

# The Kentucky Press

PERIODICALS / NEWSPAPER / MICROTEXTS  
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Official Publication of the Kentucky Press Service - Vol. 62, No. 5 - May 1991

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No. 5

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## Advertising General Excellence

- Weekly 1  
**Carlisle Mercury**  
*Cañiz Record*  
*McLean County News*
- Weekly 2  
**Georgetown News & Times**  
*Springfield Sun*  
*Owenton News-Herald*
- Weekly 3  
**Shelbyville Sentinel-News**  
*Paintsville Herald*  
*Union County Advocate*  
Daily 1
- Henderson Gleaner**  
*Danville Advocate-Messenger*  
*Maysville Ledger-Independent*  
Daily 2
- Messenger-Inquirer**  
*Elizabethtown News-Enterprise*  
*Kentucky New Era*

*Mercury, News&Times, Sentinel-News, Gleaner, Messenger-Inquirer*

## 5 win top awards for advertising

Papers in Carlisle, Georgetown, Shelbyville, Henderson and Owensboro took top honors in the 1991 KPA Advertising Contest during the annual spring seminar in Louisville, April 18-19.

Publishers and advertising staff members had the opportunity during the two-day seminar to hear advertising consultant Bob Berting of Indianapolis discuss a range of issues, from new business to layout. They also learned how to use findings of the 1991 Kentucky Retail Shopping Habits Survey, conducted for KPA by The Preston Group of Lexington.

At Friday's awards luncheon, General Excellence plaques were presented to *The Carlisle Mercury*, Weekly Class 1; *Georgetown News & Times*, Weekly 2; *Shelbyville Sentinel-News*, Weekly 3; *Henderson Gleaner*, Daily 1, and Owensboro *Messenger-Inquirer*, Daily 2.

Those attending the seminar were Donna Crowe, *Adair Progress*; Joyce Pinson and Betty Bogar, *Appalachian News-Express*; Jerry and Terry Lyles, *Benton Tribune-Courier*; Melloydee Waugh and Rose Ann Burchett, *Big Sandy News*; Hazel Kenney, Patty White, Kim Sies, Darla Carpenter, Scarlett Ashurst and Sandra Hedges, *Bourbon Times*;

Jan Cave and Paula Anderson, *Cañiz Record*; Hank Bond, Marilyn Bond and William Million, *Carlisle Mercury*; Cathy Gilbert, Carrollton *News-Democrat*; Cheryl Wilcher, Vickie Finn and Marlene Pritchard, *Central Kentucky News-Journal*; Tonya Isaacs, *Citizen Voice & Times*;

George McIlveen and Sally McIlveen, *Kentucky Post*; Marty Kares, *Crittenden Press*; Lucy Vanhook, *Cynthiana Democrat*; Shirley Bullion, Debbie Helton, Mary Lee and Jenny Upton, *Danville Advocate-Messenger*;

Scott Dillingham, *Dawson Springs Progress*;

Coleman Love, Cindy Smith, See *Seminar*, page 16

## Association joins SE ad network

ATLANTA — Twelve state press associations in the southeastern United States have agreed to form a regional newspaper advertising network, ADNET/SE.

The network will be headquartered in Atlanta and will serve the states of Kentucky, Arkansas, Louisiana, Mississippi, Alabama, Georgia, Florida, North and South Carolina, Tennessee, Virginia and West Virginia.

"The formation of the network is merely a formalization of an advertising exchange program that has operated in the Southeast for several years," said Kathy T. Berry, chairman of the network and executive director of the Georgia Press Association. "The individual press associations will work through their sales affiliates to coordinate the sales and marketing of the region's newspapers."

Serving on the organizing board of the network are David Thompson, Kentucky; Dennis Schick, Arkansas; Jill Wilson, Louisiana; Carolyn Wilson, Mississippi; Mike Ryland, Alabama; Dick Shelton, Florida; Bill Rogers Jr., South Carolina; Terry Saylor, North Carolina; Don Campbell, Tennessee; Ginger Stanley, Virginia, and Bill Childress, West Virginia.

Additionally, Thompson has been appointed by ADNET/SE as its regional representative to the American Newspaper Representatives (ANR) board as a non-voting member.

A regional advertising coordinator will be employed in the Atlanta office to facilitate the organization of the network and coordinate regional operations. The coordinator will be located in the GPA offices at 1075 Spring St., NW, in midtown Atlanta.

## Just foolin' around . . .

Several papers published April Fool's editions of their front pages around that crazy day, April 1.

The grand champion April Fooler remains Ron Daley at *Troublesome Creek Times* ("under one million copies sold each week"). Publisher/editor Daley poked fun at his readers, government officials and himself for the 11th year on March 27.

Among his gems this year was a story on the reclassification of Troublesome Creek to a river, which he said would not cause him to change the paper's colorful name. He also ran a large black-inked strip, urging readers to "scratch and sniff," and a story and photo of a local resident who claims to be the "sock thief," who has puzzled washing machine users nationwide for decades.

Daley's tomfoolery has become so widely accepted that he was able to get the county judge-

executive to pose for the signing of a Carp Appreciation Day proclamation and two state police officers to have their picture taken with a "nearly invisible" drug dog.

*The Clinton County News*, noting in its flag that it's "between the Appalachian and Rocky Mountains," showed President Bush being invited to the opening of a new vacation retreat, converted from the local jail.

A cow that produces 28 gallons of milk a day, the construction of a Pitino Pasta Palace and a UFO sighting were among other April Fool stories in the Albany paper.

Lake Cumberland will be drained and its basin scrubbed, if there's any truth to a story in the March 28 edition of "Pulasky Weak."

The Somerset paper also sported a USA Today-type graph showing where Pulaski Countians

itch and how often they scratch.

Papers in the Triple P cities — Pikeville, Prestonsburg and Paintsville — all took part in the falderal.

In Pikeville, *Appalachian News-Express* became the News-Distress for one day, purporting to tell "the truth, the whole truth and then some." Poking fun at an issue with realistic roots, the paper ran a story (with photo) of a reporter's See *foolin'*, page 16

### Inside . . .

The winners of the 1991 KPA Advertising Contest are featured in a special section of this edition of *The Kentucky Press*. The section, which includes judges' comments along with some of the winning ads, was produced by *The Tribune-Courier* in Benton.



**A penny saved...**

# Cost saving opportunities are all around

Everybody's looking for ways to reduce costs, save money and boost profits these days. For many industries, newspapers included, the easiest way is to pare staffs (most of whom are already poorly paid).

But reducing staff seldom serves either the industry, the public or the overall economy well, and it certainly does little for the morale of those who remain. It's a shortsighted approach to a problem that's bound to recur over time.

Why not look at the total operation and explore ways to cut costs without affecting the quality of the product. *The Press* has gleaned some cost reduction ideas from other press associations. You might consider some worth trying.

**RECYCLE** as much as possible. Particularly with newspapers under fire as major waste producers, the benefits of recycling can be felt in community good will, as well as in monetary savings. Encourage staff to recycle cans, plastics and — most of all

— paper products. This can also result in fewer garbage pickups each week and lower trash collection bills.

You can ask local utility companies for an **ENERGY AUDIT** of your plant. You may be able to cut your utility bills substantially with just a few simple measures, such as using energy-saving light bulbs or installing water-conserving toilets.

### For Your Information

#### Buy back rates for recyclables As of 4/22/91 WARS, Frankfort

Newsprint:	1/2 cent/lb.
Aluminum:	17 cents/lb.
Glass:	1 cent/lb.
Copper:	#1- 60 cents/lb. #2- 50 cents/lb.
Brass:	30 cents/lb.

Check your **ACCOUNTS RECEIVABLE**. Industry experts say they should never exceed 1-1/2 times your current month's cash flow.

Switch to **REUSABLE CLOTH TOWELS** instead of disposable paper towels — cutting cost as well as trash.

Buy **BULK FILM** and have reporters roll their own, loading only the number of frames typically used in a day.

Reuse **PASTE-UP SHEETS**. Peeling off the old copy, you can reuse a sheet an average of six times.

Order narrow ruled reporter's **NOTEBOOKS** rather than the standard wide ruled ones; they'll last twice as long.

Reuse **TONER CARTRIDGES** in computer printers and photocopiers. Several professional re-inker services can rebuild and refill empty cartridges for a substantial savings over purchasing new ones.

By reusing film developing **CHEMICALS**, a gallon of developer can last three times as long.

Use the blank side of **USED PAPER** (half your mail every day) for note pads and bundle labels.

Use blank and excess mailing **LABELS** as labels for old file folders.

Have editors and ad managers **PLAN** their staff assignments more carefully so that stops are logical rather than haphazard and gas wasting.

Reduce paper, ink and labor waste caused by **OVERRUNS**.

Find a local business that can use **END ROLLS** of paper stock for packing material.

Reuse **WASTE INK** by collecting the excess in catch pans and

adding it to the hopper. When a colored ink becomes too contaminated, add it to the black ink hopper.

Reuse aluminum **PRINTING PLATES**.

Using just simple source reduction techniques, the twice weekly Grand Rapids (Minn.) Herald Review saved more than \$14,000 in one year. Just as important, the paper saved the community's landfill nearly 30,000 pounds of waste.

From Steve Gray of the Monroe (Mich.) Evening News come more money saving ideas.

Let office support personnel have volunteer days off when things are slow.

Ask employees to pick up a larger share of health care costs.

Set strict restrictions on overtime.

Use credit card billing for classifieds for non-regular commercial customers to save costs of bad debt collection.

Cross train employees so they can fill another role in a pinch.

Offer an early retirement package — or retire yourself.

**\*\*\*A word to the wise: Involve staff in cost reduction plans. Solicit their support, ask for their suggestions and help them understand the need.**

## First Amendment is focus of meeting

The First Amendment Congress, a coalition of 16 national news media and communications associations, will host a national congress Oct. 27-29 commemorating the bicentennial of the Bill of Rights.

"1991: A Time for Choices" will convene at the state capitol building in Richmond, Va., the site of the decisive ratification in 1791.

Seven topics to be addressed are:

—Freedom of speech: absolute vs. restricted.

—Freedom of the press: individual privacy vs. the public's right to know.

—Principles of justice: 1791 vs. 1991.

—New technology: scientific expectations vs. human realities.

—Freedom of conscience: rights of individuals vs. rights of groups.

—National security: classified information vs. public's right to know.

—The New World Order: the Bill of Rights and emerging democracies.

To register, contact the First Amendment Congress at 303/820-5688.

**When there are two conflicting versions of a story, the wise course is to believe the one in which people appear at their worst.**

—H. Allen Smith

## The Kentucky Press

### 1991 Officers

- President**  
Celia McDonald  
Danville Advocate-Messenger
- President-Elect**  
Mary Schurz  
Danville Advocate Messenger
- Past President**  
David Hawpe, The Courier-Journal
- Vice President**  
Jerry Lyles, Benton Tribune-Courier
- Treasurer**  
Dorothy Abernathy, Oldham Era
- Board of Directors**
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William Mitchell, Fulton Leader
- District 2**  
Jed Dillingham, Dawson Springs Progress
- District 3**  
Teresa Revlett, McLean County News
- District 4**  
Charlie Portmann, Franklin Favorite
- District 5**  
Coleman Love  
Elizabethtown News Enterprise
- District 6**  
Dorothy Abernathy, Oldham Era
- District 7**  
Kelley Warnick, Gallatin County News
- District 8**

- District 9**  
Ken Metz, Bath County News Outlook
- District 10-11**  
John Del Santo  
Ashland Daily Independent
- District 12**  
Louise Hatmaker  
Jackson Times/Beattyville Enterprise
- District 13**  
Glenn Gray, Manchester Enterprise
- District 14**  
Stuart Simpson, Pulaski Week
- District 15A**  
Jim Green, Lexington Herald-Leader
- District 15B**  
Guy Hatfield, Citizen Voice & Times
- State-At-Large**  
Steve Lowery, Kentucky Standard  
Jerry Lyles, Tribune-Courier  
Jernelene Rose, Clay City Times
- Associates Division**  
Gary Luhr, Kentucky RECC
- Advertising Division**  
Doug Taylor, Mt. Sterling Advocate
- News-Editorial Division**  
Russ Powell, Ashland Daily Independent
- Education Representative**  
Jo-Ann Albers  
Western Kentucky University

- KPA/KPS Central Office**  
David T. Thompson, Executive Director  
Bonnie Howard, Business Manager  
Gloria Davis, Advertising Director  
Reba Lewis, Administrative Assistant  
Buffy Johnson, Bookkeeping Assistant  
Sue Cammack, Secretary  
Pam Shingler, News Bureau Director & Editor, *The Kentucky Press*

The Kentucky Press (ISSN-0023-0324) is published monthly and second class postage paid at Frankfort, Kentucky 40601, and at additional mailing offices. Subscription price is \$4 per year. Postmaster: Send change of address to The Kentucky Press, 332 Capitol Avenue, Frankfort, Kentucky 40601, (502) 223-8821.

## Do a favor for a teacher

If you know of a hard-working, able high school journalism teacher who deserves recognition, why not nominate him or her for Teacher of the Year.

The Dow Jones Newspaper Fund will award a \$1,000 scholarship and four \$500 scholarships to students of the selected teachers. A student of the top award winner, the 1991 National High School Journalism Teacher of the Year, will receive the larger scholarship. The smaller scholarships will go to students of four Distinguished Advisers.

To request a nomination form, contact the Fund at Box 300, Princeton, NJ 08543-0300; or call 609/452-2820. Deadline is July 15.

\*Also for high school newspaper advisers, the Journalism Education Association will sponsor a three-session summer workshop at Kansas State University.

Tentative sessions are Desktop Publishing, July 5-6; Law, Ethics and Advising into the 21st Century, July 8-12; and Supervision of School Publications, July 14-19.

Contact Linda Puntney, JEA Headquarters, KSU, 104 Kedzie Hall, Manhattan, KS 66506.

