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The official publication of the
Kentucky Press Service

Guide to OM/OR available from KPA

Copies of a synopsis of Kentucky's new Open Meetings and Open Records laws, small enough to fit in a reporter's wallet or pocket, have been sent to KPA member papers across the state.

The pocket guide addresses questions about the scope of the law revisions that became effective July 15 and suggests what reporters can do when they suspect violations to the laws.

Measuring about 2"x4" folded and 17"x4" unfolded, the guide also contains the text of the state's Shield Law which protects reporters from having to disclose the source of information. Also listed is the telephone number for KPA's Freedom of Information Hotline attorneys.

The number of copies sent to each newspaper was based arbitrarily on each paper's circulation category. If you need more copies of the guide for your editorial staff, please call Sue Cammack at 800/264-5721.

The guide was prepared by Pam Shingler, KPA News Bureau director, with input from attorney Bill Hollander and Russ Powell of The Daily Independent in Ashland. It is sponsored by KPA's News Editorial Division.

Photography as art →

Terry Duennes's photo of three boys and a big umbrella was one of the reasons *The Kentucky Post* won top honors for feature pictures in KPA's 1992 Better Newspaper Contest.



New flag unfurled

Look up!
Salute the new flag for The Kentucky Press.

The winner was version #4 of the five designs submitted by Stuart Simpson and run in last month's edition.

The response rate for the ballot in the July edition was about four percent of Press readers at Kentucky newspapers — that's about average, or a little better, for survey responses, we're told.

Fifty percent of those who called, faxed or mailed their vote gave design #4 as their first choice. About 27 percent chose design #5 as their favorite. There were a few top votes for designs #1 and #2, although both were named second choice by several people. No one selected design #3 as first choice.

Special thanks to Simpson, a KPA board member who's with Pulaski Week in Somerset.

Now we'll wait for calls from all those folks who didn't vote, but don't like the outcome anyway.

Inside

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Don remembers Marilyn, page 13

Ouch! House amendment could be press pain

The good news is it looks like Congress is finally getting serious about recycling.

The bad news is it looks like the newspaper industry is being targeted to carry the weight.

The US House of Representatives Energy and Commerce Committee last month approved an amendment to the Resource Conservation and Re-

covery Act that requires larger newspapers to use more recycled newsprint.

Sponsored by Rep. John Dingell (D-Mich.), the amendment affects newspapers with circulations over 200,000, which would have to use at least 35 percent recycled newsprint by 1995 and 50 percent by 2002.

A paper that is unable to comply would have to carry the equivalent of

a scarlet "A" — a notation at the top of the front page saying it does not meet federal standards for recycled content.

In Kentucky, only one paper, *The Courier-Journal* in Louisville, is in the targeted category. But Newspaper Association of America president Cathleen Black says the ruling will affect other papers as well.

"... we believe small and medium-

size newspapers could be harmed by this amendment because it could make it more difficult for them to find recycled fiber newsprint to comply with existing state laws and voluntary agreements," Black said in a prepared statement.

Tonda Rush, chief executive officer of National Newspaper Associa-

tion, says the amendment, back page

Former KPA prexy now a movie 'star'

Byron Crawford
The Courier-Journal

HUNTINGBURG, Ind. -- Madonna, Tom Hanks and Geena Davis have long since departed Huntingburg, and with them the lights, cameras and crew from Columbia Pictures' baseball comedy "A League of Their Own."

But in passing, they left the Dubois County town of 5,500 a brand-new tourist attraction and a small army of home-grown extras with great stories to tell their grandchildren.

Bill Matthews, 62, editor of the Huntingburg Press, went to the theater in Jasper the other night to watch all four seconds of himself scampering across the screen in a 1940s-vintage baseball umpire's outfit.

"My son had already told me about it, so I knew it was going to be very brief," Matthews said. "I think I was elated, but I was also disappointed that one of the other scenes didn't get in."

Much of the picture was filmed in Evansville, Ind., last summer, but director Penny Marshall was drawn to Huntingburg by a turn-of-the-century baseball stadium in a city park next to a cornfield on the edge of town. The stadium was once used by the old Indiana-Kentucky Baseball League.

Columbia Pictures enlarged the stadium from about 500 to 3,500 seats and renovated it to resemble a 1940s

I was the umpire, and we shot that scene 34 times, and I got so hot that I began to hyperventilate.

**Bill Matthews,
1977 KPA president**

stadium, complete with billboards and other fixtures. For more than two weeks last summer, it was the motion picture home of the Rockford Peaches, a women's pro baseball team in the Girls' League of half a century ago.

Enter Matthews, a native of Shelbyville, Ky., former CIA employee, veteran editor and one-time president of the Kentucky Press Association, who lettered in baseball his freshman year at the University of Michigan and who landed a role as one of eight umpires in the picture, earning \$50 a day.

"They have to pay you extra if you say, I think, it's three words, and I kept yelling, 'You're out!' or 'You're safe!'" Matthews said. "So the producer came out and said, 'Just give the signal. They're not going to send you \$500.'"

Matthews recalled a scene in which Davis, the catcher, makes a behind-the-back catch of a high foul tip.

"In the movie, you see her do that," he said. "I was the umpire, and we shot that scene 34 times, and I got so hot that I began to hyperventilate. . . .

So they brought in another umpire and never did get it shot that night.

"The problem was that Geena Davis couldn't catch the ball behind her back. They had a ladder over here, and you'd see the batter swing, and this fella on the ladder would drop the ball maybe 25 feet, and I had to run back to make the 'out' call when and if she ever caught it. Even a good player has a hard time catching a baseball behind the back, and Geena Davis is not an athlete."

In another scene, Hanks, the Peaches' manager, yelled insults in Matthews' face after a disputed call against the Peaches at second base.

"The first thing he said was, 'You never umpired a blankety-blank game in your life!' which was a true statement," Matthews confessed. "It was unrehearsed."

The scene, although not used in the movie, has appeared in some of the promotional clips, he said.

Meanwhile, Matthews is already looking forward to another picture -- "Monroe County Blues" -- about the early civil rights movement in baseball. The Huntingburg stadium will be the primary filming location next spring, and Matthews hears there may be a role for a bus driver.

"I've not been offered the part," he said with a smile, "but I would read the script."



But, coach . . .

How could you not love this picture? By Stan McKinney, it's among the sports shots that garnered a first place award among multi-weeklies for the *Central Kentucky News-Journal* in Campbellsville in KPA's 1992 Better Newspapers Contest.

THE KENTUCKY PRESS

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Ten students receive awards at summer convention

Six recent high school graduates were awarded \$1,000 scholarships from the Kentucky Journalism Foundation during KPA's summer convention.

Also awarded at the Pikeville meeting were \$500 scholarships from KPA's Associates Division to four university students majoring in public relations.

Winners of the renewable \$1,000 scholarships to study journalism and the colleges they plan to attend are Risa Katara Brim of Elizabethtown, who will attend Elizabethtown Community College before transferring to Western Kentucky University; Michelle Rae Stinnett of Murray, Murray State University; Christopher Strong of Jackson, Morehead State University; Catherine Scott Whipple of Georgetown, University of Kentucky; Lance Aaron Williams of West Liberty, also UK, and Cassandra Selena Woody of Virgie, Eastern Kentucky University.

The Associates' scholarships went to Marsha D. Berry of Cold Spring, a student at Northern Kentucky University; Kelli Jo Cole of Williamsburg, EKU; Bridget McQueen Peake of Louisville, Murray, and Matthew Williams of Hopkinsville, WKU.

Past president Celia McDonald announced the awards on behalf of the scholarship committee and presented checks to Strong, top left; Woody, center, and Lance Aaron Williams.



Contest offers chance to show your stuff

Got a picture that readers loved, a column that brought tears to the eyes of a crusty pressman, a series that stripped the rancid flesh off a local villain?

Well, find it and enter it in KPA's 1992 Fall Newspaper Contest.

Rules and entry forms have been sent to editors and publishers at every KPA member paper, giving you time to prepare for the Aug. 31 deadline. If you're not the editor or publisher, make him or her dig out the information from that pile on the desk. The contest covers work published between July 1, 1991, and June 30, 1992, which gives you ample time to have done something that will make the judges do a double take.

Awards will be announced at the annual awards banquet on Jan. 22 during the 1993 winter convention in Louisville.

Categories, broken down by seven circulation groups, are: editorial, spot news story, general news story, feature story, one-subject column, variety of subjects column, regular sports column, sports story, sports feature, investigative/analytical story, story series, on-going/extended coverage story, business/agribusiness story, general news picture, spot news picture, news picture essay, feature picture, feature picture essay, sports picture, and sports picture essay.

If you can't find the contest information or you didn't receive it, call KPA at 800/264-5721. Time's a-wastin'.



Naming names

JEFF FANNIN has resigned as general manager of *The Morehead News* to devote full time to his ministry with the Bluebank First Church of God and The Good Shepherd, a non-profit food and clothing ministry for the disadvantaged. He joined the staff in 1978 as a pressman and assumed the top managerial job in 1989. RONALD J. CAUDILL, regional coordinator for Park Newspapers, is serving as acting general manager.

Also at Morehead, KIM HAMILTON has been named managing editor. On the staff since 1989, she attended Morehead State University. Former advertising manager VICKIE CONN has been promoted to assistant general manager, and former ad salesperson SHIRLEY HOOD is now in charge of advertising. Conn has been with the News since 1976 and Hood since 1989.

Former pressman DARRYL BARKER has been named production manager at *The Morehead News*. Returning from a year's leave, he will supervise all operations of the printing press, photography lab and job printing services.

JAMIE SIZEMORE, formerly of Roane Newspapers in Kingston, Tenn., is the new advertising manager at *The News-Enterprise* in Elizabethtown. With Roane, also a part of Landmark Community Newspapers, she oversaw advertising and circulation for a tri-weekly and four weekly publications. The Western Kentucky University graduate has also worked for papers in Maryland and Virginia.

ANGELA LALLO, former advertising representative at KPA Associate Inside the Turret, is the new general manager/advertising manager of *The Spencer Magnet* in Taylorsville. A Ball State University graduate, she has also worked at *The News-Enterprise* in Elizabethtown. She replaces LISA BLAND who relocated to Ohio.

TERRY SPEARS has resigned as editor of the *Appalachian News-Express* in Pikeville to work in the campaign of congressional candidate John Doug Hays. He had been on the newspaper staff since 1985, except for a term as editor/publisher of the former Martin Countian & Mercury in Inez. The Pikeville College graduate was named editor of the *News-Express* in early 1991. Former staff writer LINDA BREED has been appointed managing editor.

The new general manager of *The Pioneer News* in Shepherdsville is THOMAS BARR, who has been editor of the multi-weekly since 1984. An Eastern Kentucky University alumnus, Barr, who will retain the editor's position, replaces PETE MIO who transferred to another division of Landmark.

Two papers win 4-H awards

The Madisonville Messenger and *The News-Democrat* in Carrollton took home the top newspaper awards given during the annual spring convention of the Kentucky Association of Extension 4-H Agents.

The News-Democrat, edited by Debbie Wright, was named the top weekly newspaper for superior coverage of 4-Hand Extension activities.

On *The Messenger* staff, Garth Gamblin won first place in the news story and feature story categories, and Lowell Mendyk earned a first place for published photo.

This was Mendyk's third year to win the top photography award and Gamblin's second to win in the writing competition.

Western Kentucky University fielded four first place winners in the College Photographer of the Year Competition. DAVID STEPHENSON won in Spot News for an entry titled "Fallen Child." Winning in the Pictorial category for the photo "Reflections" was CRAIG FRITZ. "Backstage Beauties" earned a top award for TOM LEININGER in Personal Vision, and RICK LOOMIS won for Sports Portfolio. Only one other school, the University of Texas-Austin with two, had more than one winner. The competition is sponsored by Kappa Alpha Mu, National Press Photographers Foundation and the University of Missouri School of Journalism with educational grants provided by Canon USA and Professional Imaging, Eastman Kodak.

DAVID BLACKBURN, former staff writer and photographer at *The Crittenden Press* in Marion, has joined the staff of the *Kentucky New Era* in Hopkinsville as a sports writer. He replaces RAY DUCKWORTH, who resigned to work with the Asheville (NC) Citizen staff. A Murray State University graduate, Blackburn has also worked with the *Cadiz Record* and the MSU newspaper and yearbook.

DR. RON WOLFE has been named chairman of the department of mass communications at Eastern Kentucky University, replacing acting chairman DR. DEAN CANON. Wolfe has taught journalism and public relations at ECU since 1986.

Switching hats is VICTORIA SCHREINER, former senior staff writer for *The Sentinel-News* in Shelbyville. She has moved to the advertising side as a sales representative "to broaden my knowledge" of the newspaper business.

The Kentucky Standard in Bardstown has added two staff members to its circulation department. Retired Kentucky National Guardsman JIM KESSLER is a new circulation driver, and JOE DOWNS is the paper's new carrier coordinator. New to the paper's advertising staff is sales representative MADELINE RAPIER DOWNS.

LOUIS R. ANDREWS, reporter for *The Commonwealth-Journal* in Somerset, received a Best 1991 News Story award from the American Cancer Society's Kentucky division at the group's annual meeting recently in Louisville.

DUANNE PUCKETT, editor of *The Sentinel-News* in Shelbyville, is this year's recipient of the Service to Dairy Industry Award, given during the Kentucky Dairy Festival in June.

