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THE KENTUCKY PRESS

NOVEMBER 1992
VOLUME 63 • NUMBER 11

The official publication of the
Kentucky Press Service

Get the point?



Photo by Sue Cammack
Don White of The Anderson News in Lawrenceburg rolled up his sleeves and went to work when KPA members were called on to judge entries in the New England Press Association's recent contest. More pictures and names of the judges can be seen on page 3.

Photo workshop, critique planned

As any newspaper editor or publisher knows, there's more to photography than advising your subject to say "Cheese."

To help photographers and reporters who have to be photographers, KPA's news editorial division is sponsoring two programs in conjunction with the winter convention.

"Photography tips for reporters" is the title of a workshop set for Jan. 22 at 1:30 p.m.

Led by members of the Kentucky News Photographers Association, the workshop is described as being "for the

reporter who juggles a notebook and camera."

Basic, easy-to-use tips for improving the quality of photographs will be covered, along with a question and answer session on specific problems.

At 3 p.m. that same day, KNPA is offering a critique of newspaper photography in a session on "The use of photographs and newspaper design." Critiques of individual papers will be done for the first 25 newspapers to sign up.

Those wanting the professional photographers to critique their papers must send a

copy of three recent issues, along with a registration form, by Dec. 1 to Marcella Johnson, *The Courier-Journal*, 525 W. Broadway, Louisville, KY 40202.

If you do sign up for a critique, you or a member of your staff are expected to be at the session.

For more information, call David Thompson at KPA, 800/264-5721, or Johnson at 502/582-4011.

Also planned to help the looks of Kentucky papers, newspaper design consultant

See Photo, page 4

Templin Award seeks nominees

Nominations are being accepted for the Edwards M. Templin Memorial Award for 1992.

Given annually by the *Lexington Herald-Leader*, the award honors a Kentucky newspaper person for outstanding community service.

The award's namesake was promotion director for the Lexington paper and president-elect of KPA at the time of his death in 1967.

Deadline for nominations is Nov. 20.

Nomination forms should be sent to David T. Thompson, Kentucky Press Association, 101 Consumer Lane, Frankfort, KY 40601.

If you have not received a nomination form, call KPA at 800/264-5721.

Previous winners have included Max Heath, Warren Fisher, David McBride, Betty Berryman, Louise Hatmaker, Don Towles, George Joplin III,

Elizabeth Spalding, Niles Dillingham, Creed C. Black, Floe Bowles, John B. and Ray Gaines, Thomas L. Adams, Larry Stone, Enos Swain, Jane Bird Hutton, Mrs. George Joplin Jr., May Rogers, John L. Crawford, Ben E. Boone III, Barry Bingham Sr., Roscoe I. Downs, James T. Norris Sr., Lawrence W. Hager Sr., and Albert E. Dix.

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Award winner

National Newspaper Association 1992 President Charlotte T. Schexnayder of the *Dumas (AR) Clarion*, presents a plaque to NNA 1992 Postal Committee chair Max Heath of *Landmark Community Newspapers* in Shelbyville. Schexnayder also presented Heath the "Ambassador Award." The awards were given during NNA's 107th convention in San Diego, Sept. 16-18.

Blue Cross Blue Shield responds to KPA customers' questions

Since many KPA members carry employee insurance through Blue Cross Blue Shield of Kentucky, John Bird, vice president of the insurer, has prepared a set of questions and answers for The Kentucky Press.

Bird said the company wants "to reassure your members that there is no reason to be concerned about their health care claims."

If you have questions, call him at 502/423-2704.

Q: I've read some articles recently stating other Blue Cross and Blue Shield plans are facing financial difficulties. What is Blue Cross and Blue Shield of Kentucky's financial strength?

A: We are the third strongest of the 73 companies using the Blue Cross and Blue Shield trademark. Each company is an independent, totally separate organization, meaning each has its own board of directors and management team. In other words, the financial stability of one company has no effect on the stability of another.

The bottom line about our financial stability is that none of our customers needs to be concerned about the payment of his or her health care claims. They will continue being paid as they have for the last 53 years.

Q: What is reserve?

A: As a mutual insurance company, any amount left unspent after we pay current claims of our customers and pay our day-to-day expenses is set aside in reserve to pay future claims — much like you would set aside money in your savings account so you are able to pay your bills when they exceed your income. In 1991, we spent 86 cents of every dollar we received on our customers' claims, 11 cents on day-to-day administrative costs and three cents were put aside in reserve to pay future claims.

Today's new high-tech medical procedures and new diseases like AIDS make a strong reserve more important than ever for insurers. You see, these factors, as well as other factors like the aging of America and government attempts to shift a larger portion of health care costs to privately-insured consumers are forcing up the cost of health care.

Q: I've heard you are merging with another company. Will you change your present commitment to customer service?

A: We will always be here — just as we have for the last 53 years — paying the medical bills of our customers. We will continue providing the same high level of customer service you have come to expect from us.

By merging with Associated Insurance Companies of Indianapolis, which markets the Blue Cross and Blue Shield product in Indiana, we are creating the strongest of all Blue Cross and Blue Shield companies. As soon as the arrangement is complete, you will have the peace of mind of knowing your health insurance benefits are backed by a company with a reserve level of nearly \$750 million.

This marriage also will secure our position as one of the country's largest processors of Medicare claims. Because of Medicare's recent announcement of its intent to do business only with regional processors, we will be in a stronger position to continue serving your needs.

Q: What have you done at Blue Cross and Blue Shield of

Kentucky to avoid the financial difficulties experienced by other insurers?

A: Early on, we recognize the dilemma caused by the rapid escalation of health care costs, and we are committed to working in partnership with doctors, hospitals, government officials, business leaders and — most important — consumers — to find and implement the solutions. We hope you join this partnership.

We have also increased our efforts to discover fraud and abuse and we have initiated numerous cost-containment programs.

In 1991 alone, we saved more than \$116 million for our customers by negotiating discounts with doctors and hospitals, increasing the effectiveness of patients' long-term care, and increasing the number of programs to reduce unnecessary "in-house" administrative expenses.

Q: Can I do anything to help get a grip on health care costs?

A: Absolutely! Perhaps the best way you can help is to

make healthy lifestyle choices. After all, studies show that between 50 percent and 75 percent of visits to doctors and hospitals are directly related to lifestyle choices.

If you don't already do so, you can help us get a grip on health care costs by questioning the amounts you pay. Here are a few tips:

- Let your doctor know cost is a concern.

- Ask your doctor about the results you can expect from specific services and treatments.

- Determine if it is cost effective to have a service or treatment performed in a setting other than the hospital, like an ambulatory care facility — or even the doctor's office.

- Use medical services appropriately. Did you know that 90 percent of hospital emergency room visits are for non-emergencies?

- Check your medical bills the same way you would check any other bill. Were you billed twice for the same service? Were you billed for treatment you never received?

- Eat properly. Exercise. Maintain a moderate weight. Wear your seatbelt. Keep immunizations current. Watch your alcohol intake. In short, act as if your life depends on your lifestyle. It does.

THE KENTUCKY PRESS

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October 7, 1992

Mr. David Thompson
Executive Director
Kentucky Press Association
101 Consumer Lane
Frankfort, KY 40601

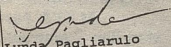
Dear David:

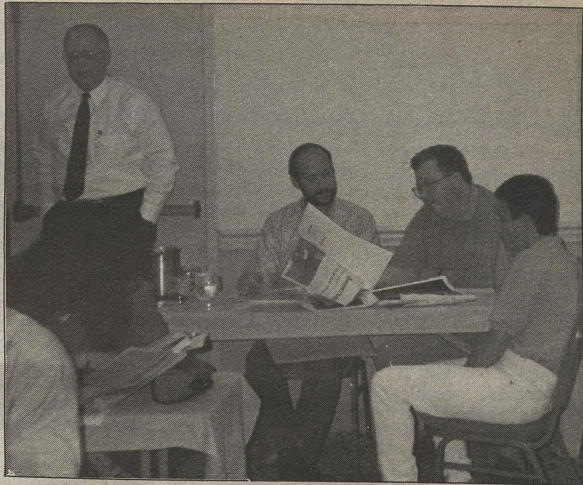
Thanks so much for all your help in setting up the contest judging. I was amazed at how quickly the judges got through the entries. I expected it to take a lot longer. I'd like a list of names and addresses for each of the judges so I can thank them individually. I really appreciate the amount of time and effort they put into getting the entries judged.

Carla and I had a great time in Kentucky over the weekend. We went on the Star of Lexington paddle boat dinner cruise Friday evening and drove to see the Mammoth onyx cave on Saturday. Kentucky is a really pretty state. The drive down the Blue Grass Parkway reminded me a lot of New England.

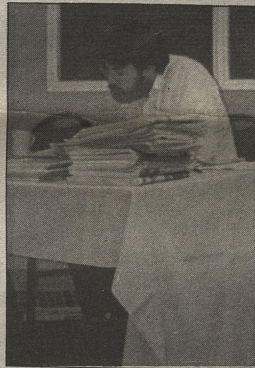
Thanks again for all your help, maybe we can do it again in a few years.

Sincerely,


Lynda Pagliarulo
Member Services Manager



Judgment Day



Photos by Sue Cammack

It was a big job, and a group of special somebodies did it!

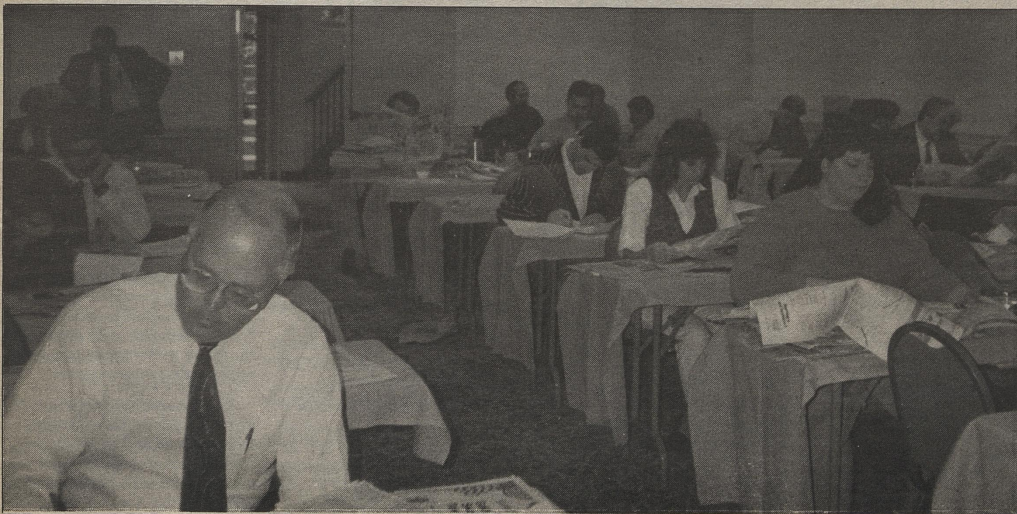
The following were judges last month in Lexington for the New England Press Association contest:

Stephen Peterson, *Woodford Sun*, Versailles; Don White and Dwain Harris, *Anderson News*, Lawrenceburg; Rick Jenkins and Tim Wiesenhoer, *Georgetown Graphic*; David Greer, *News-Enterprise*, Elizabethtown; Joe Imel, *Daily News*, Bowling Green; Holly Howard, Ralph Dunlop and Beverly Bartlett, *Courier-Journal*, Louisville.

Walt Handy, *Winchester Sun*; Paul Gottbrath, *Daily Independent*, Ashland; Lisa Carnahan and John Henson, *Harlan Daily Enterprise*; Pam Shingler, *Appalachian News-Express*, Pikeville; Mark Cooper, *Spencer Magnet*, Taylorsville; Ken Stone, *Grant County News*, Williamstown; David Cazalet, *Times-Journal*, Russell Springs; Kit Millay, *Oldham Era*, LaGrange; Jack Penchoff and Karen Meiman, *Garrard County News*, Lancaster.

Phillip Todd and Neil Roberts, *Jackson County Sun*, McKee; Ron Bridgeman and Patti Clark, *Jessamine Journal*, Nicholasville; Louise Hatmaker, Cheryl Spicer, Tammy Howard and Jeanne Dzierzek, *Jackson Times*; Jerlene Rose and Ken Simon, *Clay City Times*; John Lucas, *Crittenden Press*, Marion; Terry Sebastian, *Sentinel-News*, Shelbyville.

Kelly Warnick, *Gallatin County News*, Warsaw; Lucy VanHook, *Cynthiana Democrat*; Wales Hunter, *McLean County News*, Calhoun; Jim McAlister, *Sentinel-Echo*, London; Becky Meadows, Sue Cammack and David Thompson, KPA.



Naming names

JO-ANN HUFF ALBERS, chairperson of the journalism department at Western Kentucky University, took office Oct. 1 as president-elect of the Association of Schools of Journalism and Mass Communication. She will move up to president in October 1993. Previously the vice president and chair of the publications committee of ASJMC, she has been a member of the national Accrediting Council on Education in Journalism and Mass Communication for 11 years.

Elected treasurer of the board of trustees of Southern Newspaper Publishers Association Foundation at the group's annual convention last month in West Virginia was **MARY SCHURZ**, publisher of the *Advocate-Messenger* in Danville. The KPA president was also elected to an initial three-year term on the foundation board and has just completed a three-year term on the SNPA board of directors.

JOHN HAGER, president of the *Owensboro Messenger-Inquirer*, was also

Another winner

Does this state have good student newspapers — or what!

The *College Heights Herald* of Western Kentucky University has won one of four national Pacemaker awards.

The announcement was made Oct. 31 at the convention of the Associated Collegiate Press-College Media Advisers in Chicago.

The twice-weekly *Herald* was a winner in the non-daily category in the judging of papers published during the 1991-92 school year.

The student paper has won the awards five times, the last time in 1988.

Tanya Bricking was *Herald* editor in the 1991 fall semester, and Doug Tatum was spring editor. Bob Adams is faculty advisor.

The *Eastern Progress* of Eastern Kentucky University won a regional award, which was announced in last month's edition of *The Kentucky Press*.

elected to a three-year term on the SNPA board, representing Kentucky.

After almost 38 years as vice president and general manager of the Andy Anderson Corp. and Muhlenberg Broadcasting Co., **RON BEANE** retired at the end of October. The Anderson group includes the *Leader-News* in Greenville, *Ohio County Times-News* in Hartford, *Ohio County Messenger* in Beaver Dam and part of the *Times-Argus* in Central City, as well as Paragon Press. Starting with the broadcasting side in 1954, he was named general manager of the *Leader-News* in 1961.

Also leaving the business in October was **JOHN BRAMEL**, publisher and general manager of *The Lebanon Enterprise* since 1987. Bramel, who has won a host of KPA awards, announced he is devoting full time to his photography business, *PHOTOSOURCE*, and its freelance writing subsidiary, *Natural Vision*. He joined *Landmark Community Newspapers* in 1978 at the *Central Kentucky News-Journal* in Campbellsville and has worked at *The Oldham Era* in LaGrange and *The Springfield Sun*.

