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THE KENTUCKY

June, 1998
Volume 69, Number 6

The Official Publication
of the Kentucky Press
Service

PRESS

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CENTRAL SERIALS RECORDS
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Newsprint total rose in '97; first increase since late '80s

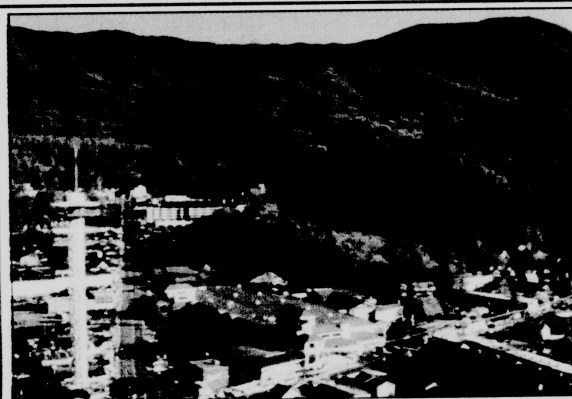
For the first time since the late 1980s, the total amount of newsprint used by Kentucky plants showed an increase over the previous year. In 1997, the 42 plants report using 83,345,892 tons of newsprint, an increase of just more than 2000 tons over the 1996 report.

The report is prepared by the Kentucky Press Association for the State Cabinet for Natural

Resources and Environmental Protection. In 1994, the Kentucky General Assembly passed House Bill 282 to study the consumption of newsprint and recycled newsprint in the state.

"The law asks each publisher to file the report annually," noted KPA Executive Director David T. Thompson, "but publishers individually don't have the time nor the

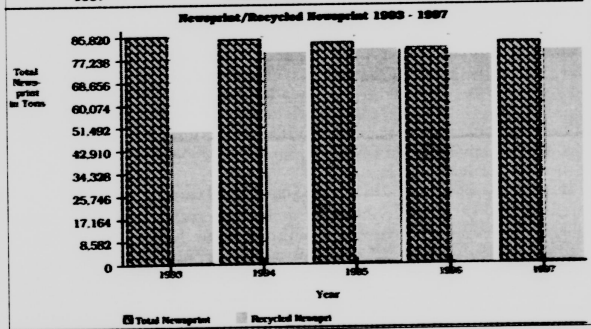
See NEWSPRINT, page 8



The Great Smokies

Don't miss all the excitement (and some great learning opportunities, too!) that the 1998 KPA Summer Convention has to offer. Set in the beautiful Smoky Mountains' resort of Gatlinburg, the convention has something for the entire family. See story on page 9.

Year	Total Newsprint Tons	Recycled Newsprint Tons
1993	85,816,3590	49,220,8840
1994	84,716,0390	79,532,2400
1995	83,770,0680	80,403,2911
1996	81,285,0330	78,203,4744
1997	83,345,8920	79,546,9620



Carrier saves man from burning car

By STEVE VIED
Messenger-Inquirer

A Calhoun man is fortunate that a newspaper carrier was nearby when he lost control of his vehicle early on the morning of May 2 on Kentucky 81. The car went off the road, hit a culvert and caught fire, leaving the driver trapped inside.

James Edward Travis, 22, was listed in serious but stable condition at Owensboro Mercy Health System the afternoon of the accident. He might have suffered a worse fate had it not been for the quick action of John Allen.

Allen, who was delivering copies of the Messenger-Inquirer

See CARRIER, page 12

Court orders defendant to apologize in newspaper

An advertisement that appeared in a recent edition of the Somerset-Pulaski News Journal may be a first for the county — and a rare occurrence in Kentucky.

As part of a sentencing agreement, a man was ordered to purchase a half-page advertisement to apologize for his crimes.

Bryant Wadd'e was awaiting sentencing on a different offense when he broke into the Somerset Animal Hospital. He pleaded guilty to third-degree burglary in connection with the hospital break-in. His attorney, David Trapp, crafted the sentencing agreement, which included that his client serve six months in jail and take out the advertisement.

Tapp said he believes the sentencing agreement was appropriate for his client.

"Any lawyer should be cognizant of what ever a client's personal problems are and inquire of the court about sentences that would be appropriate," Tapp said.

"This sentence provides stiff punishment and the public apology has not only the deterrent effect on others, but it is also a personal act of contrition," he said.

Tapp said such sentences are alternatives to "cookie cutter justice." He recalled a similar advertisement in the Lincoln County newspaper a few years ago, but couldn't remember one in Pulaski County.

See COURT, page 12

Kentucky people, papers in the news

Stinson joins sports staff at Hopkinsville

Shawn Stinson has joined the staff of The Kentucky New Era as the assistant sports editor.

A native of Louisville, Stinson graduated from Queens College in Charlotte, N.C. with a degree in communications. He's worked in several sports information offices, including most recently, Florida Southern College in Lakeland. He also has worked for Volleyball News magazine in Lakeland.

Douglas named assistant editor at Bardstown

Mitchell Douglas has been promoted to assistant editor at The Kentucky Standard in Bardstown.

Douglas joined the newspaper's staff in March after a year as a city reporter at the Georgetown News-Graphic. He graduated from the University of Kentucky in 1996 and was a staff writer and columnist for the university's student newspaper, the Kentucky Kernel. While at UK, he received a Lexington Herald-Leader fellowship and also worked as a general assignment reporter for the Louisville Defender newspaper and as a contributing writer for ACE Magazine in Lexington.

Helm takes job with Education Department

Hunt Helm, longtime reporter and editor at The Courier-Journal, has been appointed to oversee com-

munications in the Kentucky Department of Education.

Helm replaced John Shotwell who was asked to resign last month by Education Commissioner Wilmer S. Cody. As associate commissioner for communications, Helm will oversee media relations, video production, graphics and several publications. He began his new duties May 26.

Helm was senior investigative reporter at The Courier-Journal. He also served as metro editor, assistant regional editor and copy editor at the newspaper. He has a bachelor's degree from Yale and a master's from Indiana University. He was part of the team of reporters at the C-J that won a Pulitzer Prize in 1989 for coverage of the Carrollton bus crash.

A native of Perry County, Morgan is a former school teacher. In addition to covering the government, court and police beats, Morgan will also write human interest stories.

North joins advertising staff at Spencer Magnet

Lora North is the new advertising representative at the Spencer Magnet in Taylorsville.

North, 33, has worked the past nine years at the central office of Landmark Community Newspapers, Inc., the Spencer Magnet's parent company. She is a native of Shelby County.

Gleaner wins subscriber retention regional award

The Henderson Gleaner has been honored for its subscriber retention efforts.

The newspaper recently won the first place award in subscriber retention.

See PEOPLE, page 11

Morgan joins news staff at Leslie County News

Owen Morgan has been hired as a staff writer for the Leslie County News and Thousandsticks News.

— The Kentucky Press —

The Kentucky Press (ISSN-0023-0324) is published monthly by the Kentucky Press Association/Kentucky Press Service, Inc. Periodical-class postage is paid at Frankfort, KY, 40601. Subscription price is \$8 per year. Postmaster: Send change of address to The Kentucky Press, 101 Consumer Lane, Frankfort, KY, 40601, (502) 223-8821.

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Deaths

Clyde Landon Wills

A former owner and editor of the McLean County News, Clyde Landon Wills, died May 14 at his home in Frankfort. He was 81.

Wills owned the newspaper from 1946 to 1971 and during that period, he served as president of the West Kentucky Press Association and the International Society of Weekly Newspaper Editors.

While at the McLean County paper, Wills designed the masthead for the newspaper which is still used today. He often expressed political views that were unpopular in Calhoun. He championed causes like saving the local library and building public housing, but neither proposal proved popular among county leaders at the time.

Wills later worked for the Kentucky Cabinet for Human Resources and retired from state government in 1987. For the past 23 years, he was the volunteer publisher of Bluegrass Roots, an internationally circulated journal of the Kentucky Genealogical Society.

Born on a farm near Pleasureville in 1917, Wills graduated from Kentucky Wesleyan College, did graduate work at the University of Kentucky and received his master's degree from Eastern Kentucky University.

A memorial service for Wills was held at the Berry Hill Mansion in Frankfort. His body was bequeathed to the University of

Kentucky Medical School.

Wills is survived by his wife, Ilene Blake Wills; six sons, Alvin Lloyd Wills, Merced, Calif., Clyde Blake Wills, Metropolis, Ill., Robert Landon Wills and Richard Carlisle Wills, both of Shawville, Quebec, Canada, and Lawrence Mitchell Wills, Cambridge, Mass., and Thomas Chilton Ireland Wills, Chapel Hill, N.C.; 13 grandchildren; and a sister, Mary June Parks, Frankfort.

The family suggested memorials be made to the Library of the Kentucky Historical Society, Box 1792, Frankfort, KY 40602 or to your favorite charity.

Joe Caldwell

Joe Caldwell, a former sports editor for the Kentucky New Era and writer for the Lexington Herald-Leader, died May 9 in Nashville.

Caldwell was sports editor at the Hopkinsville paper in the mid 1960s and went to work for the Herald-Leader. He was a sports writer for the Nashville Banner for 29 years. When that paper closed earlier this year, he was hired by the Tennessean as a copy editor.

Rubye Boles Dyche

Rubye Boles Dyche, a former owner of the London Sentinel-Echo, died May 9. She was 82.

Dyche and her husband Martin See DEATHS, page 13

Quote rule: Don't use 'em if they stink

The story didn't have a single quote.

It was an 11-paragraph story about a search for three missing girls. Turned out, the girls had played hooky and were just goofing off, but residents of Philip, S.D. organized what they feared would be a grim search with an awful ending.

Instead, the searchers found the girls, safe in their hiding place.

And the writer, Andrea Cook of the Pioneer Review, squeezed a lot of emotion, a lot of mood-of-the-community into the story even though she didn't quote anyone. She had better material to put in her precious space than obvious "We-dodged-a-bullet" quotes.

Most of us joke about how bad the quotes in our stories are. When I do a writing seminar, I'll ask, "Why do we love to use quotes so much?"

People in the audience smile. Then someone hollers out, "Because they fill lots of space." Someone else will say, "Because they're easy to get."

Then I'll offer my reason: "Because a quote means the writer doesn't have to understand what the source said." Invariably, lots of heads will nod.

I almost never hear anyone say, "Because a quote helps readers understand what a person is thinking," or, "Because a quote captures the personality of the speaker."

Quotes, which should be highlights of a story, have become the white bread of our storytelling sandwich. White bread has almost no taste and almost no fiber, but without it, nothing holds the meat, the cheese, the tomato in place. Quotes should be more than substance holders.

Here's a conversation I've overheard in several newsrooms. Joe writes a story, and Sally, his editor, is reading it:

Sally: Geez, Joe, these quotes from the mayor are pretty bad.

Joe: The mayor always gives bad quotes.

Joe was dead before the interview with the mayor started. Joe expected bad quotes, so as soon as he heard them, the thought he was finished.

Here are ways to shake good quotes from what seems a barren source.

Envision the best possible quote, then construct a series of questions that will lead the source to say it: Sources rehearse their side of the interview, and reporters should do the same. Let's say you're a sportswriter, and the basketball coach is a fountain of bland. As you're watching the game, you notice the star player, Alfredo, is loafing on defense, and the player he is guarding, Duke, is scoring a lot. If you ask the coach, "Was Alfredo loafing on defense tonight?" he's going to hand you gobbledygook. You have to construct a line of questioning that leads to that conclusion. Bring up how well Duke was scoring, bring up that Duke averages only 14 points a game, but tonight he had 28, bring up that you saw Alfredo running slowly to the defensive end after he scored a basket. Maybe the coach still won't bite,

Coach's corner

By Jim Stasiowski



but somewhere in his answers, he might confirm, even in a roundabout way, that your conclusion is right.

Ask questions while, then close your notebook and just talk: Lots of reporters tell me they get the best quotes after they conclude the formal interview. Closing the notebook is signal to the source that the reporter has enough. That lowers the source's defenses, and he or she will probably say something interesting. It's easy enough for the reporter to flip open the notebook and write. If you're doing a phone interview, say goodbye, hang up, and then call right back with, "Oh, I just thought of something else." By hanging up the first time, you imply you have all you need. When you call back, the source's defenses should be down.

Get the source out of his or her comfortable environment. If you always interview the mayor in the city council chambers after the meeting, try something different. Invite the mayor for coffee, corner him or her in the parking lot, call him or her at home. Our sources fall into routines, get comfortable with us. Our goal is to make them slightly less comfortable.

Read a bad quote back to the source: You ask a direct question, and the source gives you a weak, evasive answer. Pause at the end of the answer. Then say, "Well, I asked you such-and-such, and here's what you said." Read back the quote. Then say, "You don't sound too good there. You sound as if maybe you don't have an answer to that question."

