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THE KENTUCKY PRESS

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The official publication of the
Kentucky Press Service

Going and coming

Shingler heads to Pikeville; new News Bureau director is Tennessee reporter

Becky L. Meadows, city government reporter for The Daily Herald in Columbia, Tenn., will take over as director of KPA's News Bureau on Sept. 8.

She replaces Pam Shingler, who started the one-of-a-kind News Bureau two years ago. Shingler, whose resignation is effective at the end of August, has been appointed executive editor of the *Appalachian News-Express* in Pikeville.

Shingler will continue to edit The Kentucky Press through a contract agreement.

Meadows, who is originally from Carroll County, Ky., received a Bachelor of Journalism degree, with honors, from the University of Missouri—Columbia in 1991. She transferred to

UMC from Jefferson Community College in Louisville.

Before joining The Daily Herald staff, she was on the public relations staff of Campus Recreation Publications Inc. in Bowling Green.

During her senior year in college, Meadows was statehouse reporter for

St. Louis Suburban Journals, an organization of 47 newspapers, and a teaching assistant at the State Capitol Bureau of the Columbia Missourian.

She interned with the St. Joseph (Mo.) News-Press Gazette in the summer of 1990, was a statehouse reporter for

See Meadows, back page

Advertising computers?

Mid-September seminar set for Louisville Radisson

The annual Composition Seminar and Workshop for composition, production and advertising staffs is set for Sept. 17-18 at Louisville's Radisson Hotel East.

Using the Macintosh computer in small to medium-size newspapers will be the focus of Thursday's program, which begins at 1 p.m. Covered will be information on saving time and making money with Macs, a look at programs available, electronic art, and demonstrations of Multi-Ad Creator, Quark Express and other programs.

On Friday, the emphasis will be on increasing classified advertising revenue. The session runs from 9 a.m. to noon.

Presenters will be Joyce Ford, vice president of production for Landmark Community Newspapers Inc., and Jamie Hawkins, executive director of the Marshall County Tourism Commission.

Before joining the LCNI corporate office, Ford worked in advertising and composition at *The Sentinel News* in Shelbyville. She began using Macintosh equipment seven years ago and is now responsible for purchasing, installation, training, maintenance and other aspects of Mac systems at Landmark's small and mid-sized papers. She's part of an



LCNI team that's researching new newspaper technology, including pagination and use of scanners.

Hawkins has worked with the *Paducah Sun* and the Henderson-based *Gleaner and Journal Publishing Co.* in marketing, classified advertising and sales training. She has also worked with Land Between the Lakes Association.

Participants may register for both days for \$35 or for either the Thursday or Friday program for \$25.

The seminar/workshop is sponsored by KPA's Advertising Steering Committee.

For more information, call David T. Thompson at 800/264-5721.

Room reservations are to be made directly to the Radisson, telephone 502/499-6620 or fax 502/491-4443.

Mercury to join Park paper chain

One of Kentucky's oldest locally owned newspapers is being sold to Park Newspapers of Morehead Inc.

A tentative agreement was reached in mid-August for Park to purchase *The Carlisle Mercury* from Hank and Marilyn Bond, who have published the 125-year-old weekly since 1987.

"Park Newspapers has a tradition of long standing in the media around the country," Hank Bond said in an Aug. 13 front page article. "I see no changes in the manner of operation, which will affect the readers or advertisers of The Mercury."

No further information was available at press time as to when the transaction will take place or what the Bonds' plans are.

The Mercury had been in the Fisher family from 1912 until its sale to the Bonds.

WKPA to meet in Owensboro

Politics and education, two perennially hot topics, will be discussed at the fall meeting of Western Kentucky Press Association, set for Sept. 11 at Owensboro's Executive Inn.

A hospitality session will greet participants on the evening of Thursday, Sept. 10, with registration for the meeting to begin at 9 a.m. the next day, according to WKPA President John Lucas, publisher/editor of *The Crittenden Press* in Marion.

Sure to attract media attention will be a debate between the two men vying for First District Congressional seat, Democrat Tom Barlow and Republican Steve Hamrick. The debate is set for 1:30 p.m., with a question and answer session after structured presentations by both candidates.

Earlier in the day, Steve Swift of the state Department of Education will brief participants on how they can

See WKPA, back page

You be the judge

KPA has been asked to provide judges for two press association contests in the next couple of months.

Judges are needed on Oct. 2 for the New England Press Association contest. Judging is set for the Harley Hotel in Lexington. Both advertising and editorial entries will be judged.

On Nov. 12 at Lexington's Marriott Hotel, editors, reporters and photographers are to judge Virginia Press Association's editorial entries.

If you can be a judge for either or both contests, call Sue Cammack at 800/264-5721.

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ADA in effect; affects most all employers

If you're in a position to hire employees and you don't know what ADA stands for, you've been in China or you don't read your mail.

Title I of the Americans with Disabilities Act, effective July 26, prohibits employers of 25 or more employees from discriminating against qualified persons with disabilities in job applications, hiring, firing, advancement, pay, job training and other employment terms.

Employers of between 15 and 24 employees must comply with the act by July 26, 1994.

The targeted group of ADA is persons who (1) have a physical or mental impairment that substantially limits one or more major life activity, (2) have a record of such an impairment, or (3) are regarded as having such an impairment.

That doesn't mean that you are required to hire a paraplegic to hoist heavy bundles of papers, and it doesn't mean that you must hire a person with schizophrenia to sell ads.

What it does mean is that if the

applicant is qualified to do the job, with reasonable accommodation on your part, you cannot discriminate

A few steps you can take to insure that you do not discriminate against persons with disabilities:

→ Review your employment application forms and eliminate inquiries into physical conditions.

→ If you give employment tests, modify them so they don't unfairly discriminate against an applicant.

→ Do away with pre-employment physical exams, replacing them, if necessary, with post-offer exams before the candidate starts work. Keep all medical test records in a confidential file, separate from the personnel file.

→ Make sure that all your managers who hire or supervise employees are aware of the law. Put them through a training and awareness program so they can learn how to interview and work with disabled persons. Videotapes and brochures are available from a number of sources.

against that person in the hiring process -- or in promotions or pay.

Key words are *reasonable accommodation*. You may have to make existing facilities accessible and usable by persons with disabilities. Or you may need to be more creative in structuring the job or setting work schedules or reassigning an employee who becomes disabled. Or you may have to adapt equipment, alter your employment or promotion tests and training materials.

For example, if the best qualified applicant for a reporter's job happens to be in a wheelchair, then put a specially designed toilet in the restroom and enlarge necessary doors. If an ad salesperson loses his sight and can no longer drive, reassign that person to phonesales or another position where good vision is not as critical. If an applicant for a manual labor job requiring primarily muscle is mildly retarded but physically able, then make sure your training program is understandable and that instructions are communicated orally.

Your accommodation is expected to be directed toward the known disability, not toward lowered quality or production standards. And the ADA does recognize that your business is not a financial well. If an alteration would impose "undue hardship" in relation to your company's size, financial resources and the nature and structure of its operation, then you may be exempt from that accommodation.

In interviewing a disabled person, stick to the subject at hand: Are you able to perform these specific job functions? Do not ask about the existence, nature or severity of a disability.

If you require a medical exam of all entering employees in similar jobs, then you may require one of the disabled applicant. However, those exams must be job related and consistent with your business needs.

Inland study: Ad, circulation sales drop; but profits rise

From Inland Press Association

If the typical 20,000 circulation daily newspaper is an indicator of all the daily newspaper business, 1991 was a year of dropping advertising revenues, decreasing circulation and circulation revenues, fewer pages -- and increasing gross profits.

The 1991 National Cost and Revenue Study for Daily Newspapers, cosponsored by Inland Press Association and International Newspaper Financial Executives, reports averages and norms for revenue and expense categories of nearly 360 US and Canadian newspapers. The final report for 1991 breaks the results into averages by circulation and revenue groups of 12 participating newspapers each.

Compared to 1990 averages, the 20,000 circulation daily saw page count, advertising and circulation absorb marginal decreases. All told, total newspaper revenues for the category slipped from an average of \$5,892,000 to \$5,790,300.

Retail advertising revenues were down slightly while space sold increased, suggesting more "deals" for advertising and lower average rates. National advertising dropped more than 20 percent compared to 1990. Classified revenues also dropped marginally while amount of classified space sold increased, again yielding lower average rates and suggesting the practice of "discounting."

The 20,000-daily's expenses all

declined, except for advertising expense, indicating that it cost about 10 percent more to sell and service ad accounts in 1991. Payroll expenses inched up, from 38.1 percent of total revenues in 1990 to 38.3 percent in 1991.

Non-newspaper revenues increased in the 20,000 daily by more than one-third over 1990. The result was an increase in the average total operating revenue from \$6,494,100 to \$6,605,400. Growth in total operating revenue and the general decrease in expenses permitted the average total gross profit to increase from 14 percent to 15.5 percent.

The Inland/INFE study is now in its 77th year. It is completely confidential with closely guarded key numbers issued to participating newspapers to protect the identity of participants. Newspapers with less than 80,000 circulation receive line-by-line comparisons with other participants in their circulation and revenue group. Newspapers with more than 80,000 circulation receive individualized reports comparing their averages to the group averages and industry norms, to further guarantee confidentiality.

Additional copies of the report are available from Inland, which also sponsors a Profit and Loss Management Clinic based on the study, Sept. 15-16 in Chicago. For more information, contact Inland at 708/696-1140.



