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# P THE KENTUCKY PRESS

MAY 1995  
Volume 66--No. 5  
The official publication of  
the Kentucky Press Service

## Goin' to Gatlinburg

From Dollywood to Music Mansion to work sessions, KPA's Summer Convention has something for every family member

Come join us in Gatlinburg! You'll find lots of stuff to entertain you, in addition to informative sessions designed to tweak your brain and give you new ideas for your newspaper.

In fact, the Kentucky Press Association's 1995 Summer Convention promises to be one of the largest the association has sponsored. The convention, set for June 22-24, will be held jointly with the Tennessee Press Association, giving KPA members an even greater opportunity to see what newspaper people in our neighboring state are doing.

"You've asked for a good location, we have it. You've asked for lots of side-trip activities, we have them. You've asked for good programs, we have them. You've asked and we're delivering the one summer convention you don't want to miss," said KPA Executive Director David T. Thompson.

KPA members will be staying at the Glenstone Lodge/Days Inn,

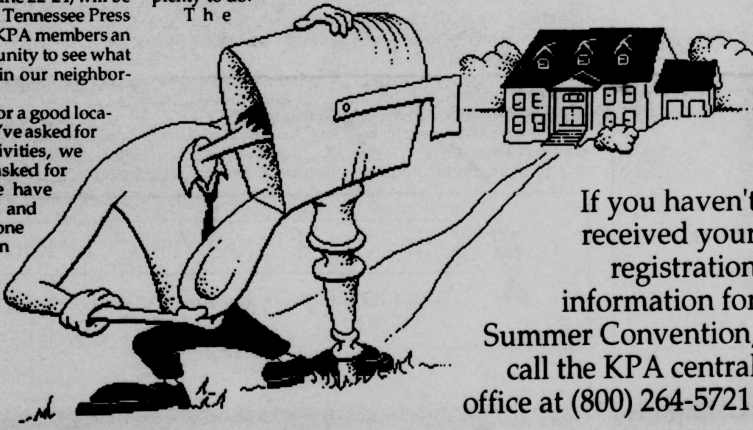
with TPA members right next door at the Holiday Inn. Both hotels are located on Airport Road, just off the main drag through downtown Gatlinburg.

The convention features programs, a picnic in the park, golf, shopping, touring, time to do your own thing, a day at Dollywood, lots of things for the family—whatever you're looking for, this is the one convention you'll find plenty to do.

The

convention officially begins Thursday, June 22, with a reception and picnic in the park following the KPA / KPS Board of Directors meeting.

Friday begins with a half-day of roundtable discussions, and includes an afternoon trip to Dollywood or the first (and maybe only) KPA/TPA Gold Scramble at Gatlinburg County. **Continued on Page 16**



If you haven't received your registration information for Summer Convention, call the KPA central office at (800) 264-5721.

## Distraught kids write to paper

Oklahoma City may have seemed far away to some of us, especially as we viewed scenes of the carnage and wreckage invaded our living rooms through our televisions.

One Second Grade class in an Oklahoma City elementary school really brought the disaster home to members of The Bourbon Times, however, when members of the staff discovered a package the class had mailed to the newspaper.

The package contained childrens' grisley drawings of the bombing, along with a note from the teacher explaining why the class had mailed the package to The Bourbon Times.

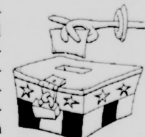
To read more about the childrens' thoughts, turn to Page 8.

## May 18 forum canceled

Because of continued logistical problems, the Kentucky Press Association has canceled its gubernatorial public forum scheduled for May 18 at Memorial Hall in Lexington.

"We cannot ensure the quality of the forum KPA wants, or its member newspapers and the candidates deserve," said KPA Executive Director David T. Thompson.

KPA does plan, however, to host several such forums before the general election in November.



## Task force members named

Gov. Brereton Jones has named the members of the state Newsprint Recycling Task Force, required in language passed by the Kentucky General Assembly during its 1994 session.

The task force includes the Kentucky Press Association executive director, five newspaper and newsprint mill representatives, three persons from environmental groups and the National Resources Cabinet secretary.

In its form approved by the state House and Senate, the task force is directed to address the newsprint recycling issue in its entirety and submit a report to the legislature by Oct. 1, 1995.

Those named to the task force are: Phillip J. Shepherd, Secretary, Natural Resources and Environmental Protection Cabinet; David T. Thompson, executive director of the Kentucky Press

Association; Ed Taylor, chairman, Kentucky Recycling Brokerage Authority; David Stone, production director for the Lexington Herald-Leader; Steve Austin, publisher of The Henderson Gleaner; Pipes Gaines, publisher of the Bowling Green Daily News; Barb Phenix, of Bowater Inc.; Vaughn Hedrick, of Champion International Corp.; Ray Hillebrand, president, **Continued on Page 16**

### Inside This Issue...



Happy Mother's Day!

Results of Retail Marketing Habits Survey unfolded

..... See Page 3

KPS offers new ad plan to political candidates

..... See Page 6

CKNJ behind push to get list of grand juror names

..... See Page 13

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## What's Up?

### MAY

- 14 MOTHER'S DAY
- 14-16 International Newspaper Marketing Assoc. Conference, Park Plaza Hotel, Boston
- 18 KPA judges West Virginia Press Association editorial contest, Holiday Inn North, Lexington
- 26-29 National Cartoonists Society Convention, Boca Raton Resort & Club, Boca Raton, Fla.
- 29 MEMORIAL DAY

### JUNE

- 22-24 KPA/TPA Summer Convention, Gatlinburg, Tenn.

### AD IDEAS, MAY

**MEMORIAL DAY:** Florists and other retailers who sell artificial flowers for decorating should be your big advertising targets for this month. Commemorating veterans in a sig page may also go over big.

**ALSO:** Don't forget Father's Day is in June, so go ahead and plan a special promotion for that day.

**PLAN AHEAD FOR JUNE.** June is a big month for weddings, so get some ads together targeting brides. This could include bridal boutiques, floral shops and caterers.

**DAIRY MONTH:** June is also Dairy Month, so why not plan a sig page?

# Recorder newspapers sold

From the Campbell County Recorder

The Community Press Inc., publisher of the Press Community Newspapers in the Cincinnati area, has agreed in principle to acquire The Recorder Newspapers of North-east Kentucky.

The Recorder Newspapers has three weeklies in Boone, Kenton and Campbell counties and The Sentinel, a monthly senior citizens publication.

Press Community Newspapers has 18 weekly newspapers on the Ohio side of the river, plus Pursuits and Prime Edition. With the acquisition, the company's newspapers will completely surround Cincinnati. The sale was expected to be completed by the end of April.

Calling the combination an "ideal marriage," Tom Noonan, president of the Community Press, said The Recorders will continue to be published "by Kentuckians for Kentuckians."

"Our role," said Noonan, "is to bring about the synergy that occurs when local community journalism is combined with the sales and manufacturing capabilities of a larger organization."

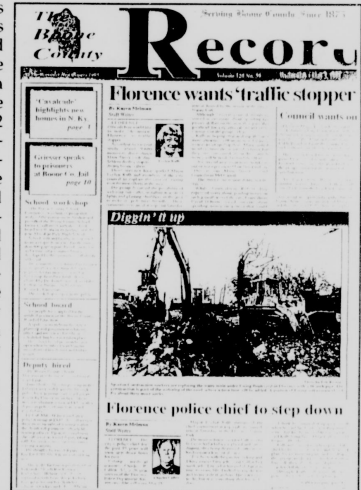
The newspapers are being acquired from Gene Clabes and SteppingStone Publica-

tions Inc. Clabes will continue as publisher, and the main office will remain in Colonial Square Plaza at U.S. 42 and Ewing Boulevard in Florence. The Campbell County Recorder is located at 654 Highland Ave. in Ft. Thomas, and the Kenton County Recorder has an office in Ludlow on Elm Street.

Clabes said he looks forward to the association because it will enable The Recorder to better serve the fast-growing, dynamic communities of North-east Kentucky.

"When we acquired the newspapers four years ago, it was with one goal in mind: to produce community-oriented newspapers in an expanding suburban market. By becoming part of the Community Press family, we only strengthen that resolve," Clabes said.

A native of Henderson, Ky., and vice president of the Kentucky Press Association,



Clabes has been the owner of The Recorder Newspapers since January 1991. A journalism graduate of the University of Kentucky, he also worked for daily newspapers in Henderson and Evansville, Ind.

His wife, Judy, is editor of The Kentucky Post of Covington.

The Community Press is a wholly owned subsidiary of Suburban Communications Corp., Livonia, Mich.



## Kentucky Press Association, Inc.

### 1994 KPA Officers and Board of Directors

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Dorothy Abernathy  
*The Oldham Era*  
**President-Elect**  
John Del-Santo  
*Ashland Daily Independent*  
**Past President**  
Steve Lowery  
*The Kentucky Standard*  
**Vice President**  
Gene Clabes  
*Recorder Newspapers*  
**Treasurer**  
Marty Backus  
*Appalachian News-Express*  
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Ied Dillingham  
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*McLean County News*

**District 4**  
Charlie Portmann  
*Franklin Favorite*  
**District 5**  
David Greer  
*The News-Enterprise*  
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Merv Aubespain  
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**District 7**  
Ed Ashcraft  
*Owenton News-Herald*  
**District 8-9**  
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**District 10-11**  
Marty Backus  
*Appalachian News-Express*  
**District 12**  
Louise Hatmaker  
*Jackson Times/Beattyville Enterprise*  
**District 13**  
Glenn Gray  
*Manchester Enterprise*  
**District 14**  
Stuart Simpson  
*Pulaski Week*

**District 15A**  
Tom Caudill  
*Lexington Herald-Leader*  
**District 15B**  
Guy Hatfield  
*Citizen Voice & Times*  
**State At-Large**  
Russ Powell  
*Ashland Daily Independent*  
Clay Hutcheson  
*Princeton Times-Leader*  
Jerry Lyles  
*Benton Tribune-Courier*  
Jay Frizzo  
*Paducah Sun*  
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Sherry Harper  
**Secretary**  
Sue Cammack

**Mail/News Release Service**  
Nancy Peyton  
**Clipping Assistants**  
Linda Slemp, Carol Payton, Holly Stigers  
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## Our News For You: KPA Nuggets



### Marketing survey results released

Reliance on newspaper advertising remains stable, according to a survey conducted for the Kentucky Press Association by The Preston Group.

