

# KPA

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# The Kentucky Press

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## Kentucky papers provide intense 9-11 coverage

By JACINTA FELDMAN  
KPA News Bureau

Seconds after planes plowed into the World Trade Center's Twin Towers Sept. 11, newsrooms all across America scrambled to get the story. Local news that had been slated for the next day's papers was brushed aside as the story quickly unfolded, and the realization set in that America was under attack.

And Kentucky's newspapers were no exception.

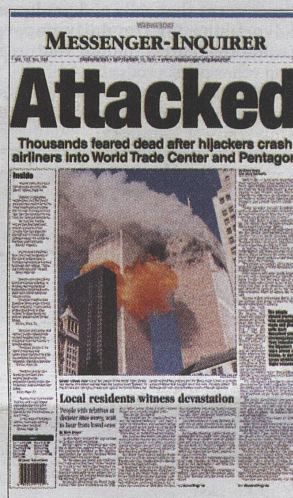
"In some ways it's almost guilty to talk about a tragedy being an adrenaline rush, but it was," said Bob Ashley, editor of the Messenger-Inquirer in Owensboro.

"It was a day for newspapering."

Regardless of circulation or size, papers across Kentucky aggressively covered the national tragedy in the hours, days and weeks following Sept. 11's events. The Courier-Journal in Louisville, the state's largest newspaper, put out an extra edition early that Tuesday afternoon. Small weeklies that usually leave national news to the dailies, cleared off their fronts — at least in part — to make room for what was going on in New York and Washington.

Editors said the decision to focus on the events was an easy one to make.

John Mura, associate manager, said the decision to focus on the events was an easy one to make.



Papers across the state, daily and weekly, devoted heavy coverage to the Sept. 11 attacks.

## Veteran D.C. reporter, state native, visits Lexington

Veteran journalist Helen Thomas, a Winchester native, shared her inside view of covering the White House for 40 years at the Southern Governors' Association annual meeting Sept. 10 in Lexington.

Thomas, now a Washington-based columnist for Hearst Newspapers and a longtime White House correspondent for United Press International, reflected on how history has shaped the presidency and its relationship with the American people. She also signed her recent book, *Dateline White*

See REPORTER, page 4



Thomas visits Kentucky

Helen Thomas, long-time White House correspondent and Kentucky native, visited the area recently. She's pictured above with the new officers of the Bluegrass Chapter of the Society for Professional Journalists and SPJ national president Al Cross. Included in the photo are (left to right) Cross; Dr. Elizabeth Hansen, president of the SPJ chapter; Patti Cross, owner of PC Communications in Frankfort and treasurer of the chapter; Laura Cullen, editor of the Kentucky Gazette in Frankfort and chapter secretary; and Ken Kurtz, retired news director of WKYT-TV and chapter vice president.

## Send in photos now for KPA directory cover

What better way to show a photographer's talent than on the front cover of the KPA Yearbook and Directory?

Each year, we select one four-color photograph from a photographer at a member newspaper and publish that on the front cover of the directory with appropriate credit given inside the directory.

See DIRECTORY, page 4

### What's Ahead

\*Oct. 25-26: KPA Board Retreat

### Inside

\*Pg. 2: People, papers in the news

\*Pg. 3: Weekly papers cover terrorist attacks

\*Pg. 10: Don't let news coverage be dictated by 'spokespeople'

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# Kentucky people, papers in the news

## News-Enterprise hires advertising manager

Steve Wheatley was named advertising manager of the Elizabethtown News-Enterprise in August.

Wheatley has been with the newspaper's parent company, Landmark Community Newspapers, Inc., for seven years as sales development manager at the corporate office.

At the Elizabethtown paper, he will be responsible for a 32-person department that sells and produces advertising for the daily paper, Inside the Turret, online ventures and other print products.

Wheatley has a bachelor's degree in education from the University of Kentucky.

## Richmond Register names Williams to ad manager's post

The Richmond Register hired Clarissa Williams as its new advertising director.

Williams comes to the Register from Clinton, Tenn., where she was advertising director for The Courier News. Williams has also worked for the Times Tribune and the Tri-County Shopping Guide in Corbin.

## Marshall joins news staff at Mt. Sterling

Tom Marshall was hired as the new general assignment reporter at the Mt. Sterling Advocate in

August. Before coming to the Advocate, Marshall worked at The Daily Independent in Ashland. He has also worked at The Benton County (Ark.) Daily Record, The Glenpool (Okla.) Post and The Southwest Times Record in Fort Smith, Ark.

Marshall is a native of Mt. Sterling and an Eastern Kentucky University graduate.

## Hannan retires after 30 years at Berea Citizen

After nearly 30 years of writing for The Berea Citizen, Joyce Hannan is leaving her job. Hannan said she is moving to Joilet, Ill. to be closer to her son.

## News-Outlook hires Kramer as reporter

Sunny Kramer was hired as the new reporter at the Bath County News-Outlook.

Kramer graduated in December from Morehead State University, where she earned a degree in communications, with an emphasis in journalism and a minor in philosophy.

## Big Sandy News goes to twice a week

The Big Sandy News in Louisa moved from a weekly to a twice weekly paper in September. The newspaper, which launched its regional edition in May, published its first Friday edition on Sept. 7.

"We had anticipated adding a second edition early next year," said publisher Scott Perry, "but we have found during our first three months of regional publication that we just can't wait that long. The supply of news in the four counties we cover now — Lawrence, Martin, Johnson and Magoffin — is so great that we just can't fit it all in one issue, and we don't want to leave anything out."

## Graham takes sports editor position at Somerset daily

G. Michael Graham was named sports editor of the Commonwealth Journal in August. Graham has a journalism degree from Bowling Green State University in Ohio.

While in college, Graham was a sports reporter and sports editor at the school's newspaper, BG News.

Graham comes to Somerset from The Baytown (Texas) Sun, where he covered seven high schools, Division I junior college and the Houston Astros.

## News-Democrat hires Smith as staff writer

Julie Smith was hired in August as a staff writer at the News-Democrat in Carrollton. Smith has a business degree from Campbellsville University.

Smith recently completed the KPA Journalism Boot Camp.

## Tungate joins news staff at Adair Progress, Columbia News

Steven Tungate has joined The Adair Progress and The Columbia News as a staff writer and photographer. He replaces Sue Clark, who left the paper to take a position with the Marion County School System. Tungate attends Lindsey Wilson College, where he is earning a degree in English.

## Bolin promoted at Journal-Enterprise

Journal-Enterprise reporter Gwen Bolin was promoted to assistant news editor in August. Bolin has been with the Providence paper since December 1998. Before coming to The Journal-Enterprise, she was a free-lance writer covering feature stories for The Times Leader in Princeton.

## Love hired as reporter at Sentinel-Echo

Lorie Love, a former Laurel County reporter, joined the staff of The Sentinel-Echo in September.

Love began her journalism career in 1996 after graduating from North Laurel High School. She worked full-time for the Laurel News-Leader. She has also worked for the London-Laurel News Journal and the Corbin News Journal. At age 20, she became one of the state's youngest managing editors, when she took the position at the Mountain Advocate in

See PEOPLE, page 10

## The Kentucky Press

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## Clarification

The story on Al Cross which appeared in last month's issue of The Kentucky Press contained a quote which incorrectly referred to his voter registration. Cross said when he became political writer at The Courier-Journal he switched his voter registration to Independent.



# An American Tragedy

## Events at World Trade Center, Pentagon give weekly papers reason to cover national news; Armando Arrastia, KPA Associates chairman, wasn't at the WTC, but his heart was

### On Second Thought

By David T. Thompson  
KPA Executive Director



One would only imagine that the American tragedy on Sept. 11 would mean special reports and sections in the Sept. 12 newspapers. Extra pages, most of them full news pages without advertising, would be the rule rather than the exception.

That's a statement accurate for just about every daily newspaper in the state and country. News of national importance, even international importance, is published without a second thought.

