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- Feb. 14
Deadline for entering
KPA Ad Contest
- March 14
Deadline for entering
KPA Better Newspaper Contest
- March 19-21
A Governmental Affairs Conference
Washington, D.C.
- March 27
KPA/KPS Board of Directors Meeting
Central Office
- April 24-25
KPA Ad Seminar
Holiday Inn North, Lexington
- June 26-27
KPA Summer Convention
Embassy Suites, Covington

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February, 1997
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PERIODICALS/NEWSPAPERS/MICROTEXT

FEB 12 1997

UNIVERSITY OF KY LIBRARY PERIODICALS COLLECTION



Above: Russ Powell, editor of the Ashland Daily Independent, left, received a plaque for his years of service as a state-at-large member of the KPA/KPS Board of Directors. Powell now serves as vice president of the association. 1996 President John Del Santo presented the award. Also pictured, seated, President-Elect Guy Hatfield, publisher of Hatfield Newspapers and his wife, Teresa. Left: 1997 President Gene Clabes, publisher of Recorder Newspapers, addressed the convention crowd.

Clabes takes KPA reigns

Officers inducted, awards presented during record-breaking convention

By LISA CARNAHAN
KPA News Bureau

Gene Clabes took over the reigns as president of the Kentucky Press Association during a record-setting winter convention.

The 1997 Winter Convention drew the largest crowd ever for a KPA convention. This year's event drew 580 to the historic Seelbach Hotel in downtown Louisville.

In his acceptance speech during the Changing of the Guard Luncheon, Clabes said the need for a strong press association was

See CONVENTION, page 12

KPA to establish high school press association

By LISA CARNAHAN
KPA News Bureau

The Kentucky Press Association has entered a new arena. That arena is high schools across the state where journalism programs are fighting to stay alive.

At the urging of teachers across the state and with the wholehearted approval of its board of directors, KPA has begun an endeavor to establish a high school press association.

The board voted unanimously at its January meeting to begin the process with the hopes of having an association in place by the start of the 1997-98 school year.

According to our information, Kentucky has been without a high school press association since the early 1970s. At a meeting of journalism teachers last year, it was listed as the number one priority.

Plans are still in the formative stages with the focus of the new association to be determined by the teachers and students it will serve.

"We don't want to dictate what the high school press association will offer," said KPA Executive Director David T. Thompson. "Instead, we want the teachers and other education professionals who serve on the advisory council to mold the association to fit their needs."

Invitations to participate on the council have been sent to high school journalism teachers across the state and to the state's universities with undergraduate journalism programs.

Once the advisory council is established and the focus of the high school press association is determined, funding will be sought. It is generally thought the association should offer resources for journalism teachers as well as workshops for both teachers and students.

Conventions and contests are other possibilities for the association, but will depend on the level of funding received.

"I think this is an extremely important thing for us to do," said Guy Hatfield, owner and publisher of Hatfield Newspapers and KPA president-elect. "It's imperative we let young people know there's more to the First Amendment than 'The People v. Larry Flint.'"

Several board members noted their frustration at the growing trend in school systems across the state in which broadcast communication programs receive all the funding, thereby making publica-

See HIGH SCHOOL, page 12

INSIDE

People, papers in the news
pg. 2, 11

A message from the president
pg. 3

High school journalism education:
On the back burner for too long
pg. 2

Repetition isn't so bad after all
pg. 5

Recent attorney general opinion
a real victory for newspapers
pg. 8

Business pages deserve attention
pg. 9

Kentucky people, papers in the news

Riney named president of Messenger-Inquirer

Owensboro native Ed Riney has been named president of the Messenger-Inquirer Inc.

The promotion was effective Jan. 1 and was announced by the paper's publisher, Robert W. Mong Jr.

A KPA State-At-Large board member, Riney, 49, was vice president of Green River Steel before joining the newspaper as chief financial officer in 1987. He was named vice president and general manager in 1992.

As president, Riney will be responsible for all daily operations of the publishing company, reporting directly to Mong, who will focus on community relations and strategic planning. Each of the newspaper's eight department heads, including

the editor, will report to Riney.

Mullins named editor of Berea Citizen

Rebecca Barrett Mullins was recently named editor of The Berea Citizen. Mullins formerly worked for the Richmond Register in that paper's Berea edition, The Berea Register.

Teresa Mullins, general manager of The Berea Citizen, said her new editor was a "welcome addition to the Citizen staff that will ensure a strong future for our paper."

Winchester Sun adds two to news staff

Patti M. Clark and Dylan

McDaniel have joined the staff of the Winchester Sun's news department.

Clark, who has nearly 13 years of experience in community newspapers, will serve primarily as a general assignment reporter. A native of Johnson County, she most recently worked for The Floyd County Times. For two years, she served as editor of The Jessamine Journal.

While in the Washington, D.C. area, she was a staff writer at The McLean Providence Journal and the Arlington Courier. She also coordinated the start-up of a third publication, the Great Falls Current.

McDaniel is the paper's new media coordinator as well as a general assignment reporter. He most recently served as student publications coordinator at Kentucky State University.

A former sports editor at twice-weekly newspaper in Washington, McDaniel was reared in California and on the island of Maui in Hawaii. He moved to Lexington in August 1995 with his wife Trudy who is pursuing a master's degree in social work from the University of Kentucky.

staffs of three Landmark newspapers in Central Kentucky, The Springfield Sun, The Lebanon Enterprise and The Central Kentucky News Journal.

A resident of Lebanon, Moffitt graduated from Eastern Kentucky University in December with a degree in journalism. While at EKU, she was activities editor, photo editor and assistant photo editor for the student newspaper, The Eastern Progress.

Moffitt's duties will include writing feature and news stories and taking pictures in all three counties served by the newspapers.

News Journal launches Laurel County edition

The state's newest newspaper, Laurel This Week, arrived in homes the first week of January. The publication is being launched by the News Journal, which also publishes two other editions, Corbin This Week and the Whitley Republican.

Publisher Don Estep said the publication would be devoted exclusively to Laurel County news and "carry the same use of color that we pioneered in southeastern Kentucky." It is being sent as a free publication to homes throughout Laurel County.

Daily News adds three to news department

The Bowling Green Daily News has added three new faces to its newsroom, Vicki Weding, Todd Kleffman, and Jeff Nations.

Weding, 26, Glasgow, is the paper's new copy editor. She most recently was a reporter at the Glasgow Daily Times.

A 1995 graduate of the See PEOPLE, page 11

Burris named editor of Berea Register

Richmond Register staff writer Regina Burris has been promoted to Berea bureau chief and editor of the Berea Register.

While at the Berea office, Burris will be primarily responsible for gathering news from the Berea area, and writing feature and news stories for Berea's zoned edition of the Richmond Register.

Burris is a 1990 graduate of Berea College.

Moffitt joins staff of Landmark papers

Marie Moffitt has joined the

— The Kentucky Press —

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Deaths

LeRoy "Bud" Walter Sr.

LeRoy "Bud" Walter Sr., a retired assistant news editor for The Courier-Journal, died Dec. 31 at his home of heart failure. He was 81.

