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On the lookout

- March 19-21
NNA Governmental Affairs Conference
Washington, D.C.
- March 27
KPA/KPS Board of Directors Meeting
Central Office
- April 24-25
KPA Ad Seminar
Holiday Inn North, Lexington
- June 26-27
KPA Summer Convention
Embassy Suites, Covington

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March, 1997
Volume 68, Number 3

The Official Publication
of the Kentucky Press
Service

P THE KENTUCKY PRESS

Belo buy ends Dear legacy in Kentucky

By LISA CARNAHAN
KPA News Bureau

At the end of this month, the family-owned publications of Walt Dear will be sold to a major media player, A.H. Belo Corp.

The Kentucky publications include the Henderson Gleaner, The Union County Advocate (Morganfield), The Tribune Courier (Benton), The Franklin Favorite, The Cadiz Record, The McLean County News and the Herald-Ledger (Eddyville). Gleaner and Journal Publishing

See BELO, page 6

CAR seminar set for April 11

By LISA CARNAHAN
KPA News Bureau

KPA and the Associated Press will co-sponsor a computer-assisted reporting (CAR) seminar in April.

The one-day training session, scheduled for April 11 on the campus of Western Kentucky University, is being geared toward smaller newspapers.

Last year, a similar workshop was held at the University of Kentucky. The two-day session at UK was widely attended but primarily by the state's larger daily newspapers. This year's session has been kept to one day and costs will be minimal.

Bill Dedman, AP's director of computer-assisted reporting, will conduct the CAR seminar with the

See CAR, page 16

Journalism Hall of Fame inductees chosen

A Northern Kentucky newspaper executive, a retired Frankfort capitol bureau chief and two veterans of Kentucky broadcasting have been named to the Kentucky Journalism Hall of Fame.

The 1997 inductees are:

- Judith Clabes, former editor of The Kentucky Post and now president and chief executive officer of the Scripps Howard Foundation.
- Hugh Morris, veteran political reporter and chief of The Courier-Journal Frankfort bureau, now retired.
- Ken Rowland, active in the early days of Louisville television as a reporter, news director and anchorman at WLKY-TV and WHAS-TV, and now a business commentator on WDRB-TV in Louisville.
- Fred Wiche, popular farm and garden director at WHAS radio and television in Louisville, and author of a column published in several weekly newspapers across the state.

Clabes is a native of Henderson and graduated from UK with degrees in English and journalism. She received a master's degree in public administration from Indiana State University.

A former teacher, she joined Evansville Printing Corporation in 1971 as Newspapers in Education coordinator. She later became director of community affairs and associate editor of Evansville Press and in 1978, became editor of the Sunday Courier and Press in Evansville.

In 1983, Clabes was named editor of The Kentucky Post and in 1995 became special projects director for the Scripps newspaper division. A year later, she was promoted to her present top position with the Scripps Howard Foundation.



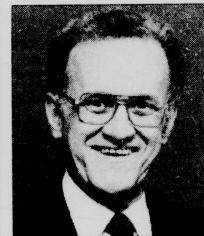
JUDITH CLABES



HUGH MORRIS



FRED WICHE



KEN ROWLAND

The author of a nationally-syndicated newspaper column that was later produced in book form, Clabes is also the author of "New Guardians of the Press," a

See FAME, page 16

Cruise among highlights of '97 Summer Convention

Where would you like to have a Summer Convention? Near the water? Close to a beach? How about a moonlight cruise? Wanna play some golf, tennis? Want an amusement park nearby? How about being able to see a professional sports team in action?

Sound enticing?

If so, the 1997 Kentucky Press Association Summer Convention is just for you. Thursday and Friday,

June 26 and 27, join us on the banks of the Ohio River as KPA returns to Northern Kentucky for two days of programs and lots of entertainment.

The Embassy Suites Hotel in Covington will be hosting our 1997 summer meeting.

There will be two half-day program segments to make the trip to Northern Kentucky important for everyone attending, along with lots

of fun and extra activities.

The convention gets started unofficially at noon on June 26 as the KPA/KPS Board of Directors gathers at Toyota's new headquarters in Erlanger for its quarterly meeting. Members will find that afternoon filled with informative roundtable topics plus a general session.

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Kentucky people, papers in the news

Mudd retires after long career in newspapers

Bill Mudd retired from the Harrodsburg Herald in early February. Mudd served as ad manager of the newspaper for the past nine and a half years.

Before joining The Herald staff, Mudd worked in advertising at several newspapers and was part owner of The Kentucky Standard in Bardstown.

While at the Harrodsburg paper, Mudd won several KPA awards for advertising including leading the paper's ad department to win the General Excellence award for three consecutive years.

Mudd started training his replacement, Cathy Lewis of Harrodsburg, last summer.

Kerby takes over top post at Richmond; Harrison promoted

James Kerby has been named publisher of the Richmond Register. He takes over the post from David Harrison who has assumed the publisher's duties at The Herald-Palladium, a regional newspaper in southwest Michigan.

Kerby had served as publisher of the Harlan Daily Enterprise since August 1994 and prior to that worked at several papers including the Jacksonville Daily Progress, Palestine Herald Press, Lufkin Daily News, the Dallas Morning News and the Bartlesville Examiner Enterprise.

Active in community service

organizations throughout his professional career, he is affiliated with the Lions Club, the Chamber of Commerce, United Way, Rotary Club and the Masonic Lodge. He received his education from Stephen F. Austin University in Texas.

Harrison, who has over 27 years of newspaper experience, served as publisher of the Richmond paper for the past two years. The Herald-Palladium was purchased by the Richmond Register's parent company, American Publishing, in December.

A native of Bristol, Va., Harrison has a bachelor's degree in management and business from New York State University in Rochester. He has held positions at newspapers in Lubbock, Texas; Petersburg, Va.; Binghamton, N.Y., and Las Cruces, N.M.

service.

Curlin replaces Allen Blair who is moving to Ashland to work for daily and weekly publications in that area.

Kincer joins news staff at Corbin Times-Tribune

Alan Kincer has joined the staff of the Corbin Times-Tribune as a photographer/reporter.

Kincer has worked for the Sentinel Echo in London and as a reporter during his eight years in the U.S. Navy. He is currently enrolled at Eastern Kentucky University's Corbin campus where he is pursuing a degree in geography and community planning.

Harper hired as staff writer at Carrollton

George B. Harper is the newest staff writer at the Carrollton News-Democrat.

Harper, 57, has 35 years of journalism experience, ranging from newspaper reporting and editing to teaching journalism and advertising sales at the collegiate level.

Having completed work toward a doctorate degree in communications at Ohio University, Harper has taught at the University of Hong Kong and at Ball State University in Indiana.

See PEOPLE, page 11

Curlin named editor at Citizen Voice & Times

Beth Curlin has been named editor of the Citizen Voice & Times.

Curlin has been with the Estill County paper for the past six years and during another stint, spent three years at the Citizen Voice & Times.

A native of Waco, Texas, Curlin has a journalism degree from Baylor University. She has won numerous KPA awards in news, features, photography, agriculture writing and community

—The Kentucky Press—

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District 12 Louise Hatmaker, Jackson Times/Beattyville Enterprise	

Deaths

Virginia Bailey Page

Co-founder of the News Democrat & Leader in Russellville, Virginia Bailey Page, died Jan. 17 at Columbia Logan Memorial Hospital.

Page, 73, began her newspaper career at the News-Democrat as a circulation clerk and the author of a column. She soon took on other duties at the paper and in 1968 she and other employees, including editor Al Smith, formed the new paper, The Logan Leader.

Shortly thereafter, the owners of the News Democrat sold that paper to the newly formed group. Soon, papers were added in Cadiz and Morgantown, Leitchfield and Brentwood, Tenn.

Page was responsible for all the papers, reading every word in them with the help of a friend before they were printed.

When Smith went to Washington, D.C. in 1980 through a presidential appointment, Page became president of Al Smith Communications Inc., as well as

heading the local papers.

The papers were sold to Park Newspapers in 1985 and Page relinquished most of her authority and became senior writer. When she retired in 1992, she was managing editor.

During her career, she was the first woman editor to win the Kentucky Farm Bureau annual communications award. She had an extensive agriculture background, helping her husband with their farming operation.

Graveside services were held Jan. 19 at Red Oak Cemetery near her home with Larry Craig officiating.

Memorial contributions may be made to the National Jewish Center for Immunology and Respiratory Medicine in Care of Memorial Funeral Home, Russellville.

John Lloyd Buchanan

John Lloyd Buchanan, long-
See DEATHS, page 16

Newspapers must rediscover their communities

Over the raspy police radio, we heard the report of an alligator thrashing around in the apartment parking lot, flailing its tail the way Jose Canseco rips at a fastball.

"Stasiowski!" the editor hollered, "get your butt down there!"

The veterans in the newsroom giggled.

"An alligator?" I said. "Me?" I'd faced down snarling beagles, so my courage wasn't in question. But I was new to Florida, and the closest I'd come to an alligator was the little nipper on my golf shirt.

"Alligator stories," my editor said with a sneer, "always go to the rookie reporter."

Years later, after I'd read or written a couple of dozen alligator-in-parking-lot stories, I asked my editor, "Why do we keep doing them?"

"We're in Florida, Jim," he said. "Alligators are what we are."

Sociologists call it a sense of place, knowing where you are and what happens there, knowing the culture, the climate, the legends, the geography, the personalities, the tendencies. If you're in South Florida, and your paper isn't running a few alligator stories every year, your readers are wondering, "Are there fewer alligators than there used to be?"

A newspaper should be constantly rediscovering its community. Remember, your readers live there for a reason, and if you're not exploring that reason — the weather, the rivers, the mountains, the night life, the dominant industry — you're telling readers you don't care.

A few years ago, a newspaper in a tourist town hired me for a few days of coaching. The editor took a couple of hours to drive me around town. Everything he showed me was for tourists: new hotels and motels, the beach, the parks, the golf courses, the hiking trails.

I looked at his paper for three straight days. Not one story about tourists.

The problem for most newspapers is, familiarity breeds apathy. If the circus comes to town one week per year, you'll write a dozen stories about it; but if the circus lives in your town, you'll go the whole year without writing one circus story.

The standard for most newspapers is: If there's a murder, a fire or a bankruptcy, we'll cover it; otherwise, our culture is something we live with, but we don't have to write stories about it. In fact, it bores us.

If you're bored with a defining characteristic of your community, that's because you've

Coach's corner

By Jim Stasiowski



stopped looking for creative ways to write about it. And once you stop looking for creative ways to cover the same old topic, you've lost every battle.

Remember, most local stories are about government: city, county, school board. When's the last time you saw any of these governments do something entirely new? If you're not finding new ways to cover old stories, your newspaper is rotting away.

Here are some ways to get a new perspective on your familiar old place:

- Look up and down. We usually see things at eye level only. We know storefronts, we know signs. But what's on the second floor of downtown buildings? I once told an editor his town had a lot of residential hotels, places low-income

See REDISCOVER, page 12

Project examines electronic access to government info

Fair access to government information in the information age is the subject of a joint project of the National Newspaper Association (NNA) and American Court & Commercial Newspapers.

The project will investigate public-private partnerships between state and local governments and private "online" information providers that raise questions about whether government information can be sold for profit.

As courthouses and state and local agencies more frequently turn to private information providers to make government information available electronically, new concerns have emerged about the legal and public policy implications of these public-private partnerships.

NNA and ACCN members have expressed concerns over existing and proposed partnerships under which electronic access to court and agency information is provided for a "user fee" that is split between a state or local government and a private access provider.