Weekly newspapers, meanwhile, are expected to concentrate more on the local news, leaving regional, state and obviously national and international to the dailies. Weekly newspaper readers really aren't interested in what's going on halfway across the state, maybe not even a county away. They look to the local weekly to give them local news and if they want more widespread news, they buy a daily newspaper.

Just as our lives changed on Sept. 11, so did the news in some Kentucky weeklies. Several used national resources to put together coverage of the World Trade Center and Pentagon tragedies. Photos and stories adorned the pages on the news, in some cases for the first time in the newspaper's history.

The Associated Press and Kentucky bureau chief Ed Staats played a role in helping some newspapers expand their coverage of the news from New York and D.C.

"This is a national tragedy that transcends normal operations. If AP can help its smaller newspaper members tell the story to the American public, we should do it," said Wick Temple, AP's vice president and director of newspaper membership, in a note to AP bureau chiefs.

As a courtesy, Staats also saw to it that other newspapers' needs were met as they tried to serve their readers with a complete account of these tragic developments. In addition, AP's Newsfinder service for weekly and semiweekly newspapers relaxed its rules and made spot stories and photos available. There are nearly as many Newsfinder members for AP in Kentucky as daily newspapers, Staats noted.

Staats said that in recent years, in an effort to make the AP state report more complete, "we have worked more closely with nondaily newspapers across Kentucky to obtain stories that we otherwise would not have in our state report.

"We saw this as an opportunity to reciprocate," he told me.

#### Todd County Standard

Mike Finch, publisher of the Todd County Standard, said in his 23 years at the newspaper, "I've never attempted to cover a national story. Heck, except for the legislative roundup stories (supplied by KPA), I don't cover state news. So I was feeling if we couldn't get something worthy of print, we might be best not trying anything."

The Standard ended up with the top-half of the front page and double spread inside devoted

to the national news. Finch also localized the story with photos of long lines at Todd County gas stations, a knee-jerk reaction to rumors that gas prices were about to skyrocket.

The decision to cover the story meant a local festival story didn't make the Standard. Finch said it should have been in the paper, "but we just dropped the ball as we became too interested in printing the national news."

But that complaint was tempered by at least four calls from people saying a relative or former Todd County residents lived in the area of the World Trade complex and would make interesting stories.

"We're working on that angle for next week (the week of Sept. 18)," said Finch, "and then we'll probably go back to normal."

#### Georgetown News-Graphic

Mike Scogin, Kevin Hall and the Georgetown News-Graphic staff kept its traditional newspaper front, full of only Scott County news, but published a four-page wrap devoted to the events.

"We will continue to cover the event for at least one or two additional issues with a page," said Scogin, "and we set up a special section on our web site."

Scogin said response has been encouraging.

**"Since that story was on the hearts and minds of everyone, we felt that our focus had to be on it, too. The challenge was to localize it as much as possible"**

#### Chip Hutcheson

Publisher, Princeton Times-Leader

"It's been positive with the readers saying they appreciated our 'break' from the normal. In fact, I think our readers expected this from us."

Concerning the special section on the web site, Scogin said "our daily page views this week are twice the normal amount. We even had an e-mail from an Australian who relayed that nation's support for America via our web site."

The News-Graphic's first problem was art, but after contacting the AP Newsfinder and WLEX-TV in Lexington, "both responded quickly and we got some photos."

The decision to break from the norm was an easy one. "Once it was certain this was a terrorist attack, there was no question we were going to cover it," Scogin added.

#### Princeton Times Leader

The news of the tragedy made Chip Hutcheson, publisher of the Princeton Times Leader, think a wire story and photo on the back of Section A would be all his paper would do.

"But as the day unfolded, we soon realized more than that was needed."

The Times Leader had two photos from a community prayer service and two more on the local gas-buying frenzy.

With Fort Campbell nearby, Hutcheson made the local tie-in with the situation there. The lead story used a Princeton perspective with the local Red Cross chairman.

Hutcheson noted the Times Leader's 5:30 a.m. press time on Wednesday gave the staff sufficient time to collect a large amount of informa-

tion.

"Since that story was on the hearts and minds of everyone, we felt that our focus had to be on it, too. The challenge was to localize it as much as possible"

As did others, Hutcheson thanked Ed Staats, Kentucky AP bureau chief, and the Associated Press for lifting the 24-hour embargo, "allowing us access to late-breaking information."

#### Harrodsburg Herald

Rosalind Turner, news editor of the Harrodsburg Herald, perhaps summed up the way many weekly newspapers felt.

"National coverage is not our usual beat, but a tragedy of this magnitude touched the lives of everyone in the nation and could not be ignored even by a community newspaper," said Turner. "It was not a tough decision to make."

She noted that for historical purposes, Sept. 11, 2001, was a date "The Harrodsburg Herald could not ignore."

Like many other newspapers, normal local news in the Harrodsburg Herald was moved to the back page to make room for the national coverage.

The Herald's coverage included photos from the AP, a story on what had happened and then the local perspective that included comments from Harrodsburg policemen, two former military services persons, the KPA story on the governor's press conference and stories on local agencies that would become involved.

Various other stories were inside The Herald that week, and the opinion page featured an editorial, two columns and a cartoon by the staff artist.

#### Hancock Clarion

Hancock Clarion publisher Donn Wimmer used a couple of national color photos then localized coverage with pictures from the courthouse where a prayer gathering was held. The Clarion localized the story as well.

\* \* \* \* \*

KPA Associates chairman Armando Arrastia, like so many Americans, felt deflated when news of the World Trade Center tragedy first made the airwaves. When the second plane hit the towers, "I felt more deflated and absolute disbelief — it felt like I was watching a movie. I wanted to faint, but couldn't."

Arrastia had reason to be more emotional than most of the rest of us. He used to work in the World Trade Center for the Port Authority of New York and New Jersey. He had friends in the WTC bombing eight years ago and had colleagues and friends still working there.

"I looked at the images and used what I know about the buildings to figure that the planes had both hit above the 78th floor," which is higher than the floor where his colleagues and friends probably were.

Arrastia left the coverage for a legislative committee meeting, believing his friends were, in all likelihood, OK. That meeting adjourned early because of the tragedy. He went to a nearby office to use the phone. "The camera was showing a picture of the portion of a city shrouded in smoke and flames." Having heard about a plane going down in Pittsburgh, he asked "Is that Pittsburgh?"

The response came. "No, that's the World See TRAGEDY, page 6



# Don't let your design investment go down the drain

## Design is Everything

By Edward F. Henninger



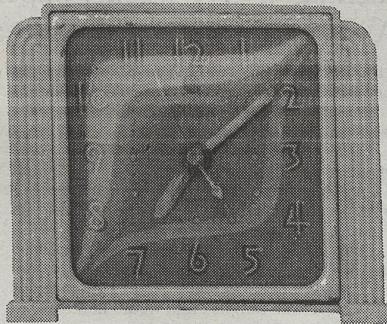
Remember that great design you bought a few years ago? Yes, "bought." You paid for it either in consultant fees or staff sweat — both, if you did it right.

Well, don't look now, but your investment may be swirling down a hole.

Even the best design can go south if it's not nurtured. And, yes, there have been some redesigns I've worked on that I now find disappointing. Somewhere after the launch, all the attention and effort died — and so did those designs.

Occasionally, it's difficult to tell what may have happened. But some redesigns may suffer from the outset. Here's why:

•The mandated redesign. The newsroom rejects the project because editorial managers and staff believe the present redesign works fine or because they don't want the help of an



A good design must stand the test of time. Will yours?

outsider. The mandate comes from corporate honchos. If the publisher doesn't buy in, that design is going to be troubled from its inception.

•Poor leadership  
A good design requires the attention and protection of leadership throughout your news-

paper. Yes, even including advertising, production and circulation supervisors.

But especially in the newsroom, your managers must be committed to quality design in every issue. Newsroom managers who think of design as "making the paper pretty" or "jazzing it up" (a phrase I detest!) are more likely to take freedoms with the design. They'll eventually find a reason to ignore even the most important rules.