Replacing Bramel in Lebanon is **NINIE GLASSCOCK**, editor/general manager of *The Springfield Sun*. Glasscock will manage both papers, which are in neighboring counties and are owned by *Landmark*. She was assistant editor of the *Lebanon paper* before going to *Springfield* in 1990. A graduate of *Texas Tech University*, she has earned 76 state and multi-state awards for her journalism work over 13 years.

VIRGINIA PAGE, managing editor of the *Logan Leader and News-Democrat* in Russellville, has taken a medical leave of absence. Reporter/photographer **TRACY DICE**, a 1990 graduate of *Western Kentucky University*, is serving as interim managing editor. New to the editorial staff of the newspapers is **STEVE BOGART**, a minister in the Church of the Nazarene.

ROBIN CRUMP has been named production administrator at *Standard*

Publishing in Shepherdsville. The company is owned by *Landmark Community Newspapers*.

Two staff members at the *Georgetown News&Times* were recently promoted. **MITZI GRAY MONTFORT** is the new composition manager. The *Georgetown College* graduate has worked at the paper since 1990. **BOB VLACH**, a 1990 graduate of *Eastern Kentucky University*, is now associate editor. He joined the sports staff, part time, in February 1991 and began work as a full-time writer and photographer a year later.

The News-Enterprise in Elizabethtown has hired **MISHELL L. NIBERT**, a senior co-op student at *North Hardin High School*, as a file clerk in accounting.

Three staff members at KPA papers were scheduled to be panelists at a debate in September in Ft. Mitchell between congressional candidates *Jim Bunning* and *Floyd Poore*. They are **JUDY CLABES**, editor of *The Kentucky Post* in Covington; **MARK PROVANO**, regional editor for *The Courier-Journal* in Louisville, and **GEORGE WOLFFORD**, senior reporter for *The Daily Independent* in Ashland. Veteran newsman **AL SMITH** was moderator.

LINDA LUDLAM, former major accounts executive at the *Owensboro Messenger-Inquirer*, has joined the *Courier Co.* in Indiana as a retail account executive in advertising.

KPA board member **LOUISE HATMAKER**, edi-

tor and publisher of *The Jackson Times and The Beattyville Enterprise*, has been named second vice president of *Kentucky River Medical Center's* board of trustees.

DUANNE PUCKETT, editor of *The Sentinel-News* in Shelbyville, was the keynote speaker at *Eastern Kentucky University's* Society of Professional Journalists' ninth annual *High School Newspaper Competition* and *Journalism Workshop* in September. She spoke on "News in a Small Town."

A former editor of *The McLean County News* has been elected president of the *International Society of Weekly Newspaper Editors*. **CLYDE WILLS** is now editor and publisher of *The Metropolis (Ill.) Planet* and president of the *Illinois Press Association*. His father, **LONDON WILLS**, owned the *Calhoun paper* in the

1950s and '60s and was also an *ISWNE* president.

A former reporter for the *Flemingsburg Gazette*, **JOHN EARLY MCINTYRE**, has been named a deputy copy desk chief at *The Baltimore Sun*. He worked as reporter, editor and columnist in *Flemingsburg* during the summers of 1968 through 1973. He was a copy editor at the *Cincinnati Enquirer* before joining the *Sun* in 1986.

FRED BROCK, a former reporter for *The Courier-Journal*, has been named copy editor on the business desk of *The New York Times*. He is also a former editor on the overseas desk at the *Wall Street Journal*.

At KPA Associate *Meridian Communications* in Lexington, **JOEL RAPP** has been named vice president, media director. *Meridian* is a marketing/advertising/public relations firm.

21 ideas to help motivate

By **BUDDY KING**
Texarkana (Ark.) Gazette

1. Don't forget to thank people for doing the job.
2. Instead of just saying something to folks, sometimes write a "Thank You" note to your own employees.
3. Don't forget to let people know when they are doing a good job and try to always end any kind of criticism on a positive note.
4. Establish an employee recognition program.
5. Start an "Employee of the Month" program.
6. Hold a sales contest, with some nice, worthwhile prizes.
7. Put all sales people on commission, not just a manager. They'll sell more.
8. Set goals and objectives with incentives based on reaching those goals and objectives.
9. Post a picture of the Employee of the Month where everyone can see it.
10. Work toward good communication throughout the company.
11. Hold employee focus group meetings (let them give suggestions and ideas).
12. Pay employees for good ideas.
13. Have a company picnic, and company socials.
14. At the end of the year include a sheet showing all the benefits paid to the employee

besides wages — your "total investment" in them.

15. Pay for employees to attend seminars and training in their field.
16. Give some kind of prize or monetary recognition when an employee wins an award such as the *APA Better Newspaper Contest*.
17. Start an employee newsletter in your company.
18. Allow your employees to run free classifieds if you are not already doing so.
19. Try to set up a policy book; have an orientation program for new employees.
20. Have the publisher or general manager go out into the workplace at least two or three times a week and chat with the employees.
21. Try to visit all of the employees at least once a month; take them to lunch.

Photo workshop

From page 1

Ed Henninger will present a morning session that day on redesigning a newspaper.

The convention is set for Jan. 21-23 at the *Executive Inn* in Louisville. More information on particulars of the convention will be mailed to KPA members soon.

Awards & such

• The *James Beard Journalism Awards* will be given next April to food and beverage writers. Categories for the new awards include news/investigative reporting, restaurant reviewing/criticism, features/consumer reporting, and literary food writing. Entries must be received by Jan. 31. Presented by the *James Beard Foundation*, the awards honor one of the country's most noted food writers. For details, contact *Melanie Young*, *Young Communications*, New York, N.Y. (E&P)

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Linotype vets learned skills at small papers

By KEN METZ
Bath County News-Outlook
Owingsville

Back in the "blacksmith days" of newspapering in the prior 1960s, the customary method of producing your weekly and daily papers was by the hot metal press.

That is, a Rube Goldberg-type of machine with a keyboard that would take the letters (molds) you selected, drop them into a row and then cast them into a lead slug. These were lines of type and the machine that produced them was appropriately named a Linotype.

It generally took several years to be proficient at operating these machines and the men who developed into "journeymen" were sought by the larger newspapers.

So it was that the weekly newspapers became the colleges of training for those in this unusual occupation and most of them moved up to work on metro newspapers where the pay and hours were

better than weeklies could offer.

The Bath County News-Outlook, like so many other weekly newspapers, trained its share of these printers and Linotype operators. Usually, they graduated to the *Lexington Herald or Leader* (now the *Herald-Leader*) or nearby dailies.

Two of these Linotype-trained Bath Countians now in the composition department of the *Herald-Leader* are Prewitt Breeze and Billy T. Horseman. (Bill Stone is another one who operates a computer composing ads in their department. This newspaper featured him in a story a few years ago.)

Prewitt is well-qualified for his position of foreman of the composition department at the *Herald-Leader*. He got his baptism of hot lead at the *News-Outlook* under the late Paul I. Lewis in 1952-54, served in the U.S. Army, worked at the University of Kentucky Press, received his B.S. in commerce

at the University of Kentucky, was a Linotype company salesman and finally joined the *Herald-Leader* in 1965 to work up to his present management position.

His job responsibilities include supervising composing operations, coordinating advanced systems technologies for composition including research, recommendations, development, testing and training in all facets of pagination, which is the creating of an entire page of newspaper type including news and advertising on a computer screen, ready for printing on layout pages.

It sounds a bit complicated and it is. It is a far cry from the days of the old Linotype grinding out the slugs of hot metal and sometimes spitting some of the hot metal on your leg as you sat at its keyboard.

It was a hard way to produce a newspaper, but those who learned it and later went on to the present computer-and-laser printer production system had a big advantage over those who did not experience this old method. They learned how newspapers are supposed to look to attract readers.

Prewitt resides in Lexington with his two sons, Jody and Josh, and fills his free time with interesting hobbies. He enjoys big-game hunting, fishing, and particularly collecting and refinishing furniture. His home is filled with his beautiful, refinished creations.

When the *News-Outlook's* present owners, Russ and Margaret Metz, bought the paper from Paul I. Lewis, Billy T. Horseman was already on the job part time as a high school student. Billy, assisted by another student, Doug Warren, would help put the newspaper pages on the old press and hand-feed it from stacks of newsprint.

Horseman graduated from the Owingsville High School in 1959. He later attended Fayette Vocational School in Lexington and also received training from Micro-Tek Corporation on front-end typesetting systems.

Billy was a natural in printing and soon moved up to begin learning the Linotype. He started work at the *Winchester Sun* in 1965, where he operated the Linotype and did paste-up.

The *Sun* was among the first daily newspapers in the state to convert from hot type to the cold type method, which

was essentially the process of putting printed information directly on paper and pasting it up on a page.

At the *Sun*, the change involved the implementation of computer typesetting and that evolution became Horseman's main responsibility, being charged with selecting typesetting equipment to be purchased and then hiring and training staff members to operate the equipment. The *Sun* was among the first papers to utilize a front-end system using video display terminals. Horseman made sure this system remained operational and handled some repair with support from the dealer.

Along with his responsibility for the typesetting system, he did the paste-up of special sections and tabloids at the *Sun*. Horseman made the decisions concerning type and sizes to be used in editions and determined the size of the photos to be run in the paper.

Other duties included planning the layout of upcoming issues by drawing "dummies" or rough plans for how each page was to be laid out.

In 1976, Horseman became production manager and supervised seven or eight employees on the staff. During this time, the *Sun* was recognized by the Kentucky Press Association as one of the best dailies in its division of the state, receiving general excellence awards for 10 of the 12 years he was at this post.

From 1987 to 1989, Horseman took a sabbatical from the business and purchased a small business, the "Corner Market," in Winchester, and managed it until 1989, when the urge to get back in the news business summoned him to the *Lexington Herald-Leader*.

These days, Horseman is still "at home" pasting up pages with the experience he gained from the early years at the *News-Outlook*. He now resides in Winchester with his wife, the former Joy Scribner, and their three daughters, Liz, 23, Linda, 20, and Lindsay, 12.

The newspaper industry has progressed in great strides — from "movable type" to computer composition — and these two former *News-Outlook* employees have had a part in the big transition.

How can KPA help
your paper?
Give us a call
1-800-264-5721

Tips

Computers

Most Macintosh viruses are annoying, but not destructive. That's not true — not anymore! The newest, called INIT 1984, is dangerous! It will activate on each and every Friday the 13th, destroying your files every time.

CODE 252 is another new one, but it just scares you by saying it is initializing your hard disk — it doesn't.

Also, keep your eyes open for a program called "Tetricycle." It is a Trojan horse carrying the Macintosh virus MDBF.

Arkansas Press Association

KET honors Press

The first weekend of October 1992 will long be remembered by Kentucky Educational Television, as the KPA Associate hosted dignitaries, honored its founder, and threw open its doors to the public for an open house that drew an estimated 3,000-4,000 children and adults.

The official dedication weekend began Oct. 1 with a retirement dinner for KET founder O. Leonard Press attended by nearly 400 people.

On Friday, more than 200 invited guests attended the ribbon-cutting ceremony at KET to dedicate the network's new telecommunications center and name it for Press. Bruce Christensen, president and chief executive officer of PBS, was the featured speaker.

Then, on Saturday, employees donned turquoise KET T-shirts and swung open the doors at 10 a.m. for a day of fun and festivities.

"It is the people of Kentucky who will benefit most from our new facilities," said KET Executive Director Virginia G. Fox. "We were eager to show them exactly what the new building houses and what it allows us to do."

A poem

I have a spelling checker,
It came with my PC;
It plainly marks four my revue
Mistakes I cannot see.
I've run this poem threw it,
I'm sure your please to no,
Its letter perfect in it's weigh,
My checker tolled me sew.
—Phil Byrum in Oklahoma
Publisher

Pick ups

The Times-Tribune in Corbin celebrated its 100th birthday in September. A commemorative edition was to be published at the end of the month.

The Ledger-Independent in Maysville increased the cost of home delivery from \$6.75 to \$7.75 per month at the beginning of October. Cost of mail delivery in a seven-county area went from \$7.75 to \$8.75 per month, and out-of-state prices rose to \$10 per month. The single-copy price of 35 cents remains the same, according to publisher Bob Hendrickson.

Lexington was the site of the National Conference of Editorial Writers last month, with David Holwerk, editorial page editor of the *Lexington Herald-Leader* serving as convention chairman. Judith Clabes, editor of *The Kentucky Post* in Covington, was on a panel on the future role of editorial pages during the four-day conference.

The *Courier-Journal* and *Louisville Times Co.* chose to demolish the main part of the former Standard Gravure Corp. headquarters. After looking at options for the four-story building, the company "found none," according to

Courier-Journal president and publisher George Gill. The company bought the former printing plant in the summer. A separate portion of the plant that served as a bindery will not be torn down and will be used for some newspaper operations, including in-house printing and circulation.

The *Courier-Journal* is now providing a free telephone service for stock market listings. By calling a toll-free number between 6 a.m. and midnight on Sundays, callers can get the Friday closing price of stocks and mutual funds.

"You", the *Lexington Herald-Leader's* Thursday tabloid targeted at women, was featured in an article in the October edition of *presstime* magazine. The article is titled "Ladies First: They're back! Women's sections are being reincarnated to reattract readers." Editor Tim Kelly is quoted as saying about the tabloid, "I can't say at this point yet that this is the answer, but I think we're on the right track. It seems crazy to me that newspapers have deeded over to magazines and television any and all sections aimed at women. It's insane. (With 'You', we're taking a market segment and trying to create a product (for it). It makes a lot of sense."

Local news

Who is the Kentucky Press Association?

Story & photos by Becky Meadows, KPA News Bureau Director

Butler County Banner

Deborah and Roger Givens started from scratch in 1982. Now, 10 years later, the couple owns and operates a successful newspaper -- the Butler County Banner in Morgantown.

"It's really been kind of a struggle," Roger said with a wry shake of his head. "We didn't have anything. We bought an old kitchen table to use as a front desk.

"We developed film in the bathtub at our house," he continued. "Then we finally got enough lumber to build a darkroom."

Starting a newspaper is a tenuous venture at best. More fail than succeed.

Deborah and Roger succeeded, although at times it appeared the newspaper's fate may lie in a different direction.

At first, the venture started as a partnership, with Deborah supposed to do all the work while the other partner provided funding. Roger would continue his job with the Tennessee Valley Authority to support the family while they waited for the newspaper to take off.

But their partner pulled out after a disagreement, taking his money with him and leaving the Givens with an empty shell of a dream.

Sometimes it's easier to succeed if you don't know you can fail. Roger and Deborah did it all for their newspaper, from typesetting to layout to advertising sales and design.

They rented weekend time on Compugraphic equipment at the Leitchfield newspaper because they had no computer equipment of their own.

Now Macintosh computers grace their newspaper office, and there is a real desk at the front.

"It's a pretty big gamble to start a newspaper," Roger said. "I wouldn't think about doing it again. We just didn't know any better.

"We just scraped up enough to get started, enough for postage for the first month," he added.