The Preston Group conducted KPA's regular Retail Marketing Habits Survey, a member service KPA provides newspapers to help them sell advertising. The survey, released at KPA's Spring Advertising Seminar, showed newspaper advertising remained the No. 1 choice in 14 of 18 categories measured.

This year, The Preston Group interviewed 800 people at least 18 years old. The company in the past has interviewed 2,000 people every two years, but the KPA Board of Directors has directed the group to conduct the survey every year to keep information more current.

Compared to 1993, newspaper advertising showed increases from 1 to 7 percentage points in every category except one—jewelry, falling by 2 points, according to the survey.

Other highlights of the survey include:

- 62 percent of Kentuckians read a newspaper almost every day, while 77 percent read a weekly newspaper every week.
- 37 percent of Kentuckians leave their weekly newspaper around the house until the next week.
- Coupon usage among newspaper readers has remained consistent.
- 69 percent of respondents said they were very likely to vote in May's primary election—which could be a plus for political advertising.

Continued on Page 15



Bonnie Howard, business manager for the Kentucky Press Association, received an Earth Day award from the state Environmental Quality Commission on behalf of the Harlan Daily Enterprise. The Enterprise was honored at the ceremony by Gov. Brereton Jones and commission members for its series of stories regarding illegal dumping in Harlan County.



## Matriarch Mary Bingham dies at 90

From The Courier-Journal

Mary Bingham, matriarch of a family that built up a Louisville publishing empire and was then torn apart by it, died April 18 after collapsing during a Rotary toast in her honor.

The widow of Courier-Journal publisher Barry Bingham Sr. was 90. She was pronounced dead at Norton Hospital.

Throughout her last speech, she was characteristically audacious.

In prepared remarks, Mrs. Bingham scorched the media for its "self-righteous pomposity" and its "sneering and contemptuous coverage

of all public figures," blasted the "talk show rabble-rousers and the primates on the far religious right," defended the incumbent Democratic president, and championed the public's access to information over the emerging information superhighway.

Mrs. Bingham had reached the point in her response when she was quoting a Nov. 20 newspaper column by John Ed Pearce. Holding the text closer, she suddenly fell to the floor. Doctors and emergency personnel were summoned, but efforts to revive her failed.

An array of Louisville's civic and cultural elite stood in the emptying

ballroom, many dabbing at their eyes with handkerchiefs and holding onto each other.

Mrs. Bingham had begun by saying she was so flattered that "the best thing would be for a big pink cloud to come down and take me away."

Gov. Brereton Jones said that Kentucky had lost "one of its most caring and productive citizens."

"There is no way to fully measure what Mary Bingham has meant to every citizen of this Commonwealth," he said.

Mary Bingham and Barry Bingham Sr., who died in 1988, and their children owned The Courier-Journal and

The Louisville Times, WHAS television and radio stations, Standard Gravure Corp., and smaller firms until their sale in July 1986. The Courier-Journal was purchased by Gannett.

Her influence on their operation was great. She was book editor from 1942 to 1968, an editorial writer during World War II and a vice president and director of the companies from 1942 until 1985.

Throughout her life, Mrs. Bingham fought for causes.

In 1953, she and others conceived a drive to put 100 bookmobiles in rural Kentucky counties. No one attended

Continued on Page 16

# Telling tales of everyday living

Editor's Note: Our series of profiles of Kentucky newspapers continues.

By Becky L. Meadows  
Ky. Press Editor

## Tompkinsville News

Tompkinsville has unique Bar-b-Que.

The smoked meat is not basted with Bar-b-Que sauce or tomato pastes. Instead, a hot, spicy, peppery sauce is served, on the side if requested.

It was one of the first things Blanche Trimble, publisher of The Tompkinsville News, mentioned.

Perhaps that's a sign of the pride Tompkinsville residents take in their wares. It's a definite sign of the pride Trimble and the residents take in her newspaper.

For example, the weekly newspaper does not have a huge mailing list. Instead, most of its sales come from racks.

"People want their newspaper Thursday morning," Trimble said. "They don't want to wait until its midday."

Trimble and her husband bought The Tompkinsville News in 1977. They were the fourth owners of the newspaper, and building the paper did not come easy.

"For a long time the entire editorial staff was me," Trimble said. "It's nice to have Gina Kinslow here."

Now Trimble splits the news assignments with her editor, and, like most small towns, there is plenty to cover. One of the main focuses of the newspaper is school news, Kinslow said.

"The school touches everybody," Kinslow said. "Every family has someone in school."

The newspaper also runs typical news bits, such as wedding announcements and obituaries. To deal with lengthy wedding announcements, Trimble and Kinslow devised an interesting policy of giving people 15 inches of space to tell their wedding tales, and charging \$1 per column inch thereafter.

Even Monroe Countians, despite a hard-pressed economy, can afford that.

Downstairs from the newspaper office is Trimble's small printing press. She prints brochures and other materials for people and businesses in Monroe County.

Around one corner was a huge stack of large paper sheets filled with pictures of pants. The pictures are not unusual, Trimble said. The huge sheets of pants are printed for the garment industry—one of the mainstays of Tompkinsville residents.

Many Tompkinsville residents also work in the lumber industry, Trimble said. Farming is done mostly part-time, because people need other jobs to supplement their incomes.

"We desperately need higher-paying jobs here," Trimble said.

Although the southern Kentucky town's economy may not be booming, business for the newspaper is doing quite well, thanks to the efforts of the paper's staff and Trimble.

## Central Kentucky News Journal, Campbellsville

Richard RoBards has a different way of dealing with recycled newspaper.

Whenever the Central Kentucky News Journal of Campbellsville accumulates huge amounts of newspaper to be recycled, RoBards calls local groups that may be interested in making a little money.

Then he pays the groups for helping load the truck to haul away the newspaper to be recycled. The group that loads the truck keeps all the money the newspaper makes from recycling the newspaper.

"They always make at least \$300," RoBards said with a smile. "I think our last truck was a little over \$1,000."

That's just one of the innovative ideas the Central Kentucky News Journal has put to work over the last few years.

For example, the newspaper, owned by Landmark Community Newspapers Inc., also uses "correspondent photographers." The photographers are usually students from Campbellsville College or others interested in photography. The newspaper issues the photographers film, and they bring it back to the office to be developed.

It's all part of an effort to give Campbellsville residents all the news they need to know.

"We're pretty proud that 95 percent of our news is local," RoBards said.

Finding local news is not difficult in this thriving community, he said. Just the two high schools, two middle schools, three elementary schools and Campbellsville College provide enough local news to almost fill an entire issue of the paper.

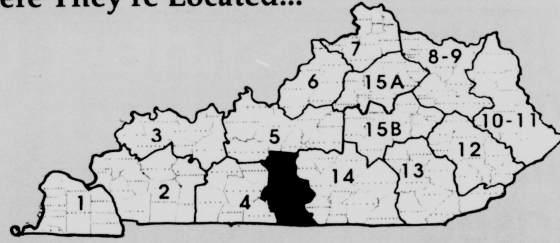
The newspaper has a news editor, a sports editor and a staff writer on the editorial side to keep up with all the local news going on. RoBards attributes the newspaper's ability to keep up with what's going on to his excellent staff.

To help out in a pinch, the newspaper also has stringers who work much like the correspondent photographers.

The newspaper also tries to maintain a good image in the community. It has a Newspaper in Education program, where 300 to 400 papers go to selected schools each week. Teachers order newspapers and the newspaper helps find sponsors to pay for the issues, RoBards said.

Although he is not from

## Where They're Located...



Campbellsville, RoBards grew up only a stone's throw away in Springfield. He was reared as a Catholic, but said nobody in the community holds his religion against him even though Campbellsville is peppered with strong southern Baptists.

In fact, just how good the community is to live in is shown by the number of people who continue to return, even after they've moved away.

"You always see people coming back home on special occasions," RoBards said. "That's an indication that people must like it."

Campbellsville also has some unusual businesses which have put the small community on the map. Campbellsville Industries manufactures church steeples, and RoBards said he saw a truck with one of the steeples when he was in New York. Fruit of the Loom also has a factory in the county.

"Everybody wears underwear, so you know Fruit of the Loom underwear could be anywhere," RoBards said with a laugh.

The lumber industry is also big in Taylor County, and there's a strong tourism industry with Green River Lake nearby.

It's a struggle to keep up with what's going on sometimes, but the paper has done it so far.

"The only thing about it is you're only as good as the last day you were alive, so you can't rest on your laurels," RoBards said.

## Cave Country Newspapers

Some 45 years ago A.C. and Dorothy Wilson bought the Hart County News in Munfordville and the Barren County Progress in Cave City. Now, they are owners of three weekly newspapers and a printing plant.

The newspapers cover Hart, Monroe, Barren and Metcalfe counties, and have a combined paid circulation of 12,796. And without a doubt, tourism is at the heart of the communities that surround the papers.

