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Black leaving H-L; Owens succeeds starting Feb. 1

Reprinted from the Herald-Leader

Creed C. Black will leave his post as chairman and publisher of the Lexington Herald-Leader Co. on Feb. 1 to become president of the Knight Foundation, one of the largest private charitable foundations in the United States.

Black will be succeeded by Lewis Owens, who is now vice president and general manager of the Herald-Leader Co. and former president of the Kentucky Press Association. Owens will be promoted to president and publisher of the Lexington newspaper when Black assumes his duties with the foundation in Akron, Ohio.

At the same time, John S. Carroll, vice president and editor of the Herald-Leader, will be promoted to executive vice president and editor. Carroll will continue to oversee news operations and will report to Owens, the newspaper's chief executive.

The announcement was made in Lexington by P. Anthony Ridder, president of the Newspaper Division of Knight-Ridder Inc., the Miami-based communications company that owns the Herald-Leader

and 31 other daily newspapers.

"Lexington is one of our most important newspapers," Ridder said. "Creed has taken this newspaper — along with Lewis Owens and John Carroll — and built it into one of the best in the country.

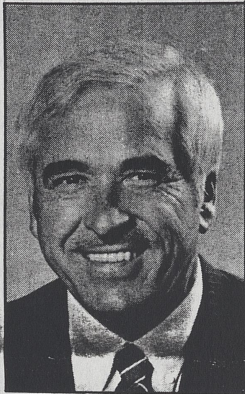
"He has been an outstanding publisher — really one of the best publishers we have. I'm sorry to lose him."

Black, 62, a Kentucky native who was named publisher of the Herald-Leader in 1977, will succeed C.C. Gibson, who is retiring as president of the Knight Foundation.

Black said that his work with the foundation would be "stimulating and exciting" and that he was "very pleased" to have been selected for the position after an extensive search by a committee headed by Alvah H. Chapman, chairman and chief executive officer of Knight-Ridder.

But Black also expressed regrets about leaving Lexington and the Herald-Leader.

"It's like leaving home," he said. "My experiences here have been the most professionally satisfying and reward-

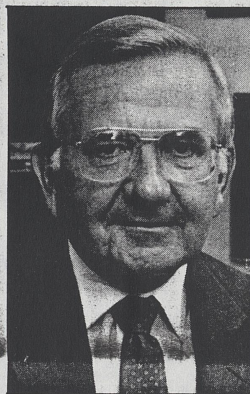


Lewis Owens

ing of my career. I've been here almost 11 years — longer than I've been in any other place."

During his tenure as publisher, the Herald-Leader building was built, the Lexington Herald and The Lexington Leader were merged, and the Herald-Leader won a Pulitzer Prize for investigative reporting.

In addition, Black said, the company has achieved gains in



Creed C. Black

circulation, profitability and productivity that have made it a leader among Knight-Ridder newspapers.

"I can leave with a sense of accomplishment and pride," he said.

Owens, 53, a native of Tennessee who came to the Herald-Leader as advertising director in 1975, said his first goal as publisher would be to continue the work started by Black.

"We have a terrific operation here," Owens said. "We have a team that's been together a long time, and we do a lot of things well. It's a matter of continuing what we have started."

Owens said it was "very gratifying" to be named publisher of the Herald-Leader and to remain in Lexington.

Owens has served as chairman of the Greater Lexington Chamber of Commerce, campaign chairman of the United Way of the Bluegrass, chairman of the Greater Lexington Convention and Visitors Bureau and president of KPA.

A graduate of Gainesville College in Texas, Owens began his career in 1956 as a retail advertising salesman in Fort Worth, Texas. He was named advertising director of the Gainesville Daily Register in 1959 and held similar positions at Knight-Ridder newspapers in North Carolina and Florida before coming to Lexington in 1975.

Owens was promoted to vice president-sales and marketing for the Herald-Leader in

Please turn to page 7

Supreme ruling

Court decides principals may censor high school papers

WASHINGTON — The Supreme Court, splitting 5-3 on Jan. 13, gave broad powers to public school officials to censor student newspapers, plays and other school-sponsored activities.

The only restriction imposed on school authorities by the high court was that their censorship actions must be "reasonably related" to some legitimate educational objective. Courts may intervene to protect student rights only when censorship "has no valid educational purpose," the justices declared.

For more on how bluegrass area students reacted, please turn to page 2.

In a blistering rebuttal, 81-year-old Justice William J. Brennan Jr. argued that the decision had sanctioned "brutal censorship" and threatened a classroom orthodoxy that could convert public schools into "enclaves of totalitarianism that strangle the free mind at its source."

The ruling supported a St. Louis high school principal's deletion of two pages of a

student newspaper containing articles he found objectionable. It is likely to produce dismissals of other suits alleging unconstitutional high school censorship.

The decision reflected a recent high court trend of limiting the constitutional rights of students in public high schools and strengthening the hands of school officials.

For the third time in four years, the court made it clear that students are not entitled to the same constitutional rights that adults enjoy.

The case decided Jan. 13

arose in 1983 when Robert Eugene Reynolds, the principal of Hazelwood East High School in St. Louis County, Mo., objected to two articles scheduled to appear in Spectrum, the school-financed newspaper.

Reynolds said one of the articles, which described the experiences of three Hazelwood East students with pregnancy, did not sufficiently shield the identity of the pregnant students and was not appropriate reading material

Please turn to page 3

INSIDE

Journalism: David ... department director for the ... please turn to page 3.

Editor: ... space ... 500 ... more ... for ... to

Ronald C. Anderson, who will be at the KPA Winter Convention this weekend, offers advice on newspaper circulation. For the story, please turn to page 4.

Anderson / Wikimedia

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For the Record

Students, administrators talk about court ruling

By Robert Kaiser
Reprinted from the Lexington Herald-Leader

On Jan. 14, the day after the Supreme Court gave broader powers of censorship to high school principals, members of Lexington's Henry Clay High School newspaper staff turned in their articles for the January issue.