Of course, Roger had to give up his job with TVA, a move he now says he does not

regret.

"Every once in a while he'll hear what people make where he used to work, and I say, 'You're not really mad at me for this, are you?'" Deborah said with a laugh.

"We pretty much succeeded because there was nothing we couldn't do ourselves," Deborah continued, looking at her husband. "We didn't have to rely on anyone."

Their reward is evident by the look on Roger's face as he pointed to several Kentucky Press Association awards displayed across a side wall

Banner's.

"The Republican was 107 years old and we just hated to see it shut down," Deborah explained.

Each week, about 5,500 Butler County Banners are available to residents of Morgantown for a modest 25

try to promote Butler County," Deborah added. "We stick to local news."

They would like to pass the newspaper on to other generations of their family. Deborah and Roger have five children, none of whom have shown interest in taking over the newspaper.

"We already have grandchildren," Deborah said with a laugh. "Maybe one of them will take it, Roger."

Roger shook his head and smiled.

Daily Times; Republican Glasgow

When the Jones family members decided in the late 1800s that the Glasgow Times espoused too-fierce Democratic views, they founded the Glasgow Republican -- and a feud fought with pen and ink began.

"The two just butted heads," Glasgow Daily Times editor Joel Wilson explained. "They had entirely different opinions over the years."

But history has a way of ending fights and feuds, as was the case here. More than 100 years later, the Glasgow Daily Times, then the Glasgow Times, still stands, as does the Glasgow Republican.

Today they are published out of the same building and owned by the same company, Donrey Media Group. The two are the only Donrey newspapers in Kentucky.

"Politically, we're still a Democratic newspaper with Democratic leanings, but we have endorsed Republicans," Wilson said. "We try to examine the issues and try to do what's best for our community."

And "community" is a key word for the Daily Times and its 10,000 or so readers, and the Republican, with its 3,000 weekly circulation.

"We run very little national news," Wilson said. "You won't find very much about the presidential campaign on our front page.

"We're a little different from other daily papers in that we still cover a lot of ribbon-cuttings and other things," Wilson said. "But our readers have so much access to national news through our two cable TV systems.

"We can provide the only thing they can't get anywhere else, and that's local news."

When it comes to the Glasgow community, Wilson knows what he's talking about. He is a Glasgow native and has worked for the Daily Times for 30 years.

He saw the transition at the newspaper from a family-owned to a corporate-owned product.

"There were a lot of changes for the better," he said. He added salaries were lower when the newspaper was family-owned, and, under Donrey, he and his staff have access to corporate training sessions and meetings.

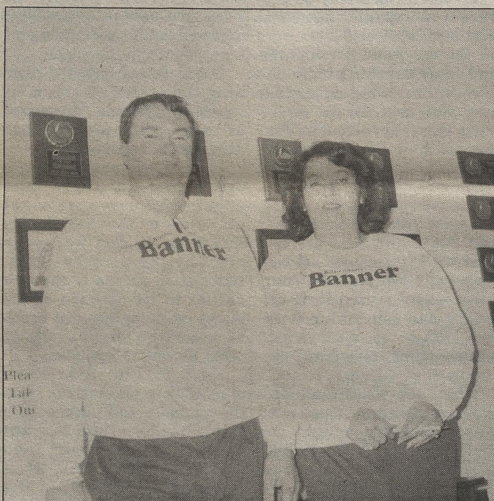
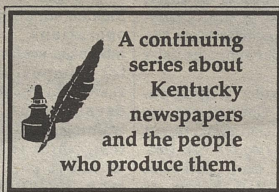
Salaries, however, are still not quite up to par. Wilson said sometimes he has trouble keeping upcoming college graduates at the newspaper for too long because of salaries.

"A daily paper this size is a great training ground for people right out of college," he said. "Then they look to move up. That's the problem we have keeping people -- we just can't pay them enough."

Under the ownership of Mr. and Mrs. Carroll Knicely, however, the Daily Times became the first newspaper in the state to use offset printing. Now, Wilson would like to add more color to the newspaper, namely, full-color pictures.

"We want to do more color. It's just cost-prohibitive at this point," he said.

The paper employs strong use of photographs by using



Roger and Deborah Givens have operated The Butler County Banner in Morgantown for a decade.

of the small newspaper office. He had no formal training in journalism, yet several of the awards bear his name.

Deborah has been a journalist since she was 16 years old. She has a Bachelor of Science from Ball State University in Muncie, Ind. In 1968, she got a \$10 check for selling a story to the Chicago Tribune. She still has the check stub.

July 1 of this year, the Givens purchased the Green River Republican, a much older paper than the Butler County Banner they started. They merged the two papers and incorporated the flag of the Republican into the

cents. And for those people who want the scoop on local news, there is no better place to look, Deborah said.

"The vice president came to Bowling Green recently," she said. "My attitude toward that is, I don't care. Now if he came to Morgantown, we'd cover it."

The couple focuses on local news because Morgantown residents can get national and international news from cable television and larger newspapers like The Courier-Journal, Roger said.

"We're the only place they can get local news," he said.

"Our main function is to

▷ ▷ ▷



The news staff of the Glasgow Daily Times takes a breather to have their picture made. The daily is more than a century old.

some pictures brought in by members of the Glasgow community. Wilson said he tries to use a feature photo on the front page of the paper every day.

Donrey doesn't interfere with the editorial content of its newspapers, Wilson said. Publishers are left alone to establish the editorial identity of their newspapers.

The editorial content of the Daily Times got hot recently when Bowling Green citizens ran Monsanto, a company wishing to start a plant that would have emitted a certain amount of toxins into the air, out of their town.

Glasgow officials saw their chance and lured the company there.

"They're not going to be a bad corporate neighbor," Wilson said.

The feuds are few and far between now, and Wilson's staff of six reporters await the next controversial issue to grace the front page of their newspaper.

They probably won't have to wait long.

I cannot agree ... that the First Amendment must be abridged in order to "preserve" our country. That notion rests upon the unarticulated premise that this nation's security hangs upon its power to punish people because of what they think, speak or write about, or because of those with whom they associate for political purposes.

—Justice Hugo L. Black

The Daily News Bowling Green

"Pipes" is not his nickname.

It's unusual, yes. It isn't heard often.

But Pipes Gaines, assistant publisher of the Park City Daily News in Bowling Green, is quite proud of his odd name.

"It comes from my mother's side of the family," he said with a smile, glancing at the picture of his mother framed on the wall behind his desk.

The Gaines family has owned and operated the Daily News for four generations, and Pipes' son, the fifth generation of Gaineses to work for the Daily News, has just started delivering some of the newspapers to Bowling Green residents.

Bowling Green's only remaining newspaper dates to 1854. It was around that time that Henry Watterson, a famous editor of The Courier-Journal, gave the newspaper its name.

Watterson made a dedication speech for Fountain Square Park in downtown Bowling Green and referred to Bowling Green as the "beautiful park city."

Soon after, various businesses started to use "park city" in their names.

Then-publisher John B. Gaines, grandfather to current publishers John B. Gaines and

Ray Gaines, also included "park city" in the newspaper's name, and the Park City Daily News was born.

Of course, some confusion resulted after the naming of Park City, formerly Glasgow Junction, in Barren County, which is just east of Warren County where Bowling Green is located.

To help eliminate some of the confusion, the Daily News has de-emphasized the "Park City" in its flag, Pipes Gaines said.

The role of the Daily News in the Bowling Green community is "to try to exert some leadership in the community and to stand for what we believe in," Gaines said.

The newspaper is politically conservative, although it rarely endorses candidates.

He realizes that family-owned newspapers are becoming rare, "endangered species," as he calls them. But the Gaineses have held the Daily News for more than 100 years, and it doesn't appear the newspaper will change hands any time soon.

About eight years ago, the newspaper office was expanded when the Gaines family purchased the building next door which held a grocery store.

Now there is more office space, a larger newsroom and more room to hang awards on the walls. The hallway leading to Pipes Gaines' office

is lined with plaques from the Kentucky Press Association, stating names of various Daily News' staff members.

The Gaines' ownership of media doesn't stop with the Daily News. The family also owns WDNS, an FM radio station, and WKCT, its sister AM station, in Bowling Green.

Under a grandfather clause, the family retained ownership of the radio stations after the Federal Communications Commission passed legislation in the 1980s making cross-ownership in the same coverage area of media illegal, Gaines said.

Surviving in the Bowling Green market has not been easy. Competition for advertising dollars is stiff. The city has two shoppers, an award-winning college newspaper (Western Kentucky's College Heights

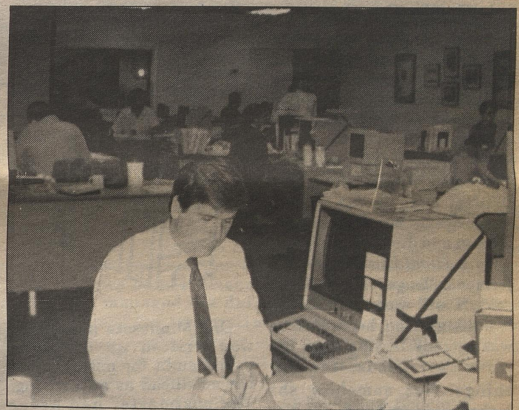
Herald) and numerous radio stations.

"The pie's only so big, and every time you take a piece out of it, that's one more piece you could have had," Gaines said.

Yet the Daily News continues to survive and grow. The newspaper reaches about 25,000 people each Sunday and 22,000 people Monday through Friday. The newspaper is not published on Saturdays.

Pipes Gaines knows how important it is to give readers what they want. The Daily News runs full-color photos on its front page every issue now, even though running full-color increases the cost of publishing the paper.

"We did two readership surveys," Gaines said. "Our readers like it."



The modern newsroom of The Daily News in Bowling Green belies the age of the newspaper, which has been in the Gaines family for more than 100 years.

Try this test, if you want a scare

As media buyers sometimes point out, newspapers can be extremely time-consuming and frustrating to buy.

To determine if your newspaper may be contributing to this problem, take the following test.

Ask someone outside the paper to call your ad department as if needing information to place an ad. Have them start their stopwatch after the first question is asked, and see how long it takes your person to have these questions answered"

1. What is your circulation?
2. What is your column width for display and classified ads?
3. How much would it cost to run a 3x10 display ad one time?
4. Is this cost NET or GROSS?

The results may shock you. One ad agency owner says he's gone through as many as four or five people to get the answers. It has taken as much as six to seven minutes per call to get the information, and in about 25 percent of the cases, he was hung up on before his questions were answered.

(Wisconsin Newspaper Association)

In memoriam

Ed Dietz

Edward Wilder Dietz, a public relations writer at the University of Kentucky, died in an automobile accident Oct. 16 in Woodford County. He was 42.

Also a musician, he was returning to Lexington from a reception at the Governor's Mansion in Frankfort where his band had performed.

The Vietnam veteran had worked as a proofreader and part-time feature writer at the Lexington Herald and Leader while attending the University of Kentucky. Later he was a reporter for the Bay City Daily Tribune in Texas and editor and projects writer for the Tampa Tribune in Florida.

Sally Dunlap

Sally Dunlap, who wrote about bowling and golf for the Lexington papers for more than four decades, died in Lexington in September. She was 84.

Along with her columns, "Swinging Along with Sally Dunlap" and "On the Lanes," she formerly wrote a culinary column and did book reviews.

In a *Herald-Leader* notice, former colleague Bruce Engel said, "I will remember her for two things. One, her wardrobe was incredible. She wore the most outrageous, colorful things, but somehow she looked good in them. I'll also remember her for her, shall we say, off-color jokes."

She had also worked for radio stations in Kentucky and Florida and was the first woman to be inducted into the Greater Lexington Bowling Association Hall of Fame.

John T. McNutt

John T. McNutt, 78, retired manager and associate editor of the New York Times News Service, died Oct. 4 in Monroe, Wash.

He was a former reporter and columnist for the *Paducah Sun*, the Louisville Times and *Courier-Journal*. Before joining the NYTNS, he was foreign news editor and United Nations editor for United Press International. (Editor & Publisher)

Evelyn Sparks

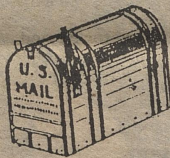
Former writer and photographer for *The Anderson News*, Evelyn Mae Gean Sparks, 69, died recently in Lawrenceburg.

She worked for the newspaper from 1963 until her retirement in 1985. She had previously worked for the North Mississippi Herald in Water Valley, Miss.

Postal notes

Masthead not advertising

Your newspaper masthead is not paid advertising and should not be counted as such when you are measuring your newspaper to determine the percentage of advertising.



One Minnesota newspaper was written up during a postal audit for not counting the masthead as advertising. The postmaster had never cited them for this before.

After contacting Minnesota Newspaper Association and attorney Mark Anfinson, the newspaper was able to go back to the postmaster and point out that section 432.13 of the DMM (Domestic Mail Manual) nowhere states that a masthead is to be considered advertising.

Further investigation shows that the postmaster had recently attended a class on postal regulations that specifically taught that such items should be counted as advertising. The information offered at that class was an erroneous interpretation of the DMM.

The postmaster said he planned to bring the corrected information to the attention of postal officials. (Utah Press Association)

'Unused' journalist writes of his life among the homeless

COVINGTON (AP) — Tom Karr prefers to use the term "unused" instead of "homeless" to describe a large class of people he says are effectively locked out of meaningful jobs and wander the nation's streets, highways and back alleys.

That's because he has been one of them. Karr, a 59-year-old journalist, walked into *The Kentucky Post's* newsroom this summer and agreed to write a six-part series titled "The Unused. Homeless By Any Other Name."

Karr, who grew up in Cincinnati, worked as a journalist before gaining a college degree. He started a family in northern Kentucky but when his computer business failed, he became one of the "unused" starting in early 1991.

"By the accepted usage of the term 'homeless,' I qualify. I sleep in the woods, under bridge overpasses and, occasionally, in a so-called 'shelter,'" Karr wrote.

"Actually, the woods are generally safer and cleaner than the shelters. Bridge overpasses are OK in wet weather but are uncomfortable, dirty and sometimes dangerous."

Karr did not generally focus on his own life on the streets. Instead, he took a broad look at the homeless problem, including its causes, perpetuation and possible solutions. He

quoted from a number of national studies and included interviews with officials of charitable organizations in the stories that appeared Aug. 29 through Sept. 4.

Although the National Coalition for the Homeless has reported that 30 percent of homeless people are mentally ill, Karr pinned much of the problem on a shift from well-paying positions to minimum-wage jobs during the past decade.

"Employers today would rather pay overtime than add new workers to their already-stretched benefits packages," he added.

Also, Karr noted that increases in the minimum wage have lagged far behind the inflation rate. And without a car, an inner-city resident who is jobless or earns only minimum wage becomes part of the core of "unused" people, he wrote.

"To this we add the mentally and physically impaired, the drunks, drug addicts, ex-cons, derelicts, failures and rejects of suburbia — placing them in the very center of hopelessness (the inner city) — and wonder why things don't improve," Karr wrote.

A number of other things perpetuate the problem, including the very agencies that aim to help the homeless, he said.