In 1931, Walter began work at The Courier-Journal at age 15 working in the sports department. He worked as a reporter, columnist and copy desk chief.

He left the newspaper to serve in the Navy in World War II and during that time, worked in Chicago for the armed services newspaper.

After the war Walter worked at the Chicago Daily News for a few years before returning to the C-J

where he eventually became assistant news editor. He retired in the late 1970s.

He is survived by two daughters, Joyce A. Hyslop and Janyce L. Espie; a son, Roy H. Walter Jr.; seven grandchildren; and four great-grandchildren.

The funeral was held in Louisville with burial in Cave Hill Cemetery.

The family asked that memorial gifts be sent to the American Heart Association.

Audrey Bush

Audrey Lee Richey Bush, 50, Franklin, died Jan. 5 at Franklin-

See DEATHS, page 12

Revamped local pride issue drums up big bucks

Everyone agreed that "Maryville's Got It" had gotten a little tired. Support for the section had dwindled to 12 advertisers.

"It was useless," admits Jerry Pye, publisher of the Maryville (Mo.) Daily Forum (evening, 4174). "I looked at it and said, 'Let's turn it into something that benefits merchants.'"

The new concept was "Make it Maryville: Shopping, Education, Recreation, Industry," a four-page advertorial section that ran once a week for 10 weeks. The theme was designed to build pride in Maryville and encourage shopping at home. And it was a huge success. The advertiser count soared to 40, far beyond expectations, and revenues shot up to \$16,000. The old special section had brought in only \$2,500.

Each advertiser appeared a total of five times over the 10-week run, and was featured once in an advertorial. Each section had four advertorial stories, one per page, with five modular two-by-seven ads surrounding the story. One group of 20 advertisers would run one week, and the next week the other 20 would run.

To promote the program, the paper printed "Make it Maryville" bumper stickers and rack cards that retailers could put in their stores. Once a week, a photographer from the paper found a car with the bumper sticker and took a picture of a license plate. The paper published the photo, and the owner had three days to come in and identify the car. Winners received "Make it Maryville" T-shirts, \$25 in merchandise from participating merchants and their photos in the paper.

Contact: Jerry Pye, Maryville Daily Forum, (816) 562-2424.

(Reprinted from the January/February issue of Big Ideas, an NAA publication.)

INFE launches Internet web site

To better serve its members using the most modern technologies available, International Newspaper Financial Executives (INFE) has launched its own Internet web site with association and industry-related information for members across the country and around the world.

Internet users can now go to www.infe.org to reach the INFE web site and get quick updates on association news, industry updates, conference dates, and INFE articles.

In changing times, strong press association a must for newspapers

Perhaps at no time in the history of the Kentucky Press Association has there been a greater need for its very existence. The playing field has changed completely. Newspapers are being shaped and controlled today, more by technological advancement than by those who joined this profession with a passion for saving the world, or at the very least making the cities and towns where they labor a better place. I fear Marshall McLuhan was right. The medium has become the message.

And we are in danger of losing the messengers, at least in an important traditional sense. In the newsrooms of our company, as well as in the newsrooms across this state and nation, the debate rages over the role of the journalist in composition of the newspaper. For those of us who have begun to, or who have already become gray around the gill, this is a scary proposition. Reporters and editors are being pulled by the lure of technology, and potential improvement of the bottom line, away from the very essence of newspapering — contact with the communities.

It seems to me that newspapering suffered the same kind of hit just after Alexander Graham Bell invented the telephone. My generation, and the generations that followed, have spent and are spending far too much time trying to report the news with a telephone stuck in their ear instead of finding out what is going on in their cities and towns by getting out on the street.

The late Speaker of the House, Tip O'Neal observed that all politics are local. That translates to the business of newspapering as well. News is local, or, in the grand scheme of things, it should be. Fundamentally, despite those who would argue to the contrary, that's what readers want to know about: What is going on around them and what does it mean to them and their families.

If we don't respond we might find more and more of our readers adopting the approach recently espoused by a reader of my newspapers.

"I've been reading so much about the bad effects of smoking, drinking, over eating and sex that I have decided to give up reading."

Television, cable systems and satellite dishes have spread the power of the electronic word over ever hill and hollow, neighborhood and avenue. With it has come the fragmentation that is inherent to the medium.

Newspapers can bring cities and town, even states, together. In fact that is what I've always thought newspapering was all about. Printing the news, the good and the bad, and raising hell and as one of my University of Kentucky journalism professors used to add, "not necessarily in that order."

It is a fact that perhaps at no time in the history of the Kentucky Press Association has there been a greater need for its existence.

We all know, at least those of us who have been around these parts for a while, that Kentucky politics are hell. Up in my part of Kentucky, after the last election, some believe politics have gone to hell.

Whatever your political leanings, it is true that the political landscape in this state has taken a dramatic turn. And with that comes new attacks, from politicians with new sets of agendas that could make the annual fiasco over road projects seem like a snit over who will bring the slaw to the homemakers' club luncheon. A new set of politicians have come on the scene. Of course, in a state which boasts of politics being "the damndest," this is great fodder for our newspapers and is a sure to stir new interest in our editorial pages. That's not all bad.

But beyond that, I am concerned that the changes sweeping Kentucky are coming in on "little cats' paws" if you will. Newspapers be they big city, small daily or weekly, haven't really grasped this story. The fire fights have made the headlines, but what does this mean long term? Who are these people who are taking over politics

A note from the president

1997 KPA President
Gene Clabes



in this state? Where did they come from? What do they stand for? What is their agenda?

This is not to say they are all bad or all good. To draw that line is not the role of the newspaper. But it is the role of the newspaper to explain what is really going on and what it means on the grand scale of things. I am concerned that is not happening enough in Kentucky today.

To quote a noted sports psychologist Dr. Rod Gilbert, "If you don't know where you are going, you might end up where you are headed."

Kentucky newspapers better take a look, and alter their course.

Rest assured the Kentucky Press Association will be taking a look. Although there will be no general session this year, we will be keeping a keen eye out for bills being filed that could impact our industry. Lest we be vigilant we might find ourselves blind sided by an attack from a different vantage point in 1998.

This is a changing time in the newspaper business and a most important time in Kentucky. The KPA will be working diligently during 1997 to address the impact of these changes on our industry.

The recently completed winter convention featured a four-hour session on using the Internet. And as we plan other meetings and seminars, technology and its impact on newspapers and journalists will be an important part of the programs. We will be looking at ways to improve CommonNet and provide a provocative home page on the World Wide Web.

During 1997, the KPA legal counsel, Executive Director David Thompson and the legislative committee will be monitoring proposed legislation while preparing the association's legislative goals for 1998.

It is my goal to broaden the image and strengthen the role of the association. Beginning with the presidency of Steve Lowery a few years back, and continuing through the tenure of Dorothy Abernathy and John Del Santo, the association has made important strides in protecting the core business of our industry against governmental intrusion. In doing so, KPA has strengthened its vital role of being a gatekeeper for the industry.