*(Editor's note: Assisting teachers in your area with either of these programs is not only a good public relations move, but it also demonstrates a commitment to journalism education.)*



# Recycle cycle

## Today's newspapers become tomorrow's as Paducah Sun begins recycling efforts

By Dennis Hill  
Sun staff writer

It all started with Johann Gutenberg, who put a bunch of quill-wielding scribes out of work by inventing movable type, which made the printed word accessible to more than a few cloistered monks and scholars.

It wasn't much longer before someone decided paper could be made from wood pulp, and the rags that had been used up to that point could be better put to use dusting furniture and blowing noses. Trees, after all, were a cheap and inexhaustible resource.

Now most of us are inundated with untold amounts of paper in every phase of our daily lives — from our morning newspaper to junk mail to the note pads on our desks to the package of the junk food we scarfed on the sly, to the paper we write on that eventually becomes someone else's junk mail ... and the list could go on.

Along the way we have learned three things about paper: 1) Once buried in a landfill, it does not deteriorate rapidly. It does take up a lot of space, which causes landfills to fill more rapidly, creating the need for more landfill space. 2) Burning creates air pollution and compounds other environmental concerns. 3) Trees are a renewable resource, but we can use them faster than we can grow them.

Then someone hit upon the idea of recycling. This revelation may, too, some day take its place among the great moments in the history of the written word.

Paper takes up a large portion of available landfill space. According to the Feb. 27 edition of the Southern Newspaper Publishers Association Bulletin, newspapers alone take up an estimated six percent of the nation's landfill space, while paper in general accounts for 27 percent.

So, *The Paducah Sun*, in conjunction with a troop of industrious Boy Scouts in Massac County, Ill., has begun an attempt to recycle as much of its own product as possible.

The process has already begun, according to *Sun* Circulation Sales Manager Mark Kneer, who is a member of the newspaper's recycling committee.

According to Kneer, an emphasis on in-house recycling has led to the paper recovering about seven percent of its used newsprint. Kneer said it

is the paper's goal to recover 25 percent, but that will require subscriber participation.

"So far, we have concentrated on recovering the newsprint that is considered spoiled on the press and recovering those newspapers read by employees," Kneer said.

"There is a cart in each department where employees place their newspapers when they have finished with them. Some even bring their papers from home," he said.

The recycling effort became so successful so fast that Massac Boy Scouts couldn't handle the flow, so Kneer said a semi-trailer was leased to store the papers for periodic pick up.

Now, he said, the newspaper is beginning to accept old papers from subscribers. At present, they are asked to bring the papers to the recycling center located behind the newspaper offices, but in the near future, several collection boxes will be placed around the city and county to make it easier for subscribers to drop off papers.

"Right now, if we had a large influx of newspapers, we could be overwhelmed, but we are doing our best to accommodate as many papers as possible."

He said anyone interested in recycling their papers should call the newspaper office. "There are some rules that must be adhered to, so anyone who wants to drop off papers should call first."

Kneer stressed that although the recycling effort is employee stimulated, management has been supportive and cooperative in every phase of the operation.

He said the newspaper gets no money from the effort. All profits go to the Boy Scouts, although the paper invests manhours and labor in the operation.

One of the benefits of newspaper recycling has already manifested itself, Kneer said. "We had two large dumpsters that were emptied daily. Since we began in-house recycling, the need for one of those dumpsters has been eliminated."

He said Sun Publishing, a subsidiary of the company, also is involved in the recycling effort.

*The Sun* also is beginning to purchase recycled newsprint. *Sun* Vice

President Bob Grimm said the company's first truckload of newsprint with recycled content is expected by the end of the month (March).

"Recycled newsprint has not been readily available," Grimm said. "Even now, we won't get a regular supply until the fall."

There wouldn't be much demand for newsprint without the words and pictures that adorn the pages. Those images are printed with ink, which also is recycled at *The Sun*.

Grimm said all ink used by the newspaper and Sun Publishing is reused, thanks to a recycling machine, which mixes used color ink with fresh black ink, then filters the mixture for reuse.

"No ink is disposed of anymore, except what little residue may remain in barrels, which are shipped off for proper disposal," Grimm said.

Other items recycled at the newspaper include the aluminum plates used on the printing presses and all page negatives. In addition, silver from the back of film is recovered

during the developing process.

The recovered silver and the negatives are returned to the manufacturer for reuse, Grimm said.

When a new electronic photo process is brought on line at *The Sun* this summer, there also will be a reduction in the chemicals used in film processing, which are not recyclable but are reused until their potency is depleted.

*Sun* employees also actively participate in the recycling of aluminum cans. A part-time employee requested she be allowed to take aluminum cans emptied by employees to sell as a fundraiser for her church.

Participation has been excellent, Kneer said. *The Sun* put signs on the vending machines encouraging recycling of cans and also provides collection bins lined with plastic bags in which to place used cans.

Kneer said employees are not just bringing newspapers from home, but aluminum cans for recycling, as well.

**RECYCLE YOUR NEWSPAPERS FOR A CLEANER AMERICA**



**The Gleaner's Community Newspaper Recycling Program**  
Solve your newspaper disposal problem and save a tree at the same time!

Beginning April 6, and the first Saturday of each month thereafter, you can bring your old newspapers to The Gleaner for recycling.

Simply drop your old newspapers off at the back parking lot (behind Audubon Printers), from 10 a.m.-3 p.m. There will be someone available for assistance.

**Remember...**  
The little things you do today can have an important effect on the earth's environment.

**Begins Sat., April 6th and then first Saturday of each month thereafter.**

**\*\*\*The Gleaner in Henderson is also providing its readers a chance to recycle newsprint. The paper gives community members an opportunity once a month to bring in their newspapers. A house ad promotes the recycling effort.**

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Frankfort,  
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## Naming names

Former editor **BOB HENDRICKSON** is the new publisher of *The Ledger-Independent* in Maysville. He replaces **GARY QUINN**, former KPA board member, who has accepted the publisher's job at *The Journal-Standard* in Freeport, Ill. Quinn moved to Maysville as advertising representative in 1969, was promoted to general manager and then publisher in 1980. Hendrickson, a University of Georgia graduate, joined the paper as a reporter in 1978 and became editor in 1984. He has also served on the KPA board.

**ELAINE NELSON** has resigned as publisher of *The Harlan Daily Enterprise* to take a position with Suburban Newspaper Group in Salt Lake City, Utah. She joined the Harlan paper in 1986.

**SANDRA RUDICILL** has been named advertising manager of Recorder Newspapers, which includes *Campbell County*, *Boone County* and *Kenton County Recorders* and *The Recorder Connection*. Replacing Richard Schock, she is a graduate of Northern Kentucky University, where she was editor of the student newspaper.

**ROCHELLE PYATTE** is the new advertising manager at *The Times-Tribune* in Corbin. She replaces **MARY WHITE** who moved to the staff of the *Press-Sentinel* in Jesup, Ga. Pyatte has been with Thomson Corp. for six years, most recently as advertising manager of *Clay Today* in Orange Park, Fla.

*The Madisonville Messenger* has a new advertising director: **GLEN PORTER**, who has worked with several newspapers in Florida and Colorado. The Western Kentucky University graduate began his newspaper career at the former *Fulton Daily Leader*.

### Writers can earn \$\$\$ with 'Ag Oscars'

Writers, get out your best agriculture story. A \$1,000 cash award awaits the winner of each category of the 1991 "Oscars in Agriculture" awards program.

The Oscars program, administered by the agricultural communications staff at the University of Illinois, recognizes excellence in agricultural reporting. This is the first year the 31-year-old contest has offered cash prizes, with financial backing from three corporations, **DEKALB Genetics**, **Ford New Holland** and **Pfizer**.

Oscars are awarded in four categories: magazine, newspaper, radio and television. For print and radio media, entries must be submitted by

Three editorial staff members have been promoted at *The Murray Ledger & Times*. **DANIEL T. PARKER**, former sports editor, is now managing editor. A Murray State University graduate who joined the staff as assistant sports editor in 1987, he has worked for papers in Marshall County and Mayfield. Former staff writer **MARK COOPER**, also an MSU graduate, has been named assistant editor. With newspaper experience in Grayson County, he joined the Murray staff in 1989. Replacing Parker as sports editor is **DAVID RAMEY**, former assistant sports editor. While a student at MSU, Ramey worked as a sports stringer for the *Ledger & Times*.

Former *Ledger & Times* managing editor **GREG TRAVIS** has moved to Benton to edit *The Tribune-Courier*. He replaces **CARROL ROBERTS** who resigned recently for health reasons.

**TONY FYFFE** has been promoted to editor of *The Paintsville Herald*. He has served as news editor since joining the *Herald* staff in 1989.

The Danville Altrusa Club roasted *Advocate-Messenger* reporter **HERB BROCK** on April 12 as part of a fundraiser for the Kentucky School for the Deaf.

**ALICE KINDER** has retired after 14 years as a columnist for *The Appalachian News-Express* in Pikeville.

**DAVE CAFFOE** has been promoted to newspaper advertising coordinator for the Donrey Media Group. He has published Donrey papers in California and Washington. His new job makes him a consultant on promotional, advertising and sales service programs for the company's 55 daily newspapers nationwide, including the *Glasgow Daily Times*.

an individual or by two or more persons.

Subject matter must involve agriculture, broadly defined. Entries may "pertain to food, agriculture, natural resources, rural affairs and related matters of vital public interest," according to James F. Evans, head of the UI Office of Agricultural Communications and Education.

Entries must have been printed or aired between June 2, 1990, and June 1, 1991.

For information and entry forms, contact Evans at 67 Mumford Hall, 1301 W. Gregory Dr., Urbana, IL 61801; telephone, 217/333-4782.

KPA writers are well represented among nominees for the Kentucky Farm Bureau's 1991 communications award. Nominated for the \$300 writing award are **GERALD LUSH**, *Hardin County Independent*; **KEVIN OSBOURN**, *Lexington Herald-Leader*; **SHARON BURTON**, *Farmer's Pride* (Associate); **MARK COOPER**, *Murray Ledger & Times*; **LAURA SKILLMAN**, *Owensboro Messenger-Inquirer*; **MARY RUTH TAFOYA**, *Breckinridge County Herald-News*; **TAMMIE HOLT**, *Cynthiana Democrat*; **ROGER GIVENS**, *The Butler County Banner*, and **PHILIP W. CASE**, *The State Journal*.

**MIKE LAWRENCE**, chief photographer at *The Gleaner*, was the guest speaker at the March 19 meeting of the Henderson Society of Art. **SYLVIA SMITH**, *Lexington Herald-Leader*, was among recent speakers in the TOPS program for students at Powell County Middle School.

**RICHARD TRIMBLE**, editor of *The Mountain Advocate* in Barbourville, was given a certificate of recognition by the city council recently for his longevity in covering city government meetings — 180 over the last 15 years.

**DAVID HILL** and **DEBBIE WRIGHT** of *The News-Democrat* in Carrollton have recently spoken to local school students about careers in newspapers.

**FLOE BOWLES**, publisher emeritus of *The News-Enterprise*, was recently honored for 25 years of service to Junior Achievement.

Giving his host of admirers time for the message to sink in, **LEN PRESS** has announced he will retire on June 30, 1992, as executive director of Kentucky Education Television, a KPA Associate. One of its founders, Press has headed KET since 1963. The organization is recognized as a national leader in educational broadcasting, and Press last year was named Outstanding Public Broadcasting Manager by the Public Broadcasting Service and the National Association of Public Television Stations.

Also at KET, former senior deputy executive director **VIRGINIA FOX** has been named chief operating officer.

Former KPA president **LARRY CRAIG** has come out of semi-retirement to take the helm once again — temporarily — of *The Green River Republican* and *The Ohio County Messenger*, following the resignation of **GENE CANTRELL** as editor.

**JEFF NEWTON**, an Eastern Kentucky University senior and editor of *The Eastern Progress*, is one of four students nationwide selected for a 1991-92 Editorial Fellowship at U. The National College Newspaper. He will receive round-trip transportation and free housing in Santa Monica, Calif., headquarters for the monthly collegiate tabloid. He has written for *The Richmond Register*, *Citizen Voice & Times*, *Georgetown News & Times* and Associated Press and was recently named Outstanding Collegiate Journalist by the Kentucky Intercollegiate Press Association.

### Foundation offers journalism fellowships

A banking course and language study in Mexico are the objects of fellowships being offered to journalists by the National Press Foundation.

\*Ten journalists who have at least three years experience will attend the Aug. 11-23 Graduate School of Banking at the University of Wisconsin at Madison, with expenses paid by the school and NPF.

Applicants must submit clips; a letter stating qualifications, background and how they expect to use the banking, economic and financial information picked up at the school; a statement of their intention to return to their current employer; recommendations, and a letter from their supervisor indicating the employer's agreement to give time off for the school. Deadline is May 15.

\*Seven journalists will be selected for three months of intensive Spanish language study during the 1991-92 academic year at the Cemanahuac Educational Community School in Cuernavaca, Mexico.

In addition to classes, students live with Mexican families to develop language skills. New classes start every Monday, allowing applicants to begin the course at their own convenience.

Tuition is provided by the foundation, but fellowship recipients or their employers are expected to pay living expenses, currently about \$15 a day for room and board. A completed application form is required. Deadline is June 14.

For information, write Banking Program or Spanish Language Program, National Press Foundation, 1282 National Press Building, Washington, DC 20045.



**Names . . .**

New to the *Pineville Sun-Courier* editorial staff is news reporter **DONNA PETERS**. A student at Southeast Community College, she formerly was assistant office manager for the paper.

*The Kentucky Standard* in Bardstown has added two staff members. **TINA MOORE** is new to the commercial printing department's customer service wing. **TONY FELTNER** is the new composition editorial assistant. Both are graduates of Nelson County Senior High School, and Feltner attended the University of Kentucky.

**LORA HINES** has joined the newsroom staff of *The News-Enterprise* in Elizabethtown as police court reporter. She earned a degree in journalism from Miami University of Ohio. Also, **JULIE PUCKETT** has transferred from *Inside The Turret* to *The News-Enterprise* advertising staff. Replacing her at the KPA Associate is **LINDA CASWELL**, formerly of the *News-Enterprise's* Dollar Saver staff.