The papers are run mostly now by A.C. Wilson Jr., who is Dorothy and A.C.'s son, and who travels between the three papers all the time. Dorothy Wilson, her daughter Nedra Morrison and son-in-law Harold Morrison, along with A.C. Sr. and A.C. Jr. are the heart and most of the work behind the news-

papers. Profiles of each newspaper follow.

## Barren County Progress

Cave City sits right on Interstate 65. It's impossible to miss it.

If you visit Mammoth Cave, you'll visit Cave City. If you visit Guntown Mountain, you'll visit Cave City. In fact, a multitude of people visit Cave City each year. Tourism is the town's biggest industry.

The tourism industry is illustrated by the number of hotels that sit right of I-65 at the exit for Cave City. And there's any type of restaurant you could ask for, from fast food to little Mom and Pop operations.

"We all like to go to Mammoth Cave National Park," Wilson said. "It's just a nice place to go."

They always take the old road because the drive is so much prettier, especially when the dogwoods are in bloom, she said.

The people in the community are friendly, and quite tolerant of their touring visitors. Glasgow, the county seat of Barren County, is a very progressive community and has multiple factories, Wilson said.

The total staff for all three Cave Country newspapers is about 40 people who all work on all the publications.

## Hart County News Herald

The Wilsons purchased the Hart County News in Munfordville about 45 years ago. A few years later they purchased the Hart County Herald in Horse Cave, and merged the two papers into one product in 1989.

"It made a bigger and better paper," Wilson said. "They overlapped so much."

It was difficult for Hart County to support two newspapers. One sweep through Munfordville, the county seat, shows there is little retail business. Most of the people are farmers.

The countryside is rich, however, with greenery and fields full of farm products. The back roads from Cave City to Munfordville are beautiful, small strips of blacktop stretching through hills and valleys full of blooming trees.

Munfordville, located right on I-65, is also moving more into tourism, Continued on Page 5

## Tales of living

Continued from Page 4 which is beneficial for the community, Wilson said.

Some residents work at Louisville Bedding, a factory that has been a cornerstone of Munfordville for years. The town also just got a new brake factory, which should improve the unemployment rate, Wilson said.

The newspaper is printed at the Wilson printing plant in Horse Cave, as are the other Cave Country newspapers.

The weekly paper covers typical topics: school news, government meetings and features on local residents. Like the Barren County Progress, coverage is concentrated on local news.

### Monroe County Citizen, Tompkinsville

The "baby" paper of the Wilsons, the Monroe County Citizen, was started in 1990 because A.C. Wilson Jr. thought it would be a good idea, Dorothy Wilson said.

It was a good idea. The paper has grown to 2,431 circulation in a town that now has two newspapers.

What are the people like in Tompkinsville?

"My husband had a blow-out when he was delivering newspapers in Tompkinsville," Dorothy Wilson said. "He was waiting on a tow truck, but a woman came along and got someone to help him right away."

Farming and the lumber business make up a large part of the work force in Monroe County.

Tourism is also coming into its own in the county, Wilson explained.

For example, Tompkinsville is home to Old Mulky Meeting House, where a religious feud broke out centuries ago. The meeting house still stands, its log frame intact. Picnic tables adorn the area near the house.

Some people have been married in Old Mulky Meeting House—it's that big of a tourist draw.

Tompkinsville is close to Columbia, so shopping is only minutes away. It is also close to Campbellsville.

The drive to Tompkinsville is like the drive to Mammoth Cave—curvy, but pretty. Farmland makes up the biggest part of the countryside.

The Monroe County Citizen, like the other Cave Country Newspapers, concentrates on covering local news.

A local staff is primarily responsible for covering Tompkinsville and Monroe County, but the printing is done at the plant in Horse Cave.

**HAVE WE MISSED YOU?**

If we haven't profiled your newspaper yet in The Kentucky Press, please call **Becky L. Meadows at (800) 264-5721.**

## The People Behind the Papers...

### MONROE COUNTY

Population ..... 11,300  
 No. Households ... 4,500  
 Retail Sales ..... \$55,285,000  
 EBI per Household ..... \$25,222

### HART COUNTY

Population ..... 15,300  
 No. Households ... 5,900  
 Retail Sales ..... \$63,744,000  
 EBI per Household ..... \$23,216

### BARREN COUNTY

Population ..... 34,300  
 No. Households . 13,300  
 Retail Sales ..... \$261,094,000  
 EBI per Household ..... \$28,779

Note: The staff picture for the Central Kentucky News Journal was not available at press time because of a film error. The members of the paper's staff include: Richard RoBards, Cheryl Caulk, Melinda Cash, Melody Noland, Stan McKinney, Marie Cox, Suzy Houk, Rochelle Simpson, Wilma Clark and Becky Dial.



Members of The Tompkinsville News staff include (front): Teresa Scott, Sharon Fister, Gina Kinslow; (back) Blanche Trimble, James Spear, Linda Jones and Carol Depta.



The staff of the Barren County Progress includes Nedra Morrison, Sue Chapman, Linda King and Dorothy Wilson.



The staff of the Hart County News Herald includes Alisha Poynter, Shannon Matthews, Sandy Miles, Jerrynita Tennyson and Lisa Logsdon.



The staff of the Monroe County Citizen includes Mike Scorelle and Janet Jones.



## The Buck Stops Here: Ad News

### Coffin ad leads to debate

Ken Schmidheiser, editor of the McCreary County Record, had no idea the ad he designed would cause so much controversy.

Neither did funeral home director Rick Neal.

Nevertheless, chaos broke out when the newspaper ran a full-color, full-page ad for Neal featuring pictures of seven of his coffins, open to show the plush interiors, along with their prices.

"Apparently because it's an unusual event for a funeral home director to advertise prices, it's caused quite a controversy," said Tim Stratton, general manager of the Somerset Commonwealth-Journal. "It's just something that's obviously not done."

The Commonwealth-Journal and the McCreary County Record are owned by Park Communications Inc.

Stratton said he has not heard any comments from the ad, but added Neal has heard from some McCreary County residents who were displeased with the ad.

He added the Jenny Jones Show has asked Neal to be a guest because of the ad, and Neal wanted Schmidheiser to go along, but Stratton said no.

According to a report in Publishers' Auxiliary, Neal was even asked to appear before the Embalmers and Funeral Directors of Kentucky Board to discuss his business practices, and had his business practices reviewed by the state Attorney General.

If you join the KPS Statewide Classified Program, you might get a **SUMMER INTERN FREE!**  
Call (800) 264-5721 for details

**GENERATOR**  
**SAW**  
**MAKER**

*Metro Creative Graphics, Inc.*  
**800-223-1600**  
Call for free spec ad sample kit!

## KPS offers new ad plan to political candidates

Kentucky is joining the Campaign Advertising Program bandwagon by adding a version of the idea to its advertising sales efforts.

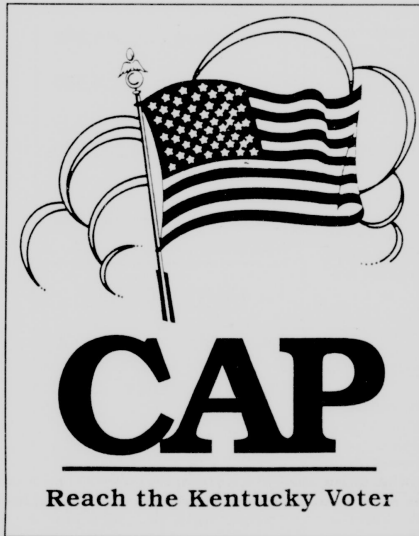
Already some 20 states have various campaign advertising programs in place as an effort to attract more political advertising into newspapers. Success of the programs has varied, with several states reporting substantial increases in the amount of political ads placed through a CAP plan.

Kentucky's CAP plan will offer candidates three ads for the price of two in newspapers agreeing to participate and accept the discount plan. Ads must be a minimum of 20 column inches and cannot have any copy changes during the three publications.

"We were skeptical a few years ago when CAP plans began," said KPA executive director David T. Thompson. "But with statewide elections this year, with the need to offer candidates a package to get them in print and with so many other states offering similar programs, we felt the time was right."

KPA surveyed all Kentucky newspapers in early March, giving the newspaper three choices of CAP plans. Newspapers ranked the three options in order of preference.

"We had an outstanding response



from the survey and two of the three options had very high appeal from our newspapers," Thompson added. The results were shared with the KPA Ad-

vertising Steering Committee and the KPA/KPS Board of Directors. The Board then approved offering a three-ads-for-the-price-of-two program to candidates.

Only newspapers agreeing to participate in the three-for-two program will be included, although campaign ad sales efforts will continue to get candidates to consider all Kentucky newspapers in their advertising campaigns.

Kentucky's primary election is May 23, with a possible run-off election set for June 27. Run-off elections, the first in Kentucky, will be held if no candidate

from a party gets at least 40 percent of the primary vote. At that time, a run-off election will be held between the top two candidates in the party.

## Herald-Leader proposes settlement for complaint

From the Lexington Herald-Leader

The Herald-Leader has offered to set up diversity training programs, add safeguards to its advertising procedures and donate advertising space to the Lexington-Fayette Human Rights Commission as a proposed settlement to resolve a complaint filed against it.

The complaint, filed by Dr. Robert J. Baumann, focused on the newspaper's acceptance of an advertisement from the University of Kentucky that offered discounts on baseball tickets to anyone who brought a church bulletin to the game.

"We were surprised that an advertisement containing this language got into the newspaper without being detected," said Herald-Leader Publisher Lewis Owens. "We apologize for the error and will make every effort to see that it doesn't happen again."

