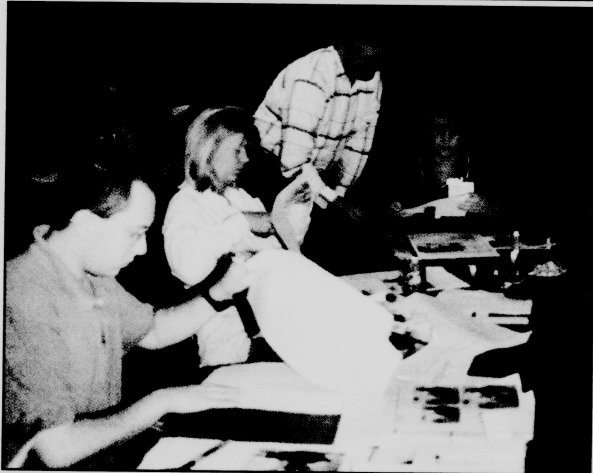


KPA

Volume 70, Number 8 - August, 1999

The Kentucky Press

PUBLISHED AS A MEMBER SERVICE OF THE KENTUCKY PRESS ASSOCIATION AND KENTUCKY PRESS SERVICE



Buck Ryan, director of UK's School of Journalism and Telecommunications (standing) works with Jill Lewis, a high school journalism teacher from Corbin High School on layout and design. Lewis is a former reporter for the Corbin Times-Tribune.

Summer workshop a success

By LISA CARNAHAN
KPA News Bureau

They came to learn how to teach a high school journalism class or advise a student publication — or at least how to do it better. And learn they did. The only complaint heard during the two day workshop was, "We need more time."

Teachers from across the state gathered at the University of Kentucky

July 29-30 for a training workshop sponsored by the Kentucky High School Journalism Association and UK.

It's the third year for the "Basic Survival Course for Beginning Journalism Teachers" and it drew 33 teachers to the campus for sessions ranging from basic layout and design to legal issues.

The sessions were taught by a mix

See WORKSHOP, page 12

KHSJA begins third year

Newspapers encouraged to sponsor local schools

By LISA CARNAHAN
KPA News Bureau

Publishers at Kentucky newspapers have been invited to participate in a membership drive for the Kentucky High School Journalism Association (KHSJA).

The first year KPA formed the high school organization, free membership was offered to every high school in Kentucky for a year. This was made possible by the successful fundraising drive involving KPA member newspapers and the Associates Division. That year, 173 schools signed up as members of KHSJA. Last year, yearly dues of \$50 per school was established and a total of 86 schools across Kentucky joined KHSJA.

"KHSJA has met with early success in its first two years and we're committed to building on that positive start," said KPA Executive Director David T. Thompson. "Last year's state convention was the largest gathering of high school journalists and their teachers in the state's history with 748 attending."

Several newspapers have indicated an interest in sponsoring

their local high schools to ensure their participation in KHSJA.

"All of us at community newspapers know just how tight the job market has gotten. We should do everything we can to develop more homegrown talent. That's why I think we should all pay for our local high school journalism teachers' membership in KHSJA. Think of it as an investment in the future of our business — like a good insurance policy," said David Greer, publisher of The Kentucky Standard, Bardstown.

"While schools have money for teachers to join organizations like KHSJA, there's often a lot of red tape involved in getting the money. That discourages some teachers from joining professional organizations," Greer added. "Since KPA is willing, for example, just to deduct the KHSJA membership money from our share of ad revenues, we don't even have to write a check. That makes it completely painless."

The recent letter to publishers outlining the invitation for them

See SPONSOR, page 12

State transportation officials hear media complaints

By LISA CARNAHAN
KPA News Bureau

Just how hard is it for a reporter to get basic information from a state agency in Frankfort? That depends on the agency. And what happens when responding to even the simplest of requests is treated like an act of Congress?

Newspapers often editorialize over conflicts between public officials and urge them to try the common sense approach — sitting down

"Newspapers frequently ask public officials to stop passing the buck and accept some blame for a bad situation — and Codell did just that."

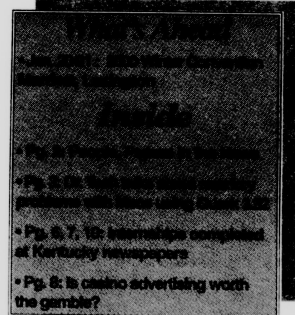
— David T. Thompson, KPA Executive Director—

at the table and talking it out. They took their own advice on July 26 and held a meeting with Kentucky Transportation Cabinet officials in an effort to improve the strained relationship between reporters and the department.

KPA Executive Director David

T. Thompson sent a letter to Transportation Secretary James Codell, outlining the deteriorating problem. In it, he requested a meeting. Codell accepted the invitation and met with KPA representative

See TRANSPORTATION, page 9



Kentucky people, papers in the news

Queen named sports editor at Shelbyville

Chad Queen, a staff writer for the Sentinel News in Shelbyville for the past year and a half, was recently named sports editor of the paper.

Queen grew up in Louisville and is a graduate of Eastern Kentucky University. While at ECU, he worked for the Eastern Progress as a contributing writer and sports editor.

Hughes elected president of national association

Brad Hughes, director of communications services for the Kentucky School Boards Association, was recently elected president of the National Council of School Board Association Communicators.

Hughes is a graduate of Western Kentucky University and has over 26 years of media experience, both print and broadcast.

As president of the organization, Hughes will work with state school board associations' communications personnel and National School Boards Association public affairs staff. Membership includes the communications, media relations, publications and audio/video professionals of the statewide school boards groups across the nation. It is an affiliate organization of the National School Boards Association.

Fleming Co. Chamber honors Dentons

Recently retired publishers Lowell and Jean Denton were hon-

ored by the Fleming County Chamber of Commerce.

The Dentons purchased the Flemingsburg Gazette in 1951. Lowell originally served as publisher of the paper and Jean as editor. The Dentons recently sold the newspaper to Guy Hatfield, publisher and owner of the Citizen Voice & Times in Irvine and the Clay City Times.

Chamber president Bill Breeze said it's not customary to recognize a business when it's sold "but a newspaper is such a special part of the community. They are the voice of the community."

Dempsey joins news staff at LaGrange

Victoria Dempsey joined the staff of The Oldham Era as a writer and photographer.

Dempsey is a journalism graduate of the University of Louisville where she minored in political science and theatrical performance. Before joining the Oldham Era, she was a freelance writer and wrote for Business First, Today's Woman Magazine and several Landmark newspapers in Kentucky.

English moves from C-J to Alabama newspaper

Dewey English, an assistant managing editor for news at The Courier-Journal, has been named managing editor of the Mobile (Ala.) Register.

English is a former assistant managing editor at the Register. A graduate of Auburn University, before his stint at the C-J and Register, he spent 14 years writing and editing for the Jackson Daily News and The Clarion-Ledger in Mississippi.

Yeager joins sports staff at Richmond Register

Lance Yeager is the new sports writer for the Richmond Register.

A Winchester native, Yeager graduated from Eastern Kentucky University in December 1997 with a degree in English. For the past 18 months, Yeager was the sports writer at The Grant County News in Williamstown.

Neal, Perry promoted at Somerset paper

Jeff Neal, sports editor for the Somerset Commonwealth-Journal, has been promoted to assistant editor. Don Perry was promoted to sports editor.

Neal has worked at the Commonwealth-Journal for over 15 years and will now help in the day-to-day operations of the newsroom. He will also oversee daily production of the paper. He began his career at the paper as a sports reporter.

Perry came to the paper after two years at the News-Journal as sports editor. A native of McCreary County, he graduated from Eastern Kentucky University in 1997. Most recently, he was charged with design duties of the Commonwealth-Journal.

Campbellsville paper co-sponsors fundraiser

The Central Kentucky News-Journal recently co-sponsored the Taylor County Relay for Life.

The event raises money for the American Cancer Society and is held annually. One of the most successful

See PEOPLE, page 11

The Kentucky Press

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Seminars will explain CATS before scores released Sept. 15

KPA and the Kentucky Department of Education are holding a series of seminars across the state to help reporters understand the Commonwealth Accountability Testing System (CATS).

The seminars, scheduled at six locations between Aug. 19 and Aug. 26, will give reporters an opportunity to acquaint themselves with the system prior to the first release to school districts of CATS' scores on Sept. 15.

The seminars will be held at the following sites:

- Thursday, Aug. 19, 9 to 11 a.m. - Holiday Inn, Greater Cincinnati Airport, Erlanger
- Thursday, Aug. 19, 1:30 to

3:30 p.m. - Embassy Suites, Newtown Pike and I-64/I-75, Lexington

•Friday, Aug. 20, 9 to 11 a.m. - Elizabethtown Convention and Tourism Bureau Office

•Friday, Aug. 20, 1:30 to 3:30 p.m. (Central Time) - WKU South Campus, Continuing Education Conference Center, Bowling Green

•Thursday, Aug. 26, 9 to 11 a.m. (Central Time) - Days Inn, Madisonville

•Thursday, Aug. 26, 1:30 to 3:30 p.m. - Kentucky Dam Village State Park, Gilbertsville

Robyn Oatley and Hunt Helm

See CATS, page 9

Top editors don't just edit behind a computer screen

Coach's corner

By Jim Stasiowski



Marvin Adams is a friend and colleague with whom I frequently joust over newspaper practices, word usages, sports trivia, etc.

