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KPA Board of Directors
Fall Retreat
Jamestown Marina
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1998 KPA Winter Convention
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**THE KENTUCKY
PRESS**

News-Graphic pulls out all stops to cover Bengals

Camp Journal heralded as best of its kind in the NFL

By LISA CARNAHAN
KPA News Bureau

When the agreement was announced that would bring the Cincinnati Bengals summer training camp to his backyard, Mike Scogin began an offensive game plan for the Georgetown News-Graphic.

That plan yielded a quality three-day-a-week Bengals Camp Journal with top-notch color photographs and solid writing. The Camp Journal averaged six pages and was filled with player profiles, schedules, the latest cuts and in-depth stories from the month-long training camp. The Camp Journal covered the NFL team much like a community newspaper covers its hometown. There was even a section for player autographs.

"The fans loved it," said Scogin.

One story, a profile of the Bengals director of Player Personnel who has the responsibility of informing players they've been cut, was copied by several media outlets in the state.

Scogin, publisher of the the tri-weekly, was active in a community movement that supported the proposal to bring the Bengals to Georgetown. He knew he wanted to provide unique coverage of the training camp for his readers and build an advertising base within the community and surrounding area.

"I began contacting other newspapers in communities that have NFL camps and what I found is most didn't do anything," said Scogin. "That wasn't acceptable to me. The only thing

See GEORGETOWN, page 14



Scott County High School student Nathan Beaton manned the Georgetown News-Graphic's Welcome Center during one of the training camp's sunny afternoons. The Welcome Center was part of the News-Graphic's overall program of support for the NFL team that chose Georgetown as the site for its new summer training facility. (Photos by Steve Traynor)

Newspapers win national awards

Three newspapers, including a Kentucky weekly, have been named winners of the National Newspaper Association's Economic Development Awards.

The awards are granted annually to newspapers in different circulation categories for their successful involvement in projects that expanded the economic base of their communities.

Among the winners was the Spencer Magnet in Taylorsville.

The newspaper won in the category of weeklies with circulation of less than 6,000.

The Spencer Magnet won for its work with other organizations to highlight Taylorsville's potential to outside developers and to increase business in the downtown area by creating and promoting events.

The newspaper designated 21st Century Taylorsville (Main St. Group) to receive its \$1,000 award.

Thompson elected to NAM board

KPA Executive Director David T. Thompson has been elected to a three-year term on the Newspaper Association Managers Board of Directors.

C. Dennis Schick of the Arkansas Press Association was elected president. Ginger Stanley of the Virginia Press Association was chosen vice president and Timothy Williams, Pennsylvania Newspaper Publishers Association, is secretary.

INSIDE

- Kentucky people, papers in the news ... pg. 2
- Professors gain experience during internships ... pg. 4
- Kentucky journalists honored in SPJ awards program ... pg. 9
- School councils should be included in media's notification system ... pg. 13
- 'Perception rules the marketplace,' says advertising trainer ... pg. 15

Kentucky people, papers in the news

Clark named GM at Owenton News-Herald

Patti M. Clark has been named general manager/editor of The News-Herald in Owenton.

Since November 1996, Clark has served as reporter for The Winchester Sun. Before that, she was a reporter for the Floyd County Times in Prestonsburg. She had also served as editor of the Jessamine Journal in Nicholasville.

Clark is a 1996 graduate of Eastern Kentucky University with a bachelor's degree in journalism and a minor in business. She replaces Wayne Dominick who served as ad manager/general manager and Kelly Menser, editor. Both Dominick and Menser took

other positions with the News-Herald's parent company, Landmark Community Newspapers Inc.

Davis recognized for education reporting

Stephanie Davis, staff writer for The Morehead News, won an honorable mention in the recent School Bell Awards competition.

The competition is sponsored by the Kentucky Education Association and recognizes excellence in reporting and analysis of public education news.

Davis won for her series of articles on the transformation plans of Rowan County Schools for the 1996-97 school years.

Morris takes over ad staff in Cynthiana

Evelyn Morris is the new advertising manager of the Cynthiana Democrat and Harrison Shopper.

Morris comes to the Cynthiana paper from the Georgetown News-Graphic. She also previously served as an account executive for the Owensboro Messenger-Inquirer.

A graduate of the University of Kentucky with a B.A. in advertising, Morris is a resident of Sadiville.

Thompson promoted; Bennett, Lancaster join Hardinsburg staff

Linda Thompson has been promoted to advertising director at the Breckinridge County Herald-News. Two others, Allyson Bennett and Theresa Lancaster have joined the staff as ad account executives.

Thompson has been with the newspaper since March 1997. She formerly worked at the Tell City News and in Virginia at Springfield Offset as a four-color stripper on USA Today.

Bennett is a former employee of The Herald-News and also worked in advertising at the Grayson County News-Gazette and at the Courier-Journal.

Lancaster, while never working in the advertising field, has 25 years of experience in accounting and bookkeeping.

Miller takes top office job at Paintsville Herald

Kelly Miller has been named office manager and bookkeeper at the Paintsville Herald.

A native of Johnson County,

Miller is pursuing her bachelor's degree in social science at Morehead State University while working full-time at the newspaper.

Newton named editor at Cadiz Record

Tommy Newton has assumed the editor's title at the Cadiz Record.

Newton, who worked at the Owensboro Messenger-Inquirer for the past 10 years, joined the Cadiz staff the last week of July. At Owensboro, he was a copy editor, news editor and assistant city editor. For the past six years, he has worked on the copy desk where his duties include editing and pagination.

A native of Breckinridge County, Newton has a total of 15 years of experience in daily and weekly newspapers. Besides Owensboro, he has worked for the Bowling Green Daily News and the Crittenden Press.

Nunes gets marketing job with Hawaii papers

Don Nunes, vice president of marketing for the Lexington Herald-Leader, has been named senior vice president of marketing for the Hawaii Newspaper Agency Inc., which operates the Honolulu Advertiser and the Honolulu Star-Bulletin.

Nunes came to the Herald-Leader in 1994 from the Patuxent Publishing Co., in Columbia, Md., where he held the position of director of sales and marketing.

While at the Herald-Leader, Nunes was responsible for all marketing functions at the paper, including advertising, circulation,

See PEOPLE, page 11

The Kentucky Press

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Deaths

Emily S. Williams

Emily S. Williams, a former staff writer for the Sentinel-Echo in London, died June 24 at Alliant Medical Pavilion Hospice Unit.

Williams was a native of Whitehall, a graduate of Kentucky State University, and a former teacher at London School. She also was an associate at Taylor Drug, a retired insurance agent and a former member of Asbury Chapel AME Church.

Survivors include several nieces and nephews and Horace Larkin, a friend.

Funeral services were held at Perryman's Mortuary with burial in Louisville Cemetery.

Brown Lee Yates

Brown Lee Yates, 81, Paris, died July 10 at the Pattie A. Clay Hospital in Richmond.

Yates retired from state government and Eastern Kentucky University, after working several years in public information positions. He also worked at the Cynthiana Democrat as editor and for the Associated Press in Frankfort and Louisville.

A 1948 graduate of the University of Kentucky School of Journalism, Yates was in the U.S. Army during World War II.

Survivors include his wife, Jeanne; and a daughter Martha

See DEATHS, page 3

UK to sponsor workshop on covering nonprofits

The University of Kentucky School of Journalism and Telecommunications is sponsoring a conference to help reporters and editors understand how to cover nonprofit corporations. KPA is a co-sponsor of the program, which is funded by a grant from Independent Sector. The event is also co-sponsored by The Courier-Journal, the Owensboro Messenger-Inquirer and WTVQ-Channel 36 in Lexington.

Speakers include: Sam Donaldson, ABC News; Tubby Smith, UK head basketball coach; Dorothy Ridings, president, Council on Foundations; Judith Clabes, president, Scripps-Howard Foundation; Derrick Ramsey, former UK quarterback; and David Hawpe, editor and vice-president, The Courier-Journal.

Nonprofit organizations comprise the third major segment of the American economy — right behind the public and private sectors. There are more than 1 million of them, around the corner, around the state, around the country. They employ 9 million people and are supported by nearly 90 million volunteers. In 1994, the sector had annual funds totaling more than \$568 billion and operating expenditures of over \$487 billion.

John W. Gardner, the former secretary of Health, Education and Welfare and founding chairperson of Independent Sector, said, "Virtually every significant social idea in this country has been nurtured in the nonprofit sector." Independent Sector is the organization that provides the public with essential information about nonprofits.

A sector with such impact and prominence should be chronicled in the news media, but that's rarely been the case. Journalists know little about the sector or how to cover it.

The program will begin with a dinner and speech on Nov. 13 and con-

clude with a full day of events of Nov. 14.

Cost of the conference is \$55, before Oct. 15, and \$75 after that date. For those interested in attending the dinner only, the cost is \$35. The \$35 dinner charge is not included in the conference fee.

Dinner and all conference sessions will be held at the Radisson Plaza Hotel in downtown Lexington. For hotel reservations call 800-333-3333.

For more information contact Burnis Morris at UK at (606) 257-1676. Registrations forms can also be obtained through KPA.

It's a boy!

*District 3 KPA Boardmember
Teresa Revlett gave birth Aug. 26
to a 7 lb. 13 oz. son. She and Sam
named the child, Beau Randall.
Congratulations from KPA!*

Deaths

Continued from page 2

Dean Howk Yates, Richmond.

Funeral services were held July 14. The family suggested contributions to the EKV library.

C. Richard Johnson

C. Richard "Dick" Johnson, 85, Boonville, Ind., died Aug. 21 at St. Mary's Medical Center in Evansville.



A KPA Associate member, Johnson was the owner and publisher of several Warrick County Indiana newspapers. He owned and operated the Boonville Standard, Warrick Enquirer, The Newburgh Register and The Chandler Post during his years in the newspaper business.

Johnson joined the Boonville Standard in 1935 following graduation from Indiana University. After several years of successful operation of that paper, and after purchasing several other local publications, he sold the newspapers to Brehm Communications. He continued to serve as the company's publisher emeritus and consultant until 1993.

Gov. Lawrence Wetherby named Johnson a Kentucky Colonel in 1955. In addition to Kentucky, Johnson maintained membership in the Hoosier State Press Association, National Newspaper Association and the Indiana Republication Editorial Association.

Private services were held in Boonville on Aug. 23. In lieu of flower, the family suggested donations be made to the Hemenway Memorial Presbyterian Church or to the C. Richard and Verna Louise Johnson Foundation.

William Chauncey Alcock

William Chauncey Alcock, 84, Danville, died Aug. 1 at Ephraim McDowell Regional Medical Center.

A former part-owner of the Danville Advocate-Messenger, Alcock started working at his father's print shop in 1927.

In 1935, he became managing editor of the Danville Daily Messenger and served in that position until he entered the Army after the bombing of Pearl Harbor.

In 1946, he returned to the paper's wire desk. Alcock retired from the Advocate in 1978.

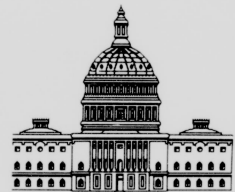
His abilities extended beyond the newspaper business. He was an artist noted for his watercolors. Alcock was also a ham radio operator and served as a communication link during the 1937 Ohio River flood, going on the radio after the paper was printed each day.

The Central Kentucky Wildlife Refuge near Forkland was named in his honor for his work in putting in bluebird boxes and tracking the bluebird populations.

Johnson graduated from Centre College in 1935 and in 1993 was named a distinguished alumnus.