New to the staff of *The Sentinel-News* is Sullivan College graduate LISA JOHNSON, part-time advertising assistant.

Murray State University alumnus MARY V. GRAHAM was recently hired as a sales representative in the advertising department at *The News-Enterprise* in Elizabethtown. Also new to the staff is SABRINA CAHILL, a composer. Spending the summer with the Elizabethtown paper as an intern is LISA E. KOGER, a student at Western Kentucky University.

WALT APPERSON, president and publisher of the *Murray Ledger & Times*, has been elected to the board of directors of Paducah's Peoples First Corp., parent company of the Bank of Murray, for which the Western Kentucky University alumnus is also a director.

Northern Kentucky University senior MIKE BUNZEL is interning with the Recorder Newspapers this summer. He will edit the NKU student newspaper this fall.

Interning at *The Cadiz Record* is TRISH CASH, a student at Murray State University.

DONNA DIETZ, who interned with *The Crittenden Press* in 1986, has come back to the Marion paper as a writer. The Western Kentucky University graduate has worked with *The Oldham Era* in LaGrange and the *News-Democrat* and *Logan Leader* in Russellville.

The Leslie County News in Hyden has hired TINA CALLAHAN as a staff writer. She is a student at Hazard Community College.

KPA has at least one beauty queen on its rolls. TERESA LITER, news editor of the *Trimble Banner-Democrat* in Bedford, was recently crowned 1992 Miss Madison Regatta. Besides the title and crown, the Eastern Kentucky University graduate won \$500.

MARY ANNA SIMPSON, a fixture at *The News-Enterprise* before it was *The News-Enterprise*, has retired. She joined the staff of Bean Publishing Co., one of the paper's predecessors, 41 years ago.

At the age of 74, ELIZABETH PETERS has hung up her eyeshade at *The Kentucky Standard*. She was hired in 1969 by former editor Elizabeth Spalding Walls as a staff writer with added duties in classifieds and circulation.

New York Giants quarterback PHIL SIMMS has been named to the Newspaper Carrier Hall of Fame by the International Circulation Managers Association. As a youngster, Simms delivered *The Courier-Journal* and *Louisville Times*.

Two Kentucky students have been awarded Pulliam Journalism Education Fellowships for 1992. Recent high school graduates, they are TONYA L. DUNCAN of Louisville, who will attend Centre College, and ROBERT S. KING of Louisa, who plans to enroll at the University of Kentucky. The fellowships carry a cash grant of \$3,630 and are sponsored by the Indianapolis Star-News, Phoenix Gazette and Arizona Republic.

Hear ye! Hear ye!

Judges are needed for the New England Press Association contest, October 2 at the Harley Hotel in Lexington.

Call Sue Cammack, 800/264-5721.

Editor's nose for news turns head over heels

By Duane Puckett

The Sentinel-News, Shelbyville

... When the tornado hit Christiansburg, staff writer Kevin Eigelbach headed in that direction right away; I followed about 30 minutes later with two other staffers to make sure we got a total picture of the destruction.

Most people probably think that's crazy that we go out in a storm, but, remember, we are a "news" paper.

So is the Springfield Sun, which is why editor Ninie Glasscock took camera in hand and went to Fredericktown to cover the flooding last Thursday.

The award-winning writer almost made her own headlines.

She estimates that Washington County got seven inches of rain in less than three hours. Her descriptions of the scene were:

- The rain: "like standing underneath a waterfall."
- The flow of the creek: "like pulling the plug in the bathtub and the water rushing toward the drain."

Ninie is a die-hard journalist, though, so she was holding her camera high in the air even though she was bobbing up and down like a cork.

She had crossed a stretch of water on a tractor with a man and then found her way to a stone fence where she stood to take pictures. Her attention was on focusing her lens in the midst of the drenching rain and not on the water.

The next thing she knew, water was cresting at her feet -- it had apparently risen six feet in 15 minutes!

She stepped off the fence into water that was knee deep and before she knew it, the water was above her waist. She's not sure what happened next. "All I know is 'woosh,' I was going down," she said.

The (current), she said, was carrying her through the rushing water, feet forward on her back, which she described "like being in a blender. I was being tossed with tires, propane tanks, cans. It was boiling and gurgling."

Ninie is a die-hard journalist, though, so she was holding her camera high in the air even though she was bobbing up and down like a cork. With her free arm, she managed to lasso a post as she passed it.



'It was a dark and stormy night . . .'

Ninie Glasscock reluctantly came forward after her harrowing tale of near-drowning had been told to colleagues at the summer convention in Pikeville. For her 'drenching' experiences in service to the readers of *The Springfield Sun*, she was given an umbrella.

She was hanging there, trying to decipher what to do next when "whack, something big hit me from behind . . . my head, shoulders and down my back. Have you ever been knocked out? Well, the sound goes first. All the rushing water was gone; it was dead quiet, like turning off the TV set. And then I started going under."

An unidentified man grabbed her hair and the back of her shirt and pulled her to safety. She sat stunned for a minute and then made

her way back to the other rescue workers. "I was drenched but so were they, so no one noticed," Ninie said.

She didn't tell them either because "I had been warned not to do exactly what I did. Wouldn't it have been something if the only casualty had been the stupid editor of the paper?"

In memoriam

Jerome Adam Condo

Jerome Adam Condo, 50, Washington correspondent for *The Kentucky Post* in Covington, died June 28 at his home in Alexandria, Va.

Condo, who reportedly had a history of heart trouble, joined the *Post* in 1988, covering the Kentucky congressional delegation and other issues affecting the state. He also covered the nation's capital for *The Cincinnati Post*.

Maggie Pitchford

Maggie Jewel Cliburn Pitchford, 85, died July 2 at Colonial Manor Nursing Home in Bowling Green.

She was publisher emeritus of *The Citizen-Times* in Scottsville and the widow of the late Robert B. Pitchford, who published the paper for many years.

She was the mother of present publisher Billie P. Coots Hatcher and of a former publisher, the late Robert Burns Pitchford Jr.

Classifieds

Help Wanted

CIRCULATION MANAGER. The 18M, 7 day/week Columbia Daily Tribune needs an effective team leader to continue its pace-setting circulation traditions. If you are driven to serve customers, an ardent marketer, love community involvement, are positive, vibrant, and continually strive to improve...you are a candidate. College degree required, marketing or journalism preferred. Proven track record with a daily newspaper a must. Please mail your resume, references and salary history to: Jack Waters, PO Box 798, Columbia, MO 65205. No phone calls, please. EOE

Position Wanted

MARKETING DIRECTOR/AD DIRECTOR for daily, with strong record of success in competitive markets, seeking similar position (or position with group of weeklies). Had 40% increase in paid lineage for one year. P. Lewis, 901/767-7002.

Pickups

The Glasgow Daily Times is the winner of the 1992 Donrey Award for Community Service. The competition is sponsored by the Donrey Media Group, of which *The Times* is a part. Donrey includes 53 daily newspapers, five non-dailies and other communications organizations.

The Louisville Defender won three awards in competition sponsored by the National Newspaper Publishers Association. Presented to editor Yvonne Coleman during the recent NNPA convention in Baltimore were first place for original advertising and second place for special edition and use of photographs. NNPA membership includes 205 minority newspapers.

The LaRue County Herald News in Hodgenville was a participant in its local high school's Project Graduation. General manager Jennifer Patterson and editor Tina Kunkler worked as casino dealers in the Monte Carlo room at the event.

Associate member Inside the Turret donated part of its take from the second annual "Baby It's You" contest to the Fort Knox Outreach Baby Bundle Program. The paper designated \$1.50 of every \$2.50 entry fee to the fund to buy items, which are then given to newborns of junior enlisted families. Turret advertising manager Cindy Smith presented baby paraphernalia worth \$178.50 to the program.

Nineteen employees of *The News-Enterprise* in Elizabethtown, plus 10 of their friends/family members, participated in the March of Dimes Walk America and raised \$1,700. Publisher Mike Anders, with \$100, raised the most money.

The News-Democrat in Carrollton cosponsored the annual countywide clean up which added more than 22 tons of trash to the area landfill.

Folks in Lawrence County are now paying 50 cents per single copy of *The Big Sandy News* in Louisa. The 10-cent price increase was effective Aug. 1. Savings through subscriptions were promoted in a "Christmas in July" special rate through the end of July.

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Local news

Who is the Kentucky Press Association?

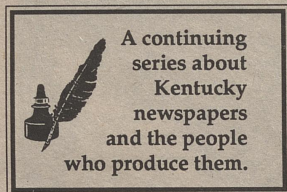
By Pam Shingler
Press Editor

The Cadiz Record

Say someone plopped you down blindfolded in Trigg County. When you were able to see, you might think you were near the seashore.

The land is nearly flat, small motels line the road and you don't have to drive far to find water—large bodies of water by landlubbers' standards. This is the gateway to Lake Barkley and Kentucky Lake, two of the state's most touted tourism spots.

Still grappling, after almost 30 years, with its tourism challenge is



live on the lakes only in the summer.

And well it should be. Under managing editor Lisa Dunn, each week's 34 to 36 pages are loaded with pictures and stories about local people and developments in the area, from

seven-person staff, plus a summer intern, takes turns with the interesting assignment. And it's not unusual for the subject of the feature to cook a special meal for the staff or, at least, to send by a scrumptious homemade dessert.

In addition to a half page of games for children, The Cadiz Record also publishes a couple of pages titled "Mainly for Seniors," printed in easy-to-read 13-point type and filled with items of interest to senior citizens, from center menus to a long, rambling column by a local woman.

Local people are also highlighted

ber takes pictures for the paper."

A former editor/publisher, William Rawls, even pitches in with a weekly column on the editorial page. Rawls and his wife purchased the paper in 1962 from Edith Bingham Lawrence whose family had owned it for more than six decades.

In 1972, Rawls sold to Al Smith, who added The Cadiz Record to his small southern Kentucky chain. In 1981, former advertising manager Dianne Ford bought the paper and ran it for four years before selling to Gleaner Publishing, operated by Walt Dear of Henderson.

"I see good things for the Cadiz Record," says Dunn, a Murray State University graduate who was a copy editor for the Baptist Sunday School Board in Nashville before returning to her hometown.

Dunn points to the flourishing tourism industry, which the paper promotes through special sections, news and advertising, and to the manufacturing industry, which is rapidly growing in this part of the state.

She notes that advertising in the paper is strong in the off-season, as well as during the tourist season. Advertising manager Jim Green pushes a variety of special sections, including part of the multi-paper effort, Leisure Scene, a free entertainment tabloid directed at visitors to the area. Each spring, the staff publishes an information guide for the county.

You can't help but have the feeling that the old Spaniard who gave the town its name would like living here, sailing the lakes and reading about his friends and neighbors in The Cadiz Record.

The Kentucky New Era

Ever know of a newspaper that had a post office named after it?

In 1880, when the Kentucky New Era was only 11 years old, a post office opened in northwest Christian County under the name of Era. A year later, a local hardware store owner and his wife named their newborn daughter Era. (She died when the paper was 100 years old.)

That popularity probably contributes to the fact that the newspaper is Hopkinsville's oldest continuously operating business. Started just after the Civil War by attorneys John D. Morris and Asher Graham Caruth, The New Era has outlived 45 other Christian County newspapers.

Part of that longevity may be attributed to the paper's being in one

▷ ▷ ▷



The Cadiz cadre

Lined up for a 'family portrait', the staff of The Cadiz Record includes, seated, advertising director Jim Green and managing editor Lisa Dunn, and standing, from left, sports writer/photographer Shannon Knight, intern Trish Cash, layout specialist Paula Anderson, typesetter/classified sales representative Rhonda P'Pool and sales associate John "Chip" Perkins. Circulation manager/bookkeeper Cindy Allen was on vacation when the photo was taken.

the county seat of Cadiz, pronounced locally Cay-deez and named, legend says, for the hometown of a Spaniard who played a role in early exploration and settlement.

The Cadiz Record has reflected the changes in its community for 111 years. Circulating more than 4,300 copies each Wednesday, the paper is heavily read by year-round residents and mailed to many subscribers who

new roads to innovative vacation Bible schools.

There's something for just about everyone in those pages. Of course, hard news and sports are featured, but there's much more "average people" news.

Every issue's food page, for instance, is dominated by a feature story, picture and recipes from a locally acclaimed cook. Everyone on the

in a man-on-the-street feature with pictures and comments. And the county's strong farm orientation is given its due in a couple of agriculture pages, with items on local 4-H activities prominent on other pages.

"Everybody on the staff is wonderful," says Dunn, who was named editor last fall. "Everybody jumps in when things need to be done. For instance, just about every staff mem-



The boss

Robert Carter, former KPA president and award winner, has headed The Kentucky New Era since 1969.

family since 1881. That was the year that young attorney Hunter Wood purchased the New Era. He was succeeded by his son Alfred Walker Wood Sr., who in turn was succeeded by his sons, Alfred Walker Jr. and Thomas.

When Tom died in the paper's centennial year, the first non-family member, former advertising manager Robert C. Carter, took over as pub-

lisher and president of the newspaper company. Also the only non-family member to hold a financial interest in the company, Carter is grooming Tom Wood's grandson Taylor Hayes, now the paper's advertising manager, to regain the family leadership post when Carter retires.

Hayes will have a tough act to follow.

"When I was laying out the paper in the '50s," Carter reminisces, "the first time we jumped from 16 to 20 pages, I went to the publisher's house to ask permission."