Adams, news editor at the Sunday News in Lancaster, Pa., and I recently shared a lectern at a seminar, and he said something that helped me understand why he's such a good editor.

He recommended we all edit everything we see, not just the stories that pop up on computer screens, but also highway billboards, blurbs on restaurant menus, even notes inside church bulletins. (In an uncharacteristically tender

moment, he recommended against publicly berating the church secretary if she happens to confuse "who" and "whom.")

His advice is something excellent writers and editors already do. Whatever you are reading, from the clever wordplay on vanity license plates to the brain-straining vocabulary in some op-ed columns, can stand improvement: condensing or expanding, sharpening word choices, arraying clearer connections of thoughts. If you wish to join the small group of excellent writers and editors, you will use every chance to make words and sentences work better.

After 10 years as a writing coach, I no longer read, I rearrange. Every newspaper story I see is a chance for me to learn a lesson. When I find a mistake, a lack of clarity or a crowded sentence, I immediately and automatically think: "How am I going to fix this?"

One recent Saturday morning, as I read a

sports section of a paper I mercifully will not name, I ran across three common writing mistakes. The first was: "Tim Duncan showed why he was the league's best player in that game, notching 33 points, 16 rebounds and two blocks."

I often see that structure: "So-and-so showed why he was the league's best player," followed by a recitation of his accomplishments.

When you think about it, you will realize that's not what the writer meant. To "show why he was the league's best player," Duncan would have to show readers show hard he practices, how he grew so tall, how he developed his specific muscles and his nimble moves.

What the writer meant was, "in that game, Tim Duncan showed why observers think he is the league's best player, notching 33 points, 16 rebounds and two blocks."

See EDITORS, page 5

Gannett announces ethical guidelines for newsrooms

The Gannett newspaper group, publishers of over 70 U.S. daily newspapers including USA Today, announced in June a set of ethical guidelines in news gathering for all of its daily community newspapers.

The Gannett Newspaper Division Principles of Ethical Conduct for Newsrooms state that the division is committed to:

- Seeking and reporting the truth in a truthful way
- Serving the public interest
- Exercising fair play
- Maintaining independence
- Acting with integrity

Among recommended practices are guidelines on the use of unnamed sources. The guidelines also forbid lying to get a story, misstatements of identity or intent, fabrications, plagiarism, misleading alterations of photographs and slanting of the news. The guidelines urge editors to be "skeptical" of sto-

ries and provide specific ways to correct errors and ensure accuracy.

According to a Gannett press release, the new principles were prompted by several factors: a desire to support strong but honorable investigative reporting; a deep concern over public distrust of the media; a need to address the increase in lawsuits focusing on news-gathering methods and not on the truth of stories; and the desire to alleviate reader concerns about fairness and accuracy of content.

The guidelines will be circulated annually to all of the company's newsroom employees and will be shared with prospective job candidates. In addition, the principles will be shared with the public through the newspapers and in presentations at public forums and civic organizations.

(Reprinted from the July-August issue of *The Publisher*.)

Memory messages on Mac may be problem with Quark

Dr. Tech Hotline

Tim Jones



Have you had trouble with Quark Xpress 3.32 giving "out of memory" errors?

Recently that was happening to a Mac user with 128 mb of RAM and 6 Gig Hard drive on a Powermac G3! It occurred after placing a large number of photos on one page. I sent a note to Quark and got this reply from Lisa Bradshaw of Quark Technical support:

"There is a known problem where this error can occur intermittently in QuarkXPress 3.32, if running on a machine with a hard

drive bigger than 4GB.

The error has been reported to occur during copying or pasting, or when attempting to Get Text or Save Text. The recommended work-around for this problem is to partition the drive into volumes smaller than 4GB.

Partitioning the drive will also decrease the size of its allocation blocks, which will allow greater disk capacity. On a 6GB drive, each allocation block is 97KB, and each block can contain only one file. A 2KB file would therefore occupy its own 97K allocation block, leaving the remaining 95K unusable.

For more information about partitioning your drives, refer to your hardware documentation or contact Apple."

See DR. TECH, page 6

NAA guide shows students how to create classroom newspapers

A new education guide designed to teach students how to create a classroom newspaper has been initiated by the Newspaper Association of America Foundation with additional sponsorship from the International Reading Association and the National Council for the Social Studies. The publication, titled "Press Ahead!" will be produced in observance of Newspaper in Education Week 2000.

The new publication and related teacher-training workshops are designed to foster a yearlong celebration of the use of newspapers in the classroom. The teacher-training

workshops will be held early in the 1999-2000 school year. "Press Ahead!" will be released by Oct. 1.

NIE Week 2000 will be held March 6-10, 2000. As part of NIE Week, students participating in the "Press Ahead!" program will take what they have learned about newspapers throughout the year and create a classroom newspaper. "Press Ahead!" also offers five instructional newspaper features designed to encourage students and parents to focus on newspaper-related activities.

For more information contact the NAA Foundation at (703) 902-1730 or e-mail: abboj@naa.org.

Job Shop

Advertising Sales

The Spencer Magnet is seeking an enthusiastic, energetic person to be our full-time advertising sales representative. The right candidate will help our newspaper grow with our community by working with existing customers and finding new ones. Must have sales skills and experience, as well as organizational and time-management skills. Computer skills and eye for advertising design a plus. Must have reliable transportation. Compensation is base plus commission for 45 hours per week. Mail resume to: The Spencer Magnet, P.O. Box 219, Taylorsville, Ky. 40071 or fax to (502) 477-2110.

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

Eastern Progress wins top college paper award

For the second year in a row, the Eastern Progress has been named the best non-daily newspaper in the 1998 Mark of Excellence Contest for outstanding college journalism.

The contest is sponsored by the Society of Professional Journalists (SPJ) and awards will be presented on Oct. 4 in Indianapolis at the SPJ national convention.

The Progress, Eastern Kentucky University's student newspaper, is published once a week. Each winner had to make it through regional judging with the top three entries in each region earning regional honors, and the first place winner moving on to the national competition.

"Our staff is small but its experience is enhanced by such programs as the KPA summer internship program," said Progress faculty

adviser Libby Fraas. "Our leadership comes from students who have gotten experience from internships at such places as the Henderson Gleaner, the Grant County News, and the Appalachian News Express."

The staff this fall will be led by Don Knight, a senior from Richmond, whose internships include the Citizen Voice & Times in Irvine, the Lexington Herald-Leader and the Sun-Herald in Port Charlotte, Fla.

"The future of journalism is assured," said Wendy S. Myers, president of SPJ. "These are some of the finest entries we've seen, and it signals to us that today's college journalists are ready to take on the serious business of reporting the news."

SNPA workshop for smaller newspapers set for Sept. 12-14

The SNPA Smaller Newspapers Committee is putting the final touches on its annual Workshop, which will be held Sept. 12-14 at the Sheraton Colony Square Hotel in Atlanta.

The program will begin at 3 p.m. on Sunday with a panel presentation of great "Community Promotions for Smaller Newspapers."

The Monday morning program opens with a "Cost and Revenue" session by Norm McMullian. Also confirmed is Phil Hanna of the New York Times Regional Newspaper Group, who has been charged with giving the group "magical new ideas" to increase circulation. The Monday program includes segments about the Internet, readership retention, disaster planning, and personnel, specifically "Workplace Harassment" and "Recruiting, Training and Keeping Good Personnel."

Tuesday begins with breakfast roundtable discussions. The morning general session includes a panel of "Special Ad Rate Incentives" - moderated by Tom Overton, publisher of the Carrollton (Ga.) Times Georgian. The program concludes by 11:30 a.m. with the "Hot Ad Ideas."

In addition to a full program, the committee has reinstated the "Take-Home Kit." All newspapers are invited to send up to 100 original copies of any new promotional ad, millennium project, rate card, disaster plan, and other great ideas. These will be included in a "kit" for each delegate. Participants

will be entered in a drawing for \$100 cash and a free registration to the 2000 Workshop in Charlotte. Items should be sent to SNPA at 5775 Peachtree-Dunwoody Rd., Bldg. G., Suite 100, Atlanta, Ga 30345.

Registration fees are \$195 for the first delegate from a newspaper, \$125 for additional delegates from the same newspaper, \$100 for a first-time attendee and \$50 for a spouse or guest. A registration form is available on our home page at <http://www.snpa.org>.

The room rate at the Sheraton Colony Square Hotel is \$121, single or double, plus tax. Rooms should be reserved before Aug. 18 by calling (404) 892-6000.

For additional information, contact Carole Kallansrude in the SNPA office at (404) 256-0444.



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Clients value advertising that solves problems

Ad-libs ©

By John Foust
Raleigh, N.C.



you find the right "mathematical and experimental skill." In other words, after you pinpoint a specific problem which is important to your target audience, you can rely on your experience and your newspaper's resources to put together a persuasive message.

Unfortunately, most advertisers don't understand the importance of problems and solutions. Pick up any newspaper and you'll see plenty of missed opportunities.

For example, on my desk is a paper with an ad for a store which sells new and used cameras. Does it call attention to any problems faced by amateur or professional photographers? No. Does it explain how certain accessories produce better photographs? No. Does it reassure consumers that used cameras have been inspected? No. In fact, does the ad give readers a single reason to do business with that merchant? No!

I've lost count of the ads which claim, "For all your transportation needs" ...or "For all your clothing needs" ...or "For all your painting needs." In trying to solve every problem, they offer solutions to no problems at all.