Leave out bad quotes: When you lower your standards and let a bad quote into a story, you send this message to yourself: Bad quotes are acceptable. Think of how you read. When you see quotation marks, you expect a highlight. If you're not putting highlights inside quotation marks, you're getting into a bad-writing habit.

As a good Cook (Andrea) proved once again, a tasty meal does not require white bread.

The Final Word: My pal and occasional tormentor Kent Lauer, executive director of the Nevada Press Association, said he sees the word "citizen" misused constantly.

A "citizen" is a person who has full civil rights of a nation, either by birth or naturalization. Thus it is blatantly incorrect to say, "He's a citizen of Nevada," as Nevada, to date, is not a sovereign nation. The correct word is "resident" of Nevada.

See QUOTE, page 14

Weeklies: The true bargain for buyers

By JOHN T. CRIBB
Principal Broker
Bolitho-Cribb & Associates

It's time for daily newspaper companies to seriously consider broadening their base with weekly publications. By weekly publications I mean weekly newspapers both paid and free, shoppers, and other niche products.

The market for daily newspapers has exploded in the past two years, with many publishing and financial buyers chasing a shrinking number of daily newspaper properties. Several newspaper groups have spun off a number of dailies during this time, but there are still far more buyers than available properties. This supply and demand situation has created some of the highest historic selling prices for daily newspapers, with deals in the 10 to 16 times cash flow for many properties.

By comparison, weekly papers and groups are a bargain at 7 to 9 times cash flow. This means that a daily with \$4 million in revenues and \$1 million in cash flow may sell for \$10 to \$16 million, while a weekly group with the same numbers may sell for \$7 to \$9 million. Certainly the return on investment is far better with the weekly purchase.

Some daily groups view weeklies with a jaundiced eye, as they are concerned about successfully operating these companies.

Although this is a valid concern because weeklies are different animals than dailies, many newspaper companies have very profitable weekly divisions. Gannett Company, Inc., Media News Group, Journal Register The Milwaukee Journal and Lee Enterprises are just a few of the daily newspaper companies who have built very substantial weekly divisions.

I believe the key to operating daily and weekly papers within the same group is to first and foremost understand that these are different products, and that it does not work to have daily management running weeklies. The competitive approach and marketing strategy for weeklies is different than dailies. Many weeklies operate under the umbrella of a daily and may be a secondary advertising buy. The companies we have seen that operate weeklies at the highest quality and profit level are ones that recruit and train weekly-oriented management.

Daily newspaper companies who do not currently have weekly divisions would be wise to investigate

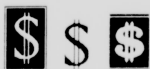
See WEEKLIES, page 14



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AD \$ENSE

Hiring top talent is not a hit and miss game

By KEN SCOTT

Let's face it, your success or failure as a sales manager is directly dependent on the quality of your staff. Great managers are made by great staffs. But even great managers can be pulled down by a weak staff. Knowing that your staff is the key to success, it should be apparent that thoughtful hiring is your number one priority.

Always, Always, Always Recruit

It does not matter that your paper is currently staffed with great people. Things can change quickly. Promotion, illness, new career opportunities, maternity leaves or tragedies are all situations that are difficult to foresee. This means that at any time, one or more of your best people may leave. The best way to stay prepared is to recruit on two levels. First, always interview any available talent, espe-

cially recent college grads, for entry-level positions. Second, be sure to make use of trade and professional organizations to learn about the best people at other companies. Get to know these people, observe them in trade group activities to assess their skills, and remember to always speak highly of why your company is the best to work for.

Define the Job, Attitudes and Skills Needed

You can't hire effectively if you have uncertainties about the job you are filling. It's like trying to sell without goals. Be very specific in the job description you provide by developing a comprehensive skills set list. Have members of your staff help design it. Then, analyze very carefully what attitudes (courage, empathy, confidence, etc.) are most needed for the job.

Develop the Interview

The best way to determine whether the attitude you require and the skills you prefer are present in a candidate is to use a prepared interview process. First, develop a list of questions that probe the areas you feel are important and ask the same questions to all your candidates. This allows you to easily benchmark them versus each other.

Sell Them: They are Buying, Too

Interviewing can be a tricky process. You are buying (hiring) the person and they are buying (deciding to join) your company. You need to sell them on why they would want to work for your company along with the benefits and rewards available. Keep in mind, good talent will always be a hot commodity on the

See HIRING, page 16

What do you really sell?

Years ago, I asked a sales manager at a large machinery company what his staff needed the most. Without any industry, Product knowledge is vital.

Occasionally, I pose the question "What product do you sell?" to newspaper sales staffs. Most people respond with answers like "space," "creativity," "myself" or "results." All of these responses are true. And of course, they are important parts of the sales mix. But in reality, they are secondary to a newspaper's primary product.

Think about it. What one product does your newspaper offer that cannot be found anywhere else? Advertisers can buy space from a variety of sources. They can go elsewhere for creative services. They can accept and appreciate a salesperson's personality, even if they never spend a dime. And they can generate increased sales with a number of marketing strategies.

Your newspaper's primary product is its audience. No other publication (or any other medium) can duplicate your paper's audience. If you are able to communicate this uniqueness to your advertisers, you will create a formidable selling advantage. Here are a few points to keep in mind:

1. Look beyond the numbers. Most people find raw statistics to be cold and boring. This is why salespeople have a tendency to race through the statistical portions of a presentation. They cover readership like a stone skipping across the surface of a lake. It gets mentioned, but there's no depth.

Try looking below the surface. There are people behind those circulation figures, people representing potential business for your clients. But how can you introduce

Ad-libs ©



JOHN FOUST
Raleigh, NC

them to your advertisers, if you don't know anything about them?

This calls for market research. Using market information which is readily available at most newspapers, a salesperson can put together a compelling readership profile. In addition to humanizing the numbers, this will give advertisers a better understanding of the buying power of your readers.

2. Organize the information. In recent years, sales automation has simplified this process. But not all salespeople have laptop sales systems. And even if they did, there's no substitute for an old fashioned conversation, with its eye contact and limited distractions.

There are a lot of memory techniques, but some information is tailor-made for an acronym, where each letter stands for a key point you want to cover. The object is to communicate with your clients without fumbling through - or reading verbatim from - your notes.

One of my favorite acronyms is PIEATER, which stands for Population, Income, Education, Age, Transience, Employment and Retail sales.

3. Make the numbers tangible. Think of ways to breathe life into information about your newspaper's audience. For example, you can use play money to illustrate income levels in different coverage areas. Or you can compare your client's sales to those of competi-

See SELL, page 14

Why raffles can't be advertised

Newspapers might want to keep this item on file, so when the Kiwanis Club wants to know why it can't advertise its fund-raising raffle, you can explain why.

Federal law prohibits advertising lotteries through the mail, or in any newspaper carried in "interstate or foreign commerce," except those lotteries conducted by states. Even a state-run lottery can be advertised only in the state in which it is conducted, and in any adjacent state that conducts a similar lottery.

While the Postal Service is responsible for enforcing the lottery advertising laws, the prohibi-

tion against the advertising of lotteries is found in both federal criminal and postal laws.

The Justice Department, however, does not spend a great deal of resources enforcing the prohibition, so as a practical matter, most problems arise in the postal context.

A lottery contains three elements: 1) Consideration, 2) Chance, and 3) Prizes. In other words, some money or other item of value MUST be exchanged to become eligible for a random opportunity (chance) to win a prize.

(Reprinted from NNA's *Federal Laws Affecting Newspapers*)

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Youth section pays off in cultivating own talent

By MARINA HENDRICKS

Youth sections entice future subscribers into our publications and give young people a real voice in the newspaper. But one of the most important services these sections render is to the journalists of the future.

Through their work on youth publications, aspiring reporters, photographers, copy editors, designers and artists receive valuable experience and a taste of what is like in the real world. Their enthusiasm, dedication and professionalism often give their adult supervisors a renewed sense of purpose.

Youth editors refer to student staffers as their "kids," and there is no greater feeling than when one of your kids decides on a career in journalism. In my six years as editor of Charleston

(W.Va.) Newspapers' FlipSide Magazine, I watched with pride as several of our best and brightest teen correspondents took the plunge.

A former FlipSider now works across the river from our offices as a writer for a monthly business publication. She originally planned to become a physical therapist, but a stint on our staff convinced her otherwise. Another alumnus called me last fall to tell me that after much soul-searching, she had changed her major from pre-med to journalism.

And then there is Kerri Barnhart.

Kerri served with distinction on our staff during her senior year in high school and won the top FlipSide scholarship we offer. I

See YOUTH, page 16

Postal Rate Commission's ruling on advertising mail hailed by press associations

The Newspaper Association of America (NAA) lauded a U.S. Postal Rate Commission (PRC) decision denying a request from the U.S. Postal Service to decrease certain advertising mail rates by up to 18 percent. The Postal Service sought rate decreases for its favored advertising mail customers while it was seeking an increase in First Class rates paid by most citizens and businesses. In these circumstances, NAA believes that lower rates were proposed by the Postal Service as part of its continuing effort to siphon advertising revenues from newspapers and other media through unbridled promotion of saturation mail.

While the PRC granted the Postal Service's request for a one-cent increase in the First Class stamp, it reduced most of the other rate increases sought. The PRC also slightly reduced the First Class mail cross-subsidy of overhead cost to advertising mail, which it said "narrows the gap" between First Class and Standard Mail's overhead cost burden. This reduction allowed the Commission to actually lower the price of First Class mail above one ounce.

In addition, the PRC softened a rate increase sought by the Postal Service for small newspapers, and made an important walk-sequencing discount more readily available to those papers.

The Postal Rate Commission's decision is sound and, once again,

demonstrates the need for careful, intelligent supervision of the postal system," said NAA President and CEO John F. Sturm. "It makes no sense to implement a sharp decrease in postal rates for advertising mail that most people don't read and don't want when virtually all other rates are going up. It is also good to see that the PRC has finally taken action to reduce First Class mail's cross-subsidy of advertising mail."

The PRC did not take the opportunity to update the way it measures overhead costs assignments, but recognized that a serious problem exists. "While we would have preferred that the PRC act on this issue today, we are pleased that it recognized that the flaw NAA identified is real and that it must be addressed," Sturm said.

NAA recently spoke out against an advertising campaign by the Postal Service designed to draw advertisers to direct mail. In comments submitted to the House Government Reform and Oversight Committee's Postal Service Subcommittee, NAA noted that "mailers who use, produce or sell advertising that competes with advertising mail are essentially paying for marketing efforts against themselves. The Postal Service's advertising and marketing campaign is not an appropriate function for a governmental agency."

Follow these steps in dealing with an angry advertiser

Have you ever walked in to visit one of your better advertisers only to find him upset about a mistake in his ad? Or received an angry phone call from him demanding your head?

Caught unaware, you probably went on the defensive. That's natural in dealing with angry customers. But if you try to defend yourself or your newspaper, or argue over the enormity of the error, you age going to lose your customers.

It is a natural reaction to feel fear or embarrassment. No one likes to take the blame, particularly if you didn't make the error. But however you defend yourself, your customer isn't going to think well of you, no matter how blameless you are.

What should you do instead? This will take thought discipline, and practice. But you must consider any complaints as a priceless opportunity. Your sincere interest, concern, and actions to resolve the problem will strengthen your relationship with your advertiser. You will learn to like the kind of responses your advertiser gives as you get better at this.

All of this came to mind when leafing through a copy of our Home Builder's Association newsletter. An article written to help home builders deal with angry customers applied neatly to the kinds of problems we encounter in dealing with our advertisers.

Here's 20 things you can do:

1. Check your ads before the paper goes to press. You will catch the vast majority of errors.

2. Check your ads again after the paper is printed. If you discover an error, call or go to see your advertiser immediately. If the error is in the price of an advertised item, take a short letter with you absolving your advertiser of blame. If some of his customers show up demanding a \$100 item at the \$10 price your newspaper advertised, he has something to show them.

3. If your advertiser discovered the error first and became angry, defuse the situation immediately. Telling your advertiser that the mistake was someone else's fault or even his mistake will only detonate an already explosive atmosphere. Forget who's at fault. Resolve the problem. Your advertiser is valuable. And your reputation and credibility are at stake.

4. If the customer calls, call him back as soon as possible. Don't let him stew. The problem may not be as bad as you imagine anyway. You will be more relaxed if you deal with the problem immediately. Don't put it off. You'll only get a case of nerves.

5. Don't put your advertiser on hold. If you think that will calm him down, guess again.

6. Hang up only if he uses abusive language. But warn him first. Hang up if he continues.

7. Don't shuffle him off to someone else. Transferring his call to the production department or the bookkeeper only makes him madder. Find out what the problem is and, if you can't solve it alone see the person who can help you and your advertiser.