When Carter took over, the paper had 22 employees; now it has 85. The volume then was \$800,000; now it's more than \$5 million, he says.

With 15,600 readers, the New Era has the fifth highest daily household penetration in the South, says Carter, who is active with Southern Newspaper Publishers Association.

Carter also designed the New Era's home since 1971, a Spanish style brick building on the outskirts of the city, with more than 25,000 square feet and space to spare for every part of the paper's operation. Nearby is TV-43, a New Era holding and rated as the top community broadcasting station in the country.

Through his efforts, the New Era also puts out the Ft. Campbell Courier, the largest and arguably the best military installation newspaper in the world. And just recently Carter steered the company to buy the two weekly newspapers in Caldwell County and merge them as the twice-



Break time

The spacious layout for Hopkinsville's oldest business, The Kentucky New Era, includes an employee lounge and dining room that looks like a large country kitchen.

weekly Times-Leader in Princeton.

Carter's influence on the community and the press industry has also been significant. He's played a major role in making Hopkinsville/Christian County one of the most attractive industrial communities in the state.

For KPA, he chaired the legislative group that pushed through the state's far-reaching Open Meetings Law and was KPA president when the Open Records Law was passed in 1976. His efforts earned citations as the press association's Most Valuable Member in 1969 and 1975.

(Another New Era employee, T.C. Underwood, who was editor from 1902 to 1926, was KPA president in 1909.)

The publisher's example of service is evident in other employees. Carter estimates that 40 percent of New Era employees "serve on some board in the community." Five employees, he says, have won "Outstanding Young Man" designations from the Jaycees.

Further evidence of the "activity" of New Era people is Joe Dorris, editor from 1956 to 1969. Dorris, who first joined the staff in 1931, still writes a regular column for the newspaper.

And further evidence of the family atmosphere at the paper is Mike Herndon, who succeeded his father as editor in 1990. Cecil Herndon had held the top editorial post from 1975 to his retirement.

Family traditions and service to the community have given long life to The Kentucky New Era and appear to be shaping its second century future.

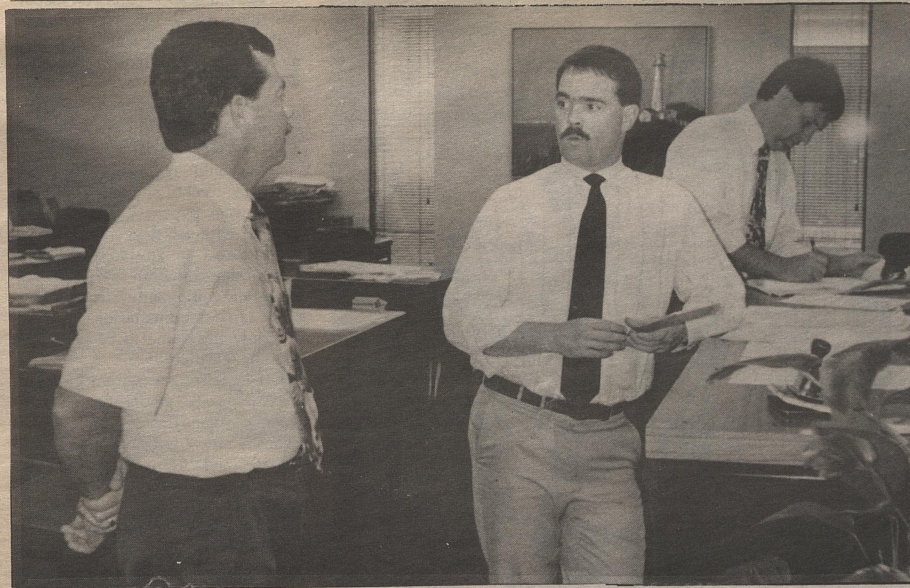
The Todd County Standard

If one distinct characteristic of Kentucky is its diversity, then Todd County is an example of the state as a part of the South.

As you drive through the county and into the tiny county seat of Elkton (pop. 1600), there's a classic southern feel. You pass flat, green fields and white houses wrapped in porches. Old men drive pick up trucks slowly on straight highways, giving you a twinge of sadness for needing/wanting to pass.

This county was home to Pulitzer Prize-winning novelist/poet/scholar Robert Penn Warren, and on its border grew the young Jeff Davis, who would lead the short-lived Confederate States of America.

▷ ▷ ▷



All in the family

Mike Herndon, left, editor of The Kentucky New Era, stops for a brief meeting with advertising manager Taylor Hayes, center, as advertising representative Richard Wimsatt works on scheduling. Herndon is the son of former editor Cecil Herndon, and Hayes is the grandson of former publisher/company president Thomas F. Wood.

Local news: Who is KPA? from page 7

Inside the offices of The Todd County Standard on the courthouse square, you'll find newspapering as downhome as it gets.

Owner/publisher/editor Mike Finch not only writes the stories, but he also runs the small press on which they're printed. No three-piece suits here. You're most likely to see Finch in ink-stained coveralls and apologetic for blackened hands.

Alongside the publisher at the press, you're apt to meet his father, Julian, a retired machinist whose expertise has come in handy more than a few times.

Frequently in the office to make calls to advertisers is Finch's mom, Ann, who spent 20 years as district circulation manager for the Courier-Journal and who still sends obituaries and news tips to the Louisville paper.

A third family member, the publisher's teenage son, also contributes to the effort, along with four paid employees.

Finch's baptism in the newspaper industry began when he was a youngster and has steadily immersed him. At 12, he was a Courier-Journal carrier, later advancing to stringer. At Murray State University, he gradually waded into a journalism major, earning both bachelor's and master's degrees.

He worked for the Paducah Sun-Democrat and Kentucky New Era before being bitten by the ownership bug. In 1984, he and then partner Mark Howell bought the 100-year-old Todd County Standard from



Pressman/publisher

Mike Finch doesn't mind getting his hands dirty. The publisher doubles as his own pressman at The Todd County Standard.

Evelyn Boone, widow of Ben Boone.

To augment their newspaper revenue, the partners also began a soon-to-flourish screenprinting business. Last year, Finch purchased his partner's share of the newspaper and became sole owner, leaving the other venture to Howell.

"I hardly ever get out of this building," says Finch, who prints grocery inserts and high school newspapers to offset the costs of his press equipment.

"I haven't solicited business for my press," he adds. "I'm just now getting to where I feel really good about it (printing quality)."

The Todd County Standard averages about 12 pages a week and circulates a little more than 2,300 copies. Because the county economy is primarily agriculture-based, with a few small factories, The Standard reaches to nearby Hopkinsville and Clarksville, Tenn., for advertising sales.

The cost of a single issue remains at a low 25 cents -- for a practical reason. Finch explains that he got from the Courier-Journal some old newspaper racks that take only quarters. "When I do raise the price, it will have to be to 50 cents," he says.

As expected, except for an edito-

rial service, the Standard runs only local news. Two stringers help with the newsgathering.

Can an independent businessperson still make a living with a smalltown newspaper?

"I make a reasonable living," says Finch, as he works with his father on adjustments to the press. "But you couldn't if you weren't just crazy about it."

And Finch obviously fits that bill.

"If I'm on vacation for more than three or four days," he says, "I get real itchy to get back here."

Logan Leader & News-Democrat

If Norman Rockwell were alive today and looking for a small town to illustrate one of his Americana scenes, Russellville would be a likely candidate.

The neat and bustling downtown centers not on a courthouse in the classic scene, but on a park circle filled with trees, flowers and inviting benches. Traffic is heavy in midafternoon, but polite drivers wait their turns in the round flow.

In the circle, literally and figuratively, is a Russellville showcase, the Logan Leader and News-Democrat. The building, though older than its 87-year-old tenant, is as modern as today, with no loss of original integrity.

Cited by state and national architectural associations and written about in trade publications, the newspaper building's interior displays a combination of raw brick walls, dramatic wood dividers and colorful geometric wall designs.

Like the newspapers it houses, the building is purposeful, pleasing to look at, comfortable and full of interest.

You could say Logan County has one twice-weekly newspaper or two once-a-week papers. Whichever, the Monday edition is flagged The Logan Leader, and on Thursday it's The News-Democrat. Both share staff, facilities and equipment and carry many of the same standing heads.

How this came to be is an intriguing tale in itself.

In 1968, The News-Democrat was the community standardbearer, published by Ailene Evans and long in the Evans family. Young Turks Al Smith, Jim Allen and Virginia Page all worked for the elderly owner, but one day, for reasons best known to them, they all walked out. Combining their talents and resources, they established the upstart Logan Leader and within a few months managed to buy out their former employer.

The fledgling group soon also owned papers in Cadiz, Leitchfield,



Todd County standardbearers

Among folks who work to put out The Todd County Standard each week are, from left, Linda Davidson, Mike Finch, Judy Walton, Jo Tribble, Julian Finch and Ann Finch. The elder Finches are volunteer staffers for their publisher son.



Building of note

Marie Brown greets visitors to the award-winning building that houses the Logan Leader and The News-Democrat in Russellville. A normal camera lens can't begin to capture the historic building's beauty and utility.

Morgantown and London. By 1985, all of the papers had been sold, including the Leader and News-Democrat, which were bought by Park Newspapers. Al Smith continued to head the Russellville operation until retiring in 1987, and Allen led the Leitchfield paper until 1990.

Former partner Page, over the years and changes, has remained as editor of the two Russellville publications.

Another continuing thread for most of those years is Mary Jane Smith, the present general manager, although she was a bystander in the early days



Busy lady

Mary Jane Smith oversees not only the two Logan County papers, but also The News-Gazette in Leitchfield. She joined The News-Democrat staff as a proofreader in 1968.

of the merger.

Declaring she had never been in a newspaper office before then, Smith went to work as a proofreader for Evans at the News-Democrat in 1968, before the break up. When Evans sold her operation, Smith was among the transferred assets.

"I kind of learned everything," says Smith, who has written sports, taken photographs, kept books and done whatever needed to be done in her almost quarter-century with the papers.

Of the 34-member staff, she adds, "We're all cross-trained, so that anyone can work anywhere."

Despite the shifts of the last two decades, the Logan Leader and the News-Democrat are a strong community duo. Each circulates more than 7,000 copies, Smith says.

Russellville, with a growing population of about 8,500, and Logan County, with about three times that number, are becoming increasingly industrialized, but the local folks' regard for their local papers is reminiscent of more rural roots.

"We still have on press day people lining up to get the paper," the manager says. "Several, in fact, wait for the paper early in the morning before heading to Nashville to work."

In addition to keeping close track of the goings on of local governments, the papers continue to carry columns by 10 community correspondents. So local readers, who may drive to the big

city to work and live in the county seat, can still keep up with friends and relatives in Spa or Bucksville.

"Our correspondents are very special," Smith says. "There's a lot of history in some of the columns."

The papers run the correspondents' pictures along with their columns, and each Christmas, the writers are treated to a potluck dinner, which is also attended by the typesetters and layout staff who work directly with them.

Also indicative of the interlacing of the newspapers and community, on Thursdays, the News-Democrat runs about a half-page of church news, featuring items on revivals, gospel sings and special gatherings.

Smith, who also manages the Grayson County News-Gazette in Leitchfield, says the Russellville papers have "felt some slow times" in advertising during the recent economic downturn. "But overall we have done very well," she says. Besides local advertising, the papers' sales representatives sell in neighboring Bowling Green, Hopkinsville and across the Tennessee line in Clarksville.

A former KPA board member, Smith is obviously proud of the two Logan County papers. She beams when she relates that her Navy son eagerly awaits the papers when he's out to sea. Even his buddies who are not from southern Kentucky, she says, clamor to read them to get a touch of home.



40 years and counting

Eugene Carnell has manned the presses in Russellville for 41 years. Now semi-retired and a part-time staffer, he began work for The News-Democrat in 1951.

People want to know what is happening to them and what they can do about it. Listening to America, you realize that millions of people are not apathetic. They will respond to a press that stimulates the community without pandering to it, that inspires people to embrace their responsibilities without lecturing or hectoring them, that engages their better natures without sugarcoating ugly realities or patronizing their foibles.

Those of us who are reporters can only hope this generation of publishers understands that what keeps journalism different is something intangible. For all the talk of price-earnings ratio, bottom line, read-outs, and restricted stock, what ultimately counts is the soul of the owner. The test today for capitalism is whether shareholders have souls, too.

—Bill Moyers, quoted by Thomas Winship, E&P, April 4, 1992.



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None of your business Racing panel flouts spirit of open meetings law

Lexington Herald-Leader

Lower the Cone of Silence for the Kentucky Racing Commission. That's how the group likes to do business: out of earshot.

Technically, the state commission probably didn't violate the state's open meetings law the other day. But there is no doubt the spirit of the law got stomped flat and left for dead.

The mugging occurred at the commission's meeting at the Ellis Park track in Henderson. Without a publicly circulated agenda and without discussion, the group approved a resolution concerning personnel matters. Just like that. Members didn't reveal the text of

the resolution. The personnel matters had been discussed in earlier, private sessions. The public thus was still in the dark at Wednesday's meeting even though the commission correctly held a public vote on the resolution.

When a reporter asked for a copy of the resolution, or at least permission to examine it briefly, chief administrative officer Mike Fulkerson refused. He said the information would be released at the commission's Lexington office on formal request. The request is pending. Presumably, the public eventually will know what the commission did.

That's not how things are supposed

to work. The open meetings law is meant to allow people in Kentucky to know what is going on with their public agencies, including the Racing Commission. What happened at Wednesday's meeting was an invitation for the public to take a hike.