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On tap . . .

- Sept. 11 — WKPA fall meeting, Owensboro Executive Inn
- Sept. 17-18 — KPA Ad Division Fall Seminar, Louisville Radisson
- Oct. 2 — Judging New England Press Association contest, Lexington Harley Hotel
- Oct. 22 — KPA Postal Advisory Committee, Louisville USPS office
- Oct. 29 — KPA/KPS Board of Directors meeting, Frankfort
- Jan. 21-23 — 1993 KPA Winter Convention, Louisville Executive Inn

Press has paralleled state's wildness and whimsey

By Pam Shingler
Press Editor

(This article was prepared for a Cabinet for Economic Development publication spotlighting some of Kentucky's oldest industries.)

When Charles Wickliffe demanded to know the author of a disagreeable article in the Kentucky Gazette in 1829, editor Thomas F. Benning refused, and Wickliffe killed Benning in a duel. A few months later new editor George James Trotter vindicated his predecessor by killing Wickliffe.

Then there's the tale of an early editor of the Woodford Sun in Versailles who was killed accidentally when a friend's gun fell out of his pocket and discharged while the two were eating watermelon on the courthouse steps.

Of such is the colorful history of Kentucky newspapers, which have reflected the people and movement of this sometimes fierce, always fascinating and fiesty commonwealth since before it attained statehood.

From the time John Bradford portaged and paddled a printing press from Philadelphia to Lexington, newspapers have recorded and shaped Kentucky history. Bradford's Kentucky Gazette, first appearing on Aug. 11, 1787, pushed separation from Virginia and statehood for the rapidly developing territory. The Gazette brought international and national news to the frontier and provided a tool for new merchants to hawk their wares.

It also gave readers a voice for their own personal concerns, such as the man in 1788 who advertised that he was no longer responsible for debts incurred by his wife "having proved false to my bed." Or the chap who placed the notice that he would not pay a note "given to William Turner for three second-rate cows till he returns a rifle, blanket, and tomahawk I loaned him."

Newspapers in Kentucky's youth cropped up any time a citizen had an axe to grind or a political banner to wave. Communities with a hundred or so residents had a local newspaper. Witness the long forgotten Wild Hog Valley Gazette or the Slick Knob Scrutinizer.

As with other businesses, many did not last after the founder died or lost interest or the railroad took another route or a stronger competitor captured the readers' attention.

Though the Kentucky Gazette disappeared in the mid-1800s, one Kentucky weekly can trace its roots to the state's early days. Evolving from the Western Citizen in Paris, the Bourbon County Citizen Adver-

From the time John Bradford portaged and paddled a printing press from Philadelphia to Lexington, newspapers have recorded and shaped Kentucky history.

tiser dates to 1807 or 8, making it the oldest continuing medium west of the Allegheny mountains.

The oldest daily newspaper in the state (and probably the most illustrious) is the Courier-Journal, which emerged from several papers, including The Louisville Journal begun in 1830. The Courier-Journal became nationally recognized in the latter part of the 19th century when editor Henry Watterson's pen shot a steady stream of acerbic editorials on political and social issues.

George Prentice, the first editor of the Louisville Journal and later the Courier-Journal, was also the first president of the Kentucky Press

Association, which brought together the state's diverse editors and publishers. In 1869, in an effort to heal some of the wounds created by the Civil War, the group met for the first time in Frankfort.

Over the years, KPA has become a multi-faceted trade association that provides training opportunities, contests, advertising sales, lobbying and other services to its 119 weekly members, 24 dailies and more than 75 Associate members. Members elected their first woman president, Betty Berryman of the Winchester Sun, in 1986.

The newspaper industry in Kentucky has witnessed changes similar to other industries in its 205 years. Once a labor intensive business relying on massive machines, a typical modern newspaper is an electronic shop, with art, photography and stories processed by computers and telephones. Whereas newspapers existed without competition from other media for more than 100 years, they have had to learn to carve an audience niche alongside radio, television and other print media. While Kentucky newspapers were traditionally family or individually owned, the last 20 years have seen a trend

toward mergers and buyouts by newspaper groups, both large national or international companies and smaller, regional chains.

But newspapers remain a strong, vital part of Kentucky's present. All but one of the 120 counties have at least one local weekly newspaper, and all are covered by regional dailies. Through subscriptions alone, Kentucky newspapers reach more than 1.3 million citizens.



George D. Prentice

On the occasion of Kentucky's Tricentennial, newspapers will have changed greatly. They'll probably be delivered to readers' homes via telephone lines, with highly specific indexes from which the reader will pick topics of interest. Already, some newspapers offer a call in service where readers can get information ranging from weather to horoscopes or can pass along news tips or place advertisements.

Though guns are generally not toted anymore by newspapermen and women, the newspaper industry in Kentucky remains a force to be reckoned with.

(Source: Evans, Herndon J., The Newspaper Press in Kentucky. Lexington: The University Press of Kentucky, 1976.)

Kentucky's oldest newspapers still in publication

150+ years

Bourbon County Citizen Advertiser (Kentuckian Citizen), Paris, 1807
The Courier-Journal (Louisville Journal), 1830
Sentinel-News (Shelbyville Sentinel), 1840

125+ years

Hickman County Gazette, Clinton, 1852
Bowling Green Daily News, 1854
Paducah Sun (Democrat), 1854
Franklin Favorite, 1857
Hickman Courier, 1859
Interior Journal, Stanford, 1860
Glasgow Daily Times, 1865
The Advocate-Messenger, Danville, 1866
News-Democrat, Carrollton, 1866
Carlisle Mercury, 1867
Georgetown News & Times (Times), 1867

100+ years

Cynthiana Democrat, 1868
News-Herald, Owenton, 1868
Woodford Sun, Versailles, 1869
News-Enterprise (Elizabethtown News), 1869
Kentucky New Era, Hopkinsville, 1869
Lexington Herald-Leader (Lexington Press), 1870
Caldwell County Times-Leader (Leader), 1871
Jessamine Journal, Nicholasville, 1872
Winchester Sun, 1872
Sentinel-Echo, London, 1873
Messenger-Inquirer, Owensboro, 1874
Boone County (Burlington) Recorder, 1875
Ohio County News, Hartford, 1875
Breckinridge Herald-News (News), Hardinsburg (Cloverport), 1876
Oldham Era, LaGrange, 1876

Anderson News, Lawrenceburg, 1877
Crittenden Press, Marion, 1878
Hart County News, Munfordville, 1878
Henry County Local, New Castle, 1878
Trimble Banner (Democrat), 1879
Bath County News-Outlook, Owingsville, 1879
Murray Ledger & Times, 1879
Todd County Standard, Elton, 1880
Flemingsburg Gazette, 1880
Grayson County News-Gazette (Leitchfield Gazette), 1881
Cadiz Record, 1882
Morehead (Rowan County) News, 1882
Pioneer News, Shepherdsville
Beattyville Enterprise, 1883
Greenup News, 1885
Big Sandy News (Recorder), Louisa, 1885
The Cleaner, Henderson, 1885
Sturgis News, 1885
Harrodsburg Herald, 1886
LaRue County (Hodgenville) Herald-News, 1886
Lebanon Enterprise, 1886
Union County Advocate, Morganfield, 1886
Mt. Vernon Signal, 1887
Tribune-(Democrat) Courier, Benton, 1888
Mt. Sterling Advocate, 1889
Central Record (Lancaster), 1890
Citizen-Times, Scottsville, 1890
Commonwealth-Journal, Somerset (Journal), 1890
Advance (Ballard) Yeoman, Wickliffe, 1891
Richmond Register, 1891
Meade County Messenger, Brandenburg, 1892
McLean County News, Calhoun, 1892
Glasgow Republican, 1892
Sebree Banner, 1892

Discover New Worlds in YOUR NEWSPAPER



National Newspaper Week
Oct. 4th - 10th

Naming names

ED RINEY has been named general manager of Owensboro Publishing Co., which publishes *The Messenger-Inquirer*. In the new position, he is responsible for advertising, marketing, production, circulation, finance and human resources. The Brescia College graduate has served the company as vice president of administration and finance since 1987.

CHARLES "FRED" HULL resigned Aug. 4 as advertising director at *The Lexington Herald-Leader* "to do something different and something more personally rewarding." He had been with the Knight-Ridder Company for 20 years and with the Lexington paper since 1979. In the resignation announcement, Hull's plans were not specified.

WALT DEAR, owner and president of *The Gleaner* in Henderson and its parent Dear Publishing, is one of three journalists appointed to the state's new five-member Executive Branch Ethics Commission. Also named by Gov. Brereton Jones were **LIVINGSTON TAYLOR**, retired reporter for *The Courier-Journal* at its Frankfort bureau, and **LYNDA THOMAS**, journalism teacher and doctoral candidate at the University of Kentucky. The commission's charge is to enforce and oversee the executive branch ethics code passed last spring by the state legislature.

The former Lifestyles section editor at *The Richmond Register* is the new editor at *The News Herald* in Owenton. **LARISA BOGARDUS**, a 1991 graduate of Eastern Kentucky University, was hired in late July. She had been with the Richmond daily for two years.