Perhaps one of the most exciting and powerful initiatives undertaken by KPA in recent years will be the launch of a new Kentucky High School Press Association during 1997. With the support of colleges and universities around the state, this program has the potential of igniting the flame in bright young minds about newspapers and opportunities in journalism.

With the support of the board of directors, the Vision 2000 Committee will be searching for ways to achieve these goals in the coming year. Led by President-elect Guy Hatfield chairing the Vision 2000 Committee, and members Past President John Del Santo, Vice President Russ Powell and Treasurer Marty Backus, this association will be ably represented. In knowing that, I am comfortable in taking Theodore Roosevelt's advice:

"The best leader is the one who has the sense enough to pick good people to do what he wants done, and the self restraint to keep from meddling with them while they do it."

(The above text is the speech Clabes gave when he was inducted as the 1997 KPA president.)

EDUCATION

High School Press Association worth cheering for

BY LIBBY FRAAS

"1-2-3-4, Who you gonna yell for?" Chants from the All-A Classic high school basketball tournament on Eastern's campus recently captured the pride and enthusiasm several thousand Kentuckians had for the achievements of their students.

The Hazard Bulldogs, Lexington Catholic's Knights, Paintsville's Tigers and even tiny Metcalfe County, with its future UK Wildcat, were put on the map or more importantly in the headlines of the weeklies and daily newspapers in the state.

But how many of our readers have heard about the Tribal Tribune, Le Petit Colonel, ECHO or The Purple Gem? How many cheers have been voiced for the champion students who produced these award-winning student newspapers at Montgomery County High School, Bourbon County High School, Louisville Trinity or Bowling Green High School? Have you read

"... the state of journalism education in our high schools has been on the back burner too long. Publications die for lack of a sponsor or lack of resources."



Libby Fraas
journalism professor ECU

about their "coaches": Kenn Johnson, Lynda Umfress, Tony Lococo, Jackie Bretz?

Despite what you hear sometimes, Kentucky high schools like Kentucky universities excel in other areas besides basketball. Just as there are college newspapers in this state which are recognized nationally, there are some outstanding high school papers, including the ones mentioned above.

But while there are good stories to tell, the state of journalism education in our high schools has been on the back burner too long. Publications die for lack of a sponsor or lack of resources.

And what about the high schools which have let their school newspapers turn into public relations newsletters for the school principal or whose papers have disappeared altogether?

One high school principal in central Kentucky bragged to a Lexington Herald-Leader reporter about expensive video equipment he had procured for his school. Now his students could do video clips of the school to show the school in a good light. "Kids are lining up to be in the video class," he said. "They hate their writing classes."

Most of us applaud efforts to introduce students to the latest in computers and technology, but where and how are our high school students

See CHEERING, page 10

Journalism ethics and the Internet: A whole new frontier

By JOANN BYRD

From "balance" to "balance/fairness/wholeness" and from "accuracy" to "accuracy/authenticity." In seminars across the country, editors in ASNE's Journalism Values Institute (JVI) have revised the core values of journalism.

The other essentials, the JVI participants affirmed, are leadership, accessibility, credibility and news judgment.

Following those deeper and broader definitions of our principles can certainly improve journalism as we know it today. And it's obvious that in the unlimited newshole of new media, we can practice those values like never before.

So it's tempting to say we'll just transfer the values into cyberspace, and get on with it.

But it may be early to say that: online media can take us and our readers to places journalism hasn't been before. And in those places, our values may be obstacles or antiques.

Please consider:

Balance/Fairness/Wholeness

Hypertext links to more information can guarantee thorough reporting.

But we should decide:

- When we should link to ads, to editorials or columns, to sites of partisan organizations, hate groups, charities seeking contributions, other news media.

- What to do about readers leaving a report (via links) before they read all sides.

- Since we can, when we should use all the photos and words from the scene.

Accuracy/Authenticity

Online media have room to get the facts right, and to cover the right facts.

But authenticity also asks us to understand and convey background, contest and nuance — in a medium that moves at the speed of light.

Furthermore, reporters will come upon interesting remarks online and want to use them in stories.

And if we divide news from ads on a page of newsprint, do we want some design devices for the computer screen?

Leadership

Interactivity is perfect for getting people in

touch with important issues and the people with whom they share community problems.

But some people don't have access and others tailor their news packages: How can newspapers make sure that communities have some common knowledge?

In an avalanche of information, glitter and noise attract attention. How can we rescue the planning commission report?

Accessibility

Interactivity is accessibility. Newsroom-sponsored chat rooms and forums were invented to connect readers to a subject, the newspaper and each other.

But that may get tricky if anonymous comments don't pass an editor en route to a forum, and too restrictive (and legally complicated) if they do.

And if we invite readers to respond to writers, photographers and editors, we ought to think through the level of civility we hope for — and how we'll deal with its absence from either direction.

Credibility

With no worry about costly space, we can make our reporting and our judgments transparent.

A linked sidebar explaining our news decisions and policies would announce we are accountable to our readers.

And readers could do their own evaluation if we linked to our sources. (But we'd need to warn a source before-hand if we might post an interview transcript.)

And leaked and anonymous information would be an even greater credibility problem if readers got accustomed to knowing more about sources.

While thinking about this, would it be self-serving or public service to weigh in on the credibility of other people's sites?

News Judgment

In the JVI thinking, good news judgment means we reflect on our coverage, know our communities and issues, offer clear thinking and explanations, respect all people and cover all dimensions of our community.

Newsholes no longer limit coverage of our

Kentucky papers on the Web

- Bowling Green Daily News, Daily News, <http://www.BowlingGreen.KY.net/dailynews>

- Danville Advocate Messenger Advocate Online Messenger <http://www.amnews.com>

- Elizabethtown News-Enterprise News Enterprise Online <http://www.newsenterpriseonline.com>

- Lexington Herald-Leader, Kentucky Connect <http://www.kentuckyconnect.com/>

- The Louisville Courier-Journal, <http://www.courier-journal.com>

- Maysville Ledger-Independent, Maysville Online, <http://www.trib.com/MAYSVILLE>

- The Henderson Gleaner, The Gleaner, <http://gleaner.henderson.net>

- The Frankfort State Journal www.state-journal.com

- Princeton Times-Leader The Times Leader www.wky.net/Princetonnet/Times-Leader/

communities. Lists and boiler-plate and civics guides stay posted. We will be very interactive (won't we?).

Ergo, being online can improve news judgment. (Though understanding communities, thinking clearly and reflecting on coverage are still plain old brainwork.)

All in all, it's a sure bet that cyberspace will help us keep our promises. This new vehicle also allows who-knows-what, invites new interpretations, and begs for invention.

So it takes two decks to answer the question, Can these six core values guide us into cyberspace?

Absolutely.

But absolutely, not absolutely.

(Reprinted from *The American Editor*, November 1996.)

Repetition: Not the 'evil' reporters, editors think

By JIM STASIEWSKI



I'm tired of bitching at writers and editors. Today, I'm going to try a new tactic. I'm going to be a nice guy.

Hey writers: Stop working so hard.