In reality, the word "all" rarely leads to a true statement. Will I find a 1932 Ford at the car dealer who promises to meet all of my

Want a sure way to create ads that are noticed? Solve problems. That's right. Show your readers how their problems can be solved and they will hang on to your every word.

Albert Einstein said, "The formulation of a problem is far more essential than its solution, which may be merely a matter of mathematical or experimental skill." Of course, Einstein knew little about advertising, but his words can easily apply to advertising creativity.

The process of identifying a product's features and benefits is an important step in producing effective advertising. People buy benefits. But not any benefit will do. It has to be the right benefit.

What good is a benefit, if it's not important to the customer?

And what's the best way to come up with a relevant benefit? First, find a problem. Then show the consumer how the product you're selling can solve that problem.

John Dewey said, "A problem well stated is half solved." Once

See PROBLEMS, page 5

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.

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1999: Journalism takes heavy hits in public arena

Pressing Issues

By Jerry Hilliard
& Randy Hines

Some students probably think we get a kick out of inflicting pain. We prefer to think that our classroom doses of reality help them develop a fanaticism about accuracy and a certain tolerance to pain. When they get out into "the real world," they'll need it to cope with the punches they are likely to take.

We tell the students that employers look for staff members who feel a sense of pain if errors appear in their stories. Moreover, they want employees who feel pain whenever errors appear in their newspapers — even in stories they didn't write or edit. Carried one step further, they prefer people who take so much pride in being journalists that they experience personal pain whenever problems on a national scale damage the reputation of the profession.

We practice what we preach, and we are hurting.

Read virtually any trade publication and you're likely to be bombarded with troubling research findings. In particular, two major studies have provided clear evidence in recent months that something must

be done to clean up our act.

First came the results of a nationwide study conducted by the American Society of Newspaper Editors as part of a three-year journalism credibility project.

The study showed that credibility was taking a nose dive because of numerous problems large and small. The six major findings were announced in the ASNE's publication, "The American Editor." They were:

1. The public sees too many factual errors and spelling or grammar mistakes in newspapers.

2. The public perceives that newspapers don't consistently demonstrate respect for, and knowledge of, their readers and their communities.

3. The public suspects that the points of view and biases of journalists influence what stories are covered and how they are covered.

4. The public believes that newspapers chase and over-cover sensational stories because they're exciting and they sell papers.

5. The public feels that newsroom values and practices are sometimes in conflict with their own priorities for their newspapers.

6. Members of the public that have had actual experience with the news process are the most critical of media credibility.

Before the ASNE discoveries had time to sink in, we were hit with the sobering results of a survey of journalists conducted by the Pew Research Center. The center summarized its findings this way:

"Journalists increasingly agree with public criticism of their profession and the quality of their work. Overwhelmingly, news media professionals say the lines have blurred between commentary and reporting and between entertainment and news. A growing number of reporters, editors and news executives also say that news reports are full of factual errors and sloppy reporting."

Taking stories with a grain of salt certainly isn't new. For example, citing newspaper reports as a primary source of information has long been considered taboo among academic researchers.

Likewise, many magazines tend to be skeptical of articles in even highly respected newspapers because of the speed with which they are prepared. As an example, Forbes' deputy chief of reporters, Luisa Kroll, said in a recent American Journalism Review article: "We're not going to trust that the New York Times has been fact-checked."

Skepticism and criticism from outsiders are understandable. But

when our own staffs begin to agree with the critics, we're in deep trouble.

The ASNE's credibility study identifies several "macro" problems that simply cannot be ignored. There's little wonder that credibility suffers among readers who (1) aren't sure that their newspapers understand or respect them and their communities, (2) suspect that coverage is biased, and (3) feel that sensationalism is running rampant.

However, at the top of the study's list of findings is something about which readers have concrete proof: Too many mistakes appear regularly in their newspapers.

"Even small errors feed public skepticism about a newspaper's credibility," the ASNE said in summarizing results of its study. "Each misspelled word, bad apostrophe, garbled grammatical construction, weird cutline and mislabeled map erodes public confidence in a newspaper's ability to get anything right."

"While almost half of the public believes that mistakes occur in the rush to meet deadlines, 27 percent attribute them to sloppiness, carelessness, laziness or a lack of caring, and an additional 5 percent suggest that the journalists just don't know any better," the summary said.

Although the errors may be
See JOURNALISM, page 9

Problem

Continued from page 4

transportation needs? If they don't sell bicycles, airplanes, dogsleds and antique cars, they're lying.

If necessity is the mother of invention, a problem just might be the mother of great advertising.

But don't try to solve every problem in the world. One will do. As long as it's the right one.

If you have a client who is hurting for ideas, go on a fact-finding mission. Select a target audience and make a list of problems which you believe that particular audience is facing. With a concentrated effort, you may hit on one specific and solvable problem which can lead to a big advertising idea.

Where's there's a problem, there's a solution. And the marketplace belongs to merchants who know how to sell solutions.

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John Foust conducts advertising training for newspapers. His ad workshop video "Basics of Layout and Copy" is being used by newspapers from coast to coast. For information, call or write: John Foust, PO Box 10861, Raleigh, NC 27605, Phone (919) 834-2056.

Editors

Continued from page 3

Then, on the very same page, a different writer wrote: "Lewis wanted to be teammates with one of the only other African-American catchers in major-league baseball."

"One of the only" is a phrase you'll read everywhere, and yet, it makes no sense. The adjective "only" means "this and no more," so it is ludicrous to say, "one of the only." This makes sense: "...with one of the few other African-American catchers."

Or, if there were only one other, "...with the only other African-American catchers."

In a third story on the front sports page, I learned a team was thinking of signing a specific player, but the team's executives were hesitating. So the reporter wrote in a familiar diluted style that makes readers wonder if we journalists have anything to say: "Calvin said the team potentially could have an interest in (the player)."

How many conditionals can a reporter squeeze into a sentence? Clearly, the team already does "have an interest," a weak statement to begin with. Then the reporter forces in "could," which is silly because anything "could" happen. Then he compounded the con-

ditionals by using "potentially," a redundancy when paired with "could."

Delete "could" and "potentially," and you have: "...the team has an interest in (the player)."

Picking such nits gets us in the practice of looking at each word used to build a sentence, each sentence used to build a story. Just as the bricklayer tosses out misshapen bricks, the skilled writer or editor knows even one faulty word can ruin what he wants readers to read.

Even when you don't find mistakes, you should be looking for ways to make sentences shorter or more powerful. Such mental scrimmaging pays off when you write or edit for real.

Now, if I'm going to recommend universal fault-finding, I have to come clean. In a recent column, I wrote: "Judy could have weaved those 175 workers into a sentence somewhere."

Oops. The first call I got was from Angela Bornemann, editor of the Northeast Booster in Baltimore County, Maryland, who said I should have used "have woven." As the past participle of "weave," "weaved" is fine in a reference to driving, as in, "Morton often had weaved through the rush-hour traffic." But in the sense of weaving a fabric, the past participle is "woven."

See? I can take criticism without

reacting childishly. But enough calls, enough letters. I got the message. I will never again "weaved" when I should have "woven."

And I have one last recommendation: Let's all subscribe to Angela Bornemann's and Marvin Adams' newspapers to see if they ever make mistakes.

THE FINAL WORD: One of the joys of words is seeing where they come from and thus understanding their real meanings.

The verb or noun "encounter" is one example. Used sloppily, it ends up in this sentence: "Walter Bingham encountered three of his long-lost aunts at the family picnic."

But "to encounter" implies more than just meeting. It implies meeting in conflict or battle.

How do I know? Because the dictionary points out "encounter" comes from such roots as the Latin "incontra," which means "against," and that makes sense, even in an English translation: The adverb or adjective "counter" means in opposition.

This is fine: "In his campaign, Lawson, a liberal candidate, has encountered many anti-abortion activists."

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

Interns get hands-on experience at newspapers

(Editor's note: Through the Kentucky Journalism Foundation internships were awarded this summer to 17 college students.

The students worked at various newspapers across Kentucky for a 10-week period and were paid \$3,000.

We asked the students to submit a photo and comment on their internships, specifically if the experience had affected their career choice.

The intern's name is listed first, followed by the school they attend and the newspaper where they completed their internship.)

**Kristin Hill
Junior, Murray State
The Oldham Era
LaGrange**



The internship has exceeded my expectations because I have learned more about my hometown community than I thought was possible. Growing up, I thought I knew everything there was to know about Oldham County, but this summer has proven to me that I will never know everything about Oldham County.

Community journalism is a chance to really know the people and situations that give a community that unique character it has.

The most interesting thing I experienced here was when I was writing a story about two high school juniors that were killed in separate car wrecks my first week at the paper. A bit nervous, I talked to their friends, coaches and other people who knew them in order to personalize the situation and write about who they were. I found that people really wanted to talk about the boys, despite the tragic aspect of the two situations. Since then I have continued to get positive comments from the public concerning the personal, human interest angle of my story.

The experience has strengthened my attitude about pursuing a career in journalism, but has opened my mind up to the different approaches to journalism. I have learned I really enjoy copy editing and have continued to realize I prefer writing feature stories. I have seen first hand how journalists do establish relationships with their sources and how this is valuable.

I have met people that impress me, seen sides of the county that make me glad I grew up here and heard about things that really make me wonder why the world is the way it is. Interning at The Oldham Era has been a positive experience and I feel like I have gained knowledge and experience to take with me when I continue my career in journalism.