Often, they're the ones who have never cracked open the design style guide. They want to break the rules (or allow their staffers to) without even knowing what the rules are. That's not leadership — it's deceit. If no one else, they're lying to themselves.

•No style guide (or one that's not clear)

A written style guide is the document that embodies the principles, techniques and approach of your design. It clearly spells out what is acceptable and what is not. Without a proper style guide, you don't really have a design. You just have dissimilar and conflicting design approaches.

See INVESTMENT, page 5

## Directory

Continued from page 1

Any photograph depicting life in Kentucky or a recent event in Kentucky is considered. The photo does not have to have been published in a newspaper to be used on the directory's cover.

The deadline for submitting a four-color photograph for the front cover is Nov. 15.

The photographer whose photo

is selected will then be notified and asked to send KPA a four-color separation of the photograph by December 3, 2001.

Please indicate on a cover memo that the photo is being sent for consideration for the front cover of the KPA Yearbook and Directory, and include the newspaper and the photographer's name.

Please mail your 2002 Yearbook and Directory front cover photographs to: KPA, 101 Consumer Lane, Frankfort, Ky. 40601.

## Reporter

Continued from page 1

Earlier in the day at a breakfast of the Society of Professional Journalists Bluegrass Chapter, Thomas called the current Bush administration "the most conservative" she has covered.

She decried what she called "managed news" from the Bush White House and said the president should have more news conferences.

Thomas, who was first

assigned by UPI to the White House in 1960 to cover President John F. Kennedy, said she is concerned that the world has decided that Bush is an isolationist. He is bringing China and Russia closer together and has a hands-off policy in the Middle East, she said.

Thomas, the first female officer of the National Press Club, also said Bush is to blame for the ailing economy.

She said the president considers his tax-rebate policy "a cure-all" but it is "a colossal mistake" that threatens Social Security.

(Reprinted from the Lexington Herald-Leader)

## Postal Service seeks \$6.1 billion rate hike

The United States Postal Service Board of Governors filed a rate case Sept. 24 with the Postal Rate Commission, seeking a \$6.1 billion hike in postage rates across the board.

Estimated rate hikes for local newspapers were expected to be between 10 and 15 percent. Instead, the rate increase requested is an average of 1.7 percent.

An early review by the National Newspaper Association of the specific rate proposal shows that certain rates may actually go down by 1 to 2 percent.

Under the USPS's proposal, the price of a First-Class stamp will jump three cents, from the current 34 cents to 37 cents. Postmaster General John E. Potter told a Senate panel on Sept. 20 that this increase would cost the average household \$1 per month.

This proposed increase is in addition to the \$3 billion in hikes that the Postal Service has imple-

mented since January 2001.

The out-of-county mail will be hit with a 10 to 15 percent increase. Magazine publishers are most concerned over this increase citing the last two rate hikes just this past year.

In fact, the Postal Service, if successful in the rate case, will have raised \$9 billion over the past two years. Direct marketers are also concerned since they face rate increases 6 to 8 percent in a time of an economic downturn and a very poor advertising climate.

Since the approval process takes 10-12 months, the new rates could take effect just as businesses and consumers are gearing up for the 2002 holiday season. Because of the lengthy approval process set forth in current law, the USPS Board indicated that it felt compelled to seek the increase now.



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## Investment

Continued from page 4

### •A style guide that has grown moldy

Over the years, some design elements will be tweaked and updated to reflect new ideas and new capabilities. Your style guide should be updated to reflect those changes.

### •A change in staffing

As new desk people enter your newsroom, they understand little of the thinking and work that went into the initial redesign. They don't possess the same sense of dedication to your design that long-time staffers may have. They often will see your design (no matter how contemporary) as dated. And some will want to make changes, even if that means violating some of the tenets in the design style guide.

It's important that these folks be given training and background on why and how your newspaper's design works for your readers.

### •A change in leadership

Often a new publisher, editor or managing editor will want to change the design. This is not so much a change for the sake of improvement as it is a change for the sake of change. That new person wants to make a mark on the newspaper and there is no easier way (that's right: no easier way) to quickly make a mark on a newspaper than to mess with the paper's design.

Your design is like the clothing you wear every day and a new person will do his or her best to clean out your closet and trade in your suits for slacks. Thank goodness leisure suits are still dead.

### •A change in hardware

A new system often causes headaches for your systems staff that can result in migraines for your designers. When we switch systems, we're often presented with the temptation to cut a corner here, drop a rule there, change a font here, squeeze a head there. Give in to that temptation and your design begins to erode. The objective is not to rework the design to make it fit a format or a system code — but to fit the format or code to the design. And if that can't happen then you've got the wrong system.

### •A change in software

New software often presents new capabilities. In the 1980s, it became possible for us to run stories over faded, multi-colored screens. But that's not a capability — it's really a liability. Inexperienced designers don't understand that just because they can do something with a design, it doesn't mean they should do it. They see the possibilities and want to make them realities while giving little thought to whether their choices are tasteful or not. Often the result can be bizarre. A key to good use of software is knowing which capabilities not to use.

None of these problems is insurmountable. Some will require strong leadership to fix. Some will require training. Some will require hand holding and some will require a firmer touch.

It's your choice: You can watch over your design ... or you can watch it slide down the drain.

*(Edward F. Henninger is an independent newspaper consultant and the director of OMNIA Consulting in Rock Hill, S.C. You can reach him at 803-327-3322, fax: 803-327-3323, e-mail: go2omnia@aol.com.)*

## Multi-Ad releases long awaited Creator 6.0 for Macs, Windows

### Technology Tips

By Kevin Slimp



I remember the first time I reviewed a product from Multi-ad Services. They had just released Creator2, version 1.0. I installed the program, tried out a few of its features and was pretty impressed. The impression switched to anger when I tried to print from other programs after the Creator2 installation.

Pagemaker, QuarkXpress and other programs would inform me that my fonts had changed and the document might not print as expected. I quickly called my new contact at Multi-ad to discuss the problem. Apparently, the programming for Creator2 had been based on Apple's GX technology and didn't behave very well with other desktop publishing software. After she explained all the reasons GX was a superior technology, I explained to her that Creator2 would never make it unless some significant changes were made.

Sure enough, it wasn't long before Ron Davis was hired to overhaul Creator2. The short-term solution was to install an extension called GXMask, which basically hid the problems associated with the GX technology from other programs.



Creator 6.0, the latest ad layout program from Multi-Ad, was recently released on both Mac and PC platforms.

With the release of Creator2, version 1.5 (and later 1.6), Multi-ad had a program which was several steps ahead of other programs used for ad layout, without interrupting the user's ability to print from other programs. Still, the GX technology caused problems from time to time.

Last year Ron served as a speaker at the Institute of Newspaper Technology and previewed the latest software being developed by Multi-ad, Creator 6. Basically, Creator 6 would be independent of the GX technology which had caused so many problems. As Ron explained, Creator 6 would include the stability and speed of long-time newspaper favorite Creator (which was in its

See MULTI-AD, page 7

## Need technical advice?

Got a problem with your Mac? Call the Dr. Tech Hotline - it's a KPA member service!

### Hotline Numbers

1-800-484-1181  
code:7076

859-623-3880  
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## National Newspaper Week

October 7 - 13

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All material is available for any member of the Kentucky Press Association. There is NO charge for the media kit.

If you need assistance in downloading the National Newspaper Week Media Kit, contact David Spencer, KPA/KPS New Media Administrator, (800) 264-5721



# Coverage

Continued from page 1

ging editor at The Courier-Journal, said putting out an extra edition about the attack "seemed a natural thing to do."

"It really was one of the biggest stories in the last 50 years," Mura said. "It really was more of a natural reaction."

The Courier-Journal's four-page extra edition was on the streets by 1 p.m. The paper sold out of the 40,000 copies it printed, Mura said. The paper plans to reprint the section sometime soon, he said.