NNA and ACCN began scrutinizing the legal and public policy implications of some public-private partnerships after learning of "CivicLink," an information service of Ameritech Information Access (AIA), a subsidiary of the "baby Bell" Ameritech. In Indianapolis, Ind., CivicLink is the exclusive platform for electronic access to court and agency information. Users of the service must sign a subscription agreement and pay a fee. AIA shares the revenue with

the local government.

Roy Eaton, NNA Chairman and publisher of the Wise County Messenger, Decatur, Texas, said, "Combining NNA's and ACCN's resources for this project, we will be able to analyze the impact of public-private partnerships on ways of electronically accessing information from courthouses and state and local government agencies. We are pleased to be working with ACCN on this important project that will provide valuable information for community newspapers."

NNA will examine "exclusive electronic access" arrangements, and prepare a legal and public policy report. NNA's government relations department will collect and analyze information gathered from states and localities across the country.

Brad Thompson, ACCN President and President of the Detroit (MI) Legal News, said, "The combination of NNA's national network and ACCN's expert knowledge of public records is an excellent way to work for equal access for all to local units of government."

"ACCN's newspapers have historically served the purpose of quickly and impartially informing the citizenship about the process and product of governmental operations. We do not fear competition—we have all thrived on healthy competition. We want to prevent unfair arrangements that could create monopolies on electronic access to government data."

Police get pact of silence from media in kidnapping

A Los Angeles police lieutenant recently took a chance that the media would agree to keep a lid on a child kidnapping case if he asked them to. He guessed right, and the story was held until the child was returned safely to his mother.

In reporting the episode, Los Angeles Times columnist Bill Boyarsky wrote: "Police Lt. Anthony Alba knew reporters didn't believe him when he first denied there had been a kidnapping at the Simms' house. I've been in police work 29 years, and I can read faces," he said.

So Alba, the LAPD's top press officer, gambled that, for the safety of the victim, the media would go along in holding the story if he admitted there had been a kidnapping.

When 7-year-old Matthew Simms had been snatched from his Sherman Oaks home, reporters monitoring police communications believed there had been a kidnapping.

But detectives, according to Alba, asked him to tell the press it was a home-invasion robbery. What actually happened was that two masked gunmen forced their way into the boy's home and fled with Matthew after ordering his mother and a maid to lie on the floor.

Wrote Boyarsky: "All the ingredients of a L.A. media show were coming together, and, in a town where television goes crazy over a routine traffic chase, this would have been gigantic."

But the show was stopped by Alba's deal with the media. The cop told Boyarsky that round-the-clock coverage by television and radio sta-

tions might have panicked the kidnapers, thereby jeopardizing the boy's life.

"They might have thought they were in over their heads, and they would have to get rid of the kid. The kid was the evidence," Alba added.

Following the press conference, Alba and other officers also contacted newspaper editors and broadcast managers with the same request and got their compliance.

The news blackout lasted 18 hours — until a woman, who lived in the house where the abductors were keeping Matthew, spirited him to a nearby hospital while they were sleeping. Ransom demands previously had been sent to the boy's family.

The pact between the police and the media was not unprecedented, but it does not happen often. Twenty years ago, there was a brief news embargo on the Patty Hearst kidnapping.

"You have to take these things case by case," said Times editor Shelby Coffee III. "Our basic urge as journalists is to present just about everything we know. But I don't have any hesitation in saying we did the right thing. The key point was the question of a human life at stake."

Alba commented to Boyarsky, "I took a big chance and thank God everyone went along with it. It was the right call, and I really credit the media for this kid getting back to his parents unharmed."

(Reprinted from the Feb. 15 issue of Editor & Publisher)

AD \$ENSE

'97 KPA Ad Seminar set for April 24-25

The two-day annual KPA Ad Seminar features a workshop on how to inexpensively maintain current readers and attract new ones and of course, the annual awards banquet that will for the first time be held on the first night of the ad seminar.

Thursday night's banquet begins at 6:30 p.m. and awards in the record-setting contest will be presented. This year's ad contest drew 2,231 entries and \$9,562 in revenue. Another record was also established as 63 newspapers participated in the contest.

The seminar will officially begin that afternoon with workshops set for 1 p.m. to 5 p.m. on classified ad sales and telemarketing.

On Friday, a nationally-known marketing expert will present, "Promoting Your Newspaper on the Cheap... Using Time Energy and Imagination." This three-hour workshop, scheduled from 9 a.m. to noon, is designed for promotion/marketing directors, general managers, circulation and or advertising managers and is especially valuable for small and mid-sized newspapers.

The presenter, Lisa Dixon, has 15 years in newspaper marketing and promotion. She's won over 17 awards for her work in



LISA DIXON

print, radio, TV, outdoor, direct mail and collateral materials. She's spoken at the American Press Institute and has conducted this workshop for other newspaper associations throughout the country.

Don't miss out on getting some ready-to-use, affordable ideas you can use to maintain current customers and attract new readers.

Watch for registration material in the mail next week.

NCAA: College tip ads could cause papers to lose tournament credentials

BY LAURA REINA

The National Collegiate Athletic Association (NCAA) has a bone to pick with newspapers that run ads for services that give callers tips on college games.

Newspapers that publish these ads could stand to lose their NCAA basketball tournament credentials. The only newspaper the NCAA tournament committee specifically voted to cite as an offender is USA Today.

Cedric Dempsey, NCAA executive director, said in a recent Associated Press story, "I see a half a page every Monday morning in USA Today that deals with that kind of opportunity for people to call in. Even though they're only advertising professional lines, just call and ask them what

Duke vs. North Carolina is. They'll give it to you. The basketball committee has a strong concern about this. I have a strong concern about it."

The policy to withhold credentials from offending newspapers has actually been in effect since the late 1970s, according to the NCAA. Dave Cawood, assistant NCAA executive director, said no newspaper has ever lost its credentials because every time a publication has been approached, it's dropped the ads.

Cawood told E&P the NCAA did not initially identify USA Today as an offender — the paper was identified by another

See NCAA, page 14

Try the unexpected in ads

Ad-libs©
By John Foust
Raleigh, NC



My cousin Sue tells about an insurance trial which had an unexpected twist. According to her, it happened years ago in a little town in eastern North Carolina.

It seems that a man filed an insurance claim after his car was destroyed by fire. He hoped for a quick settlement, but the insurance company had other ideas. They suspected arson.

The case ended up in court. In an effort to pull a power play, the man hired a slick lawyer from out of town. From the beginning, it was obvious that this attorney had a high opinion of himself. He put on a real show, walking around like he owned the place, showing everybody how smart he was.

As the day progressed, the insurance company produced a witness, an old man who claimed he saw the defendant burning his car late one night on a deserted country road. When it was time to question the old man, the lawyer strutted to the front and glared confidently at the witness.

Silence fell on the court-

room, as he asked his first questions. "Sir, you say that you were some distance away, when you claim you saw the car burning. Is that right?"

"Yes," the old man nodded. "And it was dark that night, wasn't it?"

"Yes."
Hot Shot waved his arms dramatically. "Sir, I believe it would interest the court to learn how well a person of your age can see. Can you see a hundred yards at night?"

"Yes."
"Can you see two hundred yards at night?"

"Yes."
"Can you see a tenth of a mile at night?"

"Yes."
"Can you see two tenths of a mile at night?"

"Yes."
The lawyer winked at his client and leaned on the witness stand. "Sir, obviously you have outstanding vision for a person of your age. Tell me, just how far CAN you see at night?"

The old man thought for a moment and rubbed his chin, "Well, I can see the moon. How far is that?"

The courtroom erupted in laughter, and the lawyer lost his composure. According to my cousin, he never regained con-

See UNEXPECTED, page 14

Video workshop can help your staff create better ads



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Apple may be saved by new operating system

By KATHY KEITH

Have you ever dreamed of a crash-free Macintosh? Have you ever wished those Type 1 and Type 11 errors would disappear forever from your favorite Macintosh machine?

Well, those dreams may become reality if Apple Computer Inc. makes good on its promise to deliver an entirely new operating system by 1998.

The new operating system, code-named Rhapsody, could be Apple's saving grace, according to industry analysts.

Apple Computer Inc. posted \$120 million loss for the first quarter of fiscal year 1997 and has consistently missed upgrade deadlines throughout 1996.

Henry Bortman, MacUser Magazine's technical director, said "They had a system software plan that was ill-conceived and on top of that poorly executed."

Bortman said the system software plan put Apple in a difficult position last year and damaged the company's credibility and sales.

But, with the purchase of NeXT technology, Apple's future may have brightened.

"It was a bold decision to acquire NeXT and set a completely new course for an operating system," Bortman said. "If they do it right, they will have a compelling operating system and something that will not be rivaled by Windows."

Some industry analysts are doubtful Apple will be able to pull it off.

Rob Enderle, senior analyst with Giga Information Group in Santa Clara, Calif., said, "Ten years from now it's doubtful Apple will be in business, at least not in the same way it is today."

Enderle, who advises his customers' hardware and software

purchases, doesn't think Apple will pull together all of the necessary elements to produce Rhapsody by the beginning of 1998. Even if Rhapsody does roll out on schedule, Enderle doesn't think the customers or the developers will have waited.

"The imbalance between NT and Apple applications will increase for the next couple years until (Apple) can stabilize Rhapsody," Enderle said.

Enderle said until Rhapsody is sold en masse, Apple will not take in any new revenue which makes it difficult to imagine Apple will operate at current staffing levels and current support levels.

Chris Gulker, Apple's business development manager for publishing, entertainment and new media markets, doesn't deny Apple has a few hurdles to jump to make the deadline.

He said one of Apple's advan-

tages is the acquisition of NeXT's OpenStep development environment.

OpenStep, according to Gulker, looks and feels just like a Macintosh and can develop programs 10 times faster than the traditional methods.

Additionally, Apple has promised developers that any program written for the NeXT platform will import easily into Rhapsody. This promise means developers can start writing applications for Rhapsody today.

"We're beginning to get a large core of developers like Adobe who are thrilled with the new services that Rhapsody promises," Gulker said.

The new services include fewer Postscript errors, functional multitasking, and enhanced stability.

"It has the Mac ease-of-use combined with the stability of

See APPLE, page 10

Papers turn archive photos into big bucks

A picture, as we all know, is worth a thousand words — and to publishers who sell images from their archives, a little extra cash.

Now two metro dailies have turned to glossy catalogs and the Internet to sell some of their oldest photographs and, as they tell readers, the history that goes with them.

"Photographs from The New York Times ensure that history will never fade," reads the paper's glossy Centennial Collection catalog offering 11-by-14-inch matte prints for \$95 apiece.

As part of the celebration surrounding the Times' 100th anniversary, editors culled 40 historic photographs from the archives, from images of Calvin Coolidge and Marie Curie to Beatlemania-crazed fans and "The Loneliest Job in the World," as the iconographic silhouette of John F. Kennedy in the Oval

Two metro dailies have turned to glossy catalogs and the Internet to sell some of their oldest photographs and, as they tell readers, the history that goes with them.

Office is titled.

After the Times ran two small house ads in late December, more than 600 readers mailed in \$2 apiece for the catalog, says Barbara Mancuso, director of permissions, who terms the response "overwhelming."

The catalog and photos can be ordered by fax, (212) 556-5257; mail; or by calling (212) 556-1617.

While the Times catalog's dignified black-and-white appearance harkens to yesteryear, execs at The Washington Post Co. opted for a high-tech approach to marketing their archive photos, including ones from Newsweek, private collections and the defunct Washington Star.