**Debra Petkus-Perry
Senior, Morehead State
Richmond Register**



My KPA internship at the Richmond Register has been a very fulfilling experience, as they are a great staff to work with.

While I look forward to my Trail Blazer editorship this senior year at Morehead State University, I will hesitantly leave this internship which has given me the freedom to flex my wings.

From observing an FBI bomb investigation demonstration, complete with detonations, to

chasing the Presidential trail in rural Tyner and Annville, Kentucky, (complete with blisters to prove it!), to watching educators work their summer hours to enrich children's lives, to capturing the American spirit working side by side, across racial lines and denominations to demolish a home and make way for the new, to tracking down the local angle of the Resendez-Ramirez manhunt, my five weeks thus far have been busy.

And extremely rewarding because of calls like the one I received from the lady who was just diagnosed with "sugar" and having trouble with her leg. She called to get the number of the clinic I covered offering a free foot sensitivity test.

It has most definitely strengthened my desire to work at a daily newspaper, and that will be my goal after graduation.

I am also more aware than ever of the importance and privilege of us "gatekeepers" to keep abreast of the conditions of the universe, and to remain dedicated to bring focus on how it affects the people in our little corner of the world.

**Ryan Clark
Sophomore, WKU
The Cadiz Record**



This internship has definitely lived up to my expectations. In my first five weeks, I've completed many feature and news stories, including: a feature on the rehabilitation clinic at the local hospital, a review of the 911 emergency system, an update on the recent addition of a K-9 unit to the local police force, and news stories covering City Council and Fiscal Court.

I also authored our latest tab, entitled Golden Years, which spotlights senior citizens in the community. Future projects include an investigative report on children and guns in the community, as well as coverage of a trial.

This job has already proven to me that journalism is my passion. This is what I want to do with my life — no doubt about it. And I would like to thank The Cadiz Record for giving me this opportunity. It is an excellent publication, proven by their first-place showing in the recent KPA awards ceremony in Bardstown. I can only hope I've been able to carry on their tradition of excellence.

**Julie Nelson
Junior, UK
The Advocate-Messenger
Danville**



I was a little nervous going into this internship. Not only was I not a journalism major, but I was going to be working under my father, and I wasn't quite sure how that would work out. So, I held my breath and walked in the first day with an open mind and ready to learn. Little did I know exactly how much was in store for me.

When I started, my interest was in public relations. I knew that this experience would improve my writing skills and familiarize me with the public, two things that are very important concepts. However, I have learned that

journalism and public relations are very different in many ways, and that my talents as a writer may better benefit me in the journalism realm.

I am a little smarter about computers as a result of this internship as I came in right as the computer system was being switched. I learned all about the clerical duties of a newspaper and the rules and regulations surrounding them, and I got to write my heart out — my favorite thing to do. I began with features and moved in to a little hard news. My portfolio has gone from non-existent to full in a matter of weeks.

My father has also been a huge asset because he has kept his father role out of the workplace and expected me to work just as hard as everyone else. I have learned so much information not only from him, but from everyone else I have worked with as well.

The experience that I have gotten from this internship is phenomenal. I have chosen to pursue a career in journalism instead of public relations because of it and hope to keep learning throughout my career. Now I wonder exactly what I was nervous about.

**Sarah Paff
Sophomore, Asbury
Henderson Gleaner**



Seven words describe my internship experience: Oh my gosh I'm a real reporter.

The editors at the Gleaner have spared me no task or duty, no matter how mental or monumental, to completely show me what being a journalist is all about.

After finishing my freshman year at Asbury College in Wilmore, I felt a little inadequate in a journalistic sense. I had been editor of my high school's paper and was business manager for the Asbury Collegian, but the only "real" newspaper experience I had was writing obituaries and youth stories for the Gleaner last summer. I had also never had a college journalism class.

To put it bluntly, I was scared to death. But whoever said experience is the best teacher was right on the money. I've learned lessons in the Gleaner newsroom that couldn't possibly be taught in a college classroom. Conducting interviews with public officials, establishing good relationships with sources and composing a solid story on deadline are all concepts that take on a completely different meaning when learned in a real-life setting.

This internship has given me the opportunity to conquer tasks I never would've fathomed possible had they been assigned to me 10 weeks ago.

One of my most challenging assignments was coverage of a local Marine who refused a mandatory anthrax vaccination and was subsequently convicted, discharged and sentenced to time in the brig. The story gave me the opportunity to make national contacts while presenting the story with a local angle.

Overall, this internship has been absolutely amazing. Though it has opened my eyes to the challenges I will have to face, it has also affirmed my convictions about pursuing journalism as a career.

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Interns

Continued from page 6

Dena Rachelle Tackett Junior, EKU Appalachian News-Express, Pikeville



When I first received news that I got the internship, I just knew that all I would be doing were the small stories that no one else in the office wanted to do. That was not the case though, as I got to cover President Bill Clinton when he came to Hazard, which was a wonderful experience.

What impressed me the most about my internship was the way I was treated as an equal. Like I said before, I did numerous important stories, but also I was treated like one of the gang in the office. At first, I was afraid I would be getting everyone coffee, but that was definitely not the case.

Besides covering the president, I also got to interview the governor, do a story on Rafael Resendez-Ramirez, the Hatfield-McCoy feud and learned how to cover such things as city commission, the board of education and other meetings that I hadn't done in the past.

Throughout my 10-week internship, my desire to become a journalist only grew stronger. I loved seeing the way it works out in the "real world" and how professional journalists live and work. I can't wait to get out there!

Jennifer Mattox Sophomore, UK Cynthiana Democrat



So far, my internship here at the Cynthiana Democrat has been enjoyable. I had begun to question whether I still maintained any interest in journalism or not, but after I started working here, it felt great to have my work published and I knew that I still had a passion for the business.

I didn't really know what to expect before I started working here. I knew that I liked meeting and talking to new people, and I enjoy writing and photography. But these things alone didn't tell me anything about how I'd like being a journalist. The work that I have done thus far, which includes a lot of photography and story writing, has been so rewarding. It has made me excited about the possibilities that lie before me. I must say that my experience so far has most likely exceeded any expectations I may have harbored before.

I cannot say that there has been one really exciting thing happen to me yet, but I have discovered there are interesting things around my hometown to be discovered. You just have to go out and look for them. I think that is what I enjoy, going out and looking for the things that aren't lying right on the surface.

The "real" world of journalism has both attracted and scared me a little. Although I am beginning to be pulled into the curious world of interviewing and bringing out the unknown, I still have this reserve that prevents me from deciding immediately that this is what I want to do. I like what I am doing now, but I am afraid of hard news, and don't want to ever be that nosy, pushy journalist that everyone hates. I hope to remain a feature writer if I continue with journalism, but I suppose I will some day have to experience all types of writing.

Overall, I think my experience here has strengthened my attitude toward the business. I

like the feel of working for a small town paper, and I enjoy the closeness I get with those I work with.

Christine Hall Senior, Murray State The Jessamine Journal



My internship experience this summer was similar to working at MSU's paper in that they are both weekly papers and small towns. Everyone was very friendly and helpful which made the experience worthwhile and made me want to go to work every day. Since it was a smaller staff I was given the chance to take over duties of features editor and layout design. Coming from a weekly paper, I was not sure if I would learn anything new, but I did. I learned the way small papers operated and the kinds of stories the people want to read. That to me is valuable information I will need when I go back to school and face the community of Murray.

The most interesting thing that happened is the same thing that impressed me the most about the "real" world journalism. Upon doing a story about U.S. 27 that runs through Jessamine County, I needed statistics on accidents and daily traffic counts. After being sent all over Frankfort and the State Police Post, I was told I needed to submit an open records request for the information. Had I known this from the beginning it would have saved me many long distance phone calls and frustration. It was definitely an experience I will take with me in the future.

Hillary Cromer Sophomore, UK The News-Democrat Carrollton



Although The News-Democrat was my first experience at a weekly paper, it was not my first delve in journalism. I was actively involved with my high school yearbook and I was enrolled in AP English my senior year of high school. When I got to the University of Kentucky as a print journalism major, it was only natural to be involved at the yearbook, the Kentuckian. But the excitement constantly coming from across the hall, at the Kernel, made me envious and forced me to wander to "the other side."

Most "freshpeople" (as my politically correct grandfather would say) learn all kinds of things their first year, I learned that I liked the other side of the hall better. I even received a journalism scholarship for my fun the first year, the DeSpain Journalism Award. I will return to UK in the fall and will hopefully fulfill an editorial position at the paper. News editor would be ideal for me right now.

As for my future, I plan on graduating as soon as I am cut from the Kernel's umbilical cord and will head off to the big city to begin my restless life as a reporter or travel writer.

My experience at the News-Democrat was a good one. I was lucky to have a staff that expected more of me than running to get their coffee. I covered a rodeo, the fair, fiscal court, city council meetings and I even covered Rotary Club every week. My wildest experience was when I was flown with some of the Kentucky National Guardsmen to Camp Aterbury in Columbus, Ind. There I was taken in a Blackhawk helicopter to the actual site where I got to fire a howitzer. I have the shell casing as a memento.

I have learned, though, that the absolute best thing about working as a journalist is the impact

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you have on lives. Some of my stories that ran affected people so much that they sent me cards or "thank you" notes. One woman cried as she thanked me for the wonderful story about her handicapped daughter. It is very rewarding. It really gave me incentive to go into this thing full-fledged and wholeheartedly. I really love it.

