A representative from the governor's office estimated the cost of a new election at about \$20,000.

Star Tribune editor Tim McGuire flatly rejects the idea of the newspaper funding a new election.

"This was an inadvertent mistake, it was an accident and not part of any conspiracy," McGuire said. "There is no evidence at this point that this affected the outcome of the election. We think that it's very dangerous for newspapers to become involved in the electoral process."

"A mistake was made, and we have apologized, but the mistake didn't carry his name, the story had no mention of the candidate, there is no evidence nor is it fathomable that it affected the election," McGuire continued.

"This is the kind of error that has occurred prob-

ably in every newsroom over the past few years. To get involved in the election is starting down a slippery slope that we don't think we should start down," McGuire added.

Rice believes Derus has viable shot at winning a new election.

"I think we've put together a solid basis for a claim. State law prevents third parties from interfering with elections, and I think in this case, they did," Rice said. "A fraud prevented or obstructed the right to vote."

Even if the newspaper didn't act intentionally, Rice said, "I believe we have an excellent shot at negligence... I think they're goofballs."

Rice also cited unflattering treatment Derus received on the Star Tribune's editorial page. A Sept. 3 editorial said, "the Derus record includes a long history of cronyism, bullying and abuse of coworkers and subordinates. Derus' habitual misuse of power represented the worst of a repugnant and rejected political style."

McGuire countered with a statement reading, "after three-and-a-half hours of meeting with Mr. Derus, I believe this case has come to be more about politics and past editorial positions of an editorial staff which operated independent of the newsroom, than it is about this photo mix-up."

McGuire added that since the case is headed for the courts, he would not comment further.

(This article was reprinted from the Oct. 5 edition of Editor & Publisher)

AG Opinions

Robert Ellis/Kentucky State Police

This case came to the attorney general's office after Ellis was denied a copy of a videotape of his arrest by a state trooper on drug charges.

As a result of a traffic stop, Ellis was charged with trafficking in drugs and later indicted in Laurel Circuit Court in connection with the charges.

State police denied Ellis' request on the ground the case was still considered active by the agency.

According to Ellis' letter of appeal to the AG's office, he inquired further as to why the case was considered still active and was informed that the case was pending on appeal in the Kentucky Court of Appeals.

The AG's office determined the police agency had acted in accordance with the Open Records Act in denying access to the videotape.

James M. Ringo, the assistant attorney general assigned the case wrote: "This office has stated in numerous past opinions that a Kentucky State Police case file is not open for inspection while the investigation or prosecution is ongoing. 95-ORD-15, 93-ORD-98, OAG 91-8, and OAG 90-143. Moreover, we have held that if a criminal case is on appeal, records pertaining to the case are exempt from disclosure, as the possibility exists of a remand for a new trial and for this reason the prosecution is not yet completed. 95-ORD-69."

Carol Napier/Pike County Board of Education

Napier (a member of Concerned

Citizens for Pike County) appealed to the attorney general's office because she was not satisfied with the response she received after requesting various records of the Pike County School System.

The school system's director of communications informed Napier, in writing, that "many of the items" she requested could be viewed and/or copied at the school system's central office during regular business hours. He also informed Napier that some of the items would require preparation by the system's financial analyst who was on vacation. Napier was told that information would be ready within 30 days and she would be contacted when it was available.

According to the communications

See OPINIONS, page 12

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Metro Creative Graphics, Inc. 55 West 34th Street, New York, NY 10001

The Job Shop



Ad director

Louisiana Press Association is accepting applications for the position of sales and marketing director. A Baton Rouge-based for-profit trade association, LPA represents over 109 daily and weekly newspapers in the state. The sales and marketing director will have responsibility for oversight of LPA Advertising Department operations including in-office management and for making outside sales calls on potential advertisers.

In addition, the LPA Advertising Director will be responsible for developing marketing plans to better position newspapers as an advertising medium. He or she will report directly to the association's executive director.

Job requires a strong background in newspaper ad sales and good communication skills, proven management ability in working with staff; strong leadership skills; the ability to work with people including volunteer members of the association; acceptable computer skills especially as they relate to ad placement and accounting; and knowledge of general aspects of newspaper advertising. The ideal candidate will also have worked in a multi-newspaper environment or with groups of newspapers in ad sales and marketing.

Please send resume and letter with salary requirements to: Pam Mitchell-Wagner, Louisiana Press Association, 404 Europe St., Baton Rouge, LA. 70802. No phone calls please.

Reporter

Reporter for newspaper's city beat. Photography experience a plus. Send resume and clips to Mike Scoggin, Georgetown News-Graphic, P.O. Box 461, Georgetown, KY. 40324.

Take advantage of KPA's "The Job Shop." List your newspaper's job opening for just \$10. Or, if you are a newspaper professional seeking new opportunities, send us that information!

School

Continued from page 1

who have never held a camera and they're getting worried. We believe the sooner they start the more practice they'll have which will make them better graduates."

Although Eastern is always searching for new methods to meet the demands of a changing field, Jack Hillwig, professor of journalism at ECU for six years, said the basic core of journalism programs would be the same in the year 2010.

"It will still be learning what news is and isn't ... how to write and report and develop sources," said Hillwig. "These have to be the focus no matter what method we use. There have been significant changes in journalism in recent years because of technology, especially in the areas of design, photography and graphics. It's our job to stay abreast of this technology and help our students be competitive and do a good job."

One change the university recently implemented, at the suggestion of a professional advisory group which periodically analyzes the department, was to develop a media writing course. The course is taught by two of the school's top professors, Libby Fraas and Ferrell Wellman. It combines the tenets of newspaper and broadcast styles into one two-semester course.

Fraas, whose been a journalism professor at ECU for 20 years and whose background is newspapers, admits she was leery about the combination at the outset.

"I was very nervous about this ... since I've always been very bias toward the print media. I was concerned because I've always thought broadcast isn't hard-hitting."

"But we gave this a lot of thought and the thing I think that has made it a success is the team approach we've done," she said. "Ferrell Wellman is a veteran of broadcast and Kentucky politics and I have tremendous respect for him as a journalist. I believe the reason the course has worked is because this combination works."

Fraas said the course focuses on good writing skills which are common to both sides of the field, print and broadcast, while recognizing each has its peculiarities. She said one of the reasons the course was developed is the merging technology which tends to look at the media as one entity.

Graduates of the media writing course are expected to excel in both print and broadcast formats, according to Fraas.

Fraas said the course has retained some of the basics she felt were vital especially for print media writers such as spelling and active and passive voice distinction. It also incorporates a unit of study on the Internet as a tool for basic research.

"We're constantly tweaking and revising it trying to make it better," said Fraas.

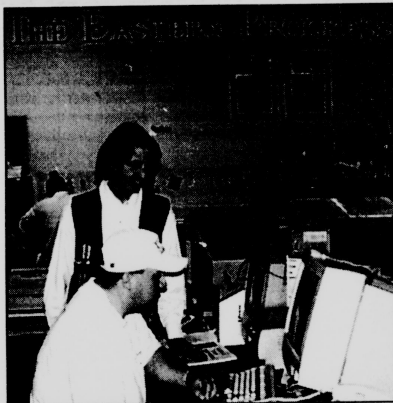
The university's student publication marks its 75th anniversary this year and Progress staff members have planned events throughout the school year to mark the occasion.