Two promotions and an addition were announced Aug. 1 at *The Harlan Daily Enterprise*. **LESLIE SIMMS**, who has worked in composition and camera room since 1978, is now manager of the composition department. Promoted to special promotions director was **WYLENE MINIARD**, who joined the newspaper staff as a receptionist in 1976 and has served for the past eight years as retail advertising sales representative. Added to the staff as ad sales representative was **LAVONDIA BROWNING**, who held a similar post at *The Tri-City News* in Cumberland for the past three years.

SANDY HODGES of Cumberland has been employed by her hometown newspaper, *The Tri-City News*, as advertising representative. She formerly worked for health-related businesses.

BECKY WALKER has resigned as managing editor of *The Olive Hill Times*, *Grayson Journal-Enquirer* and *Greenup County News* to become coordinator of the Carter Youth Services Center in Grayson. The Berea College graduate began her career as a reporter for the Greenup paper in 1979.



Back to school

KPA immediate past president **Celia Creal McDonald** has been appointed director of communications for St. Catherine College in Springfield. She is former editor and publisher of *The Harlan Daily Enterprise* and co-publisher/owner of *The LaRue County Herald News* in Hodgenville. She chairs the Kentucky Journalism Foundation for KPA and was named the organization's Most Valuable Member in 1984. She is also past president of the Kentucky chapters of Women in Communications and the International Association of Business Communicators. She was a Gannett Fellow at Colorado State University's School of Technical Journalism in 1989.

A recent graduate of Washington and Lee University in Lexington, Va., is a new general assignment reporter at *The Winchester Sun*. **STEPHEN L. FUGITTE**, a native of Elizabethtown, joined the staff in July.

Former intern **TERRY SEBASTIAN** has joined the news staff of *The Sentinel-News* in Shelbyville. An Eastern Kentucky University graduate, he has interned not only with Landmark papers, but also with the *Lexington Herald-Leader* and the Legislative Research Commission in Frankfort.

CATHY MELTON, director of classified advertising at *The Courier-Journal*, has been appointed chairperson of the Classified Council of Newspaper Association of America. She is pictured in an article on the final meeting of the merged Association of Newspaper Classified Advertising Managers in the August edition of *presstime*.

TED JURNEY and **JONATHAN ROBERTS** of *The News-Enterprise* in Elizabethtown won first and second place, respectively, in the November features contest of the National Press Photographers Association Region 4 publication, 4 SIGHT.

KIT MILLAY, editor of *The Oldham Era* in LaGrange, has been elected president of the Louisville chapter of the Society of Professional Journalists. She has been a member of the organization's board of directors since 1988.

J. BARTON MEYER is the new vice president for development at KPA Associate, Transylvania University in Lexington.

Several Kentucky newspaper executives presented speeches at the International Circulation Managers Association annual conference, June 28-July 1 in Louisville. **MICHAEL D. KUJAWA**, director of circulation for the *Lexington Herald-Leader*, spoke on "A vibrant product, effective promotion and superior service equal success." He was joined by *Herald-Leader* metro circulation manager **GREGG GREER** in a presentation on the benefits of satellite or regional distribution centers. **R. KEITH HIGDON**, circulation sales trainer and telemarketing supervisor at *The Courier-Journal*, offered a workshop on effective use of computers in telemarketing. Participating on a panel on "Sexual harassment: intent vs impact" was **LARRY VONDERHAAR**, vice president for human resources at the Louisville paper. **MAX HEATH**, vice president/executive editor for Landmark Community Newspapers Inc. in Shelbyville, gave a workshop on postal savings.

At The Preston Group, another KPA Associate in Lexington, **PHILIP OSBORNE** has been promoted to senior vice president, **NANCY M. WISER** has been named senior account manager and **JOHN D. GIBBS** is the new director of research.

DON MILLS, who was editor of *The Lexington Herald* and the *Sunday Herald-Leader* from 1968 to 1979, was appointed executive director of the state Public Service Commission last month. The Clinton native also previously worked for *The Paducah Sun-Democrat* and on the staffs of former Govs. Edward Breathitt and John Y. Brown Jr.

Pick ups

The Appalachian News-Express in Pikeville has opened a branch office in eastern Pike County near the West Virginia border. Former staff writer **Terry L. May** will man the office, doubling as reporter and advertising sales representative. The area covered by the office includes Williamson, W.Va., and such Kentucky communities as Belfry, South Williamson and Goody.

The News-Enterprise in Elizabethtown is the fastest growing Sunday paper in the state, according to a report compiled by Audit Bureau of Circulation. From March 1991 through March 1992, *The News-Enterprise* grew 3.2 percent on Sunday to beat out its closest competitor, the *Lexington Herald-Leader*, which posted .5 percent growth. The Lexington paper, however, was the fastest growing morning paper, followed by *The Gleaner* in Henderson and *The News-Enterprise*.

On Aug. 1, the single copy price of *The Richmond Register* rose from 35 cents to 50 cents. Home delivery prices remain the same. Improvements in the quality of the product, especially in local news coverage, were cited by publisher **William J. Rile** as the impetus for the change.

After only five issues, the *Lexington Weekly* is no more. Publisher **Jerry Kuykendall** attributed the paper's demise to "ongoing economic pressures." The free weekly, which had joined KPA as an Associate, had been intended to fill a "need for a local community paper just for Fayette County," the publisher is quoted as saying. He also reportedly said he was looking at bringing the paper back as a monthly publication. The short-lived paper had relied heavily on free-lancers.

Hear ye! Hear ye!

Judges are needed for the New England Press Association contest, October 2 at the Harley Hotel in Lexington. Call Sue Cammack, 800/264-5721.

In memoriam

Miriam Gore

Miriam Gore, 89, died July 30 in Taylor County. She was a former community correspondent for *The Central Kentucky News-Journal*.

She had written about the community of Shiloh "for longer than most people can remember," said her obituary in the Campbellsville paper. Failing health prompted her retirement in 1986.

"Her death finalizes another historical chapter in community journalism," publisher Richard RoBards said. "Mrs. Gore, along with a number of other correspondents, was the backbone of community news in small-town USA. It's hard to find people committed to something like that anymore."

Barbara Allen Heinze

The *Floyd County Times'* former editor and publisher, Barbara Allen Heinze, 64, died Aug. 7 in Spruce Pine, N.C., after a long illness.

She had worked for many years alongside her father, Norman Allen, who established the Prestonsburg newspaper in 1927 and developed it into one of the largest weeklies in the state. When he died in 1986, she became editor and publisher and operated the paper with one of her brothers, David Allen, who served as advertising manager.

The family sold *The Times* in 1989 to Smith Newspapers of Alabama.

Heinze, who had homes in Blue Spruce, N.C., and Prestonsburg, was a graduate of Lindenwood College in Missouri and had worked in advertising in St. Louis before returning to Floyd County.

Sue Catherine Love

Sue Catherine Love, 45, wife of KPA board member Coleman Love, died July 26 at Jewish Hospital in Louisville. She was a former teacher.

Her husband, former advertising manager for *The News-Enterprise*, is a printing sales representative for Landmark Community Newspapers Inc.

James W. Marcum

James W. "Jimmy" Marcum, a co-founder of *The Martin Countian* (now *The Mountain Citizen*) in Inez died July 18. He was 43.

The brother of the paper's former publisher, Homer F. Marcum, Jimmy Marcum was involved in the production and business end of the newspaper for many years.

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

Don Scott

Don Scott, a former typesetter for *The Mt. Sterling Advocate*, died July 31 at his Montgomery County home. He was 67.

He worked for the newspaper for 19 years before starting his own printing company, The Print Center, which he ran for 13 years.

Lily Segal

Free-lance writer and former *Courier-Journal* book columnist Lily P. Segal, 66, died July 28 in Louisville after a long illness.

A native of Lancaster, she was a contributor to the old Saturday Review of Literature and many other national magazines and newspapers. She had also taught creative writing at Jefferson Community College and was noted for encouraging the careers of local writers, artists and journalists.

She was a graduate of Goucher College in Maryland and the University of Louisville.

Madeline Simpson

Madeline Simpson, who with her husband W. Lester Simpson, published newspapers in Mt. Vernon and Danville in the 1940s, died July 18 in Lexington, Mo., according to an obituary in the Missouri Press News. She was 80.

Classified

Position Wanted

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

Tips

Writing

Writing coach Jim Stasiowski offered the following observations during a Pennsylvania Press Association conference.

- Use something visual. Show, don't tell.
- Use a human being to connect with your reader.
- Tell what's different, not the same.
- Steer clear of the fallacy of complete understanding — a technique by which a writer writes something he or she doesn't understand, then hopes that when readers don't understand, they blame themselves.
- When a sentence gets too long and convoluted, there is almost always repetition of key words.
- Maybe our writing is why newspaper readership is declining.
- We use jargon or bureaucratic words to disguise that we don't know what we're talking about.



Sacked out

This young newspaperman was all tucked out from a hard day at the Bath County News-Outlook in Owingsville and decided to grab a nap on top of the mail bags in the back shop. Zachary Metz is the two-year-old son of Ken and Gloria Metz and the grandson of the News-Outlook publishers, Russ and Margaret Metz. (Photo by his editor dad)

KPA looking for VP

Nominations and letters of application are being accepted until Nov. 2 for the office of vice president of the Kentucky Press Association for 1993.

Any KPA member can suggest to the nominating committee a member who meets the by-laws criteria. Eligible members who would like to serve should make it known they wish to be considered.

KPA by-laws state: "The only persons eligible for election to the office of Vice President are those who are currently serving as elected directors; those persons who have been elected directors; those who have been elected to serve on the new board, provided they have previously served as either an elected or appointed director; or those persons who have served three consecutive years as an appointed director."