Much of The Courier-Journal's following day's paper was also dedicated to coverage of the disaster. The paper had a 16-page double A section, Mura said. Seventeen of the stories were written by staff members.

"We threw our entire staff into it," he said.

In Owensboro, Ashley said his staff decided to focus on their Wednesday paper and localizing the story.

It wasn't difficult to find local stories. People called the newsroom all day long telling him about family and friends who worked at the sites of the attacks. Ashley said his staff wrote eight stories for the next day's paper.

"We didn't want the local stories to step on, or get in the way of, the truly horrific national story we had to tell," he said.

Wednesday's entire front page was filled with stories and photos about the attacks. The information also filled several pages on the inside of the section, and spilled over to a 10-page special section, with no ads.

He said at the time there was not a lot of concern about the cost of printing the extra 10 pages with no advertisement.

"Frankly, I don't remember the discussion being more than 45 seconds long," Ashley said. "We had a belief that the section needed to focus on the news and not be broken up with ads."

In Danville, while Ashley, as well as many other editors of dailies in the state, were scrambling for the next day, John Nelson was trying to produce a paper for that afternoon. The Advocate-Messenger goes to press about 12:15 p.m. each day, so Nelson's staff was right on deadline as the attacks happened.

"We stuck pretty much with wire coverage that day," Nelson, who is the editor of The Advocate-Messenger, said. "It of course took over our news pages and has for about a week now."

But as soon as Tuesday's paper was finished, the staff had a meeting to plan for the next day.

By the following day his staff had written stories about prayer services, missing family members and long lines at gas stations. Some



Left: The Courier-Journal put out a special section that afternoon about the attacks. Right: Smaller papers in the state included coverage with local news.



local stories that usually would have made the front page didn't even make it in the paper. But, like several other editors, Nelson said that decision was easy.

"This was a no-brainer," he said.

Smaller papers were also following the story and localizing their coverage.

Randy Patrick, editor of The Jessamine Journal in Nicholasville, said he decided to redo the front page of his newspaper once he heard about the attack.

The Jessamine Journal which publishes on Thursdays, was almost done at the time.

"At the time I was thinking we would just do one local story on local reaction," Patrick said. But as the day went one, he realized the story merited more coverage.

Patrick bumped some local stories off the front and replaced them with two photos and three stories about the tragedy.

"There would be more local interest in this," he said.

Dale Morton, editor of The Sentinel-Echo in London had the same reaction

"For us to run a national story that didn't have a local angle to it, really is a pretty big thing," he said.

The Sentinel-Echo publishes three times a week: Monday, Wednesday and Friday. So the paper was able to get information about the attack in its next edition. They ran an Associated Press story and photo and wrote a local story.

The papers' coverage didn't end in their next edition. It was three days before another issue even made it on the front page on The Courier-Journal. It was the story about the second artificial heart recipient. It was the following Friday before something unrelated was on the front of the Advocate-Messenger. And even as more and more local stories return to papers' fronts, the lead continues to be the attack and its aftermath.

"It will be ongoing," Nelson said.

The coverage proved that there's still a place for newspapers in today's society, Ashley said.

"I think it reinforces the fact that there's still an important role of print journalism," he said. "We can step back and bring perspective and we can bring people together."

# Tragedy

Continued from page 3

Trade Center, it collapsed."

In disbelief, he repeated his question, "Is that Pittsburgh?" because he accused them of joking.

Assured it was the World Trade Center, Arrastia said, "I had to sit down. All I could think about was the poor people, some of whom I surely knew, who were in those buildings."

The dominance of the two WTC towers, according to Arrastia, isn't imaginable "unless you've been to the Trade Center and looked at the towers from across the Hudson or from its base — leaning against it

and looking straight up the exterior of the building.

"You can't imagine how immense those buildings were. The twin towers absolutely dwarfed everything near them, both horizontally and vertically," he said.

Arrastia compared the two buildings to his present office building, the Capital Plaza Tower in Frankfort.

"Each tower is more than four times the height and the width of the Capital Plaza Tower. They were an awesome sight and I could never have imagined that they would crumble to the ground like they did."

A day after two planes brought down the towers and still worried

about his friends, Arrastia made contact with a couple of them. Bill Cahill, a former AP reporter who worked with Armando as a Port Authority spokesperson was on the 61st floor when the crashes occurred. Cahill said he didn't suffer a scratch.

Then Arrastia was able to get in touch with a "dear friend" who escaped the tragedy as well but who is now commissioner of public affairs for the New York City Fire Department. His friend's secretary confirmed that she was all right, then told Armando, "This is very difficult for us."

He thought back to the bombing in 1993 and how his former boss, during the evacuation, stopped on

one of the lower floors to call some media to let them know what was happening inside the WTC. "I'm afraid some of my friends did the very same thing this time, trying to inform the public, and maybe therefore ended up getting caught in the collapse. I pray not."

His media relations experience combined with his personal ties to the World Trade Center tragedy gave Arrastia a chance to advise reporters. "Don't forget that in any story like this, you're dealing with people who have hopes and dreams, people who at the end of the day must go home — or won't go home — to their families. It's very tragic."



# The best promotion may be internal promotion

## Interactive Insider

By Peter M. Zollman



It makes sense to get as much external promotion of your site as you can. Cross-linking; event marketing; print promotion; search engine and directory placement, and more can drive traffic to your site in record numbers.

However, perhaps the best promotion is internal promotion. Generating traffic through your own site, co-owned sites and at your newspaper can make a huge differ-

ence in maintaining and building relationships with users.

These are people, after all, who have already come to you for one reason or another. Or maybe they've come to the Web site of another newspaper in your group, and there's a specific and logical reason to drive them to your site.

Three examples:

•Newsquest Newspapers of Great Britain had several newspapers this spring in the heart of the "foot and mouth" areas, where cattle were being slaughtered and farmers were losing their livestock. Many Newsquest papers covered the story extensively.

Because Gannett owns the regional group, Simon Gray, an

executive at Newsquest Digital Media, urged USAToday.com and other Gannett sites to put banners and links to his U.K. sites onto their sites. It worked. Traffic soared. USAToday.com offered its own coverage of foot-and-mouth, of course, but couldn't provide the color, depth or immediacy of the coverage provided by Newsquest. (Nor should it have.) By promoting and linking to Newsquest, USAToday.com helped its readers who wanted more information — and provided a valuable service to its corporate cousins across the pond.

While users were, in fact, leaving USAToday.com for more details, Gannett kept it "all in the family." Presumably, some users who

clicked through to Newsquest sites would have looked elsewhere for coverage if they hadn't found the depth and richness they found not on, but through, USAToday.com.

•Lee Enterprises offered a similar but different form of corporate good work during flooding in the upper Midwest of the U.S. this spring. Four of the company's newspapers created a joint site, Flood2001.com, "literally overnight," as corporate VP Greg Schermer put it, with minute-by-minute flood updates.

Within 10 days, the site generated more than a half-million page views a day. It included live shots

See PROMOTION, page 9

## Multi-Ad

Continued from page 5

fourth incarnation) and combine it with the feature-rich Creator2. Recently Multi-ad released Creator 6.0 and it looks like they've delivered as promised.

Creator 6.0 was developed on a platform-independent code base, which means it is both Mac and PC compatible. To test its compatibility I created a file on the Mac platform, using several nonstandard fonts, then opened the file on a Windows-based PC. A feature that impressed me immediately was the font substitution window. A list of fonts was presented (Macs and PCs use different fonts) and I was asked which fonts I would like to use for substitutes. Creator 6.0 went a step beyond most programs. In addition to allowing me to substitute fonts, I was also allowed to ad "features" to the fonts.

For instance, I used Adobe Garamond Condensed on the Mac when I created the file. The PC I was using had Adobe Garamond, but not the Condensed version. I selected Adobe Garamond as my substitute font and instructed Creator 6.0 to "condense" the font. The results were totally acceptable.