Enlisting the help of mail-order photofinisher District Photo Inc. and its own Digital Ink electronic-publishing subsidiary, the Post created a World Wide Web site, PhotoStore (<http://www.photostore.com>).

Along with pages for ordering prints ranging in price from \$19.95 to \$129.95, the site features a picture of the day, trivia and "Saints and Sinners," where users vote on the notoriety of the famous and infamous.

PhotoStore also offers traditional mail and telephone-order options, the latter at (888) 824-4700.

(Reprinted from the February issue of Presstime.)

Nominations sought for Farm Bureau reporting award

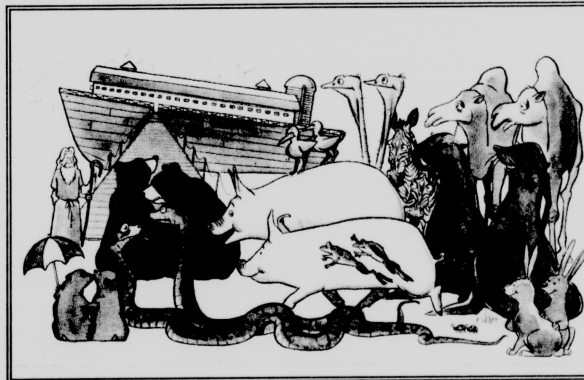
Nominations are being accepted for the Kentucky Farm Bureau Communications awards.

Nominations must be received by April 18 and winners will receive \$300.

Farm Bureau will present one award to a print reporter whose work has helped generate better public understanding of Kentucky agriculture. The winners will be offered expense-paid trips to Washington D.C. on the 1997 Kentucky Farm Bureau Congressional Tour.

The reporter must be regularly employed by a newspaper having general circulation in Kentucky.

Nominations should be sent to: Communications Awards Committee, Kentucky Farm Bureau Federation, 9201 Bunsen Parkway, P.O. Box 20700, Louisville, Ky., 40250-0700



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Vision's Edge, Inc.



Metro Creative Graphics, Inc. 33 West 54th Street, New York, NY 10019

Convention

Continued from page 1

Roundtable topics on Thursday afternoon will be Management and Employer/Employee Relations issues, Open Meetings and Open Records, and Advertising. Each roundtable runs for 75 minutes from 2 p.m. to 3:15 p.m. At 3:30, Kentucky Supreme Court Chief Justice Robert Stephens will address the convention about the renewed initiative on Bench/Bar/Press relations in Kentucky. Covering the courts and relations with judges and attorneys alike will never be the same once these new initiatives are in effect.

Then after a reception at 6 p.m., the Kentucky Press Association will present its 1997 Better Newspaper Contest awards. That's right, the awards will be presented on Thursday night during this summer convention.

And after the banquet is over, KPA will go rollin' on the river for a moonlight cruise up and down the Ohio.

Friday's program gets started at 9 a.m. with a session on Professional Sports Marketing. John Allen, who's taken Marge Schott's place as head of the Cincinnati Reds, and a representative of the Cincinnati Bengals, will talk about marketing professional teams. Although coordinated by the KPA Associates Division, the session will be open to all convention goers. Find out what's really going on in the Reds organization.

Also on that program will be Dr. Bill Crouch, president of Georgetown College, who will join the Bengals' representative in talking about the team's new training camp opening in July at Georgetown College. And promoting and marketing the Cincinnati Bengals may play an important role in Kentucky's newspaper industry later this year as the Bengals try to spread the fan base through Central and Eastern Kentucky.

Finishing up the morning's programs will be three roundtable discussions — advertising laws, libel and privacy issues and promoting and

marketing your newspaper. The Friday roundtables will be from 10:30 a.m. until 12 noon.

From the program standpoint, that finishes up the Summer Convention. But there's still plenty to do Friday afternoon and evening. Choose a trip to King's Island, or golf or tennis on Friday, then join us for the Reds vs. Cardinals game at 7:35 p.m. at Cinergy Field (formerly Riverfront Stadium). Cinergy Field is located just across the Ohio River from the Embassy Suites so enjoy an evening's walk across the suspension (singing) bridge and a picnic inside the stadium.

Thursday and Friday activities are also being planned for spouses, guests and children, including a city tour and Cincinnati Zoo trip Thursday afternoon. We'll be there during the zoo's "Zoo Babies" exhibition as all new-born zoo animals are put on display.

Friday, spouses and guests will catch a bus, or two, early in the morning to spend the day at King's Island, where you'll be able to join them in the afternoon.

The Embassy Suites is an all-suite hotel right on the Ohio River and features amenities for its starting room rate of \$119 that include a free full complimentary breakfast, including an omelet station, and a free two-hour reception each evening. (The free reception is limited to hotel guests but KPA will also have tickets available for a reception for those not staying at the hotel.)

"When you consider the free full breakfast for those staying at the hotel and the free reception, the room rate is not that high," said KPA Executive Director David T. Thompson. "Those are typically events we charge people for, so they'll save money on the convention registration by not having to pay for the breakfasts and the receptions. Figure in those costs and the room rate is fairly comparable."

Convention information will be mailed in early May to all members and Associate members. For now, anyone wanting information about Northern Kentucky and the Cincinnati area, including a full listing of all the events scheduled in that area for late June, can request a visitor's packet by calling the Northern Kentucky Convention and Visitors Bureau at 800-STAY-NKY.

Reporters committee joins fight against federal CDA

The Communications Decency Act, the federal law that criminalizes distribution of material deemed "indecent" on the Internet, would undermine journalists' ability to gather and disseminate news, the Reporters Committee for Freedom of the Press argued in a brief filed Feb. 20 in *Reno vs. ACLU*.

"Journalists rely on the Internet to obtain information about newsworthy subjects and to convey their reports to readers around the world," said Jane E. Kirtley, executive director of the Reporters Committee.

"As it weighs the constitutionality of the Communications Decency Act, we hope that the high court will keep in mind that the statute could have a serious impact on the news the public

receives, as well as on the reporters who gather it," Kirtley said.

In its brief, the Reporters Committee argues, "... The inevitable result of the statute, even if it is never enforced against a news organization, will be to chill free speech on important public issues."

The brief also argues that by criminalizing indecency on the Internet, the CDA may provide the government with another excuse to search newsrooms and seize reporters' research materials and work product, under the guise of protecting children.

The Reporters Committee brief was joined by the Student Press Law Center.

For further information, contact Kirtley at (703) 807-2100.

API names Internet manager

Laura Hutchison Grant, former assistant city editor for The Winchester (VA) Star, has joined the American Press Institute as communications/Internet manager.

Grant will be responsible for strengthening API's Internet presence. She will also produce the Institute's annual catalog, plus

informational newsletters and brochures.

Before joining The Winchester Star as a reporter in February 1995, Grant was a reporter for two other Virginia dailies, the Daily News Leader in Staunton and the Culpepper Star-Exponent. She is a 1992 graduate of James Madison University.

Belo

Continued from page 1

Co. also operates printing companies, West Kentucky Publishing in Benton, Audubon Printers in Henderson, and Digital Graphics in Evansville, which are included in the deal. A radio station in Franklin is also part of the package.

A.H. Belo Corp., is a multi-million dollar media interest whose flagship is the Dallas Morning News. The company first came into Kentucky in late 1995 with the purchase of then Kentucky's largest family-owned operation, The Messenger-Inquirer in Owensboro. The company reported a profit of over \$87 million in 1996 and employs nearly 3,500 full-time employees.

Belo is also expected to close its purchase of Providence Journal Co., the parent company of Louisville's WHAS-TV, later this month.

The total Dear sale affects 172 full-time and 79 part-time employees and, according to a statement issued by Dear when the deal was announced, the rumored sale of the publications drew attention from around the country.

"Our family of newspapers, our radio station and our printing properties have attracted interest from coast to coast. In fact, some of the finest publishing companies in the country have expressed a high regard for these companies," Dear said.

Belo has no plans for changes in management or staff, according to Burl Osborne, president of Belo's

Publishing Division and the publisher of the Dallas Morning News.

Osborne is a native Kentuckian and began his career with the Ashland Daily Independent. He was Kentucky bureau chief of the Associated Press in the early 1970s.

"In looking ahead to the future, our number one concern was how well our successors would treat our communities, our people and our readers and advertisers," said Dear. "We have worked for the last couple of decades to forge a partnership among employees, customers and communities, and we aim for that partnership to continue in a vital and dynamic way. A.H. Belo fits best in meeting this concern..."

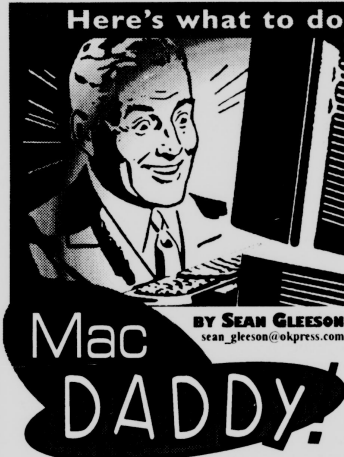
Dear said he hopes to remain on as "editor-at-large" for The Gleaner and noted outside corporate ownership isn't necessarily incompatible with high quality local journalism.

Bob Ashley, editor of the Owensboro Messenger-Inquirer, said several positive changes have started or gained momentum since Belo took over, including plans for three new bureaus, a \$1.2 million capital-improvement project, an upcoming online publishing venture and heightened newspaper involvement in community forums and sponsorships.

Dear, whose children all live in the West and work in other fields, said his family considered selling the company to its employees, but decided that selling to Belo was the best option. He said Belo was selected as a buyer because of its commitment to excellence in newspapers.

SPOT? Why not?

Here's what to do (and what not to do) with spot color.



Why is spot color such a headache? Why does it look good on my monitor, but prints the separations out all wrong? How do I do "trapping," and what's a "screen angle"?

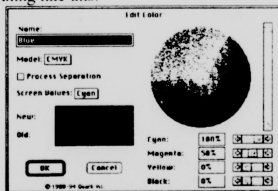
These questions cut to the heart of a serious problem associated with desktop publishing: the devolution of responsibility from the expert to the novice. Ten years ago, spot colors were a breeze — your job was to mark an overlay with instructions, and it was *someone else's* job to separate the plates correctly.

But then one Monday morning, y'all showed up at work and found a bunch of computers on your desks. And gradually you realized that no one had the same job anymore! The writers were typesetters; the composers were photo retouchers; the salesmen were designers; and the editors were everyone else. It's as if these machines came in and fired everyone, then hired them all back for the *wrong job!*

That's about what happened, all right, except it was a Thursday. So how do I work with spot color?

Well, if you're working in a page layout program like Quark or PageMaker, the first thing to do is specify a spot color. You can make a new spot color, or use one of the default spot colors (red, green, or blue).

In Quark, for instance, head for the *Edit Colors* command under the Edit menu. Select "blue" and then the "edit" button. The dialog box looks something like this:



Two things to look out for here: first, make sure

"Process Separation" is *not* checked, so your film doesn't come out as CMYK plates. Next, set the "Screen Values" for cyan or magenta, *not* black or yellow, so your screen angles don't clash. All those other buttons and sliders you see only define the way the color looks on your monitor, and won't affect your separations at all.

But I don't use Quark!

Relax. Every page layout or illustration program has a command to edit custom colors (it'll be called "Custom Colors," or "Define Colors," or something similar), and the dialog box looks something like the one above, with controls that let you name the color and specify spot or process.

Once you've created a spot color in your page layout program, any text, rules, or backgrounds you specify to print in that color will separate correctly.