There are currently 18 editorial staff members and five to six on the advertising staff of The Progress. Fraas has served as the faculty advisor since 1987.

The Kentucky Journalism Foundation's internship program has been a tremendous asset to the editorial quality of The Progress, according to Fraas.

This year's top two positions are held by students who have had internships through KPA, Tim Mollett and Mary Ann Lawrence. Lawrence has had internships at the Grant County News and the Owensboro Messenger Inquirer and Mollett worked at the Kentucky Standard in Bardstown. Mollett has also worked at the Paintsville Herald.

"Mary Ann came here as a freshman and it's amazing to see how much she matured after the



EKU journalism professor Libby Fraas worked with Brian Simms, a staff member of the university's student publication, The Eastern Progress. Fraas, a 20-year veteran of ECU, has served as faculty advisor to the Progress since 1987. (Photo By Lisa Carnahan)

internship," said Fraas. "Their expectations of themselves increase after the internship as well."

"Both of them (Mary Ann and Tim) came back to The Progress with a wealth of knowledge," she said. "Nothing I could have taught them in the classroom could replace what they gained. You can see a difference in the design of the paper. It's easier for the reader to follow and it's well planned. It's consistent but creative."

Two other recent Progress staffers also had internships this summer, Jamie Neal and Don Perry.

The newspaper won the coveted national Gold Crown Award last spring. It is the highest award presented by the Columbia Scholastic Press Association at Columbia University. The Progress was one of six newspapers nationally chosen for the award out of 405 who entered the competition.

The Progress was also recently selected as a Pacemaker finalist by the Associated Collegiate Press and the Newspaper Association of America Foundation.

The Progress was among 20 non-daily papers selected for the final judging for national winners. The paper has been selected as a finalist six times since 1988, achieving national honors in 1989 and 1994.

EKU offers a Community Journalism Project which is sponsored by KPA. Students work with the editor and staff of a weekly and produce an in-depth study of that community and its newspaper. The students observe at the newspaper's office, attending meetings with staff members and "shadow" them as they do their job. The idea is to get to know the community the newspaper serves. The students also read and critique the paper weekly. Readership and advertising surveys are formulated as well as an accuracy survey of sources mentioned in front page stories.

The students in turn make recommendations about how the paper can best serve its readers and the report is presented to the editor. KPA funds are used to reimburse students, the instructor and the university for expenses incurred in carrying out the project and to publish the report.

The course is taught by assistant journalism professor Elizabeth Hansen and the class is working with The Berea Citizen this semester. Last spring, the class worked with the Pulaski Week in Somerset and ECU alum John Nelson, the paper's publisher.

Currently, there are 335 enrolled in the Department of Mass Communications, 130 broadcast, 125 public relations and 80 journalism majors. There are 12 full-time faculty members with five or

Progress awards

The journalism program at Eastern has garnered national recognition in recent years. Some of the awards earned by The Eastern Progress or students on its staff are listed.

Associated Collegiate Press
National Pacemaker Award —
1990, 1994
Finalist for Pacemaker —
1988, 1990, 1992, 1993, 1994, 1996

Columbia Scholastic Press Association
Gold Crown National Award 1991, 1996
21 individual 1996 Gold Circle Awards
including firsts in Personality Profile,
Spot News Photo, Advertisement Page,
Sports Page Design,
Graphics portfolio

Society of Professional Journalists
First Place News Story,
Mark of Excellence Region 5 Competition, 1996
Outstanding Campus Chapter, Region 5, 1996

six part-time instructors during any given semester.

"We like to have people from the field come into our classrooms," said Wolfe. Among those recent instructors were Bill Estep and Kit Wagar, reporters with the Lexington Herald-Leader. "We believe it's important to have these practitioners come in, without the required degrees of academia."

The Cooperative Education program at Eastern attracts the top students as it requires a B average and requires the students be paid at least minimum wage. Wolfe is the coordinator of the program and personally makes field visits at every co-op student's workplace. Usually, 75-100 students participate in the program each year.

The program has produced several top-notch employees in recent years, like Kelly Witt Brown. Brown was a co-op student in the benefits office at Toyota in Georgetown and was runner-up in an international competition of co-op students. After graduation, she remained with Toyota for nearly four years. She currently is the outreach coordinator at the Bluegrass Chemical Demilitarization Community Outreach office in Richmond.

Brown says she is proof that ECU's philosophy of hands-on experience pays off.

"That's exactly how it worked for me," said Brown. "I worked at the Progress as features editor and it seems like I was always involved in some capacity ... and that was just invaluable experience. While there I learned PageMaker from the bottom up, which for me, is the only way to learn desktop publishing — when you've got a deadline and have to get it done."

"I took this experience straight to my co-op at Toyota where I used PageMaker to do human resources brochures and manuals. I know without the knowledge I gained at the Progress, I wouldn't have been fortunate enough to go into a job I enjoyed so much."

While her current position utilizes verbal skills more than writing, Brown says her ECU experiences are still an asset.

"I've got PageMaker on my computer here and I'll probably do an occasional brochure," she said. "But I'm still writing every day and the bottom line is if you can write well, you can speak well."

Since ECU's program began in 1973, more than 13,000 students have been placed with employers in Kentucky and across the U.S.

"Our goal is to have our graduates ready to go in to entry-level positions and on that first day, be ready to produce something for that newspaper," said Wolfe.

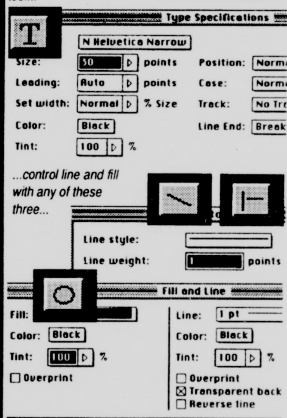
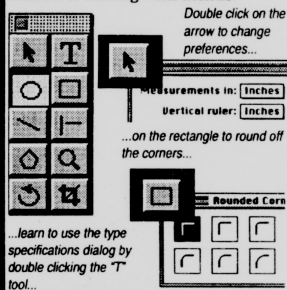
Barcoding tips: It can be done to pass the Postal test!



by phil byrum
sysop@okpress.tinet.org

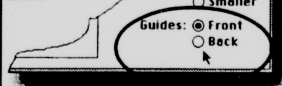
PageMaker palettes...

Odd to me, but a lot of folks don't seem to realize that you can double click on most of the tools in the toolbox and bring up various dialog boxes, instead of fussing with menus.



Annoying guidelines

PageMaker guidelines (those non-repro blue lines) can be annoying. Trying to grab the border of an ad which coincides with a guide requires you to hold down the Command key. Solve it by double clicking the Arrow tool and changing the setting shown below to "Back":



There are several other overlooked commands under the Layout menu's option "Rulers and Guides," including the Front or Back choice above.