As for a personal life, truthfully, I don't really have one. At UK, I am a member of the fencing team, involved in Residential Life, and the Society of Professional Journalists. When I am home for the summer, I enjoy reading anything Fitzgerald or new author, Nicholas Sparks. I believe that people who read on a regular basis write better, or at least I hope that philosophy is working for me.

Emily Moses Junior, Morehead State Mt. Sterling Advocate



As a junior at Morehead State University I was thrilled to be offered the experience to intern at a "real" newspaper. I want to express infinite gratitude to the Kentucky Press Association and the Mt. Sterling Advocate for giving me such a fabulous educational experience.

Ten weeks fly when you're hard at work! I learned many new things every single day and I can't wait to take all this newfound knowledge back to school. This internship gave me everything I hoped it would and much, much more.

I met hundreds of interesting people and learned a lot about a town I had only driven through before. The most peculiar thing I learned, and I learned it quickly, is that a lot of people aren't excited about having their picture in the paper. This totally flabbergasted me because I always enjoy those rare opportunities when someone can see my face as well as my name.

Before the internship I was pretty excited about a career in journalism. But now I can honestly say that I am totally psyched to get out of school and into the newsroom. I am continually amazed and feel empowered by the effect the written word, my words, have on those who read the paper. There is nothing like the feeling I get when someone calls me and congratulates me, argues with me or wants to know more about a story I have written.

Though I learned many new and interesting things there is one thing I know I could only have learned at a "real" newspaper. That my friends, is respect for the business.

Louise Crystal Alfred Junior, Morehead State Bath Co. News-Outlook



Before here I worked with the Lexington Community Voice and Citizen in Bourbon County.

My experiences here at the Outlook have been most educational.

Everything I have learned so far has been a hands-on experience.

The best or most interesting thing that has happened to me so far is writing a story on the Confederate Soldiers. After writing the article I received many letters thanking me and saying how good of a job it was. What most impressed me about the "real" world of journalism is the hours. I knew that it was an "up and go" profession but really didn't feel it until actually getting into it. Being a journalist takes a lot of time, you are basically on call everyday of the week. That is something that I like.

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LEGAL NEWS & VIEWS

Acceptance of casino advertising needs careful deliberation

By KIM GREENE
KPA General Counsel
Dinsmore & Shohl



Caesars! Casino Aztar! Glory of Rome! Rising Sun! Floating casinos are opening for business all along the periphery of Kentucky. To attract customers, they'll want to advertise broadly, perhaps in your newspaper. The potential revenues you could receive are significant — a boon to the bottom line. But is casino advertising an ad manager's dream or his worst nightmare?

For years, both state and federal laws have either prohibited or restricted casino advertising. While the state law (KRS 436.420, which made newspaper advertising of lotteries, including casino gambling, illegal) was repealed, there is a federal law still on the books.

18 U.S.C. §1302 provides, 'Whoever knowingly deposits in the mail, or sends or delivers by mail . . . any newspaper, circular, pamphlet or publication of any kind containing any advertisement of any lottery . . . [s]hall be fined under this title and imprisoned not more than two years or both. . . . Under federal law, legalized casino gambling clearly falls within the definition of 'lottery.' Therefore, the postal laws prohibit the advertising of legalized casino gambling in newspapers that are mailed to subscribers. (The statute contains exceptions which permit mailing newspapers which contain advertisements for state-run lotteries, fishing contests, not-for-profit lotteries, lotteries conducted as promotional activities by commercial organizations, and gaming conducted by Indian tribes under the Indian Gaming Regulatory Act.)

However, in light of a recent United States Supreme Court case, the postal law restricting newspaper advertising of legalized casino gambling probably is unconstitutional and, therefore, unenforceable. In *Greater New Orleans Broadcasting Association, Inc. v. United States*, 119 S.Ct. 1923 (1999), the Supreme Court addressed the constitutionality of 18 U.S.C. §1304 which prohibits the broadcasting of casino advertisements.

In *Greater New Orleans*, the Supreme Court

applied a four-part test, first articulated in a 1980 Supreme Court decision called *Central Hudson* for analyzing the constitutionality of government regulations limiting commercial speech. For commercial speech to be protected by the First Amendment:

1. It must concern lawful activity and not be misleading;
2. The governmental interest in restricting the speech must be substantial;
3. The governmental regulation must directly advance the governmental interest asserted; and
4. The regulation may not be more extensive than is necessary to serve the governmental interest.

The Supreme Court found that the casino advertisements met the first prong of the *Central Hudson* test because they were not misleading and they concerned lawful activity. For part two, the Court 'accepted' that the government had substantial interests in discouraging the public from participating in commercial lotteries and in protecting non-casino states from casino advertising and, therefore, 'accepted' that the advertisements met the second prong.

The Court next analyzed the third and fourth prongs of the *Central Hudson* test, whether the law directly advances these substantial interests and whether the speech restriction is more extensive than necessary. The Supreme Court found that §1304 does not satisfy these standards. The Court rejected the government's contention that its advertising restriction decreased demand for casino gambling and the social costs that result.

The Court found it reasonable to assume that much casino advertising would merely channel gamblers to one casino rather than another. Additionally, the Court held, '[A]ny measure of the effectiveness of the Government's attempt to minimize the social costs of gambling cannot ignore Congress' simultaneous encouragement of tribal casino gambling, which may well be growing at a rate exceeding any increase in gambling or compulsive gambling that private casino advertising could produce.'

Section 1304 (the broadcast prohibition) contains the same exemptions that are found in §1302 (the newspaper prohibition). In light of those

exemptions, the Court also held that the government's regulatory scheme 'is so pierced by exemptions and inconsistencies that the government cannot hope to exonerate it. On one hand, broadcast advertising of commercial casino gambling is banned. Yet, on the other hand, advertisements for tribal, government-operated and nonprofit casino gambling are not banned. The Court found that this inconsistency made the ban on broadcast advertising unenforceable.

Likewise, with respect to the government's second asserted interest, to protect states that prohibit casino gambling, the Court again was concerned about the numerous exceptions to the provision prohibiting broadcast casino advertising. The Court held, '§1304 sacrifices an intolerable amount of truthful speech about lawful conduct' and 'distinguishes among the indistinct, permitting a variety of speech that poses the same risks the Government purports to fear, while banning messages unlikely to cause any harm at all.' For these reasons, the Court found that §1304's prohibition against broadcast casino advertising was unconstitutional.

The exceptions to the general ban on broadcast advertising of casino gambling on which the Supreme Court relied also apply to §1302's ban on newspaper advertising of casino gambling in newspapers delivered via the mail. For example, 18 U.S.C. §1307(a)(1)(B) exempts advertisements of state-conducted lotteries from the postal restrictions in §1302 and the broadcast restriction in §1304 when such advertisements originate in a state with a lottery. 25 U.S.C. §2720 exempts 'any gaming conducted by an Indian tribe pursuant to' the Act from both the postal restriction in 18 U.S.C. §1302 and the broadcast restriction in §1304. Finally, 18 U.S.C. §1307(a)(2) exempts from §1302 and §1304 advertising of casinos conducted by state and local governments, any not-for-profit organization as a promotional activity ancillary to the primary business of the organization. This exemption is not limited to states that permit such gambling activity.

Because the above exemptions apply both to §1302 and §1304, the Supreme Court's holding that enforcement of §1304 violates the First

See CASINO, page 9

Newspapers wage successful battle against subpoenas

Broadcasters receive the majority of subpoenas issued against the news media and comply with most of them, while newspapers receive fewer subpoenas and are more often successful at negotiating their withdrawal, according to a new report from The Reporters Committee for Freedom of the Press.

Broadcasters receive 71 percent of the subpoenas reported for 1997 and complied with 73 percent of them. Fewer than half of the 597 respondents to the survey (187) were broadcasters, yet broadcasters received much more than half of all reported subpoenas (1,941) out of 2,725, or 71 percent. Newspapers managed to negotiate the withdrawal of nearly half of the subpoenas they received, but broadcasters negotiated withdrawal only 17 percent of the time.

More than half of the news organizations responding to the survey received at least one subpoena in 1997. These news organizations reported a total 2,725 subpoenas from government lawyers and private litigants demanding

testimony, notes, outtakes and other information.

Broadcast and print outlets dealt with subpoenas differently. Television stations fully complied with demands for information in 1,412 instances (73 percent of the time); newspapers fully complied with only 177 subpoenas (23 percent). When they challenged subpoenas in court, both print and broadcast outlets were successful approximately 75 percent of the time.

"Broadcast news operations deliver their unique product through a highly visible medium, and perhaps that explains why they attract the lion's share of subpoenas," said Jane B. Kirtley, executive director of The Reporters Committee. "But fighting subpoenas doesn't have to mean a full court battle. Broadcasters could learn a lesson from their print colleagues: never underestimate the power of persuasion."

Twenty-three percent of respondents said they had changed newsroom policies as a result of the receipt or threat of subpoenas. Some altered policies regarding retention of notes or

outtakes. Others revamped the use of confidential sources. A few organizations (24, or 4 percent) reported that they have moved a reporter from a particular story because of subpoenas.

News organizations in California reported receiving more subpoenas than in any other state: 322. In Florida, Texas, New York, Pennsylvania, Kentucky and Illinois, respondents reported receiving a statewide total of more than 100 subpoenas. No subpoenas were reported by any outlet in Alaska, Delaware, Idaho, Nevada, New Mexico and Rhode Island.