The KPA News
Bureau is here for you.
Take advantage
of having a reporter
for assignments in
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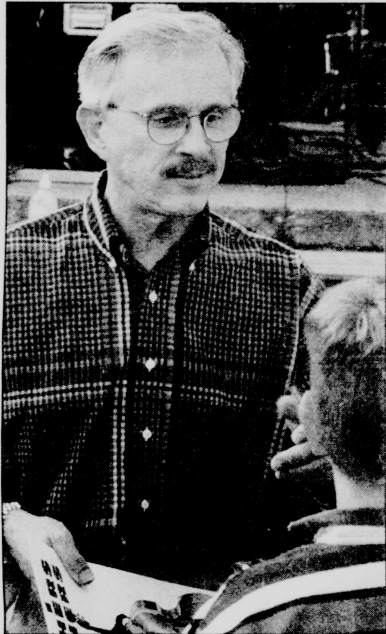
What can the KPA News Bureau do for your newspaper?

Just to name a few of the possibilities:

- 1) Pick up copies of cases, reports, etc., at:
 - Franklin Circuit Court
 - Election Registry
 - Division of Water, Waste Management
 - Supreme Court
- 2) Provide written or photo coverage of:
 - State school board meetings, hearings
 - Franklin Circuit Court hearings, trials
 - Capital news conferences

EDUCATION NEWS

EKU professor learns lessons at Michigan paper



Still performing after all these years

Dick Smothers performed with his brother, Tom, at the Lowell Showboat near Grand Rapids, Mich., this summer. (Photo by Libby Fraas)

By LIBBY FRAAS

It was 10:10 p.m. on a Friday night in July, and The Smothers Brothers were just wrapping up their act from a showboat in Lowell, Mich. Back in Grand Rapids, the night desk at the Press was holding a hole in the morning paper for the review from an intern who had been told to write it and send it via laptop modem no later than 11. They had forgotten to tell me that everything in Lowell closes up at 10.

That intern was me, and I had volunteered for this assignment earlier that afternoon when the entertainment editor found out his stringer had canceled and he had no one to send to the show. "You know, John," I said. "I'm a big Smothers Brothers fan," I said.

It was true, even though most of my memories were based on my recollections of their TV show 30 years ago when I was a freshman at the University of Kentucky. My other thought was: Are they still alive and performing?

It's a question the American Society of Newspaper Editors posed to 24 college journalism teachers this summer, when they selected us for the Institute of Journalism Excellence and matched us with newspapers across the country. After stuffing us for a week with lectures and handouts on how newspapers have changed, they sent us out for six weeks to perform on the job. The goal: to establish new ties between newspapers and journalism education.

My newspaper was The Grand Rapids Press, one of eight dailies owned by Booth Newspapers in Michigan with a circulation of about 200,000 on Sunday. Now, here I was, 50 minutes from deadline with no story and no place to plug in the phone jack.

I did what any desperate person would do: I asked a policeman if he knew a place with an electrical outlet and a phone line. After a long

slow look, he announced to his buddies handling crowd control: "I'll walk her to the station."

He left me alone in the police building while I wrote frantically and tried to send a test file to make sure the communications line was working. It took several phone calls and reconfiguring the dial-up number but I was finally able to get my story to the newsroom as the clock struck 11. Over the phone, the desk editor asked a few good questions that helped to flesh out my hastily assembled story.

I remember driving back to my apartment in downtown Grand Rapids and regretting what I had left out and how I could have made it better. Early the next morning I walked to the nearest box to find my story. There it is was under a photo of the two timeless comedians and the headline: "Audience liked both of them best." It was in the paper, and it was OK.

Most of what I learned as a reporter and copy editor at The Grand Rapids Press reinforced what I already was teaching in my classroom or as campus newspaper adviser. As my 23 peers (including Wilma King-Jones from Western Kentucky University) noted when we gathered in Chicago at the end of the summer to exchange notes and wrap up our experience, many of us were already getting into newsrooms and talking to professionals to help make our teaching better. But there is nothing better than immersing yourself in the business to make what we teach in the classroom more credible and more relevant.

It gave me confidence to refine and hone my teaching methods and assignments to make sure my students learn these important lessons about journalism:

See PROFESSOR, page 5

Faculty interns glean valuable hands-on experience

Online papers must 'test the waters' to determine what customers want

(Editor's note: Burnis Morris was selected for one of two faculty internships offered this year. He spent five weeks at the Lexington Herald-Leader.)



By BURNIS R. MORRIS

I spent the most important part of my summer at the Lexington Herald-Leader thinking about the state of American newspapers and their electronic future. The reflections took me back to the early printing press and my early days in newspapering.

If you're looking for a news page, consider this: I am celebrating my silver anniversary as an intern. The faculty internship sponsored by KPA to keep journalism professors in touch with newspapers followed my first internship at

the New York Times by 25 years.

As I get older, I think a lot about the past. So don't be surprised to read inferences that a relationship exists between the past and present. Let this be a fair warning to readers: you can find a relationship between any two sets of data and claim your hypothesis was supported, but I believe my reflections and observations are real.

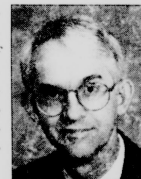
Gutenberg's moveable type in 1445 laid the foundation for the first Information Highway. The price of printing fell dramatically and provided the basis for rolling out large amounts of information to large numbers of people. Sounds like the promise of the Internet and on-line newspapers.

During the first 550 years following Gutenberg's innovation, just three publishing systems were developed. The first post-

See CHANGE, page 6

Small papers provide best learning ground

(Editor's note: Roy Moore was selected for one of two faculty internships offered this year. He spent five weeks at the Grant County News.)



By ROY L. MOORE

A middle-aged woman visits the office to offer her perspective on allegations she has made against her ex-husband and to talk about the newspaper's coverage of the case. She and her current spouse, who accompanies her, want to make sure the discussions are recorded. This may be her last hope, she says, that someone will know her story.

The publisher and the editor listen patiently and intently and assure her that the paper has been fair and will always strive to be fair in its news coverage. Forty-five minutes later, the woman leaves,

thanking everyone for the chance to be heard.

During lunch at a local pizza parlor, Publisher Ken Stone chats with the owner about her interest in soccer and eventually persuades her to serve as one of the sponsors for a soccer match that weekend for which the newspaper has agreed to pay admission for everyone. He needs only one more sponsor to make it a "go."

The local jailer stops by just to say "hello" and to see how things are going. He is among dozens of individuals from folks who like to purchase their classified ads in person to prominent and not-so-prominent officials who regularly drop in. The former mayor is not among the visitors, though. He was recently impeached in an unprecedented move by the City Council. He blames the newspaper for much of his trouble, which attracted headlines around the state.

See LEARNING, page 5

Student/ newspaper partnership grants doled out by NAA

WKU receives grant

The Newspaper Association of America (NAA) Foundation has funded 20 Student/Newspaper Partnership Grants.

The grants provide seed money to help establish or revive secondary school newspapers. Grants were awarded to high schools that will create a newspaper where none exists or stabilize and strengthen newspapers that are at risk.

Over 60 proposals from 26 different states were screened by a panel of judges drawn from newspaper industry personnel and educators. Winning proposals came from 16 different states from all regions of the country with the Foundation awarding up to \$2,000 to each school.

"Secondary school journalism and student newspapers are an endangered species," says Gale Workman, Florida A&M University professor and chair of the NAA Foundation Student Newspaper Task Force. "Nationwide, enrollment in journalism classes is down and schools are ceasing to publish newspapers."

For information and application forms contact: Mary Arnold Hemlinger, program and grants manager at (703) 902-1729, by fax at (703) 902-1735, or e-mail at arnom@naa.org.

Among the grants was one to Western Kentucky University and The Commercial Appeal in Memphis, Tenn., to work with Fairley High School in Memphis.

SND announces online resource for journalists

The Society of Newspaper Design announces a new resource available on-line to find consultants and free-lancers in the areas of visual journalism. Publishers, editors and art directors will be able to search SND's on-line data base on the web to narrow their searches for specific types of design and graphics support, from redesign team leaders to spot illustration

See SND, page 7

Learning

Continued from page 4

A mother calls to complain that her daughter's wedding announcement did not appear in last week's edition. When Editor Jamie Baker-Nantz politely explains that the news hole was too full that week to include the announcement but that it would be included the following week, the woman suggests that the newspaper drop some of its less popular ads to free up more space for news.

Another mother -- this time, a new one -- insists in a phone call to the editor that she has a right (presumably one indicated by her lawyer) to have a birth announcement published exactly as she submitted it, including the name of the alleged father to whom she is not married but who apparently does not admit to being the baby's father.

It's all in a week's work for the staff at the Grant County news, a Landmark Community Newspaper with a paid circulation of 5,000, published in Williamstown.

Like most community newspapers, the News is a chronicle of the life and soul of the area it serves. From births to deaths and awards to impeachments, it's all there in color and black-and-white. You'll find the traditional stories about county fairs, parades, beauty pageants and festivals, along with murder, arson, forgery and theft. Regular features include church notes, a weekend gardening column, a community notes column, letters to the editor, education news, hospital releases, the police log and lots of photos. If by chance the editor or publisher does not include an item sent in by one of its faithful readers, the phone will ring with an irate or disappointed customer. After all, it is their newspaper.

This summer I was selected by the Kentucky Press Association to be a "professor-in-residence" or what could be more accurately called a "faculty intern" in an innovative program established last year. I was extremely pleased when Editor Jamie Baker-Nantz invited me to spend five weeks at the Grant County News because it was an opportunity for me to work for

Professor

Continued from page 4

- Write quickly, accurately and well. I'll introduce more deadline writing assignments in class and have students take notes while standing or distracted by background noise and type notes over the phone directly into the computer.

- Define news by community and circulation. The first thing metro editor Andy Angelo did when I entered the newsroom was point out on a map of West Michigan where the three editions of the Press circulate. Reporters and editors sought out stories and sources that would make those editions particularly relevant to readers in those areas. New reporters should begin their internships or first jobs only after seriously scrutinizing a map of their paper's circulation community.

- Good writers, photographers and copy editors are in demand and will be rewarded in good newsrooms with the best assignments. There is nothing like having someone comment on the success of a lead or a good headline to make

"I'll introduce more deadline writing assignments in class and have students take notes while standing or distracted by background noise and type notes over the phone directly into the computer."

Libby Fraas

Journalism professor, EKU

you feel like you really are contributing and being noticed.

- Putting out a newspaper is a team effort involving reporters, editors, photographers, artists in the "editorial" end and staff in marketing and promotion, advertising, imaging and printing and circulation in the equally important "non-editorial end."

Publisher Dan Gaydou was fighting old presses, a union pressroom and sometimes horribly misregistered color in the paper. The biggest problem he faced, he said, was one of inner communication: getting the 800 or so employees on the same team.

- Journalism is fun. There is a tendency for newsrooms to sometimes get so used to beats and the routine flow of news that they become cynical or lose the sense of excitement and freshness needed to produce a good newspaper. It happens in teaching too. To save

time, professors may regurgitate syllabuses, lesson plans or assignments that need tweaking, revisiting or tossing. Trying new approaches is better for our readers and our students.

I had a blast reporting for the business, news and feature sections on a variety of breaking and enterprise stories. Part of the experience was moving to a new community, a new state and having to "prove" myself to a few who weren't so sure someone from Eastern Kentucky could contribute.

The next night a different writer was sent to cover Loretta Lynn at the Lowell Showboat. He ran into the same problem of finding a place to send his story and ending up missing his deadline for the Sunday paper. In his 20s with hair that streamed to his belt buckle, he didn't try the cops. Maturity has its perks.