UK spokesman John

Scharfenberger confirmed that UK also had received a complaint from the Human Rights Commission over the promotion. The university was still negotiating a settlement, he said.

"We feel very confident we'll be able to reach a satisfactory solution with the complaining party and with the Human Rights Commission," he said.

UK announced in March that it would discontinue that offer after concerns were raised that it was discriminatory.

The Herald-Leader and its parent company, Knight-Ridder, offered a proposed settlement that would:

- Provide specially tailored religious diversity training to all employees as part of a greater Knight-Ridder-wide diversity training program.
- Knight-Ridder will incorporate religious diversity as a topic in a training program that it runs for all new

sales representatives.

- Include a warning, to be approved by the Human Rights Commission, on Herald-Leader rate cards that advertisers must not include language that can be perceived as discriminatory.

- Update advertising guidelines to warn Herald-Leader employees to be alert for advertising containing language that could be construed as discriminatory.

- Provide the Human Rights Commission with at least \$5,000 worth of free advertising space each year for the next three years to use as the commission sees fit to promote community sensitivity to diversity issues.

The commission would have to approve the proposed settlement. Jesse Moton, its compliance director, said that federal and state laws prevented him from commenting on the case while it was still pending.



# The Final Word: Writing News



Bennett Roach

## Journalism pioneer's death marks end of era

By Don Towles  
KPA Past President

The death of Bennett Roach of Shelbyville on March 30 ended an era in the Kentucky Press Association.

He was the oldest past president of KPA, both from the standpoint of his age, 93, and when he served, 1952.

KPA was a different organization when he was president; a little less serious than today, perhaps, not quite as well structured and certainly less affluent. But those who led then were fighters for the press, no question about that. Immediately preceded as president by Joe LaGore

and Doug Cornette and followed by Enos Swain, Bennett Roach was a leading member of the team that put together stronger legal publications legislation for Kentucky newspapers.

He was editor and publisher of The Shelby News from 1941 to 1960, and continued to write for the merged Sentinel-News until late in his life. After graduating from Transylvania, he started his career in Bardstown at The Kentucky Standard, then worked for several dailies around the country before joining The Courier-Journal in 1933 for an eight-year stint as a reporter and editor.

He wrote stories for some 200 newspapers and 100 radio stations in a five-state area for the Burley Tobacco Growers Cooperative. He was an avid historian and painter, active in his church and various Shelby County civic organizations.

More than that, though, Bennett Roach was a gentleman. Slight, quiet and soft-spoken, he always had a kind word and an interest in the work of others. Maybe I was attracted to him in my early years because he was a native of Lawrenceburg and a close friend and colleague of my father's, or maybe it was because I knew that Bennett Roach was really somebody.

## 'Meanness' may invade journalism

From the University of Kentucky

The former president of NBC says there is a meanness creeping into society that threatens to affect media news coverage, too.

Robert Mulholland, who spent most of his career in broadcasting and who now serves internationally as a consultant on freedom of the press, told a Joe Creason Lecture crowd in April at the University of Kentucky that, "there is a meanness spreading across the land."

He said it shows itself in politics, talk radio and television talk show programs. "Even in our sports, and particularly our sports heroes," he said.

His concern is that this meanness could eventually lead to government control of the press.

"'In your face' has become an accepted, even praised, form of public and private behavior," Mulholland said.

Mulholland suggested to journalism students in the audience that the solution is the quality of their journalistic efforts.

"Be fair, be honest, be accurate, in that order," Mulholland said. "And meanness is not a replacement for fairness."

## Papers to publish history books

The Russell Springs Times Journal and the Harlan Daily Enterprise will be publishing pictorial histories of their counties.

Both newspapers' books are set to be published in December, 1995. In addition, both newspapers will offer a regular version of the history books and a collectors' edition.

The library quality, hard-bound collectors' edition of the Russell Springs book will feature 128 pages of pictures and history of Russell County. The book will be printed on acid-free archi-

val paper that will last for hundreds of years. The book will contain about 250 pictures.

The Harlan Daily Enterprise book will be about 96 pages of old photos and text depicting the history of Harlan County. The Enterprise is soliciting old pictures from Harlan County residents for use in the book, as is the Russell Springs Times Journal.

Limited editions will be available for both books. The limited editions will feature genuine leather covers and a custom bookplate affixed to the in-

side cover, which is hand-numbered and signed by the author. Russell Springs will have 100 limited editions, while the Harlan Daily Enterprise will have 50.

The regular version of the Russell County history book is \$39.95 plus tax, while the limited edition will be \$69.95 plus tax. The standard version of the Harlan County is \$29.95 plus tax, while the limited edition version is \$75. The first 500 people to order the Harlan County book will receive a \$10 discount.

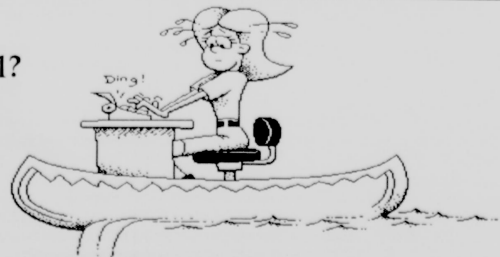
At the lecture six journalists were inducted into the Kentucky Journalism Hall of Fame. They are: Merv Aubespain of the Louisville Courier-Journal; James Caldwell, retired radio and television executive from Louisville; Martha Comer, retired editor of the Maysville Ledger-Independent; Tom Hammond of Lexington, an NBC sportscaster; Lewis Owens, publisher of the Lexington Herald-Leader; and Richard Whitt, of the Atlanta Journal-Constitution.

The late Helen Lansdowne Resor, a pioneer in advertising copywriting from Cincinnati, was inducted into the Kentucky Advertising Hall of Fame.

**Going over the edge**  
trying to give your classified clients the best deal?

Join the KPS  
**STATEWIDE CLASSIFIED  
NETWORK**

Call Reba Lewis, (800) 264-5721  
for more details!



# 'There is no stronger message...'

Rescue workers carried babies from the mounds of rubble, tears streaming down their cheeks, and we cried with them.

We found different ways to deal with our sorrow. Some of us talked with family and friends, and were reassured.

Members of one second-grade class in Oklahoma City decided to vent their frustrations by talking to a friend--The Bourbon Times.

Here is their story.

## Bourbon Times lends sympathetic ear

**Editor's Note:** The following story was written by Lynne Wornall of The Bourbon Times. According to Doug Miller, publisher of the newspaper, the newspaper staff broke out in tears when they saw the contents of the package from the second grade class. "We didn't know anything about it, when all of a sudden we had this package waiting for us," Miller said. "I don't know of any stronger statement to the people of Kentucky than this."

One week after a bomb ripped through the Federal Building in Oklahoma City, The Bourbon Times received a package from the nearby suburb of McLoud, Oklahoma. In it was a grim collection of children's artwork, crayoned scenes of explosions and death, from an elementary school.

The teacher explained in a letter: "My class of 2nd graders wanted to express how much we have enjoyed the Kid's Section of your paper. Then, we had the bomb in Oklahoma City, and the children needed to express their feelings about the bomb. I hope you understand this is very important for these children to express their pain and fears. We chose you because you are not as close to the situation (the bomb) as we are."

Thank you, Mary Rushing.

We learned later that Ms. Rushing had received copies of The Times from a friend,

Paris native Jackie Mitchellree, who is now living in Oklahoma. She uses the Kids News section, she said, in her second grade classroom.

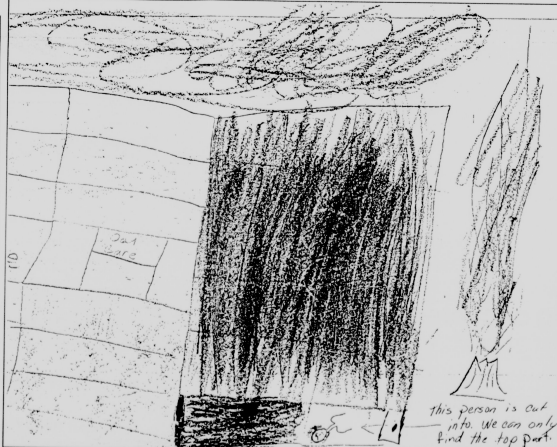
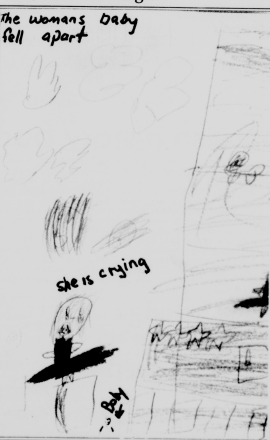
These small children are now involved in the most devastating act of terrorism to ever rock our nation. "Everyone in our school is touched," she said. "Some of the children have lost friends or relatives and some have parents helping in the desperate rescue effort."

"The children have seen a constant flow of death," she said, explaining that they have been exposed to stories and pictures that were censored from our television newscasts. To help her students express their fears and their grief, Ms. Rushing encouraged them to draw pictures of the bombing and to tell her how they felt about the destruction and the men who were responsible. "And then I thought, who do we share these with, everyone here is in the same boat, so we mailed them to you."

The package The Times received contained 25 drawings, the letter from Ms. Rushing, and a letter signed by sixteen of the students. These drawings and the two letters will be on display in the windows of the Times office on Main Street.

Ms. Rushing was at a loss when asked what Kentuckians could do to help her children. "I'm not really sure," she said, "but I think that just knowing that someone is thinking about us will help."

### And their drawings....



## What the children said

Dear Editor of The Bourbon Times:

We got a newspaper from your State. A man named Jerry Mitchellree (Jackie's brother) sent us the newspaper. We have enjoyed the Kid section very much.