Rules that some homeless shelters impose — such as alcohol tests and mandatory attendance at religious services — discourage participation. Other shelter regulations make it extremely difficult for a homeless person to find a job and housing, he said.

Those include rules that limit a person's stay to only a few days, forbid mail deliveries and telephone messages and ban storage of personal belongings at the shelter. Rules that require shelter occupants to return to the streets early in the morning effectively shut out anyone who might find a night-shift job, Karr said.

As a result, homeless people shift from shelter to shelter and from town to town. Along the way, they learn how to take advantage of the system and learn ways to abuse it, he said.

Without money or a job that pays better than minimum wage, many homeless people cannot afford deposits and weekly rents for the most inexpensive rooms, he said.

"Unless you are a woman with children, there seems to be little housing assistance available on either side of the river, so plan on staying in the woods for as long as possible," Karr wrote.

Content: why subscribers cancel

Editors who think that readers cancel newspaper subscriptions mainly because of lousy delivery, price hikes, or lack of time are wrong, according to a study that lays blame squarely on what is *in* the paper.

"Dissatisfaction with content, not time poverty, was the primary reason newspaper loyalists stopped subscribing to their local daily newspaper," says a report by Melinda D. Hawley, assistant journalism professor at Northern Arizona University's journalism school.

The study contradicts earlier research that downplayed or ignored reader disappointment with the news product as a cause of dropped subscriptions.

The study, funded by the James M. Cox Institute for Newspaper Management Studies at the University of Georgia, was based on long

interviews with 30 former local subscribers to *Columbus (Ga.) Ledger-Enquirer*, a mid-sized daily of about 60,000 circulation.

Disenchantment with the local paper fell into four categories: Parochialism, superficiality, redundancy, and plain old second-rate journalism.

In one frightening finding, Hawley writes, "It is possible to extinguish the habit permanently of regular newspaper reading — permanently sever the tie between loyalist and paper. Again, content, more than any other factor, determined whether or not a former subscriber gave the local daily another try."

Other findings:
• Decisions to stop getting the paper were based on careful consideration and often with agreement among family members.

• Readers were more dissatisfied with their local paper

when they were exposed to metro dailies. Of the 30 canceled subscriptions, 25 homes were exposed to metro dailies. Ten of the 30 former subscribers switched to a non-local metro paper.

• After two years, eight of the 30 were still non-subscribers to the local paper while 10 were churners, starting and stopping daily or weekend subscriptions.

If there was any good news, it was that people did not drop the local paper for television. They bought single copies or read the paper at work. All but one of the 30 former subscribers bought the Sunday paper regularly.

(Minnesota Newspaper Association)

KPA's toll free number
1-800-264-5721

A week in the life of the culturally elite

By JUDITH CLABES
Scripps Howard News Service

All this talk of the culturally elite is a bit heady, considering that it has become a compelling sociological issue, and here I am slap-dab in the middle of it.

Here among what Spiro Agnew called an effete corps of impudent snobs and Dan Quayle calls the media elite, my colleagues and I ply our trade.

It goes to show that you can get so caught up in the good life that you take it for granted. As accustomed as we are to wiggling our way round the maze of desks in the cramped quarters of our ancient newsroom, stepping mindlessly into merging blobs of coffee stains on the fraying carpet, we have lost perspective of our importance.

Here is a piece of Front Page Americana, a virtual citadel of cultural elitism, real Noblesse Oblige stuff, and all this time we've thought of it as a dump.

Now that we've been jerked back to reality, we'll be more respectful — of ourselves, of course. And since the rest of you are probably wondering how the other half lives, I'd like to share with you — now that I'm attuned to the obligations of class — a small glimpse of my culturally-elite Week That Was.

First thing Monday morning, I got my priorities straight. I washed from my coffee cup the mold that had grown in it over the weekend. Already, I was on a roll to major decision-making. Then the phone rang. The city editor's young daughter had chicken pox and his wife was out of town; he'd have to stay home for a few days. The phone rang again. The receptionist's son had a terrible ear infection; we'd have to handle the phones. It rang again. It was my son, from school: Why didn't I remember to remind him to take the check for his fees?

Meanwhile, deadline looms, and press starts wait for no man or woman, no matter how culturally elite.

I forgot to tell you that I was wearing a brand-new pair of hose, purchased where all the culturally-elite women I know purchase such things — from a discount store. Well into a lovely Monday morning, I snagged them on my desk. I could live with a snag, but it shortly became a major gap through which my knee pro-

truded.

Luckily, because I had to be seen in public, an extra pair was forthcoming from a sympathetic (and prepared) co-worker. With all the dignity my status allowed, I changed pantyhose — standing up — in the narrow stall in what passes for the ladies' room. You had to be there.

Frankly, Monday was a precedent, and the remainder of the work week proceeded apace and alike, so I'll spare you the details and move to the after-work portion of a culturally-elite life. In no particular order:

In a rush — because there is no other way — one evening, I threw into the washer a load of laundry. Even the culturally elite have dirty clothes. All was well until I later discovered my husband's wallet still in the pocket of the just-washed pants. You'd think, after nearly 30 years, the rules on this would be clear. Wrong. I flatly denied culpability, he was miffed (but responsible) and his credit cards were squeaky clean.

Another evening, our teenage son arrives home from one event or another at school, long after dinner has been consumed and the dishes put away. He is, of course, starved to the point of perishing on the spot. What is the stomach's desire of this culturally-elite child of culturally-elite parents? Quiche? Vichyssoise and liver pate? Fruit and cheese with yogurt dip? No, he'd like a bourgeois meat lovers Pizza Hut pizza.

Next night, after a particularly long workday, I dragged home only to discover the only thing in the freezer that could be prepared quickly was chicken. I popped it into the microwave to unthaw while I changed into going-to-school-for-parent's-night clothes. Frying would be quickest, I reasoned, so I fried the chicken. Enter my husband, drooling over the prospect of non-Colonel fried chicken, who mumbles, "We haven't had home-fried chicken in decades. What have you done, and what do you want?"

This is the kind of trust a good marriage is built on.

Later, dutiful parents that we are, we put ourselves through the paces of our son's class schedule at the high school. Despite cultural elitism, this is our idea of what parents do. All was well. We learned in the American Liter-

ature class that he would be reading, among other things, Huckleberry Finn. Pardon our elitism, but never once did we think, "My, my, dare we allow it?"

On Saturday, when the cultural elite are usually preparing for politically-correct social activities, we arose at the crack of dawn, drove 100 miles or so to our son's college house, and painted rooms with him for about 10 hours. Now, this was not artsy, mural stuff, or political slogans or graffiti or anything like that. This was painting, sprucing up and down-and-dirty cleaning. The last ceiling was by far the hardest — and longest.

In the end, bone weary, we had more paint on us than anything. Very late, we fell into our bed at home with one eye each open and waiting for the youngest son to return from his school homecoming dance.

Next day was a day of rest, out of necessity. We were too sore to move. I wish could bring this culturally-elite week to a more rousing conclusion, but it ended not with a bang but a whimper.

I'm not quite sure how all this fits with the stereotype. At times, it seems more like the stuff of a prime-time sitcom.

Oh. Now I get it.

Tips

Beating the CTDs

- * Make sure you rest your feet on the floor or a foot rest.
- * Sit in a position that is comfortable with your lower back well supported.
- * Sit so your hips are at slightly more than a 90-degree angle to your back, with enough space between your knees and table top to shift position easily.
- * Keep wrists straight and curve your fingers when striking the keys. It's good to keep your hands and fingers relaxed.
- * Elbows should be at about 90-degree angles.
- * Don't cradle the telephone on your shoulder.
- * Shift positions frequently. Stand up and stretch occasionally.
- * Alternate periods of work at your computer with other tasks, if possible.
- * Adjust the distance you sit from the screen to avoid having to lean forward.
- * Adjust the top of your monitor screen so that it's at or slightly lower than eye level.

KPA's toll free number
1-800-264-5721

Items

State gets recycling kudos

Two national groups honored Kentucky for being the No. 1 state government in the nation in the percentage of recycled printing and writing paper it buys — 100 percent. It is the only state to require that all printing and writing paper bought by its agencies have at least some recycled content. The award was presented in Washington, D.C., last month by Conservatree Information Services and the National Association of State Purchasing Officials. (*Lexington Herald-Leader*)

A form of flattery

The Hoosier State Press Association has started a news bureau much like KPA's. It will "serve as a resource for Indiana newspapers for news centered in Indianapolis that relates to their communities," said an article in a recent edition of *The Indiana Publisher*. KPA was the first state press association to provide such a service for its members.

SNA director named

Joe Ziembra, account executive with Smith, Bucklin & Associates in Chicago, is the new executive director of Suburban Newspapers of America. He replaces James Elsener, who has managed the daily operations of the organization for 15 years. Smith, Bucklin is an association management firm that has managed SNA's membership services, conferences, contests and public relations/marketing since 1977.

INFE goes CPE

International Newspaper Financial Executives (INFE) has become an approved sponsor of the National Registry of Continuing Professional Education (CPE) Sponsors. As a registered sponsor, INFE has demonstrated it can meet standards for CPE established by the National Association of State Boards of Accountancy.

NAA schedules meetings

The Newspaper Association of America has announced dates for its major meetings in 1993.

- * March 21-24: NAA Research Council and Market Development and Promotion Council Conference, New York City.
- * April 26-28: NAA annual

convention, Boston.

- * June 12-16: NEXPO '93, New Orleans.
- * June 13-16: NAA Market Conference, New Orleans
- * Late July or early August: NAA Classified & Co-op and Vendor Development Conference, TBA.

For more information, contact NAA meetings management department, 703/648-1277.

No, thanks

Nearly one-third of the daily newspapers in the country did not intend to endorse a presidential candidate this year, according to a report in *presstime*, the journal of the Newspaper Association of America. In a survey commissioned by the magazine, of 205 newspaper editors and publishers, 31.9 percent said their papers will not endorse, and 18 percent said they did not endorse as a matter of policy. Also in the survey, about half of the respondents said they see a liberal bias in the general media, but only about one-third felt there is a liberal bias in newspaper political coverage. The survey also reported that more than half of the respondents were personally still undecided about the candidates less than two months before the election. More than half the interviewees were executives at papers with circulations between 5,000 and 25,000.

Fund names director

The Dow Jones Newspaper Fund has new chiefs: Richard S. Holden as executive director and Linda Waller, deputy director. Holden, national copy chief at the *Wall Street Journal*, succeeds Thomas Engleman, who resigned to join Temple University's administration. Waller had been assistant to the fund's director.

Those who won our independence ... believed that freedom to think as you will and speak as you think ... (is) indispensable to the discovery and spread of political truth.
—Justice Louis D. Brandeis

Wide open debate on public issues should be uninhibited, robust and sometimes contain unpleasantly sharp attacks on government and public officials.

—Justice William J. Brennan Jr.

Kentucky views

Editorials from around the commonwealth

By BILL BISHOP
Lexington Herald-Leader

Author William Greider was interviewing Watergate reporter Bob Woodward several months ago on one of those droning public television specials. Between the same old stuff came one of those magic times in an interview. All the padding and cover-up was stripped away, and a stainless steel bit of truth was left bare.

Greider asked Woodward (now an editor at *The Washington Post*) about the perception in the country that Washington, D.C., reporters are easy on politicians. Wasn't there a bias among political reporters? Didn't they take sides?

Woodward smiled — this was the guy who brought down Nixon, after all — and said reporters would ruin their mothers for a good story. Democrats, Republicans — Woodward said quarter was given to neither.

No, Greider said, you don't understand. People think the games played between Republicans, Democrats and the press are "intramural" affairs, Greider said. Republicans and Democrats were the same to most people. Isn't the real problem, Greider pressed, that you are all part of the problem?

Woodward was flustered, as if he had just been told there was no such thing as gravity. That the reindeer games of Washington politics could be considered ultimately unimportant to the rest of the country was a window he had never opened. The nation's most famous investigative

reporter said he would rather not think about such a possibility.

Think about it, Bob. It's happened. Control over the language used in the nation's political debate has been stripped from the press. Politicians have found ways to go directly to voters (the Larry King show, infomercials, talk shows), bypassing the experts of print and TV. Not only do people like it that way, excluding the press has tended both to civilize the discourse among the candidates and to increase interest in politics among voters.

Last Thursday night, for example, more than 90 million people watched a presidential debate where no questions were asked by political journalists. Without professional questioners, the number of viewers jumped more than 20 percent from the expert-laden first debate. And with non-journalists shaping the debate, the discussion was uniformly civil and informative.

This distrust of politicians and reporters alike has been brewing for a time. In 1991, a study by the Kettering Foundation uncovered the deep distrust of the press' ability to lead a public discussion. "Politics is steered by the media," one man told Kettering researchers. "We're not even asked in the media what's the public opinion; we're just told."

A woman from Philadelphia had a similar complaint. "The (issues) which get trumped up in the press, I don't care about," she said. "But I guess that's what sells newspapers. The health-care problem, the

School councils need to know OM law

The Kentucky Standard
Bardstown

When the General Assembly approved the Kentucky Educational Reform Act two years ago, it guaranteed that the number of people who make decisions on public issues regarding schools would increase dramatically.

Most of the people are fathers and mothers, teachers and administrators and people who are interested in better education for our children. We're grateful that they're interested in serving our schools and communities.

Many of the people who serve on site-based decision-making councils are probably not aware of the state's open meetings law.

They should be.

The law states that governmental agencies — as well as sub-agencies — must conduct their business publicly, except in a few rare cases.

The Boston SBDM Council apparently broke the law recently when it went behind closed doors to discuss the process that was used to hire a principal. During that closed-door meeting, the committee also discussed issues that led to the decision to hire a new principal. The vote to hire the principal was taken behind closed doors. The announcement regarding who was hired came when the council members came out of their closed meeting.

The open meetings law specifically states that govern-

mental agencies cannot go into closed session to discuss general personnel matters. Discussing the process used to hire candidates for the principal position is about as general as a discussion can get.

The law states that an agency can go into closed session to discuss the appointment, discipline or dismissal of an employee.

We urge all council members to become familiar with the open meetings law. It's designed to allow the public to hear firsthand discussions that affect their lives and pocketbooks.

It's a good law. And it's a law that we're determined to see obeyed.

People would rather ask questions than let press do it

homeless problem ... all are diluted by this. These issues don't get the press."

The brilliance of Ross Perot's idea of an "electronic town hall" was that it tapped directly into this widespread feeling among people that they don't want the news filtered by the press. That the idea came from the most authoritarian candidate in the race is just another irony in Perot's odd-ball campaign.

Most journalists are like

Brother Woodward, however. They can't believe a serious political debate can take place without their blessing (much less presence).

I've spent the past week with a group of editorial writers from around the country, and there was much grumbling about the "softball" questions pitched by Larry King and the citizens at the town meeting debate. Sander Vanocur, a questioner at both

the Nixon-Kennedy and Bush-Clinton debates, spoke for his compadres in the Washington press corps when he said this whole "vox populi" thing had gone too far.