Among the "celebrity bakers" for the Bullitt County Woman's Club Young Woman of the Year benefit bake sale recently was **THOMAS BARR**, general manager of *The Pioneer News* in Shepherdsville.

New part-time receptionist at *The Central Kentucky News-Journal* in Campbellsville is **DIANE GODSTED**.

Inadvertently left off a listing in the March edition of *The Kentucky Press* was **STEVE FORD** of *The Courier-Journal*, who was a participant in the Conference on Current Issues in Government Information Policy, March 7-8 in Louisville.

**Conference links education, literacy**

Newspapers' role in the educational process is the focus of a conference for educators and newspaper managers, May 15-17 in New Orleans.

The Conference on NIE (Newspapers in Education) and Literacy is reportedly the first to combine the two issues under sponsorship of the American Newspaper Publishers Association Foundation.

Topics include business partnerships, networking, research, and circulation and readership issues. Former Chief Justice Warren Burger is to be the keynote speaker.

A creativity workshop and discussion of newspapers' literacy coverage are among pre-conference sessions, set for May 14.

For more information, contact Betty Sullivan, ANPA Foundation director of educational services, at 703/648-1000.



**New KWNA officers elected**

The Kentucky Weekly Newspaper Association elected new officers at its spring conference April 19 at Morehead State University. The leadership includes, from left, James Mulcahy, *Bourbon Times*, Paris, outgoing president; Ken Metz, *Bath County News-Outlook*, Owingsville, vice president; Guy Hatfield, *Citizen Voice & Times*, Irvine, president; Jim Rector, *Georgetown Graphic*, treasurer; Cookie Ely, *Mount Vernon Signal*, secretary, and Margaret Price, *Berea Citizen*, director. Other directors are Ron Daley, *Troublesome Creek Times*, Hindman; John Nelson, *Pulaski Week*, Somerset, and Mary Carol Tingle, *Henry County Local*, New Castle. (Photo by Russ Metz)

**On tap . . .**

- May 5-11: API, Managing Editors, 75,000+.
- May 12-15: SNPA, Layout, Design Graphics.
- May 13-17: ANPA, Management Development.
- May 13-17: ANPA Newspaper Quality Control.
- May 15-17: ANPA Foundation Conference on Newspaper In Education & Literacy.
- May 19-20: INMA conference.
- May 19-21: SNPA, Editorial Clinic.
- May 19-21: ANPA Multicultural Management.
- May 20-21: Supervisory Jump-Start.
- June 2-5: SNPA Business Reporting.
- June 2-8: API Circulation Managers.
- June 5-7: Suburban Newspapers of America Summer Conference.
- June 7-8: ANPA Labor Relations & Technology.
- June 9-11: Mid-Amer. Press Inst. Sports in Newspapers.
- June 9-12: SNPA New Supervisors Mgt. Training.
- June 9-12: ANPA/INAME Leadership in Ad Dept.
- June 16-21: API Editorial Page Editors & Writers.
- June 16-22: API Mgt. & Costs.
- June 19-29: API Minority Journalism Educators Fellowship.
- June 20-22: **KPA Summer Convention, Drawbridge Inn, Covington.**
- June 23-28: API Developing Mgt. Skills.
- June 23-26: ANPA Leadership in Newsroom.
- June 24-28: ANPA Web Offset

**Salary, revenue survey reveals disparities**

Salaries for publishers in small to medium markets nationwide fall into the \$55,000 to \$130,000 range and the number one issue is declining readership. Those are among findings of a recent survey by the consulting firm of Youngs, Walker & Company.

Conducted last November, the survey drew a response of 215 questionnaires from publishers of newspapers from 10,000 to 50,000 circulation.

Some 75 percent of the publishers in the study earn between \$55,000 and \$130,000 annually. In larger newspapers, about half earn more than \$85,000.

Of those publishers who receive an annual bonus, close to half garner bonuses of between \$10,000 and \$30,000. About one-fourth say their income packages do not include an annual bonus.

**Reporters talk back about editors**

Lack of feedback from editors was the most common complaint at a recent New Jersey Press Association newswriting seminar, where reporters got a chance to discuss their expectations.

One reporter said "bottom-line journalism" is robbing writers of the feedback they need to develop. He characterized editors as spending "half their day at meetings and the other half bitching about too many meetings!"

Another decried the absence of an orientation to the paper for new reporters. She said there is no "breaking-in period" and that many don't even have time to learn the new elec-

tronic equipment. Others criticized editors for making major changes in stories without consulting the writer — sometimes editing in a mistake. Some mentioned editors who assume the reporter is wrong when a reader complains.

One participant said although reporters are urged to be sensitive to the feelings of minorities, many editors make racial and ethnic remarks in front of them.

A lack of communication between editors and between editors and reporters was also cited.

Asked to predict their newspaper's profitability in 1991 compared with 1990, 50.2 percent expect profits to increase. Only 12.5 percent of those at smaller papers predict a decrease in profits, but 28.4 percent of those at larger papers predict a decrease.

The surveyed publishers rate TMC/Shopper products as the toughest competition. Television ranks third in the tough competitor category among all papers, but number one among the larger newspapers.

The publishers also say good circulation managers are in shortest supply among management staff, followed by advertising directors.

The number one concern facing the publishers is declining readership, the survey showed.

(From Ohio Newspaper Association Bulletin)

(From New Jersey Press Association)



# Student journalists earn spotlight at KIPA meeting

By Dr. Libby Fraas  
EKU Professor

RICHMOND — Access to campus police records and a message from Democratic gubernatorial candidate Gatewood Galbraith highlighted the 1991 convention of the Kentucky Intercollegiate Press Association hosted by Eastern Kentucky University.

Pam Shingler, news bureau director of the Kentucky Press Association, and John Nelson, publisher of *Pulaski Week* and a member of the KPA News-Editorial Steering Committee, also met with students and advisers to suggest ways to increase communication between journalism schools and newspaper editors.

The two-day convention concluded April 6 with an awards presentation to 18 college newspapers and the election of new officers.

J.S. Newton, editor of *The Eastern Progress*, was again selected as KIPA's outstanding journalist in Division A schools, based on the number of awards garnered in the competition, judged by former winners of KPA contests. Gina Buccola of Bellarmine College was the outstanding journalist for Division B schools.

KIPA officers elected for 1991-92 include Clint Riley, ECU, president; Amanda Rockwell, Asbury College, first vice president; Dwane House, Sue Bennett College, second vice president, and Gene Travers, Henderson Community College, secretary.

Dr. Libby Fraas, faculty adviser to *The Eastern Progress*, was elected to succeed Dr. Ann Landini of Murray State University, as executive director of KIPA.

First place awards were given to these individuals with Division A schools listed first, followed by Division B winners.

\*Deadline writing: Terry Sebastian, ECU; Jeff Dentinger, Jefferson Community College; \*Copy editing: Tonya Bricking, Western Kentucky University; Shannon Murphy, JCC; \*News Story: Tonja Wilt, University of Kentucky; Scott Cummings, Union College; \*Investigative Reporting: Terry Sebastian, ECU; Linda Stephens, Somerset Community College; \*Continuing News: Chris Poynter, et al, WKU; S. Dwane House, Sue Bennett; \*Analysis and Special Reports: Gary Houchens, et al, WKU; Jennifer Nott, Paducah;

\*Personality Profile: Gary Houchens, WKU; Michael Steinmacher, Bellarmine; \*Feature: Laura Howard, WKU; Linda Stephens, Somerset; \*Review: Jim Wampler, University of Louisville; Shannon Mattingly, JCC; \*Humor Column: Paul Fultz, UL; Gina Buccola, Bellarmine; \*General Interest Column: Dwight Allen, UK; \*Editorials: Jennifer Feldman Brislin and J.S. Newton, ECU; Tim Hayden, Somerset; \*Edito-

rial Cartoons: C.R. Lister, ECU; Rick Deel, Hopkinsville Community College; \*Opinion Pages: *The Eastern Progress*; *Union Express*;

\*Sports Game Story: Paul A. Fultz, UL; Chris Griggs, Henderson Community College; \*Sports News Story: Clint Riley, ECU; Autumn Byrne, Bellarmine; \*Sports Feature: David Rice, ECU; Gina Buccola, Bellarmine; \*Sports Column: Nick Waller, UL; Tony Henderson, Sue Bennett;

\*Original Illustrations: Jonathan Adams, ECU; Kay Wong, Bellarmine; \*Comic Strip: Rene Blansette, UL; Steve DeGrasse, Bellarmine; \*Infographics: J.S. Busser, WKU; \*News Photo: J. David Stephenson, WKU; \*Feature Photo: J. David Stephenson, WKU; John Maurer, JCC; \*Sports Photo: Marc Piscotty, WKU; Lee Morgan, Henderson; \*Photo Essay: Karen Ballard, UK; *The Union Express*;

\*Ad Design: Beth Leppert, WKU; T.J. Pfigtston, Henderson; \*House Ad: Jim Wampler, UL; *The Union Express*; \*Ad Art: Tim Lally, WKU; Steve DeGrasse, Bellarmine; \*Ad Copy: Karyn Gatz, UK; \*Ad Campaign: Cindy Davenport and Margaret Blaylock, WKU; Julie Meuth and Stephanie Cottingham, Henderson.

\*Magazine Story: Laura Howard, WKU; \*Magazine Photo: Jeanie Adams, WKU; \*Best Supplement: Bob Norman, UK; \*Front Page Layout: *The Kentucky Kernel*, UK; *The Hill*, Henderson; \*Overall Layout: *The Eastern Progress*; *Quadrangle*, JCC.

## In memoriam

### Bill Powell

Longtime Western Kentucky journalist Bill Powell died April 2 in Paducah of complications from liver disease and diabetes.

In a journalistic career that spanned 45 years, Mr. Powell retired in 1984 as Western Kentucky reporter for *The Courier-Journal*, a position he held for 12-1/2 years.

He began his career with the Paducah Sun-Democrat in 1937, moved to the Princeton Leader in 1940 and rejoined the Paducah paper in 1942, where he worked as reporter and editor until 1970. He also worked briefly for the Lexington Herald and the Sopper News.

A graduate of Murray State Teachers College (now Murray State University), he served a term on the school's Board of Regents.

### Carol Wright

Carol Wright, 48, one of the state's most respected journalism educators, died March 26 at St. Joseph's Hospital in Lexington.

An assistant professor at Eastern Kentucky University in Richmond, she had taught news writing, news editing, editorial writing and journalism law in the mass communications department since 1974.

She joined the ECU faculty in 1971 after earning bachelor's and master's degrees at East Texas State University. She had also done graduate work at ECU and the University of Kentucky.

"Carol Wright will long be remembered in our department for her love of language and her lifelong and ardent support of First Amendment rights," said department chairman Glen Kleine.

In her memory, the department has established a scholarship. Donors may send checks, made out to the Carol Wright Freshman Journalism Scholarship, to Department of Mass Communications, ECU, Richmond 40475.

Completing her classes this semester are Dr. Elizabeth Fraas of the ECU faculty; John Mueller, *Lexington Herald-Leader* copy editor, and Barry Miller, attorney with Fowler, Measle and Bell and a former reporter for *The Winchester Sun* and *Jessamine Journal*.

## Pick ups

*The Allen County News* in Scottsville ceased publication on March 21. Founded in 1935 by H.A. and Ora B. Ward, the newspaper was operated by Michael and Janice Patton.

*The Casey County News* is again offering the \$400 Burkhard Berea scholarship to a qualified high school senior in the county to attend Berea College.

*The Russell Springs Times-Journal* has assisted fifth and sixth graders at a local school in every phase of publishing their own newspaper. A letter to the editor from the school gave the staff rave reviews, mentioning specifically the help of David Cazalet, Kathy Lancaster, Claradon Wilson and David Blakey.

*The Gallatin County News* in Warsaw and *The Record-Herald* in Greensburg have joined the ranks of those papers increasing subscription prices because of postal costs. So has *The Daily Independent* in Ashland, which has increased the price of its Sunday edition from \$1 to \$1.25. But the Northeast Kentucky paper has instituted a

permanent discount for mail, carrier and motor route subscribers who pay in advance. The discounts include 6 percent for those who pay for 52 weeks, 4.5 percent for 26 weeks and 3.5 percent for 13 weeks.

*The Courier-Journal* in Louisville has begun a weekly series focusing on communities across the state. Called "Our Towns," the series profiles one town every Monday. The pieces are characterized by the paper as a "saga of heart, hearth and history." The first profile in the series was of Prestonsburg, and others have included Madisonville, Glasgow, Maysville, Russellville and Lebanon.

Five Turkish journalists visited the *News-Enterprise* plant in Elizabethtown in March as part of a federal exchange program.

The Cincinnati Enquirer, parent of *The Kentucky Enquirer* in Covington, was 150 years old on April 10. The event was heralded by four sections focusing on the paper's role in the area's history during that time.

*The Sentinel-News* in

Shelbyville has initiated a fingerprinting program for area children. The paper sponsored an initial free fingerprinting on April 13 at Hardee's restaurant. Advertising manager Debbie Ballard headed the effort.

*The Advocate-Messenger* in Danville sponsored its second "Rally on the Square on April 27. The day was billed as "an old-fashioned stump-speech-making" for candidates for statewide office in the 1991 primary.

*The Central Kentucky News-Journal* developed t-shirts to send to troops serving in the Persian Gulf. Printed on the shirts were the words "Taylor County supports its troops in the Middle East" and signatures of hundreds of local residents. Other area organizations helped with the effort.

Also in support of the war, *The Pioneer News* in Shepherdsville published an American flag with pictures of area servicemen and women printed on the back. The paper recently closed a circulation drive that incorporated free meals from a local restaurant for each new subscriber.



*Open records still ahead*

# Task Force nears end of talks on meetings segment

A 4-1/2-hour meeting on April 11 took members of a legislative task force through the first 10 pages of the proposed revision to Kentucky's Open Meetings and Open Records Law.

Much of the ground had already been covered, but discussion continued as representatives of the League of Cities and the state universities voiced their concerns and questions over the bill drafted by KPA Attorney Jon Fleischaker.

Sheila Bell, legal counsel for Northern Kentucky University, questioned the apparent all-encompassing definition of public agency, asking if the task force intends to include executive meetings of a university president's staff or department faculty meetings.