Now we want to share our news with you. Many people have been injured by a bomb in our state. A Cooper family lost their baby. Some people lost their grandmother. They think she is in the basement. The bomb blew up half of the building. Some people were covered by bricks. The searchers had to use cranes to lift the safety dogs and searchers up into the building. There is only one. A little girl was on the ground and her head was hurt and she is OK. The firemen pulled out a finger and the American flag. Windows were blown out of the buildings around the building that was bombed.

There was a man blown out of the window. Sometimes the firemen tried to pick up the babies and they fell apart.

One policeman was trying to save this lady from two walls that were squashed together, then they heard there was another bomb.

They had to leave her. Later, they went back for her. The windows blew out of my mother's office.

My mom's friend felt the bomb. We have the following feelings about this situation:

- I feel very sad
- I feel very mad at the people who put the bomb there
- I feel like I could burst out with tears
- I feel scared
- I feel not safe in my house
- I feel frightened
- I feel guilty
- I feel awful about the bomb
- I feel angry

I feel sad that half of the people in the building died. I am afraid what they might do to me next.

We were afraid for our friend Jackie Mitchellree. We were afraid he would get hurt. He is OK.

There are some things my mother did when she heard about the bomb.

She cried  
worried  
feeling awful  
was sad  
tore up her sandwich  
she went to the building  
my whole family screamed  
my mom was worried about all the people

I cried when I saw the babies

These are some things my dad did when he heard of the bomb  
He started holding onto the arms of his chair  
My dad wanted to help  
My dad got mad

Some of my friends are missing  
My mom, sister and I cried  
My Aunt's friend was in the building  
My Grandmother was in the building she got outside  
My dad's sister died in the building.

That was mean of those people  
It broke my heart that they did it.  
I wish we could help them but we can't.  
I wish the bomb hadn't gone off in the first place.  
I hope they catch those people who did it.  
Because they are making other people lose their families.  
And they are murderers.  
We wanted to share our feelings about this with you.

Miss Rushing's 2nd grade class





## Revamping the Phones

The Kentucky Standard of Bardstown recently added new features to its telephone system.

Top right, Carol Mudd, classified ad manager, uses her desk phone to record instructions and menus for the newspaper's new audiotex information system housed in the computers behind her.

The system initially will offer up-to-the-minute news, sports scores, weather forecasts and more, with some segments sponsored by advertisers. For a small additional charge, advertisers can record a fuller description of such things as yard sales and individual items.

Bottom right, Rita Durbin, assistant circulation manager, switches a call to the newspaper's new telephone system which now has VoiceMail. The recording capability means callers can now leave lengthy, detailed messages for staff members of the paper.



Need a record from  
Frankfort, but can't get  
here to get it?

Call the  
**KPA**  
**NEWS**  
**BUREAU**  
(800) 264-5721

## Nominations being accepted for award

Nominations are being accepted for the 5th Midland (Texas) Community Spirit Award which arose from the dramatic rescue of a toddler from an abandoned Midland water well in 1987.

The award is sponsored by the Leadership Midland Alumni Association, and it honors a community whose citizens have unified to fulfill a pressing need or to respond to a crisis. Representatives of the winning community will be treated to a fall trip to

Midland where Texas' First Lady Laura Bush has been asked to present the award, a bronze bas relief.

Four finalists will receive special acrylic plaques, and all nominees will be sent mayoral proclamations.

Previous winners have been Sioux City, Iowa for its compassionate response to plane crash victims' families; Yakima, Washington for ridding neighborhoods of drugs; Bangor, Maine for welcoming home hundreds of Desert

Storm troops; and Warren, Indiana/Southern Wells School Community for combining their volunteers to renovate a building over the Christmas holidays for elementary students after their school burned.

To obtain a short nomination form, contact Midland Chamber of Commerce at P.O. Box 1890, Midland, TX 79702 or call 915-683-3381. Nominations must be postmarked by May 31, 1995.



## Around Town: Circulation News

# Newspapers trashed at USPS seminars

By Max Heath  
Landmark Community Newspapers Inc.

Is the Postal Service promoting the use of third-class mail at the expense of second-class mailers, like newspapers and magazines?

"The short answer is no," said Bill Henderson, chief operating officer and executive vice-president of the Postal Service, in reaction to a question I posed to a panel at the National Newspaper Association's Government Affairs Conference March 9. In followup later, he said, "We should not trash newspapers."

The panel was convened because of complaints NNA had received from around the country about Postal Service seminars "Advertising with Mail—A Smart Solution."

Kentucky Press Association's Advertising Director Gloria Davis and KPA President Dorothy Abernathy, publisher of a weekly from my group, each attended one such seminar session at the annual Mailer Expo '95 of the Louisville Postal Customer Council April 11.

Davis heard Connie Russ, sales executive for the Kentuckiana District, make four negative statements about newspapers in the morning ad mail seminar:

1. Illustrating that ad mail is more personal, Connie asked: "Which would you rather have, The Courier-Journal laying in your driveway or a letter in your mailbox personally addressed to you?"

2. Selling the targeted benefits of ad mail, she said: "If you want to reach

consumers within a 5-mile radius of your business, ad mail can provide you with every household in that 5-mile radius, something you can't do with newspapers."

3. Touting the value of sending product samples via ad mail, Russ said: "You could do this with newspapers, but it's a hassle and expensive."

4. She proclaimed ad mail's effectiveness "because you know every dollar you spend is directed at prospects interested in your product or service, something you can't do with newspapers because you're paying for extra circulation of people you may not be needing to reach."

Never once was it mentioned that a media mix is effective and there is a place for all media, including newspapers, radio and TV, Davis reported.

Russ struck the negative comparative remarks from her afternoon session when I asked her to following the morning session. (I know her as a capable account rep who has tried to help our newspapers in the southern and central part of the state.) Abernathy reported Russ mentioned radio and TV but never newspapers.

The postal video Russ showed did make two references to newspapers: "...amount of typing that would fit into a newspaper ad..." and "...you can't do that in a newspaper..."

Mailing industry panelists, including one who used to work for The Courier-Journal, made negative statements about newspapers. Another told the audience to cut clippings out of newspapers or magazines and put them on direct mail pieces, in clear violation

of copyright laws.

By letter accompanied with a copy of this column, I am:

1. Asking Kentuckiana District Sales Manager Sherry Cain to "cease and desist" from disparaging newspapers in future ad mail seminars. We are customers, too, and deserve better treatment than that.

2. Asking Bill Henderson to issue the same "cease and desist" instructions to sales staffs nationwide. We expect him to make good on his statement before NNA members.

3. Copying John Wargo, Vice-President of Sales for the Postal Service and head of the Mailer's Technical Advisory Committee, where I represent NNA.

Wargo, who has always been fair to newspapers, was the luncheon speaker at the Louisville Expo. He upholds the value of the mail mix (letters, bills, advertising, publications, packages) and the benefit of periodicals in pulling people to their mailbox.

Wargo started out selling newspaper ads in Pittsburgh. After my complaint a few years ago, he pulled back an ad video that departed from its printed script with a negative reference to newspapers. I feel certain he wants his sales people to promote the value of ad mail without trashing newspapers, and will help police this abuse of newspapers by sales people and videos.

While some in this industry don't want the Postal Service to promote ad mail at all, I think we must be more open minded than that, if done properly. Seminars offered include second-class mail and other topics, not just ad

mail. Newspapers need to:

1. Use ad mail more themselves, and realize its value in the media mix, just as we ask the Postal Service to recognize our value in that same mix. Shopper mail to non-subscribers, subscription promotion, even renewal notices, can all go via third class mail.

2. Remember that much of the newspaper industry does use ad mail, and to disparage it as "junk" in news stories and editorials is hypocritical and, frankly, wrong. Ad mail is read and works, or businesses wouldn't use it.

We can, too, to better serve our customers. Advertiser research in my company shows many advertisers prefer the in-home delivery provided by ad mail. Thrown shoppers are more like "junk" to most homeowners than mail. We should avoid self-righteousness.

3. Get more involved in the free-membership Postal Customer Councils located in virtually all cities of any size. The newspaper viewpoint is rarely heard by postal officials because we are not there! First and third-class mailers dominate.

My company's printing plants around Louisville are listed in the Kentuckiana "Business Partners Directory," and we hope to have a booth at the next PCC Mailer Expo to promote our web printing and mailing services. Any printer can do the same.

By being involved, you can demand fairness, just as we have done in Kentucky, and work more closely with postal officials to your benefit.

## NNA to fight proposal to reclassify mail

From the National Newspaper Association

Publishers face a 17 percent increase in out-of-county, second-class mail rates under a Postal Service plan to reclassify all mail, revamping rates and regulations in the process.

The National Newspaper Association immediately announced it would vigorously oppose the proposal, portions of which were revealed to business mailers on March 13. Generally, the proposal benefits large, high-volume mailers and hurts smaller mailers.

"This is a sad day for those of us who believe in good universal postal service," Michael Parta, NNA chairman and publisher of the New York Mills (Minn.) Herald said. "If the Postal Service succeeds in making these sweeping changes in mail classes, this day will go down in history as the

moment when the world's best government-owned postal service kissed the public goodbye and fell shamelessly into the arms of big business."

NNA said it would join with other small business mailers to oppose the proposal before the independent Postal Rate Commission, which must review the plan. In anticipation of the case, in October NNA formed the Newspaper Alliance for Fair Postal Rates to coordinate newspaper efforts to battle the expected USPS actions.

The USPS plan would restructure traditional second-class mail, as well as other mail classes, in a first step to providing favored rates and services to large-volume mailers whose mail is viewed by USPS as less costly to handle, NNA said.