Names of those meeting requirements to serve as vice president must be sent, along with a letter of interest or reasons for suggestion, to David T. Thompson, KPA, 101 Consumer Lane, Frankfort, KY 40601.

No one will be nominated without being interviewed and consenting to the nomination.

All persons who meet the eligibility requirements will be interviewed by the nominating committee. The recommendation of the committee will be submitted to the board of directors and then to KPA membership at the business session on Saturday of the winter convention.

The person elected vice president is in line to succeed to the position of president-elect and then president, as by-laws require.

Local news

Who is the Kentucky Press Association?

By Pam Shingler
Press Editor

The Flemingsburg Gazette

This is farm country. Cattle -- Limousin and other exotic breeds advertised on farm signs -- graze the gentle hills. Corn in numbered rows covers acre after acre. In mid-August, the tobacco is near harvest.

It's not unusual, then, that Lowell Denton majored in agriculture at the University of Kentucky after his service in World War II.

It may be a little unusual, though, that he opted for printer's ink over crop dust.

In 1951 when Ransom Todd, who'd operated the Flemingsburg Gazette for 15 years, decided to sell the paper, the young agriculture teacher and his wife, Jean, bought it.

"I never had any idea I'd work for a newspaper," declares Denton, today one of Kentucky's elder statesmen of journalism.



Covering Fleming County

Making sure The Flemingsburg Gazette reaches its readers every week with "local stuff" are, from left, Lowell Denton, Virginia Fille, Patricia Bloomfield and Debra Gardner.



Cats

Lowell Denton's lap provides a good seat for "Alley Cat," a former stray who wandered in from the back alley one day, looked around and decided to stay. The scar-faced feline made a pretty lucky choice. Denton and the staff of The Flemingsburg Gazette not only offer a cozy bed, they also make sure there's plenty of food and good times for the adoptee.

The step was not taken in total darkness, however. Jean had studied journalism at UK. "She trained me," Denton says. "She's the brains of the family."

Jean Denton helped her husband run the paper for more than 30 years before ill health forced her to take a back seat. The couple's daughter Marjorie also helped out when she was growing up.


Starting out, the Dentons relied heavily on the expertise of Warren Fisher, former publisher of The Carlisle Mercury in neighboring Nicholas County. "He was my mentor," says Denton. "He was one of the most generous persons with information. For what little success I've had, I'm indebted to Warren Fisher."

Denton had help, too, from Jack Thomas, now publisher of the Hazard Herald-Voice. Another old-timer, Thomas worked with Denton at the Gazette before taking over the rival Times-Democrat.

"In a way, we were competitors, but we didn't take it seriously," Denton says.

In fact, the two cooperated to establish a printing business. Denton went to Linotype school to learn to run and repair the mammoth equipment. "I used to train typesetters for the Lexington and Cincinnati papers," he jokes, referring to the transient nature of that once-valuable profession. The 112-year-old Gazette converted to offset printing in 1969.

Flemingsburg's then-vital economy supported both papers. "When I started, we had the paper full



A continuing series about Kentucky newspapers and the people who produce them.

of national ads by Monday morning. We called on the smaller accounts out of courtesy," he recalls.

As with many small towns, times have changed. The Times-Democrat has been out of business for some time now, and the economy has been poor in Fleming County since the 1980s, Denton says.

"The downtown is a ghost town, but you can't blame that on Wal-Mart. It's just evolution," he explains philosophically.

But Denton isn't complaining. "It's an unusual thing," he muses. "When you lose one account, there's one comes along to take its place."

The publisher regards advertisers as partners. "If a businessman is successful, you'll get your money; if he takes bankruptcy, you're out."

Economic and cultural changes have extended advertising sales to Maysville and Morehead, and the number of pages for the Wednesday paper has dropped from an average of 30 or so to 16.

However, circulation of around 4,000 remains pretty healthy for a county with only 11,000 people. And the paper has begun carrier delivery

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to some extent. Denton says he's "gotten away from the post office as much as possible."

The Gazette's audience is specifically its local community. "I have to have stuff in the paper that's not in any other paper—local stuff," Denton says. "Because of our writing and strong editorial policy—which is not just critical—we're able to compete with the local free shopper."

The farm ethic is evident in the regular news the Gazette covers. "This is a peaceful area," Denton says. "I've never had any conflict with elected officials. None has misappropriated funds. I've never had any problems getting into meetings."

Among the four-person staff, everyone has multiple jobs. Virginia Fille, for instance, who has worked with newspapers for more than 25 years, a dozen of them at The Gazette, carries the title of editor. But the owner contends Fille is the "best salesperson I've ever seen. She's not timid. If it wasn't for her, we wouldn't be here."

Ad saleswoman Debbie Gardner also reports and writes for the paper, and bookkeeper Patricia Bloomfield typesets.

Though the shop is now computerized, Denton still uses a manual typewriter for the stories and columns he writes. "It's simple to run," he says with a grin. "If I was any a-count and had any ambition, I'd use the computer."

Nonetheless, Denton, who started in the business when Linotype machines were used, appreciates modern technology. He says he was among the state's first to do his own prescreened prints, and he believes copy machines have made selling and designing ads much easier. "The technology," he says, "has made all employees five times more productive."

With wry humor and a philosophical bent, Denton insists, "I haven't done anything spectacular. I'm not known out of the county."

Denton-isms

"With the new technology, anybody can be in the newspaper business."

"You wouldn't believe how sports dull the mind. I wouldn't hire anyone who plays them." (He's an avid golfer and covers all local sports.)

"I don't pay too much attention to the newspaper business anymore. I mainly play golf."

"Anymore I don't write anything that will keep me awake at night."

"You don't have to be near as smart in a business sense to run a newspaper today."

"If we can survive, that's all I want to do—I have to have some place to loaf."

But, talking to him, you get the distinct feeling that within Fleming County, the Denton-run Gazette is, at the very least, special.

The Lewis County Herald

There is an energy you can't help but feel when you walk into the old building that houses the Lewis County Herald in Vanceburg.

Maybe it's because the six staff members seem to love this newspaper

principal stockholders.

Despite overseeing a local radio station, Brown has become devoted to his hometown paper. In his cubbyhole of an office, the walls are papered with front pages in various stages of development. Until just a few years ago, stories, pictures and ads were routinely taken to Flemingsburg where all composition was done by Gazette staffers.

The young publisher determined he and the staff of The Herald could do the job themselves in house, cutting

County and its seat of government.

They're equally proud of a tribute in March to US Shoe Corp., which just marked its 35th anniversary in Vanceburg and is one of the last American shoe manufacturers. The section was chock-full of photos of shoe factory employees.

US Shoe, employing more than 500 people, is a bright spot on the local economic picture which has suffered from declines in its farming base. Herald advertising sales have been extended to Maysville and Morehead



The Lewis County champs

Three staffers at The Lewis County Herald in Vanceburg were available on a recent Friday afternoon. Standing are Marsha Rittenhouse, left, and Pat Ruark. Dennis Brown is seated in his office where the walls are covered with pages from the weekly paper.

in this small (1,900 pop.) town where the Ohio River looms just on the other side of the railroad tracks. And maybe they love it partly because several of them own shares in the locally owned weekly.

The partnership has evolved over the paper's history and reflects a truly community newspaper. Though it can trace ties to the Vanceburg Sun, established when the town was a bustling port, The Herald came into being in 1924. That year, a local group anted the start up money.

The original stock book is still on the premises, although made fragile by age and the devastating flood that engulfed the area in 1937. Descendants of some of the original stockholders still hold a few of those shares.

Publisher Dennis Brown, who grew up on a Lewis County farm and studied radio journalism at Morehead State University, bought a chunk of the paper in 1990. He and production manager Pat Higdon are now the

time involved and gaining more control over the product.

Brown started poring over other KPA papers for design ideas. His favorite and the one he's most patterned The Herald after is the Citizen Voice & Times in Irvine. The Herald's bold top front and strong use of pictures resemble the model.

"We're still working on it (the look)," Brown says, acknowledging some problems but proud of the progress, as evidenced by the wall display behind his desk.

The Herald has accepted new technology full force. All staff members have a Macintosh and hard drive, and last year the subscription list was converted to computer.

Staff members are big on special sections, averaging about one a month. They most recently put together a 36-page tabloid on Lewis County history, published in conjunction with the state's Bicentennial. Pictures and copy pointed up the rich history of Lewis

and across the river to Portsmouth, Ohio.

But the paper appears vital, generally running 18 to 24 pages. Subscribers number 3,200, with another 1,000 copies sold over the counter. With a county population of around 14,000, Brown says the paper has already "passed saturation."

Brown does most of the news writing, assisted by other members of the staff. He engages, he says, in "an ongoing education effort with local officials" in regard to open meetings and open records laws.

The Herald also features items from a number of community correspondents.

The staff of The Lewis County Herald is proud of how the paper is evolving and how it is serving the local community. "We like to concentrate on local news, with a good mix of human interest features and hard news," says the publisher.

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Local news: Who is KPA? from page 7

The Ledger-Independent

If the state sponsored a contest for the most beautiful city and the most vital downtown, Maysville would have to win or, at the very least, be a strong contender.

But for the new cars on the streets and the modern wares in store windows, a visitor might think the time was somewhere between 1890 and 1910. The city's old buildings are architecturally interesting, lovingly preserved and still proving their utility.