Fleischaker had no objection to deleting "department" from the definition.

Representatives William Donnermeyer and Albert Jones objected when League spokesman Bill Thielen said advisory committees should be included in the definition only when they are composed of members of a governing body. For example, he said, a mayor might appoint such a committee to study an issue, taking no action itself.

"I don't see the qualms," Donnermeyer said. "Isn't it better to advertise a meeting and then if people criticize, tell them they had the opportunity to come."

"We need to leave that section alone," said Jones.

When Assistant Attorney General Ann Sheadel asked why these committees should not be open, Thielen replied, "You can chill frank and open discussion." The reply did not cheer

**"You can chill open and frank discussion."**

**--Bill Thielen, League of Cities**

**"Isn't it better to advertise a meeting, and then if people criticize, tell them they had the opportunity to come?"**

**--Rep. Donnermeyer**

the task force members.

In fact, in discussion on a subsequent section, the task force added local boards of adjustment to a clause that opens planning and zoning commission deliberations. "Decisions (of those bodies) affect not just an individual but a neighborhood," Jones said, in moving to include adjustment boards.

The continuing discussion on how to keep agencies from skirting the Open Meetings Law by obtaining consensus in meetings of less than a quorum proved as baffling as ever. The concern that officials will fear chance encounters and social events was raised by audience members.

The task force decided, for the time, to let stand the wording inserted during the March meeting: "Any scheduled series of less than quorum meetings, where the members attending one or more of the meetings collectively constitute at least a quorum of the members of the public agency and where the meetings are held for the purpose of avoiding the requirements (of the law shall be open)."

The task force voted to include language in the draft that would limit discussion and action at emergency meetings of public agencies to the subject of the emergency.

complaint against it is successful was softened. The task force approved a motion by member Steve Lowery, publisher of *The Kentucky Standard*, that changed "shall" to "may" — leaving the assignment of costs to the court's discretion.

The task force ran out of steam before wrapping up the final part — enforcement — of the Open Meetings Law revision. That issue will be dealt with at the next meeting, tentatively set for May 9.

Yet to be addressed are revisions to the Open Records Law, with its large questions on electronic records. The task force has an August deadline to submit final revisions.

KPA has invited the task force to have its June meeting during the association's summer convention in Northern Kentucky, but the group delayed its response.

Task force members in attendance at the April meeting were Donnermeyer, Jones, Lowery, Sheadel, Rep. Clayton Little, Stan Macdonald of *The Courier-Journal* staff, James Nelson of state Library and Archives and Stephen Dooley of the state's Office of Information Systems. Absent were Senators Walter Baker and Fred Bradley and Rep. Raymond Overstreet.

## Milestones

*The Breckinridge County Herald-News* in Hardinsburg began its 115th year of publication in April.

An article in the April 3 edition traced the paper's origin to *The Breckinridge News*, published in 1876 in Cloverport by John D. Babbage. On his death in 1934, his daughter, Mildred Babbage was editor and publisher until her death in 1949. She was succeeded by the founder's grandson, W.G. Polk.

Meantime, *The Irvington Herald* cropped up in 1917, published by Paul McNeil, who soon turned the paper over to J.W. Willis. In 1945, Willis sold the paper to George and Elizabeth Willis Wilson, who purchased *The Breckinridge News* five years later.

The Wilsons merged the two papers in 1956, under the present name. They sold the paper in 1968 to present owner, Bruce M. Beard, who moved it to the county seat two years later.

On page one of the oldest microfilmed edition of the paper, July 17, 1878, are these tidbits:

"The young folks talk of giving a moonlight picnic one night this week near Mr. Satterfields.

"Hawmer & Hamilton's corner was made lively on last Saturday by the appearance of a washing machine peddler. The people didn't bite, and he left.

\*Mr. John Lillard is about starting a distillery on his farm below town for making Peach brandy. Mr. Lillard has the largest peach orchard of anyone around here and the crop this year is immense.

\*Hon. Z.F. Smith, candidate for Superintendent of public instruction, addressed the citizens in front of the Cloverport Hotel on last Monday night.

The early paper also ran a serial story, titled "The Giant."

The anniversary article noted an advertisement by M. Hamman as undertaker and "dealer in Parlor and Bedroom furniture. Metallic and wooden burial cases and caskets." Other ads appeared for "anti-fat, the great remedy for corpulence," cheap farms and free homes in the west, and spring and road wagons. Remington treadle sewing machines were advertised for \$25 to \$40.

Ads, the modern article says, were on the front page, along with an appeal from the editor for advertising business to keep the paper going.

Very few people do anything creative after the age of 35. The reason is that very few people do anything creative before the age of 35.

—Joel Hildebrand

## Saving time in the newsroom

At the end of a day, editors are often dragging from the fast pace of the newsroom, but their list of things to do hasn't shortened any. Dave Petty, assistant editor of *The Arkansas Gazette* in Little Rock, provides some tips on better time management.

### 1. Begin with yourself:

- +Resolve to handle a piece of paper only once.
- +Delegate. (*Ouch!*)
- +Simplify filing — i.e., name, month.
- +Be accessible — 1-on-1 time.
- +Be sure all are on board with a project.
- +Make lists.
- +Dispense with a problem in one day.
- +Don't be afraid to say no.
- +Allow it to be done other than you would have done it. (*Another ouch!*)
- +Develop managers.
- +Respond quickly.

### 2. Work with your staff:

- +Have staffers develop goals.
- +Make them write notes on problems and potential solutions.
- +Develop mission statements.
- +Stretch staffers to do more.
- +Allow criticism. (*Ouch! Ouch!*)
- +Encourage ideas.
- +Have position descriptions.
- +Demand readership. (*Interesting thought.*)

### For Sale

2 MYCRO COMP 555 controllers; 5 terminals (News Writers); 1 "Ollie Box". Good shape, equipment repair box included. Price negotiable. Recorder Newspapers, 2986 Union Square, Burlington 41005. 606/586-6123; Fax 606/586-6461. Ask for Gene Clabes.



# Open meetings violations run rampant here

By Frank Boyett  
*The Gleaner, Henderson*

Open government in Henderson is a contradiction in terms. There ain't no such animal.

The joint meeting held Tuesday morning by Henderson Fiscal Court and the Henderson City Commission is a perfect example. They wanted to decide what to do with the old building at Fifth and Ingram streets that used to house the Henderson County Health Department. The city and county jointly own the property.

On the surface, the meeting appeared to fall under one of the 11 exceptions to the state Open Meetings Law: acquisition or sale of property.

The underlying reality, though, is that your elected officials simply didn't want anyone looking over their shoulders. And that's not unusual. Just about every public board in Henderson County has violated the Open Meetings Law at one time or another. Some do it routinely.

The only reason *The Gleaner* doesn't raise more fuss about this issue is that it's hard to catch them in the act. How do you accuse them of improperly talking about stuff in secret? You can't find out what they're talking about because all the talking is done behind closed doors.

The Henderson City Commission is particularly fond of secret sessions. At the end of virtually every regular meeting, the mayor and commissioners go into the back room to talk about public business in private. Some of those discussions are legitimate; the exceptions to the Open Meetings Law are there for a good reason.

I suspect that a great deal of those discussions, however, are secret simply because elected officials want them secret.

In past arguments, I've discovered that the Henderson City Commission will go into executive

session at the slightest excuse. If there is even the vaguest possibility, no matter how remote, that some part of the discussion might fall under one of the exceptions, then — SLAM! — the door is shut to the public.

Tuesday's meeting is a shining example. The law allows secret discussions of real estate transactions, but only if public discussion would affect the price.

As it turns out, the old health department building basement is chock-full of asbestos, which should come as a surprise to no one familiar with 1940s construction techniques. Obviously, officials argue, a prospective buyer would offer less for the building once he learned there is an asbestos problem. A secret discussion makes perfect sense, doesn't it?

Not really.

Mayor Bill Newman later conceded that there would be a moral obligation to disclose the asbestos problem to a prospective buyer — prior to any sale. Obviously, then, secret discussions are not really going to affect the price.

The real reason for the secret meeting, as the mayor disclosed, was to inform fiscal court members of the asbestos problem.

"I thought those fellows should be privy to that personally before they made a decision what should be done with the building," he said.

Courtesy to fellow public officials is admirable, but it's not required by law. Open meetings are. The same courtesy could have been extended legally by means of a letter.

Unfortunately, though, whenever there is a problem, the first response of local public officials is to call a secret meeting.

That bothers me, and I have made my displeasure known on numerous occasions by formally protesting.

It should bother you, also. There is no such thing as a democratic government unless the public has open access to the workings of that government.

If secret meetings don't bother you, then you deserve whatever government you get.

## Databank

### Sales training on a disk

An Oregon company is offering a do-it-yourself advertising sales training program on computer disk. Called ExSell, the entire program is provided on a 5-1/4 or 3-1/2 disk formatted in WordPerfect 5.0. The package, which you can edit for your needs, includes: 10-part sales training outline, keys to constructing a strategic sales plan, detailed ad director and account representative job descriptions, comprehensive performance evaluation format, sales interview form, sample formal sales proposal, account profile forms, and do-it-yourself survey for determining sales and product effectiveness in your market. The program costs \$99 from The Walker Company, 2830 Riverview Ct., Gresham, OR 97080.

### Freedom of Advertising

The Media Institute has published a book on freedom of commercial speech, *Advertising Rights: The Neglected Freedom*. Written by Richard T. Kaplar, the book presents a "new doctrinal approach for protecting commercial speech that emphasizes the primacy of the First Amendment, utilitarian value of commercial speech to the listener and the contractual nature of advertising." It is available for \$16.95, plus \$1 postage and handling from Publications Department, The Media Institute, 3017 M Street, NW, Washington, DC 20007.

**If I ever needed a brain transplant, I'd choose a sportswriter because I'd want a brain that had never been used.**

—Norm Van Brocklin

# Important day passes quietly; no fanfare for FOI

By Jim Highland  
*Bowling Green Daily News*

Everything was normal, Saturday, March 16, and passed quietly in Bowling Green.

The sun shone and temperatures were moderate, most people spent a portion of their day outside in some recreational activity. Some of them went to the mall for recreational shopping. Others did limited work around the house or even watched a ball game.

National Freedom of Information Day, a tribute to the democratic society in which we live, passed silently with no fanfare. There were no rockets' red glare or bombs bursting in air, and the flag was still there.

Not many people know it, but freedom of information is an individual right of the people, guaranteed to them under the first amendment of the United States Constitution.

The founding fathers — Thomas Jefferson, James Madison and others who drafted the constitution — thought it was more important for the people to know what was happening in government than it was for the government and its officials to keep that information secret.

They recognized that despite abuses and partisanship on the part of some newspapers, it was still better to have a free and unimpeded flow of information from the government and political officials to the people.

In drafting the first amendment,

*Over the years, the American press has had more than its share of bad moments, but compared with those early days, modern media have gotten better and better at serving their readers, listeners and viewers.*

the founding fathers provided for freedom of the press, religion, speech and assembly. This came at a time when almost every newspaper existed for some partisan cause.

What we now call objectivity on the part of the American press simply didn't exist in that day and time. What we now accept as publishing in the public interest, fairness and being socially responsible to readers was not important.

Every publisher had his own cause and his own set of political candidates, and he supported those candidates. That's just the way it was done.

The press went through a period in the late 1800s and early 1900s when newspapers were almost without redeeming social value, a period referred to in history books as "Yellow Journalism."

It was William Randolph Hearst, publisher of the New York Journal, who sent artist Frederic Remington to Havana to the start of the Spanish American War.

When nothing much appeared to be happening, Remington cabled Hearst that he was coming home because there would be no war.

Hearst reportedly cabled back: "Remington. Havana. Please remain. You furnish the pictures, and I'll furnish the war."

Over the years, the American press

has had more than its share of bad moments, but compared with those early days, modern media have gotten better and better at serving their readers, listeners and viewers.

In many respects, complaints against news organizations remain the same.

No one ever thinks their hometown newspaper, radio or television stations are very good, and they always want more access than there is space or time available.

And if it's bad news, most people blame news organizations rather than the political figures responsible.

Generally, the only time an editor or broadcast news director gets a telephone call is when someone wants to complain about a story or editorial. Almost never does someone call to say they really liked a story.

It was interesting to see different segments of this community react to television news coverage of Operation Desert Storm.

On one side was a very large group, college students and other young people, saying they supported the war effort, but seeing the media as pushing armed conflict.

On the other side, another group,

mostly older and more conservative people, saw the media as supporting the troops but "soft on war."

Neither group was happy. That's the way it's supposed to be.

But these same people tuned nightly to CNN to watch the war as it was covered by Peter Arnett from Baghdad and Wolf Blitzer from the state department. It was the first amendment that made possible the news coverage.

Freedom of Information Day passed quietly Saturday with no fanfare; yet, its benefits to the American people will be felt long into the next century.

## Oops

Earl Kinner, editor of *The Licking Valley Courier*, was quick to tell *The Press* that an editorial attributed to his paper in the March edition was actually written by Scott Perry, editor/publisher, *The Floyd County Times*. He regret the error.

"Scott is for sure a true 'chip off the old block' (Allan Bud' Perry) and, in our opinion, one of the brightest, sprightliest and most articulate young newspaper men around. Since he expresses himself so well, often on issues that interest us, and there is no way we could say it better, we often pick up items from his column," Kinner kindly wrote.



## Kentucky views

Editorials from across the commonwealth

### Declassify

*The Advocate-Messenger, Danville*

The so-far successful effort by a group of Mercer and Harrodsburg officials to put the "Top Secret" stamp on their discussions about creating a fee for planning and zoning applications is probably illegal, a violation of the Kentucky Open Meetings Law.

But while only time will tell whether this group's rejection of an Advocate reporter from its meetings will be viewed as illegal by the state Attorney General's Office, the citizens of Harrodsburg and Mercer County ought to be reaching a few conclusions of their own right now.

One of those conclusions is that this group, which includes two members of the Mercer Fiscal Court, two members of the Harrodsburg City Commission, three members of Planning and Zoning, two members of the Board of Adjustments and the zoning enforcement officer, is trying to cover up something important. Otherwise, why wouldn't the group's members welcome news reports on their activities and discussions?