Down a hallway and up a flight of stairs, Principal Bill Hurt sat behind his desk and waited to read the stories.

After they are published. Like many other high school principals in Kentucky, Hurt said the high court's ruling would not change how he treated the student newspaper.

"I think the decision was correct," Hurt said, "but I don't plan to preview the paper every month."

Reaction to the ruling made Jan. 13, which split the justices 5-3, was mixed. High school principals and newspaper advisers said they expected it to have little effect on them, but student editors, reporters and photographers reacted more strongly.

The only restriction imposed on school authorities by the ruling was that any censorship must be "reasonably related" to some legitimate educational objective.

The ruling does not apply to college newspapers.

"I have really mixed emotions," said Edie Maddox, Henry Clay's newspaper adviser. "I do understand that ultimately the school administration is the publisher of the paper, and in that sense, the ruling is really not anything new."

Lexington's Tates Creek High School's newspaper adviser, Martha Keen, said the ruling had taken advisers "off the hot seat."

But she said she did not think the decision would change anything at the school.

Maddox said the ruling might hinder the educational process because part of learning about newspapers is learning responsible journalism.

"If they are advocating censorship, they're taking away that responsibility and not allowing journalism to happen," she said.

Nevertheless, Maddox said she did not think the ruling would affect the paper at Henry Clay or any other Lexington high school.

"We have a very good working relationship here," she said.

Karen Potter, newspaper adviser at Middlesboro High School, said she expected no changes because of the ruling.

Neither did Roxanne Foose, newspaper adviser at Lexington's Lafayette High School. "but I can see where it might be abused in other school systems," she said.

Potter said the ruling represented a constitutional double standard for children and adults.

"If they turn their backs on our right to write about a controversial issue, they've turned their backs on us," said 17-year-old Christine Frost, a Henry Clay senior and editor of the paper, *The Devils Advocate*.

Christine called the ruling unfair. But Monty Joshi, 16, a junior, said it was in keeping with many other laws of the land.

"In this country, if you're under 18, you're not given many rights," Joshi said. "You can't vote, you can't drink, you can't smoke. So I understand that we, as minors, can't print what we want to. Supposedly, we're irresponsible kids."

But, Joshi said, student journalists are supervised by an adult and should therefore be afforded more freedom as a staff.

Veronica Lootens, co-editor of the student newspaper at Bryan Station High School in Lexington, said, "The Constitution should include teen-agers and high school papers as long as we write responsibly."

Henry Clay's Cyrus Sadri, 17, an exchange student from Germany, said he worked on a high school newspaper in his native country where "we printed everything we wanted to print."

"Then I came here," he said,

"and we weren't allowed to print this and this and this."

"This country's supposed to be free. This is not freedom anymore."

Lafayette Principal Thomas Reynolds said he saw nothing wrong with the kinds of stories that led to the Supreme Court case.

The ruling supported a St. Louis high school principal's deletion in 1983 of two pages of a student newspaper containing articles he found objectionable. The articles dealt with teen-age pregnancy and divorce.

Robert Reynolds, principal at Hazelwood East High School in St. Louis, said the pregnancy story did not shield the identities of students who were pregnant and was not appropriate reading matter for the school's younger students.

The story about divorce, which contained critical remarks from a student about her father, did not give the father an opportunity to respond, Reynolds said.

Thomas Reynolds, principal at Lafayette, said he thought the topics dealt with in the stories were appropriate for a high school newspaper "if they're handled properly."

The St. Louis paper was "tacky" for failing to conceal the identities of the pregnant students, Christine said.

"We have taste," said Beth Sullivan, 17, a junior on Henry Clay's newspaper staff.

Carl Patton, principal at Laurel County High School, said he had mixed feelings about the articles in question.

But he said, "I guess anything that pertains to teen-agers, there's probably no reason it can't go in the paper."

Duane Lambert, principal at Mason County High School,

said he thought the stories dealt with appropriate topics for teen-agers.

But he said that a high school newspaper must be more careful about what it prints than a city newspaper.

"With a school paper, people see it as an extension of the school," he said.

And the principal, right or wrong, is held accountable, he said.

Still, Lambert said he had

never censored an article.

Some principals, such as Henry Clay's Hurt and Bryan Station's Jon Akers, said they saw only stories that advisers feared might be controversial.

"I'm a First Amendment person," Akers said. "I believe in it and although the Supreme Court ruled as they did, I'm going to continue to allow our publication to publish what the co-editors and the sponsor wish to print."

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UK receives newspaper grant

The University of Kentucky Libraries was recently awarded a \$273,920 grant from the National Endowment for the Humanities to fund the Kentucky Newspaper Project.

The project, which is part of the United States Newspaper Program, is responsible for locating, inventorying, cataloging and preserving U.S. newspapers held on a permanent basis in Kentucky.

The money will pay for microfilming and allow staff to continue bibliographic activi-

ties which first began with a grant in 1984.

"The main difference between the 1984 and 1987 grants is the microfilming aspect," said Jeanne Trimble, assistant project director.

Under the first grant, the project cataloged more than 2,200 newspaper titles and entered more than 4,600 local holding records onto a national computer database. Currently, the project staff is cataloging and inventorying the informa-

UK Journalism



David Dick, at home on his farm in Bourbon County, may be the next UK School of Journalism Director.

Board of Trustees to decide if the next School of Journalism director is Dick, the only applicant

Editor's Note: The UK Board of Trustees Meeting results were not available by press time.

By Thomas J. Sullivan
Reprinted from the Kentucky Kernel
The search committee assigned to recommend a director for the University of Kentucky School of Journalism found that David Dick was the only man for the job — he was the only applicant for the position.