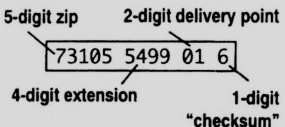
Barcoding

Ah, a topic that is both "easy" and "impossible" at the same time! Realize first that there are many kinds of barcodes. Those used for mailing are called **Postnet**. To barcode on a typical Macintosh, you'll need a Postnet barcode font. You can get it free from the OPA bulletin board via modem (405-524-1209.)

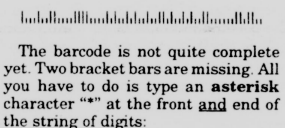
Next, you need to understand how to construct a postal service acceptable barcode.

It consists of **12 numeric digits**, each displayed as a set of five tall/short bars.

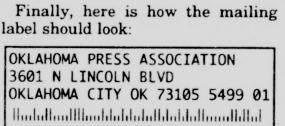
- Five digits of standard zip code
 - Four digits of zip code extension
 - Two digits of delivery point code
 - One digit, a "checksum" bit
- Here is the set of digits needed to construct a barcode address for the Oklahoma Press Association:



Leaving out the spaces, which I added just for clarity above, this is what you will see if you type those digits using the Postnet font:



The barcode is not quite complete yet. Two bracket bars are missing. All you have to do is type an asterisk character "*" at the front and end of the string of digits:



Finally, here is how the mailing label should look:

OKLAHOMA PRESS ASSOCIATION
3601 N LINCOLN BLVD
OKLAHOMA CITY OK 73105 5499 01

The zip code above the barcode, can appear as any of these forms:

- 5-digit 73105
- Zip+4 73105 5499
- Delivery point 73105 5499 01
- Full Barcode 73105 5499 016

And, any of these three methods of showing the digits is acceptable:

- Spaces 73105 5499 01
- Hyphens 73105-5499-01
- No spaces 73105549901

Too easy! What's the bad part?

"But, I don't know the four digits extended zip or the delivery point!"

Then you can't barcode it!

You can obtain those codes in several ways. One of them will happen when you have your mailing list CASS certified. The software will add those items to your database.

And then, there is the difficulty of actually printing barcodes on real mail labels. If you use a dot matrix (non-laser) printer as we do, you will find creating barcodes simple, but printing them unbearable! The printer takes three times as long to print the mailing list, which simply is not acceptable to us. Running out the labels on a laser printer is also easy, except all our mailing labels come on pin-fed sheets so we can use our label affixing machine. To hand stick all of them is beyond imagination!

Just for fun, here's a code table for you Mac-geeks:

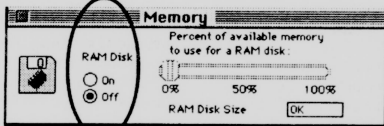
| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | * |
|---|---|---|---|---|---|---|---|---|---|---|

Barcoding is only for 'Automation' processing.

RAM Disks

An oft overlooked item in the Mac's Memory Control Panel is the bottom item, a section for "RAM Disk" options.

The idea of it is to use RAM (internal) memory as if it were a hard disk. The point is to speed the computer up, because operations from RAM memory are many times faster than those taking place from the hard disk.



RAM Disk use has a less than bright past in the world of Macs. That's because Macs have never typically had enough RAM installed to be useful for this trick—just too expensive until recently. Let's suppose you have 32 megabytes of RAM on your Mac.

- In the control panel above, turn on the RAM Disk, and slide the selector to about 50%, which will show roughly 16,000K in the bottom right window.
 - Restart the computer
 - A symbol for the RAM disk will appear. COPY the program you want to use over to the RAM disk.
 - Double click the program now on the RAM disk and do your work.
 - SAVE your work to your real hard disk... DONOT save it to the RAM disk. You see, when you shut the computer off, the contents of the RAM disk are erased!
- Comment: Although many folks are thrilled with RAM disk use, I do not favor it, unless your computer has at least 64mb of RAM installed.

Birth and death...

Last month the top-of-the-line Mac was a 150mhz 9500. Now, it is a 180mhz 9500 with two PowerPC chips in it! Processor speeds are reaching for 500 mhz, a whopping 6250 times faster than the original Mac/PC... expect processors in groups of 4, 8, or 16.

Apple has killed the entire current line of PowerBooks!

Say good-bye to the 190 and 5300 series... clearance price bargains! The 190 model is already down in the \$900 area. New CD-ROM equipped PowerBooks are due out in a few months... Apple and the Mac-Clone companies continue to dump model after model trying to stay on top.

★★ MacTips Best Buys ★★
Based on Price

Apple Performa 6300 - \$1389
Factory Refurbished • 100mhz PowerPC 603e
16mb RAM • 1.2gb Hard Disk • 4xCDROM
28.8 Fax/Modem • Mouse • Keyboard
— Refurbished Peripherals —
NewGen 11x17, 600dpi printer - \$1999
Apple 15" Color Monitor - \$369

Based on Power

Clone PowerBase 180 - \$1495
New • 180mhz PowerPC 603e
16mb RAM • 1.2gb Hard Disk • 8xCDROM
Keyboard • Mouse
— New Peripherals —
Xante 11x17 (full bleed), 1200dpi printer - \$2499
Apple 17" Color Monitor - \$799
On the Refurbished Market...
Who could have imagined a Mac IIci for \$249?

Viral Time Bombs

The Haré virus? Much-to-do about nothing is the best way to categorize the periodic terror the news media generates among computer users. If you must worry about something, consider hostile Java code reaching Netscape 3.0 or other Java smart browsers via the Internet. None yet.

Tick... Tick...

Some say to dread the year 2000 because computer clocks can't handle "00" for a year. Not so for Macs. Your Macintosh hardware can handle 30,081 B.C. thru 29,940 A.D. Yet, your software may not. DON'T worry; by then you'll have an update to fix it.

Quick CASS-Tips...

Many addresses fail CASS certification. Common causes we've noted:

- **Zeros in PO BOX addresses**
PO BOX 38 is acceptable
PO BOX 0038 will fail
- **Overseas military addresses**
APO and FPO must be the "City"
- **College/University addresses**
School building names like "Ellis Hall" are invalid "Streets"

Just A Quickie "How To" Using Photoshop...

- Type the text and copy it.
- Gaussian blur for a background shadow.
- Paste type back over the shadow.
- Put ellipse around type and select "spherize"
- Stroke the ellipse with grey, 8 pixels.
- Put black square behind
- Argun the white spot, draw white rays, and argun smaller spots on line ends.

Want to talk to me?
Here's my phone number!

Sorry, I just couldn't resist!

Writers at Kentucky papers win SPJ awards

The 16th annual Metro Louisville Journalism Awards program was held recently.

The awards are sponsored by the Society of Professional Journalists. The awards cover work published in 19 counties of Kentucky and seven counties of southern Indiana.

Metropolitan Daily Newspapers:

Deadline reporting: 1st - The Courier-Journal, staff; 2nd - Beverly Bartlett, The Courier-Journal; 3rd - Staff, The Courier-Journal.

Continuous Coverage: 1st - Al Cross, The Courier-Journal; 2nd, Rachel Kamuf, Business First.

Enterprise Reporting: 1st - Jim Adams, The Courier-Journal; 2nd - Kay Stewart, Courier-Journal.