My professional experience has included positions at major media outlets, including larger daily newspapers, but I believe some of the best opportunities for budding journalists such as the students in my news writing and media law classes in the University of Kentucky's School of Journalism and Telecommunications can be found at smaller dailies and weeklies. Quite simply, they offer a breadth and depth of professional experience that the majors can not match. As a professor in residence, I have been involved in a myriad of activities at the News, including editing, reporting and writing. I have had the pleasure of seeing my byline and of serving as a "coach" critiquing the paper's design, layout, news coverage and writing and offering suggestions that the editor claims have been helpful. A few of my ideas have even been incorporated into the publication.

I heartily recommend that other professors around the state apply so they will have a chance to steal away from the classroom for a respite in the newsroom. They will find the experience a two-way street that allows them to acquire, as I have, a new wealth of knowledge and skills that they can take back to their courses in the fall and, at the same time, they can lend their expertise in writing and design, for example, or even media law, as in my case. (I am a member of the Kentucky Bar and have written two books on communication law. I also occasionally serve as an expert witness in libel and other First Amendment cases.)

When I was the faculty representative on the KPA Board of Directors during 1993-94, I enthusiastically supported the establishment of this program. I have participated in other efforts such as the intensive workshops offered by the American Press Institute, the Freedom Forum and the Poynter Institute, and they were all excellent.

The KPA internship is the only program, however, in which I actually stepped into the newsroom and gained the same kind of experience I urge my students to seek. Now, I am looking forward to telling them what I did this summer. Would you believe...

(Moore is a journalism professor at the University of Kentucky School of Journalism and Telecommunications)

Change

Continued from page 4

Gutenberg system was begun in 1830 when steam power was harnessed with the press. By 1886, the printing process had advanced and moved into the Industrial Age with operation of the first Linotype. The Linotypes were replaced by electronic systems in the 1970s.

Change brought lower operating costs. Gutenberg's press reduced the price of manuscripts to a fifth of what they had been. The linotypes used only a quarter of the typesetters that were required previously. Later, electronic production reduced the composing room workforce by similar dramatic numbers.

Although thought of as late-20th century phenomenon, electronic journalism was presaged by rise of the telegraph, a 19th century medium used to send news dispatches during the Civil War. The war and telegraph forced newspapers to develop the summary lead and put limits on opinions and flowery phrases in order to get important information in the papers as well as to save money. Invention of the transistor in 1948 led to miniaturization of data processing equipment and what we now call electronic newsrooms.

Reducing the cost of printing was the motivating factor that led to the notion of low-priced, wide public access to the information infrastructure. Low prices are something we have come to expect with the diffusion of technology and progress aided by competition.

Initially the price of purchasing printed media was prohibitively high, considering wages in those

days, but publication became more accessible as printing costs declined and prices were reduced to reach more customers.

Newspapers discovered advertising and promised their clients large numbers of readers whose reading was subsidized by advertising rates. Today, newspapers are trying to persuade advertisers to support their on-line editions, using similar themes. Many newspapers do not charge for reader access to their on-line sites.

As an intern and later as a young business editor at the Journal Herald in Dayton, Ohio, in the 1970s, I witnessed monumental changes. The newspaper industry was in transition as I was moving from college journalism to professional journalism.

For some press operators, the shift to electronic publishing initially meant learning paste-up in the new composing rooms. For others it meant moving on to new careers or being put out to pasture.

As an editor at The Atlantic Constitution in the 1980s, I watched reporters a generation older than me struggling to learn how to use video display terminals when their electric typewriters were carted away. I especially remember the one brought downtown from an outlying bureau who typed with his index fingers and still was complaining about having to give up the manual typewriter for the electric.

As a Times intern, I was told not to touch any pieces of type I saw in the production areas because the unions would go on strike. At the Herald-Leader, I wasn't given any such warnings. In fact, the Herald-Leader's Kentucky Connect, the web operation, was preparing to move into an area formerly occu-

ried by composing

In 1983, I was transferred by Cox Newspapers from Atlanta to West Palm Beach to learn the non-newsroom side of the newspaper business because the West Palm Beach newspapers were more conducive to industry and technological changes -- meaning the absence of unions. The Post in West Palm Beach had been one of the first newspapers to adopt cold type and was quick to embrace new technologies that promised to reduce costs.

As a young journalist, I lacked what so many young journalists lack today. I had no larger perspective than what was happening within my newspaper company and perhaps only a snippet of what was happening to the industry. I thought, naively, "Oh, my! People are losing their jobs. Once again men are being replaced by machines."

Afternoon newspapers were dying because of changing lifestyles in the 1960s and the transition from the manufacturing-society to the information-based society. Publishers blamed television, but the fact that a fast-paced society got most of its news from television was a symptom, not the problem.

In response, newspapers rushed to the suburbs, ignoring their inner-city bases while complaining about low inner-city reading habits. In fact, in many cases inner-city residents are loyal newspaper readers, and recent research confirms this. They just have difficulty getting the paper delivered. Three of my father's aunts who moved to Chicago in the 1920s could not get daily newspapers delivered to their South Side homes in the 1980s. They were a short bus ride from the newspaper plant.

The Industrial Revolution did not

occur because of the need for mass media. Rather, modern newspapers and other mass media grew out of the demands of the industrial society. Likewise, on-line newspapers in the Information Age will find their rightful place for similar reasons.

In middle age, I believe I know now what I did not know in my Mississippi youth or journalistic past. I probably matured during what Alvin Toffler calls the Third Wave.

What I saw in newsrooms during the 1970s and 1980s was the completion of a transition from the Industrial Age to the Information Age. Newspapers were adding computers, producing zoned editions for de-massification of their products. Newspapers were discovering market research and personnel managers.

At the Herald-Leader, I evaluated the newspaper's Internet service (Kentucky Connect) and tried to help the marketing department determine what customers want.

The Herald-Leader and the 500 other on-line newspaper sites operate at the start of this new age that has yet to reveal what kind of on-line product customers want and what the market will bear. But they have to keep testing the waters: Pieces of the printed paper here; new services there. One thing is clear, they all want lower production costs.

On reflection, American newspapers in the late 20th century have returned to the future Gutenberg presented them in 1445. The more things change, the more they stay the same.

(Morris is assistant professor in the School of Journalism and Telecommunications at the University of Kentucky. He is also a communications consultant.)

Historical Developments in Newspaper Technologies

Type of Technology	Year	Effect
Moveable type	1445	Manuscript prices reduced 75 percent.
Telegraph (later teletypes, wire codes)	1840s	Electronic journalism introduced.
Telephone	1876	Interactive Communication expanded.
Linotype	1886	Typesetters reduced by 75 percent; late-breaking news.
Wirephoto	1935	Appearance; content.
Transistor	1948	Miniaturization of data processing equipment.
Photocomposition	1970s	1 unit replaced 10 linotypes; more editions.
Electronic newsroom	1970s	Teletypes replaced; more copy desk production; savings; control; pagination.
PCs	1981	Efficiency; versatility.
Fiber Optics	1980s	Satellite printing.
Telecommunications	1990s	Marriages with telephone suitors, electronic publishing; Internet Service Providers.

Writers subject readers to overdose of verbs

Coach's corner

By Jim Stasiowski



Near the end of "Air Force One," U.S. President Jim Marshall, played by Harrison Ford, promises his daughter, Alice, things will be all right.

Alice is 12, so you think she'd know better than to buy a politician's promise.

Marshall sounds like President Clinton, doesn't he? Clinton overdoses the promising. At some point in his presidency, he has promised all of us everything we ever wanted. He has probably told Chelsea he'll put her on the Supreme Court for her 21st birthday.

Imagine being one of President

Clinton's advisers and urging him to stop making so many promises. That's the challenge I face, as I tell writers not to use so many verbs.

Somebody — a teacher, an editor, a coach — once told us we shouldn't use so many adjectives, we should use verbs instead.

Adjectives are cotton candy. For an instant, they make the writer feel good, but there's no nourishment. If a man is "tall," I see nothing specific, the adjective is too broad; but if, "He ducks through a doorway," I know how tall he is, and I see how his tallness affects his life.

Writers are, by nature, overdoers. Something catches our ear, we like the way it looks or sounds, and we think: Gee, if using one verb is good, using two must be better.

Not necessarily. We want verbs that let readers see; we don't want verbs that create superfluous levels of action. For instance, you're writ-

ing about a fire;

Then Johnson started to spray water on the flames.

Does "started" add anything to the sentence? If you simply say, "Then Johnson sprayed water on the flames," the reader knows Johnson at some point "started" the spraying.

One of the most common superfluous levels of action is the "can" or "be able to" level:

She hopes she can move by September.

She wants not only the ability to move by September, she wants out by September. This is better: "She hopes to move by September."

"Continue" is often unnecessary:

They continued to negotiate the contract all night.

"Negotiate" implies continuing action: "The two sides negotiated the contract all night."

"Trying" is superfluous here:

He's trying to remodel the house

so it will be worth more.

"Trying" won't add to the value: "He's remodeling the house so it will be worth more."

Think about how one action includes the other:

He checks the lawn and mows it if it is high.

Is it possible for him to know the grass is high without first "Checking?" The fact he knows the height implies the checking: "He mows the lawn if it is high."

Similarly:

They went to work planting gardens.

No one has devised a way of planting without working: "They planted gardens."

In adding extra levels of action, we sometimes zero in on the wrong thing. Notice:

She worried about accumulating too many bills.

See VERBS, page 16

Newsracks come under fire in recent cases

It has not been a particularly good year for the sometimes misunderstood and often under-appreciated newsrack.

In a stunning decision last fall, a First Circuit Court of Appeals panel ruled that a ban on "street furniture" (including newsracks) from Boston's Beacon Hill historic district did not violate newspapers' First Amendment rights.

Downtown Philadelphia is experimenting with "corrals" or cluster structures that attempt to group newsracks under a stylized cast-iron railing resembling a "park bench with the bench" in an attempt to remedy the problems of unsightly and dangerously placed newsracks.

- Last year, as part of its preparations for the 1996 Summer Olympic Games, the Atlanta Department of Aviation attempted to outlaw all newsracks from within Hartsfield International Airport terminal, except for racks shrouded in advertisements for "Coca-Cola Olympic City," which were installed and made available for lease by the Department of Aviation. The Atlanta Journal and Constitution successfully secured a preliminary injunction preventing the department from enforcing the newsrack leasing program for 90 days. However, the underlying issues are still the subject of litigation.

- On a brighter note, the 8th U.S. Circuit Court of Appeals in

April ruled that South Dakota regulations limiting vending machines at interstate rest areas violated a Sioux Falls publisher's First Amendment rights.

NAA's Legal Affairs Department is publishing "Newsracks! A Business and Legal Guide for the Distribution of Printed Materials by Vending Machine." The guide gives newspaper circulation executives valuable information on distribution rights in various jurisdictions, good business practices and strategies to minimize government regulation.

For a copy, call 800-651-4622 and request item 40036. For more information, contact Kimberly Currow Erickson at (703) 902-1813, currk@naa.org.

Glasgow paper wins Donrey award

The Donrey Media Group recently announced winners of its annual Donrey Awards. Among the winners was its Kentucky property, the Glasgow Daily Times.

The Glasgow paper won in the Circulation Growth category for papers with circulations from 7,501 to 14,999. The paper added approximately 400 customers last year.

William Tinsley, publisher of the Glasgow Daily Times, said the new customers were a result of circulation contests and extended news coverage.

"We had a motor route carrier contest that did really well," said Tinsley. "That plus our newsroom placing more emphasis in Hart, Metcalfe and Monroe counties" resulted in the growth.

Sixty-three Donrey companies competed for the honors.

SND

Continued from page 5

free-lancers.

"Through the years, the office had always gotten phone calls asking if we could recommend designers and in-house trainers, as well as people who specialize in typography and/or logo-type (flag) design," says Dave Gray, Executive Director of SND. "We figured it was time to help the industry find these people, without putting ourselves in the position of making a recommendation." With hundreds of our members earning their livings as consultants and free-lancers, we figured it was time to make them known to everybody."