The search committee, which was commissioned by Douglas Boyd, dean of the College of Communications, unanimously recommended Dick for the position.

Boyd said he has passed that recommendation on to Chancellor for the Lexington Campus Art Callaher. Callaher, in turn, will report the proposal to the Board of Trustees at their next meeting, Jan. 19.

The BOT will vote on the proposal.

"This is a recommendation I enthusiastically support," Boyd said.

Dick, a former CBS News

correspondent came to the University July 1, 1985, as a tenure track associate professor. He received his tenure as an associate professor in July of 1987 and was appointed acting director of the school.

He has also been inducted into the Kentucky Journalism Hall of Fame, located in the UK Journalism building.

Dick, 57, said that his original intention was not to apply for the position, but to do all he could for the school in an "acting" capacity. But he says he changed his mind after observing the situation.

"I wanted to be absolutely sure that the journalism school really wanted me, that the faculty really wanted me and that the new dean would support me," Dick said.

"I decided that this is something that I wanted," he said.

The search committee decided that he should have it.

Jeff Baker, chairman of the search committee, said he is pleased with the committee's recommendation.

Dick is "very, very well-qualified," Baker said. "His resume is just incredible."

The search, which was only advertised within the College of Communications, resulted in Dick being the only applicant. Baker said that wasn't a problem.

"My feeling was that we could have had as many applicants as there were faculty," Baker said.

The internal search was chosen instead of an external search for two main reasons, Boyd said.

By hiring an existing faculty member to the position of director, the school would not have to generate a new salary, Boyd said. "Budgetary considerations are always a consideration," he said.

Boyd also said that by hiring an existing faculty member, such as Dick, the department knew what they were getting.

"There seemed to be a feeling that David would be an excellent leader," Boyd said.

Roy Moore, a member of the search committee, said that he realizes it may appear that the committee was fixed, but says it wasn't.

"I can assure you it was not a kangaroo committee," Moore said. "If there were other applications they would have been seriously considered."

This situation didn't bother Boyd either.

"It might have bothered me or it might have bothered anyone else if the only one applicant wasn't suitable," Boyd said.

Moore said that Dick is very qualified for the position.

Maria Braden, a professor in the School of Journalism, agreed saying "that David is well able to represent our interests to the school."

And Dick says that those interests are important to him.

"The students always come first," he said. "But it is extremely important to be supportive of the faculty."

Court gives principals authority

Continued from page 1

for the younger students at the school.

The other story dealt with the effect of divorce on students at the school. Reynolds said the story did not give a father an opportunity to respond to critical remarks attributed to his daughter.

He ordered the elimination of the two pages on which the pregnancy and divorce stories, plus four other articles, were to appear.

Three students on the Spectrum staff filed suit. But their quest for a high level of constitutional protection was foiled when the court's majority opinion asserted that reasonable censorship of school-sponsored activities was permissible. Reynolds' actions were held to be reasonable.

"A school must be able to set high standards for the student speech that is disseminated under its auspices — standards that may be higher than those demanded by some newspaper publishers or theatrical producers in the 'real world' — and may refuse to disseminate student speech that does not meet those standards," Justice Byron R. White wrote for the court majority.

"In addition, a school must be able to take into account the emotional maturity of the intended audience in determining whether to disseminate student speech on potentially sensitive topics, which might range from the existence of Santa Claus in an elementary school setting to the particulars of teen-age sexual activity in a high school setting."

His opinion was endorsed by Chief Justice William H. Rehnquist, John Paul Stevens, Sandra Day O'Connor and Antonin Scalia, as well as national organizations of school boards and high school principals.

But Justice Brennan, joined by Thurgood Marshall and Harry A. Blackmun, said Reynolds should have made editing changes instead of excising six entire articles. Wrote Brennan:

"Such unthinking contempt for individual rights is intolerable from any state official. It is particularly insidious from one of whom the public entrusts the task of inculcating in its youth an appreciation for the cherished democratic liberties that our Constitution guarantees."

Circulation analyst Ron Anderson gives suggestions on how to increase readers

Ronald C. Anderson, president of RC Anderson Associates, spoke to KPA members at the summer convention on how to improve circulation. Anderson will also be speaking at the winter convention, Jan. 21-23. His presentation will be on Jan. 22, 1:30-4:30.

Here are some of his "basic thoughts for maximizing customer service" in circulation departments.

- Make sure customers can always reach your newspaper by phone. Busy signals turn people off. So do phones that ring and ring and no one answers.

- Stress courtesy in all employees who handle complaints. Sometimes it's hard, especially when the customer is irate. Remember that being a good listener allows the irate customer to cool down.

Also, you **never** win an argument with a customer. You always lose, even if you are technically correct.

- **Promise the customer a specific action** that will be taken to solve the problem, then insure that it is taken promptly, and finally, get back to the customer to see if it worked out to their satisfaction.

Never, ever, assume that a problem is solved, figuring that "they will call back if they are still having trouble."

- **Play offense!** Call customers, especially those in the country who may feel they are too far away to call you, and ask how their service is. No,

this is not "looking for trouble," this is smart management. Seek out problems and correct those you uncover before they require a phone call, letter, or worse from subscriber. Your customers will love it, too!

- Make sure you check service as part of your telephone sales operation. This is a great way to make friends and learn what is really going on.