Probably, it hasn't gone far enough. Framing your own questions is only the first item to be purchased by citizens on the grocery list of democracy. The country will work better still when people not only ask the questions, but provide the answers.

New laws let the sunshine in

Daily News
Bowling Green

City, county and state offices throughout Kentucky and the people who use public services are finding out about the commonwealth's new open meetings and open records laws gradually — sometimes abruptly.

These laws, which were approved by the 1992 General Assembly, went into effect on July 1. The laws revised an earlier set of statutes and represented more than two years of debate among lawmakers and lobbyists for the newspaper industry and various public officials' associations.

In short, the laws give everyone greater access to most records and meetings involving the public's interest.

The Franklin-Simpson County Planning Commission found out in August how at least one point in the new laws changed the way it and many other public agencies have operated.

The commission in July declined to provide notice to the *Daily News* of its special called meetings, which prompted the newspaper to request an attorney general's decision on the matter. The same request for meeting notices was made of other public entities with which the newspaper deals.

The Simpson County commission declined to comply with the request because it was continuing to operate under the old statutes, which required notice to be given only to "local news agencies." Newer laws now require most public offices to provide notice of meetings to all media that make such a request, according to the attorney general's office.

"... The commission is legally obligated to notify the newspaper of any and all special meetings of the commission," the decision said.

That swift response, while benefiting the newspaper's request for information, could have held true for any individual who chose to use the new statutes.

These are powerful laws designed to keep the public's business public.

Time and necessity bring change.

Anyone who is not familiar with the open meetings and open records laws should make themselves familiar with the new statutes.

Private individuals, as well as the news media are being served by having open meetings and open records. It is important that public office holders, attorneys and others know how these new laws work.

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Press passes should be for 'working press' only

By STAN MCKINNEY
Central Kentucky News-Journal
Campbellsville

Last week, the University of Kentucky announced that it will no longer issue free passes to ballgames to legislators, county officials and others such as media executives.

That doesn't mean that the working press will have to pay to cover UK's ballgames.

Those from the media who indeed are working will still be given passes to the university's ballgames. Some media, however, as always, won't take advantage of that "freebie."

The Louisville Courier-Journal has long had a policy that reporters pay admission charges to ballgames and any other events they cover. The Courier-Journal also won't accept free meals, gifts or anything else.

The reason is simple. The Courier-Journal doesn't want to be beholden to anyone. Those providing free admission to events and gifts could easily expect favorable attention from the press. The easiest way to avoid that, perhaps, is to simply accept nothing free of charge.

The Central Kentucky News-Journal issues press passes only to "working" representatives of the newspaper. Those attending ballgames, for example, to cover them for the newspaper may indeed be granted free admission after showing a press pass.

And no one, at least so far, has exerted any kind of pressure on the paper to provide "positive" coverage because reporters were allowed to attend a game without paying.

Reporters or any other member of the staff of the Central Kentucky News-Journal attending a ballgame or other event for their own pleasure should pay regular admission. It simply wouldn't be ethical to accept free admission when the person isn't part of the "working" press.

Press passes shouldn't be viewed as a free ticket to everything going.

Some members of the newspaper's editorial staff carry press passes issued by the Kentucky State Police through the Kentucky Press Association. The passes will sometimes get you inside an event free of charge. Again, the request should only be made when the holder of the pass is actually covering the event.

The biggest advantage, perhaps, of the pass issued by

Kentucky State Police is to identify the holder during an emergency such as a fire, wreck, etc.

Reporters often are the eyes and the ears for the public. That means they will get close to a wreck scene or a fire. Often, emergency workers may wonder if an individual really is a reporter doing his job or someone who's perhaps just a bit too curious.

The press pass from the Kentucky State Police can help resolve that issue.

David Thompson, executive director of the Kentucky Press Association, said he has turned down requests for passes when it was obvious that the person requesting one merely wanted to attend events without paying.

Thompson said the passes are for the "working" media

only. And he reviews each application before it is approved.

Many controversies over the years have developed because of "freebies" and "payola." Many years ago, disc jockeys at several large radio stations as well as record producers became involved in a major scandal which is now included in virtually every textbook detailing the media.

A few key disc jockeys can give a record public exposure which can literally translate into millions of dollars in sales.

Some record producers had paid some disc jockeys to play certain records. Cash, drugs and other items of substantial value were paid.

As you can imagine, the scandal hurt all of the legitimate disc jockeys and record

producers.

Many years ago, the Disney people flew many reporters to Florida free of charge, put them up in wonderful hotels, fed them and gave them the VIP treatment during tours of Disney World and Epcot.

What do you think they wanted in return? It goes without saying that the Disney folks were hoping for positive media treatment.

It would be difficult for those participating to criticize Disney. And that's why most media turn down such offers.

Those who are interested only in free admission should not have a press pass. The decision by the University of Kentucky is right on the mark. It should have been made long ago.

A clear violation

The Kentucky Post
Covington

Newport officials seriously erred in holding a secret meeting to discuss a public statement on the resignation of Steve Goetz, and the very least they can do is admit it, apologize, and promise not to flout the open meetings law again.

Now who's kidding whom?

Newport City Attorney Mike Schulken contends that three city commissioners, the city manager and the city attorney who met secretly Aug. 23 did not violate the state's open meetings law. He contends the meeting — to notify commissioners the city was announcing that former Mayor Steve Goetz' resignation had been prompted by an investigation — was strictly an informational session exempt from the open meetings law.

The law says otherwise: "All meetings of a quorum of the members of any public body at which any public business is discussed or at which any action is taken by the agency shall be public meetings, open to the public at all times ..."

Also, the law defines "meeting" as "all gatherings of every kind, regardless of where the meeting is held, and whether regular or special and informal or casual gatherings held in anticipation of or in conjunction with a regular or special meetings."

Unfortunately, Mr. Schulken does not have read

the law before making his outrageous statement. But the real outrage is that Newport's city officials would hold its residents in such contempt.

The commissioners apparently took no formal action and only modified the press release City Manager Jim Parsons was about to issue. But modifying the press release was an act of setting city policy, whether they voted or not. They emerged from their conclave with an agreed statement — just the sort of secret decision-making process the law was intended to head off.

The circumstances themselves show just how wrong their actions were. Rumors of a cover-up were flying all over town. City officials should have done everything possible to avoid the shadow of suspicion. Instead, Mr. Parsons, Mr. Schulken, Police Chief Tom Fromme and commissioners Jan Kneppshield, Tom Guidugli and Jerry Rex Peluso rendezvoused at Commissioner Kneppshield's house. (Commissioner Fred Rhynhardt, they said, was out of town.)

The Kentucky Post has written Mayor Guidugli to protest the secret meeting and, as required by law, stipulated a corrective action. The Post has asked the city to admit it held an illegal meeting — admit that Manager Parsons and Attorney Schulken erred in holding it and commissioners Kneppshield, Peluso and Guidugli (now mayor) erred in

attending it — and to pledge to Newport residents that they will diligently follow the open meetings law hereafter. It's the very least they can do.

Commission flouts law — as usual

Lexington Herald-Leader

If the members of the Kentucky Racing Commission get tired of trashing the harness industry, they can always amuse themselves in another way. Each of them can volunteer to serve as a poster child for the open-meeting impaired.

The latest evidence of the commissioners' qualifications for that distinction came during their Wednesday meeting. Without warning — and without taking a vote — they simply announced that they were going into closed session to discuss legal matters.

The commission, like all bodies governed by the state's Open Meetings Law, can meet behind closed doors to talk about litigation. But the law is clear that members must first vote to go into closed session before tossing out the public.

You might argue that the commissioners merely made a mistake, that they didn't understand the nuances of the Open Meetings Law when they decided to close their meeting without a vote. But that's hard to buy, given the commission's flagrant disre-

Spelling, grammar important skills

Are spelling and grammar important to advancing a person's career?

Yes, say 98 percent of executives surveyed in a national poll developed by Robert Half International, a personnel recruiting firm.

The survey of 200 executives from the nation's 1,000 largest companies disclosed that 58 percent rated spelling and grammar "very important" and 39 percent rated them "somewhat important."

The survey, according to Max Messmer, chairman of the research company, "clearly shows that companies still prize traditional communication skills."

"Professionals at all career levels," he added, "should remember that they are never too senior to improve basic skills when needed."

gardless for the law on earlier occasions.

This bunch of commissioners have consistently acted as if the Open Meetings Law doesn't apply to them. One of the commission's committees met without public notice before making recommendations on racing dates for Kentucky tracks. A majority of commissioners met in private before voting on 1993 racing dates.

Even Gov. Jones' attorney concluded that the commissioners had violated the open meetings law on these occasions. That being the case, you would think the commissioners would be trying to abide by both the letter and spirit of the law. Apparently, however, that's not the case.

You would have to wonder what they were up to with all this secrecy, if the answer weren't so painfully obvious.

If freedom of expression becomes merely an empty slogan in the minds of enough children, it will be dead by the time they are adults.

—Ben Bagdikian

Fewer newspapers now endorse candidates

The artillery of the press is muted this autumn

By RICHARD HARWOOD
In the *Lexington Herald-Leader*

The faint rumbling in these early days of October is no sign that Mother Nature is bilious. It is the press you hear, unlimbering and sighting its guns for the final barrages of the presidential campaign; the endorsements.

In recent years, the Earth has not trembled the way it once did during this period. American newspapers in the 20th century have, to a considerable extent, depoliticized themselves. As often as not, they are spectators rather than participants in our political wars.

In 1988, more than half of them remained neutral throughout the George Bush-Michael Dukakis campaign. Even some of our most intensely political sheets — *The Washington Post* is a case in point — never left the sidelines. *The New York Times* fired a token salvo or two in support of Dukakis, but its heart wasn't in it. *The Los Angeles Times* and *The Baltimore Sun* were among the hundreds taking oaths of silence or declaring a plague on both houses. We'll see more of that.

The Sun has not endorsed a presidential candidate since anointing Jimmy Carter in 1980 and may never do so again. The paper's editorial page editor, Joseph L.R. Sterne, told *The Sun's* readers recently that information overload has made endorsements redundant. "No one needs our guidance," he said. "People can ... make up their own minds." *The Sun's* sister paper, *The Los Angeles Times*, takes essentially the same position. Their common corporate parent is the Times-Mirror Co.

Belligerency, of course, is not entirely a thing of the past. *The St. Louis Post-Dispatch*, *The Seattle Times* and *Detroit Free Press* have come out for Bill Clinton. *The Boston Globe*, *The Washington Post* and *The New York Times* have made no formal commitments, but it is clear they will declare for Clinton soon. They have been blasting Bush daily for weeks.

Jack Rosenthal, editorial page editor at *The Times*, seems especially fired up. He will soon move to another executive position at the paper. So this will be his last chance to get in some licks.

He has no patience with editors who preach neutrality at endorsement time: "Newspapers tell readers every day what they ought to think about every issue under the sun. If they are going to assume the responsibility — and the arrogance and ambition — to want to call all the

do not get involved in anything along that line."

These executives are not political brawlers. They do not seek public office nor raise millions for those who do. They do not manage campaigns or broker political conventions. Some don't even

This is the condition of most newspapers. They are corporate outposts, rather than independent entities with distinctive regional or national voices. They wear the same faces and speak in the same accents from coast to coast.

balls and strikes inning by inning (during a president's term) ... don't they have the responsibility to add it all up at election time and give the final score?"

Ernest Imhoff, *The Baltimore Sun's* reader representative (ombudsman) sides with Rosenthal. "Voters can't duck votes and editorial writers shouldn't duck such decisions," he wrote. "We should tell readers who the institution thinks should be president; otherwise we're telling readers the institution doesn't know."

The problem here is that in an age of corporate journalism and media conglomeration, institutions speak with many voices; their identities have gotten extremely blurred. *The Sun*, as a case in point, is no longer the autonomous Chesapeake Bay institution of yore. It lost that independent identity when it was bought up a few years ago by Times-Mirror, a California company. Its editorial board, consisting of a half-dozen or so members, may speak for itself but does not always or necessarily speak for those absentee managers and proprietors who write the checks.

This is the condition of most newspapers. They are corporate outposts, rather than independent entities with distinctive regional or national voices. They wear the same faces and speak in the same accents from coast to coast.

Furthermore, the companies to which they belong have, for the most part, distanced themselves from political involvements. The vice president of Thomson Newspapers, one of the largest chains, said a couple of years ago: "We

vote.

In partisan terms, they tend to be eunuchs, unlike the colorful and passionate newspaper entrepreneurs of the 19th century and the early decades of this one. Horace Greeley of

The New York Tribune, one of the founders of the Republican Party, would boast in front-page advertisements that "there is not a slave-trader on this continent who does not know and hate the *TRIBUNE*; there is not a (whiskey distiller) who does not consider it a very dangerous and immoral paper. ... (We are part of) that mighty REPUBLICAN movement which ... is destined to ... unite the true hearts and strong arms of the free-souled (anti-slavery forces of the United States)." A few years later, he ran for president.

There are no Greeleys in newspaper boardrooms today, nor in our newsrooms, for that matter. The "professionalization" of journalism has brought with it standards and ethical codes that disapprove strongly of partisanship or propaganda in the news columns.

To ensure this state of virtue, psychological (and often physical) walls are erected between editorial page staffs and newsrooms. This sometimes produces situations in which a particular newspaper — *The Wall Street Journal* is an often-used example — seems to be in perpetual conflict with itself. At the least, it raises questions about the true voice of the institution: Does it emanate from the news or the editorial pages?

The artillery of the press is muted this autumn. Some of its guns have been permanently spiked. Others have been beaten into plowshares or put into the service of the spotted owl. The news business has not, as a consequence, lost its social utility. It's just more languid and a teensy bit dull.

Richard Harwood is a former Washington Post ombudsman.

What is job of the community paper?

Old Bridge (Va.) Observer
Jan 12, 1991

A question all newspapers should ask more often is "Are we doing our job?"

One method of arriving at an answer — or answers — was recently completed in Virginia.

A group of local reader-critics and area newspaper representatives got together to discuss what, when, how and sometimes why "news" was/is reported.

The meeting centered on the question "What is the community newspaper's job?"

Here are some of the answers offered:

- The community newspaper is the institution that defines and sustains community identity amid individual diversity. The point was made that although there are many differences within any community, the one thing that all residents have in common is that they all read the same community newspaper to know what is happening in the community.

- The community newspaper confers status and validity. How many community organizations rate their success by newspaper mention of their events and accomplishments? How does it feel when your neighbor says, "I read about your promotion in

the paper." How often do you begin a business inquiry with "I've seen your ads in the community newspaper and I'm wondering ..."

- The community newspaper helps to make the local economy work by assisting local businesses to achieve their goals. The community newspaper provides affordable basic advertising services and target marketing so local businesses can reach their many potential customers.

- The community newspaper provides real-life lessons about people and places and things that you know.

- The community newspaper has the ability to solve small problems such as locating a lost pet, selling miscellaneous items that you no longer need, finding workers and volunteers, and is the recognized forum for helping solve the community's big dilemmas.

- The community newspaper is the local historical chronicle — the permanent record of events, a reference of dates, of people and places.