Many writers will strain and sweat and kill themselves to avoid repeating a word. I read this all the time: "The school will be on 16 acres of land just inside the city. The facility will accommodate 1,300 students ... etc."

The writer is so afraid to repeat "school," the reporter picks a really conspicuous word that says to the reader: "He should've used 'school' again."

The most common conspicuous synonyms are to avoid the constant use of the attribution verb "said."

I think I've read every possible synonym: "averred ... beamed ... remarked ... observed ... smiled ... thundered ... vocalized ... whispered ... grinned ... recalled."

Under certain circumstances, a

few of those verbs are good descriptive options, although it's hard to imagine how a person can "beam" words. An invader from outer space?

Newspaper writers sometimes forget the best quality a word can have is clarity.

"Said" appears so often because it is a perfect word. It's short, it doesn't come from a thesaurus ("averred"), it has no pretensions ("observed"), and it has the added advantage of precisely describing what happened. In every case, when a human being opens her mouth and words come out, she "said" something.

I was working with a writer doing a story about a prison. To avoid using "prison" in almost every sentence, he sent his imagination on an intergalactic search for synonyms. He used "facility," of course, the most overused and least precise word in the language.

Obviously, "penitentiary" is a synonym, but it has two big problems: It's three syllables longer than "prison," and unless it's in a formal title, it sounds pretentious. And he had to use "penal institu-

"When we stop using the best word, we risk confusing readers."

Jim Stasiowski
writing coach

tion," for fear the gods of synonyms would rain down fire upon him and his descendants for all eternity.

When I criticized him for using conspicuous synonyms, he said, "I thought readers would get bored with 'prison' in every sentence."

"Well," I said, "you could write a story about a swimming pool instead."

If the story is about a prison, use "prison." If readers get tired of "prison," it's probably because the content of the story is boring them, so they're picking out details to criticize.

The paradox of the conspicuous synonym is, it negates the purpose for which we use it. Let's go back to "school" and "facility." The writer is afraid that if he uses "school" in successive sentences, readers will notice.

Earth to writer: When you replace the perfect word, "school,"

with a conspicuous synonym, "facility," the word "facility" calls attention to itself. Readers notice you are straining, they notice you are using a four-syllable, imprecise word in place of the perfect word. So if "facility" calls attention to itself anyway, you might as well choose the best word, "school."

There's a further problem with conspicuous synonyms: When we stop using the best word, we risk confusing readers.

One writer, a veteran of covering the state capital, was writing about the actions of a legislative committee. The first time, she used the title: "the Senate Appropriations Committee."

After that, she alternated between "panel" and "committee." Granted, the in-the-know reader recognizes "panel" is the usual gov-

See REPETITION, page 10

Take the bite out of objections

Ad-libs©
By JOHN FOUST
Raleigh, NC



Henry David Thoreau once said, "If a dog runs at you, whistle for him." That creates quite a visual image, doesn't it? Can't you imagine the old philosopher patting his knee and whistling for a barking dog? Why that poor dog would probably skid to a stop and tilt his head to one side, as if to ask, "Hey, what's going on?"

As I read Thoreau's words, two things come to mind. First, I think that he would have made an exception for pit bulls. And second, it is easy to apply his comment to the business of selling.

What do all salespeople hate to hear? Objections! Objections are the barking dogs of selling. They nip at the heels of our presentations and chase us away from our destinations.

But objections are here to stay. They are a natural part of the sales process. So instead of dreading objections, let's whistle for them. Here are a few reasons to welcome them with open arms:

1. Objections show interest. The time to worry is when your prospects do not object. This may indicate that they want to end the presentation as quickly as possible.

When they voice objections to

your sales points, you should be glad that they are paying attention to what you are saying. They're interested!

2. Objections offer opportunities to give more information. In reality, an objection might mean, "Tell me more." As a result, when they say, "Your circulation figures aren't high enough," you can interpret it as, "Tell me more about your newspaper's circulation."

3. Most objections are predictable. Very few objections are original. Most of them have been around for years. And that's good news, because it cuts your chances of being caught by surprise.

You can boost your confidence — and increase your sales — with advance preparation. Make a list of all the objections you have heard. Then prepare and rehearse several responses to each one. Be sure to include plenty of supporting evidence.

When you are face-to-face with your prospects, acknowledge the significance of their objections. Resist any temptation to criticize or argue. And never say, "I am going to prove that you are wrong."

4. Objections give your prospect a chance to talk. And this gives you a chance to do something that is very important — listen!

When your prospects voice

See OBJECTIONS, page 9

Videos of awards presentation available

Copies of the 1996 Fall Newspaper Contest awards' video are available for \$17.

The video, shown at the awards banquet which concluded the 1997 Winter Convention, can be ordered by contacting the KPA Central Office in Frankfort, 1-800-264-5721.

Orders must be received by Feb. 14

Video workshop can help your staff create better ads



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KPA President-Elect Guy Hatfield, owner of Hatfield Newspapers, presented Margaret Metz and Ken Metz with a framed copy of the memorial story published in The Kentucky Press when Russ Metz died last summer. The Metz continue to publish the Bath County News-Outlook.



KPS Advertising Director Gloria Davis was honored by 1996 President John Del Santo for reaching \$2 million in ad sales during 1996, a record for KPS.



Above: David Carlson, director of the Interactive Media Lab at the University of Florida, Gainesville, talked with Lisa Tolliver of the Mt. Sterling Advocate during one of the breaks in his "Internet 101" seminar. Below: The internet workshop was attended by over 100 newspaper representatives.



Barbara McDaniel, Toyota North America, and chairman of the KPA Associates, introduced the Associates panel on terrorism. At left is Associated Press Bureau Chief Ed Staats who moderated the session.



David Hawpe, editor of The Courier-Journal, presented a workshop on ethics for participants in the college student seminar held in conjunction with the KPA Winter Convention. Over 100 students attended the seminar.



1996 President John Del Santo presented outgoing Past President Dorothy Abernathy with a clock thanking her for her many years as a member of the KPA/KPS Board and as an officer of KPA/KPS.



Oklahoma City Assistant Fire Chief Jon Hansen, right, talked with Ralph W. Derickson, UK, (center) and Duane Bonifer, Lindsey Wilson College, after his presentation "Terrorism and the Media."



Former weekly newspaper editor and publisher Larry Craig discussed community journalism with college students attending the winter convention. Craig is also a past president of KPA.

1997 Winter Convention highlights

Photos by KPA News Bureau Director Lisa Carnahan & KPA/KJF Intern Jon Grant



In two highly-attended seminars, writing coach Jim Siasowski showed reporters and editors how to produce better than average stories and how to organize stories so they can be written more tightly.



KPA Business Manager Bonnie Howard (center) and bookkeeping assistant Buffy Sams registered Dave McBride of the Ohio County Times News for the convention.



Past President John Del Santo passed the gavel to incoming KPA President Gene Clabes during the Changing of the Guard luncheon.



The Lexington Herald-Leader's Jamie Lucke (center) introduced State Education Department Commissioner Bill Cody (left) during a panel on education. Cody fielded questions from Steve Olding, managing editor of the Boone County Recorder (right), and Greg Kocher, of the Owensboro Messenger-Inquirer.