Set to launch September 1, on SND's web site at <http://www.snd.org>, the searchable database will allow people seeking design, illustration, typography, systems and other graphics and design related job skills the ability to narrow their search to consultants who specialize in specific areas. From that initial selection, the newspaper will then be able to link to the consultant's web page and/or e-mail to start the process of finding people to fulfill the specific need.

Areas covered will include art and illustration; information graphics; photography; web design and planning; color; organizational issues; graphics and production systems; design; pagination and typography. It's designed to include the firms and individuals who can consult or provide on-site analysis; free-lance providers; trainers in the above areas, as well as those who can provide in-house workshops for newspaper staffs.

"It's designed to save time in the initial stages of finding consultants to help newspapers solve their graphics and design related problems," says Gray. The service is free to newspapers seeking the help on the web, and the cost is modest for those free-lancers and consultants who want to become part of the database. Special, lower rates apply to those who are SND members.

Consultants who have already signed up for the new service represent six countries, and the list continues to grow prior to the first release on September 1st. Print ads have been placed in Editor and Publisher and Presstime magazines to let editors and publishers know of the new service.

For more information, call SND at (401) 276-2100, or e-mail your messages to snd@snd.org. SND's web site is located at <http://www.snd.org>.

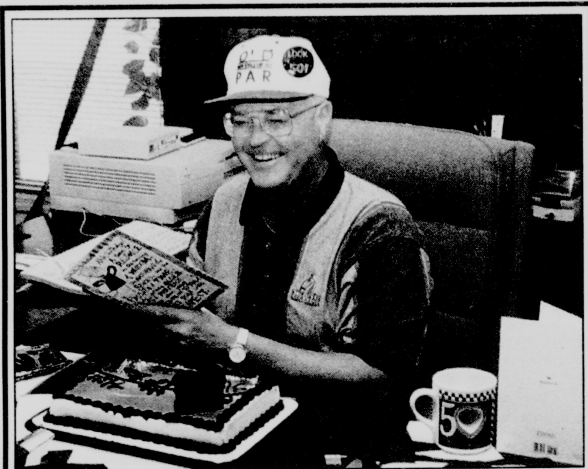
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Executive director marks 'the big one'

The KPA/KPS staff didn't let KPA Executive Director David T. Thompson mark his 50th birthday quietly. Thompson arrived to work on Aug. 28 to find his office filled with black balloons, streamers, signs and confetti and staff members dressed in black. He was surprised later in the day with an "Over the Hill" birthday cake and gag gifts that included a blow-up cane, a singing button and miniature John Deere tractor. Thompson took the ribbing in stride and even wore the staff's first gift of the day, a black t-shirt with neon-colored arrows and the words, "Which Way is Over the Hill?" Thompson has served as KPA/KPS executive director since 1983.

Newspaper ad revenue remains above 9 percent in first half of 1997

Advertising revenue for the newspaper industry grew a robust 9.5% for the first half of 1997 according to figures released by the Newspaper Association of America (NAA). This represents a gain of approximately \$1.7 billion over the same time period in 1996. A chart comparing the first and second quarters for 1997 is attached.

Total advertising revenue for the first half of 1997 was \$19.2 billion. Classifieds contributed \$7.6 billion, up 11.4%. National grew to \$2.6 billion, up 13.6%. Retail increased to \$9.0 billion, up 7.0%.

"The strong growth in all categories of advertising indicates the ongoing vitality of newspapers across the country," said John F. Sturm, NAA president and CEO. "Particularly encouraging is the 13.6 percent growth in national advertising, a significant sign that industry wide efforts to gain market share in this category are paying dividends."

Second-quarter results compared with last year's show classified advertising up 12.5% to \$4 billion. National grew 14.2% to \$1.4 billion. Retail rose 5.7% to \$4.7 billion.

"The ongoing strength of the economy has let to the strong performance across all categories of advertising," said Miles Groves, NAA chief economist and vice president of market and business analysis. "Classified advertising has shown particular strength, especially recruitment which grew by 19% in the first half of 1997. This growth in local advertising revenue reflects not only the vigor of the economy, but the vital role newspapers play in their markets. Given the overall performance of advertising, our 1997 growth forecast has been revised upward to 6.5%."

A more complete analytical forecast of the industry by Groves is in the September 1997 edition of *Presstime* magazine.

Internships: Worthwhile experiences for students, businesses

(The KPA Associates Division offers public relations internships modeled after the Kentucky Journalism Foundation program which places students of collegiate journalism programs at Kentucky newspapers for the summer. Deonna Belt and Emily Gowin participated in the Associates Division internship program this summer. Jason Datillo completed his KJF internship in Elizabethtown.)

**Deonna Belt
Murray State/
Kentucky
Chamber
of Commerce**



"This is the first time the Chamber has participated and it's been excellent," said Andy Downs, vice-president, Kentucky Chamber of Commerce. "Deonna has done a little bit of everything ... from press releases to articles for our publication. She's taken the leadership in putting together two issue brochures, one a follow-up to the higher education reform effort, and also a brochure on the whole issue of health reform."

"She's done a good job, we're very pleased with Deonna and we were pleased with the quality of applications. It was not an easy selection, which is a nice problem to have."

Deonna said her internship had

been a "true learning experience."

"I have learned about both the public relations profession and the state business community," she said. "Through writing for the chamber's monthly newsletter, *Business Bulletin*, writing copy for brochures dealing with legislative issues and numerous other duties, I have learned that flexibility and versatility are essential skills needed in this profession."

"The internship has proved to have a tremendous impact on me," she said. "I have learned things that cannot be taught in the classroom, no matter how skilled the instructors are. I have gained knowledge that will last me for the remainder of my career. consider it a privilege to have had the opportunity to work with the outstanding staff of the Kentucky Chamber of Commerce. It has been an educational and beneficial experience in furthering my education."

**Emily Gowin
University
of Kentucky/
KET**



"We were crazy about Emily," said Mary Campbell, KET's director of communications. "She was a skilled intern ... one of the most skilled we've ever had here. She was very versatile, had good writing and editing skills, and good

computer skills. Emily also had good people skills which made her suited to a number of jobs."

Campbell, who is also the executive producer for KET's Image Unit, said Emily was especially helpful in KET's summer fundraiser, "Summer Celebration."

"She was particularly active in set up for Summer Celebration. This gave her some experience in special events, which is a whole different animal."

Campbell said Gowin also wrote press releases, weekly press packets for the media, ads for publications, articles for *ACE Magazine*, *Kentucky Living*, *Community Voice*.

She was also active in preparing an advertising plan for a new project, "Timeout for Parents."

"We actually gave her the lead role in that project. She was the publicist for the new series which focuses on the teen-age years," said Campbell. "Emily just came with so many skills we were able to integrate her right into our working tasks and strategies. She was a lot of help. We're a small staff and she was definitely a big addition."

Campbell noted KET has hired a number of interns.

"It's an excellent way for college students to introduce themselves into the working world. We'd like to thank the KPA Associates Division for allowing us to benefit from the program and for sending us such a well-prepared intern."

**Jason Datillo
University
of Kentucky/
Elizabethtown
News-Enterprise**



My experience at the News-Enterprise this summer was chocked full of learning and fast-paced journalism.

From day one, the entire staff treated me like one of the team. The fact that I was an intern seemed to be largely forgotten. David Greer and his staff expected me to jump in and contribute from the moment I walked in the door.

What better way to spend a summer? I received guidance and advice from true professionals and still contributed to one of the state's premier daily newspapers.

The highlight of my summer was a trip to Eddyville to cover the execution of Harold McQueen - the state's first execution in 35 years. It was a big story, but the editors still trusted me to cover it just as they would any other staff reporter. I found the summer to be another productive period, and one that will benefit me in my future endeavors.

This was the second KPA-sponsored internship for me, and I would like to thank this organization's officers for contributing to the growth of Kentucky journalism students.

Promotional event profitable for Messenger-Inquirer

The Owensboro Messenger-Inquirer made \$47,000 when it sponsored "Women's Escapade," a three-day event that attracted more than 3,000 people last fall. Consumers paid \$3 each to watch fashion shows and cooking demonstrations, and to stroll by 140 booths. They could see what they'd look like with a nose job, watch hairstylists at work and register for a trip to Cancun.

All exhibitors bought a package that included space in the 28-page special section that came out a few days before the event.

A quarter-page came with one or two booths, and a half-page came with four booths. A grocery store and hospital both signed up as major sponsors, which got them a full-page ad and 20 booths apiece.

Before the show, the paper gave a seminar on how to make the most of the booth space. People are attracted to activity, so exhibitors gave free blood pressure checks and free aerobics lessons. Plastic surgeons brought in laser machines and imaging equipment. Exhibitors could rent a wireless mike to help with their demonstrations. They could sell products, but most everything was free, and attendees got a shopping bag to hold all the freebies.

The grocery store used five of its 20 booths for a produce and deli

display, then sold the rest of the space to their vendors, such as soup and packaged food companies. Other exhibitors included clothing stores, department stores, doctors, financial services, weight loss and fitness center, and cosmetics companies.

The paper did a trade with a travel agent, providing a special pavilion in return for a grand prize trip for two to Cancun.

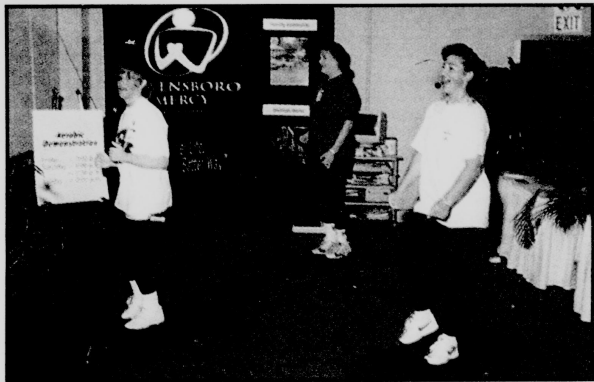
The grand prize entry slip asked for information about average household incomes and whether they were subscribers, and most people filled it out. From the answers, the paper learned that about 60 percent of attendees had household incomes of \$35,000 plus, while 57 percent were between the ages of 26 and 50. The event was promoted on local radio and television, as well as in the paper.

"It's a lot of work, a lot of fun, and it's very profitable," said Elaine Morgan, display advertising manager. In the future, the only thing they'll do differently, according to Morgan, is skip the soap opera star who was brought in to encourage attendance. The organizers found that he cost a lot more than he was worth.

"The women who came to the show were upper-income level, and they don't watch a lot of soap operas," said Morgan.



The Messenger-Inquirer, Owensboro, sponsored a three-day event dubbed "Women's Escapade." The event drew more than 3,000 people as consumers paid \$3 to watch fashion shows (above), cooking demonstrations and to visit 140 booths. Exhibitors were urged to have activity in their booths, as demonstrated by the free aerobics lessons from the area hospital (below). The newspaper netted \$47,000 from the event.



Kentucky journalists honored in SPJ awards program

Reporters and photographers at several Kentucky newspapers were honored recently in the annual Metro Journalism Awards program, sponsored by the Louisville Chapter of the Society of Professional Journalists.