Business Reporting: 1st - Robert T. Garrett, The Courier-Journal;

2nd - Terry Boyd, Business First.

Feature Writing: 1st - Beverly Bartlett, The Courier-Journal.

Photography: 1st - Pat McDonogh, The Courier-Journal.

Sportswriting: 1st - Rick Bozich, The Courier-Journal; 2nd - Mark Coomes and Pat Forde, The Courier-Journal.

Service Reporting: 1st - Bill Wolfe, The Courier-Journal.

Criticism: 1st - Judith Egerton, The Courier-Journal; 2nd - William Mootz, The Courier-Journal; 3rd - Dianne Aprile, The Courier-Journal.

Minority/Women's Affairs Reporting: 1st - Fran Ellers, The Courier-Journal.

Headline Writing: 1st - Angela Carpenter, The Courier-Journal.

Non-Metro/Community Newspapers

Deadline Reporting: 1st - Kyle

Foster, J.S. Newton, Colleen Steffen, Amy Wofford, Elizabethtown News-Enterprise; 2nd - Amy Wofford, Elizabethtown News-Enterprise; 3rd - Susan Gayle Reed - Elizabethtown News-Enterprise.

Continuing Coverage: 1st - Kyle Foster, Elizabethtown News-Enterprise; 2nd - Jeffrey S. Newton, Elizabethtown News-Enterprise.

Enterprise Reporting: 1st - J.S. Newton, The Elizabethtown News-Enterprise; 2nd - J.S. Newton and Kyle Foster, Elizabethtown News-Enterprise; 3rd - Lisa Summers, The Frankfort State Journal.

Feature Writing: 1st - Colleen Steffen, Elizabethtown News-Enterprise; 2nd - Mary Branham, The Frankfort State Journal; 3rd - Susan Gayle Reed, Elizabethtown News Enterprise.

Editorial Writing: 1st - David Greer, Elizabethtown News-Enterprise.

Column Writing: 1st - David Greer, Elizabethtown News-Enterprise; 2nd - Linda Parker, LaRue County Herald News; 3rd - Colleen Steffen, Elizabethtown News-Enterprise.

Photography: 2nd - Patti Longmire, Elizabethtown News-Enterprise; 3rd - Kit Millay, The Oldham Era.

Sportswriting: 1st - Mikey Patterson, The Oldham Era; 2nd - Jeff D'Alessio, Elizabethtown News-Enterprise.

Minority/Women's Affairs Reporting: 1st - Susan Gayle Reed, Elizabethtown News-Enterprise.

Headline Writing: 1st - Ron Herron, The Frankfort State Journal.

Opinions

Continued from page 9

director, one of the items Napier requested concerned a verbal report made to school board members and that request had been forwarded to the school system's lawyer.

In Napier's appeal, she explained that because she works in Floyd County and maintains the same office hours as the board's central office, it was not possible for her conduct an on-site inspection of the records. She also objected to the failure to adhere to the three-day statutory deadline for response.

The school system's attorney said in response to the appeal that the system was not required to mail records to a person unless that person's residence or principal place of business is outside the county in which the records are located.

Since Napier resides in Pike County, it was the school system's position that she did not meet that criteria.

The assistant attorney general writing the opinion, Amye L. Bensenhaver, disagreed.

She determined the school system had violated the Open Records Act by failure to mail Napier copies of the requested records. She further stated that the law intended "principal place of business" is synonymous with the term "principal place of employment." She noted Napier had agreed to pay for the copies and postage in advance.

The assistant attorney general also ruled it was not proper to postpone access by as much as 30 days, as the school system's initial response to Napier indicated.

Bensenhaver urged the school system "to reevaluate its policies relative to public records access to ensure that records requests are satisfied in a timely fashion."

The attorney general's office also struck down the system's position that a reasonable copying fee is up to 50 cents per page.

The assistant AG wrote that the Court of Appeals had ruled that 10 cents per page was a reasonable fee for reproducing standard hard copy records. "The Attorney General has adopted this position in a long line of decisions," stated the opinion.

Madisonville daily switches to morning publication; adds process color for new look

Responding to reader and advertiser requests, the Madisonville Messenger has converted to a morning publication schedule.

The newspaper also recently switched from a Monday-Saturday publication schedule, to a Tuesday-Sunday. In addition, a recent face lift has taken place, resulting in a new logo for the publication and the addition of full process color in the masthead and on front and back pages of all sections.

City editor Mike Heronemus said the changes have been received both positively and negatively by readers.

"We've had lots of positive comments about the color, people really like that, and they like the type of content we have now. There's a lot more emphasis on hard news rather than the soft news which was the focus of the afternoon edition," said Heronemus. "But we've got people who were used to getting the paper in the afternoon and they liked it that way."

Heronemus said the newspaper was also putting forth the effort to switch to full pagination and had received tremendous support from its parent company, The Paxton Group, in the way of new equipment.

Numerous promotions have been conducted to announce the new morning schedule, including a VIP cocktail party kick-off, a bumper sticker contest, giveaways, and free coffee and newspapers at area restaurants.

The KPA News Bureau is here for you.
Take advantage of having a reporter
for assignments in the Capital city.



Call News Bureau Director Lisa Carnahan
1-800-264-5721

Board holds quarterly meeting during Nashville retreat

The tentative minutes of the Sept. 27, 1996, Kentucky Press Association/Kentucky Press Service Board of Directors meeting are printed below. These minutes remain "tentative" until approved by the KPA/KPS Board of Directors at its next meeting.

Kentucky Press Association/Kentucky Press Service
Board of Directors Meeting
Friday, September 27, 1996
Opryland Hotel, Nashville -- In conjunction with the 1996 NNA Annual Convention

Attending: John Del Santo, Guy Hatfield, Dorothy Abernathy, Gene Clabes, Jed Dillingham, Tom Caudill, Kelley Warnick, William Mitchell, Glenn Gray, Russ Powell, Ed Riney, Dave Eldridge, Tom Moore, Stuart Simpson, Chip Hutcheson, Charlie Portmann, Louise Hatmaker, David Greer, Ken Metz.