The invitation came from a group that ought to be on its best behavior. The commission, after all, is regulating an industry that is at the center of an ongoing FBI probe into legislative corruption. You would think that regard for the law — and adhering to its intent — would be on commissioners' minds more than ever.

Kentucky views

Editorials
from
across
the
commonwealth

New laws should cut interpretation differences

By Becky Barnes

Cynthiana Democrat

Every so often this space is used to herald what are believed to be wrongdoings by government officials through abuse of the open meetings or open records laws.

Some of the problems have been differences in interpretation of the law or differences in interpretations of the *spirit* of the law.

For example: several years ago when the planning and zoning commission wanted to close a meeting on the premise that it was a quasi-judicial body, this newspaper objected.

We objected at the meeting, we appealed to our attorney, and we objected on the printed pages.

Apparently, *The Cynthiana Democrat* was not alone, as other newspapers were dealing with similar situations.

A group of newspaper editors and lawyers banded together to draft new legislation to send to our Frankfort lawmakers for consideration.

The information that follows may be lengthy, but hopefully not with too much legalese. Bear with me in my explanation and cheer with me in the easier-to-understand amendments.

After months of deliberating, rewriting and compromising, a new law was born, which will become effective July 15. It addresses the quasi-judicial issue and it brings to light the spirit of the law in many other areas as well.

According to Jon Fleischaker, Kentucky Press Association attorney, the new law "tightens the exemption from closed deliberations of judicial and quasi-judicial bodies, and makes it clear that meetings of planning commissions and boards of adjustments are *not* covered by the exemption."

Specifically, the new law states: "All meetings of a quorum of the members of any public agency at which any public business is discussed or at which any action is taken by the agency, shall be public meetings, open to the public at all times, except . . . deliberations of judicial or quasi-judicial bodies regarding individual adjudications or appointments, at which neither the person involved, his representatives, nor any other individual not a member of the agency's governing body or staff is present, but not including any meetings of planning commissions, zoning commissioners, or boards of adjustments."

That's just one area that was clarified by the new law. The changes go on and on and on. And, I must say, were necessary to keep within the spirit of the law. The more complex the words, the more opportunity there is for differing interpretations.

Another exception to the law for closed meetings is allowing governments to discuss personnel matters behind closed doors. I don't think any newspaper editor or reporter will argue with the spirit of that clause. However, if that exception is used to close a meeting, then that should be the business discussed, or otherwise jeopardize a trust

between officials and media.

Last week, the Cynthiana City Commission closed a meeting to discuss "a personnel matter."

I and others in attendance left the meeting believing that the discussion would be just as it had been announced. However, when that meeting returned to open session and the public was permitted to return, a voice vote was immediately taken to raise water and sewer rates.

"Where was the discussion?" I asked two commissioners, who admitted that it was raised in a closed meeting.

Not a personnel matter — not even a general personnel matter. Only specific personnel matters are allowed to be discussed behind closed doors. For instance, if the commissioners were discussing a pay raise for members of the police department, it would have to be discussed in open session. But, if the commissioners are hashing out an employee suspension, close the meeting.

Each governing body should have someone to keep that closed session discussion at its announced purpose and to keep it from wandering to matters of general public interest, as can happen easily and innocently enough.

With that in mind, there are now new guidelines to follow for closing a meeting. "Notice shall be given in regular open meeting of the *general nature* of the business to be discussed in closed session, the *reason for the closed session*, and the *specific provisions of the Act* authorizing the closed session."

There is no provision that prohibits any official from coming out of a closed session and discussing publicly what transpired behind closed doors.

There is, or will be July 15, a provision to prohibit the use of Ma Bell to avoid the quorum criteria. A quorum is a majority of any public agency. The amendment regarding this reads: "Any series of less than quorum meetings, where the members attending one or more of the meetings collectively constitute at least a quorum of the members of the public agency and where the meetings are held for the purpose of avoiding the open meetings requirements . . . shall be subject to the requirements."

Another important change is one that sets criteria for holding special meetings or meetings that are not on the regular schedule.

According to our attorney, whenever a special meeting is called by any of the public bodies, the newspaper is to be notified at least 24 hours prior to the meeting. Also, along with that notification is a mandatory agenda.

At a regularly scheduled meeting, no agenda is necessary. Fleischaker said that editors know that at regular meetings anything can be discussed. Special meetings, on the other hand, are designed for specific and emergency business. The attorney said that this gives editors more information for making assignments.

No longer will a general clause of "And anything else that may come before the board," be legal under the newly

approved law for special meetings.

O.K. So these are the new amendments. Why should these laws be adhered to any better than the existing law? Well, this is where it gets complicated.

In the past, it has been the burden of the newspaper, or whatever John Q. Public makes a complaint, to see that the law was enforced. Enter the new law and the burden switches to the public agency.

The first step in the enforcement process is for the complaining party, possibly the newspaper, to submit a written complaint to the public agency, which contains not only the alleged violation but also what the agency has to do to remedy the violation.

Then, within three business days, the agency must decide if it plans to remedy the alleged wrongdoing and respond to the writing. Are you still with me?

If the agency opts to deny the allegations and or the requirements for remedying the violation, a written statement of the specific statute supporting the denial and an explanation of how the statute applies to the situation must be presented to the complaining body.

At that point, another decision must be made by the complaining party. Should the issue be left alone or should an attorney general's opinion be sought? Another major change in the law occurred here.

For the sake of easier understanding, let's refer to the newspaper as the complainant. If the newspaper wants the AG to review the public agency's denial, it must send the information within 60 days of the receipt of the initial denial of wrongdoing. If the denial is not written by the agency, the newspaper has the option to send its written complaint.

The AG has 10 days in which to review the complaint and denial and issue a written decision to the newspaper as well as the agency stating whether the KRS provisions were violated. Again, the agency has an opportunity to correct its wrong. If the agency chooses not to remedy its violation as determined by the AG, it has 30 days to file an appeal. If no appeal is filed, the AG opinion has the effect of law and is enforceable in circuit court.

Or, if the newspaper decides not to pursue the issue through the AG-appeal process, it can bypass all of that and go straight to circuit court.

Another change in the enforcement area is that attorneys' fees, costs, and awards are to be paid by the agency found in violation.

All of this information may seem far removed from anything that has to do with the general public, but it really isn't. These issues were fought, not necessarily for newspapers across the state but for readers of those newspapers or for anyone who is seeking information from a public agency.

While many of the changes are significant, most are simply a better understanding of what has already existed, although maybe not followed to the letter.

A new state ad campaign: So what's the big secret?

By Mark Chellgren
Associated Press

Surreptitious taping. Secret documents. Black budgets.

The makings of a new spy novel?

No, it's the new advertising campaign for the Cabinet for Economic Development.

It may seem contradictory to conduct an advertising campaign in secret, especially one financed by state government tax dollars. But state officials insist that's only to people who don't understand the nuances of modern-day marketing and those who don't appreciate that the ends justify the means.

"Obviously, it's going to be a matter of public record," said Gene Strong, deputy secretary of the cabinet. "We're spending Kentucky tax dollars, and whatever we can do to put ourselves in a position of strength... I don't think that's unreasonable."

The caper started about two weeks ago when a film crew converged on the office of Gov. Brereton Jones. When reporters wandered by, doors were quickly closed and lips were quickly zipped.

An Economic Development Cabinet official nearby referred questions about the matter to Jones' press secretary.

Deputy Press Secretary Bill Griffin

Strong said later he didn't want news of the state's advertising campaign to leak out and influence the fate of legislation being considered in Ohio that could compete with Kentucky. Cable, presumably, hasn't made it to Ohio.

said production is being done by Studio Link, a Lexington production company under contract to Jordan-Chiles Inc., a Lexington public relations firm that is under contract to the state. The commercials will be shown nationally "encouraging businesses to locate in Kentucky," Griffin says there are two versions of the commercial, both 30 seconds long. Both feature Jones.

Griffin offered to provide scripts of the commercial and said further information could be provided by the Economic Development Cabinet.

Cabinet spokesman Fred Troutman said the scripts for the commercials cannot be released. He said the commercials are part of a \$500,000 advertising campaign and will be shown on CNN Headline News starting in mid-July and running through the end of the year.

Four days later, Strong reiterated that the scripts must be kept under wraps. He

explained that Kentucky is in competition with other states and does not want to tip its hand about its marketing strategy.

Strong initially contradicts Troutman and says the commercials are not to be shown for two or three months. He also says the advertising budget is nowhere near the half-million figure.

Later, Strong says the commercials could begin on July 15, as Troutman indicated. The entire advertising budget for the year is only \$400,000, Strong says.

Later still, Strong released the scripts of the two commercials that star Jones. Their contents reveal the need for secrecy.

The first one is titled "White Collar."

"As governor, I'm asking you to consider Kentucky for your business location. Why Kentucky? Our work force is substantially more productive than the national average and they are willing to work. Our world class education reform program will ensure that our work force is

even more productive in the future. Locate your white collar jobs in Kentucky and the state will pay up to half your rent for 10 years and up to half your start-up costs. Call me for more details about Kentucky. In Kentucky, we're serious about jobs."

The second one is titled "Blue Collar."

"As governor, I'm asking you to consider Kentucky for your business location. Why Kentucky? Kentucky is within a one-day drive of 75 percent of the U.S. market. Our schools lead the nation in education reform. And our people are dedicated and willing to work. Locate your manufacturing plant in Kentucky and the state could reimburse your entire investment. Call me for more details about Kentucky. In Kentucky, we're serious about jobs."

So what's the big secret? Statistics on the productivity of Kentucky workers and the fact of the state's 1990 education legislation are not new. Kentucky hasn't moved. And the incentive programs available to companies moving to the state are in legislation in April or before.

Strong said later he didn't want news of the state's advertising campaign to leak out and influence the fate of legislation being considered in Ohio that could compete with Kentucky. Cable, presumably, hasn't made it to Ohio.

Editor looks back at Tribune's first decade of service

By Delores L. Patrick
Estill County Tribune

Ten years ago this month (July), the first edition of *The Estill County Tribune* was printed.

In some ways, nothing much has changed. In other ways, it seems like a lot.

We've seen several faces come and go. Nearly every year, we hire a high school student. After working for the Tribune, some of them have chosen to go into journalism.

One of our first student employees, Debbie Powell (now Wright), majored in journalism at Morehead State University.

She now works for Landmark Newspapers as editor and publisher of the News-Democrat in Carrollton.

Since working there, she has married and is the mother of two-year-old twins and a one-year-old.

Danny Brandenburg (the first one to work for us) was working on a degree in journalism at EKV when the Tribune began.

Danny works for Landmark Newspapers at Elizabethtown.

After he left the Tribune, Danny worked as sports editor at the Richmond Register and the Winchester Sun. Before going to Elizabethtown, he worked for United Press International.

Other student employees have gone on to major in law enforcement, computers, etc.

When we first started, we made black and white pictures. They were taken to the printer to have PMTs made. We no longer make the black and white pictures, but use the negatives to make our own PMTs,

which are pictures with little dots all over them that newspapers use.

At first, we sent typesetting out to be done. That lasted about four or five months.

Our first major purchase was a new typesetter. It printed on photographic paper in a little black box. The box was taken into the darkroom and the paper was developed.

The typesetter was expensive and repairs often cost as much as a new computer does.

When it tore up the last time, we didn't bother to get it fixed. Well, we tried, at first, but the wrong part came in.

When we bought the typesetter, computers were not being used for typesetting.

When the typesetter did tear up the last time, we started using a computer to do our typesetting.

While there are nice programs out there for typesetting, we use one that Tracy R. Patrick wrote in BASIC computer language. It prints much faster than a lot of the fancier programs.

It also prints on plain white paper which is less expensive than the photographic paper.

The program isn't quite perfect, but we're working on it.

Besides being slower to print, all of the commercial programs I've seen require a "mouse." I hate computer "mice" worse than the little furry things that run around. At least, you can set a trap for them.

Ten years has been a short time, but it has been a learning one. We've made mistakes, but we hope to get better.

This 10 years would not have been possible without our faithful readers. To you, we owe thanks. Some of you have become like family to us.

We appreciate your suggestions. I hope you continue suggesting ideas for

feature stories and news stories.

We also could not have succeeded without the support of our advertisers. Most of them are locally owned and operated businesses. We encourage you to patronize them whenever possible.

Complete audit is needed

The Ledger-Independent, Maysville

The people of Augusta deserve a full accounting of how city funds were "borrowed" by officials and employees over the last several years.

City officials, including the mayor and the city clerk/treasurer, have acknowledged that money was loaned from municipal accounts and paid back through payroll deductions. Such loans are both illegal and unethical, and the Augusta council should not allow this matter to blow over. Nothing less than a complete and independent audit of the city's finances will satisfy citizens that all of the money was paid back.

In addition, the council should look to its own responsibility for this breach of the public trust. Council members have indicated that the loans were discussed in closed sessions of the council. To the extent that councilmen knew of the loan practices and did nothing to halt them, they too share in the blame. Moreover, the practice of closed, executive sessions in Augusta and in communities throughout the area should be curtailed.

The Kentucky Press Association, in cooperation with a number of courageous lawmakers, has fought hard to put teeth into the state's open meetings statutes. This newspaper, and other newspapers throughout the commonwealth, have spoken out against the widespread practice of closed meetings. The shenanigans in Augusta are just one example of how closed meetings can be used to keep citizens in the dark about issues that should be public.