Trees line the streets, and the imposing, potentially ugly flood wall that holds back the Ohio River is painted with soothing, old-time town center scenes.

One of those stately old buildings on Second Street houses one of the reasons the city has managed to renew itself, to thrive and to progress. The Ledger-Independent has, throughout

its history (merger and pre-merger), championed, chastised and challenged.

"We have tried to be a leader," says publisher Robert Hendrickson, who was promoted from editor last year with the relocation of former KPA board member Gary Quinn.

That's a modest appraisal. The paper reworked its own building facade when the city was pushing revitalization. It has advised in favor of controlled growth on the fringe so the downtown could remain strong.

Its pages, over the years, have rallied for public housing, for a flood wall, for a community theater group, for a community college, for youth programs, for improved race relations and for countless industrial and social projects.

The result is not only progress for the area, but also a circulation of more than 9,000 that stretches well beyond the borders of Mason County, which

has a population of only 18,000. Readership, news coverage and advertising sales, Hendrickson says, span five northern Kentucky counties and two counties across the river in Ohio.

The Monday through Saturday paper holds its own, the publisher says, despite being surrounded by strong weeklies and much bigger dailies in Covington, Ashland and Lexington that extend into the Ledger-Independent's coverage area.

The Ledger-Independent, with its own five-unit Harris press, supports 50 full-time employees, plus a dozen or so part-timers. It also publishes a total market coverage piece that goes to nearby counties and across the river.

The hyphenated nameplate hints at the paper's history. The morning Independent and the afternoon Public Ledger merged in 1968 when they were both bought by Mr. and Mrs. James Stripling of Alabama. The Public Ledger had been the city's Republican

paper since around 1890, and the Independent, representing the Democratic view, came on the scene in 1907. The merged paper is in the old Independent's building.

For the last 12 years, the Ledger-Independent has been owned by Howard Publications, a small Oceanside, Calif., company that owns 19 small dailies in 11 states.

"The future looks really good," Hendrickson says, referring not just to the newspaper, but also to the area. He points to the new AA highway, connecting the state's northeastern counties, that has "opened up the territory" — geographically hemmed in by hills and river.

"We've always had the railroad and always had the river," the publisher says. "We were missing roads, and now we have the AA."

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A closer look: Maysville's Martha Comer

She's fun. She's feisty. She's outspoken. She's wise. She's a life-long mover and shaker and, unabashedly, a liberal. She's worked in the newspaper industry for literally all of her "80-plus" years.

She's undeniably the Grande Dame of Kentucky journalism.

Martha Comer still comes to work every day, writing columns and editorials for The Ledger-Independent in Maysville. She grew up at the Independent, which her father, James Purdon, started in 1907, and served as the paper's editor from the mid-1930s until several months after it was merged with the Public Ledger in 1968.

One of six children ("my father's favorite"), she was overruled when her siblings wanted to sell the paper.

She has continued to wield considerable influence with the title of editorial consultant posted prominently on the masthead, just under the names of Robert Hendrickson as publisher and Frank Robinson as editor.

In her eighth decade, she still nimbly climbs the steep stairs in the old Independent building to the second floor newsroom.

Of her writing, she says,

Remember, I was a woman. If you're a woman, you can't be on the front row.

"Writing has never been a problem for me. It's not great stuff, but it flows."

Early criticism of her work made her determined to learn and improve. In one youthful experience, she interviewed the first woman governor of Wyoming and began the story with a 250-word sentence. She only needed one editor to point out the problem.

One of her first jobs at the paper was to take news over headphones from the Cincinnati Enquirer. When she failed to understand a transmission, she recalls a man gruffly asking her, "Girl, don't you know anything?"

From that day, she learned to be "an indefatigable reader of daily newspapers."

Reared around hot lead type, she eagerly moved to computers. "A new writer coming in can look at me and say, 'If that old woman can run a computer, I guess I can,'" she declares.

She's been cursed and called vile names ("that n— loving editor on Second Street," for instance) for her stands on public issues. She championed

public housing in Maysville and helped form a local human rights council.

She pushed for a flood wall around the city, after having watched the Ohio River come within a step of the building's second floor in 1937 and put the newspaper out of business for eight weeks.

Through her pen and her personal contacts, she has helped raise money for all kinds of projects that have improved the quality of life in Mason County. In addition, she was one of the founders of the local Chamber of Commerce.

At one time she was "beaten badly" in a race for a state legislative seat. "It was pure arrogance on my part," she states, matter-of-factly. "You know no one likes newspaper people."

She proudly recounts, though, that she was the only woman in the first delegation that welcomed John F. Kennedy to the White House — at the invitation of the late Sen. John Sherman Cooper.

In the early years of her editorship and activism, she was raising a family of her own.

"I was a working mother back then. I know how the Hillary's of the world have to cope," she says, referring to criticism recently leveled at the wife of Democratic presidential candidate Bill Clinton.

For all her efforts, Comer has largely been relegated to behind-the-scenes. "Remember, I was a woman," she laughs. "If you're a woman, you can't be on the front row."

Energetic remains an apt description of the trim, stylish newspaperwoman. In semi-retirement, she has restored her "Victorian Gothic" farmhouse residence, has earned 25 credits at the community college, has been a literacy tutor, has

served on the boards of the local Retired Senior Volunteers Program and the community college, has raised money for numerous causes and plays bridge with a vengeance.

"The reading material of newspapers has changed dramatically," she says, preparing to unleash the opinions that have made her famous in her hometown. "How could any legitimate newspaper dare run synopses of soap operas? It makes me sick."

"And the idea of having an election focus on whether to have abortions or not — it's absurd!"

That's Martha Comer — long may her tribe increase.



The area is succeeding in attracting new industry to supplement the tobacco market, which remains one of the country's largest. (Maysville is also home to a still-active cotton mill that dates to the mid-1800s.)

In addition to manufacturing, the city, aided by the newspaper, is looking to the mighty Ohio River for more tourism possibilities. Not too long ago, the city annexed the historic, picturesque town of Washington with an eye to greater tourism development.

All the signs back up Hendrickson's prediction of a bright future.



Pages from the past—Want to know what happened in Maysville in the 1800s? Ledger-independent publisher Robert Hendrickson leans on yellowed, bound copies of the old Evening Bulletin, tucked away on the top floor of his modern paper, which is concerned with the river town's future.

Repetitive stress injuries getting firms' attention

By Mei-Ling Hoggood
Lexington Herald-Leader

(Press Editor's note: Because of the types of tasks performed by newspaper staff members, The Press is reprinting this article from the Aug. 10 edition of Business Monday in the Lexington Herald-Leader. Particularly at risk for repetitive stress injuries at newspapers are typesetters, editors and reporters who use computers extensively; layout and composition personnel who generally stand and do detail work; and press operators, inserters and those who lift heavy bundles of papers.)

To avoid the occupational disease of the '90s, businesses may have to take drastic measures.

Or maybe they can just help workers sit up straight.

The disease, called repetitive stress injury, can cause long-term damage from repeated stresses on the body, like typing on a badly placed keyboard or lifting heavy objects.

If businesses want to lower health costs and workers' compensation and keep workers on the job, they have to prevent RSI.

And that means being "ergonomically correct." Ergonomics is the study of a worker's environment to protect employees from ailments such as RSI.

So the industrial and medical communities are paying attention to conditions such as carpal tunnel syndrome: an injury involving pressure on the nerve running through the wrist.

"Carpal tunnel surgery costs about \$8,000 per injury," said Theresa Barry-Greb, director of physical therapy at the Jefferson Medical Rehabilitation Centers in Lexington. "And it takes a long time for workers to recover."

In 1990, RSI cases were reported at 4,405 out of 6,500 businesses sampled in Kentucky, according to the state Department of Labor. That is 1,200 cases more than in 1989 and double the number in 1988.

Of all occupational injuries reported nationwide in 1990, 185,000, or 56 percent, were RSI-related, according to the US Department of Labor. That is 25 percent more than 10 years ago.

Aetna Life and Casualty, an insurer based in Connecticut, estimates worker's compensation claims and other expenses from RSI may cost employers more than \$20 billion a year.

Annual costs put at \$20 billion

RSI ailments range from carpal tunnel syndrome to tennis and golfer's elbow to shoulder, back and hearing problems. And such injuries can happen to anybody: assembly line workers, store cashiers, data entry workers and carpenters. People can get it washing the car, knitting and polishing floors — anything that requires repeated strain or motion.

And any part of the body is at risk, from the wrist to the elbow, shoulders, back and ears. Severity ranges from soreness to permanent nerve or tendon damage.

"Injuries are hell"

For 15 years, Karen Goldey typed on a keyboard as a customer service representative at GTE in Lexington. She said her hands started going numb in 1990, the same year her company began an ergonomic safety program.

In May 1991, Goldey learned she had carpal tunnel syndrome, which caused the swelling of nerve endings in her wrists. Doctors had to surgically strip all the tendons in her right hand to relieve the pressure.

What to do if RSI strikes

Here's what doctors and therapists say are the things to look for and things to do if you suspect you have a repetitive stress injury:

The symptoms:

- Numbness or soreness in the hands or shoulders when doing activities.
- Weakness in the hands. Sometimes sufferers cannot even grasp coins.
- Waking up in the middle of the night with pain. There is a tendency to flex muscles when sleeping.

What to do:

- Tell your supervisors about the problem right away.
- See a doctor.
- Rest is the best solution.