The USPS said its proposal would lower the rates of some publications by 14 percent while driving up the cost of

mailing by 17 percent for most publications. Second-class, in-county rates are not addressed in the proposal, USPS said.

Parta said newspapers did not oppose the Postal Service's desire to encourage better mail preparation, nor to make the system more efficient.

"Newspapers led the way in work sharing, by presorting our papers to carrier routes, simply so we could get them delivered on time," Parta said. "No one could fault the Postal Service for encouraging efficiency, particularly when it has had such difficulty finding efficiency within its own ranks."

"But that is not what this proposal is about. This proposal is not to favor 'efficient' so much as to favor 'large.' It skews the entire mail system toward large volume mailers, in order to feed the Postal Service's ravenous appetite for volume."

NNA counseled the Postal Service

against this move, warning that it would jeopardize the future of universal service.

"In January, we urged the postmaster general to drop this case," said NNA President and CEO Tonda Rush. "We have opposed it from the beginning. We have had a fair hearing at the Postal Service and no one can dispute that USPS has considered all views. But it ultimately had to decide whether to answer to the loud demands of big business mailers, or stick to its mandate as the service that binds the nation together. It chose to answer big business and let the rest of us take our lumps. The rest of us will have to pay a 33 percent rate increase when we include this year's rate increase."

The proposal was scheduled to be filed with the PRC on March 24. The PRC has nine months to evaluate the plan.

# Editor says farewell to life in Irvine

**Editor's Note:** The following farewell column was written by H.B. Elkins, who recently resigned as editor of the Citizen Voice & Times of Irvine to accept a position in the state Revenue Cabinet. It has been edited for space only, and is reprinted per his request.

By H.B. Elkins  
Citizen Voice & Times

When I first came to work at the Citizen Voice & Times on Monday, Sept. 14, 1987, I had no idea how long I'd be here or what the future held for me.

I had agreed to stay two years, and I knew I wouldn't stay forever, but I didn't realize how long my tenure as editor of the newspaper would last.

Well, that time is up. When I leave this office for the last time I will have been editor of this publication for seven years, six months and 10 days—nearly a quarter of my life.

What an experience it's been.

I really don't know where to start in saying goodbye. I've done so many things, learned so much and made so many new friends that I'm afraid of leaving someone or something out. So bear with me as I make my way through this, my farewell column.

First of all, I must say that I am very

proud of this newspaper and its accomplishments. This is as professional a newspaper as any you'll find in the state. Put this weekly up against any in Kentucky and it will compare favorably.

Every story I've done, I've covered in a fair, impartial, thorough and professional manner. Every column I've written was my opinion alone. Every decision I have made has been in the interests of publishing the best possible newspaper. Some folks haven't liked or agreed with the things that have been done, but that's the nature of this business. I can sleep at night with a clear conscience, knowing I've put my heart into producing the best possible newspaper to serve the community's best interests.

Regrets? There are always regrets in any situation, whether personal or professional, as one ponders the paths not taken over seven-plus years. There are situations I wish I'd handled differently; people I should have taken another approach with; but one shouldn't dwell on the past except to glean a few lessons from life's mistakes and use them to grow as a person. The past is gone. We must live with the consequences, whether happy or sad, and continue to trod the path of life. Thankfully, most all my consequences are

happy.

Professionally, I have received a good education in newspapering. I have learned about photography, computers, writing, editing, layout and the printing process like never before. When I first started to work here, I knew little about desktop publishing. Now I seem to be the resident expert, and any time there's a problem with one of the computers, everyone comes running to me.

I've learned responsibility and how to deal with people. I have learned that there are consequences for each and every action taken or word which is written or spoken. I've gotten a lesson in humans and their unpredictability. And my belief in the importance of the news media has been strengthened, even though I won't be a member of the press in my new position.

I've bolstered my resume with new skills and awards for journalistic excellence. But I've been most proud when something I've written has helped bring a positive change for the community, or has helped correct a problem of some sort.

Personally, a lot has happened since 1987. I've matured. My body has aged. I've put on way too much weight and I've sprouted dozens of gray hairs. I've seen what it's like to be on my own

and be responsible for my own actions. I know what it's like to make a check last from one payday to the next with bills staring me in the face.

The past seven years have been very eventful, but the last 14 months have been especially so. Fortune smiled on me on Jan. 22, 1993, when I met a fellow journalist named Melissa Thomas. Melissa is smart, talented, intelligent, beautiful and she has a wonderful sense of humor. She has ambition. In short, she's everything I ever wanted in a companion. She is caring and supportive and is always looking out for me, often to the neglect of herself.

We didn't plan it this way, but Melissa, who was working at the Clay City Times, was offered a new job at The Winchester Sun. Coincidentally, she's taking a new job at the same time that I am. This set of circumstances is opening up an entirely new door in life for us to journey through together.

So now I say goodbye to Estill County and the CV&T after seven-and-a-half years of personal and professional peaks and valleys. I am a better person for having passed this way, and I hope in some small way I have enriched your lives as well. The period from Monday, Sept. 14, 1987 to Friday, March 24, 1995 has certainly been an era that I'll never forget.

## the exchange

is a quarterly publication full of great ideas for special sections...the kind of publication that your advertising staff can use to brainstorm all kinds of new revenue for your paper, no matter what the size of your newspaper.

### A friendly format

These are ideas that work and we'll show you how, with sizable reproductions and concise, informative details that will tell you how it was produced, what market it tapped and how much income it generated...information that can get your staff's creative juices flowing while your bottom line is growing!

### Timed to target

Each quarterly issue of the exchange will feature numerous special sections or community promotions that are suitable for the coming quarter's advertising season, giving you plenty of time to adapt the promotions to your locale and readership.

### Geared to your needs

The featured sections in the exchange are selected by a special committee of Iowa newspaper advertising people who have an eye for what is going to get the advertiser's attention...attention that translates into new income for your paper.

### The price...more good news!

The exchange will be coming to you from the Kentucky Press Association and Publishers Idea Exchange four times a year, filled with ideas that are sure to pay for the low subscription cost many times over.

One year's subscription for four issues:

\$44.95 for KPA members currently subscribing to PIE

\$49.95 for KPA members not currently subscribing to PIE

## You've Got Ideas, Too!

**We know you have unique special sections in the works in your own market. Maybe you can make it in "the exchange" and earn an exclusive "I made it in the exchange" coffee mug!**

Just send your special sections, along with your name and address to the  
**Kentucky Press Association.**

When your section is published in **the exchange** you will receive a special coffee mug that says "I made it in **the exchange!**"



## The Right To Know: Legalese

# CKNJ behind push to keep juror names open

**EDITOR'S NOTE:** The Amendment to the Administrative Procedures of the Court of Justice, Part II has itself been amended as of this writing. Now, names of people chosen for grand juries are open to the public "unless the Chief Circuit Judge determines that in the interest of justice, the names shall be kept confidential." Kim Greene, an attorney for Wyatt, Tarrant & Combs, said she does not advise Landmark Community Newspapers Inc. or KPA to challenge this amendment until we see how it plays out around the state.

By Richard RoBards  
 Publisher, Central Kentucky News Journal, Campbellsville

In January I learned something new and last week I learned something else.

### KPA News Briefs

#### Knically inducted into university Hall of Fame

Glasgow businessman and former Kentucky Press Association president Carroll Knically was recently inducted into the Barry University Alumni Hall of Fame in Miami, Fla.

One of 10 specially mentioned alumni, Knically was cited for his professional, civic and state government contributions to his home, regional and state areas.

On the professional side, it was noted that in newspaper publishing he was a pioneer in the change from the hot-type letterpress method to the current, universally used computerized cold-type offset system. He was also honored as KPA's most valuable member in 1978, and was editor and publisher of the Glasgow Daily Times from 1957 to 1976.

#### Gaines, family purchases interests in BG Daily News

Daily News Publisher John B. Gaines and members of his immediate family have completed the purchase of interests in the News Publishing Co.,

Oh, by the way, we should be getting the names of those Taylor County Grand Jurors that we sought earlier this year.

It took almost three months, but by the grace of God and our First Amendment attorney, Kim Greene, it looks like some rules of procedure in the Administrative Office of the Courts (AOC) may have been misinterpreted.

You may recall that this newspaper had been in the habit of publishing the names of those drawn for the grand jury, at least until this year. That's when Cicely Lambert, general counsel for the AOC, told circuit clerks all across the state in a memo that the names of those selected for the grand and petit juries are not public record.

Even though law on the subject was 16 years old, no one in the newspaper business, not even my executive

editor Max Heath, had ever heard of Lambert's interpretation. We thought her thinking a little flawed, but without the blessing of the Supreme Court we were ill equipped to argue our point.

That's where Greene comes in.

Greene, who is on retainer by Landmark Community Newspapers Inc. and the Kentucky Press Association, had to do some quick research (which, by the way, does not come cheap) and write a quite lengthy letter to Chief Justice Robert F. Stephens.

Stephens took Greene's letter before the full court during the March conference week and the justices unanimously agreed with her that this newspaper's position was "well taken."

In legal terms, I think that means he agrees with our contention that the grand jurors' names were then and are

Continued on Page 16

which publishes the newspaper, owned by members of the family of the late J. Ray Gaines, John B. Gaines' brother.

J. Ray Gaines, who became editor of the newspaper in 1946, died in 1993.

The father of John B. Gaines and J. Ray Gaines, C.M. Gaines, was publisher of the Daily News from 1922-1947. Upon the death of Mr. and Mrs. C.M. Gaines, equal interests in the newspaper passed to John B. Gaines and J. Ray Gaines.