Deadline Reporting

Metro: First — Terry Boyd, Rachael Kamuf, Joan Harvey, Ron Cooper - Business First
Second — Staff - Louisville Courier-Journal

Non-Metro: First — Ninie O'Hara - The Southeast Outlook
Second — Charles Pearl - Lebanon Enterprise
Third — Jeff Burlew - The State Journal

Continuing Coverage

Metro: First — Staff - The Courier-Journal
Honorable Mention — Al Cross - The Courier Journal

Non-Metro: First — Randy West, Jackie Carpenter, Cary Stemple, JoAnn Spieth-Saylor - The Corydon Democrat
Second — Dave Baker - The State Journal

Enterprise Reporting

Metro: First — Veda Morgan - The Courier Journal
Second — Allen Breed and Ted Bridis -

Associated Press
Third — Roger Kennedy - Business First

Non-Metro: First — Susan Allen - The State Journal
Second — Charles Pearl - Lebanon Enterprise
Third — Cary Stemple - The Corydon Democrat

Business Reporting

Metro: First — Greg Otolski and R.G. Dunlop - The Courier Journal
Second — Joan Harvey - Business First

Non-Metro: First — Cary Stemple - The Corydon Democrat
Second — JoAnn Spieth-Saylor - The Corydon Democrat

Feature

Metro: TIE for First — Bob Hill - The Courier Journal and Jim Adams - The Courier Journal

Non-Metro: First — Ninie O'Hara - The Southeast Outlook
Second — Jeff Burlew - The State Journal
Third — Randy West - The Corydon Democrat

Editorial/Commentary

Metro: No Award

Non-Metro: First — Todd Duvall - The State Journal
Second — Kit Millay - The Oldham Era

Column Writing

Metro: TIE for First — Dianne Aprile - The Courier Journal and Laurel Shackelford - The Courier Journal

Non-Metro: First — Linda Parker - LaRue County Herald News
Second — Cary Stemple - The Corydon Democrat
Third — Todd Duvall - The State Journal

Photography

Metro: First — Linda Raymond - The Courier Journal
Second — Ron Bath - Business First
Third — Bill Luster - The Courier Journal

Non-Metro: First — Steve Coomes - The Southeast Outlook
Second — JoAnn Spieth-Saylor - The Corydon Democrat
Third — Randy West - The Corydon Democrat

Sports

Metro: First — Rich Bozich, Pat Forde, Mark Coomes, Jim Terhune, Richard Des Ruisseaux - The Courier Journal
Second — Rachael Kamuf - Business First

Non-Metro: No entries

Service Reporting

Metro: TIE for First — Bill Wolfe - The Courier Journal and Ken Berzof - The Courier Journal

Non-Metro: No entries

Criticism

Metro: First — Keith Runyon - The Courier Journal
Second — Dianne Aprile - The Courier Journal

Non-Metro: First — Cary Stemple - The Corydon Democrat

Headline Writing

Metro: No entries

Non-Metro: First — Ron Herron - The State Journal

Minority/Women's Affairs Reporting

Metro: First — Business First Staff
Second — Rachael Kamuf - Business First
Honorable Mention — Betty Winston Baye, Dianne Aprile - The Courier Journal

Non-Metro: First — Mary Branham - The State Journal
Second — Jeff Burlew - The State Journal

LEGAL NEWS & VIEWS

School councils subject to open meeting/records law

By **KIM GREENE**
Dinsmore & Shohl
KPA Legal Counsel



Kentucky's landmark public education reform legislation, KERA, mandated a gradual shift of power and authority within school systems. Under the concept of site-based management or school-based decision-making, the Kentucky General Assembly determined that more decisions with substantive impact on the education of the Commonwealth's school children would be made on a school-by-school basis, rather than a district-wide basis.

To that end, the Legislature created school councils and endowed them with "the responsibility to set school policy consistent with district board policy which shall provide an environment to enhance the students' achievement and help the school meet the goals established

by KRS 158.645 and 158.6451." KRS 160.345(2)(c)1.

This radical change was phased in by the law since 1990, but all schools were required to implement school-based decision-making by July 1, 1996. Therefore, most every school (some are excluded from the requirement: vocation-technical, special education, preschools and alternative schools designed to provide services to at-risk students with unique needs, and there is a provision for seeking exemption from the requirement) have school councils now. Some of them are functioning more smoothly than others but, eventually, all will be up and running and wielding considerable authority and shouldering significant responsibility.

The types of responsibility and authority which KERA places upon school councils includes: setting school policy; budgeting available funds; filling personnel vacancies, including the principal; determining which textbooks, instructional materials and student support

services will be provided in the school; determining curriculum; assigning instructional and non-instructional staff; assigning students to classes; determining the school's schedule consistent with the school calendar year established by the local board; resolving issues regarding instructional practices; selecting and implementing discipline and classroom management techniques, including responsibilities of the student, parent, teacher, counselor and principal; selection of extra-curricular programs and determination of policies relating to student participation based on academic qualifications and attendance requirements, program evaluation and supervision; and procedures for determining alignment with state standards, technology utilization and program appraisal.

Among other things, the statute requires that the policy adopted by the local school board to implement school-based decision-making

See **COUNCILS**, page 13

AG Opinions

Deanna Mascle(Mt. Sterling Advocate)/**Montgomery County Board of Education**

Mascle, managing editor of the Mt. Sterling Advocate, appealed to the attorney general's office after her request for the written list of charges against Montgomery County High School principal Brad Sorrell was denied.

The school board did not renew Sorrell's contract as principal, and he was demoted to a classroom teacher. The board denied Mascle's request, relying on KRS 61.878(1)(a), (j) and (l). The latter provision, the board contended, operates "in tandem with KRS 161.765(2)(d) to prohibit disclosure of the list of charges.

The attorney general ruled the Montgomery County Board violated the Open Records Act. According to Assistant Attorney General Amye L. Bensenhaver, who wrote the opinion, the board erred in determining that a provision which allows for the administrator's hearing to be public or private, at the administrator's discretion, demonstrated "legislative intent" that records relating to the closed hearings are not subject to disclosure.

In a previous AG opinion, the office noted that although statutes allow for a private hearing of a school employee charged with misconduct, "neither that provision nor any other provision... permits an agency to withhold records relating to contract termination... All nonexempt public records relating to the proceedings are subject to examination even though such examination may cause an inconvenience or embarrassment to public officials or others."

Bensenhaver determined that

same reasoning should be extended in the Montgomery County School Board appeal.

The AG's office also ruled the school board improperly relied on a provision in the Open Records Act which allows for nondisclosure of preliminary drafts, notes, correspondence, etc.

"We find that the Board's reliance on KRS 61.878(1)(i) was misplaced, and that it is obligated to disclose the written list of charges. It is this record which initially spawned the demotion proceedings, and which is deemed incorporated into the Board's final action relative to Mr. Sorrell, namely contract termination and demotion," Bensenhaver wrote.

The Board also improperly denied Mascle access to the charges on the basis that KRS 61.878(1)(a) excludes "public records containing information of a personal nature where the public disclosure thereof would constitute a clearly unwarranted invasion of privacy."

The AG's office cited an earlier ruling which read: "Public service is a public trust. When public employees have been disciplined for matters relating to the performance of their employment... this office has consistently held that the public has a right to know about the employee's misconduct and any resulting disciplinary action taken against the employee."

The Montgomery County School Board failed to produce any evidence to substantiate its claim that release of the list of charges would be an unwarranted invasion of privacy.

"A bare allegation will not suffice," wrote Bensenhaver.

Journalist can't cite 'reporter's privilege' for criminal proceeding

The Florida District Court of Appeals, Second District, found that the trial court erred in ruling that Florida's qualified reporter's privilege applies to non-confidential information relevant to a criminal proceeding. The trial court declined to compel discovery against a newspaper that refused to provide information about the current location or place of employment of its former reporter. The question was whether Florida law provides a qualified reporter's privilege against the disclosure of non-confidential information relevant to a criminal proceeding.

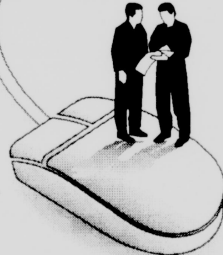
The criminal defendant was convicted of aggravated assault with a motor vehicle and sentenced to probation of five years. The defendant and his girlfriend has broken up and he engaged in increasingly hostile behavior towards her culminating in a car chase where he collided with

See **JOURNALIST**, page 13

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Bottom rules make for a polished appearance

This is a column about one single line. No, it's not a line from Shakespeare. Not a new pick-up line. Not even a line of type.

The line I'm talking about is what I call the "bottom rule." It's a single rule that I recommend you run across the bottom of all of your pages.

The bottom rule can be set anywhere from 1 to 6 points deep, and it serves to give your pages — especially at the bottom, where they need it — stronger definition. As a result, your pages and your newspaper in general take on a more finished, more polished appearance.

Here are some tips and tricks for creating a bottom rule that works for your newspaper:

- Let other elements on your pages help you determine the proper heaviness for your bottom rule. If you're using page labels or standing heads that contain heavier rules, such as 4 point or 6 point, then consider a bottom rule that's about 4 or 6 point. Conversely, a one-point bottom rule goes better with labels and standing heads that use two-point, one-point or hairline elements.
- The bottom rule should help you contain

Design is Everything

By Ed Henninger



all of the editorial matter at the bottom of the page. If your editorial type runs down on two columns adjacent to a four-column ad, then place your bottom rule below the two columns of type. You need not run a bottom rule under the ads, because the ads themselves help to define the bottom of the page. Some of my clients, however, feel that the bottom rule works so well to finish the page that they also run it under ads.

- Allow a pica of space between the bottom rule and the material that runs above it. This keeps things from appearing cramped.

Continue to use the bottom rule throughout, even when the item above the rule is, for example, below a boxed story. True, the box

around the story would help define the bottom of the page, but if you pull the bottom rule here you create an inconsistent look.

- For special effect, as on a features page, you can use a bottom rule approach that is somewhat different from your style for this element. For example, the bottom rule on a page about swimming could be a wavy line. Or you could use a double rule on a page featuring a story about old trains. But be careful ... be tasteful.
- The bottom rule can help you make color work. On color pages, a gray bar comprised of process colors in small percentages (you have to determine the exact numbers for your press) helps your press personnel to check on proper ink laydown across the page.
- At some newspapers, the gray bar on color pages can also be used to place a line of teaser type.
- If you don't need the gray bar to help check on color, you can use the bottom rule itself in color. Just make sure the rule is deep

See RULES, page 12

People

Continued from page 2

market research and promotion. He was instrumental in launching Kentucky Connect, the Herald-Leader's online service.

Cahill rejoins news team at Times-Journal

Ed Cahill, who served as managing editor of the Russell Springs Times-Journal from 1991 to 1996, has again been named managing editor of the paper.

Cahill replaces Bethney Jo Foster, who has been hired as a staff writer at the Somerset Commonwealth-Journal. He left the Russell Springs paper to become editor of the Laurel News-Leader, a position he held for a year.

In addition to those papers, Cahill worked at the Louisville Courier-Journal, the Whitley Republican, the Sullivan (Ind.) Daily Times, Corbin! This Week, the Chula Vista (Calif.) Star News and the Culpepper (Va.) Star-Exponent.

Cahill is also editor/publisher of the Kentucky Civil War Journal, a magazine that focuses on Kentucky's Civil War history.

McCloy joins staff at Hardin Co. Independent

Helen McCloy is the new feature writer at the Hardin County Independent in Elizabethtown.

A native of the county, McCloy is also substitute teacher in the Hardin County School System and at The Primary House child care center. She is a graduate of the University of Kentucky and

University of Louisville.

McCloy worked at the Courier-Journal from 1968-70 as a feature writer and education reporter. She left the C-J to become a research and teaching assistant at U of L. She has taught writing classes at Jefferson Community College in Louisville, UK's Fort Knox and Glasgow campuses and Elizabethtown Community College.

Voice-Tribune's Rush selected for Rotary trip

Voice-Tribune news editor Steve Rush has been selected to be part of a Rotary International's Group Study Exchange to England this fall.