- The community newspaper protects the public's right to know and freedom of speech.

- The community newspaper is the community's voice and conscience and the forum that provides the widest audience for the exchange of ideas.

Another important point made by the Virginia program was that a newspaper's ability to truly serve a community depends on the eyes and ears, support and criticism, of that community.

"The newspaper staff cannot be everywhere, cannot know everything," it was noted. "Having an effective community newspaper is the responsibility of both the newspaper's management and staff and the community."

Back to the original question: "Are you doing your job?"

Take a look back at the points made at the Virginia meeting.

If you can look at those jobs and say you are handling those tasks, then the chances are good you can answer "yes."

On the other hand, if there are areas where you honestly answer "no," then those are areas where you need to work. Seek out the help of staff and members of the community in changing the "no" to "yes." It can be a rewarding process for both your paper and community.

Smalltown youth produce newspaper

By MARGARET BORTZ
The Ledger-Independent,
Maysville

DOVER, Ky. (AP) — Heather Wright spent last summer playing baseball and riding her bike. This year, the 11-year-old is busy editing and publishing Dover's new newspaper.

"I like to write stories," Heather said. "Then I decided to try a newspaper because our town didn't have one at the time."

Heather quickly recruited a staff of six other children — Joshua Roberts, 12, Sheila Fannin, 10, Dustin McCane, 13, Kevin Wallingford, 10, Sarah Fannin, nine, and Bryan Doherty, 15 — and gave them all reporting assignments.

During editorial meetings conducted in her parents' dining room, Heather composed the first *Dover Newsletter*. The staff at a hotel in Maysville donated the use of a copying machine, she said.

The first edition hit residents' mailboxes in mid-August, hand-delivered by Heather and her staff. It made quite an impact in the town where the last newspaper, a weekly, folded in the 1890s.

"I was shocked to find it in my mailbox," said Dover resi-

dent Joanne Rankin. "I was very impressed with the information they had compiled."

"Those kids, living in this little bitty rural town, willed themselves to go out and get that information. It showed all kinds of stamina."

The Aug. 17 issue included articles on Dover's history, recipe ideas and gardening tips. The children even covered a town council meeting.

"Five members of the staff attended the meeting," said Shelby Henson, Heather's mother. "It got pretty boring, so from now on, only one of them will go."

The kids take a tough editorial stance on a variety of local issues. They deplore the absence of street signs in Dover warning drivers that children are at play. They recently urged the town council to provide a public playground so "there would be a place for the kids and senior citizens ... to go."

Joshua took the crime beat this month, reporting the theft of his bicycle.

The newspaper contains a few classified advertisements placed by children looking for odd jobs or trying to sell their bicycles. Heather said she ran a free ad for Don's Place, a

market in Dover, because the proprietor donated \$5 to the newsletter and occasionally provided free soda to her staff.

Of course, the newspaper is not all fun and games. Heather now interviews prospective staff members, explaining that they will be required to write two stories for each issue, attend all editorial meetings, deliver the paper and perform act of service in the community, Henson said.

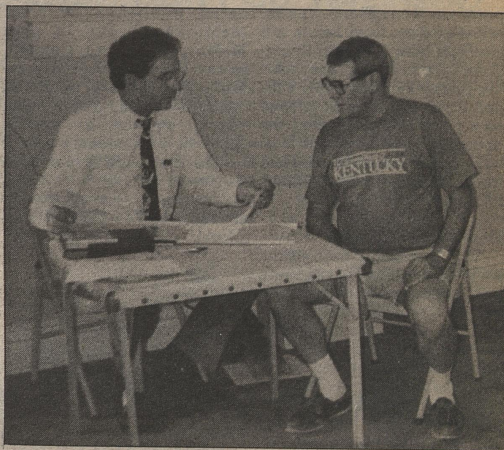
The newspaper is currently published monthly.

During a recent fund-raiser for the newspaper, Leonard Moore, a computer repair technician from Milford, who grew up in Dover, liked what he saw and donated a word processor to the staff.

Henson said the children should be proud of their efforts.

"It's a learning experience for them," Henson said. "Kids are a lot smarter than they get credit for."

Going, going, gone



It's gone. The beautiful, old, cramped house that formerly served as headquarters for the Kentucky Press Association was auctioned in late August. Harold Bernard of Frankfort, right, had the winning bid of \$82,500 when Don Ehrler auctioned the Capitol Avenue facility. Bernard said he would probably renovate the house, possibly for rental apartments. KPA moved to a new office building at 101 Consumer Lane last fall.

Databank

ADA data

A free booklet with questions and answers on how to comply with the Americans with Disabilities Act is available from London House, 9701 W. Higgins Rd., Rosemont, IL 60018; phone 708/292-1900. It's called *Personnel Selection Under the Americans with Disabilities Act*. (Suburban Publisher)

Who's best

An eight-step hiring process, including job analysis, resumes and in-depth interviews, is in *ATI Recruiting and Hiring Guide*. John Sanders, *Aptitude Testing for Industry*, 100 W. Broadway, Suite 1140, Glendale, CA 91210; phone 800/488-4774. (Suburban Publisher)

How to evaluate

Conducting Successful Appraisal Interviews is a concise guide to discussing employee performance, advising what to do before, during and after the interview. Alexander Hamilton Institute, 197 W. Spring Valley Ave., Maywood, NJ 07607; phone, 201/587-7050. (Suburban Publisher)

Intern intensive

A Guide to Working with Interns offers tips for making an internship beneficial to

both the intern and the employer. Robin Burke Zahory, *American Society of Association Executives*, 1575 Eye St. NW, Washington, D.C. 20005; phone, 202/626-2723. (Suburban Publisher)

You think it's bad now

You think political mudslinging is bad now. A new book by Jack Mitchell gives a history of some of the country's more colorful politicians, from George Washington on. Attacks on candidates' marital lives, for instance, go back to Thomas Jefferson. Mitchell tells of one master of mudslinging, George Smathers, who, in trying to wrest a Florida Senate seat from Claude Pepper, played on his constituents' low literacy level with such comments as: "Pepper is known all over Washington as a shameless extrovert;" "Pepper has a sister who was once a thespian," and "Pepper practiced celibacy before his marriage." The book is titled *How to Get Elected: An Anecdotal History of Mudslinging, Red-Baiting, Vote-Stealing and Dirty Tricks in American Politics*. \$18.95. St. Martin's Press, 175 Fifth Ave., New York 10010. (E&P)

How investigative reporters are changing the craft of biography is a new book by Steve Weinberg, former executive director of Investigative Reporters & Editors. It gives a history of biography writing, is a kind of anthology, and tells where to find information in investigative reporting. \$29.95. University of Missouri Press, 2910 LeMone Blvd., Columbia, MO 65201. (E&P)



Plan now to attend KPA's winter convention
January 21-23, 1993
Executive Inn, Louisville

How to save in the darkroom

By KEN BRONSON

The Inlander, Sept. 15, 1992; Reprinted from Inland's 265 *Money-Saving Ideas* idea book

- Save all PMTs and scrap film.
- Use smaller photo paper in newsroom, with enlargements on process camera as desired.
- Use shorter rolls of film: load cassettes with five exposures for ordinary assignments.
- Stop making contact prints.
- Use larger developing tank so developing large numbers of short rolls won't be a problem.
- Make only one print.
- Use a retouch kit.
- Increase charge for prints and taking pictures.
- Sell prints used in the paper for \$2.50 each.

- Promote print sales.
- Make PMTs directly from news camera negatives.
- Buy photo paper in bulk and load own cassettes (typesetting paper).
- Empty hypo and fix from news darkroom into silver-recovery unit.
- Run photo paper through fix and recover silver from fix (using fix instead of stabilizer in Ektamatix).
- Monitor photographer's time and newspaper's supplies to see if personal work is being done.
- Monitor darkroom supplies with regular inventory procedure.
- Use more Zip-a-tone to avoid double burn and two negatives.
- Cut photo paper before exposing so that the print size will utilize most of paper.

The First Amendment is a very liberal amendment as it is now applied and interpreted. ... That liberality depends to a large extent upon the responsibility with which the freedom that it confers is exercised. Since the ultimate law of any society is going to be survival, if that responsibility disappears, other statutes will be passed.

— Justice Antonin Scalia

Broadsheet honors

DFW Suburban Newspapers in Arlington, Texas, acknowledges local honor roll students with a special broadsheet section listing more than six pages of honor roll students' names. It is developed as a partnership between the newspaper company and local businesses. Editorial director Rodger Cramer, 817-695-0500. (Suburban Publisher)

Real recognition

The Grand Prairie News of DFW Suburban Newspapers publishes an annual special section promoting individual realtors who have sold more than \$1 million in real estate in the past year in the newspaper's market area. The 12-page tabloid, called The Million Dollar Club, lets realtors highlight their immediate success. The first 15 realtors who buy a half-page or larger ad get their photos on the cover, along with company name. Bob Pruitt, 817-695-0500. (Suburban Publisher)

Morale boosters

Run a full-page house ad that says: "In accordance with federal regulations, (paper name) is publishing a list of its assets." Then list the names of all your employees and thank them for a job well done.

Then, give employees poster-size ad reprints and buttons saying, "I'm (paper name) most valuable asset." Give away coffee mugs, sweat-shirts and a day off with pay to winners through fortune cookies.

Have a reception at the end of the day to honor service-quality award winners, perhaps a drawing for an all-expenses-paid trip. Bureau of Business Practice, 203/442-4365. (Suburban Publisher)

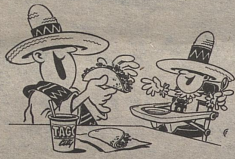


Use the ministers

The Monticello Herald Journal also found a way to add punch to its church page. Working with the local ministerial association, it came up with a schedule so that each local minister would write a column for the page on a rotating basis. The onus is on the association's back to get the column in.

Going for youth

In Step is a new youth magazine published by Fort McMurray Today in Fort McMurray, Alberta, Canada, to tap the area's youth market. The tabloid is about youth, for youth, and, in many cases, written by youth. Advertisers obviously love it — the first eight issues have generated \$21,000 in revenue. Ad manager Sandi Christensen, 403/743-8186. (INMA Ideas)



From Bronson

Inland President Ken Bronson suggests a story on lunchrooms and nutrition in local

schools. How are menus developed? What nutrition guidelines are there? What choices do students have in the lunchroom? What are the statistics on waste? What happens to leftovers? What is the cost?

Revoltin' development

"Recession Revolt" was the Kentville (Nova Scotia) Advertiser's response to negative attitudes toward the community's economy. The four-week promotion culminated in a 10-page tab section to show that the local economy was in good shape. For the first three weeks, 34 advertisers were listed as "A Recession Revolt Participant." Then, they were featured in the special tab. The promotion was sold at

Journal uses its TMC shopper to run "Jethro's prize potatoes" or the biggest squash of the season and other stories that don't really belong on the news pages, but whose omission can lead to hurt feelings and canceled subscriptions. The editor says it takes "the monkey off the newsroom's back. ... People love it." General manager Don Hurd, 219/583-5121.

Fairy tale ads

Fairy tales are used as the basis for classified ad promos in a campaign by the Reading (PA) Eagle-Times. Samples: the head over an illustration of an old king on his throne reads, "You Midas well use classified to sell all those items you've accumulated over the years ..." Beside a picture of a caped girl at the edge of a woods are the words, "Red could have avoided all that trouble if only she had checked

envelopes were included with the survey to 1,000 paid subscribers. Another 1,000 surveys were placed in newsracks, and these asked what the paper could do to make home delivery more attractive to the readers. Jim Ellis, 417/623-3480.

Job search

The Daily Herald in Arlington Heights, IL, challenged job seekers reading its employment classifieds to "sell yourself ... for the right price ... \$1. One dollar per line, that is. Prospective employees were encouraged to simplify their job searches by advertising their character strengths and career objectives in the new "Positions Wanted" section of the paper's new "Education and Careers" special section. The annual publication is distributed to businesses throughout the area. The "Sell Yourself" offer was promoted with spot-colored house ads timed to precede area graduations. Marketing/promotion copywriter Paolina Milana, 708/870-3478. (INMA Ideas)

Idea exchange

special rates and generated \$28,000 in advertising revenue. The tab included a proclamation by county officials and feature photos of and quotes from many of the participating business owners. Advertisers were encouraged to offer special discounts in their "Recession revolt" ads, and the newspaper gave them colorful banners for in-store displays and shelf cards to highlight advertised products. Sales manager Wayne Smith, 902/681-2121. (Plus Business)

Attention, bargain hunters

The Winston-Salem (NC) Journal capitalizes on consumers' need to spend money wisely with a new classified section feature, titled "The Bargain Shopper's Guide." The special page of ads runs on Saturday and Sunday and features ads from salvage shops, flea markets, a music store, a secondhand shop, and used furniture store. Inside sales manager Erla Anderson, 919/727-7211. (INMA Ideas)

Admitting an editorial mistake

When the North Platte (NE) Telegraph goofed and left out a story about the town's send-off for a local band headed for national competition, the paper ran a picture of the squad under a large headline that read, "An apology to Pacers, parents." A story laid out saga of how the omission

occurred and admitted the error. The story ended with: "We don't expect that explanation to fully satisfy angry, hurt parents and Pacers members, especially since it doesn't even satisfy us. In fact, the mere experience of trying to express it coherently in writing makes us wish we'd just stuck with: 'We goofed up.'" Managing editor Dan Moser, 308/382-6000. (INMA Ideas)

Ideas from Inland

Reprinted from *The Inlander*, publication of the Inland Press Association, Aug. 31 edition
Local trivia
The Grand Island (NE) Independent ran a local trivia column for its annual newcomers/our town edition. Sample questions: Who were Anna, John and Louise and why did they get major streets named after them? What are the top 10 intersections for having a collision? Do building codes prohibit painting polka dots on your house? Managing editor Jeff Funk, 308/382-1000.

The biggest ...
The Monticello (IN) Herald

the classifieds first..." Each ad in the series shows how a fairy tale character could have used the classifieds. Classified ad manager Lori Gerhart, 215/371-5000. (INMA Ideas)

Hoping for all A's
The Joplin (MO) Globe tried a readership survey in the



form of a report card, asking selected readers to "grade" the paper's various sections and features, along with overall performance. The card included an open-ended question that asks readers to put themselves in the editor's shoes and make recommendations for improving the paper. Stamped, self-addressed

Promotions

- November**
- Month-long: Aviation History, International Drum, Child Safety & Protection
 - Nov. 11 — Veterans Day, Young Readers' Day
 - Nov. 15-21 — American Education Week, National Geography Awareness Week
 - Nov. 15 — American Enterprise Week
 - Nov. 17 — Homemade Bread Day
 - Nov. 18 — Mickey Mouse's birthday
 - Nov. 20-26 — National Farm-City Week
 - Nov. 22 — John F. Kennedy Assassination anniversary
 - Nov. 22-28 — National Adoption Week
 - Nov. 26 — Thanksgiving Day

- December**
- Month-long: Universal Human Rights Month
 - Dec. 1 — Computer Security Day, World AIDS Day
 - Dec. 2 — Pan American Health Day
 - Dec. 7 — Pearl Harbor Day
 - Dec. 10 — Human Rights Day
 - Dec. 12 — Poinsettia Day
 - Dec. 15 — Bill of Rights Day
 - Dec. 16 — Boston Tea Party anniversary, 1773
 - Dec. 17 — Wright Brothers Day
 - Dec. 20 — Chanukah, through 27th
 - Dec. 21 — Winter begins
 - Dec. 24 — Christmas Eve
 - Dec. 25 — Christmas Day
 - Dec. 31 — New Year's Eve

On a grand tour of a community newspaper, don't be surprised

By **DARRAN FOWLER**
The Plainview (Neb.) News
 Pardon me while I rehearse:
 "Hello, my name is Darran Fowler and I'll be your enlightening tour guide today on your splendorous tour of *The Plainview News*."