One of the main arguments used by members of the group to justify their secrecy has been that they are just an informal group of citizens. They aren't a committee. They aren't taking any action. To hear them tell it, they are just a bunch of good ol' boys (and one gal) sitting around drinking tea and eating bon-bons.

If that's the case, then why not let other citizens in on the fun? After all, their meetings have taken place at city hall and the courthouse, and these are public places. What prevents any citizen from going into one of these public buildings and sitting down with a group of citizens just having an informal chat about how the taxpayers' money is going to be spent?

Nothing. Except politicians' innate love of secrecy.

What these good ol' boys — most of whom are drawing some kind of public pay — are trying to do is smooth out all of the differences between the Harrodsburg City Commission and the Mercer Fiscal Court on how high the planning and zoning fee should be. They want to settle these differences behind closed doors so that when the issue actually comes up for vote before the commission and the fiscal court, there won't be any controversy or discussion.

In other words, they want to keep the "Top Secret" lid on their discussions until taxpayers no longer have a chance to influence the decision. They shouldn't be allowed to get away with it. They ought to be de-classified.

## Public depends on free flow of news

Judith Clabes  
*The Kentucky Post, Covington*

The press is taking a beating lately, primarily because of perceived transgressions related to war coverage. If it wasn't that, it would be something else, as press-bashing is a favorite American pastime. Some of the complaints are legitimate, some overstated and some downright misguided.

Let me swim upstream here, and say a few good words about newspapers.

I do this in the spirit of the times, coming as we are to a celebration of the Bicentennial of the Bill of Rights of the US Constitution. Just 200 years. This is a blink of God's eye.

For those 200 years, we have been engaged as a nation in a great experiment called democracy. It would be a mere grain of sand in the Saudi desert in comparison to the culture we're up against there. We have not yet proved this thing will work, and we can't afford complacency about it.

Democracy doesn't just happen. It is a work in progress, with emphasis on the work. Newspapers — good ones — make the work possible. No newspaper is too good to be better, but a free press is one of the great things America has going for it.

Those of us lucky enough to have answered the call to journalism have gotten some of the best seats in the house. We watch and we report and we edit some mighty big stories — civil rights, presidential elections, terrorism, AIDS, the collapse of the Communist empire — and some mighty small ones — like Annie Luke's 101st birthday. All these things happen on the way to democracy.

... the classroom in which today's journalists produce a living textbook is made up of ordinary people like you and me who will make our communities work and democracy survive.

As I met Annie Luke on the front page of a recent Tennessean, I thought of all the people like her I would never have known if not for newspapers and journalists willing to seek out and tell good stories, large and small. And I thought of all the other things I wouldn't know or begin to find an understanding of, if it weren't for newspapers. Here are a few:

I know, for example, that a 26-year-old fan paid \$18,000 at auction for Beatle Paul McCartney's birth certificate. This reminds me that it takes all kinds to make the world go 'round.

I learned that actress Bo Derek turned 34, which reassures me that even 10s become thirty-something.

I know that in 1967, the Census Clock showed the US population at 200 million just a few minutes past 11 a.m. on Nov. 20, and I don't know why I care about that but there's a certain comfort in knowing somebody's keeping track.

I know that Murphy's Oil Soap will remove grease safely from vintage fabrics, which is good to know in case you ever need to.

I know that 673,000 people a week visit Disney World, and it makes me feel great to know I don't have to be one of them ever again because I've done it for my kids already.

I know that Kathy Whitmore of

*(Democracy) is a work in progress, with emphasis on the work. Newspapers -- good ones -- make the work possible. No newspaper is too good to be better, but a free press is one of the great things America has going for it.*

Houston is America's highest paid mayor at \$130,875 a year, and this helps explain why a woman might rather be mayor of Houston than, say, a nurse on the weekend shift at the emergency room.

I know that Gene Autry's horse Champion died, and he was 41. And I know that Avon is selling in China and that our federal government hands out \$200 billion worth of contracts to 100,000 federal contractors each year.

I know that today's life expectancy is 75, and that within a decade, it'll be 80 and that there are now more people over 65 in America than there are teenagers. And that it is possible for women to conceive after menopause.

I know that Winnie Mandela's trial is starting in Johannesburg, that the White House has sent Congress a \$1.45 trillion budget, that a proposed overhaul to our banking system would allow us to bank with Sears or Ford Motor Co.

I know that soldiers heading to Operation Desert Storm are thinking ahead. Sperm banks in several states report more inquiries and perhaps 100 soldiers have had their sperm frozen at the California Fertility Center.

I know that Sting's new CD — in Digitrak — is environmentally friendly, that Lamar Alexander will lift restrictions on minority scholarships if he's confirmed as education secretary, that I can learn organic gardening at the local nature center this weekend, that I can get four tickets to my favorite, sold-out college basketball game for 50 bucks apiece by calling Chuck

at the number in the classified ad, that if I lost my orange tabby cat with a blue collar, somebody nice found it and wants me to have it back.

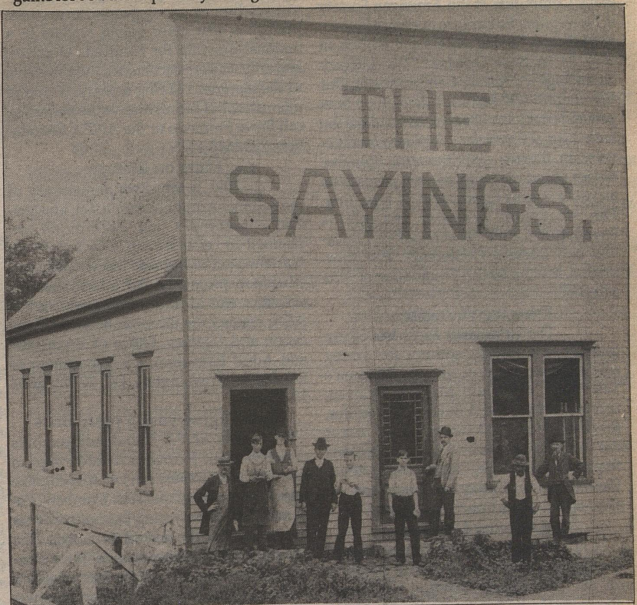
I know my horoscope says to repay a kindness, that in the first 22 days of Operation Desert Storm the Allies flew more than 49,000 air missions, all over a land mass the approximate size of California. I know the locations of Dhahran, Bahrain, Riyadh and other unpronounceable Saudi Arabian places I didn't learn in geography class. I have added SCUD and Patriot to my vocabulary.

And these make up only a teeny, tiny bit of what I wouldn't know if it weren't for newspapers. This would hardly fill a couple of pages in a single day.

These are things profound and trivial. Things interesting and ho-hum. Things to be remembered and to be forgotten. But things that add up to being informed, to getting a perspective, to forming an idea or opinion, to being useful and helpful — to being better off than not knowing.

As a former teacher turned editor, I know too that I have simply traded for a larger classroom. And the classroom in which today's journalists produce a living textbook is made up of ordinary people like you and me who will make our communities work and democracy survive.

No, the press isn't perfect. Neither is democracy. What Churchill said about democracy applies to a free press too: It's the worst possible form except for all others.



What it's all about

Before it became known by a more staid-sounding name, *The Harrodsburg Herald* was called *The Doings and Sayings*, an appropriate moniker for any newspaper. This vintage photo of the newspaper office was taken shortly after the turn of the century.



# Publisher takes stand on to publish or not to publish

Steve Lowery

The Kentucky Standard

*If I was raped and I knew that my name would be reported in the newspaper if I reported the rape to police, I'd never report it. I've seen what defense attorneys do to rape victims at criminal trials. I'd never put myself through that. Never. — a Nelson County woman*

*Not naming victims of rape contributes to the stigma of the crime. — David Hawpe, editor of The (Louisville) Courier-Journal*

*I think the rape victim should have some control over her name being published. There is a stigma attached to the crime, and the victim has to live with it. — Judy Mello, a rape victim*

It should have surprised no one that tabloid publications in London and Florida decided to publish the name and photograph of a woman who recently alleged that she was raped by a member of the Kennedy family.

But it surprised many people when responsible media such as *The Courier-Journal*, NBC News and *The New York Times* used the woman's name.

It's been a long-standing practice of nearly all media to not

publish or broadcast the names of children and adults who are the victims of sexual offenses.

In Kentucky as recently as 1986 the Kentucky Press Association board of directors issued a strong resolution stating its position on the issue.

That resolution stated that the KPA opposed publication of the names of victims of sexual offenses except in extraordinary circumstances, such as homicide, missing persons or aggravated assault against the offender.

The reason: "to protect the victim from additional and unnecessary harm, to encourage the victim to report such offenses and to pursue their prosecution."

Evidently time changes everything, at least at *The Courier-Journal*. *Courier* editor David Hawpe said top editors at that paper would like to change the policy of not naming the victim of sex crimes.

"By shielding victims the media contribute to the idea that rape is a crime too horrible to talk about and one that marks its victims," Hawpe was quoted as say-

ing last week. "One of the ways to change that attitude is to be more open when writing about rape and to routinely treat victims of rape like victims of other violent crimes.

"In addition, shielding the victim while naming the accused rapist, which most newspapers routinely do, goes against the principles of fairness in news coverage that we all strive for."

The *Courier's* managing editor, Irene Nolan, said the paper would not change its policy immediately but would identify rape victims on a case-by-case basis.

The "to publish or not to publish" debate started last week after the two sensational tabloids published the name and photo of the woman who reported the rape to police.

The logic at the media that chose to publish the woman's name went like this: The name and photo of the victim has already been published, so she no longer has anonymity. If she is not anonymous, then we have no reason to protect her.

That logic is chilling to

me. To allow the tabloids to dictate journalistic ethics to the rest of the industry isn't acceptable.

*The Kentucky Standard* was faced with one of those situations in 1986 after Scott and Judy Mello were attacked at their New Haven home by two men. A number of crimes were committed, savage crimes, including rape.

Judy Mello let the media know that she was not opposed to having her name used in the paper. She is the exception to the rule.

Last week she reflected on the reporting of the rape and her testimony in the trial of the man who was found guilty of the offense.

"The reporting was handled very tactfully," she said. "I didn't have any trouble with what was reported."

On the issue of publishing the names of victims of sex crimes as a routine matter, she says: "I agree that the stigma needs to be removed from the crime. But I'm not sure how to do that. Victims of rape do carry a stigma. Reporting their names can make it worse.

"I think that the victims

should have some say over whether or not their names are used by the media."

*The Kentucky Standard* won't publish the names of victims of sexual offenses except: \*When the victims step forward and ask that their stories be told. \*When the person accused of a sexual offense is acquitted by a jury. \*When there is some extraordinary reason to do so, such as a homicide.

I can think of no crime more personal than rape or a sexual offense. And I'm convinced that most victims feel the same.

It's not the responsibility of the victims of sexual offenses to help remove the stigma from the crime. They didn't ask to be molested.

That responsibility is shared by society and the media. Educating people through the media would seem to be a good place to start.

Exploiting victims of sexual offenses at this point in time is not the way to do it.

## Items

### Literacy workshop slated

The Southern Newspaper Publishers Association Foundation and the Literacy Committee of the American Society of Newspaper Editors are hosting a literacy workshop for news writers and editors on May 14 in New Orleans. "The Literacy Balancing Act: Are we Compromising Our Coverage?" will include a session on how professional journalists have handled the balancing act between corporate involvement in literacy activities and objective stories about the issue, as well as sessions on using census figures and on reporting. The workshop precedes the ANPA Foundation's 1991 Newspaper in Education and Literacy Conference. For information, call the ANPA Foundation at 703/648-1000.

### Drawing youngsters

The Associated Press has begun providing a weekly column for young readers in conjunction with the Children's Television Workshop Magazine Group, according to the SNPA Bulletin. The stories, for children 5-14, are transmitted as part of the AP Newsfeatures New Dimensions features package, sent on c-level DataStream on Friday mornings and on slow-speed wires Sunday mornings.

### Drawing families

Editors and publishers should have received in April a packet of materials on the 1991 Family Reading Challenge, sponsored by READ America, with ANPA Foundation, National Newspaper Association and National Newspaper Publishers Association. It sounds like a fine way to attract an audience newspapers have been

losing. The packet includes 10 weekly activities that lead young readers, 5-12, to all parts of the newspaper and promote summer reading by young people; forms to be published that enter young readers in a national drawing for hundreds of prizes; and a flier to alert teachers and their students to the summer reading activity. If you're interested, but didn't receive the materials, call Steve Palmedo at the ANPA Foundation, 703/648-1323.

### More on literacy

1991 is the silver anniversary of the national Adult Education Act, and several conferences and exhibitions are planned to celebrate the 1966 legislation that launched widespread literacy and adult education programs. For information on activities and ideas to commemorate the AEA, contact the Division of Adult Education and Literacy, Office of Vocational and Adult Education, US Department of Education, Washington, DC 20202; 202/732-5399.

### Encouraging young journalists

The ANPA Foundation reminds of its Scholastic Journalist Award Program in which local papers can join to recognize high school newspaper staff members. Papers can pick the young journalists or set up criteria for the school to choose. The program has a number of benefits for community newspapers, not the least of which is encouraging a new generation of newspaper leaders. For information, contact the ANPA Foundation, The Newspaper Center, Box 1747, Dulles Airport, Washington, DC 20041; 703/648-1053.

### Kentucky inmates win

A Kentucky entry in the 27th annual American Penal Press Contest took the top honor for magazines. Skytower Magazine, the winner, is published by Kentucky State Reformatory at LaGrange. It edged out *The Angolite* from Louisiana State Penitentiary at Angola, second place, and *Transitional Times* from Morris County (NJ) Correctional Facility, third. The contest is sponsored by the School of Journalism at Southern Illinois University at Carbondale.

### Read it, then eat it

Scientists at the University of Illinois are studying the possibility of recycling newsprint into cattle feed. If the study is successful, yesterday's news may end up as a dietary fiber supplement for Elsie and Bossy.