Rush is one of four young professionals from the state to be chosen. He will stay with Rotary members in Nottingham for five weeks, representing Kentucky's District 6710.

Pride named to news job at Kentucky Standard

Carrie Pride is the new community news coordinator for The Kentucky Standard.

Pride succeeds Carol Ann Whitfield, who is now the assistant circulation manager for the paper. Pride works in the newsroom with the editorial staff. She takes news items from readers and collects public record items among other duties.

A native of Nelson County, Pride is a graduate of Sullivan Business College.

Springfield Sun sponsors online basics seminar

The Springfield Sun and Landmark Online Services recently

sponsored a seminar designed to assist local businesses interested in going online.

The free seminar was conducted by Ross Miller, a consultant with Landmark Online Services. It focused on showing businesses how to attract people to their websites.

Wilkerson, Hale promoted at Owensboro

Gordon Wilkerson was named coop/special publication coordinator at the Owensboro Messenger-Inquirer.

Wilkerson has been with the newspaper since 1981, most recently as major-account executive for retail advertising.

Bernadette Hale has been named to succeed Wilkerson. Hale has been a retail account executive at the paper since 1995 and prior to that was an account executive at Century Communications.

Community Press undergoes name change

Suburban Communications Corp. publisher of Community Press Newspapers in Cincinnati and Recorder Newspapers in Northern Kentucky, has changed its name to HomeTown Communications Network Inc.

Philip Power, chairman and owner of the company, which publishes community newspapers, shoppers, telephone directories, speciality publications and Web and Internet products in Michigan, Indiana, Kentucky and Ohio, said the name was changed in order to reflect the company's evolution into a provider of multimedia local information networks.

HomeTown Communications Network publishes 67 community newspapers.

McDonald joins news staff at Richmond

Andy McDonald has joined the newsroom at the Richmond Register.

A graduate of Seattle Pacific University and the University of Southern California, McDonald previously worked at the newspaper as a statistics reporter.

He comes to the Richmond paper after a career in government as a policy analyst in agencies in Washington, D.C., Sacramento and Los Angeles.

McDonald moved to Berea two years ago when his wife accepted a faculty position at Berea College.

Heady accepts ad position at Bardstown

Toni Heady is the new advertising assistant for The Kentucky Standard.

Heady, who was reared in LaRue County, is a graduate of Sullivan College and a former employee of Century 21 Realtors. She will work with advertising customer and the paper's ad staff coordinating production of the newspaper.

Times-Leader receives award from educators

The Princeton Times-Leader received an honorable mention in the annual Kentucky Education Association's School Bell Awards program.

The paper was nominated by the Caldwell County Education Association.

KEA officials said the judges were impressed with the paper's "coverage of public education issues during 1996-97."

Survey: Minorities in the newsroom declining

To the newspaper industry's leaders, the latest figures on minority newsroom employment are numbers — dispiriting numbers that demand action, to be sure. But just numbers.

To the leaders of the nation's associations of racial and ethnic minority journalists, however, those same numbers read like the obituaries of loved ones.

"We all know a brother or a sister who was on the masthead — and then just disappeared over the last couple of years," said Vanessa Williams, the Washington Post reporter elected as president of the National Association of Black Journalists during its convention in July.

"Times have changed since the '60s or '70s and even the '80s, when being black was cool and everybody wanted at least one of us. Now we're moving backwards," said Robin Stone, deputy editor of the New York Times' Living Section.

That might seem an odd comment at a convention that resembled a giant bazaar for journalism jobs. Newspapers taped job postings everywhere around the Hyatt Regency in Chicago, and close to 200 newspaper and broadcasting recruiters thronged the formal job fair.

But newspaper journalists of color say this seasonal recruiting frenzy — which could also be seen at the National Association of Hispanic Journalists convention earlier this summer — is belied by anecdotal and statistical evidence that minority journalists are being hired slower and are leaving faster than white journalists.

"At Knight-Ridder, there is a significant retention problem with minorities and there is an even more significant retention issue with women," said Miami Herald managing editor Larry Olmstead, who was previously the chain's chief diversity manager.

It's an industry-wide problem, according to the American Society of Newspaper Editors. In its annual report on minority newsroom employment, ASNE found that — for the first time in nearly two decades of surveys — there was no growth at all in the actual numbers of minorities employed by newspapers. In fact, the number of black journal-

ists identified by ASNE declined from 2,980 in 1995 to 2,929 last year.

A separate ASNE study found women and minority journalists were strikingly pessimistic about their newspaper careers.

Just 34% of women expect to work in papers into their 60s, and only 29% of Hispanic journalists expect to reach retirement age at a paper.

African-American journalists are even more ready to bolt the industry: Just 18% say they expect to work at papers into their 60s — and 52% of those surveyed by ASNE said they would be gone from newspapering by age 40.

"Retention continues to be a problem for each of the associations of minority journalism," Washington Post columnist Dorothy Gilliam said. Gilliam is a former NABJ president who is on the board of Unity '99, which is planning the joint convention of black, Hispanic, Asian-American and Native-American journalists in Seattle in 1999.

Just why minority journalists are dropping out of newspapers is a puzzle — and at NABJ, managers and activists offered numerous reasons.

Some of those reasons are not peculiar to any journalist's race or ethnicity.

"We're seeing quality of life as a driving force for many Americans, and we work in an industry not known for aiding quality of life issues," Olmstead said.

There's also the changing nature of the news business, noted Wanda Lloyd, managing editor of features, administration and planning at the Greenville (S.C.) News.

"We're in an industry where the lines are not as clearly drawn anymore and there's much more opportunity to jump around," Lloyd said. "For instance, the non-reporting jobs are becoming more technical. We are doing the job of production departments, so [journalists] are developing more skills, and those skills can take them to a different place."

At the same time, however, Lloyd notes that research — including NABJ's own "Muted Voices" study of a few years ago — continues to show minority journalists are frustrated by a feeling their contributions are undervalued.

"We must be stronger, we must be louder, we must be much more quick to respond and much more forceful. We sit around and wait for ASNE [American Society of Newspaper Editors] or NAA [Newspaper Association of America] or RTNDA [Radio and Television News Directors Association] to count us and tell us how many we are."

Vanessa Williams

President, National Association of Black Journalists

"A lot of it has to do with the quality of communication in the newsroom," agreed Michael Days, assistant managing editor of the Philadelphia Daily News. "People don't feel they are being heard, and that is stifling — especially to journalists of color."

Newspapers' own priorities have also shifted, managers say.

"There's much more focus now on how to market the product," the Herald's Olmstead said. "A lot of the support people of color or women may have felt before is not as important a focus now... Newspapers are saying, 'Yeah, diversity is a priority because if we are covering the community better we could improve our bottom line.' But nobody has figured out exactly how to make that direct connection to the bottom line."

For young people of color, there also remains the problem they don't see themselves portrayed positively — or at all — in newspapers.

"That's why even some minority journalists associations are having recruitment problems, said Karen Lincoln Michel, a freelance writer on the board of the Native American Journalists Association and Unity '99.

It didn't help, Michel said, when a prominent American Indian leader declared a year or so ago that Native Americans who work in the mainstream rather than tribal press are "prostituting" themselves.

This latest round of bad news on minority newsroom employment appears to have forced the journalists associations to reassess their efforts.

"I fear we are not doing enough and I wonder if we maintained more of a watchdog role if the news industry's commitment to diversity would be greater," said Marcelo Rodriguez, online managing editor at the Miami Herald active in the National Association of Hispanic Journalists.

"We must be stronger, we must be louder, we must be much more quick to respond and much more forceful," Williams said. "We sit around and wait for ASNE or NAA [Newspaper Association of America] or RTNDA [Radio and Television News Directors Association] to count us and tell us how many we are."

In one NABJ workshop in Chicago, Target Market News publisher Ken Smikle led panelists on a discussion of how to succeed in a multicultural newsroom. Target Market News is a monthly devoted to market research about African Americans.

One key bit of advice from Smikle: Don't be so quick to conclude white colleagues or managers are racists.

"There are things that look like social settings, but they're not — they're professional settings," Smikle said. "You may not be getting invited to a professional setting. So you need to use all the appropriate professional skills."

"But at some point, too many African Americans throw up their hands and say, 'I give up, it's racism.' But it's not racism, it's [a new hire's] ignorance."

Boston Globe editorial writer Alyssa Haywoode also urged new black journalists to be aware that poor newsroom managers might be making all the journalists miserable.

"When you're black you walk in ... with this heightened sense of fairness, this heightened sense of justice, while all the while your white colleagues are just saying to themselves, 'If I can only make it to payday,'" Haywoode said.

Haywoode's advice: Tap into the newsroom gossip network, starting with secretaries, librarians and "that supportive white person - and everybody knows who they are."

(Reprinted from August 9, 1997 Editor & Publisher.)

Gag order reaffirmed by Oklahoma court

During the criminal trial of Timothy McVeigh, now convicted of bombing the Murrah Federal Building in Oklahoma City, the court entered a gag order. In the third week of jury selection, the court restricted the trial attorneys from making out-of-court statements to the press and other media. The media moved to vacate the order.

In support of its gag order, the court asserted the "compelling" interest in protecting the judicial process by insulating the jury from

exposure to out-of-court statements.

The court lauded the media for its efforts to inform the public at the inception of the bombing and also noted the service to the defense by the media's investigatory efforts. According to the court, the gag order did not restrict the media, only the attorneys, who were officers of the court with an obligation to the system and responsibility for protecting the judicial process.

(Reprinted from the August issue of First Amendment COMMENT)

Rule

Continued from page 11

enough so your pressmen can properly register the colors.

Some folks just don't buy into the concept of the bottom rule. They believe their paper doesn't need it. I believe those papers don't need the bottom rule — like a banker doesn't need to wear a tie to the office.

The absence of the bottom rule does not mean your reporting, your coverage or your writing is going to

be any weaker. For the banker, the absence of a tie doesn't mean he can't do his job efficiently.

But the bottom rule is that one additional element that — used properly — helps to bring you better design.

And that's the bottom line.

(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)

School councils get short end of coverage by media

By BRAD HUGHES

"Why is it that our newspapers cover every little thing we do as a school board, but then ignores what our school councils are doing? They never cover school councils meetings, but every little controversy that comes to us makes the news."

The speaker, a board of education member, raised a valid issue. Look no further than the weekly KSBA School News Bulletin Board newspaper clipping service for proof. In the middle weeks of the month (when more school board meetings are scheduled), the packet swells with stories of school board meetings. Yet a check of one recent month's worth of clippings found only one story covering a school council session.

Why is there such a disparity in the amount of media attention? After all, both bodies are public agencies and must comply with the Kentucky Open Meetings Law (i.e., notice must be given of meetings, which must be open to the public except for certain portions of meetings in limited, specific circumstances). Actions taken by both bodies

influence the education of students. Decisions made by each panel have the potential to affect the lives of citizens far beyond an individual school building or even the entire school system.

Thanks to the input of more than a dozen reporters and editors from Kentucky newspapers and radio and TV news departments, here are some results of a poll that can be predicted to be fairly on the money on this subject:

1. Time and resources. Statewide there are more than six councils for every board of education. In some districts, the spread is closer but in a number of other systems, the count is one board to 10 or 20 councils.

"We don't have the resources to go to (school councils) monthly meetings at 16 locations," said one newspaper education writer. "We've only covered a handful of council meetings because, frankly, the board is doing more than the councils (in our community)," said an editor. "It's a matter of (the level of public) interest," said another print reporter. "School councils often deal with mun-

dane issues," adding her expectation that anything the council does controversial will eventually come before the school board. The final note from an education writer. "There are so many of them (councils). Most of the time, we're only going to cover their meetings if there's an obvious news peg for a story."