You can bet that if the question of lending a city employee money to purchase an upright vacuum cleaner had been raised in open session, its chances would have been nil.

There exists no evidence that city employees or city officials took money from municipal accounts without repayment. But a detailed audit is clearly in order. And the Augusta council should pledge to follow both the letter and the intent of Kentucky's open meetings law.

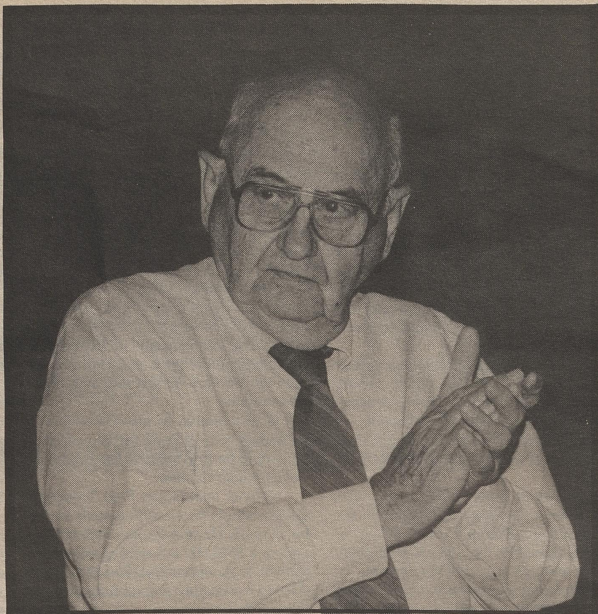
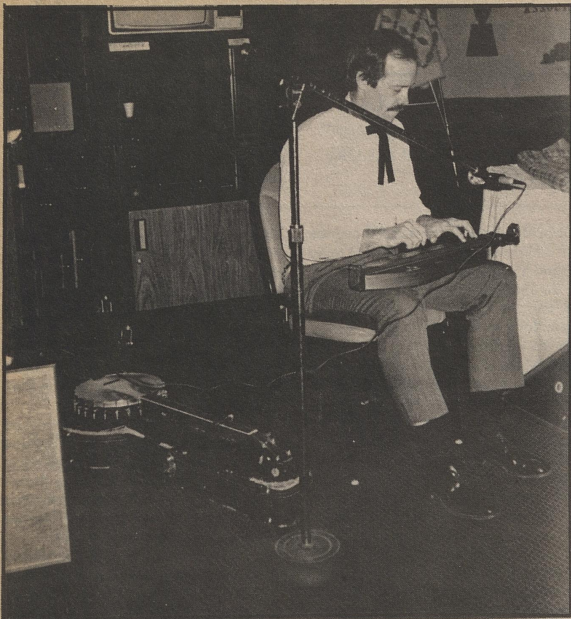


Photo by Terry Spears

Entertainment was in excellent supply during KPA's summer convention in Pikeville. Poet/novelist/cultural icon James Sill, top right, of Knott County read from his book, *River of Earth*, set in the Appalachians, to the accompaniment of folk musician Randy Wilson of Leslie County. Besides his facility with a number of musical instruments, Wilson captivated with

his interpretation of an old mountain preacher. The Kentucky Opry, below left, and the group's junior version surprised everyone at the Thursday evening reception with their talent and showmanship. The second grader who plays a mean set of drums in the Junior Opry elicited a series of "oohs" and "ahs" from the audience.



Photo by Terry Spears

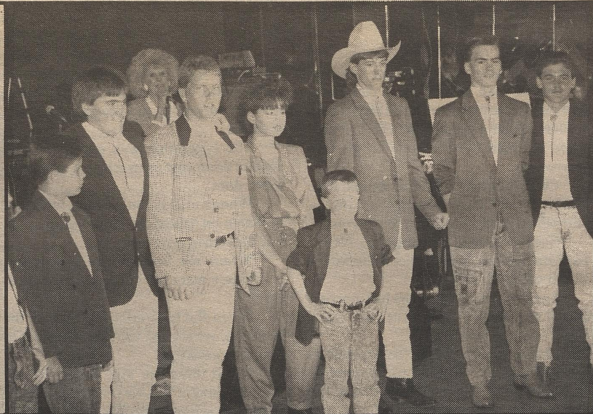


Photo by Terry Spears

Postal notes

►►Chris Britton, director of marketing and communications, Lexington office, US Postal Service, reminds that your local postmaster or bulk mail acceptance clerk can order pre-printed labels for your bulk mail sacks. Britton says that when the labels are handwritten, part of the destination can be covered by the metal holder on the sack, resulting in clerks sending the sack to the wrong place.

►►If you've heard a rumor that USPS is planning to offer a bar coding discount for newspapers next month, it's just that — a rumor; it is not true. Bob Brinkmann, formerly of NNA, now of NAA, says newspapers should not expect a discount for bar coding because, for one thing, no bar coding machine has been created to handle newspapers. He said newspapers jam the machines.

In truth, where no liberty is allowed to speak of governors besides that of praising them, their praises will be little believed. —Thomas Gordon

A cantankerous press, an obstinate press, a ubiquitous press must be suffered by those in authority in order to preserve the even greater values of freedom of expression and the right of the people to know. —Murray I. Gurfein

On tap . . .

- Aug. 31 — Deadline for KPA Fall Newspaper Contest. Watch for entry information.
- Sept. 17-18 — KPA Ad Division Fall Seminar, Louisville Radisson
- Oct. 2 — Judging New England Press Association contest, Lexington Harley Hotel
- Jan. 21-23 — 1993 KPA Winter Convention, Louisville Executive Inn

Marilyn interview memorable for C-J exec

Don Towles reminisces for hometown paper

By Tom Marshall, Intern
The Anderson News, Lawrenceburg

Lawrenceburg native Don Towles helped create the Kentucky Journalism Hall of Fame, but he had to quit as a member of the selection committee for his own name to be added to the Hall.

Towles, 64, serves as vice president and director of public affairs for The Courier-Journal in Louisville. During his career, he has served in dozens of newspaper organizations and has won numerous awards.

Other members of the selection committee had wanted to place Towles among its inductees, but he balked at the idea each year it was mentioned.

That is until this year, when he was asked to step down from his position on the selection panel, just long enough for the group to vote him into the Hall. In 30 minutes he was back on the committee.

"I was a little embarrassed about it, to be honest," Towles said. "I'm very proud of it, though. It has been a great vehicle to increase people's knowledge of journalism in Kentucky."

The idea for the Hall of Fame was the brainchild of Towles, who wanted to honor some of the more successful and well-known journalists from the state. The first recipients were honored in 1981.

On his election to the Journalism Hall of Fame

I was a little embarrassed about it, to be honest. I'm very proud of it, though.

Working with members of the University of Kentucky's Alumni Association and journalism faculty, Towles developed the idea into reality.

"We wanted to know what we could do to help educate people about journalism in the state, and I got this notion," Towles said.

A plaque honoring Towles can be found on the wall of the state's Journalism Hall of Fame at UK, where he received his journalism degree in 1948.

Among the 72 journalists elected to the Hall are Barry Bingham Sr., former owner and publisher of The Courier-Journal; Helen Thomas, a Kentucky native and dean of the Washington press corps; and Creed Black, former publisher of the Lexington Herald-Leader.

Towles' name appears in the Hall among some notable company -- journalists whose careers took them all over the world. But Towles did a

little globe-trotting of his own during his career.

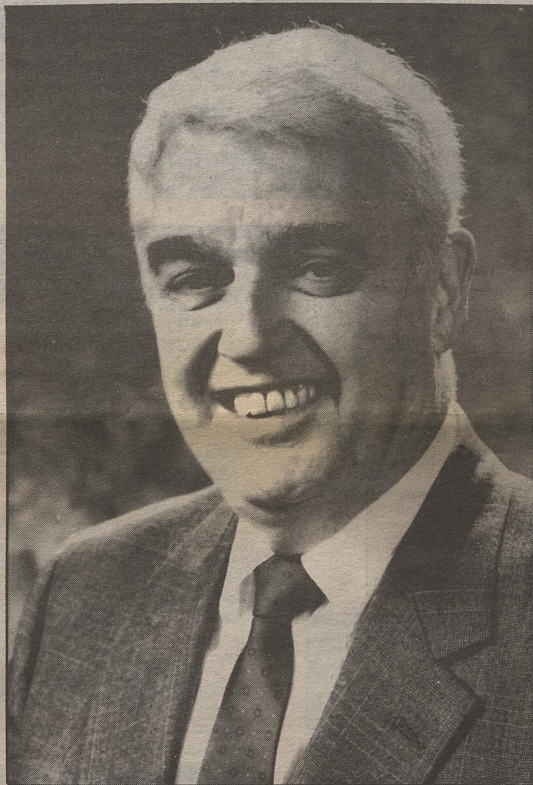
Towles fell in love with writing as a high school student, writing his first news stories for the Anderson News.

After graduating from UK, Towles worked from 1948 to 1953 as assistant director of publicity for the state government. In 1953, he was drafted into the military and worked with the Stars and Stripes, the newspaper of the US Armed Forces.

"She was a beautiful woman," Towles said. "She had a lot more sense than people give her credit for. She had the most magnetic personality of anyone I've ever seen."

It was an assignment he would carry with him through the years, one his wife still jokes with him about.

In 1954, Towles finished his time in the military and came back to Kentucky, returning to his state publicity job.



Don Towles

The Courier-Journal vice president was KPA president in 1982, winner of the Edwards M. Templin Memorial Award in 1986 and Most Valuable Member in 1971.

"It was a lot of fun," Towles said. "It was a great experience."

As a reporter and photographer for the Pacific edition of the newspaper, Towles advanced to Okinawa bureau chief.

While serving the paper in the South Pacific, he nailed one of the most memorable interviews of his career -- an interview with starlet Marilyn Monroe, who was on tour. Towles talked to her after one of her musical performances.

What he didn't realize at the time was that his career as a reporter and photographer was over. He would jump back into the newspaper industry in 1956 with the Courier-Journal, but not as a reporter.

Towles came to the Courier-Journal as public service manager, and he has served in a variety of positions over his 37 years with the paper, including as director of public service and promotions and director of cir-

On Marilyn Monroe

She had a lot more sense than people give her credit for. She had the most magnetic personality of anyone I've ever seen.

ulation before being named vice president in 1974.

After all of those years at the paper, Towles said he's mulling over the possibility of retiring at the end of this year.

He sometimes ponders what could have been had he taken the path of reporter over his career in circulation and public affairs.

"I miss it (reporting)," Towles said. "I've always wondered what would have happened if I would have stayed on the news side -- maybe nothing."

Movies we'd like to see

THE PUBLISHER OF OZ — While covering a tornado, cub reporter Dorothy is confronted by Munchkin copy editors who tell her to "hit the yellow brick road." After melting the wicked editor with a splash of pointed prose, she seeks advice from the bigger-than-life publisher.

EDITOR'S ISLAND — A group of editors are stranded on a casino boat in the middle of the Mississippi River. An enterprising scribe turns the boat's paddle into a working press. Using cocktail drinks for ink, the group publishes a paper about their plight on recycled napkins. They are not rescued, but a barge delivers 900 subscription orders.

SUPERSCRIPT MAN — Reporter Clarke hires on at a Southern Illinois (Kentucky?) newspaper. He's not afraid to take on closed meetings. He relishes a good controversy as well as his hot dog. A villainous county board member ties Clarke up and pours ink down his throat, not realizing that ink is Clarke's life-blood. Clarke breaks his ties, not to mention his shirt and jacket, as he bursts into — a plane, no — a bird, no — it's Superscript Man! He delivers the board member to the Sheriff, and the deputy, Sans Serif, and then delivers the scoop on time.

BEN DEY — An advertising director who drives a chariot to work.

-30-SOMETHING — The never-ending saga of an aging obit writer.

EVENING EDITION — Starring Burt Reynolds.

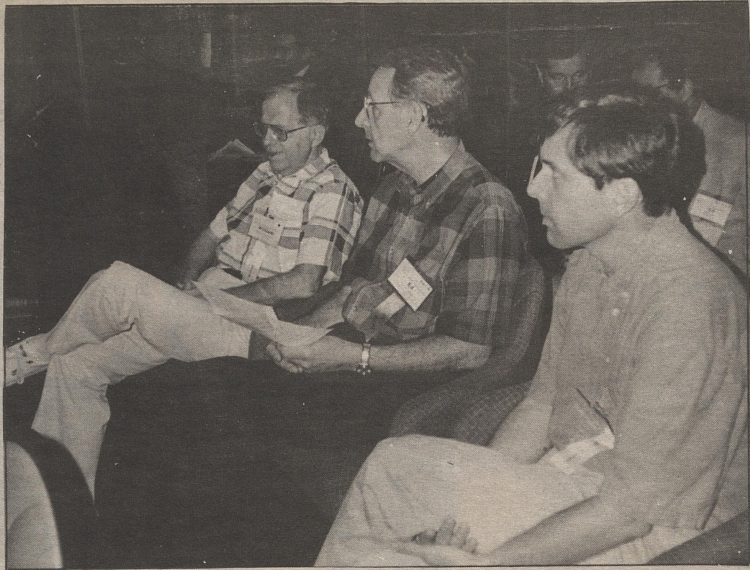
PAGE IMPROVEMENT — Featuring a how-to newspaper workshop as a sitcom.