Subpoenas issued in criminal cases accounted for 1,411 (52 percent) of all subpoenas. Many subpoenas sought copies of published information, with newspapers reporting 328 subpoenas (42 percent) for published stories, and broadcasters 1,555 subpoenas (80 percent) for previously broadcast materials.

Only 92 subpoenas (3 percent) demanded the identity of a confidential source of information.

Casino

Continued from page 8

Amendment to the United States Constitution appears to apply equally to enforcement of §1302. Nothing in the Supreme Court's analysis makes a distinction between newspaper advertising and broadcast advertising. Therefore, if the government attempted to enforce §1302, a court likely would find §1302 unconstitutional for the reasons detailed in Greater New Orleans.

Nevertheless, §1302 remains on the books, and a risk that the government will seek to enforce it will exist until a court specifically finds §1302 unconstitutional or until the Postal Service formally declares its intention not to seek enforcement of §1302 itself or by the United States Attorney. While a newspaper in such an enforcement proceeding most likely would prevail, the legal expense would be cumbersome.

So what can you do? You can decide that the Postal Service is unlikely ever to enforce § 1302 since it is probably unconstitutional just like §1304. On the basis of that conclusion, you could accept the advertising. On the other hand, if you want more security before taking that leap, you can support the efforts of the NNA and Max Heath, postal guru for

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the NNA and the KPA.

A Postal Service attorney has confirmed to Max that the Postal Service is not currently enforcing §1302. That attorney's statement, however, does not provide the safe haven that a risk averse newspaper will want before accepting casino advertising. So Max and the NNA are urging the Postal Service to make a formal commitment that it will not enforce §1302.

You can help Max and the NNA by providing Max with information. What tangible benefits would your paper realize if you could accept casino advertising without worry of an enforcement? Send all your examples and anecdotes to Max Heath at Landmark Community Newspapers, Inc., P.O. Box 549, Shelbyville, Kentucky 40066-0549, or to your Hotline attorneys.

CATS

Continued from page 2

will conduct the seminars for KDE. Planned topics include: overview of CATS; the development process and HB 53 guidelines; long term accountability, 1998-2002; interim accountability, 1996-2000; score releases - current information for

the first CATS score release; timeline for release; what information they (schools/districts/media) will receive; advance information on interpretation or implications of data; and conclude with a 30-minute Q&A period.

Registration will be handled by KPA and information has been mailed to all Kentucky newspapers. For more information call KPA at 800-264-5721.

Journalism

Continued from page 5

understandable, in the minds of the public, they are not excusable.

Many members of the public have a much more personal stake in stories than do casual readers. Especially damaging to a newspaper's credibility are errors in stories about which readers have personal knowledge or in which they have been directly involved.

The ASNE reported that about half of the adult readers in its study said they had firsthand knowledge of a story that was published in the paper. Nearly 50 percent of them cited inaccuracies in the story ranging from misquotations to misinterpretations by the reporter. Seven percent said they suffered pain or embarrassment because of the inaccuracies.

A close friend who worked as an

assistant county prosecutor swore to us a few years back that he had never been interviewed by a reporter who got all the facts straight.

Angered and frequently embarrassed by errors that were published, he began to evade reporters and eventually stopped dealing with them altogether. Our friend went to his grave embittered by experiences with the profession we love.

In our next column, we'll take a look at the roots of inaccuracies in newspaper offices and explore ways of dealing with them.

(Jerry Hilliard is director of the journalism program at East Tennessee State, and Randy Hines, chair of the mass communications department at the University of North Carolina at Pembroke. They may be reached by e-mail at hilliarj@etsu.edu; by regular mail at ETSU Box 70667, Johnson City, TN 37614-0667; or by phone at (423) 439-4167.)

Transportation

Continued from page 1

representatives including Kentucky Post assistant managing editor Mark Neikirk, Lexington Herald-Leader projects editor John Voskuhl, Paducah Sun reporter Bill Bartleman, Frankfort State Journal editor Carl West, AP Bureau Chief Ed Staats and Thompson.

Accompanying Codell were Deputy Secretary Kevin Flanery and the cabinet's executive director of public affairs, Liz Sharlot.

Thompson explained the primary problem reporters were encountering involved requests for basic information. For instance, the morning the meeting was held, the Kentucky New Era ran into problems trying to find out why a major thoroughfare in Hopkinsville was closed without any type of prior notification.

Bartleman said earlier in July he had attempted to do a story about what area roads were scheduled to be blacktopped.

"What's complicated about that? I had to file an open records' request and the district engineer had it laying on his desk," said Bartleman. He told the Transportation officials that employees in the field feared some type of reprimand from Frankfort if they talked to the press.

"We're not trying to muzzle our employees," said Codell. "But we have tried to speak with one voice...one that speaks for the Cabinet. We are a very large, very involved Cabinet and we can't always come up with a response at the snap of a finger."

"We have wanted to make sure the answer is correct, and that we've handled the request in a responsible manner," said Codell.

"If the Department of Education took this philosophy... with every school principal and superintendent, it would be a nightmare for reporters," said Neikirk.

He told Codell the attitude exhibited by the Frankfort Transportation Cabinet hierarchy did in fact stifle the field workers and if the secretary was serious about wanting an improved relationship with the media he would "unmuzzle his employees."

Neikirk said one of his reporters, Jack Hicks who has over 50 years of experience, tried to do a story involving I-71. He attempted to get the information he needed from the local transportation office but was referred to Frankfort. The information came in eight minutes after deadline.

"We're talking about matter-of-fact, non controversial information here," said Neikirk. "We have never encountered this type of problem in our dealings with any public relations personnel, public or private."

Neikirk said reporters needed access to the individuals most informed about the local projects.

"We need the process decentral-

"The Open Records Act allows an agency to ask for a formal request for anything ... But in practice there's no value to that."

Mark Neikirk
The Kentucky Post

ized...the ability to get to the people who know what's going on," he said.

Sharlot said she was "bothered" to hear about the problems, especially those involving simple questions.

"We've told them, if it's a straight forward question go ahead. If they're uneasy, then call here," she said.

Voskuhl said the Herald-Leader would involve Transportation top officials in any major story.

"We're not going to play 'gotcha' with your field staff and try and trap them into something controversial," said Voskuhl. "If we're doing something investigative we're going to involve you (Codell) and Liz in the loop."

Staats pointed out another problem within the Transportation Cabinet: the failure to return reporter's phone calls.

Sharlot said there was a system in place in her office to ensure all calls are logged and returned.

"Well, it's not happening," said Staats.

Flanery asked to be made aware of any future problems with reporters, regardless of the magnitude.

"Let me know if calls are not being returned," he said. "We can do it and we will do it."

Neikirk said the media representatives' goal for the meeting was to have the Transportation Cabinet "remove any obstacles to getting information...to get somebody on the phone to answer a question."

"The Open Records Act allows an agency to ask for a formal request for anything — you can do that. But in practice there's no value to that," he said.

"I take responsibility for the majority of this problem," said Codell. He pledged to put something in writing to the local district officials explaining the cabinet's policy allowing them to interact with reporters.

"Newspapers frequently ask for public officials to stop passing the buck and accept some blame for a bad situation. And Codell did just that," said Thompson.

"We want to cooperate," said Codell. "Maybe this (meeting) hasn't solved all the problems...but it behooves us to provide accurate information in a timely manner."

(KPA encourages reporters to notify the central office, 800-264-5721, if problems are encountered in obtaining information from any state agency.)

UK School of Journalism announces scholarship

The University of Kentucky School of Journalism and Telecommunications is looking for the best high school journalists in the state and it is offering a reward — the inaugural Bill Billiter Scholarship.

The successful applicant will be an incoming college freshman majoring in journalism who has a talent and desire for a career in journalism. The applicant's financial need will be considered in the selection of the scholarship winner.

"Attracting the best students in Kentucky to our program is essential," says Buck Ryan, director of the UK School of Journalism and Telecommunications. "Thanks to the friends of a great journalist, Bill Billiter, we will be able to help these outstanding students get their start in journalism."

The scholarship will be awarded

annually in memory of distinguished Kentucky journalist Bill Billiter. As a teenager, he was the sports editor of his hometown Winchester Sun. He went on to the University of

Courier-Journal and the city editor of the Louisville Times. After a successful career in Kentucky, Billiter became city editor of the Los Angeles times' Orange County Edition.

and an extraordinary human being," says Rod Wenz, a former Courier-Journal colleague and organizer of the scholarship fund drive. Ryan adds, "Bill Billiter's career should serve as an inspiration to aspiring young journalists statewide."

Editors and publishers from Kentucky Press Association member newspapers are asked to nominate outstanding students from their communities in letters to be addressed to Buck Ryan, Director, School of Journalism and Telecommunications, 120 Grehan Building, University of Kentucky, Lexington, KY 40506-0042. The letters should be dated no later than Sept. 1, 1999.

The winner will be announced during the School of Journalism and Telecommunications' 85th anniversary celebration Oct. 11-15, 1999.

**Wanted:
The best
high school journalists
in the state**

Kentucky where he served on the staff of the Kentucky Kernel, the campus paper. Later, he became the political editor of the Louisville

Billiter died in April 1997 after a long bout with heart disease.