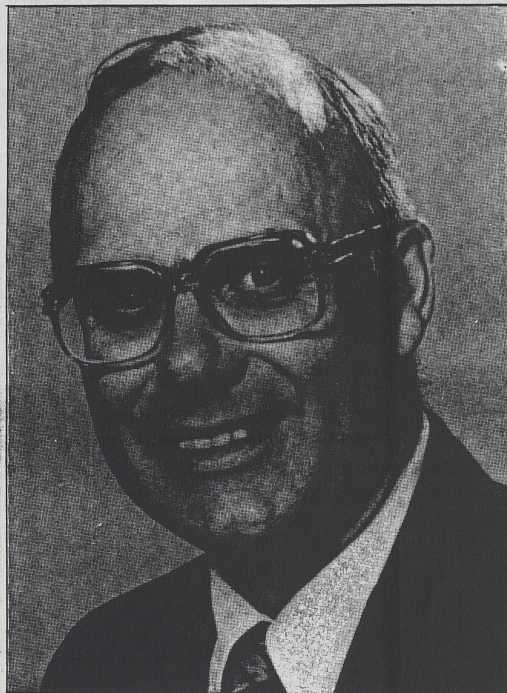
- Make it easy for people to call or write you. Consider an 800 number for people to use instead of making a toll call.

- Publicize your phone number and address in the paper. Also publicize a method to use in solving a service problem. Some newspapers do a very good job of this in their rate book.

- Make sure your District Managers check every complaint every day, to make sure they are now OK. This is perhaps one of the most basic parts of a DSM's job!

I learned it when I was first made a DSM over 30 years ago. Yet of the DSM's I encounter in my travels, more do not check complaints than do.

- Make sure you verify every start or restart promptly to assure it has started OK. This is another very basic circulation practice, but I find that many newspapers do not do it. If you have sold a new subscription and it fails to start, the subscriber might not call you to



Ron Anderson, circulation management consultant, will be at the 1988 Kentucky Press Association Winter Convention.

complain, and you've lost them.

- Train carriers properly. Show them how to deliver, don't just tell them. Teach them the right way to fold or rubber band a paper to avoid damage. Teach them to place the paper behind the customer's screen door.

- Add a tip feature to your PIA bills, so your carriers will make the same effort to serve PIA customers as they do those they have to face at the door when collecting.

- Recognize carriers who give good service. Make sure your carriers get the idea that giving good service and caring about customers is "cool."

- Give your carriers good service. How you deliver to your carriers has both a direct and an indirect bearing on how they serve your customers. If you deliver late to them, or in an unprotected spot and the papers get wet, or if they are thrown from a truck and damaged, they in turn cannot deliver on time or give their customers a clean, dry paper.

- Be flexible and customer oriented in your collection system, too. Most businesses offer alternate ways to pay. So should we. Customers should be allowed to choose whether they pay their carrier, pay months in advance, or pay the paper directly.

Creed Black forms SNPA committee on illiteracy

At least one person from every state in the Southern Newspapers Publishers Association region has been named to a special committee formed by President Creed C. Black to study ways SNPA can help to fight the growing problem of illiteracy.

Mary Schurz, president and publisher of the Danville Advocate-Messenger, is one of 19 persons who were named to serve with Committee Chairman Robert J. Hively, president of the Knoxville (Tenn.) News-Sentinel.

The committee appointments were made by Black, who is also chairman and publisher of the Lexington Herald-Leader until Feb. 1, following Hively's recommendation.

In making his recommendations, Hively reviewed a list of more than 60 volunteers. Hively expressed gratitude for the support and concern of so many people.

Hively sought to include on the committee at least one person from every state in the region and to have a blend of publishers, editors and other individuals knowledgeable in the area of literacy.

CText systems

CText announced installation of publishing systems at 16 newspapers during the third quarter of 1987, including 21 editorial and classified advertising workstations at the Carteret County (N.C.) News-Times.

Thirteen of the PC-based systems function with Apple LaserWriter Plus typesetters.

Walter Cronkite answers questions from UK students

By Thomas J. Sullivan
Reprinted from the Kentucky Kernel.

Viewers turned the tables on former CBS news anchor Walter Cronkite Jan. 13 in a teleconference. Instead of asking the questions, he was answering them.

The teleconference, which was sponsored by The Museum of Broadcasting in cooperation with Merrill Lynch, was titled "An Evening With Walter Cronkite."

A couple of University of Kentucky students submitted questions for the conference, which was held at the WKYT television studios in Lexington.

Cronkite, 61, answered questions ranging from his experience to his opinions to his predictions of national and world events.

Just as Will Rogers once said, "I never met a man I didn't like," Cronkite said that in his years as a journalist, "I never met anyone I didn't like — at least for a while, anyway."

"There were so many of them down through the years," he said. The "many" people Cronkite has met have ranged from the suddenly famous to the leaders of the world.

Former presidents John F. Kennedy, Richard Nixon, Gerald Ford, Jimmy Carter and

President Ronald Reagan are among prominent persons Cronkite has interviewed and shared candid moments with.

Of all these presidents, Cronkite said Carter was the most intellectually stimulating.

"The best brain for my mind was Jimmy Carter," he said. "It seemed as if he was reading from a TelePrompTer (when Carter was answering questions) ... It's a real talent of an organized mind."

At the age of 12, Cronkite said, "I wanted to be a newspaper man," and that goal never changed.

In his years of covering the

world as a journalist, Cronkite said his most important story "in terms of history" was man landing on the moon.

"It transcended anything that's ever happened before," he said. Compared to that, "everything else is an asterisk in history."

But Cronkite said that the present condition of the space program worries him.

"We're falling daily behind the Soviets ... satellites are deteriorating (in space) ... I think we're in bad shape, and the American public doesn't realize that."

Cronkite said the American public also doesn't realize the serious ethical questions that journalists face every day.

"The general public out there doesn't think too much about the ethics of journalists," he said.

"I can't think of a day ... that an ethical question wasn't raised. That is the reason I think journalism is a profession and not a trade — because we have an ethic."

As far as journalism in the 80s, Cronkite said he is "much happier with what we're seeing today."

Three LCNI men promoted

Three executives of Landmark Community Newspapers, Inc., Shelbyville, will receive promotions for 1988, according to Larry R. Coffey, president.

Larry Paden was named vice president and general manager of LCNI on Jan. 1. He will be responsible for all of the newspaper and plant operations.