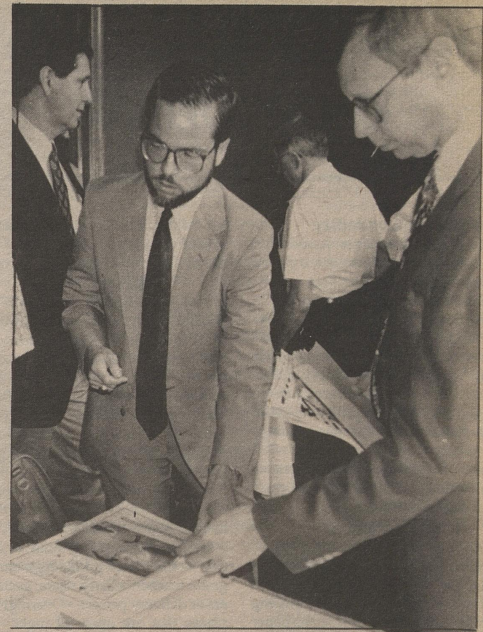
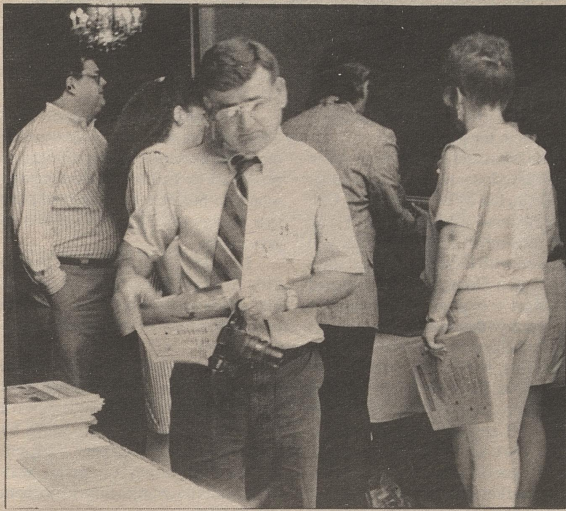
THE SYMPTOMS — A dysfunctional cartoon family runs a nuclear-powered printing plant.

(Illinois Publisher, Illinois Press Association)

KPA's new toll-free number:
800-264-5721 (KPA1)

1992
Kentucky
Press
Association
Summer
Convention,
Pikeville
June 18-20





Dreaded trip scary, but enlightening

By Charlie Portmann
The Franklin Favorite

Skeptical going in and more understanding coming out. That sums up our semi-annual Kentucky Press Association convention trip. This time, the press ventured a long way from home into unexplored territory for most of us. We gathered in Pikeville, yes, the Pikeville in eastern Kentucky.

Traveling nearly 400 miles over six hours, most of us from western and southcentral Kentucky would have preferred heading south instead of east. Why, we could have almost slipped into Florida in that distance. But, duty won out over sound reasoning and we treaded on.

The road to Pikeville was somewhat depressing and dangerous. If we were not dodging coal trucks or watching ambulance after ambulance go by, we were marveling at the hills and houses. Some houses were just as we expected with washing machines on the front porch and graveyards in the back yard. Others, though, were beautiful homes, sporting pools and elaborate floor plans molded into mountains. We experienced everything from claustrophobia by being surrounded by hills upon hills to the fear of heights as we peered down 2,000-foot bluffs to pre-1920 Bluegrass music. Sure, it was different, and we knew that going in.

Though, you wonder how things can be so different in the same state. We felt as though we had crossed into the twilight zone or something. Things really got hairy after we got lost near the Virginia state line. We were beginning to believe this would be our first and last trip to eastern Kentucky, but our paranoia, spawned by too many movies and rumors, was need-

less.

It didn't take long for our worries to ease. Signs posted everywhere welcomed the KPA. And for the most part, the people were just as friendly as the ones back home. Still, we tried to mold in with the crowd, but we stuck out like a preppie on a moped at a Harley Davidson run.

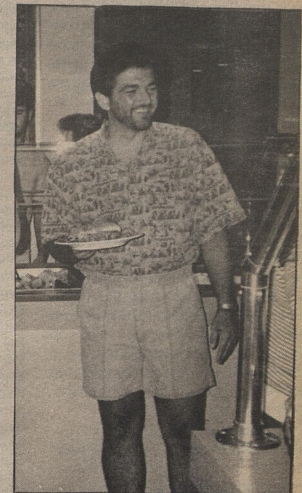
Still, we couldn't help to realize that Pikeville had come a long way. Centered in the heart of the state's largest county, the city was catching up with the rest of the state. And, slowly, we began to understand what the people were all about.

Eastern Kentuckians simply value their heritage, traditions and values much more than us. They take care of their own families and seemed to be immune to the rat race that most of us live in. Many looked perfectly content sitting on their front porches and watching their children play. The people in the central and western part of the state can learn a lot from our fellow eastern Kentuckians. And we did.

The highlight of the entertainment was performances by the Kentucky Opry and the Kentucky Opry Jr. Pro, which was composed of high school students down to a second grade drum player. The country music and comedy show was impressive and don't be surprised if many of the performers achieve stardom one day. They play at the Jenny Wiley State Park Theatre through Aug. 24.

We were never so glad to reach flat country again on the long ride home. But we did come back with a better understanding of eastern Kentucky and respect for its people. The trip to the east was worth it after all.

Convention coverage



Idea exchange

Campaign quandary

The Minnesota Newspaper Association suggests dusting off or putting into place a policy for dealing with campaign materials. Then you should publish the policy in the paper. Suggested questions to be covered by the policy: Will we print releases? Will I send out a reporter or photographer every time a candidate kisses a baby, makes an appearance or speaks to a group in my coverage area? Will I accept Letters to the Editor in favor of, or slamming, a candidate? If so, how close to the election will I continue to publish them? When does news become publicity and when should publicity be paid advertising?

For the advertiser

The Peninsula Gateway in Gig Harbor, Wash., annually stages the "All American Sidewalk Sale" to show advertisers it wants to do more than sell them ads. Coordinating the merchants in a sidewalk sale, the paper also sponsors other entertainment events, such as jugglers, costumed characters and hot air balloon rides. (presstime)

Call the garbageman

The West County Times in Richmond, CA, has teamed with a local garbage company to teach children about recycling. They hired two local teachers to create a locally-oriented recycling curriculum for all grade levels as part of the Times' Newspaper in Education program. Teachers have signed up for 4,000 copies of the paper each week as part of the recycling course.

Pets pay

The Examiner in Independence, MO, published a special section with winning photos from its 1991 Pet Photo Contest. Advertisers included pet shops, kennels, pet food suppliers and fencing companies. Also featured was a full page, paid veterinary guide. Editorial features were on the pet population, a pet groomer, therapeutic benefits of pets, flea control and pet cemeteries. Irene Baltrusaitis, 816/254-8600. (Suburban Publisher Bulletin)

Back to school variations

The back-to-school section is an old standby at most papers. Here are some different ways to approach it. •History lesson—use old photos of area schools, athletes, clubs or classes contrasted with new ones for a "then and now" theme. •Delayed reaction—put off the section for a few weeks and collect student essays describing their summer vacations with artwork and photos. •Extended education—focus on the range of educational opportunities in your community, from nursery school to education programs for senior citizens. (Plus Business)

Ask a simple question

Readers responded with barbs and witticisms when the Washington Times asked for reactions to the question: What do you think of politicians? Of course, this was in the nation's capital, but folks locally may have some good answers, too. Among the

top 100 the Times printed: "I prefer crabgrass." "Big mouth, little brain." "I wish my ex-wife would marry me." (presstime)

Get the picture

Wally Mundstock, publisher of the Redfield (SD) Press, shared some photo essay ideas during a recent North Dakota Newspaper Association convention. •A couple with a lot of kids, showing how they manage, working, keeping the house clean, getting clothes ready for wear, cooking. •"How to" pictures, using a champion of just about anything—rose growing, baton twirling, football blocking, judo, etc. •Behind the scenes at pageants, rehearsals, etc. •Band or choir performance. •Back to school—traffic, lines in school, cafeteria, playground, or even the day in the life of a kindergarten or first grade teacher. •Early risers, such as bakers or delivery people. •Overnight jobs or places that are open all night—police offices, restaurants, factories. •Nurses at hospitals or nursing homes, especially in the wee hours. •A man shaving, showing faces he makes in the mirror. •Day in the life of a child. •Intricate patterns on local buildings.

September promotions

Month-long: All-American Breakfast, Baby Safety, Be Kind to Writers & Editors, Cable TV, Library Card Sign Up, Nat'l Chicken, Nat'l Cholesterol Education & Awareness, Nat'l Honey, Nat'l Mind Mapping, Nat'l Piano, Nat'l Rice, Sea Cadet.
Sept. 1: Self-University Week.
Sept. 2: V-J Day; US Treasury Dept. anniversary (1789).
Sept. 4: Newspaper Carrier Day.
Sept. 6: Weeks: Nat'l Financial Services, Mind Mapping in Schools.
Sept. 7: Labor Day; Full Employment Week.
Sept. 11: Harvest moon.
Sept. 12: Federal Lands Cleanup Day; Public Lands Day.
Sept. 13: Weeks: Adult Dental Awareness, Nat'l Laundry Workers, Nat'l Rehab. Workers, Nat'l Grandparents Day; Nat'l Pet Memorial Day.
Sept. 14: Nat'l Boss/Employee Exchange Day; Nat'l Chiropractic Week.
Sept. 15: Nat'l Hispanic Heritage Month (through Oct. 15); Pres. William Taft birthday (1857).
Sept. 16: Mayflower Day.
Sept. 17: Citizenship Day; Constitution Week (through 23rd).
Sept. 18: Chiropractic Assistant's Day; Nat'l Laundry Workers Day; US Air Force anniversary (1947).
Sept. 19: Religious Freedom Week; Snack-A-Pickle Time.
Sept. 20: Weeks: Nat'l Dog, Nat'l Farm Safety, Nat'l Food Service Employees; Nat'l Mind Mapping & Brainstorming, Nat'l Singles.
Sept. 22: American Business Women's Day; Ice Cream Cone anniversary (1903); Autumn begins.
Sept. 23: Food Service Employees Day.
Sept. 25: First American Newspaper Publication anniversary (1690).
Sept. 26: Kiwanis Kids' Day; Nat'l Hunting & Fishing Day.
Sept. 27: Gold Star Mother's Day; Nat'l Good Neighbor Day; Rosh Hashanah begins at sundown.
(From Plus Business)

Facing the Wal-Mart wall

Many smalltown businesspersons and newspapers bemoan the appearance of a Wal-Mart store in their community, claiming the store hurts long-standing businesses and does not advertise in the paper.

The Montana Newspaper Association newsletter reports on a seminar in Helena, led by an Iowa State University extension economist and Wal-Mart researcher, that offers tips you can share with local businesspersons.

Dr. Ken Stone, who has studied Wal-Mart's expansion across the country, says that some businesses are actually helped by Wal-Mart, such as restaurants, furniture stores and service stations. Those most hurt, he says, are grocery, apparel and hardware stores and specialty stores, such as stores that sell pharmaceuticals, sporting goods, fabric and jewelry.

To market against Wal-Mart, Stone advises extending opening hours, looking for ways to improve return policies, sharpening pricing skills, focusing on service and stressing customer relations.

Regarding advertising, he advises stressing a store's competitive advantages. By all means, he says, stores should not cut advertising in the face of Wal-Mart competition. "Cut somewhere other than advertising, if you feel you have to cut expenses," Stone counsels.

A corporate philosophy against newspaper advertising is tougher to deal with.

Oklahoma and Arkansas newspaper representatives who visited Wal-Mart's headquarters in Benton,

Ark., were told that Wal-Mart won't advertise in newspapers because newspaper profits are too high, the MNA newsletter reports.

Company vice president Paul Higham is reported to have scolded the newspaper reps, saying newspaper profits are excessive and the company won't do business with any supplier that makes profits of two digits of gross sales.

He added that Wal-Mart buys a little ROP but not much and doesn't like newspapers to sell local store department heads on any kind of advertising.

Higham also told his press visitors the company would come down hard on any supplier trying to boost sales of their product in Wal-Mart stores by running ads in newspapers. If suppliers have ad money to spend, Wal-Mart wants the wholesale price to them cut, he said.

Motivating during hard times

Economic woes can hurt employee performance, so you need to work harder to keep them motivated. To do so:

- Keep them calm. People concerned about their jobs become more apprehensive and worry more than they work. Tell them more often how they're doing.

- Level with them. Seize every chance to deliver good news, but don't be afraid to share bad news. When people realize they're all in the same boat, they row harder.

- Don't overcontrol. Resist the temptation to toss out your human relations skills and resort to fear as a motivator. You'll get only short-term results.

- Use teamwork. People on teams work harder to support each other and the organization.

- Focus them on long-term goals. If you have less for them to do, encourage them to visit other departments. Urge them to observe, listen and ask questions to learn more about the business. The payoff: when things improve they could be in a better position to seek a promotion.

- Use humor. When people can laugh together and have a little fun on the job, it improves their mental well-being. It also makes them perform better and feel more satisfied with their work.

(Jack Gillespie, Communication Briefings, via North Dakota Newspaper Association)

(No country) can live in freedom where its people can be made to suffer physically or financially for criticizing their government, its actions or its officials. — Justice Hugo L. Black

Databank

More than 160 pages of the world's best newspaper marketing campaigns are showcased in the 1992 *Best in Print*, featuring award winners in the recent INMA/Editor & Publisher Awards Competition. Among categories represented are public relations, printed materials, in-paper ads, programs and events, community service, outdoor/point-of-purchase and internal communications. INMA members pay \$48; non-members, \$58. INMA Book Dept., Suite 120, 1801 Robert Fulton Dr., Reston, VA 22091.