2. Pre-meeting information. Some district central offices provide reporters with the full packet of information that is given to each board member, in many cases at the same time it goes to the board. While this is not a universal practice, there's no question that this provides two benefits: better media relations and a reduced opportunity of a reporter making an error because he has a story dropped in his lap at the last minute. A downside is the possibility of a pre-meeting story that may tend to stir things up for the meeting.

Councils, on the other hand, are all over the planet in terms of giving reporters pre-meeting information. Most reporters and editors inter-

See SCHOOL, page 14

Journalists concerned about public's view of the 'media'

WASHINGTON (AP) — The public is often angry at the media and a group of prominent journalists is stepping forward to say "we agree and share your concerns."

Tom Rosenstiel, vice chairman of the Committee of Concerned Journalists, said that the public tendency to link mainstream journalism with the photographers who pursued Princess Diana is "absolutely at the forefront, at the core" of the issues the forums must address.

Chaired by Bill Kovach, curator of the Nieman Foundation, the committee announced plans to hold a series of forums on issues it hopes will "clarify the purpose, values and standards of journalism for a new age."

"If you were going to say what prompts an effort like this, it's not only that the public is increasingly angry that we have a breach of faith with the public, but in a sense this is a group of very prominent journalists saying, 'We agree, we share many of the concerns of the public about what we're doing,'" said

Rosenstiel, director of the Project for Excellence in Journalism.

Members of the committee include reporters, editors, authors and academics.

Public disaffection with the media was reflected in a survey conducted last December for the Center for Media and Public Affairs, a nonprofit research organization.

The nationwide poll said 52 percent of Americans believe the news media abuse the First Amendment, which guarantees freedom of the press.

"We call on our colleagues to join as a community of professionals to clarify the purpose and principles that distinguish our profession from other forms of communication," said the group's statement of concern.

Under the tentative schedule, the first forum would take place in early November and address the questions "What is Journalism? Who is a Journalist?"

It would examine the purpose of journalism and whether it should reflect community interests.

Journalist

Continued from page 10

the rear of her car. The trial and the surrounding circumstances received media attention, including an interview of the ex-girlfriend by a reporter. The defendant claimed that the reporter could impeach his ex-girlfriend's testimony.

The defendant attempted to depose the reporter, but she no longer worked at the newspaper. The newspaper asserted the qualified reporter's privilege and refused to provide information about her current location or place

of employment. The court found that the information the defendant sought, the victim's explanation of how the crime occurred, did not implicate confidentiality and was an event relevant to the criminal proceedings. Therefore, under recent Florida law, the reporter's privilege was inapplicable. Florida had previously applied a balancing test, weighing societal interests against the reporter's privilege. But where the information sought is non-confidential and is relevant to a criminal proceeding, no such balancing is necessary.

(Reprinted from the August issue of First Amendment COMMENT, Davis v. Florida)

Councils

Continued from page 10

must also address requirements for record keeping by the school council and a process for appealing a decision made by a school council. The statute which requires the creation of school councils also reflects the spirit of innovation and creativity that pervades KERA as a whole. A school which feels a different administrative structure than that set out in the statute would be more appropriate for its school council may develop their own model for implementing school-based decision making and submit it through the local Board of Education to the Kentucky Board of Education for approval.

As school councils establish themselves and begin to flex their muscle, merely covering the meetings of the school board will not provide the full picture of what is happening within that district.

Any KPA member newspaper that has not yet begun the process of developing relationships with school councils, should give some thought to doing so. Councils are composed of the school principal, three teachers and two parents. The parents and teachers are elected to serve terms lasting between one and two years.

Obviously, that makes the principal the school council member who will provide continuity and the most logical contact person for KPA member newspapers.

Of course, regularly covering the meetings of all the school councils within a district will be daunting, if even possible, task. That is why KPA member newspapers should put the provisions of the Kentucky Open Records and Meetings Act to work. KERA explicitly provides that "the meetings of the school council shall be open to the public and all interested persons may attend. However, the exceptions to

HOTLINE ATTORNEYS

- Jon L. Fleischaker: (502) 540-2319
 - Kimberly K. Greene: (502) 540-2350
 - Dinsmore & Shohl
- Switchboard: (502) 540-2300

open meetings provided in KRS 61.810 [the Open Meetings Act] shall apply." KRS 160.345(2)(e).

You can start by obtaining a schedule of regular school council meetings. When you send your letter requesting that schedule, you can remind the school councils of their obligation as public agencies to provide that schedule to you, KRS 61.820. In addition, that same letter should request that you receive notices of any special meetings conducted by the school councils. As with other such notices, include your mailing address, telephone and telecopy numbers. The law also requires that public agency to publish an agenda of every special meeting, so your letter should request a copy of that as well.

KRS 61.835 requires public agencies to keep minutes of actions taken at every meeting, including an accurate record of votes. You could make arrangements with the school councils to obtain copies of all meeting minutes, particularly for those meetings your schedule will not allow you to attend.

Likewise, under the Open Records Act, you can make requests for specific records which are "prepared, owned, used, in the possession of our retained by" the school council. As with other public agencies, the narrow exemptions set out in both the Open Meetings and the Open Records Act will apply, and you will have access to the Attorney General or the judicial system should any school council fail to comply with the requirements of those laws.

If you have questions, do not hesitate to contact your hotline attorneys.

Georgetown

Continued from page 1

I could find was a Camp Journal in River Falls, Wisconsin, summer home of the Kansas City Chiefs."

Scogin began researching how baseball training camps were covered and found that "camp journals" were commonplace.

"I decided we would definitely do a camp journal, but then I had to decide how and how often," he said. "Everyone thought at first that three days a week was too ambitious, but I felt like the camp story was always changing. While this was a national story, of course, it was very much a Georgetown story as well."

Once that was decided, Scogin then had to make some other tough choices like who was going to do the extra work.

"We first had to take care of the residents and the advertisers who are with us all the time," he said. "If we had tried to put out the Camp Journal with the existing staff, it would have spread us too thin."

So Scogin began a hunt for freelance writers and photographers. He had incredible luck in the photography department — a top-notch photographer located in Georgetown, who just happened to be free for the summer.

"It couldn't have worked out any better," said Scogin. "We knew Steve Traynor was teaching at the high school here and we contacted him and he was very excited about the opportunity since it fit so perfectly with his schedule."

Traynor, a photojournalist and education graduate from Western

Kentucky University, had just completed his first year of teaching social studies at Scott County High in Georgetown when Scogin approached him about shooting the Bengals camp. Traynor has worked as an intern and shot assignments for several newspapers including the Cleveland Plain Dealer and Kansas City Star and Times. He won the top student portfolio in 1992 at the Atlanta seminar for photojournalism, one of three parts of the coveted triple crown of collegiate photojournalism.

"I knew, if at all possible, that I wanted to avoid a young intern, someone who might be awed by the professional athlete," said Scogin. "These players are so accustomed to the media and sometimes they can be a little rough ... they might chew up a young intern."

After the photographer was in place, Scogin began the search for the right writer. He wanted someone with experience, not only with sports but with the Bengals. He called the Cincinnati Enquirer and asked them for suggestions. They recommended Tim Pennington, a free-lancer who has written for the Enquirer and USA Today.

Again, luck was in Scogin's corner. Pennington was free for the summer and agreed to be the primary writer for the Camp Journal.

"It all sounds pretty good now... but it got pretty hairy," said Scogin. "I knew I had gone into the thing being pretty picky, but we were very fortunate how it all came together."

Layout of the tri-weekly publication was handled by News-Graphic reporter Kristi Lopez. Co-editor Johnna Scogin picked up the slack on the newspaper.

Lopez said publishing the Camp

"I knew I had gone into this thing being pretty picky, but we were very fortunate how it all came together."

Mike Scogin

publisher of The Georgetown News-Graphic

Journal was like having two newspapers operating out the News-Graphic for that month.

"It was a challenge, but thank goodness we had different deadlines," said Lopez, who was the paper's editor until she stepped down recently to start a family.

Lopez said the project was a group effort, and praised the work of Traynor, Pennington and Georgetown College graduate Josh Underwood who also wrote for the Camp Journal.

"It all went really well, with few problems," she said. "But the day of the scrimmage was also the Bluegrass State Games, so that week was crazy to say the least."

Traynor said he couldn't have asked for a better summer job.

"I love shooting sports, and football is definitely the most challenging," he said. "We provided blanket coverage of the camp, everything from equipment managers to the local angle of kids working there for the summer."

Scogin said initial reaction to the Camp Journal from advertisers was mixed.

"We met with a lot of 'let's see how it goes'-type comments, but generally the reaction was good. Next year's will be bigger and better and people are already asking about it," he said. "The Bengals themselves couldn't advertise in this one because it wasn't in this year's budget but they've committed for next

year. The Bengals organization was very pleased with the product."

Jack Brennan, director of the public information for the Bengals, said the organization was "highly impressed" with the News-Graphic's Camp Journal.

"I couldn't imagine a better continuous section on a training camp in the whole league," said Brennan. "They had two reporters and a photographer out there every day. The photo reproduction was excellent ... much better than your average newspaper reproduction."

Brennan said Bengals officials were so impressed that they took out a full-page ad in the final edition as a thank-you to Georgetown College, the community and the newspaper.

"We knew we wanted to do something to thank everyone. We were so impressed with the quality and effort that was put into the journal that we decided the proper way to do that was a full-page ad from Bengals President and General Manager Mike Brown," said Brennan.

Brown wrote in the letter:

"We are particularly impressed with the commitment of the Georgetown News-Graphic. Reporters and photographers from the newspaper were almost as much a fixture at camp as the players, and their work produced what surely must be the finest continuing special section on an NFL training camp anywhere."

School

Continued from page 13

viewed have experienced great differences in contact from councils, even among councils within the same district. Most (but not all) councils send notices of their meetings. A very few send agendas. No councils were cited as providing pre-meeting information on par with the local school board.

"I'm given a pretty thorough agenda by one of our school boards, sometimes upwards of 400 pages," said one veteran print education reporter, who added he feels that's critical because it helps him to understand what's going on. At least two reporters said the central office sends out notices of special councils meetings. (NOTE TO PRINCIPALS: The legal responsibility for such notices rests with the council, not the central office. You can't blame the district if you're caught in a violation of the Open Meetings Law because you thought the central office was notifying the news media.) On the other hand, one education writer recalled, "We get council meeting notices

sometimes after our publication deadlines, and then some principals thing they're in trouble because the notice didn't get printed."

According to an editor surveyed, "One of our councils had a policy that nothing is acted upon until a second vote. They send us their minutes of each meeting, so we know if something interesting is coming up." A veteran broadcaster added, "We usually hear about councils when someone gets mad. So we're frequently covering those issues after the fact of some decision."

3. Public expectations. School boards are where taxes are raised and employee pay is set. Board actions may affect the entire community. Council meetings usually relate to a single school and actions taken may be much longer before having an impact.

"We cover every school board meeting because that's what the people expect us to do," admitted one radio news director. "If we don't have a report on what the board did, some people think we're covering up. The same expectation doesn't apply to council meetings." A newspaper education reporter said, "Lots of people still don't understand what site-based decision making is for. But

they still see the school board as the most important (body)."

4. Most school board meetings get covered - period. Based on at least in part on the first three points, school boards are counted on to "make news." That is not the expectation of most reporters and editors surveyed when it comes to school council meetings. Given the restrictions of time and resources, the advance information that helps reporters determine if something interesting will take place, and the factor of what readers, listeners and viewers (those who care) expect, most media outlets opt to cover board meetings, as one reporter put it, "regardless of what's on the agenda."