Great! Now I can put text 'n' rules 'n' stuff in a spot color! But what about line art?

There are two kinds of line art: *bitmap* (from scanned art), and *PostScript* (from an illustration program like Adobe Illustrator). The first kind is made of thousands of squares, while the second is a set of mathematical instructions.

Now, in my last column, I told you to save all scanned line art as compressed bitmap TIFFs, so I know you're doing that already, right?

Of course. But when I place them in PageMaker, they're just black line art.

Excellent. Now just select the picture, and change the content color.

Change the...? You mean, the same way I'd change the color of text?

Precisely. Any page layout program can change the color of a bitmap TIFF. Don't try this with other bitmap formats, like PICT, or EPS: it won't work! Only TIFFs have this flexibility.

PostScript line art is a bit trickier. There's no way to change its color from a page layout program. You'll have to edit the file in an illustration program to specify the spot color. It'll go pretty much like setting up the spot color in a page layout program, but there's one important thing to be sure to do: give the new color exactly the same name, letter for letter, space for space, as it has in the page layout program.

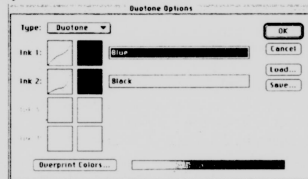
Now you can color the parts you want colored, and re-save the art.

Thanks. Now what about photos? I've got this ad for a seafood place to do, and he wants this black fish in a blue ocean, with lots of...

I see. If you want a photograph (or any grayscale art) to print in spot color, you've got two basic choices: *monotone*, where the image prints entirely in the spot color, or *duotone*, where it prints in both black and the spot color.

Monotones are easy. Just save the image as a plain old grayscale TIFF, then change the content color in your page layout program. You're done.

Duotones, however, you'll need to create in Photoshop. Go under the *Mode* menu to *Duotone*, and you'll see this:



Again, make sure one ink has exactly the same name as the spot color in your layout program. The other ink should be named "Black." The boxes with the little graphs are the *curves*. If you leave both curves as straight 45-degree lines, you'll get a "straight" duotone, where both inks print full strength; but you'll probably want to customize the curves a bit, taking the black down and boosting the spot color up a bit. Play with the curves until the image looks good to you, then save it in EPS format.

Now, if you want a photo to print as a normal halftone in *some* parts, but a duotone in *other* parts, you'll need to make two files: a grayscale EPS file, and a duotone EPS file, with the parts you want colored outlined as a clipping path. Put the duotone right on top of the halftone in your layout program.

Hey, cool, I'll try that. But say, what is "trapping"? How do I do it? And what happens if I don't do it?

Whenever two or more colors are printed on the same piece of paper, the paper is bound to shift a little bit in-between inks. If the two colors don't touch each other, the flaw isn't noticeable.

But if your colors do touch, you've got to put a little "wiggle room" in the darker color, so the lighter color can move around without causing undue harm.

We call this trapping, and to do it, you've got to become acquainted with the trapping controls in whatever software you use. Every page layout or illustration program will let you designate a "fill" (or "background") color and a "line" (or "frame," or "stroke") color for each object on the page.

Trapping is usually done with the "line" of the object. Wherever two different colors touch, put a thin *overprinting* line on the object on top, so that there's a small area where the two colors overlap. There's only one major rule in trapping: **Always spread light into dark.** A corollary of this rule is: **Always overprint solid black.**

Still find all of this confusing? You can always play it safe: *if your colors don't touch, you don't need to trap!*

LEGAL NEWS & VIEWS

Are non-competition agreements a good idea?

BY KIM GREENE
KPA General Counsel
Wyatt, Tarrant &
Combs



The new reporter, straight from J-School, has a great academic record and is extremely personable and articulate. You think she has a terrific future ahead of her. So, the thought of investing all of the time and money to train her and provide her with an experience base only to lose her to a more attractive offer from a nearby competitor makes you cringe. Is there anything you can do about that?

In another scenario, you are jolted one morning by the news that someone is starting up another newspaper in your county. Where will your brand new competitor find a quali-

fied, experienced ad manager for the quick start they are going to need? You fear your very own ad manager may be a target. Can you protect yourself?

In situations similar to these, some businesses have asked key employees to sign non-competition agreements, often called covenants not to compete. These are agreements that the employee will not do a specified job after leaving your employ. But do they work in the newspaper business?

Generally, the law frowns on non-competition agreements. Ours is a society based upon free enterprise and open competition. This is particularly true where an agreement would have the effect of preventing an individual from pursuing a livelihood in her area of experience or training. Some states, however, are more amenable to enforcing reasonable non-competition agreements than are other states.

"Some states ... are more amenable to enforcing reasonable non-competition agreements than are other states. Kentucky happens to be one of those."

Kimberly K. Greene
KPA General Counsel

Kentucky happens to be one of those.

That does not mean that Kentucky courts will enforce any restriction you might care to impose on an employee. Instead, the Kentucky courts will closely scrutinize non-competition agreements to determine if they are reasonable.

What makes a non-competition agreement

See AGREEMENTS, page 13

Newspaper wins battle with city over tax records

By Janice Shepherd
Floyd Co. Times
Managing Editor

The Floyd County Times this week (Feb. 6) won, in part, its appeal of the City of Prestonsburg's denial of an open records request to obtain information about delinquent occupational taxpayers.

The state Attorney General's Office determined the City of Prestonsburg misinterpreted the Open Records Law when it refused to issue the names of delinquent occupational taxpayers to the newspaper.

The Times asked for a list of employers or businesses in Prestonsburg that were delinquent in paying occupational taxes. The Times also asked for the amount of taxes owed and the number of years the account has been delinquent.

City Attorney Paul Burchett denied the request, claiming that releasing the information was an invasion of privacy and contrary to the

See NEWSPAPER, page 9

Turn about is fair play ...

By Scott Perry
Floyd Co. Times
Publisher, Editor

Paybacks are hell.

Shortly after receiving notification Thursday (Feb. 6) from the state Attorney General that our Open Records appeal against the City of Prestonsburg had been upheld, extraction of our pound of flesh began.

Cars belonging to Times employees, parked across from our office were ticketed, apparently for being partly on the sidewalk.

Turn about is fair play, we suppose.

We asked the AG to force the city to comply with the Open Records Law and the city has responded by forcing us to comply with parking laws.

Can't complain.

We do apologize, however, to those

Branham and Baker folks whose cars were caught up in the feud.

They apparently weren't aware that parking on the sidewalk in front of their office has suddenly become illegal.

If they'll bring us their tickets, we'll pay the first ten bucks.

Guess we should warn our customers to be careful, too.

Our reconstruction project is consuming most of our off-street parking, and they should be careful to observe city laws ... whichever are being enforced this week ... when parking near our office.

Meanwhile, we'll pay our fines and tow the lines.

So will they.

(Reprinted from the Floyd County Times.)

AG Opinions

Ernest M. Pitt, Jr./City of Grayson

A reporter for the Ashland Daily Independent, Chris Rice, submitted an open records request to the City of Grayson requesting "any information about city funds being used in the settlement of a sexual harassment complaint by Beth Justice and Sheila Binion or their representatives and the city of Grayson and William Lewis ... including information about which city account the money came from and how much money was used in settling this complaint."

The newspaper was furnished with a copy of the settling agreement but the agreement did not disclose the source of the funds used in settling

the complaint.

Rice submitted a second open records request to the Grayson city attorney, city treasurer and mayor. Again, he requested "information about city funds" used in the settlement, including the account from which the funds were withdrawn and the amount of city funds expended.

The city attorney responded to the request, noting that public agencies are not required to honor requests for information. He did advise Rice, however, that each employee had received a monetary consideration of \$10,000. He also noted that this constituted all consideration under the

See OPINIONS, page 13

Got legal questions about a story or ad?

Call the KPA FOI HOTLINE (502) 589-5235



Lawsuit seeks an end to reporters' parking perk

By M.L. STEIN

Journalists have survived just about everything slung at them — accusations of bias, liberalism, sucking up, lying, sleaziness, ethical numbness and even sartorial ignorance.

But can they — at least those in San Francisco — suffer through the latest salvo: a taxpayers' lawsuit seeking to deprive them of their special parking privilege? Yes, it's happened.

Three San Francisco citizens have filed a superior court complaint demanding that the police department strip reporters and photographers of that card on the sun visor that reads "Official Press Business-Working Press Vehicle Parking Pass."

Everybody in the news business knows that this little perk means being able to park almost anywhere without having to feed the meter — on assignment, of course.

SFPD spokeswoman Barbara Davis said about 1,000 such press

cards have been issued in the city.

The suit claims the city has no authority to hand out vehicle press cards, nor does California's vehicle code allow for any exemption to parking laws.

It's nothing personal, the plaintiffs' attorney, Juden Price Reed, told Editor & Publisher. His clients, he said, have no media animus; they just want to see a wrong righted.

"The 'wrong,' he asserted, "is that the press cards are depriving the city of about \$1 million a year in meter and parking ticket revenue, to say nothing of the administrative costs of the system."

Reed also suggested that some newspeople abuse the parking privilege by using it for nonworking stops.

Several months ago, the alternative San Francisco Weekly reported that autos with press stickers were parked all day near the San Francisco Examiner and San Francisco Chronicle buildings. The San Francisco limit for free

media parking is two hours. The Weekly's revelation was accompanied by what some might consider a churlish sidebar listing 10 cars, their license plates and owners who allegedly had left their vehicles, passes exposed, at curb sides while they passed away the day at the Examiner or Chronicle, which are next door to each other.

However, two reporters were quoted in the story as saying they sometimes got ticketed or ran down periodically to slip coins into the meter.

"Sure, there are some abuses, but editors here tell our staff members all the time not to abuse the parking privilege," said Examiner managing editor Sharon Rosenhouse.

Rosenhouse noted that the suit is against the city, not newspapers, but if the plaintiffs win, "we'll survive. But I doubt they will win it."

Matthew Wilson, executive editor of the Chronicle, who said he doesn't have a parking pass, did not appear concerned about the lawsuit.

"We'll still remain open if they win," he said. "Many of our reporters use public transportation on assignment. And, because we are a regional newspaper, a lot of our people are working in other parts of the Bay area."

However, he granted that reporters and photographers at crime and disaster scenes have great need for the parking cards.

The plaintiffs in the suit are John Brady, a civilian employee of the Army Corps of Engineers; Lorraine Duddy, a schools volunteer worker; and Shari Samuel, a state highway department employee. Besides the city, the defendants include its Department of Parking and Traffic and the city controller.

Reed offered some solace to those who may have to stock up on quarters.

"We're not going to ask the press to pay back any parking money," he promised.

(Reprinted from the Feb. 1 issue of Editor & Publisher)

Judge dismisses libel suit against Martin County Sun

A libel lawsuit against the Martin County Sun and its owner Mark Grayson was dismissed by a Martin Circuit Judge.

The judge issued a summary judgment in favor of Grayson and the newspaper. According to Grayson's lawyer, the judge ruled that a story printed in The Sun about the arrest of James Mineer was true. Mineer was arrested on charges of assaulting his wife, according to the story.

Mineer filed suit, claiming Grayson had libeled him. He alleged he lost more than \$85,000 in business at the Big Sandy Airport where he runs a fuel station and flying school because of the bad publicity

associated with the news story.

Mineer was also a democratic candidate for sheriff in the 1993 primary election. He was defeated by Darriel Young who ultimately won the election and it was Young's deputies who arrested Mineer.

Young's deputies were called to the house after Mineer's wife called police and said she had been "assaulted" by her husband. She later recanted the story and was charged with issuing a false statement. That case was thrown out of court.