Also attending: Dr. Ron Wolfe, Journalism Education Representative

1. Motion by Ed Riney, seconded by Russ Powell to approve the minutes of the June 20, 1996, KPA/KPS Board of Directors meeting. Approved.
2. On behalf of KPA Treasurer Marty Backus, Executive Director David T. Thompson presented the Kentucky Press Association financial statement through August 31, 1996, with a motion by Tom Caudill, seconded by Guy Hatfield to approve the financial statement as presented. Approved.
3. On behalf of KPS Treasurer Marty Backus, Executive Director David T. Thompson presented the Kentucky Press Service financial statement through August 31, 1996, with a motion by Tom Caudill, seconded by Guy Hatfield to approve the financial statement as presented. Approved.
4. Gene Clabes, chairman of the Vision 2000 Committee, presented the following discussion items to the Board as a result of action by the Vision 2000 Committee on Thursday, September 26, 1996:
 - a. Recommendation that Russ Powell be nominated as vice president of the Kentucky Press Association/Kentucky Press Service for 1997. A motion was made by Guy Hatfield, seconded by Merv Aubespain to accept the committee's recommendation. Following the second, President John Del Santo opened the floor for additional nominations to the office. There being none, the vote was called for and approved.
 - b. With that action, President John Del Santo opened the floor for nominations for the office of Kentucky Press Association/Kentucky Press Service treasurer for 1997. A nomination of Marty Backus was put in the form of a motion by Russ Powell, seconded by Tom Caudill. There being no other nominations from the floor, the vote was called for and approved.
 - c. The board then entered into an Executive Session to discuss the annual evaluation of the KPA/KPS Executive Director and to consider salary increases for all KPA/KPS staff for 1997. Following a lengthy discussion, a motion was made by Russ Powell, seconded by Tom Caudill, to enact percentage increases for the staff as of 1997 and to incorporate future increases into a predetermined merit program. The Board brought the Executive Director back into the room and Vision 2000 Chairman Gene Clabes explained that the Board was granting raises of three percent for the staff for 1997 and that future staff salaries, hourly wages and increases would be based on a Merit/Performance/Production basis. The Board directed the Vision 2000 Committee to develop such a program in 1997 to be used for salary increases beginning in 1998.
 - d. KPA/KPS Executive Director David T. Thompson then presented the 1997 Kentucky Press Association proposed budget, showing a projected income of \$208,540 and projected expenses of \$192,707. A motion was made by Charlie Portmann, seconded by William Mitchell, to accept the budget draft as presented. Approved.
 - e. KPA/KPS Executive Director David T. Thompson then presented the 1997 Kentucky Press Service proposed budget, showing a projected income of \$715,983 and projected expenses of \$686,483. The proposed budget included an increase in the basic price of the Kentucky Statewide Classified Program from \$175 to \$200 as of January 1, 1997; and an increase in the Clipping Service monthly reading fee to \$40 and individual clip fees to .40 cents each, as of January 1, 1997. He explained that the draft was prepared prior to the action on salaries as stated in c., and the Kentucky Press Service budget would be redrafted and presented to the Board at its January 23 meeting. A motion was made by Merv Aubespain, seconded by Glenn Gray, to accept the budget draft as presented, until a revised draft is presented. Approved.
5. Member Services Committee Chairman Dorothy Abernathy reviewed the various discussions and presented the following discussion items to the Board as a result of action by the Member Services Committee on Thursday, September 26, 1996:
 - a. Discussed the staff's need to educate newspapers on the Kentucky Statewide Classified Program and accepted the staff's suggested increase to \$200 per 25-word ad as of January 1, 1997.
 - b. Discussed the 1997 Summer Convention, as well as future Summer Conventions, and expressed interest in making summer meetings more family/social events. The committee did not accept any site proposals for the 1997 KPA Summer Convention. Instead, it formed a subcommittee of Gene Clabes, Glenn Gray, Merv Aubespain, Russ Powell and Tom Caudill to consider potential sites, attractions and events in the Northern Kentucky/Greater Cincinnati area and bring a recommendation to the January, 1997, KPA/KPS Board of Directors meeting.
 - c. Discussed the 1996 KPA Fall Newspaper Contest and gave the Board an update on the new entry dates of succeeding Fall Contests to be October 1 through the following September 30. The committee also considered a request from the Owensboro Messenger Inquirer to add Info Graphics categories to the contest.

Rather than act on that request immediately, the committee formed a subcommittee to review the Better Newspaper Contest and the Fall Newspaper Contest to study the rules, categories and divisions of both and to consider combining, adding and deleting contest categories as needed, with a report from the subcommittee due at the January, 1997, KPA/KPS Board of Directors meeting. Subcommittee members include Glenn Gray, Tom Caudill, Tom Moore, Chip Hutcheson and David Greer.

d. Brought a recommendation that \$2,000 be allocated immediately to establishing a usable KPA Lending Library. Staff is to review present library materials, keeping the information as current as possible with videotapes and books to be purchased with the \$2,000 to purchase material pertinent to the newspaper industry today. The staff is to prepare a list of Lending Library materials, publish that in The Kentucky Press and then publish monthly any new materials available through the Lending Library. A motion was made by Guy Hatfield, seconded by William Mitchell, to accept this recommendation. Approved.

e. The committee also discussed a Computer Tech Hotline or developing a Computer Tech staff position and brought that to the Board. Without action, the Board instructed the staff to develop a proposal for a Computer Tech staff position and incorporate that position into the budget and bring its recommendation to the January, 1997, KPA/KPS Board of Directors meeting.

f. The committee approved a staff request that readership figure averages be incorporated into the KPA Yearbook and Directory, based on the annual statewide surveys showing 2.3 readers per copy. The readership figure will be explained through a disclaimer in the directory and will appear in parentheses () directly below each newspaper's paid circulation figure.

g. The committee approved a request that advertising rates not be included in the KPA Yearbook and Directory. However, the effective date of the action was delayed until 1998 to give staff time to reformat the directory and to give the Vision 2000 Committee and the Member Services Committee various format options for directories in the future. The 1997 Yearbook and Directory will be published as in the past years showing advertising rates in the individual newspaper listing section and the Marketing Section.

h. Following a discussion on 1995 Board action that raised the price of the Yearbook and Directory to \$50, the committee showed that the increase resulted in fewer directory copy sales than in past years. The committee brought a recommendation that the Directory price, as of 1997, be lowered from \$50 to \$35, and a motion was made by Russ Powell, and seconded by Tom Caudill. During discussion, the Board noted that the cost of printing the directories was more than offset by the advertising volume and income from individual copy sales and a suggestion was made by Dave Eldridge that the price be lowered to \$10 per copy as of 1997. Russ Powell and Tom Caudill agreed to amend the motion on the table to lower

the price from \$50 to \$10. Approved.

i. The committee brought without recommendation a discussion on Convention sponsorships, noting that the item had been discussed in past Board meetings and the staff had acted on that and had \$5000 in sponsorships for the 1997 KPA Winter Convention. Because accepting sponsorships of KPA functions and events might conflict with individual newspaper policies about attending or participating in such functions, the Board allowed time for each member to state his/her feelings on the subject. With several Board members speaking against accepting sponsorships, the Board directed the Executive Director to write a "graceful" letter thanking the corporations for their sponsorship offers but denying acceptance of the sponsorship based on the Board members' concerns.