Past President John Del Santo, right, presented President-Elect Guy Hatfield with the Most Valuable Member Award, renamed this year "The Russ Metz Memorial Most Valuable Member Award."



Merv Aubespin, The Courier-Journal, was honored for his five years as an elected and state-at-large member of the KPA/KPS Board of Directors.

LEGAL NEWS & VIEWS

Court: Newspaper not liable for carrier accident

On Jan. 17 a jury in Oklahoma City ruled The Daily Oklahoman was not negligent and had no liability for the death of an individual struck by the automobile of an independent contractor newspaper carrier.

The newspaper carrier, before picking up and beginning delivery of his papers, was in an automobile accident. At the time, he had a valid driver's license. After signing the contract the newspaper carrier received several motor violations. Prior to signing a contract with the newspaper carrier the publishing company did not

perform a check on the past driving record of the newspaper carrier. Such a record check is not made after contract signing. The newspaper carriers are expected to lawfully perform their contract services.

The family of the deceased, looking for cash and a deep pocket, filed suit against The Daily Oklahoman claiming the newspaper carrier was an employee and also claiming the company was negligent for not performing the driving record check, regardless of independent contractor status. As a matter of law, the Court of

Appeals had earlier determined the newspaper carrier to be an independent contractor. Expert witnesses testified that it was not newspaper industry practice to perform motor vehicle record checks on independent contractors. The jury rejected the claim that liability should attach to The Daily Oklahoman under the facts of the case.

(Reprinted from the January issue of LawLight.)

AG's office reverses earlier decision

Attorney-client privilege can't be used to close otherwise public meeting

One of the most important attorney general opinions in recent history has been rendered at the request of KPA's legal counsel, Jon L. Fleischaker.

Fleischaker asked the AG's office whether bodies subject to the Open Meetings Act may employ the attorney-client privilege as a basis to go into executive session.

The case stemmed from a dispute between a reporter for The Kentucky New Era and the Christian County Board of Education. The school board went into executive session, on the advice of its attorney, who claimed attorney-client privilege. In that case, the issue of attorney-client was originally decided in an opinion (96-OMD-191) handed down last fall which determined the attorney-client privilege could be used.

On Jan. 27, the AG's office reversed itself and determined the attorney-client privilege could not be used to close an otherwise public meeting "unless attorney-client discussions relate directly to proposed or pending litigation."

"This clarifies an area that many public agencies found confusing, especially with the opinion that was rendered last fall that this opinion overruled," Fleischaker said. Although he noted the AG's issuance of a new opinion that contradicts an earlier one was "unusual," he said it was not unique.

"Our point of view is that it was entirely appropriate," said Fleischaker. "The issue of closing a meeting just to meet with your attorney is a huge loophole in the law that was never intended by

the legislature."

Fleischaker made the request for an opinion shortly after the New Era opinion was rendered.

"I think it's fair to say that the old opinion changed over 20 years of practice in this state in which we had been very successful in avoiding the idea that just because you lawyer is at the meeting, you can meet in closed session."

The drafter of the new opinion, Deputy Assistant Attorney General Scott White, noted the "business of the people is open to the scrutiny of the people ..." and 96-OMD-191 "creates another exemption to that vital public policy."

White also noted the issue arose as a result of the AG's office performing one of its more significant functions, reviewing agency decision to exclude the public from an open meeting.

Unlike courts, the AG's office has no authority to reconsider its decisions, so a new opinion was issued.

The new opinion reads, "So, despite our inability to reverse 96-OMD-191 in this context or effect the merits of that decision, we, with the tool of an Opinion of the Attorney General, can admit we were wrong so that others will correctly apply the law in the future. We, as a matter of policy, cannot permit an incorrect interpretation of a new issue of law by this Office to stand; particularly where this Office's opinions in a given area are relied upon as authoritative precedent by the public. Application of the Open Meetings Law is plainly one of those areas."

Judge dismisses second libel suit against Russell Co. paper

Russell Circuit Judge Eddie Lovelace approved a motion by the Russell Springs Times-Journal to dismiss a former county judge-executive's second libel lawsuit against the paper.

The motion for summary judgment was approved Jan. 6.

Terril Flanagan, the former county official, filed the second lawsuit after a Russell County jury awarded him \$1 million in damages in his first lawsuit. That verdict was overturned by the Kentucky Court of Appeals.

According to the final judgment

in the first case, Flanagan will have to pay court costs. Each party in the case is ordered to pay their own attorney fees.

In the first lawsuit, Flanagan sued the paper for \$3.5 million for three editorials which he claimed libeled him. The Court of Appeals unanimously ruled the jury was wrong and that the three editorials were substantially true or opinion.

The state Supreme Court upheld the decision and in November, the U.S. Supreme Court refused to take up the case.

The Job Shop



Outside Sales Team Leader

This is a full-time position that offers total compensation of salary plus commission in the mid \$30s to \$40,000. It also includes a full benefit package including paid vacations, 401K plan, paid holidays and a health and life insurance plan.

The purpose of this position is to provide the leadership, direction and coaching necessary to achieve the newspaper's advertising sales goals. The team leader has an eight person sales staff and is responsible for the sales for the daily newspaper, a weekly paper serving nearby Fort Knox, a monthly real estate book and a weekly TMC product.

Qualifications are: minimum five years media sales experience, preferably with a daily newspaper; supervisory experience or significant experience in positions that provided opportunities to demonstrate leadership; strong communications skills; and strong organizational skills.

Interested persons should apply by Feb. 19, 1997 to: Debbie Crawford, Ad Manager, The News Enterprise, Elizabethtown, 408 West Dixie Ave., Elizabethtown, KY., 42701 (502) 769-1200, ext. 363

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Take advantage of KPA's "The Job Shop." List your newspaper's job opening for just \$10. Or, if you are a newspaper professional seeking new opportunities, send us that information!

Add some color to those 'gray' business pages

By ED HENNINGER
OMNIA Consulting



I wish I had a nickel for every gray business page I've seen. If I did, you and I could enjoy an expensive dinner out on the town.

It often seems the business page is a refuge from all the worthwhile design changes that have made newspapers better during the past dozen years. Perhaps that's because business pages often are a stepchild. At many newspapers, the person who edits business news really doesn't know much about business, finance or the economy — but just takes care of the business pages because, well...someone has to do it.

Business pages suffer as a result. The content itself is often unexciting — and it receives display that matches.

With the growing interest in business and finance on the part of readers nationwide, it makes sense to bring to your business news the same kind of thinking about display that you use on other pages throughout your paper.

Even those smaller newspapers that can only afford to run a business page on a couple of days during the week can do a better job of making it more compelling for their readers.

Here are some suggestions:

- If your business news page is at least two-thirds open, I'd use a section flag here, just like the one on Sports or Opinion — to give this

page the same prominence. A section flag tells your readers that business news matters to your newspaper, and that you're offering it in a way that will matter and make sense to them.