Mineer has also sued Young in federal court in connection with the incident and that case is still pending.

Story on non-admission to bar not defamation

A newspaper article stating that a woman was refused a license to practice law in Michigan did not defame her because the statement constituted a fair and true report of matters that were in the public record pursuant to Michigan's fair reporting privilege.

The newspaper article at issue stated that a certain woman was refused a license to practice law in the state of Michigan even though she passed the written portion of her exam. The article went on to say that she lacked the necessary character and fitness to practice law due to her history of bouncing

checks and her failure to disclose to the committee that she was a litigant in numerous civil lawsuits.

The woman sued the newspaper on the basis that the aforementioned parts of the article were false and defamatory. The newspaper argued that the woman could not succeed in her defamation suit because the newspaper simply presented a fair and true report of a public record.

The newspaper also cited a previous court's decision that dismissed the woman's earlier suit against the Michigan Board of Law

See DEFAMATION, page 14

Newspaper

Continued from page 8

city's occupational tax ordinance.

In a letter to the attorney general, Burchett said that "all records received as a result of our occupational tax ordinance are exempt from the open records requirement."

Burchett said the ordinance contained similar language to KRS 61.878(1)(a) that "public records containing information of a personal nature where the public disclosure thereof would constitute a clearly unwarranted invasion of personal privacy" are exempt from the Open Records Law.

Burchett said the tax records were exempt according to KRS

131.190 which states that persons involved with the collection and recording of all taxes shall not divulge information regarding the tax schedules, returns or reports.

The city's ordinance states that "All information obtained by the City/Clerk Tax Collector or any of his agents or employees ... from any report, examination or audit of books, records, accounts, income tax returns, or any other sources ... shall be treated and considered as confidential and privileged ... and shall not be open to inspection by the public."

The attorney general said that "on its face, the ordinance enacted by the City of Prestonsburg does not appear to be in conflict with the Open Records Law."

"As interpreted and applied by

the city, however, we believe that the ordinance runs counter to a long line of opinions of this office interpreting the Open Records Law, and the exceptions to it, in this particular context," Assistant Attorney General Amye Bensenhaver wrote in her opinion released Feb. 5.

"An occupational license is a temporary grant of special privilege by the local government. As such, it is our opinion that public access to the information contained in the license, such as business name and address, is not an unwarranted invasion of privacy," the attorney general's office ruled on a similar issue in 1993.

The Open Records Decision said that "whatever privacy interest the taxpayer may have is clearly outweighed by the public's right to

know whether the city is properly executing its function relative to collection of taxes and prosecution of delinquent taxpayers."

The City of Prestonsburg's reliance on KRS 61.878(1)(a) and Sections 110.09(F) and its own taxing ordinance was, in part, misplaced," the opinion said.

The attorney general's office directed the city to release the named of delinquent taxpayers and the number of years their taxes have been delinquent.

The city does not have to disclose the amount of taxes owed, though, because that "information may have to do with the affairs of the person's business," according to the attorney general ruling.

(The city decided not to appeal the AG decision.)

Survey: People need news, but many don't trust the media

WASHINGTON (AP) — Most Americans don't trust the news media but turn to them, nevertheless, to satisfy an increasing demand for information, a survey shows.

The survey, released March 3 by The Freedom Forum, suggests that 80 percent of Americans believe the media play a crucial role in free society. Far fewer, however, believe in what they end up reporting.

About 53 percent said they believe their local television anchors and 45 percent said they trusted network anchors. Newspaper reporters had the trust of 31 percent and radio talk-show hosts 14 percent.

Despite the level of skepticism, Americans said they have a growing need for news. Seventy percent said they found news helpful when making practical decisions, and 88 percent said their need for news stayed constant or grew in the past year.

Few felt that freedom of the press

should be unconditionally guaranteed to reporters. About two-thirds, or 65 percent, said there are times when the news media should be restricted from publishing or broadcasting stories.

"The survey shows that there is a gulf between the media and the public," said Peter S. Prichard, executive director of the Newseum, a news museum funded by The Freedom Forum. "If journalists redouble their efforts to be fair and accurate, it is likely that they will have more credibility with the public."

Other survey findings:

- Few respondents could name all five rights guaranteed by the First Amendment to the Constitution. Nearly 30 percent failed to cite at least one right. Only 15 percent named freedom of the press. The other rights are freedom of religion, free speech, the right to peaceful assembly and the right to protest.

- Most Americans believe that profit motives, corporate media owners, advertisers and politicians

influence the way news is reported and presented.

- People between the ages of 18 and 29 are increasingly interested in the news and often get it from the Internet. Young people also tend to trust the media more than older people.

- About half of those surveyed said their primary news source was television, 24 percent cited newspapers and 14 percent said it was radio.

- Many found that reporters were insensitive to people's pain when covering disasters and accidents. They also said too much time was spent on the personal lives of public officials.

The survey was developed by the Roper Center for Public Opinion Research, The Freedom Forum Media Studies Center and the Newseum. The Roper Center surveyed 1,500 adults by telephone Jan. 10-26. The poll had a sampling error of plus or minus 2.5 percentage points.

Newsprint firms merge

Abitibi-Price, the world's largest newsprint producer, has announced it will merge with competitor Stone-Consolidated in a deal worth approximately \$1.7 billion.

The stock-swap transaction announced in mid February will create a new company called Abitibi-Consolidated. Falling paper prices have been squeezing industry profits, prompting companies to consider mergers as a way to cut costs and operate more efficiently.

Abitibi, based in Toronto, and Stone-Consolidated of Montreal, expect their merger to result in more than \$74 million in savings annually, on combined revenue of \$3.6 billion a year.

Abitibi-Consolidated will be the world's biggest newsprint producer — nearly twice the size of its nearest competitor — with annual newsprint production of more than 3.2 million metric tons. It will have 18 paper mills, 14 in Canada, three in the U.S. and one in Britain.

Search is on for 'best' section ideas

The Iowa Newspaper Association is looking for the nation's best special section ideas for a special publication called the exchange.

The publication is a quarterly tabloid of special section and promotion ideas developed by Customized Newspaper Advertising, the sales division of the Iowa Newspaper Association.

A committee will choose entries for the exchange in May. The publication features reproductions of pages from the selected

sections, as well as a written profile that includes information such as turn-around time, sales tips and production suggestions.

With a readership that extends all across North America, the exchange is published in conjunction with Publishers Idea Exchange and state press associations across the country.

Special sections must be received by April 18 for consideration to Kris Maggard, CNA, 319 E. 5th Street, Des Moines, Iowa, 50309.

Apple

Continued from page 5

Unix," Gulker said.

The new operating software will be compatible with current Mac operating system applications and hardware, according to Gulker.

"It will run on computers [publishers] own today and will run with software they own today," Gulker said.

So, if Apple's future looks so bright with Rhapsody, why all the bad publicity?

Giga's analyst Enderle said history is against Apple. He said the start-from-scratch approach to turning a company around hasn't been successful for other large companies.

"Historically speaking, odds

are against this kind of a thing being successful," he said.

"They need more money to ensure the project's success."

MacUser's Bortman is willing to give Apple the benefit of the doubt.

"I'm not recommending anyone I know give up their Mac," he said. "But, (Apple has) to do a lot of things right that for years they've done wrong."

Bortman suggests publishers watch Apple closely and keep tabs on the new strategy.

"If they appear to be on track, okay," he said. "But if they keep missing deadlines or continue to ship products that have serious technical problems, then I'd worry more."

(Keith is editor of the Washington Newspaper, the publication of the Washington Newspaper Publishers Association.)

Landmark buys Cats' Pause

The Cats' Pause, a 19,000-circulation national newspaper covering University of Kentucky sports, has been sold to Landmark Community Newspapers, Inc., of Shelbyville. The deal was effective March 1.

Oscar L. Combs, founder and owner of the independent sports tabloid, announced the sale jointly with Larry R. Coffey, president of LCNI.

Covering primarily UK basketball and football, The Cats' Pause was started by Combs in 1976. It was the first college sports publication in the country. Such publications now number more than 50.

Combs will continue to act as publisher through the end of the current basketball season. He was publisher of the East Kentucky Voice in Hazard in the late 1960s for Newspapers, Inc., the predecessor of LCNI. That paper was sold to Combs in the 70s and when he sold the newspaper, he moved to Lexington to start The Cats' Pause.

LCNI has printed The Cats' Pause for most of its 20 years.

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People

Continued from page 2

Fletcher named news editor at Greensburg

Charlie Fletcher assumed the duties of news editor in late January at the Greensburg Record-Herald.

Fletcher, who moved to Green County from Oregon, takes over the post from Tom Mills. Fletcher formerly owned and published a monthly business journal.

He and his wife sold the publication in 1994 and moved their business to Green County where Fletcher pursued a journalism business using online computer services for both marketing his editing and writing skills and conducting the business.

Three join news staff of News-Express

Alicia Carmical, Steven Opauski and Bruce Justice have joined the Appalachian News-Express' newsroom staff.

Carmical, 25, is a native of Jackson and a graduate of Morehead State University. She will work as a staff writer at the paper.

A native of Matewan, W.Va., Opauski will cover both sports and news. The 24-year-old earned a communications degree from Morehead State.

Justice, 41, will be a staff writer in the paper's South Williamson bureau and will also write a weekly column, "Up the Creek." A native of Huddy, he majored in education at Southern West Virginia Community College.

Sentinel-News marks 25th anniversary

The Sentinel-News in Shelbyville is celebrating its 25th anniversary with a promotion that features a car giveaway. The paper was formed when two weekly newspapers, the Shelby Sentinel and the Shelby News, merged. Both of the weekly papers were over 100 years old.

Customers of participating stores registered to win the car that was awarded in a drawing held earlier this month.

Jackson Times helps with fundraising for senior class trip

The Jackson Times, to aid seniors at Jackson City Independent School reach their goal of \$10,000 for a trip to Washington, D.C., offered a subscription promotion.

The seniors sold subscriptions to the newspaper and for each new or renewed subscription sold, they received a portion of the money to be applied toward the trip.

Ball named ad sales rep at News-Democrat

Barbara R. Ball has been named advertising sales representative for the Carrollton News-Democrat.

A graduate of Appalachian State University, she received a communications degree with a concentration in advertising.

Ball replaces Aynsley Tungate who transferred to The Sentinel-News in Shelbyville.

Mullins named sports editor at Harlan

A.C. Mullins III has been named sports editor of the Harlan Daily Enterprise.

Mullins, 25, is a native of Elizabethtown, and has worked as a staff writer at the newspaper since last April. Prior to working at the Enterprise, he worked at the Lexington Herald-Leader and the Georgetown News-Graphic.

A 1994 graduate of Georgetown College, Mullins will be responsible for organizing local sports coverage as well as layout and design of sports pages and special sports projects.

Inside the Turret, staffers capture military honors

For the fourth consecutive year and 11 of the past 15, the Turret was chosen as the top civilian enterprise metro-size newspaper in the annual Training and Doctrine Command print and broadcast journalism competition at Fort Monroe, Va.

Turret staffers receiving individual awards included: Sgt. Cassandra Bender, first in photojournalism and honorable mention in feature, news or sports picture story; Sgt. Tim Usrey, first in single or stand-alone photograph; Spc. Rhonda Lawson, third in commentary, third in journalist of the year category; Spc. Shirley Potter, second in feature, news or sports picture story, honorable mention in photojournalism; Sgt. Joseph Zauner, honorable mention in feature article.

Cornett named editor, GM at Jackson Times

Tim Cornett has been named editor and general manager of The Jackson Times.