News Publishing Co. has operated as a family corporation. The purchase price for the interest of the J. Ray Gaines family was not disclosed.

Pipes Gaines, son of John B. Gaines, is co-publisher of the newspaper.

The Daily News, the oldest business in Bowling Green, traces its roots to 1854. John B. Gaines, grandfather of John B. Gaines and J. Ray Gaines, consolidated Bowling Green newspapers in 1917 into the present-day Daily News.

#### Park Sale almost final

The sale of Park Communications Inc., which owns several newspapers in Kentucky, moved one step closer in early April with tentative approval of the sale by the Federal Communications Commission.

A formal decision by the FCC to allow transfer of the broadcast licenses for the television and radio stations owned by Park was expected in late

April.

Once a formal order is issued, the sale of the newspaper and broadcast properties that serve 23 states will enter a 30-day appeal period.

Stockholders of Park Communications, a publicly traded company, also are expected to vote early this month on selling 100 percent of the company's stock to Park Acquisitions, Inc., for some \$711.4 million.

The estate of Roy Park controls some 80.1 percent of the common stock and agreed to vote in favor of the sale.

#### Paxton Media Group buys Georgia papers

Paxton Media Group Inc., owners of the Paducah Sun, has agreed in principle to purchase the Douglas County Sentinel and the Times-Georgian, along with four other Georgia newspapers.

Paxton Media Group purchased the newspapers from Worrell Enterprises Inc. of Boca Raton, Fla. Closing of the sale is scheduled for June 1. Paxton also purchased a weekly in Sevierville, Tenn., as part of the deal.

Paxton Media Group is a family-owned company that was founded in 1896. It owns and operates five daily newspapers, several weekly newspapers and a television station, all of which serve small to medium-sized communities in the Southeast and Midwest.

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**CONVENTION!**

Have you marked it on your calendar?

June 22-24

Gatlinburg, Tenn.!





## 2¢ Worth: Our Views To You

# What do you want from your association?

### On Second Thought

By David T. Thompson  
Executive Director



By now, you should have received information on the 1995 Kentucky Press Association/Tennessee Press Association Summer Convention. You couldn't miss the packet; it's one of the largest ever mailed by KPA.

A couple of years ago, the KPA/KPS Board discussed doing away with Summer Conventions. Interest was non-existent; attendance was dwindling.

Then the blizzard of '94 hit, cancelling the Winter Convention and shifting most all events, including the Trade Show to the summer session.

This year, interest and attendance won't be a concern. Never have we seen just excitement over any meeting, of any kind, anywhere. Long before the first mailing went out, members

were calling. Where's the registration packet, they'd ask. "I don't want to register too late." Now that's a new one — what happened to the honorary memberships in the procrastinators association?

We're excited, you're excited and our friends in Tennessee are gaining interest. We originally planned to call this the Big Blue/Little Orange Summer Convention. But then the Tennessee folks reminded us about football and reversed the name to Big Orange/Little Blue.

Anyway, we hope you're making plans. Expect this one to be the largest Summer Convention in a long time. And don't be surprised to see 250 to 300 Kentuckians in Gatlinburg. The interest is running that high.

\*\*\*\*\*

CommonNet. We were excited to make the software available to all Kentucky newspapers, with no monthly fee. Just a long distance call to Lexington.

But a sad thing has happened — it appears interest in a bulletin board system is lower than that in most summer conventions.

Somewhere in every newspaper office, there's a FirstClass 3.5 disk with

CommonNet on it. Only in most cases, the disk has never been installed on a newspaper computer; or at least, if it's been installed, it hasn't been turned on.

This isn't an expensive venture, but just another member service offered by KPA. We thought if we could make all kinds of stories and information available "on line" then newspapers would be jumping at that. No more typesetting those state government releases; no more sorting through pages and pages of data from the Kentucky State Fair to find winners from the hometown; no more of doing things the old way.

Editors at all Kentucky newspapers will soon be receiving a survey about CommonNet.

We want to find out what you think — if you're using the system, what files/folders you're accessing; if you haven't installed the software, do you plan to; or do you just not have any interest in an electronic bulletin board system.

Be watching for the survey and let us know your thoughts. We could offer thousands of member services but if they aren't needed or wanted, the service does no good.

\*\*\*\*\*

And speaking of surveys, members services and declining interest, it appears the News Bureau isn't getting the use it once did. It's offered at no cost to members; it's like having a free editorial reporter based in Frankfort.

It is a costly venture and it needs to be used. We plan to do a survey on the News Bureau in the near future, trying to find out what you want from it.

As originally designed, it was more geared toward retrieving files and records from state government that newspapers needed for background information.

We didn't want the News Bureau to generate a lot of stories on its own; that is, without an assignment coming from a member newspaper. But now it seems that's become the most popular part of the News Bureau.

We need to know if that's where you want us to take it — a news source from Frankfort, rather than a "gopher" service.

Be watching for that survey request as well. And respond. We know you hate surveys — we hate doing them. But we need your thoughts, your suggestions and your directions.

We need to know what you want from a state press association.

# Our forgotten community colleges

### By the Way

By Becky L. Meadows  
Ky. Press Editor



Sometimes it's nice to go home again.

In case you wondered, my home town is Ghent, a little bump on the map in northern Kentucky just eight miles from Carrollton. Yes, the big bus crash put Carrollton on the map, although I knew where it was long before that.

But I've found as I've journeyed from state to state for various reasons that I have several places I call "home," besides Carroll County.

April 25 I had the honor of paying a visit to one of my former "homes," and actually doing some good (I hope) while I was there.

I was asked by my journalism adviser Mary Anne Wood Thompson of Jefferson Community College if I would

attend a meeting of the college's Publication Board.

Of course, I replied, I love JCC. For more than two years I was deeply involved with the Quadrangle, the student-run newspaper at JCC. In the course of those two years I served as editor-in-chief, managing editor, copy editor and reporter.

It was there that I first learned what journalism ethics are, what it means to be fair, how to get all sides of a story and how to know if you've overlooked some little tidbit that could make the difference between an award-winning and a "ho-hum" story.

Now, just in case some of you are shaking your heads and saying, "I thought she graduated from the University of Missouri," well, you're right. I am, of course, quite proud of my M.U. degree.

M.U. polished the journalism skills I had already learned at JCC.

If that seems like a strong statement to you, it's meant to be one. Journalism is taken very seriously at JCC, even if the school is a two-year community college. Some fine journalists have studied and learned journalism there, all because they really wanted to learn and they had found the perfect

place to do so.

We were free to write the stories we wanted. Mary Anne never told us what to write, although often she would tell us how we could improve what we had written.

JCC was the first place I heard the word "substance," although it has followed me ever since. When I look back, it amazes me what I really learned there.

I know if some of you knew the quality journalism education that goes on at JCC, it would amaze you, too.

I know it would, because I know the attitudes some people out there have toward community colleges. Some people think it's impossible to get a quality journalism education at a community college.

I'm here to tell you that's simply not true.

JCC was the perfect place for me to get the building blocks I needed for the foundation of my journalism education. I took what I learned at JCC with me to M.U., and I was a better journalist student there because of the time I spent on the Quadrangle.

Now, Mary Anne would like me to be a regular member of the school's Publication Board, and I would be hon-

ored to do so.

I am a firm believer that we should give back to our "homes" a little of what they gave to us. If I can, as a member of that board, make the Quadrangle a better newspaper, or help Mary Anne continue the tradition of journalism education she has built at JCC, I am more than happy to do so.

I've told Mary Anne this, and she doesn't seem surprised. Most former Quadrangle staffers hold an intense loyalty to the newspaper they helped build from scratch more than 25 years ago.

It's the tradition of these people, with Mary Anne as the cornerstone, that has kept the Quadrangle going.

By the way — If you doubt what I say about community college journalism, take a little trip to JCC, or call Mary Anne. She'll tell you all about it.

Or better yet, ask some of your staff members if they ever attended a community college. Some of the finest graduates of WKU, UK and others attended a community college before they moved on.

Community colleges are not second-rate journalism educators. They are the building blocks of quality journalism education.



# In Your Headlines: Newspaper News

## Movers & Shakers

Who Went Where & What's Going on

### Peck joins Messenger staff

Jared Peck joined the news staff of the Mayfield Messenger.

Peck, a native of Lone Oak, previously held a similar position with the Winchester Sun.

He has a Bachelor's Degree in Communications from the University of Kentucky, with a major in journalism and a minor in history. He began his journalism career as a sports clerk at the Paducah Sun. He later interned there and at the Lexington Herald-Leader.

### Clark joins Magnet staff as ad manager

Joyce Clark, a Louisville resident and former advertising/circulation manager for Kentucky Living magazine, has joined the staff of the Spencer Magnet as advertising manager.

Clark also serves as an advertising sales representative for Landmark Community Newspapers Inc. in Shelbyville.

Her duties include ad sales in the Taylorsville and Spencer County areas as well as parts of Louisville and Jefferson County. She is a student in business management at the University of Louisville.

She replaces Angela Lallo, who served as general manager/advertising manager.

### Burnside joins staff of Cadiz Record

The Cadiz Record added an expe-

### Marketing survey

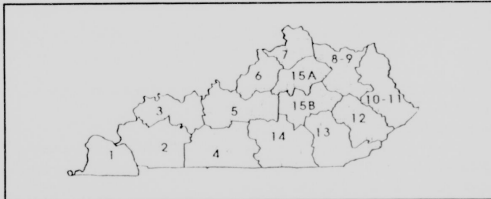
Continued from Page 3

• 62 percent of respondents said they rely on newspaper advertising for grocery shopping.

In addition, the survey showed purchases as a result of newspaper advertising have increased significantly over the past few years—up 14 percentage points from 1991.