"Today you're going to learn more than you care to know about our role in making sure that there's a newspaper in your mailbox each week."

"I ask that you please pay attention because you will not be supplied locator maps. If you get lost, you're on your own. This place is bigger and has more doorways than you think and there are no yellow brick roads."

"For simplicity, I'll start at the beginning and end with the end. For those of you who get bored and sleepy before we reach the end after we've started the beginning, you can take a nap in Lee's office where he takes his."

"OK, to your right (the left of those of you who already are not paying attention) you'll notice we have, on occasion, been successful in bribing judges to give us an award or two. Also notice our 'Wall of Shame' and may you never end up there."

"Straight ahead, over the counter, is where Janice pains away each day, especially Tuesdays when she's frantically trying to get her copy done on news stories that happened four days ago but you habitually wait until Tuesday to bring them in each week. Janice still manages a smile as you enter or call with your late stuff, probably saving the grumbling for poor old Larry when she gets home."

"Notice how clean her desk is today? That's not normal. You'll also notice that Lee's desk is clean, which definitely is not normal. Mine is clean, too. Not normal."

"Lee usually takes messiest desk honors around here, then Janice, then me. Imo, remarkably, keeps hers clean but nobody but us ever sees it. She should be our official desk cleaner, actually, and you might consider her if you have messy desk problems."

"While we're on the subject of cleanliness, don't get the idea that this place is always this neat. You should have seen this place before we put on the rubber gloves about two months ago."

"For you antique buffs, I'll have you know we probably swept up some 100-year-old dust in some spots. Instead of

everything else we're giving away today, we probably should have kept that dust and put about two ounces of it in small plastic bags and gave those away."

"That'll be something to consider during the 200-year celebration because this place probably won't be cleaned for another 100 years."

"Now follow me."
 "OK, this is Lee's office where he stacks things on his desk and passes what he doesn't want to do to the rest of us."

"Notice the size of his office. You'll soon see that his is much bigger than mine and considerably larger than Imo's cubbyhole."

"Now, this is my office. This is where the real work gets done."

"My office is new. Imo's cubbyhole used to be mine. This big desk also is new. Imo's small desk used to be mine."

"My new big desk used to be Kerby Cunningham's and it used to have a nice glass top but you'll have to ask Kerby what happened to it."

"The computers we have nobody really knows how to use. If I have a problem I usually ask Barb. If Barb has a problem she usually asks Warren. If Warren has a problem he usually calls an 800 number. Notice we don't ask Lee but you'll have to ask him why."

"Now this area is where the puzzle gets put together, often late Tuesday. It is where we cut the copy into columns, sometimes cutting off letters or words, sometimes almost cutting off fingers. We then hot wax the backside of the copy and paste it to the paper wherever we want."

"Sound easy? Work here some Tuesday."

"Here is Imo's office. We've made up for giving her the smallest office by giving her the red carpet treatment. Although she won't say, I think she likes it."

"If you think you find a lot of errors in our newspaper, you should see the copy before it reaches this office. Imo likes to put nasty blue-ink marks all over our copy to make us feel foolish when it gets back to us to correct."

"Over here, this big computer is Warren's and he works next to Barb who operates a small one like me. This is where Warren puts his chin in his left hand and starts the creative juices flowing to make all those neat ads that make

you want to shop in Plainview. "Barb and the rest of us have too small of brains to operate this big computer so we don't touch it."

"On the other side is our mailing room and darkroom. The mailing room, of course, is where we get ready to mail the newspaper and the darkroom, of course, where we do things in the dark or things that can't be done in the light."

"This is probably a good time to answer questions if there are any."

"Yes, what does this door go

to?"
 "Good question. That door goes to Bob Arlt's office. He sits with his back to the door. In fact, and it's never been tried yet, you might be able to sneak in and flick the back of his ears with your thumb and index finger or lick your finger and stick it in his ear just to see how he responds."

"Any other questions?"
 "Yeah, I can't see how this newspaper can be 100 years old and you still manage to look so young."

"Good question. Well, I've

only been here a year, sir, but it feels like 100. Lee's the one who has been here about 100 years."

"Oh, I can see that."
 "Any other questions?"
 "I have a question. How come my kid's picture wasn't in the paper but that other kid's picture was? It just seems that my kid's picture is never in the paper."

"OK ... that concludes the tour. Thank you for coming and enjoy the rest of your visit."
 (Nebraska Press Association)

Candidates address WKPA

By **MARK CHANDLER**
 Managing Editor
McLean County News
 Calhoun

First congressional district candidates Tom Barlow and Steve Hamrick squared off in a debate at a meeting of the WKPA in Owensboro in September.

The two candidates spoke on a variety of subjects, including the North American Free Trade Agreement (NAFTA) and health care in the state and nation.

Hamrick, a Republican, said in support of the trade agreement that Kentucky, as well as the rest of the U.S., must begin exporting more products, including agricultural goods.

"If we want to be isolationists, we won't be the world super power that we want to be," Hamrick said.

Hamrick said that trade agreements such as NAFTA, which would create a trade cop between the U.S., Canada and Mexico, are important for the U.S. since countries in Europe, Asia and other continents are joining forces to serve a worldwide market.

Barlow warned that agreements such as NAFTA use the rest of the world, such as third-world countries, to produce products we use, but don't really improve the living conditions for the people of those countries.

Barlow said that some countries have sweatshop conditions with poor wages and that the "people there have no real hope of improving their quality of life."

The Paducah Democrat also said the agreement will mean a loss of jobs around the state and the nation, something he said the Republicans don't seem to care about.

"They forget about whether (NAFTA) is going to gut Kentucky, or Indiana, of Michigan," Barlow said.

Barlow threw his support behind health care reforms, while Hamrick argued that government control of the health care industry would be detrimental.

Neither would say whether or not they were for or against Gov. Brereton Jones' new health care package, which was announced last week. Both said they had not had time to study it.

Barlow argued that there are too many people not now covered by health insurance. He also supported the use of "the old family doctor" instead of wide use of specialists. He said he believes costs in hospitals can be brought down to help lower insurance costs,

and he encouraged incentives to keep people from seeking unnecessary medical care.

Hamrick said certain aspects of the health care industry need some fine-tuning, but he does not believe the system needs an entire overhaul, especially by the government.

"To have government control the health care in this country would be a disaster," Hamrick said.

Hamrick said although he has not studied Jones' health package from cover to cover, from what he has studied he believes it could hurt existing businesses.

He said one way to cut down on insurance costs would be widespread legal reforms, which he said would cut down on the number of lawsuits filed against doctors.

Parole Board opens - some

Associated Press

Parole Board interviews and discussions with inmates are now considered public meetings subject to provisions of the Open Meetings Law, the attorney general's office ruled in a Nov. 2 decision.

The board also may not avoid that provision by holding such hearings with less than a quorum of the panel.

Parole board deliberations leading to a decision may be closed, the opinion said. And hearings that include testimony from crime victims may be closed at the victim's request.

Secrecy surrounding Parole Board activities was hotly debated before the 1992 General Assembly when a revised version of the Open

Meetings Law was passed. A specific proposal that would have opened all board meetings eventually was dropped.

Board Chairman John Runda said the hearings should not be open to the public, in part because of the security concerns about hearings conducted in prisons.

The opinion was requested by state Sen. Tim Shaughnessy of Louisville.

If the press is not free, if speech is not independent and untrammelled, if the mind is shackled or made impotent through fear, it makes no difference under what form of government you live, you are a subject and not a citizen.

—Former US Sen. William E. Borah

Legalese

Recent legal issues affecting Kentucky newspapers:

• *The Anderson News* in Lawrenceburg had to inform members of the local fiscal court that they could not legally have a special-called meeting four hours after the announcement to meet. When the meeting was re-called for three days later, magistrates wrangled over why the meeting was specially called anyway, considering the previously legally-scheduled meeting had been canceled. (*Anderson News*)

• The state attorney general's office ruled in September that some records of discussions during a private session of the Murray State University board of regents last spring should be made public. The ruling stemmed from a request from the *Paducah Sun*. Former regents chairman Kerry Harvey had told reporters the board would be discussing personnel matters relating to specific individuals and classes of individuals during the closed session. But the board apparently discussed budget cuts on classes of employees. Said *Sun* editor Jim Paxton, "I am not trying to be obstinate, or to somehow berate the board or the university. I simply believe the 'personnel matter' exemption of the Open Meetings Law is one of the most commonly misunderstood and misused provisions of the law." (AP)

• The attorney general's office in September denied *The Kentucky Post's* request to review city phone records that led to the resignation of former Newport Mayor Steve Goetz, who acknowledged making phone calls to adult-entertainment lines from city hall last spring. The state office agreed with the city which contended the records were part of an ongoing investigation. Records being held by criminal justice agencies "are not subject to inspection until after prosecution is completed or a determination not to prosecute is made," said Amye

Majors, an assistant AG. (AP)

• *The Kentucky Post* contends that three Newport city commissioners and several administrators violated the state's Open Meetings Law by holding a secret meeting in August to discuss how the city would make public the criminal investigation of its mayor. The city's attorney said the meeting was not a violation because it was strictly an information session. The secret meeting came to light during a weekly commission meeting when residents grilled the commissioners. Among the "grillers" was *Campbell County Recorder* columnist Margie Kidwell. (*The Kentucky Post*)

• *The Kentucky New Era* in Hopkinsville has agreed to drop a lawsuit against the Christian County board of education, following the paper's request for the board to release a report of the system by the state Office of Education Accountability. The board released the full report on Sept. 8 before any action had been taken in the lawsuit. The newspaper has asked the attorney general's office to issue an opinion to determine if the board had violated the Open Records Law when it first refused to release the document, but the state office would not give an opinion because the records had already been released. (*Kentucky New Era*)

• *The Courier-Journal* was asked by the Republican nominee for 34th District state representative not to endorse anyone in the race because his opponent and the newspaper editor were friends. John Brasch wrote to *C-J* president and publisher George Gill that "it is common knowledge that David Hawpe, editor of the *Courier-Journal*, has a long-time, close personal relationship with Mike Ward (the incumbent) and his parents." Brasch suggested the endorsement process be done by an independent third party, perhaps the "editorial board of

the *Lexington Herald-Leader*." In his response, Hawpe said, "Every member of the board has a personal life, including family and friends. We leave that at the door of the editorial room when we make endorsement decisions." He also said that endorsement decision ultimately are Gill's. (*Courier-Journal*)

And elsewhere:

• A federal district court in Indiana has ordered that an Indiana state court cannot restrict a newspaper from publishing information learned during a hearing held in open court. The hearing was held to determine whether the life support system for a comatose, terminally-ill patient should

be removed. The case was *Fort Wayne Journal-Gazette v. Baker*. (First Amendment Comment, law firm of King & Ballou)

• The city manager in Normal, IL, began a new policy in September of refusing to release the names and addresses of victims injured in accidents, fires or by violent crime. The city attorney had advised the government could be vulnerable to invasion of privacy suits. After protests from local media, the city manager said the information would be released if the media wanted to sign an agreement with the city to indemnify the city for any lawsuits. The media have refused and have filed about 50 FOI requests.

(Publishers' Auxiliary)

• Southern California Community Newspapers, owner of 31 weeklies and semiweeklies in Los Angeles County, has filed a Chapter 11 bankruptcy petition to protect itself against a federal lawsuit over a classified ad. The suit, according to the company president, was filed by the Fair Housing Council and a prospective tenant who claim the chain engaged in discriminatory advertising practices when one of its papers published an ad for a rental apartment listed as "Adult Pref." (adults preferred). The council says the ad is in violation of the federal Fair Housing Act as amended in 1988. (Editor & Publisher)

WE'LL MAKE YOUR FRONT PAGE.

The governor is holding a press conference in Frankfort to announce the arrival of a new chemical plant in your area.

An axe-murderer from your town was convicted 20 years ago. You wonder: When will he be up for parole?

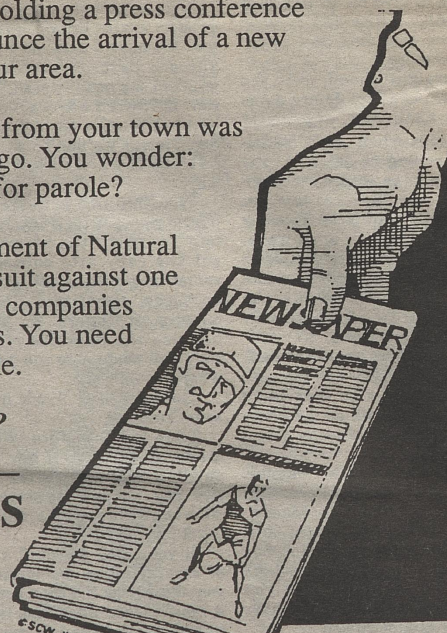
The state Department of Natural Resources has filed suit against one of your local mining companies for mining violations. You need a copy of the case file.

Who do you call?

The News Bureau of KPA.

The News Bureau is designed to give KPA member newspapers an editorial employee based in Frankfort. The service includes checking records and other documents of state agencies; coverage of the Kentucky General Assembly; and any other assignments newspapers need.

Give us a call. Your readers will be glad you did.