### Conferences coming up

Several opportunities for learning are planned by newspaper organizations in the next month or so. \* Suburban Newspapers of America will have its 20th summer management conference June 5-7 in Boston. Most of the topics center on revenues and costs. For details, call 312/644-6610. \*The International Newspaper Marketing Association will have its 61st international conference in Orlando, Fla., May 19-22. Again, the bottom line is the focus. Call 703/648-1094. \*A workshop on "Management Training for New Supervisors" is set for June 9-12 in Huntington, W.Va., sponsored by Southern Newspaper Publishers Association. Topics include the changing workforce, interviewing and

hiring, performance evaluations, "saving" employees, cumulative trauma disorder and customer service. Contact Gladys Barber, SNPA Foundation, 404/256-0444. \*SNPA is also presenting an editorial clinic, May 19-21 in New Orleans. "Surviving and Thriving in 1991" will open with a discussion of new ventures to enhance readership and revenues. Other topics include a study of color usage and readership, industry changes and audiotex. Call 404/256-0444.

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# Milkovich -- a case of confusion for journalists

By Jeff Anderson

**Employers Reinsurance Corporation**  
(From Pennsylvania Newspaper Publishers Association)

When a major First Amendment case comes out of the US Supreme Court, it is big news to news people, and last summer's *Milkovich vs. Lorain Journal* is no exception. The *Milkovich* case is newsworthy, if not for its consequences, then certainly for the confusion it seems to be causing.

Most Supreme Court cases pretty well speak for themselves, but *Milkovich* is different. It will be many years before we know how *Milkovich* has changed the First Amendment landscape, if it has changed it at all.

The cause of the confusion is two different impressions that the case has given. There is some truth in both of the views, and, in my opinion, a third view as well.

Mr. Milkovich was an Ohio high school coach whose wrestling team was involved in an altercation at a 1974 match. An agency placed the team on probation and a local court overturned that probation. The defendant newspaper ran a sports column which revolved around the statement "anyone who attended the meet . . . knows in his heart that Milkovich and Scott lied after each having given his solemn oath to tell the truth."

to express an opinion wasn't a fundamental right, what was? Indeed, what right could be more critical in a free society.

The second and more critical view was that *Milkovich* held that there was no separate privilege for opinion. This is important because the case reviewed a number of other First Amendment cases which clearly established that a libel suit can be maintained only if there has been a false statement of fact. If there hasn't been a false statement of fact, then there can be no libel suit.

Therefore, if there has been an expression of opinion, but there has not been a false statement of fact, there can be no libel suit.

So this second view holds that opinion is just as much protected now as it has ever been, and *Milkovich* really did not change the law at all. The media lawyers who are unconcerned by *Milkovich* hold this view.

Yet another view, which I would add, is how the event or non-event of *Milkovich* will affect the day-to-day work of judges, juries and journalists. While no one knows, I would predict that *Milkovich*, even though it doesn't change the existing law, will significantly change the way that law is applied.

The knowledgeable defense of

**As more and more judges refuse to dismiss libel cases which might once have been dismissed as expressions of opinion, more and more libel cases are going to be tried. This increased proportion of trials will litter the First Amendment landscape with higher expenses, more settlements and more verdicts.**

His libel case had been dismissed by the trial court on the grounds that it was a protected expression of opinion. The Supreme Court reinstated the case and said it should go to trial after all. The why in this case is what has caused all of the confusion.

The first view of this case was the one that caused the panic in media circles. That was the view that the case said that there is no privilege for opinion.

Now this is, of course, exactly what the opinion did say. It was upsetting because it seemed to reverse the First Amendment case, *Certz vs. Welch*, that established in 1974 that opinions are sacred. "Under the first amendment there is no such things as a false idea. However pernicious an opinion may seem, we depend for its correction not on the conscience of judges and juries, but on the competition of other ideas."

*Milkovich* dismissed this passage, saying it was not intended to create a wholesale defamation exemption for anything that might be labeled as opinion.

It was this view that stunned the media law community. If the right

a media libel case generally focuses on trying to get the judge to dismiss the case on legal grounds, prior to going to trial. This is, indeed, the way a large portion of litigated libel cases are resolved.

There are several legal defenses which lawyers use to try to dismiss libel cases. A leading defense is that the story is privileged as a protected statement of opinion. This defense is used in any case complaining of libel in an editorial, column, letter to the editor, or even a quote that presents the source's opinion rather than an assertion of fact.

Motions to dismiss typically meet with only limited success. This is because defense lawyers often cannot convince judges that a case should be dismissed according to the law. This is where *Milkovich* fits in.

Although it really doesn't change the law, it presents it from a different perspective. When lawyers representing libel plaintiffs begin using *Milkovich* to argue that a libel case

**An economist's guess is liable to be as good as anybody else's.**

--Will Rogers

should not be dismissed, a lot more judges will err on the perceived side of caution, by not dismissing the action.

As more and more judges refuse to dismiss libel cases which might once have been dismissed as expressions of opinion, more and more libel cases are going to be tried. This increased proportion of trials will litter

the First Amendment landscape with higher expenses, more settlements and more verdicts.

If you haven't reviewed your media liability insurance protection for some time, you should do so soon. The *Milkovich* case will play a significant role in defining the libel arena of the '90s.

## Legalese

Recent legal cases encountered by or affecting KPA newspapers:

● Mercer Fiscal Court reportedly amended the minutes of its Feb. 19 meeting in an apparent effort to shield the local planning and zoning board from the Open Meetings Law. Members of the court deleted the word "committee" from the minutes, which reflected the appointment of two magistrates to a group to discuss zone changes. A reporter for *The Advocate-Messenger* in Danville was denied access to board meetings, which local politicians contend is not a public organization. FOI Hotline attorney Kim Greene said, "That entity, no matter what you call it, is a public agency." An Attorney General's ruling has been sought by the Danville paper.

● In a rather unusual twist, the Pike County Board of Education in March approved a motion to authorize the superintendent's secretary to comply with Open Records Law requests in the executive's absence, according to a report in *The Appalachian News-Express* in Pikeville.

● The Estill County Board of Education, on the other hand, overrode the objections of *The Citizen Voice & Times* in refusing to discuss the salary and contract length of the newly appointed superintendent in public meeting. The board's attorney reportedly termed the discussion "a meeting of the minds" and justified the closed session because the superintendent would not technically be hired until the terms of the contract were ironed out.

● The Attorney General's office ruled in March that the Judicial Retirement and Removal Commission is not subject to open records and meetings laws because it is a creation of the judiciary.

● Citing orders from the federal Education Department, the University of Kentucky has closed campus police reports containing students' names. A federal judge in Missouri, however, recently ruled that withholding students' names from police records was unconstitu-

tional. Judge Russell G. Clark, in the Missouri ruling, said campus crime records are not part of the educational records protected under the Buckley Amendment.

And from the *If you think it's bad here department*:

○ The Greenville (SC) News recently used a bulldozer to uncover documents at a landfill — documents the University of South Carolina Foundation claimed had been mistakenly destroyed. A USC student told the newspaper that in 1988 he was ordered by a university official to discard a truckload of records by dumping them at the landfill. The official had previously told authorities the records were accidentally tossed out by construction workers renovating the building where they were stored. The newspaper found the records in March under six feet of garbage. Another five boxes of records were found in the basement of an apartment that once housed the foundation and the USC official. The state Supreme Court in February had ruled in favor of the newspaper and Associated Press by ordering the foundation to open all its records to the public. The suit cost the news organizations about \$140,000. The records, thus far, implicate a former governor, a former state Supreme Court Justice, a US Circuit Court Judge and a former USC president in questionable dealings with the foundation. (*South Carolina Press Association*)

○ In Kansas, the House Elections Committee has recommended that newspaper publishers be required to report editorials as political advertising and that newspapers run political advertising in response to another candidate. (*Kansas Press Association*)

○ A reporter for The Pryor (OK) Daily Times was found guilty of contempt of court and sentenced to six months in jail for refusing to turn over notes of an interview with an accused child stealer. A bond of \$2,000 was posted by the paper for Angela Horton, 25, pending an appeal. (*Oklahoma Press Association*)



# Publishers ask: Where's the (postal) service?

By Max Heath

## Service becomes major problem

Service has become a big problem with members of the NNA Postal Committee's 2C subcommittee. Industry consensus was that service had deteriorated over the past six months.

Bill Strong, representing Redtag News Publications, said erratic service was causing his publication, Ad Age, to seriously consider alternate delivery for about 50 percent of his subscribers. Strong said that expansion of additional entry points by three to 17 had not helped. On-time, Monday delivery had fallen from 50 percent to 44 percent recently.

Reports of worsening problems have been documented in Iowa and North Carolina. Kiplinger Letter's Bill Armistead said delivery on Monday had dropped from 90 percent to 82 percent.

(Committee) members were urged to send documentation of specific delivery problems to Harry Stanley in the Delivery, Distribution and Transportation Department. USPS has been asked to report at the next meeting of MTAC about its efforts to deal with the problems relating to 2C delivery. Indications are that there are a number of headquarters-related activities underway to strengthen and improve delivery service. A review of the 2C surface preferential network will be implemented this summer.

Stanley said not enough bar coded sack tags are in use to make any difference. Their use should be encouraged. (It's possible a tracking system could be built around bar coded sack tags for internal service measurement.)

## Exceptional dispatch as authorized entry

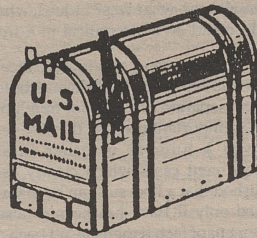
This issue still hangs in the air. We still hope for easing of present regulations. Some members of the MTAC 2C subcommittee are very supportive of the issue. It could become a major issue next MTAC meeting if not resolved by then.

## 2C transportation cut July 28

A reminder: Transportation held in place for a one-year grace period for 2C mail will be dropped July 28, the first anniversary of the 1C changes from one-day to two-day service. There is also concern about 2C mail being mingled with 3C at facilities, slowing the 2C mail. Any questions about transportation that might affect area 2C mail should be directed to divisional offices. Only 105 contracts, reportedly, have been affected so far nationwide.

## 125-piece W/S Discount in 3C

Lots of lobbying went on with top policy makers and classification/marketing people about NNA's desire to gain this discount rejected by the Postal Service because the Postal Rate Commission failed to separate it from letter mail in its proposal.



(no names) and ZIP-plus-4 coding are available on diskette. No walk-sequencing is available by diskette.

## Class/CDS Update

CLASS, the Computerized Labeling and Address Sequence System, has been fully implemented on all city delivery carrier routes in the country. This delivery sequence address file is used by the Postal Service to produce carrier case labels, provide delivery sequence information for automated mail distribution, and account for possible deliveries and produce customer products.

The initial customer product to be produced from CLASS is the Computerized Delivery Sequence (CDS) file. This product was designed to provide and update delivery sequence address information by carrier delivery route through a computerized medium and is now available to qualified mailers from Division Address Program Support (APS) offices.

To be considered qualified for CDS participation, the mailer must possess a minimum of 90 percent of all possible delivery addresses — either residential, business or combination — for all city delivery routes within a five-digit zip code.

The 90 percent possession requirement must be demonstrated on cards (one address per card) presorted by the mailer to each carrier route within the zip code. The address list must not contain in excess of 110 percent of the possible delivery addresses.

Postal carriers arrange the address cards in delivery sequence and remove all non-possible delivery addresses. If at this point, the address list contains 90 percent of the required addresses, the customer is qualified to receive CDS.

CDS is provided in an encrypted format (customer defined password) on IBM compatible 1.2 megabyte (1.2mb) diskettes. The charge for CDS is \$4.25 per 1000 possible delivery addresses. To continue as CDS participants, customers must receive CDS at least once each year.

For more information on CDS, contact the local Division APS manager or the National Address Information Center (NAIC) in Memphis, Tenn., at 1-800-331-5747.

Any new venture goes through the following stages: enthusiasm, complication, disillusionment, search for the guilty, punishment of the innocent, and decoration of those who did nothing.

—Unknown

Cute rots the intellect.  
—Garfield (Jim Davis)

## Here's what's hot

# FOI Hotline attorneys share recent KPA caller questions

From the trivial to the tough, KPA's Freedom of Information Hotline attorneys field questions almost daily from newspaper personnel across the state.

For instance, one attorney may review an editorial for *The Kentucky Standard* in Bardstown to make sure the writer has not libeled the subject of a particularly outspoken column. Later, another lawyer may advise the *Harrodsburg Herald* about running an ad that names a competitor.

These were among about 25 calls made during February to the team of Kim Greene, Jon Fleischaker and Bill Hollander over the Hotline number: 502/589-5235.

Here's a quick look at the other types of calls they received:

—Editorial/story reviews for *Commonwealth Journal*, *Somerset*, and *Central Kentucky News-Journal*, Campbellsville.

—Review of letter to editor for *Appalachian News-Express*, Pikeville.

—Advice on publishing complaint for

*Times-Tribune*, Corbin.

—Research on bidding requirements for *Floyd County Times*, Prestonsburg.

—Advice on "supernatural" ad for *Oldham Era*, LaGrange.

—Research on access to information for *News-Enterprise*, Elizabethtown; *College Heights Herald*, Western Kentucky University; *Daily Independent*, Ashland; *Times-Tribune*.

—Questions on reporter's access to accident scene from *Lewis County Herald* and on trespass from *Falmouth Outlook*.

—Advice on courtroom closing for *Crittenden Press* and on an anti-trust issue for the *Berea Citizen*.

—Questions on whether an agency is public from *Butler County Banner*, Morgantown, and on requests for unpublished photos from *The Bourbon Times*, Paris.

—Advice on a reporter's subpoena from the Ashland paper, on the fair use defense for the *Winchester Sun*, and on liability for a wrong phone number in an ad for *The Lebanon Enterprise*.

Speaking to NNA, Postmaster General Tony Frank gave some hope for resolution later, if not in this reconsideration. His chief deputy, Mike Coughlin, told me if we could get the PRC to separate it, there would be no problem. Many people are working hard on many angles on this one.