8. Go to your advertiser's place of business and ask if you can discuss the problem in private, not in front of his customers.

9. Give your advertiser your full attention. Listen carefully to what he has to say. Look him in the eyes. Looking away makes you appear guilty or, worse, disinterested.

10. Sit or stand erect as well. If you are intent on understanding the reasons for your advertiser's unhappiness, you will send him the right body language signals.

11. Don't argue or make a sound. Let him vent his frustration. Once out, his anger will cool.

12. Don't interrupt unless it is necessary to clarify a point. Show by your demeanor that his problem is your paramount concern.

13. Be patient, ask questions, and keep an open mind. Don't play CYA with yourself.

14. Show your empathy and defuse his anger by agreeing with him. Say positive things like "We will straighten this out right away."

15. Keep your voice low and pleasant. If he raises his voice, lower yours.

16. Hear him out. Gather all the information before proposing solutions.

17. Spell out your intentions and clearly explain what you will do to make the matter right. Your customer wants to hear more than "We'll take care of it."

18. Apologize for the problem or misunderstanding. And thank the advertiser for his candor.

19. Assure him you will correct the problem and tell what steps you'll take in the future to make sure this doesn't happen again.

20. Share your experience with your colleagues and take whatever long-term steps are needed to prevent such episodes in the future.

Much of this is just common sense. But dealing with angry advertisers isn't something you'll get a chance to practice every day or it shouldn't be. View such episodes as an opportunity to find a new or better way to do something, or a helpful reminder to keep your promises realistic. A successful solution to your advertiser's problem can strengthen your relationship.

(Reprinted from *Publishers' Auxiliary*)

Writers: Editor support critical to good writing

Like "A" students, two panels of fine writers - one group famed, the other distinguished this year by the ASNE Writing Award - turned the difficult question that was asked to one they were prepared to answer. They were talking as one moderator put it, about "making visible the process" of writing.

So, for the already famed, "What makes good writings?" because "What can people in corner offices do to encourage good writing in their newspapers while on the way from one meeting to the next?" And for this year's winners, the conversation hinged on how they do what they do.

Honcho editors, said New York Times Atlanta correspondent Rick Bragg, set the tone. That was key to his widely admired coverage of tornado destruction in his native northern Alabama, he said. A top editor of his shop had walked by the national desk and said, "Let's write this."

Otherwise, Bragg said that as a Times reporter, he "would have been beat over the head with blunt objects" until he wrote in inverted pyramid.

The atmosphere that's created in a newspaper can affect good writing, agreed Boston Globe columnist Ellen Goodman. Her most "simplistic bit of advice to editors to make good writing: praise." Be specific: "I really like the way you began that piece," for example. "It can be easy to forget to tell someone that what they did is what you're looking for."

Washington Post columnist Donna Britt said, "The most encouraging praise has always been where the story wound up. You can be praised by an editor, but if the story winds up on 18D," a contradictory message is received by the writer.

Britt spoke to how individuals decide they want to be good writers and who editors decide has the potential to become one of the newspaper's stars. She implied that role models with whom young reporters and would-be reporters can identify easily can be useful. There was "no one black and female writing for the Gary (Ind.) Post-Tribune when I was coming along," she said.

Britt cited as key to her own growth as editor at a newspaper who believed that her writing talent was worth encouraging and developing. "The personal voice part comes with encouragement," she said. And more people than ever, she said, want to write in

See WRITERS, page 13

Subpoena appeal 'moot' because reporter has testified, court says

A Roanoke, Virginia reporter lost her appeal of an order to testify in a murder trial in mid-April, when the state Supreme Court refused to reconsider the February decision of a unanimous four-judge panel that the appeal was moot because the reporter had already testified.

The panel decided that reporter Diane Struzzi could not appeal the court's order that she comply with the prosecutor's subpoena because she had already testified and thus the issue was moot.

Blaine and Teresa Hodges and their children, Winter and Anah, were murdered in their home in July 1994. A September 1994 article in The Roanoke Times reported that "Teresa Hodges... was burned over most of her body" and "an accelerant - such as gas or kerosene - was used."

Diane Struzzi, a reporter for the Times, reported on the investigation, writing several articles on the murder and police efforts to solve the case. An article written by Struzzi and published in the Times in August 1996 included an interview with Hodges family friend Earl Bramblett, who was later charged with committing the murders. The article quoted Bramblett as saying that he knew something happened to Teresa "because a Hodges relative had told him that gasoline had been sprinkled around her body."

In October 1997, prosecutors subpoenaed Struzzi, demanding that she testify at Bramblett's trial. She asked the circuit court in Roanoke to quash the subpoena, arguing that it violated the qualified reporter's privilege created by the First Amendment and the Virginia Constitution.

Prosecutors replied that Struzzi's testimony would be material and relevant to their case because they claimed that, during the August interview, Bramblett had disclosed facts that only the killer would have known. The prosecution contended that only the person who had actually committed the crimes would have known at the time of the August 1996 interview that Teresa Hodges' body was the only one of the four that had been doused with gasoline.

Based on the prosecutor's claim that Struzzi's testimony was important to their case because it showed that Bramblett knew more than the general public about the crime, the court denied the reporter's motion to quash the subpoena and ordered her to testify. The court also decided that, because she was a potential witness, Struzzi would not be allowed to attend the trial.

After the judge issued his order, Struzzi re-read the newspaper's articles on the investigation and discovered that because of the September 1994 article reporting the presence of gasoline on Teresa's body, the facts that "only the killer would know" were public knowledge well before the August 1996 interview, contrary to the prosecution's claim.

Struzzi asked the court to reconsider its decision in

light of the new information, but the judge rejected her request.

She appealed, and the state appellate court in Richmond denied her appeal. In a 2-1 decision, the appeals court held that Struzzi could not appeal because she had not yet been forced to take the stand and answer questions.

During Bramblett's trial, a forensic scientist testifying for the prosecution said that the liquid found on Teresa's body was characteristic of gasoline, but there was not enough of the liquid present to determine whether or not it actually was gasoline.

At a hearing the day before she was scheduled to testify, Struzzi again asked the court not to compel her to take the stand. She argued that, because the prosecution had not established that the liquid on the body was gasoline, what Bramblett told her about the liquid was irrelevant.

The court again denied her motion, and the next day she testified. During her testimony, she answered questions about quotes from her published interview with Bramblett, confirming that he told her "I figured ... I will be arrested as soon as the police find enough people to lie for the," "I fear crooked police," and that a relative of the victims told him there had been gasoline on Teresa's body.

Struzzi then appealed the denial of the motion to the state Supreme Court in Richmond. On appeal, she argued that despite the absence of a shield law in Virginia, a constitutional qualified reporter's privilege protected her from the prosecution's subpoena, and that she should have been compelled to testify only if the government could show that her testimony would be critical to the case, and that the information it sought from her was unavailable from other sources.

She observed that other witnesses called by prosecutors had already testified that Bramblett said he feared he was going to be framed by the police, making her testimony on the subject redundant. She also contended that prosecutors failed to establish the relevance of her testimony about Bramblett's statements regarding gasoline, because the information had been public knowledge and the prosecution failed to prove that the liquid on the body had been what Bramblett said he heard it was.

The prosecution replied that reporter's privilege should not shield journalists from being forced to testify about non-confidential information.

In February a four judge panel of the court unanimously held that, because Struzzi had already testified, the question of whether or not she could be forced to take the stand had been rendered moot. In mid-April, the court refused to rehear the case. (In re Struzzi)

(Reprinted from *The News Media & The Law*, Spring 1998)

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Reporter's comparison turns town in a tizzy

Back in March, Georgetown and Scott County were hopping with excitement. The Scott County boys' basketball team had just won its first state tournament title (the girls' won the state a couple of years earlier). Then a couple of nights later, the Georgetown College men's team won the national NAIA championship in Oklahoma, also the Tigers' first title.

It didn't take long for signs to go up around the city limits proclaiming, "Welcome to Georgetown: Basketball Capital of the World." Perhaps a slight exaggeration but then sports fans in Kentucky aren't always coherent when it comes to basketball titles.

The signs listed the reasons for that claim: Scott County High, 1998 Boys' State Tournament Champs; Georgetown College 1998 NAIA National Champs. There was even a third proclamation: "University of Kentucky." The painter was waiting for the outcome of the NCAA championship before filling in the rest of the story.

Never before had Scott County played on the final Saturday of the boys' state tourney. But the Cards were there this year, beating Lexington Catholic in the morning, Paintsville at night.

Georgetown College had been to the NAIA finals before, as recently as the year before.

It's old news that UK did win the NCAA title. But the resulting celebration when UK returned home, seemingly popped the fans' bubble.

Some fans went from hopping with excitement to hopping mad.

On Second Thought

By David T. Thompson
KPA Executive Director



Chris Poore, of the Lexington Herald-Leader, was one of the reporters assigned to do a story on the celebration at Rupp Arena when the Wildeats' bus rolled in.

On the heels of the celebrations that took place in Scott County, an even bigger celebration was taking place in Lexington, as might be expected.

In his story, Chris wrote something to the effect that the 20,000 fans gathered in Rupp Arena were more than lived in Georgetown.

A simple statement and the truth.

But several Georgetown residents misunderstood what Chris was saying.

"He's putting down Georgetown because we've already won two titles this year," they said.

I've known Chris since he was a curly-haired kid in elementary school who loved sports. Chris is Marilyn's (my wife) cousin. And if I know anything about Chris, a very respected reporter, I know he would not do what several readers accused him of doing.

One of those misreading the statement was my preacher. And we had a friendly confrontation on the church steps.

"You've misunderstood what Chris was

saying," I told the preacher. "In no way was that a put-down. He's only giving readers a comparison -- comparing the number of fans in Rupp Arena to the size of something they might be familiar with.

"It's pretty standard writing," I said, "to give readers a way to compare something."

"Well, why didn't he say Versailles instead of Georgetown?" the preacher asked.

"Because Versailles is a lot smaller than Georgetown and nowhere near 20,000 residents," I responded.

"Well then, why didn't he use Frankfort?"

"Because Frankfort has a lot more residents than 20,000," came my response.

"Well, still I think the Herald-Leader was putting down Georgetown to show that the 8000 Scott County fans who watched the Cards win the boys' title or the 2000 who were at the college gym when Georgetown returned were nothing compared to the numbers that celebrated UK's win."

Typically, we hear about reporters taking comments out of context, not totally understanding what was said. Now we see that the public does the same thing.

Most of you know I am a Georgetown resident, having been born there and living there most of my 50-plus years.

Basketball has put the community in the spotlight, at least on the state level. But recently, Georgetown's been in the national spotlight.

See COMPARISON, page 11

Report: Consumers turn to newspapers most

Consumers look to newspapers more than any other medium for the advertising that helps them decide which car to buy, where to eat or buy clothing and other purchasing decisions, according to a new report from the Newspaper Association of America (NAA) and the American Society of Newspaper Editors (ASNE).

The report, "So Many Choices, So Little Time," measures the competitive assets of newspapers, extending the limits of audience measurement to take an in-depth look at the relationship between consumers and media. The first such study undertaken since 1987, the media usage report shows how audience perceptions can be leveraged in the marketplace.

Though newspapers for many years have been recognized as a powerful tool for advertisers, particularly those reaching local markets, this study demonstrates the importance of advertising to the readers. The report found that advertising is an integral part of the newspaper reading experience.

• Over three quarters (78%) of consumers turn to a daily or Sunday newspaper for information about employment opportunities, and more than two thirds (68%) look to the newspaper for information about new and existing homes. And,

63% of consumers said service/utility is extremely/very important to them, with 57% rating newspapers excellent/very good at providing it.

In addition, newspapers outperform other media in meeting the local news expectations of the public.

• Two thirds of the public (66%) said they are extremely/very highly interested in local news, and 65% rated newspapers as excellent/very good at providing it.

Newspapers got high marks for helping people decide how to spend their leisure time.

• Newspapers were the medium of choice for information about events, such as movies or concerts (newspapers were rated as excellent/very good by 71% of respondents, compared to only 38% for TV) and consumers rated newspapers higher than television for TV listings and news about TV (68% to 54).

No other weekly news source is used by as many people as is the Sunday newspaper.

• Two thirds (67%) of adults read a Sunday paper last week, and 76% read a Sunday paper at least once a month. Further, 62% said they would miss the Sunday paper a great deal if they had to give it up, the study's highest ranking for consumer involvement/loyalty.

More than any other medium, con-

sumers believe people they respect use newspapers. Respondents projected an image of themselves partly based on medium they chose for news; reading newspapers represented a status symbol.

• More than two thirds (68%) of the public said the newspaper is a medium used by people they respect, a figure nearly 10 points higher than that of television. Sixty-three percent of people said it is important that media be used by people they respect.