- I'll discuss business tables and agate in more detail in my next column, but if you run this data on the business front, try to separate it from stories and other matter on the page. You can do this with proper boxing and labeling. Also, don't adhere religiously to the same grid when using data. Though stories and photos may be best on a 6-column grid, data might work best in eight, nine, even ten legs of type, depending on the material.

- Always be on the lookout for opportunities to run graphics. The business world focuses on figures. Many financial stories are stories because of the figures: The CPI, the GNP, the deficit, the Dow — the list is endless. Take advantage of the figures you find to create graphics that make sense. If they're national stories and you have access to wire graphics, use them. If they're local stories, get an inexpensive charting program and use it. Some computer applications you already may have (Illustrator and Microsoft Chart, for example) come with graphics programs. Use them!

- Keep in mind the option to use an infobox to clarify a complex story. Sometimes this box can contain that chart you've just worked up.

- Consider the use of a "rail" column along the left side of the page. This column can contain a graphic wrapping up the day's doings on Wall Street, an agenda of important occurrences scheduled in the financial community,

some briefs, a free-standing business graphic, a quote of the day from someone in business, and even listing of business news shows coming on TV.

- This is more a content issue, but I advise even small papers to search for a good business column, one that helps your readers to put the business news into perspective. A good column can bring life — and perhaps a touch of controversy — to an otherwise dull page.

- Make the best of every opportunity to use interesting display art on your business page. I do not consider check passings or "grip and grins" interesting display art. Yes, I understand that sometimes this material is unavoidable, but its continued use can deaden your page. Plan for art here: discuss photo possibilities with your writers — they can often come up with good ideas. One suggestion: send a photographer to take closeups of items in some of your local plants. Then you can have readers guess what's in the picture. Perhaps this isn't news — but it's more attractive and more interesting than a staged ribbon-cutting.

- Business pages deserve the same type of editing and display effort you devote to all other pages in your newspaper. Without that kind of attention, you signal to your readers that your business content is weak and uninviting.

Is that the signal you want to send?

(Edward F. Henninger is an independent newspaper consultant and the Director of OMNIA Consulting in Rock Hill, S.C. You can reach him at 803-327-3322, fax: 803-327-3323.)

Objections

Continued from page 5

objections, encourage them to elaborate. Ask, "Why do you feel that way?" Then listen to their answers. This will allow you to gauge their interest — and adjust your presentation accordingly.

Some objections may not be genuine. They may be smoke-screens to hide the real objection. By asking the right questions and allowing your prospects to explain, you can clear the air.

When given the opportunity to talk, some prospects will actu-

ally talk themselves out of their objections! I've seen it happen.

You see, objections aren't so bad, after all. Their bark is usually worse than their bite. And in reality, they can help us learn valuable information about our prospects.

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

Deaths

Continued from page 2

Simpson Memorial Hospital.

The Warren County native was office manager of the Daily News in Bowling Green.

She is survived by her husband, James H. Bush, Franklin; a daughter, Susie Kelly, Franklin; a son, James H. Bush Jr., Franklin; her parents, Elmer S. Richey and Lora Frances Smith Richey of Franklin, a sister, Sue Cooke, Bowling Green; and three grandchildren.

The funeral was held at Crafton Funeral Home and burial was in Greenlawn Cemetery.

Edward Schueler

Edward Schueler, 56, New Albany, died Jan. 2 of a heart-related illness. For many years he wrote about Southern Indiana happenings in The Courier-Journal and The Louisville Times.

In the 1980s, Schueler wrote a daily column called Indiana Digest about events in Indiana and later, a column called "News to Use." A senior clerk-writer, he also wrote obituaries for The Louisville Times and, after the newspapers merged 10 years ago, for The Courier-Journal.

Schueler came to the C-J and Louisville Times Co., in 1964 and worked in the composing room primarily as a printer, until he moved to the newsroom in 1978.

Cheerleading squad touts newspaper

To inform both readers and nonreaders about the Daily News Journal's high school, college, and national football coverage in Murfreesboro, Tenn., the newspaper created a special in-newspaper and newsstand rack.

The promotion featured a cheerleading squad at a local stadium displaying copies of the newspaper's sports section.

"Autumn readership has grown by 500 subscribers so far

since the campaign started," said Lee Rennick, marketing director. "That's the largest increase this newspaper has seen in one month."

Bright Idea!

(Contact: Lee Rennick is marketing director for the Daily News Journal.

P.O. Box 68, Murfreesboro, Tennessee, 37133, an INMA member company. He can be reached by telephone, (615-893-5860) or by fax, (615-896-8702.) Reprinted from the January issue of INMA.)

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Career in newspapers more rewarding now than ever

By M.L. STEIN

A dying breed? Not us, says a prize-winning editor.

Journalism graduates looking beyond newspapers for career jobs because of negative perceptions about the industry should take another, longer look, advised Orange County Register editor and vice president Tonnie L. Katz, in a Los Angeles address. A popular belief is that "young journalists planning careers are looking outside of traditional newspapers to seek their future in the world new media," she noted.

The thinking of many graduates, she continued, goes like this: "Stay the hell away from newspapers. You'll be left behind. Newspaper newsrooms are depressing."

Not true, insisted Katz, asserting, "This is

perhaps the most exciting time in American newspaper history, though I grant you it's difficult. Contrary to what you may have heard, people like me are not the last of a dying breed."

Katz spoke in Los Angeles at the 36th annual Distinguished Achievement in Journalism Awards at the University of Southern California as one of the recipients of the award.

Primarily addressing the USC journalism students among the audience, Katz termed newspaper staff members as "pioneers in an incredible journey that is already transforming many American newspapers into information centers that publish on every conceivable medium—from books and magazines to CD-ROM, from online to audiotext to television."

As a result, she said, newspapers are

attracting new readers as they take their traditional value to "new playing fields." According to Katz, the critical question for young people is not whether to opt for newspapers, television or cyber-journalism, since all are simply different means of transporting information from gatherers to customers.

A major newspaper task, the speaker asserted, is to regain credibility among customers who have deserted newspapers for radio talk shows, chat rooms and TV personalities.

"It frightens me that during the recent election many people said they trusted political advertising more than political reporting," Katz said.

(Reprinted from the December 21, 1996 issue of Editor & Publisher)

Cheering

Continued from page 4

learning about the importance of a free press in our society? Where is the marketplace of ideas being championed? Where are we teaching them to be responsible and fair communicators?

The goal of a high school journalism class isn't to garner awards or to cultivate future reporters. It's to teach the next generation how to read critically, how to collect information thoroughly, how to write logically and well, how to marry words with pictures, how to respect diversity of opinion. Sounds a lot like KERA goals, don't they?

Then why aren't student newspapers getting more encouragement in Kentucky high schools? Most teachers who teach journalism in the schools that actually have journalism classes do not have coursework or experience in journalism. Many sponsors of their high school papers receive no real extra compensation for their time.

They are begging for support, whether it be through workshops, competitions, critiques. Here at Eastern, as at other universities

and colleges particularly Western and UK, there have been efforts to address some of the needs of high school journalism teachers. Since 1984, our student Society of Professional Journalists chapter has sponsored a competition to recognize quality journalism at the high school level. Students at The Eastern Progress teach nuts-and-bolts sessions on writing, photography, layout and design and infographics.