## Rates could go down in 3C, 2C

One effect of the PRC reconsideration could be a 30-cent stamp and slightly lower 3C and possibly 2C rates. USPS wants that and could make a change when the PRC returns the case to the Postal Service. The one-cent stamp would bring in more revenue than the projected shortfall for break-even in test year 1992, requiring cuts elsewhere.

PMG Frank is doing an excellent job and deserves our support. First quarter productivity (October-December 1990) was up 1.4 percent, measured against an up quarter in 1990. The 1990 gains have been kept and added to, with up volume. That could change in the second quarter with higher rates hitting. Proposed productivity gains of 4-4.5 percent for six years were two-thirds achieved in the first year, 1990.

About 35,000 employees were cut through attrition last year. Mail handlers have signed a contract good for USPS, and arbitrators are trying to settle other contracts. Decision is expected in early May.

## Flats automation rate case filing

Frank Heselton spoke to MTAC's general session about the flats automation rate case to be filed in June for rates effective in April 1992. While it was not discussed, it is generally known that newspapers, even polybagged magazines, won't be included.

Heselton also addressed the 125-piece W/S discount in 3C, expressing some concern whether mailers might switch from letters to flats if granted. He agreed it is an agenda item within USPS.

## Diskette service

Garey West in Address Information Services said address correction



## Idea exchange

### Promoting itself

A large, inflatable newsrack is used by the Orlando (Fla.) Sentinel at special events to create awareness of the paper among its public. Removable rack cards are used to target particular audiences.

### Going into the outback

Reaching rural businesses was the goal of a promotion by the Roxboro (NC) Courier-Times. Ad rep Dell Crumpton formatted a full-page ad into 11 spaces, each sold to a small rural business for an 11-month period. Titled "Exploring Person County," the promotion ran once a month, with one of the 11 businesses receiving top billing every month. In place of the standard ad, the newspaper ran a photograph of the business and its owners, with a brief history and description of its products. The ad for the featured business was free; the others paid \$50 a month. Thus, each business got 11 months of advertising and paid for 10 months. For details, contact Crumpton at 919/599-0162. (From Metro Graphics' Plus Business)

### Trivial move?

A 10-week historical trivia contest marked a relocation by the Brainard (Minn.) Dispatch. Called "Dispatch through the Decades," the contest downplayed the paper's physical change. Each week of the contest, the paper ran 10 historical trivia questions based on major local stories it had covered. Prizes included savings bond and merchandise from local advertisers. For information, contact Ad Manager Tim Bogenschutz at 218/829-4705. (From Metro Graphics)

## Selling circulation

"Sell with vengeance" is what successful newspaper managers told researchers at the University of Missouri School of Journalism, in a study on increasing circulation sales.

The surveyors asked managers to describe their most successful efforts to attract and retain readers. The results appeared in a recent edition of *presstime*.

\*85 percent of these newspapers are increasing newspaper delivery outlets.

\*75 percent use telephone solicitations and conduct carrier incentive contests from time to time.

\*60-69 percent guarantee newspaper delivery by a certain time; have a computerized subscriber information system; have systems to reduce home delivery complaints; handle paid subscriptions at the office, and work with the news department to promote stories to take advantage of single copy sales.

\*50-59 percent give promotional gifts with subscriptions and set up booths at locations such as malls and fairs to get subscriptions or field complaints; have computerized, non-

### Encouraging creativity

The Ocala (Fla.) Star-Banner has come up with an innovative way both to reward and to stimulate news staff members. Called "Free Week," the program allows news room employees a week to work on a project of their own choosing. The only requirement is that whatever the employee does must ultimately help the newspaper, whether artwork, stories or ideas for training. To be eligible for "Free Week," an employee must have been on board for at least six months. Staffers present their proposals to a supervising board made up of editors and writers. For that week, the employee is not available for other assignments. For information, call executive editor Mark Mathes at 904/867-4102.

### Have an anniversary sale

The Northwoods Press in Montana has its own anniversary sales for readers and advertisers. During that week, all advertisers receive a 25 percent discount, newsstand copies are 5 cents, mail subscribers can have a free classified ad, and new subscriptions are offered at \$1 less than regular price. The sale, says an official with the paper, creates good will for readers and advertisers, builds revenue and points out the paper's longevity in the community. For more information, contact Vic Olson at 218/652-3475.

### Thank you

A small banner at the bottom of the front page of The Newport (Ark.) Daily Independent carries a different subscriber's name each day. That person is eligible to pick up a free movie pass at the newspaper office.

### Promoting literacy

To raise money for the local chapter of Literacy Volunteers of America, the Greenville (NC) Daily Reflector sponsored a Corporate Spelling Bee. Twelve three-person teams from local businesses and agencies competed in the event which raised \$3,300. The paper's own team took the opportunity to distribute copies of the paper to the audience.

### Attacking drug dealers

The Standard-Times of New Bedford, Conn., has begun printing mug shots of every person arrested on drug charges — dealer or buyer — in the local area. Titled "Drug Watch," the daily column has generated praise and condemnation.

### Easy additions

The Columbian in Vancouver, Wash., picks one interesting-sounding newlywed couple each week from its wedding page for an interview and short feature, called "Love Story." It also runs a section in the Sunday paper for under 21 readers — titled U21 — which features stories written by students from area schools. Students have tackled such heavyweight subjects as date rape and school thefts.

### Building good writers

Two top editors advised other editors to "shape, not bruise" stories, during a recent conference. Jack Driscoll of the Boston Globe said an editor's most important role is to help reporters reach their potential and to reinforce what the writer does well. Bill Marimow of The Philadelphia Inquirer indicated editors should be a "sounding board," giving staffers their time, advice and encouragement. Both said that 80 percent of story ideas should come from reporters, rather than editors. Driscoll also suggested reading a reporter's story through before starting to edit it, to get a sense of the story.

### Photographic portrait

The Fort Worth (Texas) Star-Telegram recently paid tribute to the Lone Star State through four 12-page sections of photographs from all 254 counties. A team of photographers visited each county for the black and white series which was a year in the making.

## Seminar is all business

"The Sins of Business Reporting" is one of the provocative topics to be covered in the June 2-5 seminar on covering business news, sponsored by Southern Newspaper Publishers Association.

The seminar, set for Richmond, Va., will also include handling of press releases, interpreting statistics, real estate reporting, small businesses, and minority businesses.

Registration is \$150. For information, contact Gladys Barber, SNPA Foundation, Box 28875, Atlanta, Ga. 30358; 404/256-0444.

It is no disgrace to be poor, but it might as well be. — Jim Grue

## 1990 vintage year for 'news junkies'

The saga of Donald Trump and his womenfolk took the honors as the number one "junk food news" story for 1990, according to a list compiled by Carl Jensen of Sonoma State University in California.

The professor came up with his list by surveying 15 newspaper ombudsmen across the country.

The others in his top 10 of "junk news" stories:

~Roseanne Barr and her rendition of the national anthem.

~The New Madrid earthquake prediction.

~Milli Vanilli's lip-synching.

~The locker-room harassment of Boston Herald reporter Lisa Olsen by New England Patriots players.

~Madonna.

~The Simpsons.

~Teenage Mutant Ninja Turtles.

~President Bush's truculence over broccoli.

~Twin Peaks.

The professor of communications studies devised the list as a counterpart to his better known list of most ignored stories, called Project Censored. He says he disagreed with the inclusion of the Olsen story.

"What this says is that it's time for editors, publishers and news managers to rethink the definition of news," Jensen said. "We're still operating on the century-old 'man bites dog' definition that emphasizes sensationalism and timeliness over content."

"What I'm saying is that last year, we should have been getting much more information on the Persian Gulf. If we had, I don't think we'd be there today. Instead, we got Donald Trump."

(From Montana Newspaper Association)

## WKU hosts SPJ

Western Kentucky University in Bowling Green hosted the Region Five Conference of the Society of Professional Journalists, April 12-13.

Among program speakers from KPA member papers were Ben Sheroan, Owensboro *Messenger-Inquirer*, and Bobbie Harville and Carla Harris of *The Courier-Journal*.

Other KPA connections on the program were Bill Hollander, FOI Hotline attorney; Jim Highland, WKU professor, and Bob Schulman, University of Louisville professor.

In addition to awards presentations and a sidetrip to the Grand Ole Opry in Nashville, participants heard talks by speakers from Indiana State, Southwest Missouri State and Loyola universities, The Indianapolis News, UPI Chicago Bureau, Navy Office of Information, WSMV-TV in Nashville, Amnesty International, SPJ, and the Nashville law firm of King and Ballow.



# Nitpicking for better writing .....

By Martin L. "Red" Gibson  
University of Texas at Austin

Today I go after the world nit-picking championship. Most of this piece is about little errors. I mean little bitty teeny errors. I mean errors few readers recognize as errors.

But they're still errors. And we might as well root them out, along with the ones that trouble our readers more openly.

Take *compare to*, for instance. You will not get any irate letters if you say your high school team is short, compared to the competition. However, you ought to say compared with. We compare like with like and unlike to unlike. You compare a Chevrolet with a Ford — you match them up. You compare a politician to a windbag, perhaps. You compare a dancer to a butterfly. You compare a helicopter to a hummingbird. In other words, you liken one to the other.

Big deal? No. But you ought to go for the correct term every time you have a choice.

We'll deal with some others:  
He was fond of his wife Nancy. This says he has more than one wife. He is fond of the one named Nancy. You need a comma after wife. The comma shows that we are redefining wife. The comma makes it say: He was fond of his wife, (who was named) Nancy.

Try this: He saw his daughter, Judy, and asked if she had seen his son Bill. Here's a man with one daughter, a word we redefined, but more than one son. Writers don't normally ask how many sons a person has; the sensible writer puts a comma before Bill, too, unless he or she knows Bill

has a brother. But you always know with spouses; so put a comma before Nancy.

The escape was *the* result of a mental error, the warden said. NO, it was *a* result. Almost everything has more than one result, so we cannot use the definite article *the*.

The arsenal is comprised of 4,000-pound bombs. Or: three players over 6'8" comprise the front line. *The whole comprises the parts*. The arsenal comprises bombs. The front line comprises three tall players. If you don't like that wording, and I don't either, you say three tall ones make up or perhaps form the front line.

He decided to forego the inspection. No: It's forgo. Funny word? Sure. You would think it belongs in North Dakota. But forgo comes from the same root as forget and forbid. It does not have the same start as forehead, forecast, forefather and forefinger. All those have something to do with going before, as in preceding. Without the "e" in fore, we proscribe or go against. You can find forego in the dictionary as a variant spelling.

He planted 320 acres in cotton, 80 in corn and was trying to rent 320 for milo. Our farmer has cheated us out of an *and*. He committed two actions: 1. He planted cotton and corn. 2. He tried to rent more land. So we have to have an *and* for each part.

The Rangers won by making 18-of-21 free throws. Sports writers are by nature attracted to hyphens. They know hyphens produce compound modifiers, and therefore someone has an 18-for-21 night. But making 18 of 21 free throws isn't a modifier, compound or otherwise. No hyphens,

please. Basic rule: *When in doubt, leave out the hyphens*.

She served in the Senate from 1957-63. When you have a *from* in a date, you need a *to*. She served from 1957 to 1963. The hyphen joins. It makes a unit of 1957-63. You could say she was mayor in 1957-63, because that makes a unit of six years.

He threw the jewelry *in* a pillowcase and left on the run. He threw it *into* the pillowcase, not in it. We have action from outside to inside something. The movement requires an *into*. A tiger falls into a trap. If it is in the trap and then falls down, we say it fell in the trap. No movement from outside to in is implied there.

They presented him *with* a plaque and a belt buckle. They didn't present him along with those items. They presented him the items. You could present a pig with an apple in its mouth and have a proper use of with. But you just present people their awards.

They are the district's leading team with a 5-0 mark. That holds out the possibility that someone else is the leading team with some other mark. The bit about with a 5-0 mark should be used to add information; instead, it is used to limit the team. A comma would help a little. We have to say they have a 5-0 mark to lead the district, or they are the top team, having opened with five victories.

Now, I said at the beginning that this was a collection of nits. You study these and all other aspects of writing so you can be precise.

## Well read plants?

### Columnist discusses newsprint compost

By way of the North Dakota Newspaper Association comes this information from a Canadian gardening columnist on using newsprint as a mulch for plants.

"(Newspapers) can be used at the base of the planting hole for those transplants that require a constant supply of moisture at the root. A couple of years ago, a Garden Chat reader from Rosetown said that to prevent her tomatoes suffering from blossom-end rot she did this: The night before you are going to plant, put a large number of newspapers to soak in a tub of water. Dig a fairly deep hole for the plant. Put in a big handful of newspapers. Cover with a layer of dirt. Plant the tomato and water well.

"This practice has been recommended both by Alberta experts and a gardener from England.

"Newspapers are very absorbent and can be used as a mulch in the vegetable garden. They help to keep the soil beneath them moist and cool. In the fall, the mulch can be worked into the ground.

"Newspapers can be used in compost heaps. It's a good idea to soak the newspapers when you put them in the heap. They will hold a lot of moisture and help to keep your heap from drying out.

"However, if you use a lot of newspapers in your compost heap or if you work a lot of newspaper mulch into the soil you may have to add some nitrogen, perhaps in the form of nitrogen fertilizer, in order to maintain the desirable nitrogen-carbon balance.

"For these purposes it would be well to use only ordinary newspaper printed with black ink. There is a movement toward using vegetable-based dyes.

"I don't have any information about the colored inks and I understand that some of these have been known to be toxic. And I wouldn't include any shiny paper. I think it would take much longer to decompose.

"One more suggestion: If I was going to work a quantity of shredded newspapers into the soil I would try to do it in the fall. . . try the idea on an experimental basis for the first year."

## Media subpoenas are on the rise

The first phase of a five-year survey of subpoenas served on the news media shows that 4,408 subpoenas were served on 1,042 news outlets in 1989.

"Agents of Discovery" is a project of the Reporters Committee for Freedom of the Press that looked at subpoenas served on newspapers and television stations in 1989. Those responding to the questionnaire included 703 newspapers and 339 television stations.