A native of Bell County, Cornett worked for The Pineville Sun in both advertising and news.

He most recently worked as the public relations director at the Pineville hospital and also previously served as the supervisor of

the Bell County 911 Dispatcher Service.

Three move up, two hired at Times-Leader

Several personnel changes were announced recently at the Times Leader in Princeton.

Anita Baker, who has been involved in news writing at the paper since 1978, has been promoted to news editor. Publisher Chip Hutcheson said promoting Baker to direct the news coverage would allow him more time to focus on the paper's business side.

Baker attended Hopkinsville Community College and the University of Kentucky. She has won several KPA awards for business and agribusiness reporting, news writing and photography.

Julie Key, who had worked as a receptionist, proofreader and classified ad sales representative, is moving to a reporter's job. She is a native of Madison, Ind.

Stephanie Gray, who came to the newspaper after six years of management experience at an area mall, has taken on additional duties at the paper. She started working as a receptionist, proofreader and classified ad sales rep and later took on the duties as circulation manager. She will now be working with a group of retail advertisers in the Princeton area.

Jennifer Pryor has been hired as a receptionist, proofreader and classified ad sales representative, and Rhonda Burns has been hired in the paper's commercial printing operation as a customer service representative.

Landmark begins online service for non-dailies

Landmark Online Services has been created to provide an online presence on the Internet for the division's non-daily papers.

The first step will be to create a Landmark Community Newspapers web site that will have separate pages for each of the newspapers that can be accessed from the LCNI main page. Kentucky locations that have local access will be put online first.

Ross Miller and Heidi Griffin have been hired to lead this venture.

Miller is the Internet marketing/sales rep and Griffin is a web page designer.

Anderson recognized for 25 years of service

Bill Anderson, advertising sales rep at the Elizabethtown News-Enterprise, was recognized recently with the 25-year LCNI service award.

Anderson began his sales career in 1971 with the Elizabethtown News when the paper was a bi-weekly.

Papers being preserved for database

ANCHORAGE, Alaska (AP) — To librarian Mary Nicolson, the newspaper you're reading is more than sports scores, wedding news and movie listings.

Where you see school lunch menus, Nicolson sees history.

"You can learn a lot about a town through its newspaper," she says. "It's like a family tree."

From her office at the state library in Juneau, Nicolson is overseeing Alaska's part in a 50-state effort to inventory the nation's newspapers and create a computer database. The effort is being funded by the National Endowment for the Humanities.

The goal is to track down every issue, from rural newsletters to the nation's biggest papers. The repository would become a coherent if overwhelming — resource for writers, historians, genealogists and other researchers.

In Alaska alone, an estimated 900 newspapers have been published since 1868.

Titles include the Fairbanks Daily News-Miner — which dates to 1903 — and the weekly Tundra Times, the first statewide Alaska Native newspaper begun in 1962.

Inventories of these and other contemporary Alaska newspapers already exist on 4,600 reels of microfilm, which have been cataloged over the past three years. Reviewers must check each volume, making sure no edition is missing and each day's paper is complete.

With the four-year federal grant in its last year, Nicolson says the remaining task is the hardest: Filling in thousands of journalistic blanks with small-time newspapers that no longer exist, published in towns long gone from the map.

"In Skagway alone, in a 20-year period around the gold rush era, we're looking for 4,000 issues," Nicolson said. "We have a big project on our hands."

Word of the great newspaper hunt was sent to senior centers and pioneer homes, and to far-from-Alaska groups of ex-residents who throw get-togethers each year in other states.

Sought-after Alaska editions have turned up as far away as Arizona, Nicolson said.

"We hope there are individuals out there with newspapers stored in a box under the bed who are wondering what to do with them. We hope they'll contribute or loan them to us."

Value of accreditation to J-schools immeasurable

By JO-ANN HUFF ALBERS

Being an unabashed fan of journalism accreditation, I am never hesitant to extol the virtues of being listed among programs accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC).

Without accreditation few regional universities would achieve the national reputation usually reserved for state flagship universities and well-endowed private colleges and universities.

Some journalism competitions are open only to accredited programs. One in particular that brought acclaim to the University of Missouri, Northwestern and even Western Kentucky University is the 37-year-old competition of the William Randolph Hearst Foundation.

Without accreditation the facilities of many journalism/mass communication (JMC) programs would not be as expansive and well-equipped as they are. One of the 12 standards with which an accredited program must comply is Standard 8 Equipment/Facilities that says a unit must have facilities and equipment in sufficient quantity and quality to carry out its stated educational objectives.

Without accreditation many JMC programs might not keep pace with industry demands and regularly review curricula to be sure they are meeting the needs of the media companies looking to hire their graduates. Standard 3 Curriculum says a unit's curriculum must provide students with a solid opportunity to learn not only why and how to communicate but also what to communicate. The standard calls for a reasonable balance between JMC courses and courses in other disciplines, especially in the liberal arts and sciences.

Had I not become a member of the Accrediting Council in 1980, as representative of Women in Communications Inc., I probably would not be in academe today and certainly would not have had the opportunity to view JMC education as closely as I have. In the last 17 years, accreditation standards evolved to stay current with JMC industry needs. The latest revisions were adopted Sept. 27, 1996.

The Western program that employs me gained its first accreditation in 1979, so it officially has one more year of experience with accreditation than I do. The program was accredited in record time, since it was not established until Jan. 1, 1977, when the Department of Mass Communication was dissolved. I first came to the WKU campus in 1986 as chair of the site visit team for the department's reaccreditation bid.

The University of Kentucky program is up for reaccreditation this

Without accreditation many JMC programs might not keep pace with industry demands and regularly review curricula to be sure they are meeting the needs of the media companies looking to hire their graduates.



Jo-Ann Huff Albers

Department of Journalism Chair, WKU

year, and both Murray State and Western will be inspected in 1998.

The current ACEJMC had its start in 1945 as the American Council on Education, an association of journalism education and newspaper organizations. It now includes all facets of professional JMC education and has 20 industry and six education organization members — from the American Advertising Federation through Southern Newspaper Publishers Association. It exists as a quality control.

Review of the 12 standards provides understanding of what is examined in the accreditation process. In addition to Standards 3 and 8 mentioned above, the standards are:

•Standard 1 Governance/Administration that says a unit should have an administrative structure and pattern of faculty governance that supports its overall teaching, research and service goals within the context of the institution of which it is a part. This requires establishment of a clear mission in providing professional JMC education.

•Standard 2 Budget says a unit must have a budget adequate to provide a high level of quality in administration, instruction, facilities, equipment and support services for each area of study and be treated fairly when compared with other academic units in the university system.

•Standard 4 Student Records/Advising says student records must be accurate, up-to-date and readily accessible to advisers and show each student's academic requirements and progress toward meeting them. Advising is to be systematic and thorough.

•Standard 5 Instruction/Evaluation says high standards in instruction must be maintained by every means available and all teaching staff

See ACCREDITATION, page 15

Rediscover

Continued from page 3

folks rent for a week or a month. He had never heard of such a thing. I knew they existed because I had seen in the upper-floor windows what looked like poor men in undershirts leaning out to smoke cigarettes. I once told an editor the builder of her city's 80-year-old sidewalks had imprinted his name in concrete all over town. The editor said, "I've seen that name," but no one at her paper had ever done a story on the man.

• Appoint a history reporter. OK, so you can't afford to create a new position, but every newsroom has one reporter who loves to study history. Give that person this directive: Once a month, write a story about the community's history. It doesn't have to be long, just surprising.

• Set up a cooperative deal with a nearby journalist. You come to my town and tell me what you see, I'll come to your town and tell you what I see. Find your counterpart on a non-competing paper, and every three months, invite him or her to lunch, your treat. The only catch: First, he or she must drive around your town and look for story ideas.

• Ignore the newsroom gigglers. Yeah, it's not cool to traipse down to

the historic fort for a story, it's not cool to visit the old museum or the battlefield or the waterfront, but if that's what sets your community apart, that's where you should be.

Think about how you write a personality profile: You look for what sets apart the person you're writing about. Every day, your newspaper is a new personality profile on your community. If you ignore what sets your community apart from all others, you miss a lot of flailing tails.

The Final Word: One of the great euphemisms of our era is the verb "abuse." We talk about people who "abuse" drugs and "abuse" their spouses.

If someone "abuses drugs," he takes drugs, he gets high on drugs, he injects or snorts drugs, he smokes drugs. Be direct. We don't help our readers when we use the imprecise term "abuse."


For instance, if you write, "Johnson abuses cocaine," there is a whole spectrum of ways for him to use the drug. If you write, "Johnson smokes crack," you're being precise.

If someone "abuses" his wife, he probably hits her. Why use the tamer word "abuses?"

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

Don't be left out in the cold when the awards are doled out at the 1997 Summer Convention. Enter the KPA Better Newspaper Contest. The deadline is March 14 ... so don't delay!

ASAP!



For information call KPA Executive Director David T. Thompson at 1-800-264-5721

Book available for subscription promotion, over the counter sales

Copies of the Bravo Blue! book, celebrating the University of Kentucky's 1995-96 NCAA championship season, are being made available to KPA for its member newspapers to use for building circulation or as an additional revenue source.

The books, produced by the staff of the Lexington Herald-leader, list for \$12.95, but can be purchased in lots of 50 books for \$10.95 per book. That allows newspapers to either give the books as a subscription premium or to resell the books over the counter at \$12.95 each plus 6 percent sales tax.

Bravo Blue! contains 112 pages with more than 175 four-color photos highlighting the Cats' run to the national championship.

Books must be ordered by March 13 and are scheduled to arrive wherever ordered the week of March 17. Newspapers can either be billed for purchase or the total amount can be deducted from the next KPS advertising check. If books are purchased for a circulation promotion, newspapers will be billed \$10.95 plus 6 percent sales tax. If purchased for over the counter sale, newspapers will be billed \$12.95 per book and customers must be charged the 6 percent sales tax.

For more information or to place an order, call David T. Thompson, KPA executive director, at 800-264-5721.

Opinions

Continued from page 8

terms of the settlement, and that "there are no other writings or documents possessed by the city on the subject..."

On behalf of the Daily Independent, Ernest M. Pitt Jr., challenged the city's response. He argued that the city should "at the very least... retain records of this transaction with its insurance carrier, as well as canceled checks drawn on the city's general fund, or the fund otherwise used..."

The AG's office ruled the city's response was only partially consistent with the Open Records Act and that it failed to meet its burden of proof in explaining the nonexistence of records documenting the source of the settlement funds.

Assistant Attorney General Amye Bensenhaver noted that the city had properly characterized Rice's request as one for information, and not a request for specifically identified records. "On this basis alone, the city could have properly denied the request," she wrote in her opinion, citing an earlier opinion that "blanket requests for information on a particular subject without specifying certain documents need not be honored."

Bensenhaver noted the city had treated Rice's request as a properly framed open records request and noted the city acted properly in releasing the settlement agreement.

Although public agencies can't be forced to produce documents they don't have, the city of Grayson fell short in its response to Rice by failing to meet its burden of proof in explaining why there are no records in its custody documenting the source of settlement funds.

Richard P. Powell/City of Louisville Division of Police

Powell, director and publisher of The Daily Legal in Tampa, Fla., sub-

mitted a request to "obtain copies of all traffic accident reports within your jurisdiction on a weekly basis."

The senior attorney for the City of Louisville's Department of Law, denied Powell's request on the basis that public agencies are not required to honor requests for records which do not exist on the date of the request.

The AG's office determined the city properly denied Powell's request.