At the end of each workshop, I would hear from teachers urging us to do more, urging the resurrection of a high school press association.

The Kentucky Press Association has leapt dramatically to the challenge of promoting the high school press in Kentucky at its convention in January by proposing a high school press association. With a core of experienced high school advisers, with the support of our collegiate journalism schools and the state press, we might be able to rouse a little attention.

"Two bits, four bits, six bits, a dollar, all for the First Amendment, stand up and holler!"

(Fraas is a journalism professor at Eastern Kentucky University and advises the student newspaper, The Eastern Progress)

Repetition

Continued from page 5

erment-story synonym for "committee," but the casual reader doesn't. Casual readers often complain the language in government stories is hard to follow.

So the first time the writer used "panel," I looked back in the story. "Committee" was nearby, but I found at least one other group, a "commission," to which "panel" could have referred. We can't blame the casual reader for thinking, "I wonder what 'panel' means here?"

"Committee" is definitely a ponderous word, it takes up space, slows down reading and has such a distinctive sound that if it appears four or five times in a story, read-

ers will definitely notice. But the alternative is to plug in a conspicuous synonym whose meaning is unclear. And every time the reader reads "committee," there is no doubt what the writer means.

So relax, writers. Stop spending your time looking for synonyms when the best word is right there, in the paragraph you just wrote.

And with all the time you save, go to a hearing of the Senate Appropriations Committee.

THE LAST WORD: There is never a reason for using "facility." Usually "facility" means "building" or "school" or "prison," something specific. And we're in the business of being specific.

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



Award-winning Trade Show exhibitor

The Cabinet for Workforce Development captured the "Best Exhibitor" honor at the 1997 KPA Winter Convention in Louisville. The agency's staff received a KPA clock as their prize. Pictured, left to right, is Rodman Nalley, Brian Armstrong and Susan Goddard. Not pictured is, Bryan Kempf, Harold Brosnan and Mike Sanders.

And the winners
from the Winter
Convention are ...



Jolana Prince
Carlisle County News -
Kentucky National Guard golf statue

John Nelson
Danville Advocate-Messenger -
Seelbach Getaway Package

Best Trade Show Exhibitor -
Cabinet for Workforce Development

Dr. Ron Wolfe, EKU -
KET's Byron Crawford video tape
Frank Newman, Corbin News-Journal -
KET's Byron Crawford autographed book

The Kentucky Press Association thanks its
Trade Show vendors for helping make the
1997 Winter Convention a success!

People

Continued from page 2

University of Wisconsin at Oshkosh, Weding also worked at the Oshkosh Northwestern newspaper.

Kleffman, 37, Liberty, joins the news staff as a reporter. The Eastern Kentucky University graduate worked for the Danville Advocate-Messenger for four years and spent a year at the Press-Courier in Oxnard, California before becoming managing editor of New Times, a 50,000-circulation weekly in San Luis Obispo, Calif.

Nations, 24, Bowling Green, will cover high school sports for the paper. He attended Western Kentucky University and served as sports editor of the college newspaper, The College Heights Herald.

Tungate named editor of Henry County Local

Matthew Tungate has been named editor of the Henry County Local in New Castle. A 1996 graduate of Western Kentucky University, Tungate joined the staff of the newspaper as a reporter in September. During college, he held several reporter internships including stints at the Ashland Daily Independent, The Savannah News-Press, Savannah, Ga.; and The Plain Dealer, Cleveland, Ohio.

Tungate also held several positions with the college newspaper, The College Heights Herald, including editor-in-chief in the spring of 1996.

Whittington joins news staff in Madisonville

Janet Whittington is the new general assignment reporter for the Madisonville Messenger.

A native of Jefferson City, Mo., Whittington moved to Henderson when she was a child and was reared there, graduating from Henderson City High School. She attended the University of Arizona and majored in theater but several years later and after traveling the U.S. and abroad, she enrolled in the University of Missouri and obtained her degree in journalism.

Reece takes over ad staff at Kentucky New Era

Nancy A. Reece has been promoted from classified advertising manager to manager of advertising at the Kentucky New Era in Hopkinsville. She will supervise classified, retail and national advertising.

Reece, a resident of LaFayette, has been with the New Era since 1984. She served as classified advertising representative and was named manager of that depart-

ment in 1989. She will take over the position March 1.

Smith to be GM, editor at News-Democrat

Norman S. "Steve" Smith has been named editor and general manager of the Carroll County News-Democrat.

With more than 21 years of experience in newspaper and publishing work, Smith is the former editor and publisher of the Twin City Journal-Reporter, Gas City, Ind.

The Indiana native also served as editor of The Community, a weekly newspaper in Columbus, Ind. He began his career in 1975 as a government and political reporter for the Anderson Daily Bulletin in Anderson, Ind. More recently, Smith served as an advertising sales representative for The Madison Courier in Madison, Ind.

Brittain named city editor at Barbourville

Marilynn Brittain has joined the staff of the Barbourville Mountain Advocate as city editor.

A native of Barbourville, Brittain has worked at the Times-Tribune in Corbin and for the past year, covered Knox County for the daily paper. A 1990 graduate of Northern Kentucky University, Brittain will cover the court system and the city of Barbourville for the Mountain Advocate.

Dominick hired as GM at Owenton paper

Wayne Dominick has been named general manager of the News-Herald in Owenton.

Before joining Landmark Community Newspapers, Inc., (LCNI), Dominick served as advertising manager of The State Journal in Frankfort. Prior to that, he was general manager of The Pulse Journal in Mason, Ohio.

Dominick is a 1973 graduate of MacMurray College in Jacksonville, Ill., with a bachelor of arts in economics and political science.

Vaught, Wright honored by Bluegrass State Games

Larry Vaught and Peter Wright received silver medals for their coverage of the 1996 Bluegrass State Games.

Vaught, sports editor of the Danville Advocate-Messenger, was among those receiving awards for "journalistic excellence and creativity and the amount of effort put forth in covering the Games," according to a press release from the organization.

Wright, photographer for the Kentucky New Era in Hopkinsville, won a silver medal for his picture of gymnast Ashley Richey.

Landmark's Matasich named to NAA post

Dee Matasich, national sales/co-op development manager for Landmark Community Newspapers Inc., in Shelbyville, has been named a director of the Newspaper Association of America Cooperative Marketing and Sales Advertising Federation.

Morganfield native joins staff of Ohio newspaper

James H. Heady has been named circulation director of The News-Messenger and Port Clinton News Herald in Ohio.

From 1976 to 1995 he was employed by The Courier-Journal as state circulation division manager, metro home division manager, metro home delivery apartment manager, USA Today home delivery manager and single copy sales manager. For more than two years, he was home delivery manager for the Huntington (W.Va.) Herald-Dispatch.

Kentucky publisher nominated to AP board

Mary Schurz, editor and publisher of the Danville Advocate-Messenger, has been nominated for one of five seats on the Associated Press board of directors.