Frankly, other than a few additions like font substitution, I noticed that Creator 6.0 was very similar to Creator2. Longtime Creator or Creator2 users will find that keyboard shortcuts have remained the same. I keep waiting for Multi-ad to use standard keyboard shortcuts (Command+0 for full view, for example), but Creator 6.0 uses most of the same keyboard shortcuts as past versions (Command+F for full view). A valuable feature of Creator 6.0 is its backwards compatibility with files from previous versions of Creator and Creator2 (a feature that was sorely missing from Creator2).

Several other features have been added in Creator 6.0. A few of these include:

- A regular polygon tool — Polygons with three to ten sides and stars with from five to eight points are supported.
- Ability to export files as JPEG or PDF — No more exporting as eps, then opening in another program to create a JPEG file.
- OS X Support — OS X was not supported in Creator2 or Creator 4.0.
- A text attributes interface — Allows the user to adjust text attributes without working through dialog boxes.
- Operation for combining paths — Produce a

union between two paths and carry out several other function with/between paths.

•Keyboard-operated tools palette — Each tool has an assigned keyboard "hot-key," enabling users to switch between tools without using the mouse.

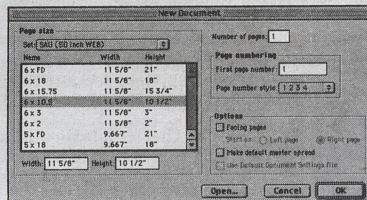
Perhaps my favorite feature of Creator2 was the ability to create "style models." This allowed users to create a style for items like prices in an auto ad. Characters before and after a period, for instance, could be set up in different sizes, colors or whatever and designated as a style model. This made it easy to place a list of prices on a page and quickly select a style model with which each was assigned. This could be a real time-saver when designing large ads. I'm glad to report that style models have remained in Creator 6.0.

A few years back the Institute of Newspaper Technology conducted research related to Creator2 with the help of ten newspapers of various sizes across the United States. The response we noted most often was that ad designers agreed they could produce better ads, much faster, using Creator2. The downside of the product was almost always related to the GX technology. It now looks as if Multi-ad may have produced a "closer to perfect" ad layout program, adding features to an already feature-rich program, while getting rid of the annoying GX problem.

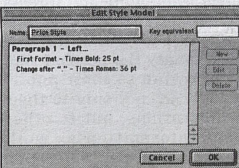
Creator 6.0 sells for \$750. Users can upgrade from Creator2, version 1.5 or 1.6 for \$99. Owners of Creator 2, version 1.0 or 1.1 can upgrade for \$149. Owners of Creator 4.0 can upgrade for \$249. Older versions can also be purchased at a reduced price. For more information, visit the Multi-ad web site at [www.multi-ad.com](http://www.multi-ad.com).

**IMPORTANT:** I just received a message from Jeff Thier at Multi-ad that newspapers can receive the full version of Creator 6.0 for \$249, through the month of October. Simply mention that you read this article to receive the discount. This discount is not available to the general public and will not be valid after October 2001.

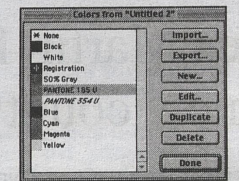
(Kevin Slimp served as director of the Institute of Newspaper Technology from 1997 - 2000. He has been very active with newspapers of all sizes as a consultant and trainer since 1993. He serves as Director of Communications for the Holston Conference and Adjunct Professor of the University of Tennessee School of Journalism. He can be reached by email at [kslimp@holston.org](mailto:kslimp@holston.org).)



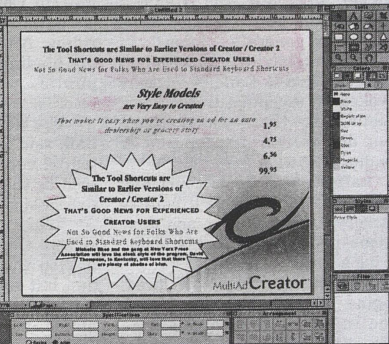
Top: Standard Page Size, including the 50-inch SAU sizes, are included in Creator 6.0's New Document settings.



Center: Style Models allow users to create a style for items such as prices in auto ads, then copy these styles to all prices on the page.



Left: Editing colors in Creator 6.0 is a straightforward process.



Above: The Creator 6.0 desktop is reminiscent of Creator 2.



## LEGAL NEWS & VIEWS

# Across U.S., state Sunshine laws under attack

By GREG MCDONALD  
Senior Writer  
Stateline.org

To hear some state legislators talk, nothing is more sacred than privacy — especially their own.

In Indiana, members of the legislature were so intent on shielding their emails from the prying eyes of the media they passed legislation this spring — later vetoed — exempting themselves from open records statutes, known as sunshine laws.

In Wyoming, lawmakers have largely succeeded in shutting off public access to concealed gun records. Now state officials are working behind closed doors on a more restrictive open records law that would greatly limit access to police investigation files.

In Kentucky and New Mexico, government officials are trying to block access to meetings and information by concealing agendas and content. Some public agencies in Kentucky are demanding to know the reason for inspecting records and are basing the release of information on whether they deem the explanation acceptable.

In North Carolina, the legislature has repeatedly rejected bills that would force local governments to end the practice of holding closed-door meetings on public matters.

And in Maine and Colorado, legislators are still making decisions over public issues in private, despite constituent complaints and threats of lawsuits charging violations of open meetings laws.

In fact, all over the country the people's representatives are busy trying to limit public access in every way they can, not only to their own records and deliberations, but to other forms of government information as well. Hundreds of bills aimed at weakening open records laws have been introduced this year.

While many of them are harmless, lawmakers are increasingly using growing concerns about personal privacy as a catalyst for putting traditionally-accepted forms of public information out of public reach. Nowhere are they acting more committed to rolling back sunshine laws than in Florida, where lawmakers introduced 134 bills this year limiting public access.

In June, for example, Republican Gov. Jeb Bush touched off a heated debate over how far the state could go in limiting access to public records by signing into law a bill prohibiting the release of autopsy photos. His action, following a plea by stock-car driver Dale Earnhardt's wife and NASCAR officials, has led to two lawsuits by first amendment advocates claiming the new statute violates the state's constitutional guarantee of public access to government information.

The law's passage slowed two newspaper investigation into whether Earnhardt was wearing a protective head restraint at the time of his tragic death in this year's Daytona 500 race. The restraint information was considered by the papers crucial in determining how Earnhardt died.

Although the autopsy measure appeared to have the backing of Floridians concerned the Earnhardt photos would be published or posted on the Internet, most of the 134 bills introduced this year imposing exceptions on state open records laws did not. Only 31 of the bills passed before the legislature adjourned earlier this month, and nearly all of them closed off or limited access to information that had long been available to the public, according to the Florida First Amendment Foundation (FAF).

The foundation, however, was instrumental in killing one of the most controversial measures. It would have barred the release of adverse incident reports doctors are required to file with the state detailing everything from

## Open records' audit discussed by KPA

The KPA Board of Directors has endorsed the organization's plan to consider an open records audit in 2002.

The committee formulating the proposal has met twice. Anyone interested in being involved with the project should contact KPA Executive Director David T. Thompson or Member Services Director Lisa Carnahan at 800-264-5721, or Lexington Herald-Leader Assistant Managing editor Tom Caudill.

The committee plans a session at the 2002 KPA winter convention to discuss the project.

As part of the process, the committee would like to know of any problems around the state newspapers have encountered in obtaining open records.

Comments about the experiences or suggestions can be e-mailed to Thompson (dthompson@kypress.com), or Carnahan (lcarnahan@kypress.com).

wrongly prescribed medicines to surgical errors resulting in death. The medical report exemption was never brought up for a final vote.

"These (reports) are required by law to be filed (with state health authorities). This is a situation where the doctor realizes the doctor has made a mistake ... And they wanted to keep that covered up," said FAF Executive Director Barbara Peterson.