In a related appeal, Powell also submitted the same request to the Lexington Fayette Urban County Government (LFUCG) for all traffic accident reports within that jurisdiction on a weekly basis.

Attorneys for LFUCG also denied Powell's request but based their denial on the view that the Daily Legal is a "publication designed to avoid the commercial purpose fee for open records," and not a medium for disseminating newsworthy information of general interest.

The attorney general's office noted the LFUCG based their decision on 1994 amendments to the Open Records Act. But a recent court case has determined the changes were unconstitutional. The amendments were in Senate Bill 351 which amended KRS 189.63 to prohibit disclosure of accident reports except under narrowly defined circumstances, and to certain identified individuals, specifically insurers and media representatives.

The bill was designed to discourage direct solicitation of business for pecuniary gain, and had an immediate impact on attorneys and chiropractors who filed suit challenging the amendment. The court concluded that the statute, as amended, is unconstitutional, and in its judgment, permanently enjoined the enforcement of the amendments.

Because of this court case, the AG's office could not approve LFUCG's denial of Powell's request. But the AG did refer LFUCG representatives to the earlier appeal involving Powell and the city of Louisville.

Agreements

Continued from page 8

reasonable depends upon the particular circumstances of the employment relationship, but deciding whether to try a non-competition agreement is not a complete shot in the dark.

There are several factors the court will examine when applying the rule of reason. You should examine those factors, too, when deciding whether a non-competition agreement might be appropriate in your circumstances.

First, don't even think about using non-competition agreements on a wholesale business with all of your employees. The basic purpose of a non-competition agreement is to prevent a former employee from unfairly using your confidential information or a particular expertise that she gained while employed by you to benefit a new employer to your detriment.

Lots of employees simply are not in a position to cause you severe economic detriment if they change to another job.

Ask yourself: does this employee have access to highly confidential business information or particular, specialized techniques or processes which you have developed through a significant capital investment or a long period of trial and error? Is this person to use information that she gained or developed during her employment to your competitive detriment, for example, knowing your special relationships with your primary advertisers, could she go to them on behalf of a competitor newspaper and under bid you?

Employees with this kind of knowledge and this ability to cause you severe hardship if they compete with you are the most likely candidates for a restrictive covenant.

Two other measures of the reasonableness of your restrictive covenant are the geographic scope and the duration of the restriction. There is no court that would uphold a restrictive covenant which prohibited your editor who resigned, for example, from ever working for another newspaper anywhere.

Again, the restriction must be carefully tailored to protect your legitimate competitive interests. Therefore, a better geographical limitation might be within the county where your offices are located and contiguous counties. A look at the current geographic scope of your circulation would be a good indication of the appropriate geographic scope for the restrictive

Hotline attorneys

•Jon Fleischaker
502/562-7310

•Kim Greene
502/562-7386

•Bill Hollander
502/562-7318

•Deborah Patterson
502/562-7364

•Steven Snyder
502/562-7334

•Wyatt, Tarrant & Combs
Switchboard
502/589-5235

covenant.

The duration element, too, requires a balancing of interests. What amount of time would your newspaper need to recover from the loss of your editor (for example, hire a new editor, or get an interim editor in place and regain the stability of the rest of the staff)? If you think that would take six months or a year, courts generally find those time periods to be reasonable restrictions, assuming other aspects of the restrictive covenant are also reasonable.

As with any contract, there must be give and take by both parties. That means, in order to receive the benefit of your employee's promise not to compete, you must provide some form of consideration. If, as is the first example at the top of this column, you are asking someone you are about to hire to sign a restrictive covenant, then hiring them can be enough consideration.

If, on the other hand, you want to ask someone already employed by you to sign a restrictive covenant, it is advisable to provide additional consideration to that person. That generally takes the form of a money payment over and above the salary that person already earns. The amount of the additional consideration, of course, must be reasonable and that depends upon the circumstances. In some cases, a few thousand dollars is adequate consideration.

There is nothing black and white about restrictive covenants. Each situation requires its own particularized analysis, so it is impossible to provide a formula to cover all situations. The elements discussed above, however, are a good starting point for anyone who thinks a restrictive covenant might be appropriate for them.

If you have additional questions, feel free to contact the Press Association and/or your hotline lawyers.

Online advertising standards endorsed by NAA

The Newspaper Association of America (NAA) has endorsed the "Proposal for Voluntary Model Banner Sizes" from the Internet Advertising Bureau (IAB) and the Coalition for Advertising Supported-Information and Entertainment (CASIE).

The proposal is designed to help standardize online advertising banner sizes across web sites.

The NAA Online Advertising Task Force, comprised of 24 executives representing most major newspaper companies, groups, and organizations with a wide range of circulation and market sizes, agreed to adopt the IAB/CASIE proposal and incorporate some combination of ad banner sizes into their web sites.

"NAA encourages all newspapers to adopt the IAB/CASIE proposals," said John F. Sturm, NAA president and CEO. "This will accelerate the development of advertising across newspaper web sites, allowing advertisers to create standard creative for multiple markets."

"The advertising community's first priority for newspaper online services is the creation of an SAU (standard advertising unit), similar to those established for our print products," said Henry K. "Buzz" Wurzer, marketing development manager at the Hearst Corporation and president of NAA's New Media Federation. "A proactive industry effort is keeping with the aggressive launch of almost 500 daily newspaper web sites in the past two years."

For details on the IAB/CASIE proposal, including a presentation of the standard banner sizes and a roster of the Online Advertising Task Force, visit Digital Edge — The New Media Federation web site at <http://www.naa.org/edge.html>.

Recognizing that models of online advertising will continue to evolve, NAA will continue to track developments and consult with the Online Advertising Task Force on a regular basis to ensure that emerging standards are beneficial to the newspaper industry.

36% of online papers made money in '96

According to preliminary results from a Newspaper Association of America (NAA) survey of newspapers with web sites, 36 percent said they turned a profit in 1996 or will be profitable by the end of 1997. Another 24 percent said they will be profitable in four years.

The results are based on 146 responses received from an initial mailing of 415 surveys.

"The key to profitability appears to be multiple revenue streams," said Randy Bennett, NAA vice president of new media. "Many newspapers are generating revenue from a combination of sources, including display advertising, classifieds, Internet access, Web hosting, subscriptions and premium-priced products. Newspapers may not have found the silver bullet, but they are experimenting with creative ways to get a return on their investment."

Among other findings of the survey:

- 75 percent said their web site contained classified advertising
- 52 percent reported having a standard size for banner ads
- 65 percent reported having a separate new media staff — and of those with a separate new media staff, 84 percent report that the new media staff help to design/produce banner ads for advertisers.
- 52 percent charge a flat monthly fee for ads

A complete report on the survey will be included in the NAA Newspaper New Media study which will be released at the NAA Research Federation meeting in New Orleans in June.

Currently, about 500 daily U.S. newspapers have established web sites, up from 175 at the end of 1995. More than 60 percent of those newspapers have circulations under 50,000. Worldwide, there are more than 1,500 daily, weekly, monthly and speciality newspapers on the web.

Unexpected

Continued from page 4

trol and lost the case, as well.

No doubt, the unexpected created a problem for that poor lawyer. But let's look at how the unexpected can create solutions for advertisers.

The best ad campaigns use unexpected words or images to break through the clutter.

A classic example is found in the Volkswagen advertising created in the early 1960s by Doyle Dane Bernbach. At the time, car showrooms were loaded with huge, chrome gas guzzlers.

But in the midst of all this bigness, Volkswagen did the

unexpected. They ran an ad featuring a tiny photograph of their car, surrounded by a sea of white space. The headline read, "Think small."

Sales skyrocketed. Volkswagen was the right car ... advertised in the right way.

You can do the same for your advertisers. Simply look for a way to present their products in an unexpected way.

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

Defamation

Continued from page 9

Examiners. That court cited the Michigan "fair reporting" privilege statute stating that damages shall not be awarded in a libel action for the publication of a true and fair report of matters of public record.

The only issue involved when determining whether the privilege applies does not concern the truth of the questioned statement itself.

Rather, the issue concerns whether the statement accurately reports a matter that is contained

in the public record, regardless of actual accuracy of the public record itself.

In the context of court documents, which are public records, the report must substantially represent the matter that is contained in those court records in order for the privilege to apply.

In this case, the court held that the facts described in the article substantially represented the unpublished memorandum describing the woman's denial of admission to the Michigan bar in a fair and accurate manner.

Mayfield v. Detroit News
(Reprinted from the February issue of *First Amendment Comment*)

NCAA

Continued from page 4

source.

"They are telephone numbers that lure readers to call for tips for a sure bet on college sports," said Cawood. "They're designed for one thing — to encourage gambling."

Steve Anderson, director of media relations at USA Today, confirmed that the paper did receive a letter from the NCAA which threatened to pull the paper's tournament credentials if it continued to run the ads in question.

Anderson said the paper goes to great lengths to make sure its ads deliver what they say they do.

"We will respond to the NCAA when they raise their graduation rates," Anderson said.

USA Today is not the only paper that runs these "900-number" tip sheet ads.

A random search found that the New York Daily News runs them, but, according to Les Goodstein, executive vice president, they are hot lines only for pro games, not college.

Goodstein added that if college game tips are not advertised, but they service them out to a caller, there's nothing the paper can do. "The rates are very high, and we don't actively solicit it, but it's a service for our readers," Goodstein said.

The Philadelphia Inquirer also accepts these kinds of ads,

... if college game tips are not advertised, but they service them out to a caller, there's nothing the paper can do.

Les Goodstein
Executive Vice President
New York Daily News

said Todd Brownrout, vice president of advertising.

Brownrout questioned the opinions of those who feel these ads condone gambling. What about casino ads? he asked. But Brownrout added that if it could be proven that the ads were party to illegal gambling, the Inquirer would drop them.

Another large metro newspaper, the Dallas Morning News, stopped running these types of ads in 1989.

Charles Gerardi, retail sales director, said the newspaper stopped accepting ads for sports tip sheet services because of reader complaints.

"Our readers were being hassled by these people," he said.

When readers called one of these sports hotline numbers, he said, they invariably had to leave messages and wait for an "agent" to call them back. And when the reader got called back, the sales agent was extremely aggressive and high-pressure, and wouldn't let the reader off the phone until he or she gave out a credit card number, explained Gerardi.

(Reprinted from the Feb. 9 issue of *Editor & Publisher*)

Business agate tells a lot about your paper

Your business agate package tells your readers much about you.

Most important, the presentation of stocks, bonds, mutuals and other business lists makes it clear how well you handle details.

Psychologist Dr. Michael Mantell claims there are two rules to happiness:

- Rule #1: Don't sweat the small stuff.
- Rule #2: It's all small stuff."

That approach may work well for your soul — but not for your newspaper. Especially if you are to successfully handle business lists, you just gotta sweat the small stuff.

Some details to keep in mind:

- Guard the structure of business agate pages. Tight structuring brings a greater level of control. Some items will need greater width than others, and some can be quite narrow.
- Run business listings in the proper width, letting the information in the list dictate that width. Avoid the error of trying to run all listings the same width — this can cause you to waste valuable space between the legs of data within the list.
- Keep spacing between the columns in a list tight, conserving space wherever possible. To achieve tight spacing, try running hairline rules between legs that are separated by only four points.
- Keep spacing between separate lists tight, too. No reason to waste space here either.
- Anchor elements whenever possible. This certainly helps readers, who will know where to look for the information they want. It can help advertisers, who will know where they can best place their ad. And it will help your desk to better plan their pages.
- Use the proper type faces. Avoid serif faces in listings — serifs become more difficult to read in smaller sizes. Use fixed-width faces that will make tabular adjustments easier for your computer system and your editors.
- Use proper typography. There is a strong

Design is everything

By Edward F. Henninger



temptation, when dealing with tabular material, to squeeze or condense type excessively. Given that you're already using type that is very small in these listings, it's even more dangerous to depart from strict typographic practice.