Schurz was selected, along with nine other candidates, by the AP nominating committee. The election will be held by the new, all-mail balloting in April.

Glasgow staff gets involved in coat drive

The Glasgow Daily Times recently participated in an area real estate firm's "Wintertime Warmth" coat drive for the needy.

The newspaper was the only business out of the roughly 1,300 Glasgow businesses to participate in the real estate company's first-ever effort.

The Times staff donated 13 coats to the drive and Publisher William J. Tinsley said he was pleased with his staff's contributions and hopes other Glasgow businesses take the newspaper's lead.

Broderick named account representative

Kimberly Anne Broderick has been named account representative for the Louisville Sales Team of Landmark Community Newspapers, Inc., (LCNI).

Prior to joining Landmark, Broderick served as an account executive and account manager for two advertising firms in Louisville. She is a 1992 graduate of the University of Louisville School of Business with a bachelor of science in business administration.

Tips to become your newspaper's marketing genius

- Align your work with the goals of other departments. That means spending some time to learn what the goals are. Check with other departments every few months to see if the goals have been met or changed.

- Learn the expectations of your customers. Ask what they want and need from you. What can you do to help them be successful?

- Develop a purpose or mission statement for the marketing effort. What is the function and role of marketing? How does marketing fit with others in the organization? How do you operate? What will success look like?

- Put it in writing. Even if jobs don't start in writing, document all that you do. Include key information and let your customers review or confirm it.

- Establish value for your work. How many hours or dollars or how much space in the paper or percentage of your budget does it take to produce programs for others? Let your customers know that your stuff is not free.

- Share, celebrate and promote your work. Gives samples of your work to other departments, employees, etc. Send memos to the boss about successes. Ask your boss or other departments to say "thanks" or "congratulations" for work well done by others in your department. Use lobby, bulletin boards, newsletters, etc. to let people see what is going on.

- Be an information source. Develop the habit of sharing industry and market data, good ideas, competitive information, etc., with other departments. It helps you keep informed and positions you and your department as integral to the operation.

- Learn about other departments. Spend time shadowing key people in sales, news, circulation, production. Learn the language and the problems and opportunities. Do it more than once. It helps you be visible and work with other staffers.

- Be a link to the community. Develop relationships with other media, other marketing people and community organizations. It makes you valuable as a resource inter-

See TIPS, page 12



Eye-catching photos

William Mitchell, publisher of The Fulton Leader and KPA District 1 Board Member, critiqued the photo exhibit during the 1997 Winter Convention at the Seelbach in Louisville. The photo exhibit featured over 25 entries from photographers across the state. (Photo by KPA/KJF Intern Jon Grant)

Convention

Continued from page 1

greater now than ever before.

The playing field has changed completely. Newspapers are being shaped and controlled today, more by technological advancement, than by those who joined this profession with a passion for saving the world, or at the very least, making the cities and towns where they labor a better place," Clabes said.

Clabes, publisher of the Recorder Newspapers in Florence, took over the top post from John Del Santo, publisher of the Ashland Daily Independent.

1997 KPA/KPS officers include, President-Elect Guy Hatfield, owner and publisher of Hatfield Newspapers; Vice President Russ Powell, editor of the Ashland Daily Independent; Treasurer Marty Backus, publisher of the Appalachian News-Express, Pikeville; and Del Santo who remains on the board of directors as immediate past president of the organization.

In addition to the changing of the guard, several awards were presented during the Friday luncheon. Outgoing Past President Dorothy Abernathy was presented with a clock in recognition of her many years of service as a member of the KPA/KPS Board and as an officer of KPA/KPS.

Board member Merv Aubespain, The Courier-Journal, was recognized for his five years as an elected and state-at-large member of

the KPA/KPS Board of Directors.

Hatfield received the Most Valuable Member Award, this year renamed in honor of one of the pioneers of community journalism, Russ Metz. Metz, a former KPA president and founder of the Kentucky Weekly Newspaper Association, died July 10, 1996, less than a month after undergoing open heart surgery. Metz was Hatfield's mentor and the individual Hatfield credits with giving him the encouragement he needed to venture into the newspaper business.

After receiving the award, Hatfield presented Metz' widow, Margaret, and the couple's son, Ken, with a framed copy of the

Metz memorial story published in The Kentucky Press. Ken and Margaret continue to publish the family paper, The Bath County News-Outlook.

Tim Kelly, publisher of the Lexington Herald-Leader, presented the Edwards M. Templin Award for community service. This year's recipient was former Herald-Leader publisher, Lewis E. Owens.

Owens, who now serves as publisher emeritus of the newspaper, is well known for his years of community service in and around Fayette County. The award was renamed in his honor and will now be known as the Lewis E. Owens Award.

High school

Continued from page 1

tion of a student newspaper all but impossible.

Tentative plans are for the advisory council to meet twice in the next six weeks with a proposal submitted to the KPA Board of Directors at its March 27 meeting.

KPA President Gene Clabes

called the high school press association endeavor "one of the most exciting and powerful initiatives undertaken by KPA in recent years."

"With the support of colleges and universities around the state, this program has the potential of igniting the flame in bright young minds about newspapers and opportunities in journalism," he said.

Tips

Continued from page 11

nally and externally.

- Evaluate your work. Develop regular procedures to get feedback on your efforts, what worked and what didn't.

- Be willing to drop programs

that are not successful, or don't meet today's needs and goals.

(These tips were presented by David R. Hume, president of Hume & Company in Phoenix, Ariz., at the recent SNPA Foundation seminar on "Marketing — as if your life depended on it" and were reprinted from the SNPA Bulletin.)

7 tips for a 'do it now' workplace attitude

Develop a "do-it-now" attitude by following these tips from Kerry Gleason's book, "The Personal Efficiency Programme: How to Get Organized to Do More Work in Less Time."

- Become as clever about completing things as you have been about putting them off.
- Eliminate the little things that pull your attention away from your major tasks.
- Work in blocks of time, rather than piecemeal. Combine similar tasks such as telephone calls.
- Tackle problems when they are small.
- Cut down on interruptions by completing work on time.
- Build decisiveness into your work.

- Work toward the future. Events and attitudes that direct you toward the future are healthier than those that drag you back in time.

(Reprinted from *Ideas Magazine*, INMA, January 1997)

NAA announces coordinator for Partners-2000

Janet Owens has been appointed the project coordinator for the Newspaper Association of America's Partners-2000 project. Owens comes to Partners-2000 from NAA's executive office where she worked as executive assistant/board liaison since 1994.

Partners-2000 is an initiative to improve relationships between the nation's daily newspapers and advertisers, with the ultimate objective of increasing newspapers' market share.

Three pilot locations, the Billings Gazette in Montana, The Record in Hackensack, New Jersey, and the Dallas Morning News, will work with consultants over the next year to rebuild their advertising sales, billing and production systems in order to simplify processes, increase accuracy, improve ad quality, better serve customers and position themselves for greater advertising revenue.

The ultimate goal is to develop best-in-class newspapers that operate as a customer focused system and serve as models for the rest of the industry.