The report also found a strong association between socio-economic status and regular readership; newspapers' readership increases among consumers with higher education and income.

• More than half (58%) of consumers with incomes over \$50,000 are regular newspaper readers, and 60% those with a college education are regular readers of a daily newspaper.

In addition, regular newspaper readers tend to be well grounded in their communities. Among those who have lived in their homes 10 years or longer, 57% are regular newspaper readers, compared to 30% of those who have lived in their home less than a year. Also, 57% of homeowners regularly read a newspaper.

House passes bill to protect classifieds, reporters' databases

The Newspaper Association of America lauded passage in the House of Representatives of legislation providing crucial federal protection for newspapers against the unauthorized copying and commercial use of databases, such as print and online classified advertisements.

The bill, the Collections of Information Antipiracy Act (H.R. 2652), prohibits the misappropriation of databases for commercial purposes. Newspapers produce and own valuable databases, including their classified ads, which are of primary importance to the industry -- both as a service to the community and a key revenue source. More newspapers are putting their classifieds online, and the threat of wholesale misappropriation has increased, as other people take these ads and put them on their own sites without authorization.

The legislation not only protects newspaper databases, but also contains a provision allowing a newspaper to utilize a database in its news reporting without being subject to a federal misappropriation claim.

Newsprint

Continued from page 1

data on-hand. The state has allowed KPA to collect the data from the printing plants and in turn file the necessary reports."

From the late 80s until HB 282 was passed, KPA did a cursory survey of newsprint use in Kentucky to keep state officials abreast of how much newsprint was consumed and how much contained some level of recycled fibers. The first voluntary study showed about 96,000 tons were being consumed and had declined steadily since that time. For that same report, only 18 percent of the newsprint tons contained any level of recycled fibers.

Since the required study began, total newsprint consumption has decreased while recycled newsprint increased. Although the 1997 calendar year report will show recycled newsprint consumed rose about 2000 tons over 1996, the percent of tonnage fell slightly. In 1996, 96.2089 percent of the newsprint consumed contained recycled fibers. For 1997, that figure will be 95.4501.

"That still puts Kentucky as one of the highest states in recycled fiber use," said Thompson. In 1993, recycled tons totaled only 49,220 but by 1994, that figure increased to 79,532,2399 tons.

The aggregate fiber content has held steady in the mid-30 percent range. "When the state was considering legislation on recycled newsprint, it wanted newspapers to be using at least 50 percent recycled fiber by the year 2000," said Thompson. "We showed the cabinet and the legislature that the 50 percent fiber level would be impossible to reach by all plants but assured them the newspapers were committed to doing as much as possible to help the environment by using recycled fiber."

For 1997, 27,521 fiber tons of newsprint was consumed for a 34.4237 fiber percentage.

The 1997 report, expected to be presented to the cabinet in early June and then to a legislative committee later this summer, will also show that for the fourth straight year, all 42 printing plants were able to purchase recycled newsprint.

Kentucky Newsprint/ Recycled Newsprint Highlights

1. Newsprint Use

The total amount of newsprint consumed in 1997 to print Kentucky's 150 newspapers and 5 similar publications increased by about 2300 tons over 1996 figures. In 1996, 81,285.0330 tons of newsprint were used, compared to 84,918.414 in 1994 and 83,770.0390 in 1995. 1997 was the first year since the mid-1980s when newsprint use over the previous year had increased.

2. Recycled Newsprint Use

The total amount of newsprint containing some level of recycled fiber increased in 1997, by about 1300 tons. In 1996, printing plants reported using 78,203.4744 tons of newsprint with recycled content, compared to 79,546.9620 tons in 1997. The increase is a result of the newspaper industry's continuing effort to use increasing amounts of recycled fiber, a commitment established in 1990 with a proposed voluntary agreement issued to the Commonwealth of Kentucky. Even without acknowledgment from state government, Kentucky newspapers have remained committed to this effort and the increase was started long before a legislative attempt in 1994 to regulate recycled newsprint use in Kentucky.

3. Percent of Recycled Newsprint

In 1997, 95.1679 percent of the newsprint consumed in Kentucky contained recycled fibers. This percentage makes Kentucky near the top, if not at the top, of all states reporting newsprint/recycled newsprint use. When the first survey was conducted in 1989 by the Kentucky Press Association, 18.2 percent contained recycled fiber. The 1997 survey shows usage has increased more than five times in the six-year period.

4. Fiber Content Tons Increase

In 1997, total fiber content tons for Kentucky newsprint increased nearly 600 tons over 1996 figures. Based on the various percent of recycled fiber in each ton, the total fiber content tons in 1997 was 27,521.877 compared to 26,906.977 tons in 1996. In the aggregate, the percent of fiber content tons was 34.5983 in 1997, an

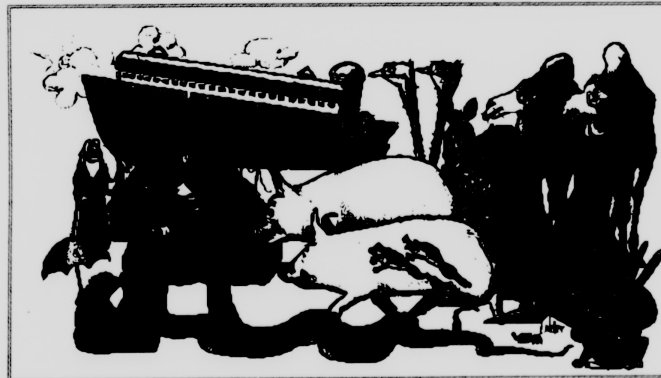
increase over the 1996 figure of 34.4064 percent.

5. Newsprint Use in Kentucky Compared with Surrounding States

The absence of large metropolitan areas, with large metropolitan newspapers, keeps Kentucky's total amount of newsprint consumed at low levels, when compared with surrounding states. Kentucky newspapers consumed 83,585.8920 tons of newsprint in 1997. In the same period, Ohio newspapers used 343,000 tons; Illinois newspapers used about 600,000 tons. In fact, of the seven contiguous states to Kentucky (eight states total), Kentucky newspapers rank seventh in total newsprint consumed, ahead of only West Virginia. Both states are absent of large metropolitan areas (Cincinnati, Cleveland, St. Louis, Chicago, Indianapolis, Washington, D.C. (included in Virginia newspaper totals) and large metropolitan newspapers. Additionally, Kentucky has only 24 daily newspapers (150 total newspapers) while some surrounding states have three to five times as many daily newspapers.

6. All Kentucky Newspapers Included

All Kentucky newspapers were accounted for in 1997 newsprint surveys. Newspapers are defined as those holding a Periodicals Class mailing permit through the U.S. Postal Service. In addition to the 150 newspapers recognized as sources of general news, the Kentucky Press Association also found 5 publications with a Periodicals Class mailing permit but designed for specific audiences. Totals for four Kentucky newspapers printed in Ohio were not included in the Kentucky report, since these newsprint use figures were already incorporated into the Ohio Newspaper Association report to the Ohio Cabinet for Natural Resources, under a voluntary agreement established in that state. The Kentucky Post and Kentucky Enquirer are both printed at the Cincinnati Post and using figures from that plant from the Ohio report show that including these two newspapers in the Kentucky report would have increased the amount of recycled newsprint and fiber tons in the Kentucky report as opposed to having a detrimental effort.



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Summer Convention offers mini family vacation

By LISA CARNAHAN
KPA News Bureau

The Great Smoky Mountains are calling you if you're not already registered for the 1998 KPA Summer Convention.

This year's convention, which is a joint meeting between KPA and our counterparts in the Tennessee Press Association, promises to be one of the most popular in recent years. A similar meeting in Gatlinburg in 1995 was the largest summer convention crowd of the past 15 years.

The Summer Convention offers the perfect mini-vacation for the whole family: theme parks, golf, shopping, and music shows. There are also several workshops and roundtables on topics from selling advertising on the Web, to Open Meetings/Open Records.

The convention gets underway Thursday, June 18 with an opening reception at 6 p.m. at the Holiday Inn SunSpree Resort. After the reception, convention goers will head to the Dixie Stampede and Dinner Show for championship horseback riding, a down-home country meal and quality music entertainment.

If golf is your game, Friday morning you'll have the opportunity to play the Bent Creek Golf Course designed by well-known Senior Pro Tour member Gary Player.

For the rest of the KPA crew, a day at Dollywood theme park has been planned.

Dollywood is one of the largest theme parks in the region with dozens of rides, a wide variety of music shows and craft shops. This season, the park debuted the tallest water flume ride in America.

Friday afternoon roundtables on Open Meetings and Open Records and Advertising Legality will be conducted by KPA General Counsels Jon Fleischaker and Kim Greene.

That night, the Associated Press will mark its 150th anniversary with a reception at the Park Vista Hotel. The event is being sponsored by the Kentucky and Tennessee AP Bureaus.

After the AP reception, it's time for the highlight of the summer convention, the presentation of the 1998 Better Newspaper Contest awards. The awards banquet begins at 7:30 p.m. at the



Gatlinburg and nearby Pigeon Forge offer some of the best shopping in the Southeast. (Photo courtesy of the Gatlinburg Department of Tourism.)

SunSpree Resort.

On Saturday, roundtables begin at 9 a.m. featuring a session by David Carlson, director of the Interactive Media Lab at the University of Florida. His workshop is entitled, "Want to Sell Web Advertising? Stop Thinking Like a Newspaper."

Kevin Slimp will lead a session on the latest software and hardware for newspapers including PhotoShop 5, PageMaker 6.5, QuarkXpress 4 and the new CAMS (Classified Advertising Management System.) Slimp, formerly with Ad-Tech Consulting, has conducted numerous computer workshops across the U.S.

Max Heath, executive editor and vice president of Landmark Community Newspapers, Inc., will discuss the postal rate case, sampling and other postal issues. Heath serves as postal chairman for the National Newspaper Association and is one of the country's foremost authorities on postal issues affecting newspapers.

Craig Shapero and Roger Elm, of Network I in McLean, Va., will demonstrate the company's elec-

tronic subscription payment program that's proven to retain subscribers.

KPA General Counsels Kim Greene and Jon Fleischaker will also lead roundtables on Saturday. Greene will discuss advertising laws and employer/employee relations and Fleischaker will discuss issues affecting newspapers.

At noon, a luncheon at the SunSpree will feature the presentation of the Courier-Journal's Barry Bingham Freedom of Information Award. This year's recipient, U.S. Sen. Mitch McConnell, will be the luncheon's keynote speaker.

After lunch, convention goers will be treated to one of country music's favorite female performers, Louise Mandrell. Then it's dinner at the Alabama Grill and off for more fun at the Music Mansion Show.

Rooms at the SunSpree Resort are just \$75 and, at that rate, won't last long. For hotel information, call toll free, 888-562-2946.

The convention registration deadline is June 11. So... what are you waiting for?

Does your paper need a redesign? First make a plan

Design is Everything

By Edward F. Henninger



So...you've decided that your newspaper needs a redesign. What's next? How do you go about it?

A good redesign is the result of a good plan. It is a process — an evolution, not a revolution. And the process helps you to be sure you're on the right path to success.

A good redesign also is the culmination of the efforts of many people, and it takes some time to direct those efforts.

Here are some critical steps to a redesign, regardless of the size of your staff or your circulation:

1. Create a redesign goal. Know what you want. Is it just to spruce up the look? Is it to reach more readers? Is it to introduce a new product, such as a weekend edition?

2. Be prepared to reposition resources and personnel to meet those goals. Some of your editors just have a better aptitude — or a better attitude — for

design. Place them within the flow of your newsroom so that they can help control and create the redesign.

3. Research your readership. Who are they? How old are they? What kind of lives to they lead? What do they like to read? What do they buy? Where do they shop? What do they watch on TV? How many kids do they have? Who are their friends?

4. Study content. Do you carry comics that are outdated? Do you carry wire news? How much? Who shoots your photos? How complete is your records copy? How good is your syndicated material? Does your content reflect your goal of focusing on your community — or are you trying to be all things to all people?

5. Study the organization of your newspaper. Can your readers find the same content in the same place from one issue to the next? Where is your obits page? Where are your comics? Where is classified? Sports? Editorial? Police and fire runs?

6. Examine typography. Is your text type big enough for older readers? Is it condensed? What's your linespacing? Is your headline type face contemporary. Is it appealing? How about the typography in lists and classified? Do you control the number of type faces in your newspaper? Does your typography invite the reader to stay with you?

7. Examine design elements. Are they clean? Are

they consistent? Are they contemporary? Are they too "cute"? Do they fit with your typography? Are you using color carefully? How is your page structure?