6. Membership Committee Chairman Guy Hatfield reviewed the various discussions and presented the following discussion items to the Board as a result of action by the Vision 2000 Committee on Thursday, September 26, 1996:

a. Accepted the report from the Legal Defense Fund Policies and Procedures Committee with a recommendation that the committee's decisions of August 1, 1996, be accepted as the guidelines for the Legal Defense Fund. A motion was made by Guy Hatfield, seconded by Charlie Portmann to accept the committee's guidelines as presented. Approved.

b. President John Del Santo then asked Tom Caudill to serve as Legal Defense Fund chairman and David Eldridge to serve as the second Board representative on that committee, as a part of the guidelines just accepted by the Board. A motion was made by Charlie Portmann, seconded by Chip Hutcheson, to approve Tom Caudill and Dave Eldridge to those positions. Approved.

c. Reported that it discussed a request to not publish circulation figures of Associate Member Newspapers in the KPA Yearbook and Directory because no regular report is required of newspapers other than those with a Second Class/Publications Class mailing permit. The committee took no action on the request other than to state it would hold those publications to the same standard of reporting accurate and fair circulation figures to the Kentucky Press Association as is required on full/voting members.

d. The committee discussed the membership criteria of Associate Member Newspapers, noting especially applications from newspapers that were not published at least 50 of 52 weeks in a calendar year. The committee brought a recommendation to the Board that the frequency requirement not apply to Associate Member Newspapers since the requirement is not actually a requirement of having a Second Class/Publications Class permit. The recommendation was put in the form of a motion by Guy Hatfield, seconded by Jed Dillingham and approved.

e. The committee considered bid proposals from newspaper printing plants on a two-year contract to print The Kentucky Press. The committee accepted

See MINUTES, page 15

Couple starts Civil War publication; seeks articles

The publishers of a new Civil War magazine are looking for article contributions. Ed Cahill, news editor of the Laurel News-Leader and his wife Michelle have teamed up to produce the monthly magazine which is devoted exclusively to the Civil War in Kentucky.

Ed Cahill said other publications on the Civil War focused almost entirely on the war in Virginia, Tennessee and along the Mississippi River.

The goal of the magazine, Kentucky Civil War Journal, is to focus each month on a particular Kentucky Civil War battle and/or a Kentucky Civil War-related site. Features on Kentuckians who played prominent roles in the Civil War will also appear regularly.

Cahill said he is seeking Civil-War related stories from areas of the state, as well as news and upcoming events at Civil War sites across the state.

Anyone who has a story that they feel might be of interest to readers of the Kentucky Civil War Journal can call 1-800-KYCWLWR. For more information, call the 800 number or write, Kentucky Civil War Journal, P.O. Box 628, Russell Springs, KY 42642.

Dow Jones Newspaper Fund offers free news job postings

Newspapers can list newsroom openings with the Dow Jones Newspaper Fund for free. The fund's subscribers include the more than 800 college students and professional journalists who have participated in the Fund's Editing and Reporting Intern programs. Their experience ranges from college seniors to newspaper executives.

The job openings are circulated by the 15th of each month. Job listings received up to the 13th will be included.

The Newspaper Fund has developed a job listing form for editors to complete, but letters are also acceptable. The information provided should include, newspaper name, address and telephone number; name and title of a contact person; type of job and job title of the position; qualifications for the position; when the position will be available, duties and salary range.

Job openings can be sent via e-mail at newsfund@wsj.dowjones.com, by regular mail at Dow Jones Newspaper Fund, P.O. Box 300, Princeton, N.J. 08543-0300, or by fax, (609) 520-5804.

Caution

Continued from page 2

right puts up a wall of rejection. Instead, go to bat for your client. Call your office to ask if there's any way to get the ad in Sunday's paper. If the deadline can't be extended, work out an alternative plan. Show that you are willing to do anything within reason to help.

6. Profanity. I once heard that profanity is "the attempt of a weak mind to express itself forcefully." In many cases that is true. And in other instances, people who curse

are probably doing it out of habit — or because they are trying to 'fit in' with the people around them.

At any rate, I can't think of a single instance when it is okay for a professional salesperson to use profanity — even if the client is cussing a blue streak.

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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, N.C. 27605, phone (919) 834-2056.

Listings

Continued from page 4

take advantage of the services provided for them by syndicated groups that prepare TV listings and grids for them.

That's not a bad idea — and it can save you considerable time and

cost in staff effort.

But it's still up to you to make the tough decisions on the organization and content — and the presentation — of your TV listings.

Edward F. Henninger is an independent newspaper consultant and the Director of OMNIA Consulting in Rock Hill, S.C. You can reach him at 803-327-3322, fax: 803-327-3323.

Reporters

Continued from page 5

or the period of this."

Run that through your spell checker. I would be like shoving seaweed down your garbage disposal.

The point is: Writers should be connoisseurs (I looked it up) of words, but the computer has turned us into language processors instead. We should be on a constant quest to solve the mysteries of English; computers are inexorably tugging us away from the romance of the mystery and into the obsession with speed.

I have been in dozens of newsrooms, and I have heard writers give countless excuses for why they haven't yet turned in that story. "I'm waiting for a phone call" is the most popular, but lately, "I'm running it through spell check right now" is gaining.

I have yet to hear someone say "I'm looking up 'pigheaded' to see if it's hyphenated."

The final word: "Technology"

"We should be on a constant quest to solve the mysteries of English; computers are inexorably tugging us away from the romance of the mystery and into the obsession with speed." — Jim Stasiowski

has several excellent meanings, and none of them is "computers," "computer software," or "the Internet." And yet, virtually every time I see the word "technology," the writer intends some computer connection: "The district is adding technology in all its elementary school."

"Technology" refers to the study of industrial arts or applied science. It can also mean applied science itself, which is probably how it came to be a synonym for computers. But if the school district is adding computers, just say "computers."

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

Freedom

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computer networks, all have somewhat differing regulations based on a number of similarities and differences regarding the origination and dissemination of content.

The print medium generally receives the strongest First Amendment protection and electronic media the least.

Obscene material (Miller v. Calif., 1975) is not allowed no matter how it is disseminated. Indecent material is not allowed to be broadcast when children are likely to be in the audience (FCC, 1989).

Hence, the CDA is not needed for obscene material, although there are attempts to change the definition of obscenity. Indecent material is a much broader term but depends on the likelihood of children being in the audience. This is the issue of "pervasiveness," or the idea that content can be regulated on the basis of children having access without choice, as opposed to "scarcity" of the broadcast channels.

A three-judge federal court panel in Philadelphia unanimously struck down the Communications Decency Act in July, 1996.

The judges ruled that the Internet is a unique communications medium deserving the "broadest possible" free speech protections, as strong as those

afforded newspapers. The court said the nature of the Internet makes it the most flexible medium for free speech ever devised. The court emphasized that technology, rather than government regulation, is the best way to keep undesirable material out of the reach of children. This could be done with software, now readily available, or with ratings systems as guides for parents.

In their decision, the judges decided that the Internet is closer to print than to broadcast the hence less subject to regulation. Internet users must indicate explicitly what content they want. Images do not appear spontaneously as they do on a TV set. As a result, parents, rather than the government, should regulate what children see on the Internet.

The ruling leaves intact provisions of the Communications Decency Act that bar obscene material or child pornography on the Internet, as well as prohibit "stalking" someone via computer networks.

The case has been appealed to the Supreme Court, however, and a decision is not expected until the spring of 1997. The outcome of the case could well determine the legal status of freedom of expression on the Internet and the future of the First Amendment in the Information Age.

Dr. Haney teaches Mass Communication Law in the Department of Journalism and Mass Communication at Murray State University.