But open records advocates were not able to stop an equally controversial bill expected to shut off access to nursing home accident and

See SUNSHINE, page 9

## AG rules Martin Fiscal Court meeting to hire new county attorney was illegal

(AP) — A meeting in which Martin Fiscal Court selected a lawyer for itself was illegally closed to the public, according to an attorney general's opinion.

The magistrates and Judge-Executive Lon E. Lafferty wrongly invoked an exception to the Open Meetings Act that permits closed-door discussion of "proposed or pending litigation."

Lafferty and fiscal court had been sued by their own county attorney, Drevie Muncy, and their discussion on Aug. 9 was about hiring a substitute.

The attorney they later hired, Regina Triplett, also was in the meeting though other citizens were excluded.

That was illegal, according to the opinion by Assistant Attorney

General Amye L. Bensenhaver.

The Mountain Citizen in Martin County challenged the closed meeting and asked for the ruling. Attorney general opinions are binding in disputes involving public meetings and public records.

The newspaper's editor, Gary Ball, said Lafferty and the magistrates voted to hire Triplett as soon as they emerged from executive session.

"This is reason enough to believe the purpose of the closed session was not to discuss litigation but the hiring of counsel, a matter that should have been discussed in an open meeting," Ball said in a letter to Attorney General Ben Chandler.

Lafferty and Muncy were not

available for comment.

In his own letter to the attorney general's office, Lafferty said fiscal court was "in a bind" and needed to "address the issue of how, when and where to seek advice regarding this particular lawsuit."

In her opinion, Bensenhaver wrote that the law's exemption for discussion of litigation "cannot, in our view, be expanded to include general discussions of the tangential 'issue of how, when and where to seek legal advice.'"

Even if it could, the presence in the closed session of an outsider — Triplett — "defeated the protection it might otherwise have afforded," Bensenhaver wrote.

Got legal questions about a story or ad? Call the KPA Legal Hotline!

### Hotline Attorneys

Jon L. Fleischaker  
(502) 540-2319  
Kimberly K. Greene  
(502) 540-2350  
R. Kenyon Meyer  
(502) 540-2325  
Cheryl R. Winn  
(502) 540-2364  
Lora S. Morris  
(502) 540-2373



# Communication helps business-journalist relations

## Pressing Issues

By Randy Hines  
UNC Pembroke



The ongoing antagonism between media and businesses results in plenty of finger pointing. U.S. business outlets for a century now have hired public relations staffs to help build positive relationships with their many publics. Many of those PR practitioners are true professionals who will cooperate fully with the media.

They understand deadlines and know the difference between

fluff and solid news.

Then there are the other ones — mere publicists — who pass themselves off as public relations executives. They're the ones filling your Kentucky newsroom recycle bins with rubbish.

More than 90 percent of news releases are immediately discarded because they simply are not newsworthy.

I admit digging into those bins to gather poorly written releases for classroom use. Some major multinational companies are paying big bucks to dunces who write no better — and often much worse — than public relations and journalism majors during their second writing course.

The Freedom Forum survey

from a few years ago found considerable suspicion among journalists and business executives.

More than a third of business journalists indicated that the media sometimes treat business news unfairly.

More than two-thirds of business leaders admitted that they don't always tell the truth to reporters.

The February 2001 edition of *Inside Business*, a northeast Ohio publication, deals with this mistrust in "Deadlines and Bottom Lines."

It surveyed 30 business leaders and 30 business journalists in the region for its special report. Eighty percent of those journalists said the media do an adequate job

reporting positive business news. (Only 42 percent of business executives agreed.)

This column will explore some of the other attitudes journalists hold about the businesses they cover on their beats.

"There is mistrust," admits Byron Calame, president of the Society of American Business Editors and Writers. "A business executive fears reporters because they don't believe they're sympathetic to their point of view." One of those problem areas typically is during a crisis when executives go into a "no news is good news" mindset.

"They play ostrich or turtle and become inaccessible when they

See BUSINESS, page 11

## Promotion

Continued from page 7

much more. The site served readers and each newspaper effectively, and promoted back to each paper's site. (Flood2001 later won an Edgie award from the Newspaper Association of America, as well.)

American Medical News, a weekly newspaper, uses "factoid promo bars" to send users from one section of its site to other. Unlike banners, buttons or bows, these are editorially oriented strips that appear in editorial context. They were originally designed as visual elements for the page, but have evolved into rotating promotional items.

Newspaper Web execs are

always pushing their print brethren for more editorial and house-ad promotion — and they should. It's an excellent way for a "print-only" newspaper company to evolve into a comprehensive local information service provider. But at the same time, interactive-media executives should ask themselves: "Are we doing enough to promote what we do to our own users?"

Do you run banners from time to time for your classifieds? Particularly for your extensive employment and online services? Look at what SFGate.com is doing with its Top Jobs service — which adds selected, contextually related jobs to editorial pages of news content. This multi-million dollar service launched several months ago, and early results have been impressive.

(For more details and a case study of the service, see our report, "Help Wanted: Survivor's Guide to Employment Advertising Revenue," available through [www.aimgroup.com/reports](http://www.aimgroup.com/reports).)

Are you promoting your obits? Or newspaper print subscriptions? Most papers now have a "subscribe now" button somewhere on their home-page — but case studies have shown that promoting across the newspaper's site drives traffic and increases voluntary subscriptions.

If you believe in the value of online advertising, you ought prove it. If you don't believe in its value, test it and see if you can make it work for your newspaper. There are few things better than visiting an advertising prospect and being able to say, "We tried this with our site, and look at the results we

got!"

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To download the free "Great Ideas" report from the AIM Group and NAA, which includes details about several of these promotional projects, visit the AIM Group Web site at [www.aimgroup.com/reports](http://www.aimgroup.com/reports)

(Peter M. Zollman is founding principal of the AIM Group and Classified Intelligence, L.L.C., consulting groups that work with media companies to help develop profitable interactive-media services. Their newest programs, "Web Revenue Infusions" and "Online Classified Tune-Ups," focus on bringing in additional dollars through improved products, sales training, and print-and-Web strategic cooperation. Zollman can be reached at [pzollman@aimgroup.com](mailto:pzollman@aimgroup.com), (407) 788-2780.)

## Sunshine

Continued from page 8

death reports.

The situation in Florida may be an extreme example of what's happening around the country. But more and more legislators are challenging existing laws meant to protect the public's right to know what government is up to. Some lawmakers are moving to further remove themselves from public scrutiny by using personal privacy issues as an excuse for their actions.

In Indiana, Gov. Frank O'Bannon has just vetoed a bill that would have exempted state legislators from open records laws. Although a provision dealing with computer emails was dropped from the final version, it still would have given lawmakers the power to decide on their own which legislative records should be released and which ones should be kept secret.

The bill was introduced as an

angry reaction by some lawmakers to a request from a television reporter for access to their emails. In his veto message, O'Bannon chastised the bill's sponsors for overreacting to the media request even though he agreed with complaints that it may have been "needlessly invasive." Nonetheless, the governor insisted "the legislature's records should be open to the public, with a few carefully crafted exceptions" designed primarily to facilitate the "making of sound public policy."

Next door in Illinois, bills aimed at strengthening public access to information and reinstating a legislative code of ethics, which was struck down in a court decision last year, are now stalled in a subcommittee for further study.

Although legislative leaders claim they are not intentionally holding up the bills, Dave Bennett, the executive director of the Illinois Press Association, says lawmakers have a habit of dragging their feet indefinitely on legislation they hate.

"As anyone who has been around this process knows, a subcommittee is like being sent to the Black Hold of Calcutta. It's the easiest way to kill a bill with nobody's fingerprints on it," Bennett told *The State Journal-Register* in Springfield.

The apparent proliferation this year of public access bills — that seem designed to accomplish the opposite of what their titles suggest — can in part be explained by Internet-driven public concerns over personal privacy and by recent court rulings giving lawmakers more leeway in deciding what to keep private.