What companies can do

- Pinpoint problem areas. Ask employees about discomfort.
- Inform employees about the dangers.
- Let employees get up and get away from their work space once in awhile to stretch and relieve stress.

"Repetitive stress injuries are hell," said Goldey, 37, of Nicholasville. "It's aggravating to try to pick up something and drop it three times because you don't have the grasp anymore."

Phillip Johnson, safety administrator at GTE, said Goldey might not have gotten the disorder from the job she held before she had surgery.

"I'm not saying it can't be caused at work. I'm saying it can be caused at home, too," Johnson said.

Case study: Toyota

To avoid repetitive stress injuries, some companies are making extensive changes in the way workers do their jobs.

Toyota Motor Manufacturing USA Inc. in Georgetown took major steps to reduce RSI cases, such as sore wrists from using impact hammers. During the plant's first year of production, RSI ailments were the leading injury among workers, said Barbara Nailor, safety director at the auto plant.

So management began rotating employees at various work stations, making sure that workers on the line exercised different muscle groups. Employees were shown video tapes about stress disorders, and charts were put up in the plant. Management videotaped workers at their jobs and critiqued workers' movements, and desks were measured to see whether they properly fit the person.

Workers adjusted the conveyor belts to prevent reaching for parts from awkward positions. They made a sort of sliding chair from a \$20 car seat from K mart, so a job where employees had to squat 400 to 800 times a day required only sitting.

Toyota has 22 specialists, including a staff of nurses, doctors and safety managers, working on safety problems. The automaker is expected to finish building a therapy and conditioning room at the plant by September.

Other businesses, such as South Central Bell in Louisville and Appalachian Data Services, have started education and evaluation programs, too.

But not everyone can pay for expensive changes. Smaller companies cannot afford to redo the assembly line or buy wrist rests, new chairs and adjustable screens for their workers. They have to

See *Repetitive stress*, page 10

Country correspondents

Real people, real values distinguish Kentucky's weekly newspapers

By Jane Gibson
Associated Press

Clay City, Ky. — The fact that Ashley Nicole Garrett spent Saturday night with her Granny and Papa, and that Maude Combs and Zula Lyle went shopping and ate at the Cracker Barrel in Lexington is big news in Clay City.

That's where 81-year-old Ethel Smithers comes in. Some city folks might dismiss people such as Smithers and Martha Baldrige of Knott County as local gossip columnists. But in the weekly journalism world, they're called community news correspondents.

Baldrige rejects any notion that she is the "Caney gossip" writer. "I write the Caney news," she counters.

"And some say I'm the first thing they read," Smithers added proudly.

The two are among dozens of writers for weekly newspapers across Kentucky who add flavor with their columns on the comings and goings of local people from communities like Trapp, Bearville, Carr Fork and Spann Hill. Most are compensated only by being appreciated.

"It's the small, everyday news that a community lives on," said Jerlene Rose, editor and publisher of the Clay City Times, which carries Smithers' column.

"It's what makes all weeklies distinct," said Ron Daley, editor and publisher of the Troublesome Creek Times, which carries Baldrige's and several other community news columns.

"You look at front-page news from paper to paper, and it doesn't differ a whole lot. These columns let you know a person on the creek who grew the biggest tomato ever grown or if someone broke a leg. It's the essence of community journalism.

"We find no matter what we put

You look at front-page news from paper to paper, and it doesn't differ a whole lot.

These columns let you know a person on the creek who grew the biggest tomato ever grown or if someone broke a leg. It's the essence of community journalism.

— Ron Daley

on the front page — if there's not an exciting picture or a big news story — people want to get the paper each week anyway to find out what happened to their neighbors."

Each week, Smithers carefully writes out the news she receives on sheets of notebook paper. A friend stops by each Monday to take her column to the Times.

Usually, Smithers fills four to six sheets of paper with her scrawling script. Around the holidays, that goes up to six or eight.

"You try to get everybody's news that you can," she said. "People like to hear about their friends and neighbors."

Rose said the only time most people get their names in the paper is when they're born, get married or die.

"This gives people the opportunity to read their names in print," she said.

Smithers' column is especially popular with Powell Countians now living outside the area.

"People tell me it's like getting a

letter from home," she said.

"People who have moved away aren't really interested in the local politics," added Rose. "They want to read who's been visiting who, who is sick, who's having babies. These columns about baby showers and holiday gatherings provide that."

Smithers has been writing her column for more than 60 years.

"I only wrote it occasionally then. I would write it and mail it out to them. Of course, the mail carrier came by riding a horse back then, and not too often," she said with a laugh.

Ferretting out the news has gotten easier, too.

"Back when people didn't have phones, they would send kids on bikes to bring me the news. Or walk a few

miles. Now, they just call me."

Her phone rings quite frequently. She also makes numerous calls herself to investigate "leads" she's received on a possible item.

Baldrige said she keeps "my eyes and ears open, like a reporter."

Deaths, illnesses, birthdays, vacations and visits are frequent topics.

Daley and Rose said the columns are edited for possible problem items. But both said they try to keep the flavor of the writer, who may be anyone from a college graduate or a grade-school dropout.

"When 200 years from now people want to know about Knott County, the greatest historical account will be these weekly columns," Daley said. "They're about the real people, real values."



Ethel Smithers, *The Clay City Times* Photo by Tim Webb

Repetitive stress injuries get attention, from page 9

compensate — placing telephone books under video display terminals or other cheap, temporary solutions.

For such companies, the state Labor Cabinet offers a free information session on how to avoid RSI.

But some businesses ignore the potential risks of RSI until after the problem appears among their workers.

"Bad work stations are more common than perfect ones," said Dr. Randall Updegrave, director of the new occupational medicine department at Lexington Clinic. "They're all over the place."

He said jobs or work conditions that increase the risk of RSI:

• Ones that require standing or sitting all day in the same position with no break.

• A desktop that is not level and a keyboard at a level where wrists are not straight or shoulders are hunched.

• A video terminal where eyes are not level with the top of the screen.

The state AFL-CIO proposed a measure concerning ergonomic standards during the 1992 General Assembly. But the union's proposal did not go further than committee.

The state will probably wait until Congress or the US Department of Labor adopts ergonomic standards, said Barry Holder, assistant director for the state Labor Education and Training Division.

"By then you'll have a lot of crippled people," said Nelle Hollander, a representative for the Kentucky Communication Workers of America. "Something needs to be done."

Concerns about being ergonomically correct do not end at work. Individual lifestyles affect the chances of getting RSI. Studies have shown factors such as obesity, water retention and everyday activities can cause the disorder or make it worse.

Be careful about surgery for an RSI problem because it might not work, said Barry Greb of the Jefferson Medical Rehabilitation Centers. One of the best ways to heal is rest.

"That total rest means not only not doing your job, but you may love to bowl... or knit, or play the piano," said Nailor, who has worked with safety issues at Toyota for six years. "You can't do those things."

Workers need to pay attention to their whole lifestyle and make sure their work setting is safe. And management needs to tell them how.

'I'm lost without my Daily News'

Ewing subscriber has taken paper for 65 years

By Nikki Lockhart
Middlesboro Daily News

From Charles A. Lindbergh's solo flight across the Atlantic to Hitler's march across Europe; from Vietnam to man's first landing on the moon, a Ewing, Va., woman has kept up with local and national events through her favorite news source.

"I'm lost without my Daily News," says Hazel G. Brooks, the winner of a contest to see who had been subscribing to the paper the longest.

Brooks has been receiving The Daily News every day for 65 consecutive years, longer than any other known subscriber.

The Daily News' most dedicated reader turned 79 in May and has lived in the same house in Ewing since 1955.

"I like to read the obituaries and

the funnies," Brooks said. Her favorite comic strip is Garfield, because that is the name of her late husband.

"You might not know if your neighbor is passed away if you don't read it in the paper."

She says she sits and laughs to herself when she reads the comics. Even though problems with her eyesight make it difficult, Brooks says she reads her Daily News every day.

"Back years ago when I was growing up we had to come out of the hollow to get the paper," she explained. Brooks said she carried a key to the mailbox to school with her each day and got the paper on the way home.

"Mom and pap took the paper," Brooks said. Since her parents could neither read nor write, Brooks, her brother and sister would read it to

them. That was how she first became acquainted with reading the paper in her early teens.

"It would be back in the '20s," Brooks recalled, when she started getting her first subscription to the Daily News. At that time, she says, a year's subscription was only \$1 or \$1.50.

"Over the years it went up. One time, I almost didn't take it, but I said I would waste that much money in a year's time.

"I'm glad we've got the Daily News. It's a lot of help to us."

Brooks says that after all these years this will be the first time her picture has ever appeared in the paper.

She was presented with a plaque and flowers from the Daily News and will receive a free year's subscription.

What makes a good j-school?

Writing in the Aug. 3 edition of Publishers' Auxiliary, David Henley recaps what former Newsweek editor Jerrold K. Footlick considers the characteristics of a quality university journalism program.

✓ Students take only 25 percent of their total collegiate work in journalism and related communication courses. The rest is done in liberal arts and social sciences, particularly classes in history, government, English and writing, economics, sciences and American Studies.

✓ Students must work for the school newspaper in jobs closely monitored by faculty who have extensive journalistic experience.

✓ Faculty have recent, extensive experience in respected media.

✓ Professors' academic research and professional experience are successfully blended, with less emphasis on doctoral degrees.