An editor admitted that "the competition is there (at the board meetings), so we are, too." Another print reporter pointed out that his paper carries a box listing the action, item-by-item, taken by the two local school boards.

5. Things may change, but not everywhere and certainly not soon. Several reporters openly questioned whether they are giving the actions of school councils the coverage they deserve. None suggested, however, that increased coverage of council issues will reduce coverage of actions

taken by school boards.

"I'm just starting to realize all the important things that councils are doing," said one long-time education print reporter. "But I won't shuck the board meetings to cover councils." Another print counterpart said, "I'd like to cover more actions by school councils and I'm starting to call up principals when I hear about something in advance. But that's the problem; I can't call 'em all up, so most of what I hear about councils comes from parents or others in the community."

And the final words comes from a veteran reporter who covers multiple school boards and, perhaps someday, multiple school councils, "It's almost as if the news media hasn't recognized one of the major points of KERA in site-based decision making. I don't know that you would know that councils are important by looking at newspapers. There's still a lot that is unknown about councils by the public. Part of the reason is that newspapers haven't told them."

That's a message worth getting out. (Hughes is the Kentucky School Boards Association's director of communications. He is a 23-year veteran of public affairs, newspaper, radio and television.)

AD \$ENSE

Perception is reality

Perception is like gravity. It's always there.

Two people standing on opposite sides of the street witness a traffic accident and put the blame on different drivers. Lawyers on opposing sides of a case use the same set of facts to argue their points. And two historians disagree on the causes of a particular war, depending on which side they favor.

I once heard a radio interview in which a local historian said, "People see history as a database for their preconceived notions." Centuries ago, Leonardo Da Vinci made a similar observation when he wrote, "All our knowledge has its origins in our perceptions."

Perception rules the marketplace. In fact, marketing can be said to have one of three general missions:

1. To create a perception (for a new product, service or establishment).
2. To reinforce a perception (as long as the prevailing perception matches what the marketer wants).
3. To change a perception (unquestionably the most challenging of the three).

Of course, newspaper advertising is but one spoke - although a major one - in the marketing wheel. Ads establish perceptions, even before a consumer enters a business. With no other input, the reader concludes that a store is like its advertising. A jam-packed retail ad suggests low prices, closely-spaced display racks and crowded aisles. And an ad with lots of white space creates the perception of a relaxed shopping experience.

Newspaper salespeople need to understand how their clients want to be perceived in the marketplace. There's nothing wrong with a low cost discounter featuring a wide variety of products in their ads. But this is no excuse for starbursts, reverses and picture frame borders. Even an ad featuring a lot of merchandise can be arranged in an eye-pleasing format.

Perception can have a dramatic

Ad-Libs®

By John Foust
Raleigh, N.C.



effect on salesperson-client relationships.

For example, let's say there is a store which has always run cluttered ads. If their newspaper rep perceives that the client will never change, then he or she might never recommend an alternative. Thus, the cluttered ads keep running. And perception becomes reality.

On the flip side of that picture, consider a client whose newspaper contact never presents new ideas and begins every sales call by asking, "Well, what do you want to run this week?" Is it any surprise that the advertiser sees that individual as a delivery person? Once again, perception becomes reality. And that salesperson will, in fact, function mainly as a delivery service for their client.

Have you noticed what happens when sales territories are changed and advertisers are assigned new contacts? Quite often, the new representatives see those same clients in a brand new light. Their perceptions are different. A new reality takes shape.

Now, I'm not suggesting that client lists be shuffled. There's a lot to be said for cultivating long term business relationships. On the other hand, it's a good idea to mentally change gears every now and then. Try to see your clients from a different angle. The possibilities might surprise you.

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

Nominations for Bluegrass State Games' awards being accepted

Nominations are being accepted for the Bluegrass State Games Media Awards.

Gold, silver and bronze awards will be presented the following categories: photography, weekly newspaper/daily newspaper/television/radio coverage; and weekly newspaper/daily newspa-

per/television/radio promotion.

Awards may be presented to individuals and/or news organizations. The deadline for submitting entries for consideration is Sept. 12. All materials should be sent to: Bluegrass State Games, 200 East Main Street, Lexington, KY, 40507.

Advertising, circulation spending on papers increases

According to Veronis, Suhler & Associates' 1997 Communications Industry Forecast, compound annual growth of advertising and circulation spending on newspapers over the five-year period of 1996-2001 will average 6.3% for daily papers and 6.5% for weeklies.

As the nation's leading media and communication industry investment bank, Veronis, Suhler believes the figures discussed within the Newspaper Publishing section of its Forecast is an improvement over the 1991-1996 period, which saw a 4.5% annual increase in newspaper spending.

"There are other segments of the media world that are growing faster, but remembering that the newspaper industry is probably the most mature segment in the media/communications world, 6.3% [for dailies] and 6.5% [for weeklies] is a pretty healthy rate," said Veronis, Suhler managing director Kevin Lavalla.

The Forecast predicts that total spending on newspapers will reach \$72.3 billion by 2001 — \$63.4 billion for dailies and \$6.9 billion for weeklies.

Some key highlights from the Forecast:

- Total advertising for both dailies and weeklies will expand at a 7.1% compound annual rate over the five-year period, while circulation spending will rise at a 3.0% compound rate. By 2001, advertising spending will total \$60.2 billion and circulation spending will reach \$12.1 billion.

- Daily newspapers continued to benefit from a surge in classified advertising, which was up 9.9% in 1996 following two years of double-digit growth.

- Retail advertising remained weak in 1996, posting a slight gain of only 1.6%, which can be traced to the reduction in spending in department stores. Veronis, Suhler projects retail advertising compound annual growth of 5.9% for the 1996-2001 period.

- The long-term decline in the daily newspaper count slowed in 1996, decreasing by 13 newspapers, following a loss of 15 newspapers in 1995, indicating that the discontinuation of evening papers and/or their consolidation with morning editions has run its course.

- In 1996, 59% of adults read a newspaper on a daily basis, compared to 64% who read a daily paper in 1986. Sunday readership, in contrast has risen from 65% in 1986 to 69% in 1996, due to the increase in the number of papers with Sunday editions over the past decade.

- Spending on weekly newspapers totaled \$5 billion in 1996, up 7.1% over 1995. Advertising improved 7.5% to \$4.6 billion, while circulation spending rose 3.2% to \$432 million. Weekly papers have experienced circulation gains and healthy ad growth, primarily because weeklies serve a niche that few other media address.

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Vice-president nominations sought by KPA

Deadline for nominations is Sept. 12

Nominations and letters of application are being accepted for the office of vice president of the Kentucky Press Association for 1997.

Any KPA member may nominate any individual who meets the criteria set forth in the KPA bylaws for that position. Additionally, individuals interested in holding office in the Kentucky Press Association may submit a letter of application.

KPA bylaws state: "The only persons eligible for election to the office of Vice President are those who are currently serving as elected directors; those who have been elected to serve on the new board, provided they have previously served as either an elected or appointed director; or those persons who have served three consecutive years as

an appointed director."

Nominations must be sent along with a letter of interest or reasons for suggestion to: David T. Thompson, Kentucky Press Association, 101 Consumer Lane, Frankfort, KY 40601.

All nominees consenting to the nomination and agreeing to serve if elected will be interviewed by the Nominating Committee once it has been determined that the nominee meets bylaw requirements.

Following the interview process, the Nominating Committee will recommend a candidate for vice president to the Kentucky Press Association/Kentucky Press Service Board of Directors.

Following action by the board, the individual will be recommended for approval to the full membership of the Kentucky Press Association during the business session of the 1998 Winter Convention.

New KPS staff members



The KPS Advertising Service recently saw the addition of two new employees. Becky Whitson, seated, is the advertising assistant. Whitson, a native of Frankfort, also provides sales support. She worked at the Frankfort State Journal in the advertising department for 15 years before coming to KPS. She attended Eastern Kentucky University and has a 12-year-old son, Sonny. She enjoys all sports and reading in her spare time. Janet Raisor, a native of Shelby County, has been hired as sales clerk. Raisor also worked at the Frankfort State Journal in the classified department. She is married to Maurice Raisor, production manager at Landmark. She has two children, Amy and Doug. She enjoys gardening and being outdoors.

NNA applauds tax-cut package

The National Newspaper Association is applauding President Clinton and Congress for a tax-cut package that will help family-owned newspapers.

The package provides significant estate tax relief for small businesses and family farms. The law, dubbed the "Taxpayer Relief Act of 1997," creates a \$1.3 billion exemption from estate taxation for small businesses and family farms that qualify as "family-owned." The exemption becomes effective Jan. 1, 1998.

"This is a good start on rectifying a law that unfairly punished family-owned newspapers and other small businesses with excessive estate taxes," said Roy J. Eaton, publisher of the Wise County Messenger and president of NNA.

"Some family-owned newspapers have had to be sold to pay the tax when the owner died, instead of being passed along to family members. Newspapers that struggled with the decision to sell under the old law are less likely to face such a difficult dilemma next year."

President Clinton signed the law on Aug. 5. The U.S. House passed the measure 389-43 on July 31, and the Senate passed it with a 92-8 vote the same day.

Businesses that do not qualify for the exemption will also benefit from the law. It raises the amount exempted from estate taxation from that group from \$600,000 to \$1 million over a period of 10 years.

Awards banquet planned for Jan. 22 at winter meeting

If all goes according to plans, the 1997 KPA Fall Newspaper Contest awards banquet will be held on Thursday, Jan. 22, during the 1998 Winter Convention. The change was approved by the KPA/KPS Board of Directors at its August 21 meeting.

The convention is scheduled for Jan. 22-23 at the Radisson Plaza in downtown Lexington. The association was hoping that either the UK basketball Wildcats or the pro hockey Kentucky Thoroughblades would be in town during the convention.

The Thoroughblades will be playing in Rupp Arena on Friday, Jan. 23, the normal Awards Banquet night. But with the probability of getting tickets for members to the T-Blades, the board voted to move the Awards Banquet to Thursday night.

"A Thursday night awards banquet was tried at the Summer Convention," said KPA executive director David T. Thompson, "so that members could see the Reds and Cards on Friday night in Cincinnati. It seemed to work well in that case and the board felt changing the banquet night at the Winter Convention would not affect the turnout."

The Awards Banquet at the Winter Convention typically draws 350 to 375.

Minority fellowships awarded Kentucky Enquirer's Bowden among recipients

Thirty newspaper employees have been named recipients of the fall 1997 Newspaper Association of America Minority Fellowships. The fellowships are intended to widen opportunities for racial and ethnic minority employees moving into or advancing within management positions in the newspaper industry.

The winners will attend training workshops and seminars. The fellowships cover expenses for travel, lodging and registration fees at training sessions sponsored by organizations such as American Press Institute and the Poynter Institute for Media Studies.

Among this year's recipients is Kristi Blackford-Bowden, assistant Kentucky editor, The Kentucky Enquirer. Bowden is attending a session this month sponsored by API for city and metro editors.

Verbs

Continued from page 7

Does the "accumulating" bother her? No. Clearly, "She worried about her bills."

Shedding superfluous levels of action makes the remaining verbs more vivid. I promise.

THE FINAL WORD: We decry the dumbing-down trend, then perpetuate it. The writer quoted the mayor as saying, "we're gonna keep fixing that road until we fix it right."

Don't turn a perfectly good

future-tense verb idiom, "going to," into a joke with a hillbilly spelling. None of us speaks so perfectly that we always pronounce the last "g" in "-ing" words.

If you're doing a profile on a colorful character, and your goal is to show the person's distinctive speech, then write phonetically. But if an ordinary person drops a "g" from the end of a word, give him or her the benefit of the doubt: "We're going to keep fixing ..."

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