XU.S. Mailbag, a mailing-subscription management program developed by a Missouri publisher and a professional programmer, is "absolutely loaded with features," according to computer ace Bill Childress of West Virginia Press Association. It can produce a complete 3541R, including cost calculation; provide for bar-coding in the address block of the mail label; is user-upgradable to account for rate or regulation changes; and is serviced/ fixed/modified by the developer via a modem. It runs on IBM/compatible gear and costs \$1,995. Contact Bob Wilson, Milan Standard, 816/265-4244.

Voices from the past

Items from *The Kentucky Press*, Volume One, Number Seven, August 1929

Minutes of the summer convention in Ashland, written by KPA secretary/treasurer J. Curtis Alcock of the Danville Messenger, ran in this issue. Among the highlights:

- Contest winners were: Best All Around Newspaper -- Leitchfield Gazette, first (silver loving cup, \$40); Ohio County News, second (\$15); Somerset Journal, third (\$10). Best Front Page -- Anderson News, first (silver loving cup, \$30); Leitchfield Gazette, second (\$15); Bardstown Standard, third (\$10). Best Editorial -- Hickman Courier, first (silver loving cup, \$25); Ohio County News, second (\$10); Bardstown Standard, third (\$5). Best Community Service -- The

Jackson Times, silver loving cup. Prizes were provided by the Lexington Herald, Lexington Leader, Courier-Journal, Louisville Times and University of Kentucky journalism head Enoch Grehan.

- New members accepted: Campbellsville News-Journal, Pikeville News, Floyd County Times and the Jackson Times.
- A new membership category was approved for Associate Members for "individuals who are connected with the newspaper business in the state in the capacity of instructors in journalism, salesmen for newspaper and job supply houses, advertising representatives, or other related capacities. Their dues were to be the same as regular members.
- The Kentucky Press was approved as the official organ

of the Kentucky Press Association, and the work of editor Victor Portmann was commended.

- Among convention activities were a tour of the American Rolling Mill Co. (Armco) and a viewing at the Capitol Theatre of "Reporting the World," produced by United Press Association.
- A representative of the Kentucky Children's Home Society in Lyndon thanked the industry for its support.
- Speakers included Ashland Daily Independent Editor B.F. Forgey, Richmond Daily Register Editor Keen Johnson, KPA President J.M. Allen of the Cynthiana Democrat, Dr. A.M. Stickle of Western State Teachers College in Bowling Green ("his address being one of the best ever heard

at a press meeting), Murray Ledger&Times Editor Joe T. Lovett, Audit Bureau of Circulations chief auditor E.W. Chandler, former US Senator A.O. Stanley ("We may elect corrupt men to office but the heart of America is virtuous. All that is needed is to turn on the light."), former newspaperman and KPA life member Col. C.E. Woods, and Courier-Journal reporter Mary Chenoweth ("had interviewed men from the lowest criminal to the greatest statesman and had never broken faith with them").

Other items in the August 1929 Press: • The Corbin Times-Tribune, edited and managed by J.L. Crawford, commemorated the move into its modern home on June 22 with a 24-page special edition. It also went from weekly to semi-weekly.

- W.A. Beatty succeeded the late C.C. Robbins as editor and manager of the Winchester Daily Sun.
- Desha Breckinridge, editor of the Lexington Herald, married Mrs. Mary F. Lebus at the bride's summer home at Quanata, Mass., on July 27.
- Plans and blueprints for the new fireproof home of the Scottsville Citizen-Times have been placed in the hands of the contractor and work is progressing on the foundations.
- The Cumberland Tri-City News, steered by editor J.P. Freeman, recently made its bow.
- Prof. and Mrs. Enoch Grehan returned the first of August from a five-month stay in California. He was on sabbatical leave from UK.
- Editor W.L. Dawson of the LaGrange Oldham Era is now enjoying a vacation in the East.

Selling secrets . . .

Salesman/consultant J. Howard Shelov spit out a series of selling tips for Illinois newspaper managers at a recent conference.

Though the Press does not necessarily swallow all of Shelov's spiel, the list, reprinted here, does provide food for thought.

- ▲ Hire women. They take training better, and they are motivated by money rather than ego.
- ▲ Do new things. Take risks. The Japanese look for a high level of consumer dissatisfaction. That's why you don't see Japanese washing machines, refrigerators or dishwashers flooding the US market. The US manufacturers of those products have a lock on the market because consumers are satisfied.
- ▲ Shake hands. The easier a client allows you to turn his hand, the easier he will be to sell. Adjust your approach according to the handshake.
- ▲ Do not lie, steal, cheat or deceive. Even if it means losing a sale, be upfront and honest.
- ▲ Get out of your office. It's your tomb. The office of the '90s will have four wheels, a telephone and a laptop computer. You as the publisher do not have to sell; your presence in front of the customer will sell itself. Be visible.
- ▲ Take charge of your sales force. Work in tandem with your sales manager. He may have the sales expertise, but you have a vested interest in succeeding.
- ▲ Don't cut rates. Most salespeople want to cut the rate for a sale, but price isn't the issue. Price is an excuse. Selling stops when the price gets lower.
- ▲ The only reasons people buy anything is for pride, pleasure, profit or protection.
- ▲ Training is an investment. Japanese businesses outspend American by at least 2 percent of gross income for training.
- ▲ You are the best trainer in your business. Take an active part in training your employees.

- ▲ Make a commitment to "hire" education.
- ▲ People are persuaded by the depth of your commitment, not by facts.
- ▲ Have salespeople take part in monthly goal setting and fire anyone who does not meet his goals in two consecutive quarters.
- ▲ Motivate.
- ▲ Involve everyone in sales -- even the printer. Give everyone on staff a business card. Under each name is the title "Customer Service." Off on one side, it may read "printing" or "editorial" or "advertising." But now when Joe is out in public and someone asks him where he works, he can give them his card. This helps instill a sense of pride. Anyone on your staff can kill the product by his own sloppiness.
- ▲ Make travel expenses a profit center. If you average \$500 a month in travel expenses per salesperson, offer each \$400 a month. If they spend more, it comes out of their pockets. If they spend less, they keep the difference. This will add substantial dollars to your bottom line.
- ▲ Make everything worthwhile for the employees. Everything my employees make is based on performance. "If you pay peanuts, you get monkeys."
- ▲ Contact customers who left. One percent died. Three percent moved away. Five percent were persuaded by friends to buy a different product. Nine percent were dissatisfied with your product. Fourteen percent left because of price. But the majority -- 68 percent -- left because of an attitude of indifference from a representative of your company.
- ▲ Vibes are real. They are scientifically proven. Get going. Get excited. You put off more vibes that will be picked up by your clients. If you are casual about your business, you will be a casualty.
- ▲ Make a decision now. You can correct a mistake, but you cannot correct inaction.
- ▲ Compress your time to accomplish more during the day. Stop shuffling around pa-

- pers, writing too many memos, writing notes that are too long.
- ▲ Close sales with "either/or." "Do you want red or blue as your spot color?" "Would you like premium placement on the inside front or the inside back?"
- ▲ Ninety-four percent of the people who write down their goals achieve them.
- ▲ Help employees set goals for themselves and the company. People will live up to their goals, not yours.
- ▲ Work smarter, not harder. Limit goals to four or less.
- ▲ Inspect, don't expect. If Joe says he will have a project done by June 1, ask him about it May 28. If he says he won't have it done until June 3, tell him you expect him to work night and day. Don't tolerate inefficiency! Check on the work before the deadline passes. Otherwise there is nothing that can be done.

(Illinois Press Association Bulletin)

Use the Frankfort Connection

Now, your newsroom has a bureau in the state capital. Use it to:

- Cover hearings and news conferences that affect your area.
- Gather information to round out your locally based story.
- Cut through the bureaucracy that keeps you on hold or tied up in a maze of transfers.
- Shorten the time it takes to file open records requests.
- Other assignments you can dream up.

KPA News Bureau
101 Consumer Lane
Frankfort, KY 40601
1-800-264-5721

Awards & such

Sept. 1 is the deadline to apply for the 1992 Pulliam Fellowship for Editorial Writing, sponsored by Sigma Delta Chi Foundation. The \$25,000 award is to be used by the recipient to study in a field of interest and/or to travel to "broaden journalistic horizons and knowledge of the world." Applicants must have three years of full-time editorial writing experience and submit a personal biography, summary of professional experience, five samples of editorials/series, plans for using the award, and endorsement letter from his/her employer. Mail to Pulliam Fellowship, SDC Foundation, Box 77, Greencastle, IN 46135-0077.

Tips

Photography

- TV crews advertise themselves with signs on their equipment, so why not newspapers. Have colorful patches of your logo made and sewn on camera bags, and/or put your newspaper name on camera straps.
- To dry film cheaply, get a 24-inch window fan and mount it against some 2x4s on the darkroom ceiling. Hang the film and prints from clips that hang from the fan.
- For a clean, inexpensive photo background, buy a 10-foot roll of backdrop paper and hang it from the ceiling in the newsroom or some other fairly clear area. Roll it down when you need to take a head shot of someone.
- To wash prints in the darkroom, drill several holes along one side of a Rubbermaid dish pan. The fixer, which is heavier than water, washes off quickly as the tap water flows out the sides.
- File negatives in 8-1/2x11 negative preservers that are three-hole punched. Make an 8x10 contact sheet of those negatives, punch three holes in the contact sheet and file it with the negatives in a loose-leaf notebook. Not only do you have an easy way to protect and store the negatives, but you've got the contact sheet right there if you need to make more prints. (Labeling the sheets by date of issue and filing them in chronological order will also help.) (North Dakota Newspaper Association)

Is it time to call your mule fixer?

Attorney says sometimes you have to hit public officials over the head to get their attention

By H. Hugh Stevens Jr.
General Counsel,
North Carolina Press Association
(Reprinted from the May 1992 edition of
The North Carolina Press)

Everybody knows the story about the farmer whose mule was forever turning the wrong way because he refused to learn the difference between "gee" and "haw." Finally it became so ornery that it sat down in the middle of a field and refused to move at all. The exasperated farmer called a local Mule Fixer.

When the Mule Fixer arrived, he was carrying a baseball bat. He said to the farmer, "My fee is fifty dollars in advance."

"I hate to spend money," the farmer replied, "but this damn mule is so cantankerous that I don't have any choice."

He handed the Mule Fixer the money, whereupon the Mule Fixer picked up the baseball bat and whaled the mule solidly between the eyes. The mule snorted, blinked and rose to this feat.

The Mule Fixer whispered in the mule's ear, then handed the reins to the farmer. "Try it now," he said.

"Gee!" shouted the farmer. The mule obediently turned right and started down the row.

"It worked," the farmer said, "but

why did you hit him with the bat before you whispered in his ear?"

"Well, mules ain't really so stupid and cantankerous as they seem," the Mule Fixer said. "The real trick is to get their attention first."

As the Burlington Times-News learned recently, public bodies sometimes behave like that mule; when they do, a lawsuit can help to get their attention.

The Times-News "mule" was the Board of Aldermen for the Town of Gibsonville, a pleasant village that sits astride the Guilford-Alamance county line. When I was growing up in Burlington in the 1950s, Gibsonville was a "mill town." Without undergoing one iota of visible change, it has now become a "bedroom community" to Burlington and Greensboro.

The Gibsonville aldermen regularly ignored the Open Meetings Law and the Times-News knew it, but no amount of private cajolery or public embarrassment sufficed to correct their errant ways. Finally, during March, the aldermen held a series of special meetings to discuss candidates for the position of town manager without giving notice to the public and without keeping any minutes of the proceedings. The secret meetings culminated in a 3-2 vote to offer a \$30,000-a-year job to a Gibsonville businessman who

**"All
the towns
do it."**

had no experience in local government.

When the Times-News confronted the alderman, three of them not only admitted the violation, but said they had known that the meetings were illegal before they attended. The newspaper quoted the mayor as saying, "All the towns do it."

With that, the Times-News called in an attorney (it's hard to find a Mule Fixer in Alamance County), who immediately hit the aldermen between the eyes with a summons and complaint based on the Open Meetings Law. The suit asked the Superior Court of Guilford County to enjoin the Gibsonville board from further violations of the Open Meetings Law and to declare null and void the actions taken in violation of the law. A "show cause" hearing was set for April 6.

The hearing proved to be unnecessary, however, because the town and the board agreed in the interim to enter into a consent judgment that permanently enjoins them from future violations of the law. The defen-

dants also agreed to pay a substantial portion of the Times-News attorney's fees.

In short, the newspaper finally got the board's attention, and the board has promised to "gee" and "haw" properly from now on.

Some of you may be thinking, "So what? Isn't that like locking the barn door after the mule has gotten away? What good is a consent judgment?"

The answer is that a consent judgment provides significant additional leverage vis-a-vis a recalcitrant public body, because violations can result in sanctions of an alderman's constituents. He or she usually does not want to risk being cited for contempt of court.

One of the most worrisome aspects of the Times-News dispute with the Town of Gibsonville is the mayor's blithe statement that "All towns do it." If he's right (and he should know), you may want to check your classifieds for a Mule Fixer. If you can't find one, an attorney will do.