✓ Students must have meaningful internships that are closely monitored by a faculty member.

✓ The quality of teaching, research, facilities, physical plant and the university itself is high.

✓ Graduates are pursuing successful careers in journalism or related fields.

According to Henly, Footlick advises eliminating or merging some required journalism courses in favor of more liberal arts and social science classes. For example, courses in journalism law and ethics, he said, could be merged.

Print is lasting record of everyday life

By Melinda Gassaway, Editor
Hot Springs (Ark.) Sentinel-Record

Differences between the print and electronic media hit home the other day.

Not through something in writing, but via the radio air waves.

Just as photographs catch a reader's eyes, this radio promotion caught a listener's ear — which, of course, is what it was intended to do.

The gist of the message went something like this: "Radio stays on your mind — it doesn't rub off on your hands."

An obvious reference to the sometimes annoying problem of ink rub off — visible evidence, though, that a newspaper has been picked up, handled, and, yes, read by somebody who had a keen interest in what went on around him.

But, there is something comforting about knowledge we can get in a form that allows us to peruse it quickly or study it thoroughly, to look at it once, put it away, look at it again — days, months, even decades later.

There is something good about being able to fold a newspaper just so to work the crossword puzzle; there's something nice about seeing the expressions on the faces of those who just won a relay race in the Special Olympics.

A radio broadcast of someone's birth and death can't be cut out and kept in the family Bible; a commentator's mention of local poll-

ing places can't be taped to the refrigerator as a handy reminder.

A comic strip has to be seen to be appreciated; a favorite recipe will be copied and shared; a good column will be saved and mailed to friends and family who live elsewhere.

What a neighbor, a businessman, a public official says in the newspaper becomes part of a permanent record, a reflection of the times and tensions that gave the words content and meaning.

How a community reacts to disaster, to challenge, to achievements and setbacks can be kept close for all time in a news clipping.

The follies and foibles of human beings, the shining moments of a high school athlete, the productions of a drama class, the civic pride of a scout troop, the resilience of senior citizens last forever when recorded in black and white.

The search for a missing child, the reunion of sisters earlier separated by tragic circumstances, the progress of a heart transplant patient, the keen competition for a state math and science school — stories that can't be told in a few, brief sound bites.

Arbor Day tree plantings, a table that shows the "catch of the day" on area lakes, the progression of a high-way improvement project, the debate about forms of government, the decisions of planning commissioners — important happenings described in terms everyone can recognize, review

and understand.

A newspaper may not always have the last word, but its words always last.

Print journalism may rub off, but its influence is something that can never be erased.

Remember ABCs for good pictures

To take a good photo, remember your ABCs.

A for angles. B for be. C for see.

That's the advice of photography instructor Woody Gaddis of Central State University in Oklahoma.

Gaddis says angles are the key. Lights straight on the face make for a two-dimensional photo. It can become three-dimensional with appropriate lighting.

The "B" comes in because the photographer must BE a part of what's happening. Gaddis advises the photographer to keep a daily log of what's going on in the community that will provide good photo opportunities.

Then, the photographer must "C" what he or she is looking at. Look for the little things to give the photo visual image and make it graphically strong, Gaddis says.

For the obligatory "grip and grin" picture, he says to use the basic principle of overlapping — get the subjects together. Don't let the subjects mug for the camera, and keep junk out of the background.

Gaddis also suggests grouping people in a geometrical shape to avoid having all eyes on the same level. A triangular shape, for example, will help the readers' eyes fall from one face to another.

As for equipment, the instructor says a normal lens is adequate for most pictures, but the photographer may occasionally use a wide-angle lens and telephoto lens.

"It's more in your head than in the lens," he said. "Use your initiative. Use your eyes — look for the little things."

(The Oklahoma Publisher)

Kentucky views

Editorials
from
across
the
commonwealth

Changes affect records, meetings

By Frank Boyett, *The Gleaner*, Henderson

New versions of Kentucky's open meetings and open records laws should make government more accessible to the average citizen after they go into effect July 15.

That's the effective date for most laws passed by the 1992 General Assembly. Kentucky has had open meetings and open records laws since the mid-1970s, but the legislative action this year is the first major reworking of those statutes.

One of the changes in the open meetings law is to close a loophole that has often been used across the state. The law has always required gatherings of a quorum to be subject to the law, but some boards have gotten around that requirement by holding several small meetings.

For instance, in Henderson County the judge-executive has sometimes met in private with one or two magistrates at a time to go over the proposed county budget. The change in the law would prohibit such meetings, if their intent is to avoid public scrutiny.

The new law also gives the state attorney general a role in resolving disputes about the open meetings law. Anyone who thinks a public board has violated the law can file a protest with the agency. If the agency does not remedy the alleged complaint to the person's satisfaction, the person can then appeal to the attorney general.

The attorney general's opinion has the force and effect of law, unless it is overturned through an appeal in the court system.

A similar dispute resolution mechanism is included in the new open records law. That law has always had a method for appeals to the attorney general, but the new law gives the attorney general's opinion the force of law, which it did not have before.

The new records law also allows anyone to ask that copies of records be mailed to them, provided the requester lives outside the county where the records are kept. The records must be precisely described and readily available to the agency.

(Press Editor's note: This was a front page news story, not an editorial, but it bore repeating here.)

Open meetings, records laws affect you, too

By Bettina Poland

Henry County Local, New Castle

Changes to the Open Records and Open Meetings laws took effect this month, which may lead you to wonder how these laws affect you, the individual, and the news media.

The Open Meetings law provides that meetings of virtually every state or local governing body that exists to serve or regulate the citizenry, using or administering public dollars, including those committees created by public agencies, be open with the exception of a committee of a hospital staff or one formed to evaluate qualifications of public agency employees.

Also closed are Parole Board deliberations; deliberations on future sale or purchase of property when publicity would affect the value; discussions of proposed or pending litigation; grand and petit juries; collective bargaining negotiations; specific (but not general) personnel issues; negotiations with business that might be jeopardized if public; state and local cabinet meetings; non-standing committees of the General Assembly; meetings closed by federal, state or constitutional law; judicial or quasi-judicial bodies where neither the person being judged, his representative nor a member of the governing agency is present. But planning and zoning commissions and boards of adjustment are open.

Meetings of less than a quorum (majority required to hold a meeting) of the agency's members are to be open if a series of such meetings is scheduled for the purpose of avoiding the requirements of openness.

The agency must vote to go into executive, or secret, session and disclose the nature of the business to be discussed in open session.

A schedule of regular meetings must be made available to the general public, with notice of special meetings made in writing and including date, time, place and agenda (with actions taken limited to those on the agenda), given at least 24 hours in advance by hand delivery, fax machine or mail to every member of the agency and to media that have requested in writing to be notified. Notice must also be posted at the meeting place and at agency headquarters.

Emergency meetings can be held, with a reasonable attempt to notify the media to be made. Discussions and action must be limited to the emergency.

The media have options if violations to this law have been made: to notify the presiding officer in writing that there has been a violation and state what can be done to remedy the situation; if not satisfied with the response, send a copy of the written complaint, the agency's written denial and an explanation of the situation to the Attorney General within 60 days of receipt of the denial, with a decision to be made in the matter within 10 working days.

Either the media representative or the agency may appeal the Attorney General's decision through Circuit Court, but if there is no appeal, the Attorney General's decision is enforceable by the Circuit Court and may void any actions taken during a violation.

The media can also go through the Circuit Court within 60 days of the agency's response or the date the complaint was filed, if no response was received, rather than to the Attorney General. If the media win in court, the agency may have to pay court costs, reasonable attorney's fees and the court can award the media representative up to \$100.

If a media representative is refused entry to a meeting which should be open, he

should request that the presiding officer cite the specific statute, number and section that permits the organization to close the meeting to the public and ask that this be included in the minutes.

The Open Records law applies to those agencies listed above as required to have open meetings, plus any private companies that derive at least 25 percent of the funds they expend in Kentucky from state or local authority funds.

Open records consist of all books, papers, maps, photographs, cards, tapes, discs, diskettes, recordings or other documentary materials regardless of physical form or characteristics, that are prepared, owned, used, in the possession of or retained by a public agency. The records of a private company that are not related to its state or locally funded operations are not public.

You may request access to open records of the chief administrative officer or any other employee who is responsible for maintenance, care and keeping of public records.

Usually a verbal request will gain you access to these open records, but many times agencies will require a written statement describing the records to be inspected, signed by you and with your name printed legibly on the request. You can make the request in person or by mail or fax machine.

Records can be viewed during office hours or must be mailed to you if you are located outside the county where the records are maintained, if you describe precisely the records you want or the requested records are readily available within the agency.

If the records you request are in use by someone else or unavailable, the recordkeeper must inform you of that and set up an appointment within three days of receiving your request, or give an explanation of the delay and when the record will be available.

Requests can be refused if the recordkeeper believes the requests are intended to disrupt the operation of the agency, but there must be clear evidence that you abused your right.

You may make copies of the records, written or otherwise, but the agency may require that you make your request in writing and may require payment in advance, including postage, if you want the materials sent to you. The agency cannot charge more than the actual cost for copies and cannot add staff time into the cost.

Excluded from the open records law are personal records that would constitute an invasion of a person's privacy; confidential records compiled and maintained for scientific research; records that would give a competitor an unfair advantage, such as documents submitted in connection with loans, regulation of a commercial enterprise, grant or review of a business license, documents regarding prospective location of a business, property acquisition by a public agency, academic tests or exams for licenses, law enforcement investigations before action is taken, preliminary records and records sealed by federal law or by the General Assembly.