Minutes

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the low bid from the Georgetown News-Graphic at \$300 per 16 to 20-page tabloid and brought that recommendation to the Board in the form of a motion by Guy Hatfield. The motion was seconded by Jed Dillingham and approved.

f. Other committee actions reported included keeping AdLines a separate publication from The Kentucky Press; discussion of the improved Kentucky Press content with News Bureau Director Lisa Carnahan; heard a report on the Electronic Ad Transfer system in place through CommonNet; encouraged the Kentucky Department of Education to make available weekly slicks presenting the citizens of Kentucky with an understanding of the KIRIS testing program by using newspapers agreeing to publish the slicks at no charge; asked the staff to develop a "Who Can Help" service to newspapers, giving them names of newspaper personnel around the state well-versed in issues, computers and software to contact with questions and problems.

7. KPA/KPS Executive Director David T. Thompson read a letter from the Kentucky Farm Bureau asking the Kentucky Press Association Board of Directors to take a stance on the Food and Drug Administration's tobacco advertising guidelines, similar to action previously taken by the National Newspaper Association. The Board approved the concept of such a letter and asked staff to prepare the letter, fax it to the KPA Executive Committee on September 30, 1996, for approval and then mail it. A motion was made by Jed Dillingham to draft the letter according to the Board's wishes and it was seconded by David Greer. Approved. The Board asked that the letter be published in the October Kentucky Press to inform member newspapers of this action.

8. The Board considered a request from Walt Dear, a past president, to help fund a minority scholarship program at Western Kentucky University. The Board discussed the concept but seeking further information about other minority scholarship programs and an appropriate funding level, asked the Vision 2000 Committee to discuss this further and bring a recommendation to the January, 1997, Board meeting. A motion to that effect was made by Guy Hatfield, seconded by Ed Riney, and approved.

9. In other business, Guy Hatfield asked the Board to establish an award in honor and memory of Russ Metz to recognize his contributions to the newspaper industry in Kentucky. A suggestion was this be given annually to recognize a "newspaper industry ambassador." A motion was made by Dave Eldridge, seconded by Guy Hatfield, that the KPA Most Valuable Member Award, presented annually by the KPA/KPS President, be renamed the Russ Metz Most Valuable Member Award as of 1997. Approved.

There being no further business, the meeting was adjourned at 1:05 p.m. (Central Time).

Respectfully submitted,
David T. Thompson
Executive Director/Board Secretary

Federal judge says law on jailing of reporters should be clarified

MIAMI (AP) — Florida's law on jailing news reporters when they refuse to cooperate with prosecutors in court cases is vague and uncertain, a federal judge said after ordering the release of a Miami Herald reporter in a freedom of the press case.

U.S. District Judge Wilkie Ferguson Jr. ordered Kidwell, 35, released Oct. 22 after the reporter spent two weeks of a 70-day sentence in the Palm Beach County Detention Center.

He had refused to answer questions about his jailhouse interview with John Zile, now being retried in Bartow on charges of first-degree murder. Prosecutors say Zile beat his 7-year-old stepdaughter to death.

Ferguson, in a written opinion filed the first week of November, said he ordered Kidwell released because of "the uncertainty of state law and the clarity of federal law, which requires a case-by-case analysis where a reporter claims a First Amendment privilege."

The First Amendment to the Constitution declares that there shall be no laws that inhibit free speech or freedom of the press.

Ferguson noted that federal law is clear and that there must be a three-part test applied as judges weigh the need for information in criminal cases.

"The standard is that information may only be compelled from a reporter claiming privilege if the part requesting the information can show: (1) that it is highly relevant, (2) necessary to the proper presentation of the case, and (3), unavailable from other sources."

The federal judge noted that the state courts have "not yet given a clear answer" to whether that test should be applied to many cases.

He seemed to invite a ruling on that matter when he said: "That question may be addressed by Florida's Fourth Court of Appeal."

People

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attended McGill University in Montreal where he earned a bachelor's in political science and American history.

Baxter promoted to new venture with Landmark

Davette Baker Baxter, editor and general manager of the New-Democrat in Carrollton, has been promoted to sales manager of Sign Pro, a new venture of the paper's parent company, Landmark Community Newspapers Inc.

Baxter will assume her duties at the Shelbyville office by the middle of this month. She has been with the Carrollton paper since December 1994 and is currently a director of the Chamber of Commerce and secretary of the Carrollton Rotary Club. She was recently selected to serve in the Leadership Carrollton program.

A 1994 graduate of the University of Kentucky and native of Harrodsburg, Baxter was editor of Cow Country News, a publication of the Kentucky Cattleman's Association.

Tungate joins staff at Henry County Local

Matthew Tungate has joined the staff of the Henry County Local as a staff writer.

Tungate graduated from Western Kentucky University in May 1996. He majored in government and journalism.

Tungate is a Louisville native and has held internships at the Cleveland Plain-Dealer, Savannah (Ga.) News-Press, and Ashland Daily Independent. He also worked

for four years at the student newspaper at Western, the College Heights Herald.

Daily News announces promotion, new staffer

Andy Dennis, longtime reporter for the Bowling Green Daily News, has been named news editor. A former broadcast reporter, Jamie Parrish, has joined the staff as a news clerk.

Dennis joined the newspaper's staff in 1989 as a reporter. In his new role, he will be second in charge of the newspaper's editorial department, including news and photography, features and sports. He will also assist the managing editor and fill in during any absence.

Parrish will compile information for various section editors and assist for research for stories. She has been a reporter for WKNT-TV, WBGN-AM and WKCT-AM.

Both are from Bowling Green and are Western Kentucky University graduates.

Yeast joins news staff at Harrodsburg Herald

Kellie Elam Yeast, Harrodsburg, has joined the news staff at the Harrodsburg Herald. She will cover both sports and general news.

Yeast has worked for Lifetime Financial Services in Lexington for the past four years, and previously worked for the Magoffin County Times.

While at Morehead University, she worked on the student newspaper, The Trailblazer. She has a bachelor's degree in journalism.

A native of West Liberty in Morgan County, Yeast has resided in Harrodsburg for over two years.

New sales rep welcomed at News-Democrat

Aynsley Tungate has joined the staff of the Carrollton News-Democrat as an advertising sales representative.

Tungate, 22, comes to the paper from Western Kentucky University where she majored in advertising. She worked for the student newspaper, the College Heights Herald. She has also worked for the Courier-Journal in circulation and Kroger corporate headquarters in marketing and advertising.

Taylor purchases The Downtowner

Doug Taylor, former publisher of the Mt. Sterling Advocate, recently purchased The Downtowner, a newspaper in downtown Cincinnati which circulates about 20,000 issues each Tuesday throughout that downtown area.

The newspaper has been owned and published for the past 11 years by Herb Liss, a retired Procter & Gamble executive.

Sesenbrenner named LCNI Controller

Karen D. Sesenbrenner has been named controller of Landmark Community Newspapers, Inc.

Sesenbrenner joined Landmark in October 1995 as an accounting supervisor. She was named assistant controller in May 1996. Prior to joining LCNI, she was staff accountant for Kauffman Amshoff Zoeller and was a senior accountant with Cotton & Allen, PSC.

A Louisville native, she is a 1990 graduate of the University of Louisville and a CPA.

Community

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who should be selected by the measure of their persistence or your pursuit of them — but always with an eye on relevance and responsible opinion.