The survey has a sampling error of +3.46 percent. Margins of error were computed at the 95 percent confidence level.

KPA will mail each member newspaper a copy of the new survey.



rienced Trigg County hand with the hiring of Scott Burnside in the editorial department.

Burnside replaced Scott Brown, who left the Cadiz Record to accept a position as an officer for the Cadiz Police Department.

Burnside, who is working in news and sports, came to the Cadiz Record following a short stint as a reporter for the Eddyville Herald-Ledger. Before that, he was sports editor, sports reporter and news reporter for the Kentucky New Era in Hopkinsville.

### Hamilton moves to Bath County News-Outlook

Kim Hamilton of Morehead has joined the Bath County News-Outlook staff as a reporter/photographer, Russ Metz, publisher, announced.

She replaces Crystal Hatfield, who had worked as the paper's news reporter since her graduation from Morehead State University last spring. Hatfield has accepted a position at her hometown newspaper in Galion, Ohio.

Hamilton is a graduate of Morehead State University in journalism, and has worked at the Morehead News and the Carlisle Mercury.

Kim Bussell has also joined the News-Outlook staff in the office/typesetting department.

### Blair new editor at Citizen Voice & Times

Allen Blair of Pikeville has been named editor of the Citizen Voice & Times of Irvine.

Blair replaces H.B. Elkins, who has accepted a position in state government. Elkins will be working as an administrative specialist senior with

## Memories

### Former editor of Shelby News dies at age 85

From the Shelbyville Sentinel-News

Wade W. McCoy, 85, former newspaper editor in Indiana and Kentucky and retired foreign service officer, died March 28, 1995 in Pensacola, Fla., where he resided since 1972.

He was editor of the Shelby News from 1936 until 1941 when he left for military service in the U.S. Army, serving much of the next four years in England. The Shelby News won several awards from the Kentucky Press Association while McCoy was editor.

He also was editor when the Ohio River flooded Louisville in 1937, resulting in one or two issues of The

Courier-Journal being printed on News presses until that newspaper could make permanent arrangements in Lexington.

McCoy was press and radio specialist for the Veterans Administration in New England, and then became civilian assistant to the head of the U.S. Coast Guard public information.

He was a native of Marion, Ind., and a graduate of Indiana University.

He is survived by his wife, Ruth, and a son, Michael, of Madison, Wisc.

Burial was in Barrancas National Cemetery, Pensacola, Fla.

the Public Information and Communication Services office in the Kentucky Revenue Cabinet in Frankfort.

Blair was most recently assistant editor of the Appalachian News-Express of Pikeville.

His first journalism experience was as an intern for the Citizen Voice & Times in 1990. He later interned for the Lexington Herald-Leader. He is a graduate of Eastern Kentucky University.

In addition, Connie Blackwell of Irvine was hired as an ad representative for the Citizen Voice & Times.

She sells advertising in Irvine, Winchester, Mt. Sterling and Richmond. She came to the paper after working for a printing company in Atlanta, Ga., for several years.

### Baker new sales manager at Carlisle County paper

Christy Baker of Cunningham has joined the staff of the Carlisle County News as sales manager.

In addition to working at the Carlisle County News, she is also employed at the Carlisle County Dispatch, and was previously employed as man-

ager of Huck's at Bardwell.

In addition, Kay Presson of Cunningham has been employed by Ky. Pub., Inc., of Paducah as the office manager of the Carlisle County News.

She and her husband, Lloyd, have owned and operated Presson Trucking of Cunningham since June 1978.

Her goal is for the Carlisle County News to be accessible to the people of Carlisle County, and to be interesting and informative.

### Hensley becomes press foreman at Corbin

A long-time Corbin Times-Tribune employee has been promoted to press foreman, publisher Joe Hardwick announced.

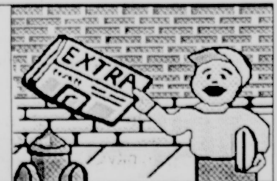
Glenn Hensley became press foreman in early April. He replaced Will Brafford, who retired because of medical problems.

Hardwick said that although he is thrilled to have Hensley on board, it's hard to lose Brafford after his 29 years at the newspaper.

Hensley joined the staff in 1967 and has worn many different hats, from press line to the composing room.

Got news about a friend or colleague?  
Want them to see their name in  
**Movers & Shakers?**

Send items to Becky L. Meadows,  
Kentucky Press Association, 101 Consumer Lane, Frankfort, KY 40601



## Convention offers everyone something

Continued from Page 1

-try Club. Members will join together at the Gatlinburg Civic Center that evening for a reception, followed by the KPA Better Newspaper Contest Awards Banquet, and TPA's Installation Banquet.

Saturday morning will begin with another series of roundtable discussions from 9 a.m.-noon. The conven-

tion ends with a decision to make—should you attend the Dixie Stampede for dinner and show, or take in a picnic and show at the new Music Mansion?

Anyone with questions about the KPA Summer Convention should call the central office at (800) 264-5721. The first convention mailing was sent May 3. If you haven't received your copy, call Sue Cammack at KPA.

## Mary Bingham dies at 90

Continued from Page 3

the first meeting to launch the effort. So she called another one. By 1955, Kentucky had 102 bookmobiles.

An active environmentalist, Mrs. Bingham referred to hillsides ravaged by strip mines as "abominations of desolation."

When former Gov. Ned Breathitt signed a strip mine reform bill in 1966, he gave Mrs. Bingham the first of several pens he used.

Mrs. Bingham crusaded for approval of the United Nations toward the end of World War II, and after the war she headed drives to send food and clothing to Europe. In the 1950s and 1960s she battled for quality in public education.

As did her husband, Mrs. Bingham took seriously the notion that publishing a newspaper imposes requirements on the people who do it.

"The guarantee of press freedom," she said in a wartime speech, "is not a franchise in perpetuity to individual publishers or publishing corporations."

"It is a joint compact between the people and the publishers...to keep the news channels free of domination by any power, public or private, which seeks to use those channels for their own ends."

Nine years ago, the Bingham fam-

ily was split by a bitter and public conflict that resulted in the sale of its media empire, the cornerstone of which was the Courier-Journal, the Pulitzer Prize-winning newspaper known for its liberal positions.

The battle became front-page news across the country.

Dissension among the children surfaced when daughter Sallie Bingham challenged Barry Bingham Jr.'s control of the companies. She and her sister, Eleanor, were ousted from the board of directors. Sallie Bingham turned down a family offer of \$26.3 million for her stock, and in 1986 Bingham Sr. decided to sell the company.

Sallie Bingham wrote a book in 1989, *Passion and Prejudice*, that contends that the family's reputation for public service and support of liberal causes was a myth. A letter on Mary Bingham's letterhead was sent to book reviewers saying it was "maliciously skewed."

Asked whether her family had ever recovered from the ordeal of the sale, Mary Bingham said in December: "I think everybody's made a determined effort to put it behind us. The grandchildren were very careful not to take sides, and they've done their best to bring about a greater amity."

## Campbellsville behind decision

Continued from Page 13

now public record. On March 20, Stephens said he was writing a letter to Lambert to advise her to make appropriate changes so that it will be made clear that the names of grand jurors are made available to the public.

According to Stephens, Lambert is to notify, by appropriate memo, all circuit clerks and judges in the Commonwealth.

As of this writing, Lambert was expected to do what we wished she'd done several months and several hundreds of dollars earlier—given circuit clerks the correct interpretation.

We're not looking to embarrass

the grand jury by publishing their names. It would seem they've done as good a job as any of our other grand juries.

Simply stated: The public has a right to know who the individuals are that are determining what cases in Taylor County deserve further consideration by the court system. Lambert's ruling kept us from doing that.

Taylor Circuit Clerk Sam Newcomb was only doing his job when he withheld the grand jurors' names from the news media. That's what Lambert told him he had to do.

We want the public to know we'll be fighting for its right to know.

## Recycling task force members named

Continued from Page 1

Department of Solid Waste Management and Services; Sally Smathers, Madison County Solid Waste Coordinator, and John Cleveland, of Kentuckians for the Commonwealth.

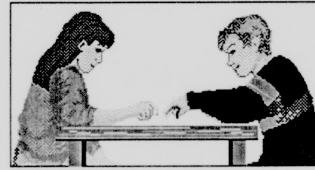
The positions of Thompson, Shep-

herd and Taylor are standing positions on the task force.

Stone, Austin and Gaines were appointed to one-year terms, while Phenix, Hedrick, Hillebrand, Smathers and Cleveland will each serve two-year terms.

**Use your KPA News Bureau! (800) 264-5721**

# Let's discuss this...



The schedule of roundtable discussions and topics for the KPA Summer Convention are:

FRIDAY, JUNE 23  
9 a.m.-Noon

**Advertising:** Co-op Advertising; Best Ad Ideas; New Publication Opportunities

**Editorial:** Open Meetings/Open Records; Libel and Other Legal Concerns; Photography

**Circulation:** Increasing Single Copy Sales; Promotion/Marketing Your Newspaper

**Management:** Newsprint Conservation; Employee Relations and Regulations

**Associates:** Sharing the Successes of Gatlinburg's Promotional and Marketing Plans

SATURDAY, JUNE 24  
9 a.m.-Noon

**Advertising:** New Money Making Ideas

**Editorial:** Accessing Public Records on Computer; Merging onto the Information Superhighway with CommonNet

**Circulation:** Alternative Delivery Systems; Establishing a Newspaper in Education Program

**Management:** Transferring Your Pages Electronically; Employees: What You Say You Want in New Hires

**Associates:** Establishing Your Own Media Plan and Promotional Activities

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