8. Train. Look at what other well-designed papers are doing — but just don't pick up their ideas and use them without determining how they will fit within the context of your design. Send your editors to design workshops. Buy books on design and make sure your folks read them. Bring in a designer to do a workshop...at your plant...focusing on your newspaper, with its people, its problems and its possibilities.

9. Create mockups—then do a prototype. When the time comes that you've assembled all the parts, put them together on a page. Then do another page. Then another. Then another...until you've done a mockup of every page, from the front to the fire calls. And after you've questioned and retooled the mockups, do a prototype. It's the only sure method to see how this redesign will look off your press.

10. Create a style guide. The style guide becomes the working document for the redesign, and its creation is essential to the success of the project. As you tweak and tune elements of the redesign, the style guide changes to reflect those alterations.

11. Promote. Once you've got the redesign ready,

See REDESIGN, page 13

LEGAL NEWS & VIEWS

Newsroom 'fun' can be costly tension-reliever

By KIM GREENE
KPA General Counsel
Dinsmore & Shohl



How much fun is too much fun in the newsroom? What is the difference between a harmless, in-house joke and an avoidable but expensive and nerve-racking headache? Two newspapers recently discovered just how dangerous and expensive it can be to play around in the newsroom with prank copy. You can learn from your colleagues' mistakes.

Both situations resulted in libel suits against the newspapers. Although the outcomes of the lawsuits were different, both newspapers suffered the expense and embarrassment of the litigation. In the first case, a libel case filed against a Tennessee tri-weekly newspaper, the News-Examiner in Gallatin, two plaintiffs were awarded \$950,000 in compensatory and punitive damages for prank copy in its February, 1997 edition. (See story below) The copy, of course, was never intended for publication.

The lawsuit arose out of fictitious quotes which were inserted by a reporter into an otherwise legitimate sports story. In the prank copy, one plaintiff (a high school soccer coach) charged the other plaintiff (one of his players) in language that was vulgar and sexually explicit, with bestiality and unsanitary habits. The reporter and his editor had previously played around with prank copy, but the editor always changed it to legitimate copy before press time. Unfortunately for the News-Examiner, this time the prank copy slipped through and ended up on the front stoop of News-Examiner subscribers.

The newspaper was held liable at the trial court level even though it took several extreme measures of learning of the problem. The newspaper (1) attempted to retrieve all unsold copies of the paper; (2) fired the reporter; (3) suspended the editor; and (4) published a full apology on the top, right-hand columns of its next edition. None of this was enough to satisfy the Tennessee jury.

Nor did the jury find the newspaper's arguments at trial exonerating. The News-Examiner argued that the phony quotes about the soccer player could not be understood as statements of fact. It also argued that the plaintiffs had failed to prove any damage to their reputations, since, after the story, the coach was promoted to assistant principal; and, at trial time, the player was a college freshman.

A college newspaper in Virginia, The Collegiate Times, was more fortunate than the News-Examiner. Even so, The Collegiate Times case had to go all the way to the Supreme Court of Virginia. That court recently upheld the dismissal of the libel case involving prank copy at The Collegiate Times.

There, the Virginia Tech student newspaper forgot to delete a phony photo caption when the paper went to press. Instead of referring to a vice president of the college by her proper title, the cut line identified her as the "Director of Butt Licking." The student reporters explained that this was dummy copy used to fill the space of the correct position title prior to publication. The trial court dismissed the claims, holding that the caption could not be understood as a statement of fact. That dismissal was overruled by the intermediate appellate court and then reinstated by the Supreme Court of Virginia.

It is possible, of course, that the ultimate result

in the Tennessee case will be the same. Perhaps an appellate court will reverse the jury's decision and huge damages award. Even if that happens, though, the moral of this cautionary tale is obvious. Playing around with prank copy in the newsroom may seem like an innocuous way to alleviate tension from the pressures of deadlines or the boredom of an otherwise uninteresting work day, but it could turn out to be extremely costly "fun."

Using prank copy is not the only type of newsroom "fun" that could end up costing you. Editors and reporters need to watch stray comments in the newsroom that might come back to haunt them. For example, "we're really going to get Mayor Jones with this story," or calling the unpopular subject of news coverage by an unflattering "pet" name may seem harmless newsroom activity. However, the courts allow plaintiffs in libel cases to ask in depositions about statements made by reporters and editors of the allegedly libelous news article. Statements like those examples could be portrayed to the jury as evidence of your sincerely felt desire to "get" your news subject, rather than as a tension-relieving joke. And it is just possible that a jury might agree.

If you have any questions about this or other subjects covered by the KPA Hotline, don't hesitate to call. Your hotline attorneys are standing by and eager to help.

Jon L. Fleischaker (502) 540-2319
Kimberly K. Greene (502) 540-2350
Julie C. Foster (502) 540-2364
R. Kenyon Meyer (502) 540-2325
Switchboard (502) 540-2300
Fax (502) 585-2207

Jury awards million-dollar libel verdict for printed 'joke'

A tri-weekly Gannett newspaper in Gallatin, Tenn., lost a \$950,000 libel verdict in April after testimony about repeated incidents in which reporters typed jokes into sports stories - and assumed an editor would delete them.

A 12-member jury in Gallatin, 25 miles northeast of Nashville, rejected the News-Examiner's contention that an isolated error resulted in publication of a fictitious quote that "joked" about Garrett Dixon Jr., a 17-year-old high school soccer player, claiming he engaged in sodomy with male donkeys and expressed interest in sex with tall, red-headed men.

After an eight-day trial, Dixon was awarded \$800,000, including \$300,000 in punitive damages, and his Gallatin High School soccer coach, Rufus Lassiter, to whom the newspaper falsely attributed the quote, won \$150,000.

Publisher Bob Atkins and editor Steve Rogers testified that it was against their policy and practice for reporters to insert, even temporarily, jokes or fake quotes into stories.

But parts of their testimony were disputed by a former part-time correspondent and the reporter who wrote the disputed fake quote. They described a number of occasions when reporters inserted jokes into stories or story slugs.

The Tennessean, another Gannett paper, summarized the testimony of the two former reporters, saying they recalled vulgar or obscene language was "often" typed into stories.

However, executives at the News-Examiner, circulation about 12,000, dispute the accuracy of the reporting of their sister publication and say one of the former journalists backed away from broad accusa-

See LIBEL, page 15

AG Opinions

The Sebree Banner/Sebree Planning Commission

Publisher of The Sebree Banner, Betty P. Catlett, appealed to the attorney general's office after she filed an open records request with the Sebree Planning Commission and was unsatisfied with the agency's response.

Catlett requested "the minutes from Planning Commission meetings each month...by the next Monday following the meeting."

The Commission did not respond in writing to Catlett's and after four working days, she called the Commission's secretary to ask about the minutes. Catlett was told that they had not yet been typed. The secretary furnished Catlett with a copy of her handwritten notes later that day.

Unable to prepare an article from the handwritten notes, Catlett again called the secretary and asked if the meeting had been taped. The secretary said it had and Catlett asked if she could "borrow the tape for 30 minutes." The secretary told Catlett she couldn't

have the tape until the secretary had "written (her) minutes." Catlett then appealed to the AG's office.

Assistant Attorney General Amye L. Benschaver determined the Sebree Planning Commission had violated the procedural requirements of the Open Records Act by failing to comply with the three-day response requirement.

The AG wrote: Each public agency... shall determine within three business days, excepting Saturdays, Sundays, and legal holidays, after the receipt of any such request whether to comply with the request and shall notify in writing the person making the request, within the three-business-day-period, of its decision."

The opinion also concluded that the Commission "is not required to honor a standing request for records which have not yet been created, or to furnish a requester with copies of the minutes of meetings until the minutes are finally approved."

See OPINIONS, page 12

People

Continued from page 2

retention for newspapers under 25,000 circulation from the Central State Circulation Managers Association.

Circulation and Retention Department Manager Nancy Smithhart was singled out for her role. The award was announced at the group's recent meeting in Illinois.

Maysville publisher named to hospital board

Robert L. Hendrickson, publisher of the Maysville Ledger-Independent, was recently named to the Meadowview Regional Medical Center board of directors.

Hendrickson is a native of Maysville and joined the newspaper's staff in 1978 as a reporter. He was promoted to publisher in 1991 after serving as the paper's managing editor and editor. He's served on the Kentucky Press Association board of directors and the board of visitors at the University of Kentucky School of Journalism.

Gillaspie joins newsroom at Richmond Register

Janna Gillaspie has joined the staff of the Richmond Register as a news writer.

A 1996 graduate of Eastern Kentucky University, she also attended Henderson Community College. She spent the past year as a staff writer for the Grant County News in Williamstown where she covered schools, city council and helped with the design and production of the paper.

Ashby, Brown join ad team in Madisonville

Cindi Ashby and Heather Brown joined the staff of The Madisonville Messenger as classified advertising representatives. The two will work on display ads, community pages, customer service and telemarketing.

A native of Detroit, Ashby grew up in Kentucky and worked in advertising in the cable television industry for three years before joining the newspaper's staff.

Brown is native of Webster County and previously worked in a nursing facility.

Herald-Leader's Bishop honored for editorial writing

Lexington Herald-Leader associate editor Bill Bishop was the first-place winner for serious commentary in the 1998 Green Eyeshade Excellence in Journalism

Awards. He was honored for columns on a range of issues including tobacco policy, education and economic development.

The competition, sponsored by the Atlanta chapter of the Society of Professional Journalists, is open to print and broadcast journalists in 11 states.

Hall promoted at Preston•Osborne

Leanna J. Hall has been named vice president for Preston•Osborne Research. Hall joined the firm a year ago.

Preston•Osborne will soon venture into the area of national public opinion survey. One of Hall's primary responsibilities will be the company's new project that began June 6: a poll on health care and utility issues that will include 1,200 adults across the U.S.

Shepperd to take managing editor's job at Times-Journal

April Francinques-Shepperd has been named managing editor of the Russell Springs Times-Journal.

Shepperd comes to the paper from The Adair Progress in Adair County, where she served as assistant editor for the past two years. She began her newspaper career at The Farmer's Pride after graduating from Western Kentucky University.

She received her photojournalism degree, with a writing minor, from WKU in 1994.

Fort Campbell paper wins top military award

The Fort Campbell Courier recently won the top award in its category for the annual U.S. Department of Defense competition for military publications and broadcasts.

The 1997 Thomas Jefferson Award in the civilian enterprise metro newspaper category will be formally presented to the Courier staff during a ceremony in Washington, D.C.

The newspaper also won several individual awards in the competition and earlier this year, the paper won the Forces Command and Department of the Army contests.

Smith to head advertising team at News-Herald

Tara Smith has been named advertising manager at the News-Herald in Owenton.

A resident of Monterey, Smith worked several years in the retail business in Frankfort, Williamstown, Nicholasville and Morehead.

Russellville newspaper announces new staff

Teresa Tarbox is the new advertising representative at the News Democrat & Leader. Tarbox worked as an ad rep at the Kentucky New Era for two years before joining the Russellville staff. She is a native of Hopkinsville.

Pam Henry is the paper's accounting assistant, working with business manager Rita Stuart. Henry has previously worked as an office manager, customer service representative and a human resources assistant.

Amy Gibson has been hired as a reporter/photographer for the newsroom. Gibson was an honor student at Franklin-Simpson High School and she and her family recently moved to Russellville from Auburn.

Christy Shoemake is the paper's new receptionist. A native of Logan County, Shoemake will also take subscriptions and classifieds in her front desk position. She is the daughter of Lola Nash, an ad rep at the Russellville paper.

Robyn Crider has been hired as a part-time staff writer for the paper. She will work out of her home and cover Russellville and Lewisburg city governments along with the Logan-Todd Water Commission and assist in covering the county school board.

Also a Logan County native, Crider attended Berea College and worked for several years at the Russellville Parks and Recreation Department. She is active in civic affairs in Logan County.

Kentucky Post staffers win eight SPJ awards

The Kentucky Post won eight Awards of Excellence recently from the Queen City Chapter of the Society of Professional Journalists.

Winners include:

- The reporting staff won first place for its continuous coverage of the "Flood of '97."

- Assistant managing editor Mark Neikirk won first place for editorial writing.

- Frankfort bureau chief Michael Collins and former reporter Frank Main won second place for continuous coverage of "Death Watch on Death Row."

- Collins, reporter Monica Dias and Washington reporter Bill Straub won third place in the reporting series category for "Old King Coal."

- Collins and reporter Paul A. Long won honorable mention in the beat reporting category.

- Reporter Debra Ann Vance won an honorable mention in the continuing coverage category.

- The staff won an honorable mention for its continuing coverage of the Comair plane crash.