Third, by the newspaper's key people taking personal leadership roles in the community. That is vital and essential to your ability to exercise proper judgment. And it is both of those things for the good of the community.

4) Just what is proper community leadership for a publisher?

First, it is focusing on the instrument — the newspaper — under absolute control of the publisher. It is understanding the newspaper, the powerful force it can be and, under proper leadership, is.

This requires understanding the people who put the newspaper together, being a capable leader to fulfill that newspaper's obligations and to capitalize — for its community — on opportunities.

Second, it is being involved in the community and its organization, taking leadership roles in both. That means a great expenditure of business and personal time. But there needs to be the realization that community leadership is just as important as making money and, in paraphrasing what I have heard Carmage Walls tell those of us privileged to work for him:

- Community leadership is the fuel that develops a community.
 - Community development will build the newspaper's revenues.
 - Revenue development fuels our editorial departments.
 - Our editorial departments provide us our priceless franchise through our all-important reader base.
 - Selling access to that reader base to our advertising customers provides the opportunity to make a great deal of money through good management.
 - Making that money will further develop the community through a newspaper's personnel who provide community leadership, through the newspaper's corporate giving and through further development of the newspaper's news and opinion.
- Please give this subject some undivided attention, focus your own thoughts and opinions. Each of us has a wonderful opportunity provided by the job we hold. I hope you will join me in the rededication to capitalizing on it for:
- The benefit of your community.
 - And the benefit of your newspaper and those who you work with there.

What we can learn from the tabloids

By TONY SUTTON

With this story I'm going to ask you to do something you wouldn't normally do. Don't worry, it's not illegal; in fact millions of your neighbors do it every week, so it can't be bad, can it? Go down to your local supermarket, buy a pack of chips and a soda. Then, as you stand in line at the check-out, buy a copy of the National Enquirer. And the Star. And another supermarket tabloid! Did I hear you say, "Aarrggghhh!" Good. Now take them back to your office and read them.

Study them closely. Read the headlines. Read the leads. Read the captions. Read everything. Yes, even the latest episode in the dreary, never-ending O.J. saga. Notice anything? Like how readable and professional these magazines are?

Here are five lessons we can learn from the supermarket tabloids:

GOOD WRITING AND EDITING SELL

Keep the writing to the minimum; keep the facts to the maximum. Writing doesn't have to drone on and on and on and on to be good.

Writers and editors don't always realize that when stories become repetitious or tedious or meaningless, readers will treat them with the respect they deserve — they'll turn to something more interesting, the National Enquirer, perhaps.

Don't try to impress readers with your education and literary ability, and never use words they can't understand. Making your customers feel dimwitted, uneducated or inferior is not the best way to communicate with them.

Get to the point quickly, give the details simply, wrap it up with a conclusion. Then stop. Good journalism has a beginning, a middle and an end. How long should a news story be? No longer than is necessary to relate the facts the reader needs to know. Features should be longer, but don't overstay your welcome.

Don't bore readers with subsidiary waffle and don't drive them to distraction with too much balance or qualification. Give them facts, facts, facts and keep commentary out of news stories. It belongs on the editorial page.

Supermarket tabs don't operate in monopoly markets and don't sell by subscription. They have strong competition and rise or fall on the quality of the product they sell every week. That quality is determined as much by the standard and style of writing as by the sheer number of scandals they manage to shoehorn into their pages.

GOOD HEADLINES SELL

The best headlines are those

that are written freestyle, without artificial restrictions of typography or space. That was one of the lessons I learned when I worked on tabloid newspapers and general-interest magazine. And it applies just as much to the local broadsheet as it does to national million-sellers — especially when you're sweating over the wording of the main head of the day at the top of the front page. Great, eye-catching and throat-clutching headlines will never be written in two or three lines of 60 point with a character count of seven or eight units per line and a stipulation that modifiers or infinitives should be on the same line.

To be really attention-grabbing, the main front and feature page headlines should be written first, then the rest of the page assembled around it. Develop the prime focal point and everything else ought to slot neatly into place.

Don't try to tell the whole story in the headline. You can't. It's impossible. Zero in on the best information and shout it out. You may wish to qualify the headline information, but do that in a subsidiary headline, please!

GOOD PICTURES SELL

Insist on action, demand exclusivity. Supermarket tabloids know that readers connect first of all with the image, then the words, so they make sure photographs are unique, powerful and express strong emotions.

There's no reason why we shouldn't pursue the same goals, by demanding images that will add an extra dimension to the page.

Develop an off-beat style, especially for the front-page picture that the reader seen first. There's nothing wrong with an eight-by-three or a six-by-four photograph — but every day? That might be a recipe for neat, easy-to-plan pages, but where's the action? Look at, and learn from, the tabs. They know how to scale and crop pictures to eliminate dead space.

Follow their example — project the best image of the day in the most meaningful way. That could mean an ultra deep double-column, a shallow six-column, or a huge cut-out. Ignore the pitiful bleats about preserving the purity of the original image from the hand-writing theorists in the photo department; just produce strong images for the readers. They're the ones who buy the paper.

Almost any picture is better than the ones we saw moving across the TV screen yesterday. Encourage staff photographers, buy from local freelancers. Develop a unique style and create an anticipation that your newspaper will print memorable photographs every day.

There is no better way of con-

necting with your readers.

HUMOR SELLS

We live in a vicious, violent and intimidating world, but there's still a place for fun. Well, there ought to be, and not just on the comics page either.

As journalistic "professionals," we may find it difficult to comprehend the reality that we will get more reader reaction to a three-inch story about a two-headed hound in Honolulu than a 50-inch account of the sleep-inducing monthly gathering of an obscure branch of local government. (The fact that statement may offend some editors proves just how out of touch they are with their customers). That's why we play up one and forget the other.

I never could understand why we'd want to take the funniest stories from the wires and put them on the staff bulletin board, but not in the newspaper. But we do. Every day.

Well, don't. Put them in the newspaper where they belong. Just like the tabs do.

CONTESTS AND LETTERS SELL

If you want to connect with your readers, give them something to write to you about. Especially if they can win something. Everyone likes to be asked for an opinion, but newspapers generally don't consider their readers qualified enough. So, for example, they rarely ask the man or woman on the street how they feel about the justice system. Instead, they ask "experts" — psychologists, psychiatrists, social workers, judges, professors. Yawn!

However, Public Eye, a short-lived Canadian tabloid did much better by inviting readers, through a box at the end of major stories, to Be The Judge, and phone in their opinions to an 800 number. Public Eye-like every other tab — also ran weekly contests in which readers could win serious cash prizes.

"Ah, yes," I can hear the rumblings from 101 newsrooms, "but supermarket tabs are not like us. Their job's entertainment, ours is Serious Journalism."

Be that as it may, the standards of journalism in the tabs are higher than in many, many newspapers. If you don't agree, take another look at the quality of headline writing, the effectiveness of leads, the appeal of the pictures and the dynamism of the design in the tabs. Then ask yourself: Does my newspaper do as well?

(Tony Sutton is corporate design consultant for Thomson Newspaper and runs Design Associates. This article was reprinted from the September issue of *The American Editor*.)