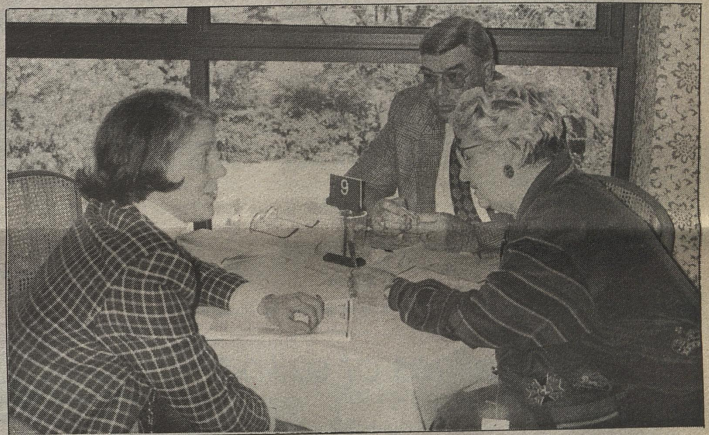
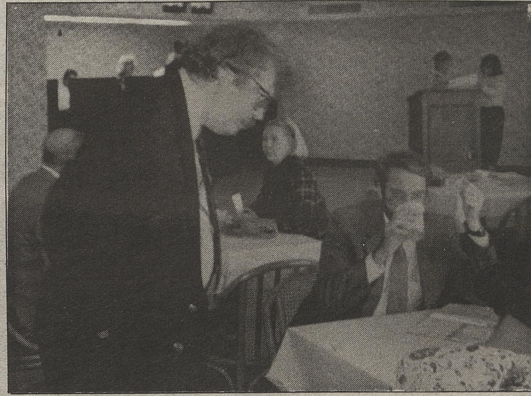
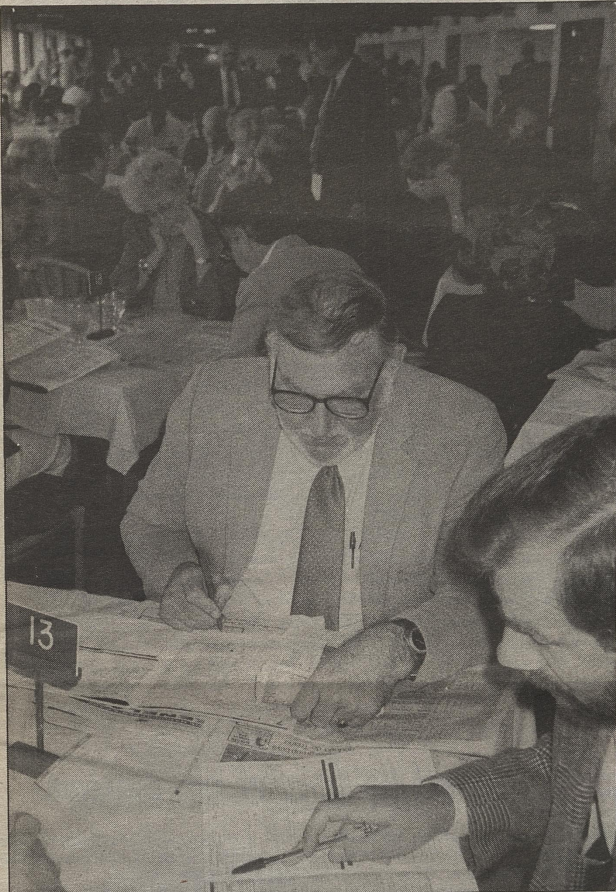


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Plan now to attend KPA's winter convention
January 21-23, 1993
Executive Inn, Louisville

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AP Editors

Fall Convention



Photos by LINDA BREED
Appalachian News-Express
Pikeville



Commas can send him into a coma.....

By MARTIN L. RED GIBSON
The University of Texas at Austin

I have noted here from time to time that comma clauses generally slow down our reading, and I'll stand behind that today.

But not completely.

Comma clauses, if kept short enough, can be a help in our presentation of news. They can help readers grasp what we write.

Let me give you a sentence that abuses the comma clause. This comes from a Texas newspaper:

Though Rodgers is universally acknowledged as the "Father of Country Music," the artist whose success brought the music of the rural South into the popular American mainstream, it's instructive that in his lifetime he was considered either a blues singer or a vaudeville trouper rather than a country pioneer.

That runs 49 words. Weak readers need not apply for the job of slogging through it. It has a soft verb (*it's*) and two long introductory clauses. We could probably grasp this if we killed the second clause, a 16-worder. We would thus have an 11-word opener and then the main clause.

Here's an 11-word opener that works fine: *In an effort to dampen criticism for her newly-revealed duplicity, Guerrero apologized for misleading the people with her earlier statements.*

That comma doesn't let us stop for a rest the way a period would. However, it sets the opening information apart so we can remember it separately. If we switched the clauses around, readers would have too large a chunk to handle in one bite. So the comma clause helps.

Much of my concern with comma clauses lies in the emphasis they impart to their subjects. Take this: *Of the 22 passers-by questioned, 11 said they couldn't believe someone could not know whether he or she had graduated from college.*

That focuses on the number questioned instead of the number who gave the interesting answer. Start the sentence with *Half of the 22* and see how it changes. You will certainly have times when you want to focus on the intro clause. This isn't one of them. Let's try another sentence with a comma clause.

At a Rotary Club meeting Wednesday in the Hilton Hotel, John Martin will speak on the need for better training in writing in public schools.

I don't much like that. However, it can be defended if the original version went like this: *John Martin will speak on the need for better training in writing in public schools Wednesday at a meeting of the Rotary Club at 7 p.m.* We don't like that because it has too many prepositions that spring from his speaking: He speaks on, in, in, at, and at.

You can find plenty of sentences that work with comma clauses up front. Dick Streckfuss of the University of Nebraska offers one from C.S. Forester in *The African Queen*. Take the bad version first: *The engine showed unmistakable signs of dissolution if the pressure mounted above 15.* Compare that to Forester's version: *If the pressure mounted above 15, the engine showed unmistakable signs of dissolution.* One sentence emphasizes the engine's trouble and the other focuses on the pressure reading,

adding a tinge of danger.

You don't want to run off long strings of words that people cannot hold together. Punctuation helps shorten those strings. A period does a better job than a comma. We can take another sentence out of the piece we started with as a second example:

Then again, when Jimmy Dale Gilmore records the bluesy "Midnight Train" amid the country purity of his After Awhile album, Travis Tritt closes his new t-r-o-u-b-l-e album with an explosive cover of Buddy Guy's "Leave My Girl Alone" and Dwight Yoakam injects a significant strain of blues into whatever he sings, it's plain that the dynamic expressed through the music of Jimmie Rodgers is every bit as relevant today.

As you might guess, this comes from a music review. The reviewer is more interested in writing than in being understood. This sentence runs 71 words, and 51 of those come before we reach the predicate, the main verb. Moreover, we have the weakest of verbs, apostrophe S (*it's*) again. You cannot stuff this much reading material into one sentence and expect people to grasp your points.

Did I imply that short clauses were always beneficial? Didn't mean to. Try this: *After the speech, Innis will answer questions.* I would turn that around in a hurry and say he will answer questions after his speech. You don't need to emphasize the time (after the speech).

Any rules? Yes: 1. Be sure your comma clauses are short. 2. Be sure you want to emphasize whatever you set off, because a comma clause adds emphasis.

Painful realities of selling

Painful realities:

• People aren't sales resistant, they are salespeople resistant.

• Nobody likes to be sold, but everyone likes to buy.

Along those lines, people don't buy products, either. Why do we buy what we buy?

When buying gasoline, we do not consider sight, smell or value. We buy the ability to move our cars down the road.

We don't buy a variable speed, reversible electric drill because we're dying to have one. We are buying the ability to drill holes.

We don't buy film, we buy the ability to capture and retain memories to share with others.

Charlie Mouser says we don't buy clothes. We buy the effects of clothes — grand entrances. If we were interested only in covering our nakedness, we'd buy muslin robes because they're cheap and practical. And on and on.

What this means to us is that we should not be selling advertising, because business people don't want it. They want the effects of advertising in increased store traffic and sales, top of mind awareness, public image, etc.

Shoppers buy when they know how products or services meet their needs. By meeting shoppers' needs, ads meet advertisers' needs.

Sound complicated? Not really.

A headline in a recent ad for Seattle Pacific University say "MY SPU courses had a tremendous impact on my career." This adult, working student needed to attend night classes. Many of his SPU instructors allowed him to meet class assignments with work projects. SPU met (at least) two needs and tells readers all about it. That's effective advertising. (Minnesota Newspaper Association)

Newspapers need to focus on issues

A task force on political advertising of the Mississippi Press Association has concluded newspapers should focus more on issues.

As reported by Tom Pittman, editor of the Northeast Mississippi Daily Journal and chairman of the task force, by focusing on issues newspapers can help potential voters understand what is at stake.

As a byproduct, newspapers may reap more advertising because our medium is best for dealing with issues, Pittman added.

The task force also came up with a recommendation of things newspapers can use to increase the importance of issues, not personalities, in campaigns. The list includes:

1. Substitute "mini-town meetings" stories and photos for grip-and-grin photos of candidates coming through town. Assemble interested citizens to grill the candidates who want some attention. Don't just give him or her your front page.

2. When a candidate comes

to your office, make sure someone asks for his advertising business. Give him rates and information about the people who read your newspaper and vote in his election.

3. Use local polls or surveys to get local ideas on issues. If you cannot do anything scientific, use a man-on-the-street series of interviews to introduce issues into the campaign discussions.

4. Remember that candidates pay television dearly for "news adjacencies" spots within the newscasts. Newspapers have lots of "news adjacencies" to sell candidates.

5. Don't gouge politicians on your advertising rates; treat them as you would any other advertiser — particularly one who pays cash up front. TV offers its lowest possible rate. A word about rates from *presstime* magazine, December 1991: In a survey of political consultants, cost does not emerge as a reason for negative attitudes toward newspapers.

6. Start the campaign early. Get a jump start with a photo

session of all local candidates and a special section on the political races.

7. Identify as "advertising" any space purchased for the purpose of getting people to support a candidate or position (that's the way postal regulations define advertising). Be careful of advertising that looks like news.

8. Try to sell your advertising to the right person. Find out who makes the advertising decisions for the campaign and make your sales pitch to him or her.

9. Tell newspaper success stories. Check back on individuals who have extensively used your paper in past campaigns and been successful. Talk to today's candidates about these folks and how they can also be successful using your advertising products. (Minnesota Newspaper Association)

FOI Hotline
502/589-5235

Looking for a Gold Mine

U.S. Census Bureau statistics offer array of story ideas for those who know where to find them--and what to do with them

By BECKY L. MEADOWS
News Bureau Director

The numbers to the right are meaningless unless you think about them—analyzing them and putting them in perspective.

To some, it may be surprising that Asian and Pacific Islanders in the United States have a higher median household income than whites. After all, conventional wisdom has it whites have higher incomes than any other racial group.

The picture becomes more muddy when you compare the chart to the right with numbers from the U.S. Bureau of the Census which show whites by far outnumber other ethnic groups in management positions.

Asian and Pacific Islanders have a higher median income, but are way behind whites in the number in management positions.

What's going on here?

LOOK HARD AT CENSUS STATISTICS

"We can give you data, but you being the investigative reporters we know you are, you'd get out there and find out what's really going on," Stan Rolark, of the Ethnic and Hispanic Statistics Branch of the U.S. Census Bureau, said with a knowing shake of his head.

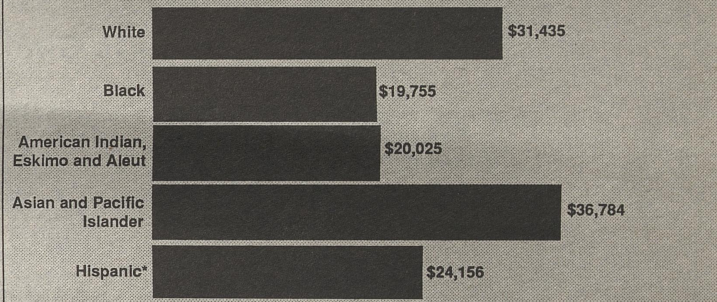
His was a thematic message of a seminar sponsored by the Census Bureau and the Newspaper Association of America held in Atlanta in mid-October. The one-day seminar was designed to tell reporters and editors about the endless expanse of information that can be gathered from the 1990 U.S. Census—and how to deal with that information.

How many children in your coverage area live in poverty? What percentage of Hispanics in your area receive at least a high school diploma? How many people, on average, live per household in your area?

The U.S. Census Bureau has all these answers, but what you gather from the numbers is up to you.

For instance, if a high number of Hispanics in your area drop out of high school, why do they drop out? Does the Hispanic culture in your community encourage children to receive a good education? Is the education system there set up so Hispanics and other racial groups are at an educational disadvantage?

Median Household Income in the United States: 1989



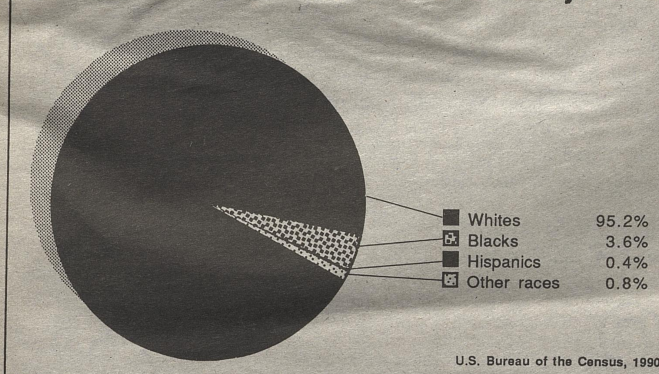
* Persons of Hispanic origin may be of any race. Graph statistics courtesy of U.S. Bureau of the Census.

When reporters mix Census Bureau statistics with good, sole-wearing reporting, the result can be stories that change communities, Rolark told the group of about 40 reporters and editors from around the country who gathered for the seminar.

compare median household income in the United States in 1989 (the chart at the top of this page) to the percentage of ethnic groups in management positions in Kentucky in 1990 (the chart at the bottom of this page.) Although the numbers may be similar, they would not be exact and thus would not be accurate.

Ask questions. Pidcock said it best: "There is no dumb question." After all, it is better to ask questions than to compare the wrong statistics or not get what you are looking for.

Managers and Administrators in Kentucky: 1990



KNOW WHAT YOU'RE LOOKING FOR

Census Bureau statistics are available for the United States, individual states, counties and cities. In some cases, statistics are available for areas as small as a city block, or a group of blocks called a "tract."

When reporters call the Census Bureau, for fastest results they should know the geographic area they want statistics for, Bea Pidcock, an information services specialist for the Atlanta Regional Office of the Census Bureau, told the group. Pidcock advised:

- Select your geographic area of coverage. Is it a city? Is it one of the four regions of the United States? Is it a county? Know what you are looking for before you call the Census Bureau.
- Know the difference in terms the Census Bureau uses. Believe it or not, there is a difference between "family" and "household." Family is a group of related people who live together. People who live in a household may not be related. The Census Bureau has numbers for both groups.
- Only compare data from the same time period. For instance, do not

“We can give you data, but...you'd get out there and find out what's really going on.”

Stan Rolark, U.S. Census Bureau

WHAT'S AVAILABLE

There are several publications available from the Census Bureau that contain statistics all reporters can use. They are available for modest prices, usually \$20-\$30 each, and include:

- **Statistical Abstract of the United States.** This book has statistics from numerous sources, both government and private, on topics from A to Z.
- **County and City Data Book.** Published every five years, this data book has statistics for all U.S. counties and most cities. It is also available on computer tape, compact disc and floppy disk.
- **State and Metropolitan Area Data Book.** This publication is comparable to the *County and City Data Book*, with statistics for metropolitan areas, central cities and component counties.

Need more information?

For statistics on the United States or specific regions of the U.S., call the Census Bureau Public Information Office at (301) 763-4040.

For statistics on Kentucky or cities in the state, call the state data center at (502) 588-7990.

To order Census Bureau books or other materials, call Census Bureau Customer Services at (301) 763-4100.

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