For example, the Tennessee Supreme Court's refusal recently to hear a television station's challenge to closed-door meeting by lawmakers left intact a lower court ruling that the state's open records law does not apply to the legislature.

Such rulings are chilling to advocates of open government.

"We do see a lot of decision and bills each year based on making things more confidential," says Rebecca Dougherty, who heads the

Freedom of Information Service Center at the Washington, D.C.-based Reporters Committee for Freedom of the Press.

"I think the whole (personal) privacy issue is largely out of control ... The public certainly wants its government to be transparent and held accountable. But if you start closing off access, then what kind of government do you have?" adds Dougherty.

Peterson, who served recently on the governor's task force on privacy, concedes that some of the bills passed by the Florida Legislature this year dealing with individual medical and financial privacy issues probably are necessary. But most others, she says, go too far.

"What they're doing is stretching the privacy issue out of shape to cover almost anything they don't want the public to see," she says. "They're not thinking ... That they should be doing is making distinctions between an individual's personal right to privacy and the public's right to access government records."



# Don't let 'spokespeople' dictate news coverage

## Coach's corner

By Jim Stasiowski



In my sophomore year in high school, my history teacher gave me the journalist's most valuable lesson.

Mr. Howard used his aggressive personality to scare us into learning. He was Irish, savvy and well-read, a shameless smart aleck, always wielding quips or sarcastic anecdotes, any weapon to make his students remember. So when he fluttered his eyelids one day and innocently asked, "What is government's No. 1 job?" I suspected the obvious answer was wrong.

"To serve the people?" a classmate offered in a timorous voice, and Mr. Howard's booming "no!" just about bounced him out of the room.

With a majestic sweep of his arm, Mr. Howard lifted an index finger his and said, "The No. 1 job of government is ... to stay in power."

Which brings me to the virus of spokespeople. (I know, the AP Stylebook outlaws "spokespeople," but I refuse to type "spokesmen and spokeswoman" 10 times in one column.)

Spokespeople are as plentiful as mosquito bites and just about as useful.

Politicians and other public officials know they need someone to insulate them from embarrassing,

difficult questions, so they hire people to speak for them. Within five minutes of taking their jobs, most spokespeople discover the offshoot of Mr. Howard's First Law: "If my boss gets in trouble, I get in trouble, and maybe we both lose our jobs."

So instead of giving good information, spokespeople perfect two evasion skills: Never answer the question directly, and the boss is always out of the office until tomorrow.

We reporters allow them to get away with such evasions. We collectively have rolled over like puppies, afraid that if we make our sources angry, we may not get our bellies rubbed.

Some reporters think they cannot make a move without a spokesperson.

One reporter heard that dealers on a school playground had beaten up a kid who refused to buy drugs. The reporter, knowing the injured kid would make a great story, asked the police spokeswoman for his name, and the spokeswoman just said no.

"What could I do?" the reporter said to me.

Well, she could drive out to the school. The beating no doubt was the talk of the campus. By the third student she ran into, she'd have the kid's name.

Another reporter was writing about a ban on employees' smoking even outside a government building. Employees had to be completely off the property to smoke.

The reporter called the spokesman and asked, "How are people handling the ban?"

"The smokers are resigned to it," the spokesman said in his well-rehearsed way, "and they are all complying." That's the answer that got into his paper.

I told the reporter, "At 5 p.m., be at the edge of the parking lot. Note the departing cars in which people are lighting cigarettes. Go back the next morning and wait for those cars to arrive."

He hadn't thought of that.

The real danger isn't that spokespeople dominate government communications; the real danger is that reporters haven't figured out ways around spokespeople.

First, take the spokesperson to lunch. Explain that on routine stories, you'll settle for his or her response. But insist that on some more important stories, you'll need to speak directly to the public official, not a spokesperson. Don't ask if that's OK, insist.

Second, be honest. When you call a spokesperson, and you get an evasive answer, confront him or her: "You're not answering the question. Let me ask it again, and see if you can come up with something more meaningful." A spokesperson will push until you push back.

Third, always ask for an example. When the reporter called and asked about the effect of the ban on smoking, and the spokesman gave such a wimpy answer, the reporter needed to say, "OK, then, please put me in touch with a smoker who resigned to the ban."

Fourth, whenever you run into the real source and not his or her spokesperson, make clear to the source how much you value one-on-

one interviews because he or she speaks so well. Most government big shots love flattery, even when they know it's flattery.

Fifth and most importantly, show the spokesperson you have other options to get your information. When the spokesperson evades, you have to have a countermove. Circumvent the spokesperson a few times, and he or she will give you better information, if only to try to keep you from driving to the office and talking to the people with the best answers.

If everything fails, call me. I'll track down Mr. Howard and get him to make your calls for you. If he can make high-school sophomores cringe, spokespeople will be a cinch.

**THE FINAL WORD:** What can you alleviate?

If you're a regular reader of "The Final Word," you probably are alleviating usage problems in your newspaper. But can you "alleviate" a school?

The reporter wrote: "The change could alleviate a crowded Theodore Roosevelt Elementary School."

That's not possible. "To alleviate" mean to lessen or make less hard to bear, and you'll want to use and its object a synonym for "problem: "The change could alleviate crowding at Theodore Roosevelt Elementary School." You alleviate the problem, not the school.

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

## People

Continued from page 2  
Barbourville.

Love is a full-time student at the Laurel campus of Somerset Community College.

### Big Sandy News hires two new reporters

Reporters J.D. Charles and Paul Gary Ward joined The Big Sandy News staff in September. Charles will take charge of features for the Lousia paper, covering business and human interest topics. Ward will concentrate on sports coverage in Martin County.

### New Era reporter part of Balkans media pool

Kentucky New Era Features Editor Michele Carlton was part of a pool of reporters that traveled to Kosovo to tell the stories of soldiers assigned to Task Force Falcon in

September.

About 4,000 soldiers from the 101st Airborne Division at Fort Campbell were involved with the six-month peacekeeping mission in the Balkans. They are scheduled to return home in November.

The trip was sponsored by the Department of Defense.

### Kentucky Standard makes donation to scholarship fund

Employees of The Kentucky Standard in Bardstown donated \$100 to each of the area's three high schools in memory of Ron Greenwell, the paper's long-time associate editor and sports editor.

Bardstown, Bethlehem and Nelson County high schools honor students each year with scholarship in memory of Greenwell, who died of cancer last year.

The scholarship fund was set up after Greenwell's death to carry on his love of young people and sports in Nelson County.

**We know your paper reports the news, but has it made any of its own lately? Want others to know about it quickly?**



**We want to know about it!**

**E-mail stories about your newspaper's employees, awards or community service to:**

**Lisa Carnahan at  
carnahan@kypress.com.**

**Deadline — 20th of each month**



# Business

Continued from page 9

should be explaining themselves," Doug Clifton, editor of The Plain Dealer, is quoted in the Inside Business article.

"Sometimes they make themselves unavailable to tell their side of the story," Clifton added, "and you wind up having your story dominated by the accuser or the critic without adequate explanation from the business side, the company or the executive."

More than half the business journalists (54 percent) in the survey responded that a business leader has lied or knowingly misled them, which hurt their story and/or their credibility.

"Trying to manipulate the media is a common mistake," said Mary Vance, a business reporter at The Plain Dealer. "Do you think that serves the public? Honesty is and always will be the best policy."

It was pointed out, however, that some cases of lying may be attributed to miscommunication or misunderstanding.

"As a reporter, I've believed

that a businessperson had been lying to me about what was going on," said Aly Colon, an ethics faculty member at the Poynter Institute for Media Studies in St. Petersburg, Fla. "But in some other instances, instead of being lied to, I was getting their version of the events as they saw it through their business prism."

The inevitable antagonism between media and business in Kentucky will not vanish, but open communication may help both sides see each other's perspective better.