"Bill was an aggressive newsman of the highest journalistic principles,

Interns

Continued from page 7

This experience has actually strengthened my attitude about seeking a career in journalism. My co-workers made things easy for me by explaining why something needed to be changed or fixed, that is how you learn more about the industry.

When I graduate with my masters in journalism I plan to go back home to my birthplace in L.A., California and start my own magazine or newspaper.

So all in all it has been an experience to remember thanks to my co-workers and Ken Metz for giving me a chance to prove myself.

**Leigh Ann Carner
Junior, UK
Times-Leader
Princeton**



Writing, covering meetings, photo assignments, brainstorming with the editor, lots of "gofer" work — agriculture, current events, crime, court, features...wow, what an internship! A major in English with a minor in journalism at the University of Kentucky where I will be a junior this fall, I'm Leigh Ann Carner and I have been an intern this summer at the Caldwell County Times Leader in Princeton.

My responsibilities have been as varies as writing stories and taking pictures to running errands that turned into more stories, surfing the Internet for background and research for work that will be done later when I am back in school.

Writing a story about a local family that owns and operates a dairy farm in our town was one of my most interesting assignments. I enjoyed writing the story and taking the pictures. It was also an opportu-

nity to learn a lot about how to do the layout of a newspaper page.

Although I now plan to become an English teacher when I graduate from college, I feel that the experiences that I have had this summer have been invaluable to me. I have learned much, though just scratching the surface, about journalism and photography. What I have learned will help me to be a better teacher, especially if I teach journalism.

Along with all the educational aspects of the internship, I think that this time at the paper has benefited me personally as well. I have had a chance to meet new people and learn so much that I did not know about this town that I have lived in all my life. This internship has helped prepare me for the future, whatever it may bring.

**Greg Stark
Senior, Murray State
Murray Ledger & Times**

For me, taking an internship would help solidify what I would do for my career. Working at a daily newspaper helped me learn that the business is a lot harder when you get out in the real world. Still, I enjoyed it.

My internship with the Murray Ledger & Times lasted from mid-May to the end of July. During that time, I had a few stories that went in the regular paper, but most of my responsibilities were pushed toward the Community Portrait section, which is a five-section series that came out in the last week of July.

More than working on the Portrait, which helped me get to know people in the community (and also learn the nuances of the digital camera), I learned how a small-town newspaper works. At my college newspaper, I have been spoiled with the latest in technology. At the Ledger, most of the inside pages are pasted up by hand. I have heard of it

being done that way, but I have never experienced it. Once I figured out how to do that, I enjoyed doing it, even though I would much rather paginate a page than manually paste it up.

Overall, the internship was a good experience. I know I have a good portfolio from it, both in photography and in writing. If I had it to do all over again, I would know what went into it beforehand, and I would see that as an advantage.

**Lindsay Gerald
Sophomore, WKU
Tompkinsville
News**



Of all the jobs I've held during school, my internship at the Tompkinsville News has been by far the most challenging and exciting. The office atmosphere and coworkers have been positive, and somewhere in between taking pictures, writing feature stories and gathering information for weekly columns, I have discovered new facets of the workplace — and of myself.

Though I do not plan to major in journalism, my internship has been a wonderful learning experience. The most important lesson I have learned is actually listening. You can't write a story about someone else if you try to put your views in constantly, and as a writer, I had that very bad habit. I have been able to carry that lesson into all parts of my life and relationships, as well as my writing.

I know that I will return to Western Kentucky University for my sophomore year with an enriched view of people, and I am grateful for the opportunity to have learned so much in such a relatively short period of time. I can truthfully say that this experience has

changed the person I was into someone a little better — and that is the highest compliment I can think of to pay these people who have been so helpful to me.

**Matt Ellison
Senior, UK
Winchester Sun**



A fresh perspective on how to cover a community is always useful in a journalist's career. And that's exactly what I found when I came to The Winchester Sun.

It was a bit unusual, since I spent the summer writing for a newspaper with a smaller circulation in a different department with an afternoon publication, all different than my experience with UK's student newspaper. But the experience in a smaller community was invaluable. I got a chance to appreciate the traditional role of a newspaper in a smaller community, and what it takes to keep readers interested even though they have other larger, more diverse newspapers at their disposal.

I got to interview people ranging from a U.S. Representative to the lieutenant governor to the retiring principal at a local Catholic grade school. I went to 4-H camp in the middle of nowhere, and I got to look up and down the Kentucky River. I had days when I was struggling to find something to do, and I had days where I couldn't keep my head above water.

My internship forced me to take a different look at the way news should be covered, and the relationship between a newspaper and the community it serves. While I don't agree with or understand everything that I experienced, I will certainly take valuable lessons with me to wherever I go next.

E-Commerce: Holiday shopping season is now!

Interactive Insider

By Peter M. Zollman



TV newscasters are still whining about the heat, and the back-to-school season is underway. So now is the perfect time for newspapers to make their online shopping plans for the holidays.

Why?

Because merchants need time to develop electronic commerce projects, catalogs and systems. So if you're going to help them — if you want to be "the" online system provider for your local and regional merchants, you'd better be ready. Your e-commerce technology should soon be in place; your sales reps should be trained and making their calls; your back-office systems should be tested and proven.

E-commerce, as you've no doubt figured out by now, is not a simple matter of turning the switch. Complicated programs are needed to allow "secure" ordering; to build the "storefronts" and catalogs necessary to make the sales; to allow the merchants to update their own pages and sites, and to deliver the goods.

Merchants can't develop these systems on their own.

That's where you step in.

Often, you can't develop these systems on your own. (Nor, for that matter, should you.)

That's where the vendors step in.

- Internet Tradeline, www.tradeline.net

- Internet Tradeline, run by Leonid "Lenny"

Khutorsky, has quickly become the leading provider of technology for e-commerce stores operated by newspapers. Tradeline builds and manages "Point & Shop" malls that are offered by papers ranging from the Princeton Packet to the Los Angeles Times. (An affiliate of the Times's parent company recently invested \$5 million in Tradeline.)

Tradeline's concept is to build stores for a nominal fee, and take a percentage of each transaction. Turnaround is very quick — although it's not nearly as quick as when Tradeline launched. Tradeline sends training and sales teams to help newspapers launch their sites. Sites are branded with the paper's name, and merchants are aggregated into Point & Shop malls so that, for example, a search on the Princeton Packet site may lead a customer to a store on Cape Cod sold by a paper on the Cape.

Problems? Generating traffic has been a challenge for some of the stores and sites, and merchant retention rates at some sites are low after the initial term. However, Tradeline and its affiliate newspapers are working on ways to drive additional traffic.

- Intershop Communications, www.intershop.com

This company, based in San Francisco, works with a number of major Internet Service Providers including BellSouth, Mindspring, PSINet and CitySearch (formerly known as TicketMaster Online/CitySearch). Its most notable newspaper client is the Arizona Star.

- Shopsite, www.shopsite.com

Created by Open Market of Burlington, Mass., and marketed to newspapers by Infinet, Shopsite powers the e-commerce stores run by the Knoxville News-Sentinel (among many others). The paper sold more than \$150,000 worth of University of

Tennessee mugs, hats, pins, t-shirts and other gew-gaws during the first four months of 1999, online manager Jack Lail says ShopSite has been an effective electronic commerce provider for his paper.

Numerous other vendors provide e-commerce software for newspapers; this is just a tiny sampling of the providers available. The point is not to list all the systems you can try, but to give you a starting point for comparisons. If you haven't developed an e-commerce system for the holiday season, start now — or plan to let another year go by without serving your local merchants and your readers with new ways to offer (or buy) year-end merchandise.

A note about the Advanced Interactive Media Group, L.L.C.: We've added two new members. Neil Skene, a long-time journalist in Florida and former president of Congressional Quarterly, has joined the AIM Group as managing principal. He'll consult in the areas of interactive media strategy, business practices and policy issues such as online privacy and taxation. Steve Klein, a 30-year sports journalist, editor and executive, joins the group from USAToday.com, where he was sports editor, and worked with Golserv Online Inc. He is working with a number of online newspapers and media groups to develop "sticky" sports communities.

(Peter M. Zollman: pzollman@group-aim.com, 407-788-2780 is founding principal of the AIM, a consulting group that works with newspapers and other media companies to develop profitable interactive services. He provides strategic planning, advertising training and development sessions, and other services. Zollman and Martha Stone of the AIM Group will be speaking about classified alliances at the Online Classifieds Industry Symposium in Austin, Texas, in mid-September.)

Dr. Tech

Continued from page 3

Please note, partitioning the hard drive means erasing it all and starting over.

If you are in a situation where partitioning the hard drive is not possible, you can partly solve the problem by giving more memory to the Quark Application in the "Get Info" box.

- A Windows 95/98 question came in this month. Jada from Farmers Pride called to say a Lexmark inkjet printer had been connected to the computer but the printer had died and was removed. She tried connecting to a dot-matrix printer.

The message came back that the printer port was busy and could not be used. The solution is to go to settings/control panels/system. Click the tab labeled "device manager." Locate the LPT1 port and delete it. Restart the computer and then Windows will reinstall the printer port making it usable.

Next month, I plan to have a statement on Mac OS X Server software. If any of you are using it, please give me a call and tell me what you think.

Please call me with any questions. 606-872-2349, 606-624-3767 or 606-623-3880.