Norman Hoffman was named vice president and fi-

nance and chief financial officer on Jan. 1.

Britt Reid, who is president of Landmark Classified Advertising Publications, Inc., is now responsible for all of the company's classified advertising publications.

These changes are a result of the growth of the company

and plans by Dill Diederich, chairman of LCNI and LCAP, to step down on March 1, 1988.

Diederich, who has been chairman of LCNI for 10 years, has decided to devote more time of his personal affairs.

Diederich will continue to be an executive vice president and a director of Landmark Communications, Inc., Norfolk, Va., LCNI's parent company.

Across Kentucky

Two new faces are in the Lexington Herald-Leader newsroom. **JAMIE LUCKE** is the paper's new full-time higher education writer. She was formerly a reporter for the Birmingham (Ala.) Post Co. **KEVIN NANCE** has joined the newsroom as a full-time city reporter. Nance previously served in the U.S. Army in Fort Belvoir, Va., where he was a staff writer for the post's weekly newspaper.

Somerset Commonwealth Journal Vice President **JANE JOPLIN EVANS** has been appointed to the Board of Education. She succeeds O'Leary Meese of Somerset.

The New Voice has a new news editor, **DAVID MILLER**, whose association with the newspaper dates to the fall of 1981, when he had an internship with The New Voice. Since then, he has worked on the news staff for Voice Newspa-

pers publications The Southwest News and the Louisville Skyline. Miller, 27, replaces **CAROL BRANDON TIMMONS**, who has accepted a position with Business First newspaper.

The newest addition to the Cynthiaiana Democrat news staff is **ANDY IVERS**, 23, assumed his position as staff writer and photographer in September.

The News-Enterprise has two new staff members, one in the newsroom and one in the advertising department. **PEGGY RILEY**, Louisville, is the new staff writer. She graduated from the University of Louisville in 1983 with a B.S. degree in communications. **DEBBIE WRIGHT** is now an advertising sales representative for The News-Enterprise. She transferred from the advertising composition department into the sales department.

BOB TYRER, 30, joined The Sentinel-News as a staff writer and photographer. A native of Hamilton, Ohio, tyrer worked as a press secretary for U.S. Senator William S. Cohen. He has a degree in journalism from the University of Maine.

MIKE ANDERS, 32, has been named recruiting and training director for LCNI. Anders, who was general manager of News Publishing Company, Tell City, Ind., will continue in that post for about six months while his replacement is hired and trained.

Anders will work in the newly-created LCNI post with Personnel Director **PAT DARBY** in providing recruiting and training services to both LCNI and LCAP. He will be responsible for recruiting editorial, sales, production and management personnel.

'Red Tape Holds Up New Bridge' new book of journalistic blunders

If you didn't chance to read the Arkansas Democrat of Sept. 29, 1983, you missed a most remarkable story, headlined "Sisters reunited after 18 years in checkout line at supermarket."

Even without a shopping cart full of perishables, 18 years is a long time to stand in line, wondering what's become of your sister.

The headline appears in the Columbia Journalism Review's newest collection of newspaper gaffes, a paperback titled "Red Tape Holds Up New Bridge" (Perigee, \$5.95). The first entry, from Kentucky's own Brandenburg Messenger, reads: "Literacy week observed."

On Oct. 1, 1981, the Mishawaka (Ind.) Enterprise headlined: "Police brutality postponed," and on the day after

Christmas in 1984 the Albuquerque Journal offered this merry advice to its readers: "Never Withhold Herpes Infection From a Loved One."

Imagine the readers' surprise, to say nothing of the victim's, as they read in the Buffalo Evening News of April 6, 1983, "Jerk Injures Neck, Wins Award."

Over a picture of Walter Mondale on Dec. 23, 1983, the Anchorage Times proclaimed, "Mondale's offensive looks hard to beat." Adjoining a picture of a smiling President Reagan, his hand on the back of a youngster in a classroom, U.S. Press on April 4, 1984, headlined, "Child molesters indicted."

"Dismemberment killer convicted," said an Aug. 9, 1985, headline in the Brockton (Mass.) Enterprise, which put a

prosecutor's comment in bold face: "Thank God the jury could put the pieces together."

That followed by two days a less-than-judicious headline in the Orange County (California) Register: "Garden Grove resident naive, foolish judge says."

The (Santa Fe) New Mexican had astonishing medical news to report on June 14, 1981: "Mild' fertility drug produces quadruplets in 3 minutes."

Like most newspapers, the Austin (Texas) American-Statesman is quick to correct its mistakes. So on March 10, 1987, it notified its readers:

"The band Raging Saint base their music on born-again Christian principles. They are not 'unrepentant headbangers,' as reported in the Night Life column last Friday."

Open meetings law violated by WCF in secret ballot

FRANKFORT (AP) — The Workers' Compensation Funding Commission violated the Kentucky Open Meetings Law when it selected former Revenue Secretary Gary Gillis as its executive secretary through a secret ballot, the attorney general's office said Dec. 7.

Commerce Secretary Carroll Knicely, who presided over the commission meeting Dec. 4, announced that Gillis had won the job by a 5-1 vote, but would not say how the individual members of the commission voted. Four applicants for the job had been interviewed.

Such a procedure is improper, according to Assistant Attorney General Thomas Emerson.

"The public is entitled to know how the members of a public body have voted on any issue or matter before that body," Emerson said in a letter to The Associated Press, which questioned the ruling. A determination by the attorney general's office in open-meeting cases carries the force of the law.

Gillis said he was not in the meeting when he was selected and would not comment until after checking with board members.

Knicely could not be reached for comment.

"We recommend that the public body make publicly known how its members voted," Emerson said in the letter. But if the commission does not, the appointment of Gillis will

stand unless challenged in court, he said.