- Use proper headers. Make the package consistent with other lists throughout your newspaper by placing headers and typographic elements here whose style is similar to others in your paper. Headers and labels in these packages may be smaller — and probably should be — to pair properly with the rest of the typography in the package.
- Where possible, use charts and graphs to give your readers the information they need. The Dow, the S&P 500, the NASDAQ index: all charts and graphics help to make your business package complete.
- However, avoid the temptation to use charts or graphics to "jazz up" your business report. Remember that readers who come to this package are drawn here because they are looking for specific information, not a graphic that makes the package pretty.

As I stressed earlier, much of this is focused on details. But God is in the details — and you want your newspaper to be there, too.

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

Accreditation

Continued from page 12

must be evaluated regularly.

•Standard 6 Faculty Full-time/Part-time says faculty must be academically and professionally qualified for their responsibilities and full-time faculty must have primary responsibility for teaching, research/creative activity and service.

•Standard 7 Internships/Work Experience says high-quality experience in journalism and mass communications should be encouraged, with academic credit being awarded only for carefully monitored and supervised experience in fields related to journalism and mass communications and limited to only one semester course if an internship is away from the institution. (At Western, credit for internships is available only to students majoring in advertising and public relations.)

•Standard 9 Faculty: Scholarship/Research/Professional Activities says JMC faculty members have an obligation to engage in scholarship, research/creative activity and professional activities and to communicate results of the activities to other educators and to practitioners.

•Standard 10 Public Service says a unit has an obligation to provide coherent, creative service to the JMC profession, to JMC education and to the public, and must review service programs regularly.

•Standard 11 Graduates/Alumni says a unit should keep in regular contact with all its alumni, periodically assess the experience of graduates and incorporate that assessment into its operation. Here's the assurance that an accredited program will remain relevant to current students and JMC employees.

•Standard 12 Minority/Female Representation says a unit should demonstrate a commitment to increased diversity and inclusivity in student population and faculty and provision of a learning environment that exposes students to a broad spectrum of voices and views. This helps prepare students to understand, communicate about and relate to a diverse society.

It took Western's Department of Journalism 432 pages of single-spaced text to describe how it met all the standards in 1992.

Ask me in December how many pages are in the one we are producing now, if you are interested. Our site visit is scheduled for Jan. 25-29, 1998. Wish us well.

(Jo-Ann Huff Albers, head of the Department of Journalism at WKU, was the first head of the editorial division of KPA, which was formed when she was executive editor of *The Kentucky Enquirer*.)

Spring meeting of WKPA set for March 21

The spring meeting of the West Kentucky Press Association has been scheduled for March 21 in the Barkley Room of the Curris Center on the campus of Murray State University.

The theme of this year's meeting is technology and will feature a presentation by MSU's Orville

Herndon on the Internet and how to get connected. Also on the program will be representatives from WPSD-TV and the Paducah Sun who will discuss their SUN-Six Internet venture.

Cost is \$25 per person, payable on the day of the meeting. Cost for students is \$10.

A hospitality room will be set up at the new AmeriHost hotel in Murray on Thursday evening. Rooms are available by calling (502) 759-5910.

For more information call WKPA President Cindy Riley at the Eddyville Herald-Ledger, (502) 388-2269.

NNA picks Allen to replace resigning Rush

Kenneth B. Allen has been named executive vice president and CEO of the National Newspaper Association, succeeding Tonda F. Rush, who has resigned effective June 1.

Allen was selected by the NNA Board of Directors at a special meeting in Fort Worth, Texas, on Feb. 8.

"We are delighted to have someone of Ken Allen's ability and knowledge of the industry join our association," said Roy J. Eaton, NNA chairman and publisher of the Wise County Messenger, Decatur, Texas.

"While the community newspapers of America are stronger than ever, we face significant challenges from emerging technologies and new policy initiatives, especially proposals for Postal Reform," Eaton said. "We feel that Ken has the knowledge and skills to enhance the ability of America's community newspapers to remain competitive in today's rapidly changing marketplace."

Allen spent 10 years with the Information Industry Association (IIA), first as vice president of governmental relations and later

as president.

Prior to joining IIA, he spent nine years with the U.S. Office of Management and Budget, where he was a senior policy analyst in the Office of Information and Regulatory Affairs.

Since leaving IIA, Allen has been president of InVentures International Inc., an independent consulting firm providing business strategy, public policy and futures research services to trade associations and other organizations.

Allen joined the NNA staff March 3.

Fame

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book profiling women newspaper editors.

She is the recipient of two honorary doctorate degrees from the University of Southern Indiana and was inducted into the University of Kentucky Hall of Distinguished Alumni in 1989. A former board member of the American Society of Newspaper Editors, she also served as president of the Kentucky Associated Press Editors Association in 1985.

Morris is a native of Bowling Green and a graduate of Louisville Male High School. He attended Purdue University studying mechanical and electrical engineering, but became interested in journalism and



NEUHARTH

served as managing editor of the student newspaper. He started his journalism career as managing editor of two small newspapers in Attica, Indiana, and then joined the Louisville Courier-Journal in 1937 where he served as reporter, Indiana editor, assistant city editor, assistant state editor and make-up editor before World War II.

During the war, Morris served in the United States Navy as an air intelligence officer. After the war, he went to Frankfort where he was a member of the Courier-Journal's Frankfort bureau for 23 years, 17 of those serving as bureau chief.

Morris was a part of the Courier-Journal's team of reporters who won the Pulitzer Prize for coverage of strip mine abuse.

The newspaper series resulted in stricter strip mine regulations. In 1950, he won a Nieman Fellowship at Harvard University.

During his years in Frankfort, he covered 22 regular and special sessions of the General Assembly. After leaving the C-J in 1969, Morris worked 10 years for the Legislative Research Commission.

Wiche has a master's degree in journalism from Northwestern University and in addition to his broadcasting career, is the author of three books. One of them, "Fred Wiche's Gardening Almanac," sold more than 50,000 copies and became the state's most popular garden book.

In 1984, he received the

Farm Bureau Communications Award and in 1992 received the Gamma Sigma Delta Award. Wiche has also been recognized for service by the Society of Professional Journalists.

Induction ceremonies will be April 14 at the University of Kentucky as part of the annual UK Journalism Alumni Association dinner and the Joe Creason lecture, this year to be delivered by Al Neuharth, chairman of The Freedom Foundation and founder of USA Today.

This year's inductees make a total of 96 outstanding journalists who have been inducted into the hall of fame since its beginning in 1980. Plaques honoring them hang permanently in the UK School of Journalism and Telecommunications building.

New Employees

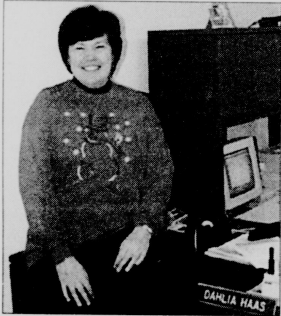


The newest members of the Kentucky Press Service advertising department are Roxan Venable, top, and Dahlia Haas.

Venable moved to Bowling Green last summer from Baton Rouge, LA. She worked with the Bowling Green Daily News in the classified department before moving to Frankfort Jan. 1 when her husband, Greg, a consultant for a firm in Memphis, Tenn., began work for the state Revenue Department. The couple has one child, a five-year-old daughter, Katy.

Venable's new duties at KPS include outside sales and support for the ad department.

Haas is a former school teacher. She has a degree in journalism from the University of Kentucky and in special education from Eastern Kentucky University. She and her husband, Joe, moved from Danville to Frankfort last August. He is employed as a technical writer for Analysts International Corporation in Lexington. They have two children, Leah, 21, and John, 24. Her duties at KPS will be primarily clerical and will be divided between the business and advertising departments.



CAR

Continued from page 1

assistance of Ted Bridis of the AP's Evansville (Ind.) bureau. Some of the state's more experienced CAR reporters are also tentatively scheduled to lend their assistance during the workshop.

Computer-assisted reporting includes the use of spreadsheets, for number crunching such as budget analysis, database manager and accessing online information for research.

Budget analysis is one form of

computer-assisted reporting that all newspapers can use, regardless of size. Participants will learn that, with very little preparation time, they can go to meetings of city councils or school boards and after being given a copy of the coming year's budget, do in-depth comparison to the previous year's budget.

The registration fee is \$50 and the class is open to the first 40 to sign up. The training that day will begin at 9 a.m. and is expected to wrap up by 3:30 or 4 p.m.

Final registration information will be available soon and will be sent to all Kentucky newspapers.

Deaths

Continued from page 2

time employee of the Sentinel-Echo in London, died Jan. 30 at his home in London after a lengthy battle with cancer.

Buchanan started his 36-year career with the newspaper while still a student at Sue Bennett College. He began full-time employment in 1948 and at the time of his retirement in 1984 was senior floorman and dark room chief. For several years after leaving the newspaper, he operated his own letterpress business.

An active member of the First United Methodist Church, Buchanan also served in the National Guard for eight years. He served as a boardmember and later board chairman of the A.R. Dyche Memorial Park which was named after his grandfather.

He is survived by his wife, Thelma Parsons Buchanan, a daughter, Pam Floyd, a grandson, Dustin Floyd, all of London; a brother, Reuel Buchanan, Morehead; four stepdaughters, Peggy Brosher, Carol Ledford, and Earlene Sims, all of London, and Wilma Montgomery, Dalton, Ga.; and 13 stepgrandchildren.

He was preceded in death by his first wife, Daphnia Cunigan Buchanan.

Funeral services were held at the House-Rawlings Funeral Home in London and burial followed in A.R. Dyche Memorial Park.

Clara Bart Simmons

Longtime columnist for The Pioneer News in Shepherdsville, Clara Bart Simmons, died Feb. 2. She was 96.

Simmons, a resident of

Pleasant Grove, wrote for the newspaper for over 70 years. When she retired from writing, her daughter, Lois Simmons, took over the duties. Lois Simmons still writes for The Pioneer News as the Pleasant Grove correspondent.

A native of Bullitt County, she is survived by her daughter Lois.

Funeral services were held Feb. 4 at Pleasant Grove Baptist Church with burial in the church cemetery. Hardy-Close Funeral Home in Shepherdsville was in charge of arrangements.

Henry Hornsby

Former editor of The Lexington Leader and columnist for the Herald-Leader, Henry Hornsby, died Feb. 7 in the retirement community of Green Valley, Arizona. He was 87.

Hornsby was named editor of The Leader, a former afternoon newspaper in Lexington, in 1973. He had been executive editor of the paper since 1952. He was associated with the Lexington papers from 1938 until his retirement in 1976.

He served in various capacities for them, from reporter to state, city and sports editor to editor.

In 1946, Hornsby was awarded a Nieman Fellowship to study at Harvard University. While there, he took a creative writing course. From those studies, he wrote "Lonesome Valley," a 1949 novel about the mountains of Eastern Kentucky.

A native of Clay County, he was a University of Kentucky journalism graduate. After his retirement, he wrote columns for the Herald-Leader well into the 1980s.

Hornsby is survived by his wife, Margery Patch Hornsby and daughter, Marcia Hornsby Owens.

Funeral arrangements were handled by Hudgel-Swan Funeral Home in Tucson, Ariz.