People

Continued from page 2

parts of the fundraiser is the "luminary walk." Luminaries, which are purchased for \$5 each, line the walking track and left burning throughout the night to honor cancer survivors and those who lost the battle against cancer. Last year, the Relay for Life had over 500 luminaries circling the entire track.

Henry Co. Local names Blankenship editor/GM

Melissa Blankenship has been named editor/general manager of the Henry County Local in New Castle.

Blankenship is a May 1999 graduate of the University of Louisville with a master's degree in English. She's worked as the acting coordinator for Jefferson Community College Mentor Program and as office manager for Scott R. Smith Environmental Management Consultants, both in Louisville. She's a native of Henry County and a resident of Campbellsburg.

Warner hired as sports writer at Grant County

Paul Warner is the new sports reporter for the Grant County News.

Warner, 22, recently graduated from Ohio University with a degree in journalism.

Commonwealth-Journal sponsors reading drive

The Somerset Commonwealth-Journal is participating in a cooperative effort with local businesses to provide local schools with newspapers to use in the classroom and in students' homes.

The goal of "RC2K - Readers Club 2000" is to promote literacy in the local community and to provide a resource for the schools, according to the paper. Local school officials have used the newspapers in a variety of ways, from the first to fifth grades, according to reports. The uses included vocabulary searches for younger students and for upper grades, a review of stories in a special biennial edition.

Robinson joins sports staff at Hopkinsville

George Robinson has joined the staff of the Kentucky New Era in Hopkinsville as the assistant sports editor.

Robinson, a native of Louisville, recently graduated with a journalism degree from Western Kentucky University. He's interned at the Myrtle Beach Sun News where he

covered sports and at the Youngstown Vindicator in Ohio.

Reed named editor/GM at LaRue Co. Herald-News

Susan Gayle Reed has been named editor/general manager of the LaRue County Herald-News in Hodgenville.

Reed has been with the Elizabethtown News-Enterprise for four and a half years as a staff writer and copy editor. She graduated from Eastern Kentucky University with a degree in journalism.

Area's recycling efforts promoted by E-town paper

The Elizabethtown News-Enterprise efforts to promote recycling include a drop-off center for old newspapers. In 1997, Hardin Countians recycled 393 tons of newsprint, generating \$2,707.

The funds are donated the Metro United Way and the Hardin County League of Women Voters. Funds to the League of Women Voters is divided among several environmental projects in the county, including environmental grants to Hardin County Schools.

The newspaper is also one of the sponsors of the annual recycling drive in the county, publishing a special "dropout" section to promote the November event.

Sponsor

Continued from page 1

to sponsor their local high schools in KHSJA included a form with three options to pay the membership dues: including a check with the returned form, having KPA bill the newspaper, or deducting the membership fee from their newspaper's next KPS advertising check.

Prior to the formation of KHSJA, Kentucky had no organization for high school journalists or their teachers. The previous organization, based out of the University of Kentucky, disbanded over 15 years ago for lack of funding. KHSJA was the first scholastic press association to be organized and operated by a state press association. Since that time, two other states have followed our lead.

"When we were laying the groundwork for KHSJA, we had several high school press association directors and other journalism professionals tell us that this partnership might be the future of scholastic journalism in our country," said Thompson. "What we've found is the teachers and students in Kentucky were thirsty for knowledge about our industry and resources to help them produce better school publications."

In addition to the convention, KHSJA is involved in regional workshops at Eastern Kentucky University and Western Kentucky University and sponsors an intense two-day training seminar for teachers in July that's held at UK.

When KHSJA was formed, the KPA Board of Directors called the high school press association endeavor "one of the most exciting and powerful initiatives undertaken by KPA in recent years."

"With the support of colleges and universities around the state, this program has the potential of igniting the flame in bright young minds about newspapers and opportunities in journalism," said then-president Gene Clabes.

Some recent participants in KHSJA events have seen that flame burning in the high school journalists.

"Several students came up to me after the seminar and told me that they had been really inspired to go home and work hard after hearing the speeches from the journalists who were there," said Chris Poynter, South Central Kentucky Bureau Chief for The Courier-Journal, and one of the key presenters at the 1999 state convention.

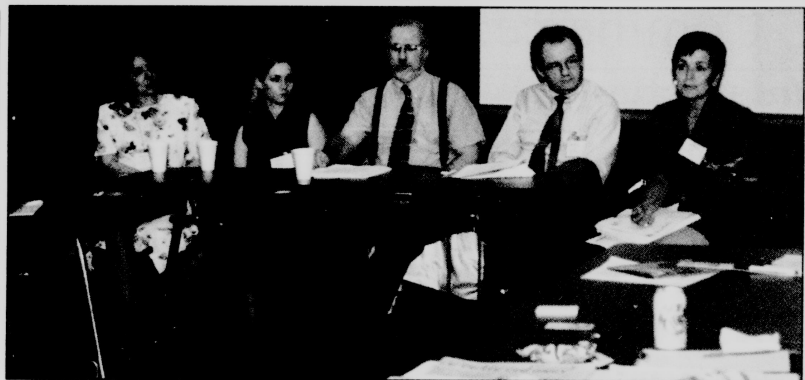
Another convention presenter, Max Heath, executive editor of Landmark Community Newspapers Inc. noted: "I was excited to see so many budding young journalists all together. It was heartwarming and gave us hope that maybe some of these folks in the future will be in newspaper jobs."

KHSJA membership includes student newspapers, yearbooks, radio, television and online programs.

KHSJA has established a goal of working with the Kentucky Department of Education and the Kentucky General Assembly in at least three areas: certification for journalism teachers; criteria for student writing portfolios that embraces good journalistic writing; and student press rights.

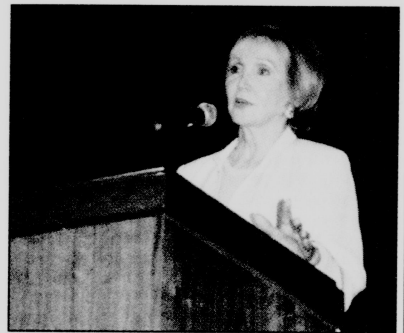
The first-ever statewide competition for high school journalists was held this year with awards presented at the state convention. Nearly 700 entries were judged in three divisions: newspaper, yearbook and broadcast.

The 2000 KHSJA State Convention has been set for March 31 at the Holiday Inn South on Fern Valley Road in Louisville.



KHSJA Workshop

Top: One of the new features of the KHSJA summer workshop for teachers was a roundtable discussion. This year's topic, "Covering School Violence," featured panelists (left to right) Lynn McCoy Simandle, school psychologist for Fayette County Schools; Jenny Wohlleb, director of communications, Kentucky School Administrators Association; Brad Hughes, director of communication services, Kentucky School Boards Association; Ed Staats, Kentucky AP Bureau Chief; and Lois Adams-Rogers, director of the new Center for School Safety. Right: Veteran broadcast journalist Sue Wylie was the keynote speaker for this year's conference.



Workshop

Continued from page 1

a mix of professional journalists, university instructors and some of the most experienced high school teachers in the state.

Veteran broadcast journalist Sue Wylie, who was recently inducted into the Kentucky Journalism Hall of Fame, was the keynote speaker for the conference.

Wylie told the teachers that the most important thing they could tell their students who chose to be print or broadcast reporters is to "be prepared." She said preparing for an interview, whether it was with the governor or a small town mayor, was crucial to the quality of that newspaper, television or radio story.

The first woman TV news reporter in the Miami market, Wylie shared some of her experiences as the only female in a 40 plus-member newsroom. She came to Lexington in the mid 1960s. For 30 years, she was the moderator of "Your Government," a public-issues program on WLEX-TV. She now hosts a call-in radio talk show called "Front Page" on WVLK.

A new feature was added to this year's workshop, a roundtable discussion focusing on an issue of importance for high school journalism students. This year's topic was "Covering School Violence," with panelists that included Lois Adams-Rogers, director of the new Center for School Safety; Brad Hughes, director of communications services for the Kentucky School Boards Association; Ed Staats, Kentucky AP Bureau Chief; Jenny Wohlleb, communications director for the Kentucky Association of School Administrators and a Paducah Sun reporter who covered the Heath High School shootings; and Lynn McCoy-Simandle, a school psychologist with Fayette County Schools and director of the

Safe and Drug Free Schools' program. The panel was moderated by Armando Arrastia, director of public information for the Kentucky Department of Education.

The discussion focused on what types of stories high school journalists could do and suggestions on how to work with uneasy school administrators.

Rogers told the teachers that the center, created by the 1998 Kentucky General Assembly, would be a clearing house for all types of information related to school safety. Under that same piece of legislation, every school in the state is required to complete a safety assessment. These safety assessments would be excellent stories for school publications, Rogers said.

Another suggestion to involve the entire student body in the discussion of school safety was for the school newspaper to sponsor forums on the topic.

Hughes said stories outlining the penalties involved and the new methods used by police to track down offenders might serve as a deterrent to rumors and threats.

Wohlleb, a former high school journalist, said newspaper advisers should try and put together diverse staffs by recruiting.

"Newspaper staffs become their own sort of clique...and the student body needs to feel more inclusive," said Wohlleb. "Advisers should encourage diverse staffs because obviously, every student will write about his or her own interests. You can't require kids to sign up, but you can actively recruit early on."

Staats encouraged the teachers to give their students the freedom to write about sensitive topics.

"Don't fill up your papers with fluff and self promotion," he said. "Let the kids tackle solid stories on drugs, athletics, violence...serious issues."