According to Jane Kirtley, executive director of the study committee, a common thread revealed by the responses was that news organizations are increasingly being used as agents of discovery for lawyers and investigators, despite protections that include a US Supreme Court declaration that journalists enjoy at least a qualified privilege.

The average number of subpoenas received in 1989 by the survey respondents was 9.1. Most of the subpoenas involved criminal cases, 54.1

percent. The next largest category was for subpoenas issued in civil cases, 34.3 percent.

Within the 4,408 subpoenas issued to survey respondents were some 7,341 separate requests for information.

Of the subpoenas issued, survey respondents complied with 56.5 percent. Only 7.9 percent of the subpoenas received by the news media were challenged. While 26 states had shield laws in 1989, they still accounted for 49.2 percent of the subpoenas reported by respondents.

Nineteen of the respondents said their reporting was affected by subpoenas, and 17 said they were concerned about the financial strain from legal costs.

The survey is the first of three that will examine the five-year trends from 1989 to 1994.

"I don't think it's getting any better. It's probably getting worse," Kirtley said.

(From Pacific Northwest Newspaper Association)

Idealism is what precedes experience; cynicism is what follows.

—David T. Wolf

Ignorance is the mother of admiration.

—George Chapman



## 10 no-cost ways to improve a paper

Prof. Daryl Moen, University of Missouri Journalism School, recently shared with the Missouri Press Association "10 ways to improve your newspaper without spending a cent."

Herewith, based on Moen's research:

**1. Examine your content and make changes.** What is there and shouldn't be and vice versa? Ask your employees — all of them — what they and their friends do with their time and money. Does your paper carry news and advertising about those things?

**2. Market your stories to scanners.** Get people who are buying the paper to read it. Use headlines, dropouts, decks, graphics. Most people scan, they don't read. Catch the scanners and get them to read.

**3. Use more pictures.** Get more photos of people in your community and RUN THEM BIG.

**4. Write better cutlines.** If a photo and cutline can tell the story, fine. Put some useful, important information into the cutline. If that's all the information the reader needs, don't repeat with a story.

**5. Use more deck heads.** One big headline can't sell a story. Use kickers and conversational decks (a complete sentence subhead that allows you a better opportunity to sell the story to scanners).

**6. Edit tighter. Write shorter.** Be realistic. Few if any will read the end inches of those long stories. Very few get halfway through the small number of stories they do read. If a long story needs to be written, break it up into several stories. Use boxes for lists. Use a graph to present some of the information. Get reporters and editors together for some reality training — long stories just don't get read.

**7. Offer a local data base for your community.** Determine that nobody is going to cover your community like you do. Find out what facts your readers want and make sure you print all of them, even if it's every bowling score in town and a line about every siren heard. Ask your readers, then act on their answers.

**8. Give your paper a personality.** Don't be dull. Words are powerful. Use them to develop a bond with your readers. Show them that the newspaper understands their needs and is produced by people just like themselves. Write first-person stories. (*Flames shot out of the store windows as I raced up behind the pumper.*) Write second-person stories. (*You won't be able to buy shoes in town for about a month. That's how long Bill Smith says it will take to rebuild his Penny Loafers store after last night's fire.*) Use local columnists and writers. When you do, display their work proudly.

**9. Add a why-this-is-important (so what?) paragraph.** This will show you if and why a story is important. Don't rehash a story with every minor development. If the minor development needs to be noted, write a couple of sentences and move on.

**10. Write obituaries as life stories.** Don't just fill in blanks and make your obituaries read like government forms. Obituaries are the best read stories in the paper. Talk to a friend or family member of the deceased. These people are more than willing to give information and quotations about their departed loved one. They will not be offended and will not resent the intrusion. Sure it takes time and space. Cut back on those endless, tiresome council-board-sports stories that don't get read past the first few paragraphs.

## Ad Age tips on working with ad buyers

How can newspapers improve their relationship with advertising buyers? That's the question posed to print buyers and planners by Advertising Age. Here're some responses:

\*Adopt a rate structure for national advertisers similar to what is offered retail advertisers, starting with a quarter-page, then half-page and full-page breaks.

\*Standardize invoices. Too many still do not indicate whether the rate is gross or net.

\*Become more innovative in

positioning and make the advertising environment more exciting.

\*The newspaper should approach the advertiser with an idea for community-oriented events and co-op ventures to attract national advertising to the local market.

\*Scrap the bad attitudes. Too often the newspaper is the only one in town, and acts like it.

\*Color is important, especially to food advertisers. Its availability needs to be monitored more closely.

(Texas Press Association Membership Bulletin)

## But why should I advertise?

This is one of those times when advertisers want to hang on to every penny, fearing they'll be done in by a down economy. This is also the best time to remind advertisers how important advertising is in these times. Here're some reasons salespeople can give to reluctant business owners.

**1. Whether business is brisk or sluggish, you have to get your share of whatever business there is.** Cutting back on advertising puts you at a disadvantage just when you need an edge.

**2. In times of uncertainty, consumers are careful about spending.** They want to be sure and they want information before they buy. One of the main ways to inform about products, services, prices and values is from newspaper advertising.

**3. Just because other retailers are cutting advertising is no reason for you to.** You're in competition for the scarce dollar with every other retailer in town. With only so many dollars to spend, people will spend them with someone, if not you.

**4. Even with the slow economy, there are more Americans working now — particularly women**

— than ever before. People still need and want goods and services and will pay for them.

**5. You might not be able to control your labor costs, rent, taxes, prices, but you do control your own promotion.** Advertising is not just a business cost; it is a sales tool that returns your investment many times over.

**6. You built your business with a consistent advertising program.** If you cut advertising now and lose your hold on the public's awareness, you'll have to build back again, just like starting over.

**7. Advertising is part of your sales force.** It helps to pre-sell the customer and to close the sale faster.

**8. So, your customers are loyal and will keep coming back even if you don't promote.** Partly true, but shortsighted. The fact is that one of every five Americans moves every year, making for a steady flow of people into and out of your market. The new folks don't know you at all, and the ones who move away can't help you.

**9. It's a fact: Over any given period, a company that advertises below the industry average has sales that are below the industry average.**

**10. Advertising is "news" about products and services.** Most shoppers look for this kind of news in their newspaper. Newspapers then provide an immediate payoff at the cash register.

(From South Dakota Newspaper Association)

## Getting the most from conventions

Some folks go home from a convention with a smile, thinking about old friends and the round of receptions. Others go away with a frown, figuring their expectations were not met.

In these days of budget cuts almost everywhere, how do you manage to take away from a convention something more than a thinner wallet and a fat hangover? John Daly of Daly Associates in Washington, DC, offers some hints for getting your money's worth from seminars and conventions.

\*Always set a goal for yourself before going; come back with at least one good idea.

\*Get involved in the sessions. Ask questions or make comments.

\*Listen to success stories, but press for examples or mistakes that could save you later embarrassment should you try an idea.

\*Write down anything you would like to remember because if you don't, you won't.

\*Take notes at each session; you may want to adapt the information for a story.

\*Study the program as completely as possible in advance. Read about subjects so you can ask informed questions.

\*Plan ahead to add on other business/social activities to maximize the basic cost. For example, arrange business appointments in the area of the meeting on the days before and after the convention.

## Use the Frankfort Connection

The KPA News Bureau can be your bureau in the state capital.

\*Covering news conference or news events that affect your area.

\*Gathering information that will round out your locally based story.

\*Getting quotes or interviews with state officials about issues involving your coverage area.

\*Covering public hearings of agencies that consider or decide on projects in your area.

\*Other assignments that you can dream up that apply to state government.

KPA News Bureau

332 Capitol Ave.  
Frankfort, KY 40601

502/223-8821



Nothing but  
the bare facts!

This is our annual April Fool's edition.  
Every thing on the first two pages is fictitious

VOLUME 84, NUMBER 14  
WILLIAMSBURG, KENTUCKY

April 3 - April 10, 1991

The Whitley  
Independent  
EDITION

Nude  
Journal

### The what??

No, it's not Playboy come to Kentucky. It's just *The Whitley Republican News-Journal* invoking the freedom to be April Foolish once a year. The Williamsburg paper was one of several across the state that showed its sense of humor around April 1.

## Foolin' around, from page 1

injuries from an attacker wielding spray confetti. Other articles reported the merger of Pike and Floyd county schools and the decision to relocate Kentucky's Toyota plant to Pikeville because an executive couldn't get a parking ticket fixed in Georgetown.

Folks at *The Floyd County Times* had fun with headlines on the front of the "Weekend Edition." Among the tongue twisters on top of April Fool stories: "Quarantine queues querulous quandary," "Nettled neighbors no-no nosy newser," "Calamitous coiffures clutter coed dinker."

An obligatory political story in the Prestonsburg paper carried the entirely believable quote: "Eastern Kentuckians are tired of hearing politicians promise them the moon at election time, then mooning them afterwards."

Downriver in Paintsville, The Pintsville Herald announced that a sequel to the locally filmed television movie *Kentucky Woman* will be titled *Kentucky Woman Coal Miner's Son*. Another piece recounted the plight of a group of Jefferson and Fayette county legislators — in the area to study the coal severance tax issue — whose vehicle sank in a 30-foot pothole on US 23. Another story told of a proposal to change the 911 number to insure that callers don't get emergency aid from the wrong city.

Scott Perry of *The Floyd County Times* attributed the annual lapse to "an overdose during our youth of Looney Tune cartoons" and promised his readers that "it won't happen again... until next year."

Daley explained to his readers that each year he vows not to

publish the fake stories again, "but when March comes, the pranks follow."

In an editorial on the April Fool edition, Daley threw in a sermon that all newspaperpeople can take to heart:

"Behind the humor and the joking is a very serious lesson, however. Just because it is in print, just because it has been broadcast on television or on the radio, and just because your neighbor or even the president says something — that doesn't mean it is true. It may not be. When something doesn't sound right, keep in mind that an error — deliberate or by mistake — has been made. I'm not afraid to admit that just because something is in our paper, that doesn't necessarily make it true. We strive to print the truth and present it in a balanced view.

"The process of reporting news in a small community or a large metropolitan area lends itself to the possibility of making errors. When I think about the thousands of words we print each week on a variety of subjects about hundreds of people and the chance we will hurt someone inadvertently with those words — well, it's scary.

"We appreciate the great responsibility that we have to let you know what is going on in your community, while following journalistic principles and being careful."

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## Seminar, from page 1

Angie Lallo, Linda Caswell, Gloria Sykes, Portia Oldham, Debbie Wright, Julie Puckett and Bill Anderson,  *Elizabethtown News-Enterprise*; Kim Frasure and Jeff Sammons, *Floyd County Times*;

Terry Combs-Caldwell, Rebekkah Sullivan, Clay Warnick and Denny Kelley Warnick, *Gallatin County News*; Jim Rector and Rick Jenkins, *Georgetown Graphic*; Bob Scott and Kevin Kerfoot, *Georgetown News & Times*; Harold Spear, *Glasgow Daily Times*;

Nancy Pippin, Kim Mullican, Nancy Hamilton, Patricia Wilson and Debbie Martin, *Henderson Gleaner*; Taylor Hayes and Mary Chambers, *Kentucky New Era*; Amy Thomson and Lisa Tatum, *Jessamine Journal*;

Loyd Ford, Dora Lumus and Gina Washburn, *Lake News*; Bonnie Burks Gray, Landmark Community Newspapers; Larry Brooks, *Lexington Herald-Leader*; Larry Stewart, Scott Duncan, Joe Davis and Lisa Kurvits, *Louisville Courier-Journal*;

Charly Bowling, *Manchester Enterprise*; Teresa Revlett, Sam Revlett, Stacy Kassinger, Kim Tomes, Jan Young and Jeanette Sutherlin, *McLean County News*; Pat Cheek, *Middlesboro Daily News*; Carolyn Kennedy and Nancy Napier, *Mountain Advocate*;

Doug Taylor, JoAnn Halsey, Lisa McNay and Peggy Stockdale, *Mt. Sterling Advocate*; Dorothy Abernathy, Peachie Armstrong, Victor Giancola and Terry Day, *Oldham Era*;

Tim Thompson, Elaine Massa, Linda Crago, Mike Garant, Maggie Price, Sharon Coomes, Faye Murry, Shelley Bruck, Carol Schwartziose, Craig O'Bryan, Vickie Nelson and Lisa Reeves, *Owensboro Messenger-Inquirer*;

Sabrina Bruce and Donita Trusty, *Owenton News-Herald*; Roger Johnson, Lia Latta, Rachael Raney and Jana Thomasson, *Paducah Sun*; Sharon Rudicill, Kelly Robinson, Terry O'Connor and Kelly Pearman, *Recorder Newspapers*;

Debbie Ballard, Judy James, Roberta Chesser and Troy McCracken, Shelbyville *Sentinel-News*; Pete Mio, Lisa Bland, Tom Cecil and Sue Myers, Shepherdsville *Pioneer-News*; David Trimble, Somerset *Commonwealth-Journal*; Kathy Lyons, *Spencer Magnet*;

Jeff Wilder, *Tri-City News*; Dee Ellis, *Trimble Banner*; Camilla Box, Phil Edmondson, Vickie Bickett, Lisa Turner and Karen Wooldridge, *Union County Advocate*; Sharon Tuminski, *Winchester Sun*.

When I was young there was no respect for the young, and now that I am old there is no respect for the old. I missed out coming and going.  
-J.B. Priestley

## WKU snaps photo prize

Western Kentucky University has won the 1991 Photojournalism Intercollegiate Competition sponsored by the William Randolph Hearst Foundation Journalism Awards Program.

WKU bested second place Ohio University and third place Michigan State University in the 30-school competition, which gives a total of \$17,500 in awards to the top three finishers.

William R. Loomis and Tamara Voninski, WKU students, also were among 10 finalists in individual competition, making them eligible for a second round of judging.

The awards were presented during the April 6 meeting in Williamsburg, Va., of the Association of Schools for Journalism and Mass Communication.

Got a legal ?  
Call the KPA FOI Hotline.  
502/589-5235

WHO FRAMED  
ADVERTISING  
DYNAMICS?  
(You'll find out  
next month)