"When a business reporter can explain to the businessperson what they're doing and why they're doing it," Colon summarized, "and remains open to listening in order to provide their view to a particular story, you'll find that this idea of miscommunication will become less apparent."

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## Media Issue

- Factual accuracy in news
- Fairness in reporting all sides of an issue
- Reporting information useful to business people
- Reporting information useful to the public
- Ability to quote spokesperson accurately and in context
- Understanding of economic and business issues
- Preparing adequately for interviews
- Professional competence/journalistic ability
- Willingness to cover growth stories/positive stories

## Grade by Business

- B-
- C+
- C+
- B-
- C+
- C+
- C+
- B-
- C+

## Media Issue

- Understands how the media work and what makes news
- Understands the roles it plays in public issues
- Willingness to comment or be interviewed on the record
- Ability to provide good quote
- Accessibility of executives
- Skill and preparation in interviews
- Quality of news releases/press kits
- Ability to handle media in "bad news" or crisis situations
- Plays favorites with information
- Being trustworthy (not trying to manipulate media or public)

## Grade by Journalists

- C-
- B-
- C+
- C+
- C
- B+
- C+
- C+
- B-
- C+

United States Postal Service  
**Statement of Ownership, Management, and Circulation**

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PS Form 3526, October 1999 (Reverse)



# Media budgets feeling the pinch from extra coverage

By MARK SCHWANHAUSSER  
San Jose Mercury News

Virtually from the moment that hijackers slammed the first jetliner into the World Trade Center, the nation's newspapers and broadcasters have spared no expense to quench the insatiable appetite for news.

The attacks came as the industry was beginning to recover from painful budget cuts and layoffs earlier in the year. Now, while media companies and Wall Street analysts tote up the unexpected costs, media critics are wondering how the financial toll will affect journalism in the years to come.

"The problem is Wall Street doesn't reward you for what you can afford," said newspaper consultant John Morton, adding that the newspaper industry had an average operating profit of nearly 19 percent through the first half of the year. "They reward you for profit increases and earnings increases."

Public media companies will be hard-pressed to provide either anytime soon. Already some of the industry's mightiest have issued profit warnings, including Dow Jones, the New York Times, Knight Ridder, Gannett and E.W. Scripps.

And more media stocks were battered on Wall Street. Amid a sharp plunge in the overall market, shares of AOL Time Warner, the biggest media and Internet company, fell 15 percent on the week to a 52-week low on Friday. No. 2 Viacom lost 19 percent, and third-ranked Walt Disney dropped 25 percent.

"There are no silver linings. They don't exist," said Jack Myers, chief economist for The Myers Report, a media research firm in New York. "Unfortunately, the scenario keeps getting worse."

The reasons begin with efforts that strike pride in newsrooms across America. When the horror began to unfold with the first crash at 8:45 a.m. Sept. 11 in New York, television provided uninterrupted commercial-free coverage of the crisis. National news magazines published millions of copies of ad-free special editions. Within hours, the Mercury News and more than 100 newspapers scurried to print "extra" editions, then left the presses running with regular editions featuring page after page of expanded ad-free coverage.

And that was just in the first 24 hours.

Such efforts are predictable for news events of this scope. But no one could anticipate some of the other costs. For example, the Wall Street Journal was forced to evacuate its offices across from the World Trade Center and set up makeshift operations in journalists' homes and offices in New Jersey. Most TV

networks must pay as much as \$10 million to replace transmitters that beamed their broadcasts from atop the doomed towers. QVC, Home & Garden Television and the Food Network eliminated advertising and programming because putting them on the air didn't seem appropriate. And networks have been forced to delay their crucial fall seasons.

## Lost revenue Some of the cuts to last indefinitely

But the most important, ominous cost is lost advertising. Airlines, the travel industry, auto manufacturers, financial services and some of the other heaviest advertisers immediately pulled, scaled back or delayed ad campaigns.

Investment bank Robertson Stephens estimates that covering the news and lost advertising cost radio, television and syndicators alone \$900 million to \$1.1 billion in just the first five days.

Newspaper industry losses are harder to compile, but Morton, who heads Morton Research in Silver Spring, Md., estimated they would be in the hundreds of millions.

This magnifies the pain already felt throughout the industry this year. The Myers Report originally had estimated spending on advertising would fall 4 percent in 2001 compared with last year. Now Myers's "worst-case scenario" assumes scared advertisers will slash spending 6.6 percent.

It could be worse in 2002. Myers worries advertisers could cleave spending by as much as 7.4 percent — far steeper than his original prediction of a 1.7 percent trim. The dollar toll: \$4.5 billion.

"Before this event, there was nothing parallel in terms of the declines we're seeing," Myers said.

But it's not advertisers who will dictate when advertising will recover. Consumers do that. Economists fear Americans will clench their checkbooks tighter in the wake of the terrorist attacks, tens of thousands of layoffs and the military buildup.

All this uncertainty leaves Wall Street analysts with the difficult job of deciding how much to cut earnings estimates for public media companies.

## Economy's path

### More and more options exist

"I had three generic alternatives for the economy," said James Marsh, a broadcast industry analyst with Robertson Stephens. "Now it seems there are about 20 of them. Who knows what President Bush is going to do? We might be looking back a year from now, saying, 'Remember what it was like when New York didn't look like Belfast?'"

Most analysts are likely to consider the newsroom spending and

advertising losses in September to be aberrations. But any time analysts talk about paring their earnings expectations, journalists worry that newsroom budgets will come under pressure.

"Has the coverage of this tragedy emptied the piggy bank of cash for great journalism?" asked John McManus, project director of Grade the News, a Bay Area watchdog affiliated with KTEH-TV and Stanford University. "I fear that it did."

The issue of newsroom cutbacks unleashed an uproar within the journalism industry earlier this year, when cost-cutting companies resorted to layoffs and early retirements after advertising tanked in the slowing economy.

Critics worry that media executives could feel pressure to compensate for the costs of reporting the terrorism crisis. For example, newspapers could cut the amount of space devoted to news. For media companies in general, cost-cutting could mean the subtle erosion of resources devoted to investigative projects, jobs left empty longer — maybe even another round of layoffs.

For journalists, this is a horrific Catch-22: The cost of covering a story aggressively could threaten the media's ability to continue to do so.

"I wouldn't even want to imagine that," said James M. Naughton, president of Poynter Institute, an industry think tank in St. Petersburg, Fla. "I can't imagine justifying it on the basis of performing our responsibility to our audience."

## Investor response Pressure to cut news foolhardy?

"I think investors in news companies will understand that this was money well spent," he said. "Any presumed or imputed pressure that they are believed to be putting on managers of those companies to ramp up profits by more severely cutting back on news coverage

would be foolhardy and shortsighted."

Media researcher Myers believes the blanket coverage of the terrorist attacks and its financial repercussions are so important that they will induce Wall Street to value media companies for the service they provide, not as cash cows.

"Investors must move beyond the quarterly profitability measures and recognize that these companies are service companies that have ups and downs," he said. "Wall Street cannot take control of viewers' access to news by punishing these companies for providing a public service."

But Knight Ridder Chairman and Chief Executive Tony Ridder is one who raises doubts that there will be a radical rethinking of how media companies are run and valued. The head of the nation's second-largest newspaper chain, which includes the Mercury News, says news coverage the past two weeks underscores two immutable business truths for media companies.

First, "at a time like this, we go all out and should go all out . . . to try to cover the story the best way we know how to cover it. . . . You never stop and even think about what the cost is. It's just our obligation for the kind of business we're in."

Second, running a media company involves juggling the often-conflicting interests of readers and shareholders — as well as the interests of advertisers, communities and employees.

"That's the way the business works," Ridder said. "There's a feeling that somehow it's different than it was five years ago or 10 years ago. There always have been these pressures . . . It's not a phenomenon of the last half of the 1990s. It has been going on a long time."

(Reprinted from e-PubAux. Contact Mark Schwanhausser at (408) 920-5543 or mschwanhausser@sjmercury.com.)

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