Gillis will be paid \$57,500 annually. His salary as secretary of the Revenue Cabinet was \$64,983. The funding commission was created during the October special session of the General Assembly. One of its tasks is assessing Kentucky employers \$110 million each year to pay workers' compensation benefits.

The commission also is charged with investing proceeds from the assessments to ensure that enough money is available to pay future claims.

While secretary of the Revenue Cabinet, Gillis presided over the first meeting of the funding commission in late November.

Gillis said Friday that his resignation from the cabinet on Nov. 30 was not done so he could seek the job as executive director.

Three of the seven seats on the commission are vacant. By law, the secretaries of the Revenue, Commerce and Labor cabinets hold the posts, along with four other individuals appointed by the governor.

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THE KENTUCKY PRESS Needs News!

Please feel free to send any of the following:

- Pictures of newspaper events;
- News of staff changes;
- Stories that deal directly with your paper;
- or other events involving your paper.

Send contributions to Lyn Congleton, Kentucky Press Editor, 1456 Meadowthorpe Ave., Lexington, Ky. 40505.

Former editor asks journalists to send books to Peace Corps

Jane Marlow Willis is a long way from home. Maybe you recognize the name. Willis is a former newspaper editor, and helped her family operate the Meade County Messenger.

She's in the Solomon Islands right now, as a Peace Corps volunteer. As a reaction to the poor educational facilities, Willis is organizing a resource library for the schools of the New Georgia area.

Contributors to the project may receive a native craft item in return.

"For every three boys in primary school, nationwide, there's another boy who isn't going," Willis wrote one Kentucky newspaper. "For every girl in a primary class another girl is at home."

"One of the real needs of Solomon Island students is books they can read," she wrote.

"We need all kinds of easy-to-read books — comic books, Little Golden Books, picture and cartoon books. We need magazines for children to read and for teachers to use for posters. And we need puzzles, games, blocks, dominos, checkers and other learning toys," she wrote.

Send donations to:

Jane Marlow Willis
Box 76
Munda
Western Province
Solomon Islands (Pacific)

"The head teachers of the New Georgia schools have offered to send a carving or some other Solomon Island craft item to any group or individual who sends 100 books and/or magazines or an equivalent amount of educational materials," Willis wrote.

"And, of course, donations to Peace Corps projects are fully tax deductible."

Papers influence voters, study finds

Iowa City, Iowa (AP) — Reading political news in a newspaper sends voters to television for more, but watching political news on TV does not whet voters' appetites to read more, a study by a University of Iowa communications professor concludes.

The study, conducted by Professor Samuel Becker during the 1982 Iowa gubernatorial race, also indicated that newspapers have more influence over voters' perception of both issues and image than television news.

Becker speculated that voters' attention may be more focused when they are reading political articles and may be more easily distracted when watching television.

Renowned journalist Carl T. Rowan to speak in Lexington

Carl T. Rowan, the only journalist ever to win the coveted Sigma Delta Chi medallion in three successive years for newspaper reporting, will speak to Lexingtonians Jan. 18, at 8:45 p.m. in the Hyatt Regency Ballroom.

Rowan's address, "Minority Teachers: Who Needs Them and Why?" is part of the second annual conference on recruitment and retention of minority students in teacher education. The conference is sponsored in part by the University of Kentucky.

In addition to the SPJ medallion, Rowan has received the George Foster Peabody Award,



Carl T. Rowan

NNA reports that Federal Court of Appeals finds 50 percent plus 1 rule is constitutional

National Newspaper Association reports that the U.S. Federal Court of Appeals for the Sixth Circuit has determined that the qualification of the 50 percent plus one rule for subscription as a requirement for a second-class permit is constitutional.

The case involved a free newspaper in Tennessee, the Enterprise, which had challenged the requirement of the U.S. Postal Service that a newspaper must meet that 50 per-

cent plus one rule of paid subscriptions to be eligible to receive second-class status.

A federal district court judge in Tennessee had originally thrown out the rule as unconstitutional, however, the Sixth Circuit overruled that decision stating that the Enterprise newspaper should have gone to the Postal Rate Commission first.

The Enterprise went to the PRC where it lost, and, then it

appealed that decision up to the federal court of appeals.

NNA, and others, had filed an amicus brief in the first court case with the Magazine Publisher's Association. NNA had also filed a brief in the PRC proceedings.

The case is over and NNA is declaring a victory. It is doubtful that anyone will ask the Supreme Court to take the case.

Don't Forget the Kentucky Press Association Winter Convention

January 21-23
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Contact KPA Executive Director David Thompson
for more information, 502-223-8821.

the most prestigious in American broadcasting, for his television special on the "Race War in Rhodesia," and was awarded an Emmy for his documentary, "Drug Abuse: America's 64 Billion Dollar Curse."

Washington's Capital Press Club voted him "Journalist of the Year" in 1978, and Ebony Magazine bestowed upon him its first annual "American Black Achievement Award" for the "Most Outstanding Contributor in the Field of Communications."

Carl Rowan's syndicated column for the Chicago Sun-Times is carried by newspapers that go into almost half the

homes in the United States.

He is a permanent panelist on "Agronsky & Company," the popular public affairs show which is aired by television stations in 50 of the nation's largest cities. Rowan's political and social commentaries are aired regularly on the television stations of the Gannett Company and the Post-Newsweek Broadcasting Company, on WUSA-TV in Washington, D.C., and on other stations of the Evening News in Association.

Millions of Americans, especially black Americans, listen five days a week to "The Row-

an Report" a series of commentaries on national affairs sponsored by Chrysler Corporation and K-Mart Stores on 60 Radio stations throughout the nation.

The focus of the conference, Jan. 17-19, will be a model proposal for alleviating the shortage of black educators by attracting and retaining talented black students for the teacher education system.

For conference information or registration, contact Ernest J. "Peté" Middleton, 606-257-3836, or Emanuel J. Mason, 606-257-7875.