Comparison

Continued from page 7

Last summer, it was the new site of the Cincinnati Bengals training camp. In January, the Toyota Camry, manufactured on the outskirts of town, was announced as the top-selling car in the U.S. for 1997.

And more recently, stories on technology/DNA solving a 30-year-old mystery surrounding the death of a young female. It all started because of some "conversations" on the Internet.

The body was exhumed and using DNA and other methods, the girl was identified. Now there's a name to go with the body of the "Tent Girl," as she had been known since May, 1968.

Several national media covered the story as it was unfolding, including some national television news-magazine shows.

A week after the identity was announced, one of those shows featured the story. And Mike Scogin, publisher of the Georgetown News-Graphic, proudly tells of the few seconds of fame his tri-weekly got when the report showed a recent front page of the News-Graphic.

Most of the KPA News Editorial Committee members were exposed to Georgetown recently. Chairman Mark Neikirk got a different look. Since he was a little early for the meeting, Mark decided to take a detour and see part of the town.

His detour ended with his vehicle in a culvert and he arrived at the meeting just minutes before we adjourned.

But writes Mark, "A day later, the truth remains: The bad news is, I drove off the road and got my Jeep good and stuck. The good news is, it happened in Georgetown, where people are as friendly as they come. Nice town, yours."



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KPA/KPS Board Minutes

Kentucky Press Association/Kentucky Press Service
Board of Directors Meeting
Thursday, March 26, 1998
Tentative Minutes

The minutes are tentative until approved by the Kentucky Press Association/Kentucky Press Service Board of Directors at its next regular meeting.

Attending: Guy Hatfield, President, Russ Powell, President-Elect, Tom Caudill, Vice President, Teresa Revlett, Treasurer, William Mitchell, Jed Dillingham, David Greer, Dorothy Abernathy, Kelley Warnick, Jack Thomas, Stuart Simpson, John Nelson, Don White, Teresa Mullins, Sharon Tuminski, Ed Riney, Larry Brooks, Mark Neikirk, Ed Mastrean

Staff: David T. Thompson

Others: Jo Ann Albers, Journalism Education Representative

1. The meeting was called to order by Guy Hatfield, president.

2. A motion was made by Russ Powell, seconded by Tom Caudill, to accept the minutes from the January 22, 1998, Kentucky Press Association/Kentucky Press Service Board of Directors meeting as submitted. Approved.

3. KPA treasurer Teresa Revlett presented the Kentucky Press Association financial statement through February 28, 1998. A motion was made by Tom Caudill, seconded by David Greer, to approve the KPA financial statement as submitted. Approved.

4. Teresa Revlett then gave the Kentucky Press Service financial statement report through February 28, 1998. A motion was made by John Nelson, seconded by Sharon Tuminski, to approve the KPS financial statement as submitted. Approved.

KPA/KPS Executive Director David T. Thompson presented a proposal to the Board submitted by the GeoTel Corporation, concerning electronic transfer of clips to clients under contract to Kentucky Press Clipping Service. GeoTel proposed giving the Kentucky Press Service five cents for each clip transferred electronically to clients and the executive director suggested that each clip amount be divided equally between KPS and the newspaper from which the clip came. GeoTel will submit a monthly report, including a check for the total amount, showing the number of clips from each individual newspaper that would allow

for reimbursement to the appropriate newspaper. As a part of the proposal, GeoTel was seeking permission through KPS from the newspapers for this process to take place. The executive director explained that the KPA General Counsel had suggested a process of having newspapers surveyed and returning a signed form to accomplish this. Following a brief discussion, a motion was made by Russ Powell, seconded by Jed Dillingham, to accept the proposal and the reimbursement procedure as submitted. Approved.

6. Ed Riney, chairman of the board's Investment Committee, briefly discussed his committee's discussions earlier in the day with Mary Becker, the investment advisor. He also explained that the committee talked with a representative of Hilliard Lyons, concerning the various investment accounts of the Kentucky Press Association and the Kentucky Journalism Foundation. The committee brought two recommendations to the Board. The first, that KPA advance the KPA Legal Defense Fund the expected total income from the Fall, 1998, funding effort of \$45,000, subject to the approval of the certified public accountant. The second recommendation was that the rent paid to the Kentucky Journalism Foundation by the Kentucky Press Association and Kentucky Press Service should be increased by \$10,000 effective with the 1999 budget. That recommendation is to be studied by the staff and an appropriate increase amount incorporated into the 1999 budget when presented. A motion was made by Ed Riney, seconded by Tom Caudill, that the Investment Committee should continue talking with Hilliard Lyons about handling investments of KPA and KPS. The motion was approved. A motion was then made by Ed Riney, seconded by Larry Brooks, to transfer \$45,000 from KPA into the KPA Legal Defense Fund, subject to the approval of the CPA and subject to any interest due. Approved.

7. President Guy Hatfield updated the board on various plans for the 1998 KPA Summer Convention, scheduled for June 18-20 in Gatlinburg, and said that a contract had been signed with the Galt House East in Louisville to host the 1999 KPA Winter Convention, January 21-22. That action was a result of the January 21 Board approval to have the Winter Convention at the Galt House East. He also used this time to present some of his ideas that KPA should incorporate during his presidency.

See MINUTES, page 13

Former KPA president takes position with banking firm

Clabes answers entrepreneurial call

KPA Past President Gene Clabes resigned his position as publisher of The Recorder Newspapers to become vice president and director of communications for the Montgomery, Ohio-based mortgage banking company.

Clabes, who has been at the Recorder Newspapers' helm since 1991, served as KPA president in 1997.

Under his direction, the Recorder group more than doubled in size from three weekly publications in Northern Kentucky to

seven weekly newspapers.

Clabes, along with several investors, purchased the Recorder Newspapers in 1991. In 1995, the group was sold to Suburban Communications Corp. — now HomeTown Communications Network. Clabes stayed on as publisher and under his guidance, the papers' circulation grew from 18,000 in 1994 to nearly 55,000 this year.

A 1968 graduate of the University of Kentucky, Clabes has had a varied background ranging from more than 20 years in the newspaper business, to real estate broker, to horse farmer and thoroughbred trainer.

Court

Continued from page 1

Tom Moore, publisher of the Stanford Interior-Journal in Lincoln County, said a man convicted in connection with a 1994 fatal car crash had been ordered to take out an ad.

The man, who was drunk at the time of the crash, was ordered as part of the plea agreement to take out a half-page ad apologizing to the people of Lincoln County and the victim's family.

Moore said purchasing the ad was the prosecutor's idea but it had been an isolated case.

Alternative sentencing can help with rehabilitating the offender, according to Tapp. He noted that research has shown that sending a non-violent, young offender to prison does very little good because it does

not rehabilitate that individual.

Not only does Tapp believe the sentencing agreement will be beneficial to his client, but he also thinks it will save the state the time, money and effort of taking the case to trial.

The cost to Waddle for the ad was \$409.

Stuart Simpson, publisher of the Somerset newspaper, called the ad placement, "very unusual."

"I've never seen it before in my 24 years in the business," said Simpson. "The defense attorney was trying to work out a compromise he thought would help his client and satisfy everyone, and this was it... and it seemed to work."

Simpson said he's heard several comments about the ad from the public.

"People definitely noticed it," he said. "They had never seen anything like it, and neither had we."

Carrier

Continued from page 1

to homes in the area, came upon the scene moments after the crash.

According to the Daviess County Sheriff's Department report, Travis was traveling south on Kentucky 81, three-tenths of a mile south of Kentucky 1207, at 3:46 a.m. when he blacked out. His vehicle went off the road and into a ditch, where it struck a culvert and then careened across nearby Vanover Road and burst into flames. The report said Allen helped Travis get out of the car and helped him get to a safe location.

Allen, a Messenger-Inquirer motor route carrier since September, said he first thought he was seeing a field fire but quickly realized it was a burning car. He parked and ran to it and saw Travis inside the smoke-filled interior.

"He was conscious, but the door was jammed," Allen said. "He kicked it from the inside, and I finally got my hand on the door and got it open. I pulled him out, and as soon as he stood up, he collapsed. I told him we had to get out of there because the car was burning pretty good. I helped him walk, but he was complaining about his back."

Considering his injured back and the jammed door, Allen isn't sure he could have gotten out of the car by himself.

"I'm not trying to make myself sound great, but I doubt it," he said. "I was pulling my butt off."

Actually, Travis was twice lucky. Allen said a paramedic on her way home from work stopped and took care of Travis until the ambulance arrived. Another motorist stopped and then went for help.

The Moseleyville Fire Department and the Daviess County Airport Fire Department extinguished the flames, but not before the car was destroyed.

Opinions

Continued from page 10

Bensenhaver pointed out that several previous AG opinions had recognized that tapes of public meetings which are purchased with agency funds and made at the agency's direction are public records which must be made immediately available for public inspection upon request. But she noted in this case, "we find the issue of access to the tape of the Commission's Feb. 16 meeting is not ripe for review insofar as Ms. Catlett did not submit a written open records request for the tape,

and the Commission did not have an opportunity to issue a written response."

Bensenhaver also disagreed with Catlett's argument that the Commission had erred by failing to provide her with copies of the minutes of its Feb. 16 meeting within three working days of her request. She cited KRS 61.835 which states: "The minutes of action taken at every meeting of any such public agency, setting forth an accurate record of votes and actions at such meetings, shall be promptly recorded and such records shall be open to public inspection at reasonable times no later than immediately following the next meeting of the body."

Johnson County papers merge, bought by Lancaster Publications

Johnson County's two weekly newspapers have merged and been purchased by Lancaster Publications Inc.

The Paintsville Herald and The Weekly Progress consolidated operations under The Paintsville Herald flag. The paper will publish bi-weekly on Wednesday and Friday.

Lancaster also owns the Appalachian News-Express in Pikeville, the Georgetown News-Graphic, and the Murray Ledger & Times. The company is based in Gadsden, Ala.

In addition to the merger and ownership changes, the newspa-

pers also announced several staffing changes and a price reduction for single copies of the Paintsville Herald.

Scott Perry, publisher of the Paintsville Herald, also said subscription rates would remain the same despite the increase in frequency of publication. Perry takes the top position in Paintsville after eight years as editor and publisher of The Floyd County Times in Prestonsburg.

Perry said the paper is also preparing to provide same-day mail delivery to subscribers in Johnson County.

Redesign

Continued from page 9

kick into high gear with some promotion—even if all you can afford is a series of catchy house ads. Let readers know that a change is coming, and give them a sneak peek or two. Your readers are interested in what you're doing to improve your newspaper. Let them know what you're up to, so they can prepare themselves for change.

12. Ask for reader feedback. You'll get it anyway, but unless you invite comment and criticism, most feedback tends to be negative and is only the child of change.

There you have it — a dozen ideas on what it takes to make a redesign work.

Here's another — one that will help the redesign as time goes by:

put someone in charge. Make sure your newsroom understands that design is important at your newspaper, and make someone accountable for directing and protecting the redesign and helping it to evolve.

A good redesign takes months. What I've outlined for you here is bare-bones-must-do.

A quality redesign calls for hours of training, teaching, managing, motivating, planning, prototyping, cajoling, coercing, headaches and hand-holding.

But it can happen. At your newspaper. If you want it badly enough.

(Edward F. Henninger is an independent newspaper consultant and the director of OMNIA Consulting in Rock Hill, S.C. You can reach him at 803-327-3322, fax: 803-327-3323, e-mail: omnia@charlotte.infi.net)

Minutes

Continued from page 12

That included establishing a committee that consider honoring long-time newspaper industry persons from Kentucky. He named Stuart Simpson, Tom Caudill, Dorothy Abernathy and Sharon Tuminski to that committee for 1998.

He also suggested that more consideration be given to those Board members, past and present, who want to move "up the ladder" as an officer and eventual president of the Kentucky Press Association.

8. The Board was asked about potential sites for the 1999 KPA Summer Convention. The executive director said there had been some interest in having a joint convention in 1999 with the Hoosier State Press Association. The board authorized the executive director to discuss that interest with the executive director of the Hoosier State Press Association about this possibility and suggested that Owensboro could be a potential site for the joint convention. A motion for that authorization was made by David Greer, seconded by Sharon Tuminski. Approved.

9. The Board was given a letter from

Rod Wenz concerning establishing a scholarship at the University of Kentucky in memory of Bill Billiter with a request that KPA financially participate in a funding effort that would meet a matching grant from Barry Bingham, Jr. The Board asked the executive director to check with the University of Kentucky on the status of any UK scholarships for journalism students and to bring that information to the June 18 Board of Directors meeting. No action was taken on the request from Rod Wenz.

10. Jo Ann Albers, the Journalism Education Representative to the Board, briefly discussed some of the issues facing journalism schools and students today.