Tips Reporting

•Be alert at home as well as at work. A small North Carolina newspaper earned a Pulitzer because an editor followed up on a vague notice stamped on his personal water bill.

•Be willing to do what it takes to uncover a story whether that means sifting through tons of traffic tickets or bulldozing a landfill to find records.

•"Stand up." That's the first thing you have to do, says writing coach Clarke Stallworth. "Then you have to walk out the door." Don't wait for stories to drop on your desk.

•Look for the unusual within the routine. Read materials that are handed to you and then question them.

•Take people seriously. Don't reject a story because it or the person telling it sounds too radical.

•Use personal contacts to flush out stories.

•Be willing to bend. Reporters can cooperate with their interviewees without compromising ethics.

•Do not prejudge the story.

•Look for reliable written records.

•Look beyond your own community for resources. Your subject may have left a paper trail in another town or state.

(David Porter, *The Illinois Publisher*, Illinois Press Association)

If we hold those who read us in such contempt that we refuse to carry them into our stories, aren't we losing the point? If we reduce all stories to three paragraphs and readers stop midway through the first, we've lost them just as surely as we would if we didn't have a color weather map.

—Richard Aregood,
Philadelphia Daily News

Legalese

■ The US Supreme Court has refused to dismiss a libel suit against *The Daily Independent* in Ashland, leaving intact a state court ruling that cleared the way for a trial against the newspaper over a 1985 series of articles on Big Sandy Water District. A trial judge had originally thrown out the suit brought by the utility's lawyer and the president of its engineering firm, but the state Court of Appeals reinstated the suit, saying the judge was wrong in conferring public figure status on the two men.

■ The federal Agricultural Stabilization and Conservation Service failed to meet a 20-working-day deadline for responding to an FOI request filed by *The News-Enterprise* in Elizabethtown. The request involved the unexplained suspension of an official of the local ASCS office. However, KPA attorney Kim Greene said federal law gives agencies some leeway to research and answer FOI requests.

■ If it's not about open meetings or open records matters, don't expect an opinion from the state Attorney General. That's what *The Daily News* in Bowling Green found out when it requested information on the legality of a land-for-insurance swap by the city. A spokesman for the AG's office said: "With the exception of opinions related to open records and open meetings which carry the weight of law, and to which Attorney General (Chris) Gorman has granted the highest priority, the granting of opinions are by statute and tradition normally limited to public officials."

■ Three Kentucky newspapers have been named in a complaint filed by Superintendent of Public Instruction John Stephenson, but they're in good company. Accused of promoting the passage of two constitutional amendments without being registered to conduct political activity were *The Courier-Journal* in Louisville, *The Kentucky Post* in Covington, *Lexington Herald-Leader*, Kentucky Educational Television, Kentucky Chamber of Commerce, the Prichard Committee for Academic Excellence, Kentucky Center for Public Issues, and Partnership for Kentucky School Reform. Stephenson filed the complaint with the Registry of Election Finance.

It's about time

Out of sync? Just can't get your timing right?

Executive Fitness magazine suggests that for most of us certain times of the day are better for certain tasks. A sampling:

To make decisions: Between 7 and 11 a.m., when depression and anxiety are lowest. Worst time to make decisions is between 2 and 8 p.m. when depression and anxiety are most severe.

To do complex tasks: During midday and late afternoon, when body temperature reaches its normal high point.

To remember things: Short-term memory is most acute between 10 and 11 a.m. Long-term memory is best in early to midafternoon.

To learn something new: Just before going to sleep. Studying before bed is the best way to retain new information for the following day.

To ask for a raise: Over lunch; people are more agreeable during the midday meal. A three-year study by Johns Hopkins researchers found that more business contracts are signed over "power" lunches than any other time. (*Florida Press Association Bulletin*)

KPA's new toll-free number:
800-264-5721 (KPA1)

Items

Not just for fishwrap

Baxter Healthcare Corp. of McGaw Park, IL, has come up with yet another use for old newspapers -- disposable hospital bedpans. The company, according to the July edition of *presstime*, expects to sell 3 million flushable bedpans, urinals and other items made from recycled newspapers and phone books. The flushables are made by Vernacare Corp. of Etobicoke, Ontario.

From NNA to NAA

Robert Brinkmann, former general counsel of the National Newspaper Association, has been named vice president for state, postal and regulatory affairs at the Newspaper Association of America. Brinkmann had been with NNA for 10 years. NAA is the organization formed by the merger of American Newspaper Publishers Association, National Advertising Bureau and other press groups.

Marketing is Inland topic

"Adding Value Through Marketing Techniques" is the theme of an Inland Press Association conference, Sept. 24-26 in Arlington Heights, IL.

Sessions will cover market research, marketing niche products, audiotex and sponsorships/special events. Call Elaine Lange, 708/696-1140.

Women and partnerships

Women in Communications Inc. will have its national professional conference Oct. 1-4 in Chicago. "Powerful Partnerships" is the theme. For more information, contact WICI, Suite 417, 2101 Wilson Blvd., Arlington, VA 22201; phone 703/528-4200.

You may be a winner!

Enter your best writing and photos in KPA's Fall Newspaper Contest. Deadline for entries is August 31.

For information, call 800/264-5721. Enter today!



What discriminating editors read

Editorial staffers from three of Kentucky's top dailies disregarded the dim light in Pikeville's Landmark Inn for a pre-breakfast look at a morning paper. What attracted the attention of, from back, Tom Caudill of the *Lexington Herald-Leader*, Russ Powell of the *Daily Independent* in Ashland, and Bryan Armstrong of *The Kentucky Post* in Covington? The Grande Dame of Kentucky journalism, *The Courier-Journal* of Louisville.

PostScript . . .

Pam Shingler
Editor, *The Kentucky Press*

One of my favorite courses in college was Modern Political Ideologies, taught by a Professor Thobaben.

Don't expect me to name many other professors or courses. After a time, particulars fade and become a clump that gets bracketed by years on a resume.

But this one was different. Thobaben allowed only a handful of green political science majors into the course each semester. Any more and his attempts to turn us into thinking, cynical citizens might have been interpreted as a calculated effort to intimidate and drive students crazy.

Chapter by chapter, we tackled such political and economic systems as fascism, socialism, communism, capitalism, democracy and monarchy. Almost to a student, we had come out of high school civics classes as confirmed small-"d" democrats and believers in divine right, manifest destiny and the purity of the US of A.

Thobaben's method was to discuss with us the merits of each system, so convincingly

that we'd nod, "Yeah, yeah, that's right." Questioned, we'd spout back what he'd said.

Then he'd zap us. Not gently and kindly. Rather, he'd throw the book across the room or jump onto the desk or, two inches from our face, scream, "Do you believe everything you're told?"

Without a pause, he'd proceed to dissect every argument he'd just made and with which we'd just agreed.

When we began to acknowledge that, yes, he did have a point, he'd switch tracks again, confusing us further. For 14 or 15 years, we'd been programmed to believe that with a little bit of reading and research, we could find the right answer. There was always a right answer.

What happened was what he wanted to happen. After a few of these set-tos, we began doing our homework, searching for ideas other than those presented in the required readings. We started getting together outside class to try out our own thoughts and to anticipate what he might do in the next meeting.

Then, in class, we got brave enough to challenge his examples, to call his bluff, to confront him when he said something outrageous that, at first blush, sounded rational. Miracle of miracles, we were beginning to think.

As I was reading the news the other day, I got to thinking about Mr. Thobaben. I wonder if he stayed in teaching, if he ever got his doctorate, if he kept challenging students.

In a way, I hope not. He made it very difficult to fit into the real world where too many people prefer lies to truth -- both telling and hearing, where deception is a relished game, where disagreement is disloyal, where rote is lauded over thoughtfulness and where consistency is more valuable than innovation.

What got me on this track, I suppose, is that I've been ruminating on capitalism. As with most other economic systems, it reads well in theory. But, as practiced today in the USA, it's disgraceful.

In theory, anyone who's willing to work hard in a capitalist society can prosper. In reality, there are an army of hard-working folks who agonize every day over whether their paycheck is going to cover the rent and leave enough to eat on. God forbid there be an emergency.

I have to wonder how a died-in-the-wool capitalist making \$100,000 or \$1 million a year can go to his comfortable home in the evening, curl up with the stock market report and a cocktail, and then sleep soundly while the people who make his (yes, his) product eke out a living -- if you want to call it that -- on \$12,000 a year. And increasingly, that mite doesn't include health insurance or any other benefits.

He then has the gall -- the arrogance -- to wonder why they don't dress better or drive a rust-free car or live in a nicer section of town or get their kids' teeth fixed. With even more insensitivity, he wonders why they're not respectful to him, why they're not more loyal, why they don't seem as concerned about the quality of the product as he is.

And if profits this year are up 15 percent, but not 25, he says he's going broke. He doesn't look at his own salary and perks or at where waste could be cut; rather, he looks at how he can get more work out of fewer workers at the same or less pay.

Get set; here's where I continue to beat a dead horse. Salaries of newspaper workers, particularly editorial and production, are shameful. This in an industry that jumps full force, in its news and editorial pages, on the greed, arrogance,

selfishness and shortsightedness of leaders of other organizations.

We hear at every press meeting of the downturn in newspaper profits. But what does that mean? Does it mean the paper can't make next month's mortgage payment? Or does it mean the publisher and shareholders won't get as big a bonus or dividend this year? Does it mean the company took on too much debt when it purchased its competitor or bought out its own previous owners? Does it mean the windows are open when the air conditioner's running or that the buyer is paying too much for supplies because the supplier is a good-old-boy pal?

Whatever the reason for not meeting the profitability goal, the workers are almost always the ones who bear the brunt.

Is this the capitalistic way? In a so-called Christian society, is this the Christian way?

Sometimes I wish I'd never heard of Mr. Thobaben.

Progress might have been all right once but it has gone on too long. -- Ogden Nash

We are here and it is now. Further than that all human knowledge is moonshine. -- H.L. Mencken

I think the world is run by C students. -- Al McGuire
Never play leapfrog with a unicorn. -- Unknown

Amendment bodes ill for industry

From page one

...singling out a particular sector of the industry for special treatment raises serious constitutional issues.

Cathleen Black, NAA president

tion, whose members are primarily below the 200,000-circulation figure, agrees. "If the cost of newsprint rises significantly, which we believe it would under the amendment, our members will be hurt the most," she said.

Courier-Journal vice president Don Towles said his paper has "no problem with the 35 percent goal -- if we could get (recycled newsprint)."

Towles said the Louisville paper was using 30 percent recycled newsprint in 1990, but the figure is down somewhat now because "we can't get as much as we could" two years ago.

"Until the (paper) industry builds or expands more recycling mills, there's going to be a problem," Towles said.

Black said the amendment apparently doesn't take into account the strides the newspaper industry has made in using recycled paper in the last few years.

"On average, the amount of recycled fiber in the newsprint used by the nation's largest newspapers has

more than doubled in just three years -- from 10 to 21 percent," she said.

"And in that time the recycling rate for newspapers has gone from 35 percent to 52 percent," she said. "That means that more than half of all old newspapers in the country today are recovered and recycled. That is one of the highest recycling rates for any product."

In a letter to Rep. Dingell, Black also pointed out that the amendment will put newspapers at a competitive disadvantage.

"Newspapers would have to pay a premium price for recycled newsprint to meet recycled content requirements while catalog publishers, yellow page publishers and direct mailers, with whom newspapers directly compete for advertising dollars, could continue to use virgin materials," the letter said.

Black's letter added that "singling out a particular sector of the industry for special treatment raises serious constitutional issues."



GNT photo

Happy birthday, GNT

The past and present got a chance to mingle when the *Georgetown News & Times* celebrated its 125th anniversary on June 25. Joining present publisher Bob Scott, second from left, were three of the paper's past publishers, from left, David T. Thompson, John Sutterfield and Claude Hammond. Many former employees of the newspaper, along with members of the community, attended the birthday bash at Georgetown College. The publication started in the winter of 1867 as the *Georgetown Times* and later merged with the *Georgetown News*, which began in 1887.



Photo by David T. Thompson

Postal pow-wow

The ornate meeting room of Pikeville's Landmark Inn is a far cry from the innards of the mammoth United States Postal Service. But three Kentucky executives of the USPS met with members of KPA's Postal Advisory Committee to discuss ways newspapers can get better mail service. Seated on stools in front of the committee members are, from left, Dennis Patti, director of marketing for the Louisville division of USPS; Jim Jones, manager of the Management Sectional Center in Lexington; and Jim Syers, postmaster, Louisville division.

Who will survive?

Newspaper industry analyst John Morton offered the following thoughts on editorial content during the recent Editors and Publishers Conference of Southern Newspaper Publishers Association.

✓ Local news is the one thing newspapers have that is unique. In the long run, it will be local news -- how it's gathered and how it's used -- that will make the difference.

✓ Expanded coverage is not achieved by cutting back on other news. Spend more money. It's the path to salvation.

✓ Instead of being two to three times more profitable than other businesses, newspapers in the '90s will have to be content to be one to two times more profitable.

✓ The best papers in the country invest in product quality.

✓ The newspaper that will do well in the evermore competitive marketplace will: ● Be offset in quality and have four-color capacity. ● Include enlarged sections every day. ● Down-zone news and ads, down to carrier routes. ● Fill at least half of their front pages with local news. ● Lose its obsession with profitability. ● Pay starting professional employees more than secretarial wages. ● Successfully recycle information gathered for the newspaper into new products that can be delivered to customers in a variety of ways.