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Reprinted from the Herald-Leader

Black to step down at H-L; Owens new chairman, publisher

Continued from page one

1978 and to vice president and general manager in 1982.

Carroll, 45, came to Lexington as editor of the Lexington Herald in 1979, after a career that included stints as city editor and metropolitan editor of The Philadelphia Inquirer.

A 1963 graduate of Haverford College in Pennsylvania, Carroll also worked as a reporter for the Baltimore Sun, covering the Vietnam War, the White House, and the Middle East. He was a Neiman Fellow at Harvard University in 1971-72 and has written articles for several national magazines.

"John is an outstanding editor and he has done an excellent job," Owens said, adding that Carroll's promotion to executive vice president was recognition of his professional achievements.

Black began his journalism career at 17 with his hometown newspaper, the Paducah Sun-Democrat.

Later, after graduating from Northwestern University's Medill School of Journalism, he worked for newspapers in Chicago, Nashville, Georgia and Delaware before returning to Chicago as managing editor of the Chicago Daily News.

Black served for 18 months in Washington as assistant secretary for legislation of the Department of Health, Education and Welfare before being named vice president and edi-

tor of The Philadelphia Inquirer in 1970, soon after the newspaper was acquired by Knight Newspapers, a predecessor of Knight-Ridder Inc.

Black was named chairman and publisher of the Herald-Leader in March, 1977.

He is a former president of the National Conference of Editorial Writers and the American Society of Newspaper Editors. He is now president of the Southern Newspapers Publishers Association.

Black was inducted into the Kentucky Journalism Hall of Fame in 1986.

The Knight Foundation was started in 1950 by the late John

S. Knight and his brother, James L. Knight, the foundation's current chairman. John S. Knight founded Knight Newspapers, but the foundation is a private, independent philanthropic organization that is not directly affiliated with Knight-Ridder.

The foundation has more than \$400 million in assets and has given more than \$800,000 in grants to colleges and universities, hospitals, charities, civic groups and non-profit organizations in Central Kentucky since 1974.

The Knight Foundation is ranked 21st in terms of assets among the more than 20,000 foundations in the United States.

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Barry Bingham Sr. treated for tumor in Boston hospital

Barry Bingham Sr., who has been diagnosed as having a brain tumor, began radiation treatment at Massachusetts General Hospital in Boston Jan. 13.

The former owner and publisher of The Courier-Journal had been on "high-dose chemotherapy" for the tumor, which is believed to be malignant, since Jan. 6.

Bingham's Louisville physician, Dr. William Blodgett, said that physicians had anticipated the need to follow the chemotherapy with radiation treatment "unless he showed sudden, dramatic improvement in his condition, which he hasn't done. In fact, he's shown some progression of symptoms, so they don't feel they have time to wait for the chemotherapy to take its full effect."

Blodgett said Bingham's voice and swallowing muscles now appear to be affected by the tumor, and he has vision and balance problems.

"He's up and walking and



Barry Bingham Sr.

doing things ... (but) in order to save time and prevent full involvement of the brain, they are going to fire the other barrel with radiation," Blodgett said.

"It would have been nicer if he just blossomed out with a big improvement (after chemotherapy), but the fact is, he didn't."

Instant Info

PETROLEUM

Chevron U.S.A., Inc.
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Louisville, Ky. 40202

Ashland Oil, Inc.
P.O. Box 391
Ashland, KY 41114

Contact:
Dan Lacy
Director, Public Relations
(606) 329-3148



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Gary Huddleston
(502) 897-9481

Information on
Pharmacy and Health Care
Kentucky Pharmacists Assn.
1228 U.S. 127 South
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Frankfort, Ky. 40602
(502) 227-2303
Paul F. Davis, Executive Director

Alliated with
American Optometric Association



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contact:
Kentucky Optometric Association
Box 572, 219 St. Clair
Frankfort, Ky. 40601
(502) 875-3516



Central Kentucky Blood Center
330 Waller Avenue
Lexington, Ky. 40504
(606) 255-8787
Suzanne Wilson, Public Relations Coordinator

3 elected to Advertising Hall of Fame

The 1987 Council of Judges of the Advertising Hall of Fame have elected Eugene H. Kummel, chairman of the executive committee, McCann-Erickson Worldwide; Edward N. Ney, chairman, Paine Webber/Young & Rubicam Ventures Inc.; and the late Vance Stickell, former executive vice president/marketing at the Los An-

geles Times; to the Advertising Hall of Fame, administered by the American Advertising Federation.

The 33-member Council of Judges, headed by Melvin R. Goodes, president and chief operating officer of the Warner-Lambert Company, elected Kummel, Ney and Stickell from a roster of 48

nominations.

The three electees will join the 103 advertising people elected to the Hall of Fame during its 38-year history. Kummel, Ney and Stickell will be inducted into the Advertising Hall of Fame during a luncheon ceremony on March 29 at the Waldorf-Astoria Hotel in New York City.

NAB study shows that consumers trash direct mail before reading it

NEW YORK — There's more advertising in the nation's mailboxes these days — and more of it is getting thrown away.

According to the U.S. Postal Service, American households received 56 billion pieces of advertising mail in 1986 — up from 37.5 billion pieces in 1982.

But, says a recently released study from the Newspaper Advertising Bureau, Americans in 1986 threw away 75 percent of the advertising mail they received — up from 57 percent in 1982.

What's more, according to the same study, the higher your family's income, the more ad mail you're likely to get — and again, the more you get, the more likely you are to discard it unread.

The study, "One Day's Mail," was conducted by the NAB in an effort to better understand direct-mail advertising, according to Al Gollin and Nick Bloom, who directed the study for NAB.

"The \$17 billion spent last year on direct mail made it the third largest medium behind

newspaper (\$27 billion) and TV (\$23 billion).