11. In other business, the Board suggested that staff considering flying to contest judging sites to save on longer travel periods necessary when driving to other states. It was also suggested that e-mail addresses for each Board member be sent to the executive director to facilitate more electronic sending of the Friday FAX to the Board.

There being no further business, the meeting was adjourned.

Respectfully submitted,

David T. Thompson
Executive Director/Secretary to the Board

Writers

Continued from page 6

their own voice.

"There are always people (on a newspaper staff) who could write better than they're allowed to," Bragg said.

Goodman said: "The key work is development. Columnists are thrown out there, and they don't get any word until they're removed. People aren't directed or encouraged.

Then there are the obstacles of convention that newspapers can erect between the writing that reporters do and the writing that readers see.

Said Dave Barry, whose Miami Herald column syndicated by many English-language newspapers spawned a popular TV (television) sitcom (situation comedy). "Are you always to write for the stupidest people in your audience?"

Chicago Sun-Times movie critic Roger Ebert, the moderator, complained about a "dead zone" three to four paragraphs into most newspaper articles "for people who are assumed to be reading their first newspaper."

Goodman agreed. "Edward Kennedy, D-Mass." — that's a stopper," she said.

Bragg grouched about "the attention that newspapers pay to getting people who don't read to read newspapers ... We're only going to sell newspapers to people who read, and let's keep 'em."

Compelling and revelatory detail made the Pittsburgh Post-Gazette's coverage of a Ku Klux Klan demonstration, to judge by the remarks of Bob Dvorchak, lead writer on a package that won the 1998 Jesse Laventhol Prize for deadline writing by a team.

The managing editor had organized eight reporters into a team. "The instructions we gave to people before they went out was, 'Pay attention to all the detail ... and allow for the spontaneity of the moment,'" he said. "And I made sure I got out there." The central character in the story became the city, where no one knew what might happen.

Delivering exceptional and groundbreaking stories quickly "takes a lot of preparation, and you have to keep saving string on your subject," said The Wall Street Journal's John J. Keller II, who won the individual Laventhol Prize for deadline reporting. A good beat reporter, he said, works every day. "You try not to let go of things" so as to know when there's news on your beat.

For Kenneth Fuson of The Sun Baltimore, who won the Distinguished Writing Award for non-deadline writing for a series that followed the production of a high-school musical and the changes in the students who did it, the underlying question as a writer is, "How can I make someone feel

what I'm feeling?"

Michael J. Jacobs, editor of the Grand Forks (N.D.) Herald, who won for editorial writing, said the experience of the devastating Red River flood and subsequent fire in downtown Grand Forks, changed how editorials are written to and about its city. "This is an old newspaper — 118 years old — and we were transformed for the first time into a member of the community. ... We began to feel we could use the word 'we' in a way we never have before. ... 'We' became 'we' who live together in this community."

Jacobs recalled that by contrast to this year's honor for his work, an editor had remarked about the first editorial he ever wrote: "It's ugly, but it fills the hole."

Commentary winner Patricia Smith, a Boston Globe columnist, is noted for her powerful and sometimes unconventional ways of telling a story, including poetry. But rather than writing poetry, she argued, it's more important for editors and writers "to learn to think like a poet. Experiment with perspective. With a column, spend time thinking about an unexpected entry point."

Inevitably, the talk turned to whether great writers are born or made. Jacobs said he has no idea if it's learned or instinctive. "Eating and sex are instinctive," he said, but writing? Fuson expressed confidence that writing can be taught in newspapers. Workshops, he said, can create enthusiasm to write better. Hunter said he thinks writing can't be learned, but great writing can't.

"There are no rules about writing," Barry said. "Look at the sentence: Does it work?" He said that preconceived notions about how to write or even what to write are too common among editors. "I like to think that the process works, that the reporter brings back the story and writes it, and the editor helps with that process."

Said Bragg, "We can't stress strongly enough from where we sit how important it is that you take an interest in good writing."

(Reprinted from the May 1998 issue of The American Editor)

Deaths

Continued from page 2

Dyche were the third generation of Dyches to own and operate the newspaper. In 1962, Mrs. Dyche helped establish Sentinel Office Supply. She ran the business until her retirement in 1973.

Martin Dyche served as Editor-Publisher of the paper and in 1958 was elected president of the Kentucky Press Association. That same year, he and Mrs. Dyche were part of a group tour of newspaper people from across America sanctioned by the U.S. State Department to evaluate the Worlds Fair in Brussels.

Ohio newsrooms subpoenaed in murder trial

The Akron Beacon Journal of Ohio is fighting a subpoena from a local prosecutor demanding all notes and unpublished material from interviews with a murder suspect who spoke with members of the press before turning himself in.

The suspect, a longtime police officer, is charged with shooting his ex-wife to death and scheduling meetings with various reporters before making himself available for arrest. He has pleaded not guilty.

Five other news organizations that also received subpoenas are considering whether or not to comply with the court orders because of the unusual nature of the case.

Shotgun Blast Subpoena

The Summit County prosecutor's office also subpoenaed the Cleveland Plain Dealer and four Cleveland TV stations on March 13, demanding all handwritten or typewritten notes, unedited and unpublished stories, audiotapes and unaired footage from interviews with Douglas E. Prade. The subpoenas demanded the materials be turned over by March 18.

Prade, a 30-year veteran of the Akron Police Department, is charged with the Nov. 26, 1997, shooting death of his ex-wife, Dr. Margo S. Prade.

The Beacon Journal filed a motion March 17 to quash the subpoena after it sought and was granted a week's delay. "It was one of these shotgun, 'We don't know what you've got but one of those things might be of use to us' kind of things," said Glenn Guzzo, managing editor.

Louis A. Colombo, lawyer for the Plain Dealer and for WEWS-TV, said both companies also were granted an extension and are checking to see if they have any of the requested materials. "It may not be an issue for us," Colombo said.

Lawyers for WOIO-TV, WJW-TV and WKYC-TV could not be reached, but WKYC's senior executive producer, Stan Kowalski, told the Beacon Journal that his station intends to comply with the subpoena.

Shot Five Times

Margo Padre was a prominent physician in Akron, and her body was found in her van in her office's parking on the day before Thanksgiving. She had been shot five times. Three days after the killing, the police department announced that Douglas Prade was not a suspect but contin-

ued to investigate him. He had granted several interviews with local media before he was taken into custody on Feb. 23.

"We haven't had that many cases in which a defendant has spoken to the press prior to being arrested," said Assistant Summit County Prosecutor Alison E. McCarty. "So as a general practice, no," the office has not issued similar subpoenas. "This is an unusual case," she said, and declined to comment further.

Ronald S. Kopp, lawyer for the Beacon Journal, said that such subpoenas might be legitimate in a few, limited circumstance - for example, if a defendant confesses to a reporter. Prosecutors, however, must demonstrate that they have exhausted all other avenues to getting the information, and must, at minimum make a narrow request describing what specific facts they are seeking.

No Compelling Interest

"There is no compelling interest that the prosecutor can advance for the testimony she seeks in this subpoena," Kopp wrote in his motion to quash.

"At most, she seeks to impermissibly trammel through a newspaper's work product and use the press as an arm of government to see if there is something useful to her case. She must demonstrate a need rather than a hope that such evidence exists to properly use the court's subpoena power."

To make a sweeping request at the outset violates the media's independence and steps on their First Amendment rights, Kopp said, especially since the outcome of the case is not known - for example, the defendant might confess, or might not be found competent to stand trial.

Jane Kirtley, executive director of the Reporters Committee for Freedom of the Press, said, "This has been happening every place. And the problem here is that the Ohio shield law deals only with the protection of sources, and obviously, this is not an anonymous source."

Kopp noted that, "The U.S. Supreme Court has been less than clear in this area of the law. I am confident we are right, and I am hopeful that the courts will agree with us."

(Reprinted from the April 11 issue of Editor & Publisher)

Atlanta Journal-Constitution defies order to reveal sources

Reporters and editors at the Atlanta Journal and Constitution have defied a judge's repeated order to reveal the anonymous sources who identified Richard Jewell as a suspect in the 1996 Summer Olympics bombing.

Although the journalists could be fined or jailed for disobeying the order, they announced on May 12 that they cannot name names because doing so would damage the public's right to be informed and harm their sources in law enforcement.

"On risk of sanctions, the

Journal-Constitution will not reveal the identities of its confidential sources," wrote newspaper lawyer Peter Canfield to Judge John Mather of Fulton County State Court.

Mather has exercised his right under Georgia law to refuse to allow the newspaper to appeal his order on revealing sources.

Legal experts said the judge was likely to skip fines and imprisonment and sanction the newspaper by limiting the evidence it can present in defending itself against Jewell's libel suit.

The Journal and Constitution broke the story that Jewell was a suspect; he sued after he was cleared of involvement in the bombing, which killed a woman and injured more than 100 others.

Asked if the Journal and Constitution was in a legal bind, newspaper attorney Canfield declined comment.

Jewell's attorney, Lin Wood, told E&P the Journal and Constitution's identity of Jewell a suspect was "substantially true," adding Jewell's "legal basis to

sue" was based on a column, other stories and headlines.

Wood wants the identity of the anonymous sources for his case and vowed to demand sanctions against defiant journalists. He claimed the sources had only secondhand knowledge of the FBI's investigation.

"We believe almost all the information was from one or more police officers with the Atlanta police, who were not a part of the active investigation," said Wood.

(Reprinted from the May 16 edition of Editor & Publisher)

Sell

Continued from page 4

tors who spend more on newspaper advertising.

4. Keep the information current. The readership of your newspaper changes from day to day. So it's a good idea to periodically update your audience information.

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

Weeklies

Continued from page 3

this part of the publishing arena. Acquiring weeklies can be an excellent method to expand the revenue base within the geographic area served by the daily products.

Growth in gross revenues is difficult for many daily newspapers, as most have been established in their markets for years. Adding weeklies can offer growth, and purchasing these products in a specific geographic area can add many profitable synergies.

Although not a new concept, the geographic "hub and spoke" or "cluster" approach has consistently proven a winner. Adding properties that are

close by can mean printing these products in one central plant, consolidating some bookkeeping functions, allow a regional cross-sell of advertising, and bring smaller properties many resources they would have not have on their own, such as national advertising contacts, co-op advertising expertise, human resources personnel and on and on. The consolidation of papers in the same geography is a very sensible way to grow.

We strongly encourage groups which are thinking about weekly acquisitions to get involved now. Newspaper profits are good and money is readily available. And weeklies now offer the best publishing return on investment available in the market today.

(Reprinted from Bolitho-Cribb Report© Spring/Summer 1998)

Quote

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Furthermore, "citizen" is not only wrong, it can be misleading. Let's say you wrote, "About 200 citizens showed up to protest the city council's decision." It's very possible that among a crowd of "residents" are some people who are not "citizens" of the United States.

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

Libel

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tions he made before the trial. They say the two testified about no more than a few incidents.

Nick DeLeonibus, who was fired as a reporter for faking the donkey sodomy quote of Feb. 21, 1997, testified it was the third joke he had inserted into a sports story; an editor caught and deleted the first two. A newspaper official insisted that DeLeonibus was then warned to knock it off.

As long as two years before the quote that spurred the lawsuit, former correspondent Jason Boyd said he used jokes a slugs six or seven times. Boyd, a stringer who wrote 140 stories for the newspaper, once used a story title about a team getting an "ass kicking." He said the sports editor at the time, Cameron Collins, knew about the practice. Subsequently, Collins was promoted to his current position as news editor. He declined comment.

Boyd's testimony was crucial "because he contradicted the newspaper's assertion that this was purely an accident," according to Dulin Kelly, attorney for plaintiff Dixon. "We proved there were other cases where they typed jokes into the computer, but deleted them before they were published." Circuit Court Judge Thomas Goodall referred to the incidents as "horseplay" and allowed Dixon's attorneys to attempt to establish a pattern of conduct.

DeLeonibus testified that he was attempting to amuse and shock sports editor Kris Freeman, whom a colleague described as a somber-minded Christian.

Freeman, who happens to be tall and redheaded, testified he never saw the quote because he left part of the story unedited, according to plaintiff attorney Kelly and two staff members. Reading the entire article, he insisted, would have forced him to miss deadline.

Freeman was suspended after the incident. According to a staffer, management felt his biggest mistake was neither inadequate supervision of DeLeonibus nor failing to read the entire story. It was his failure to do a spell-check, which would have flagged the questionable words.

Freeman, who has since been promoted to news editor, of Gannett's nearby Hendersonville Star News, refused to comment for this story.

Three days after the phony quote appeared, the News-Examiner printed a front-page apology in its next edition. It also printed DeLeonibus' apology as a letter to the editor.

Nonetheless, the jury awarded Dixon \$500,000 in compensatory damages and \$300,000 in punitive damages. Lassiter only won compensatory damages.