Yet there has been surprisingly little research on the advertisers who use direct mail

If you need a copy of the study "One Day's Mail," call Julie Newhall of Newspaper Advertising Bureau at 212-704-4548.

and the customers who receive it," Gollin said.

"The purpose of our study was to take an inventory of a typical day's advertising mail received in households across the country, discover how it is treated by consumers and how they feel about it, and analyze this information demographically," he added.

The study found that consumers hold much more favorable attitudes toward newspaper advertising vis-a-vis advertising delivered by mail. They said newspaper advertising "makes it easier to compare prices" by 78 percent to 19 percent and that it "helps me decide where to shop" by

77 percent to 18 percent for mail advertising.

Consumers also hold negative feelings toward ad mail, with 66 percent feeling it "makes products look a lot better than they are."

The largest proportion of direct mail, 38 percent of the total number of pieces, came from national advertisers, with publishers' mailings accounting for 18 percent, or almost half.

Mail order items made up 22 percent of the total, the majority of it in the form of catalogs. Retail stores accounted for 23 percent, divided between local stores and mass merchandisers.

Bloom cautioned that these proportions may reflect the fact that the study was done in January, and may not be typical of mail advertising throughout the year.

For more information on the study, call Nick Bloom at 212-704-4560. Copies of the study can be obtained from the NAB Research Department at 212-704-4565.

February 2 deadline for entries in marketing and promotion contest

The International Newspaper Marketing Association has issued its annual call for entries in the INMA/Editor & Publisher Awards Competition. Deadline for entries is Feb. 2, 1988.

The contest, now in its 53rd year, recognizes outstanding efforts in newspaper marketing and promotion.

This year, the number of entry categories has been expanded to include: in-paper ads, printed materials, trade advertising, radio and television spots, outdoor/point-of-purchase/display advertising, multi-media campaigns, re-

search, sales presentations, public relations events, NIE, internal communications and miscellaneous promotional items.

Judges will again this year designate a "Best of Show" winner from among the first place winners in each category. Two new citations for excellence in copywriting and graphic design will also be awarded.

The contest is open to daily and weekly newspapers worldwide regardless of membership in INMA. The entry fee is \$25

per entry and the entry deadline is Feb. 2, 1988.

For contest information and entry forms, contact the Contest Coordinator at 703-648-1094 or write to INMA, The Newspaper Center, 11600 Sunrise Valley Dr., Reston, Va., 22091.

INMA is a worldwide organization of over 1,300 newspaper marketing and promotion professionals dedicated to the effective marketing of the total newspaper.

Two books describe the best of investigative reporting in 1985-86

Two recently published books describe the cream of the investigative reporting crop from 1985 and 1986.

The two books were published by Investigative Reporters and Editors Inc., a national resource center for investigative reporters based in Columbia, Mo.

The first book, the 1987 Morgue Supplement, is an index to investigative stories from newspapers, magazines and television stations across the country that are in IRE's files. The Morgue Supplement lists stories from 1985 and 1986.

Its companion the Morgue, lists stories that ran between 1979 and 1984. In combination, the two contain short synopses of all the nearly 5,000 stories in IRE's library.

IRE will make available re-

prints of the articles and lend tapes of TV reports for only a copy fee to its members and at a nominal charge to other journalists.

The second book, IRE Book 3, gives the story-behind-the-story of 150 of the top investigative stories entered in IRE's awards contest the past two years. It summarizes each story and describes how it started, the types of documents and human sources the reporter used, the results of the story and gives advice to other reporters who might start a similar story.

IRE Book 3 follows up Books 1 and 2, which report on entries in earlier contests.

For more information about these and other IRE publications, or about IRE membership, write IRE, Box 838, Columbia, Mo., 65205

Obituaries

BROCK

Claude Alex Brock, co-publisher of The Spencer Magnet, Taylorsville, died Nov. 28, at Federal Hill Manor in Bardston after a long illness brought on by Alzheimers disease. He was 71.

For 39 years, he and his wife, Laura "Dolly" Brock, have been owners and operators of The Spencer Magnet in Taylorsville.

Brock's involvement and service to Taylorsville and Spencer County spanned nearly a half century. After his marriage in 1937, he and his wife moved to Taylorsville in 1938, where he worked as a printer for The Spencer Magnet in addition to another job with the pre-war New Deal agency, WPA.

In 1941 they moved to Detroit, Mich., where Brock worked with the U.S. Rubber Company, constructing self-sealing fuel cells for World War II fighter planes.

During 1940, Brock studied the then state-of-the-art Linotype in Chicago. After the war, in 1948, The Spencer Magnet was available for purchase and Brock and his wife immediately moved to Taylorsville and bought it.

When Brock and his wife purchased the newspaper in 1948, the total circulation of the weekly newspaper was 150 newspapers. Today, The Spencer Magnet has a circulation of

more than 2,000.

During that time, Brock was not only publisher but an authority on writing, typesetting equipment, presses and other equipment. His wife also worked as advertising salesperson, bookkeeper and on other business matters.

Brock was diagnosed as having Alzheimers Disease in 1976. Shortly thereafter, he was named Publisher Emeritus and Mrs. Brock carried on with full-time publishing duties.

Because of the illness, Brock has spent the past four years in Federal Hill Manor of Bardston.

Active in the community, Brock helped found the Spencer County Rotary Club, the Ruritan Club and the Spencer County Fish and Game Club. He also was active in the Taylorsville Chamber of Commerce and the Committee for Research and Development for Taylorsville Lake.

Brock often remarked to friends that he was "happiest with Dolly, my boys and my buddies."

Brock is survived by his wife, two sons, Claude Louis Brock of Louisville, and Keith E. Brock of Lebanon, three sisters, all of Corpus Christi, Texas, six grandchildren and one great grandchild.

Reprinted from The Spencer Magnet