The story caused Dixon emotional stress, he testified, and led him to see a psychiatrist. The teenager dropped out of one class because of

students' comments and discovered the made-up quote was widely known during soccer matches in other towns when opposing players asked, "Which one is donkey Dixon?"

Adding to the newspaper's woes, Dixon turned out to have a sterling character, a standout 3.8 grade average and a history of activity in his Baptist congregation. His school's girls club voted him "Gentleman of the Year," and the senior class named him "Mr. Personality." He is now at the University of Tennessee.

On the stand, Dixon testified, "I knew people wouldn't think it was true, but they must have thought I had done something to deserve the article to be written."

DeLeonibus explained he invented the ugly quote only for laughs, not out of dislike for Dixon, whom he had taught to play drums and whose older sister he had dated. According to a staff source, DeLeonibus' misguided prank was, in part, his way of showing his editor that he could write negatively about his friend.

As punishment, publisher Bob Atkins placed his two top editors, Rogers and Collins, on probation for 90 days.

When Atkins was asked for comment, the publisher asked to have an advance copy of this story faxed to him. When he was told E&P did not provide advance copies, he declined comment.

Then, last November, 10 months after the quote appeared, Rogers was suspended without pay for four days for mistaken use of a byline.

A byline mix-up might seem minor, but this error had unusual wrinkles. The story concerned the appointment of a state director for a child advocacy unit and noted the new director, Rosemary Bates, was married to the newspaper's editor, Steve Rogers.

It was written, it turned out, on a newsroom computer by Bates herself, edited by her husband and carried the byline of staff reporter Claudia Edwards, who knew nothing about it until she spotted her byline in print.

Publisher Atkins learned of the wayward byline when he read a column by Henry Walker, a press critic with the alternative Nashville Scene.

Dixon's lawyer Kelly used the byline incident to reinforce his argument about a continuing pattern of newsroom irregularities.

Also damaging the newspaper's case were its pay scales. The sports editor and reporter received \$7.30 and \$6.60 an hour, respectively, not much above the federal minimum wage, said attorney William Moore, who represented coach Lassiter. "You have to hire good people to have a good product," said Moore, who called the newspaper's journalism "really no more than filler for the advertising." Another damaging factor, according to Dixon's attorney Kelly, was a deposition by sports editor Freeman, who conceded one reporter inserted a "hick joke" to refer to nearby Westmoreland, which

has 2,500 residents.

When Freeman was called to testify, it was widely known he faced a jury with three members from the so-called "hick" community. Freeman testified he had been mistaken in his earlier recollection about the use of the slur "hick," said Kelly and one of Freeman's colleagues. The reference to Westmoreland, he explained, had been a milder comment that merely expressed bemusement at the school coach's unusually pronounced drawl.

The newspaper had not decided whether to appeal, according to defense lawyers Dick Batson, who represented the News-Examiner, and William Willis, Gannett's local attorney. Willis declined to answer questions about libel insurance coverage.

At Gannett's Arlington, Va., headquarters, vice president and senior legal counsel Barbara Wall said, "It was a mistake, and the newspaper has apologized, and they did everything they could to correct the situation." For a libel case to revolve around works never intended for publication was "fairly unusual," said Wall. An appeal, she added might contest the legality of holding a parent corporation liable, adding, "We think that was an incorrect ruling by the trial court."

Batson, the News-Examiner's lawyer, wouldn't say whether editorial policy has changed because of the suit.

One of the newspaper's most damaging faults in the jury's eyes, according to Dixon's lawyer Kelly, was its failure to forewarn the teenager before he arrived at school. Overnight editors had discovered the quote at 5:20 a.m. and quickly telephoned Rogers. "Are all the papers gone?" he demanded. They were: An independent contractor had trucked them to vending machines and convenience stores, and carriers were finishing their routes. At the News-Examiner office, staffers used scissors to cut DeLeonibus' story out of editions available on the office's front desk, but officials disagreed over whether an effort was made to retrieve distributed newspapers.

An overnight staffer telephoned the coach, but Kelly said the News-Examiner never explained in court why the teenager, whose father had a listed telephone number, wasn't called.

News-Examiner officials said in interviews they couldn't find the first name of the teenager, who was universally known by his nickname Bubba.

Later in the morning, publisher Atkins drove to a store owned by the family of Dixon's mother and apologized to her. But it was too late to head off her son's trauma at school. "He was devastated," said attorney Kelly. "The principal's testimony was that the had never seen so many newspapers in the high school before that day or since."

(Reprinted from the May 2 issue of *Editor & Publisher*.)



The Job Shop

Art Director/Production Coordinator

Kentucky Monthly, full-color monthly magazine seeks a creative, motivated, computer-savvy Art Director/Production Coordinator. Hire freelance artists, design and layout magazine, manage production, troubleshoot internal Macintosh computer network, maintain and update Web site. Requires: 2-3 yr exp. in magazines or newspapers; expertise in QuarkXpress and other design software; working knowledge of the Internet, HTML, and Web site design. Send resume, samples, salary requirements. AA/EOE.; Michael Embry, Executive Editor, KENTUCKY MONTHLY, P.O. Box 559, Frankfort, KY 40602-0559.

Advertising Director

Kentucky Monthly, seeks a hard-working, creative advertising director with experience in both retail and classified advertising sales and design. Will direct and guide young advertising staff. Requires 3-5 years experience in magazines or newspapers; expertise in QuarkXpress and other design software. Send resume, samples and salary requirements. AA/EOE.; Michael Embry, Executive Editor, KENTUCKY MONTHLY, P.O. Box 559, Frankfort, KY 40602-0559.

Copy Desk Team Leader

The News-Enterprise in Elizabethtown needs a copy desk team leader. The team leader will coach copy desk team members to present the news in an accurate, well-designed package to attract readers. The applicant must have a minimum of four years of journalism experience preferably with a daily newspaper, strong communication skills and organizational skills. If interested, contact Editor Deedra Lawhead, 408 W. Dixie Ave., Elizabethtown, KY 42701. (502) 769-1200, ext. 230.

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

Reader loyalty must be built, maintained

It is clear that one way to build loyalty among readers is to build attachments with them. Make them feel the newspaper is their newspaper; that the newspaper cares about them.

Other industries do this regularly as part of their marketing programs. Through frequent flyers programs, for example, airlines reward their best customers. Retail stores offer special sales to their best credit card customers.

Newspapers, believing they had a monopoly on the information business, have been late adopting similar strategies. Now, with the rapid evolution in the information industry, some newspapers are realizing they have to reach out to their customers.

This is particularly important given recent research conducted by American Opinion Research that shows satisfaction alone will not build reader loyalty. We must develop deeper, more intimate attachments to our readers. Here are some ideas that can work in small and large markets:

Rewarding loyal readers: Ours may be one of the few industries that rewards its most disloyal customers with discounts and premiums (which only build churn) while largely ignoring its most loyal subscribers.

How about sending a premium or an inexpensive gift to a long-term subscriber? Even a letter from the publisher can make an impression. It is important that we let customers know their loyalty is appreciated.

Subscriber newsletters: A growing number of newspapers are starting to send newsletters to subscribers. The frequency varies from six times a year to quarterly, which is probably the minimum necessary to make an impression.

This is good way to stay in touch with readers to promote the content and, most important, the benefits of reading it.

Sure, there is a cost involved here, but it is no more expensive than the churn that results from ignoring customers.

Letting readers talk back: Make it easy for readers to talk back to you. Some newspapers promote special telephone lines for readers to call in to comment on a story or news event. Some of the comments are printed in the next day's newspaper.

This helps give readers a feeling of ownership or connection with this newspaper. This is also a good way to be more interactive with your readers.

Open the Op-Ed pages: Many editorial page editors say they give readers a chance to write short op-ed pieces. Unfortunately, not many readers know

"Ours may be one of the few industries that rewards its most disloyal customers with discounts and premiums (which only build churn) while largely ignoring its most loyal subscribers."

Anthony M. Casale
President, American Opinion Research

about this opportunity. Why not promote the chance for readers to write a short piece (200 to 300 words) each day, tightly focused on some local issue? Also use a photo of the writer.

Give people a chance to talk about what affects their lives. They will feel like part of the process and will read the newspaper more regularly. And others will see average people like themselves featured in the newspaper and feel a deeper connection with it.

Getting readers involved: Readers are asking that newspapers do a better job in helping them with their problems. There is no better way to do this than to make them part of the process.

In every community, there are issues that affect a large number of families. Why not identify some of those issues — they ought to be the news — and help solve them by getting readers involved?

For example, one of our clients did a series on how parents should help children with their homework. The stories were pegged to the beginning of school. Each night, parents were invited to call a special telephone number to ask questions of a panel of education experts. The best questions and answers were printed in the next day's newspaper.

The results were quite positive. Average readers were able to get involved in shaping the coverage to be most useful to them. And the contest was great.

Online exchange on the Internet: By sponsoring an online exchange, readers and potential readers can exchange ideas, gain valuable information and enjoy the opportunity to "talk" with neighbors.

This also has the advantage of getting younger people involved with the newspaper.

These are just a few ideas. The point is that building a connection with your readers will pay off in terms of long-term loyalty.

(Anthony M. Casale is president of Princeton, N.J.-based American Opinion Research and can be reached by telephone, (609) 683-8398, or by e-mail at ameropin707@aol.com. Reprinted from the April 1998 issue of Ideas Magazine.)

Youth

Continued from page 5

was delighted when she chose to study journalism at my own alma mater, Marshall University. While there, she honed her skills through various positions on the university's newspaper staff and with an internship at The Vindicator in Youngstown, Ohio.

Every so often, she would drop me a line and update me on her progress. So when I decided in the spring of 1997 to change jobs, I knew where to find her.

The agonies I suffered on leaving FlipSide, my "baby" lessened considerably when Kerri was hired as my successor.

Kerri's case shows that the relationship between a newspaper and its teen writers does not have to end with graduation. Former youth correspondents can serve as stringers, interns or temporary help at crunch times.

Once they finish college, they make ideal full-time employees because they already know the system. They are a natural resource, and all it takes is a postcard, telephone call or e-mail message every now and then to stay in touch.

Over the past year she has justified my faith in her—and then some. Her staffers relate to her on an even more in-depth level because she has "been there, done that" herself. I take great satisfaction in seeing her work with them as a group and on a one-to-one basis.

At first it was tough for me to let go of FlipSide, but Kerri proved early on that she was equal to the challenge. She now oversees virtually all of FlipSide's production from start to finish, as well as the related duties like our annual scholarship competition.

I help out by proofreading and providing an occasional bit of advice, but it very much Kerri's show—as it should be. As part of my new job, I coordinate the weekly teen page for our Sunday edition. So I still get to work with "the kids" on a regular basis.

It is wonderful, indeed, to be employed by a newspaper company that believes strongly enough in its youth section to hire one of its former high school writers as its editor. To me, that validates our mission to reach the readers—and journalists—of tomorrow.

(Marina Hendricks is FlipSide Sunday editor at the Charleston (W.Va.) Gazette and newsletter editor and treasurer of the Youth Editors Association of America. Reprinted from NAA's Foundation Update—Spring 1998.)

Hiring

Continued from page 4

open market. Why risk having your competitor scoop up a good person because they were better able to sell their company to the candidate. Make sure to devote at least 30 percent of the interview time to selling them. Even if you don't hire the person, they will speak highly of you and your company.

The Scouting Combine

It is amazing that scouts in professional sports spend millions of dollars on testing and evaluating players. They time, weigh measure and observe them over and over. They also test the psychological aspects of a players. You need to do the same with the talent you are recruiting. Observe your top candi-

dates as they role play a sales call situation. This will help you assess whether their previous sales records were habit and not just blind luck or the result of a great product. Be sure to use the same scenario for all candidates. Finally, be sure to videotape this situation if possible. This allows you to review and compare them with other candidates.

The Magical Three

From your client's perspective, salespeople are the embodiment of your company. They are your company's ambassadors. Ambassadors need to have a sharp business acumen, polished social skills and a personable phone presence. This is why you need to conduct interviews in three settings: in the office, on the phone and at a social event (meal or entertainment setting).

Remember, a well-rounded person is your best bet for overall,

long-term sales success.

Down on the Farm

The best companies have a development system in place to grow their own talent. This includes internships, inside sales positions that are grown into outside sales positions, trainee programs or work opportunities for a subsidiary or branch office. There are many advantages to cultivating home-grown talent. You develop a corporate culture, better mold a job to fit given skills and most importantly, you get a known commodity and eliminate the guess work.

(Reprinted from the May/June issue of SNA Suburban Publisher. Ken Scott is President, Strategic Success Systems, Mars, Penn. He can be reached at 412-772-2440 or by e-mail at kens@slstrnr.com.)