The agency must notify you in writing within three working days of your request that it has been denied and must specify the exception in the law that applies. Basically the same procedure is followed for taking the complaint further in the legal process as for violations to the Open Meetings law.

The law is designed to give the public certain rights in regard to records and meetings or actions which could affect your life. It's your duty as a citizen to know your rights and protect them.

Clearly illegal

Raceland councilmen ignore law

The Daily Independent, Ashland

Rarely has there been a more blatant violation of Kentucky's Open Meetings Law than when four Raceland City Council members gathered last Thursday. The meeting clearly was illegal, and no action that was taken is valid.

Not only did the four fail to inform the news media about the hastily called meeting, they also did not bother to tell Mayor C.R. "Dick" Fields, Councilman Don McKee or City Attorney James Lyons Jr. about it. Even City Clerk Eileen Adams said she was not informed of the meeting until 2:40 p.m., and her notice said it was to start at 2:30.

No agenda was included with her notice of the meeting, Adams said. State law requires that all notices of special meetings include agendas and that discussion during the meetings be limited to items on the agendas.

Thursday's meeting was an attempt by council members Isaac "Dick" Colvin, Tom Cumpton, Richard "Block" Braden and Randy Hale to conduct the public's business in secret. It is difficult to imagine that four elected officials in Kentucky could be so ignorant of the law that they could have thought the secret session was legal.

The meeting was called in an attempt to get an injunction to stop Super Quik Food Stores from building an exit lane on city park property. Even if the meeting had been properly called, the council's action was too late to stop the project.

Super Quik already had signed an agreement with the city giving the store a 25-year easement on the property for \$9,000, and the money already had been paid to the city. Two days prior to the illegal meeting, the council had voted to void the agreement and have Super Quik repair any damage, but even that action came too late.

Lyons properly advised the council that it could not take action against the project because the park board, which controls what is done at the park, already had signed the easement.

Right or wrong, Super Quik has its easement. That should be the end of it.

In the short term, what took place at Thursday's special meeting is of no consequence; the Open Meetings Law voids actions taken during illegal meetings.

In the long run, though, what took place should give Raceland voters reason to wonder why a group of four elected officials would blatantly violate the laws of the state and try to transact business away from the eyes and ears of the public.

**A problem with the law?
Call the KPA FOI Hotline.
502/589-5235**

What goes on behind closed doors

By Stan McKinney
Central Kentucky News-Journal,
Campbellsville

Most journalists usually cringe when they realize a public agency conducting public business plans to go behind closed doors.

We can do little more than trust that only legitimate business is being discussed in private.

Simple fact is, though, that once the doors are closed, public agencies can talk about virtually anything, and no one — except the members — will be the wiser.

For years, Kentucky has had laws which clearly stipulate the only reasons why a public meeting can be closed.

Those include the discussion of the acquisition of property only if prices would likely go up if information is made public. Public agencies may also go into closed or executive sessions to discuss pending litigation. The reasoning is that the attorneys on opposing sides of a lawsuit should not be privy to a public agency's courtroom strategy.

The most common reason, however, given for an executive session is to discuss personnel.

One could argue that virtually anything that a public agency does affects personnel. The law, though, is designed to protect the reputations of employees, not provide a convenient way for public agencies to hide their actions.

In the past, most public agencies closing their doors under the "personnel" clause have given another explanation.

The law clearly states that discussions or hearings which might lead to the appointment, discipline or dismissal of an individual employee can be conducted in an executive session. It also states that the law "shall not be interpreted to permit discussion of general personnel matters in secret."

The Open Meetings and Open Records laws have been rewritten, and the new versions took effect on July 15.

Partially in response to complaints from journalists regarding the apparent loophole involving "personnel" discussions, some key changes have been made.

Any public agency after July 14 must state the specific reason for discussing a personnel matter in private. "Personnel problems" won't cut it any more.

Any agency will have to state "to review a complaint about an employee and consider disciplinary action" in order to be within the bounds of the law.

Those who work for the public, and that includes all levels such as teachers, bus drivers, garbage truck drivers, etc., are responsible to the public. Should they violate the public trust in some way, the law recognizes, the people have a right to know about it.

Also, an employee has a right to a public hearing if he or she so desires even if the matter can legally be discussed behind closed doors. That means a public agency cannot force an employee to discuss mat-

ters in private.

The preamble to the new Open Meetings law makes it clear that the General Assembly wants meetings to be open.

It reads as follows: "The General Assembly finds and declares that the basic policy of KRS 61.805 to 61.850 is that the

formation of public policy is public business and shall not be conducted in secret and the exceptions provided by Section 3 of this Act, or otherwise provided by law shall be strictly construed."

Simply put, the public's business should be discussed in public. And any meetings conducted behind closed doors should be carefully — very carefully — considered.

Members of public agencies should ask themselves if a planned executive session is legal and is necessary. They owe it to the public — not the press — to discuss as little in private as possible.

The law also placed the burden of proof for closing a public meeting on the public agency.

The definition of public agency, by the way, also has been expanded. Elected bodies, of course, are public agencies. So are any agencies, boards and committees that they appoint.

The law even opens many records of contractors and suppliers to public agencies. The reasoning is that by doing business with the public, their affairs and records are of interest and importance to the public.

Discussions about contractors and suppliers also cannot be conducted in private unless one of the few exceptions to the Open Meetings law applies.

The law prevents a public agency from appointing a board and passing on im-

portant business for it to consider in private.

It is also illegal for a superintendent, mayor, judge or the head of any public agency to meet with the members of his agency a few at a time to consider business so matters are effectively already decided during a private session.

By law, a meeting of a quorum of a public agency is open to the public. Some agencies statewide have tried to get around that requirement by conducting several separate meetings of less than a quorum or conducting telephone polls.

The law clearly makes those illegal.

Any papers, documents or records that are distributed to members of a public agency are also considered public documents under the new law. The law states that anyone who desires has a right to the same information as members of the agency.

Otherwise, members of a public agency could refer to matters such as proposals on "pages 6 and 7, paragraph 2" in documents that only they have. That effectively would close a public meeting because no one else could follow the business being conducted.

A public agency cannot deprive anyone of materials they need to understand what is going on during a meeting. The public is allowed to see what members see.

Written notice to the media now has to be given of any special meetings. A notice of the meeting also has to be posted near the location for those meetings informing the public.

The laws are designed to keep the public's business public. They are also designed to keep executive sessions to a minimum and to ensure that everyone understands the specific reasons for the few that might be conducted.

Whence the community paper?

Former Courier-Journal executive Michael Gartner, now of NBC News, offered advice and observations about the future of community newspapers in a speech to publishers attending Suburban Newspaper Association's summer management conference in Atlanta.

• Spend the money to have the paper designed by a professional.

• Readers "read" a metro paper and "use" a community paper; write and run the paper with that in mind.

• Readers love their town, so you have to love it, too.

• Deal with readers in person as you do in print; always make them feel important.

• Metro newspapers can no longer survive (and indeed are not surviving) on the three key principles that kept them going for so long: 1) cheap labor, 2) cheap newsprint and 3) cheap transportation/delivery.

• Masses of readers are shunning metros and advertisers will follow shortly,

as a result.

• Community newspapers should take advantage of the fact that metro CPMs are rising because penetration is decreasing.

• Don't be afraid of expanding your news hole because that's what readers want and that's not what they're getting anywhere else.

• Capitalize on your greatest strengths: your zones, your readers and your equipment. And don't be afraid to be creative in this process.

• Metros can't zone; they've tried it before and they'll try it again, but they'll never get it right — they don't have the money for it.

• Most "shopper" papers look cheap. To perform better, their publishers need to repackaging them and add news to them, to overcome skeptical advertisers.

• The myth of cable television is that people watch it. More people watch Nick at Nite than CNN. More people watch NBC News at 4 a.m. than CNN. (Suburban Publisher Bulletin)

Idea exchange

Carrying on

For International Carrier Day on Oct. 10 of National Newspaper Week, spotlight carriers in both advertising and editorial. You could run house ads saluting carriers (emphasizing they are independent businesspeople), perhaps with a group picture or several individual pictures. Or an ad could feature customer testimonials about specific carriers (making points with both carriers and readers). Feature stories could focus on the carrier system with quotes from several carriers or you could do human interest features on individual carriers (oldest, youngest, most years carrying, most miles on car, most difficult/longest route, past vs. present, unusual customers, etc.) P.S.

NNW recognition

Also during National Newspaper Week, Oct. 4-10: • You can spotlight your staff, running pictures and brief biographies — or group pictures for larger departments. • Do a wrap up feature on how newspaper employees are involved in community activities, particularly as volunteers. • Or do a feature on the staff member who's been there the longest. • Volunteer to speak to school groups about newspapers, and sponsor school children tours of your plant. • Have an open house for the community, with special invitations to subscribers and advertisers; serve refreshments and give handouts about the history of the newspaper and its impact on the community. • Do a story on long-time subscribers. • Run random mug shots of readers in your coverage area, maybe even developing a contest around the pictures. P.S.

Car section rolls

What began as a special section for National Car Care Month has turned into a monthly feature for Montgomery Newspapers in Ft. Washington, Pa. The page banner and maintenance tips in the section change monthly to retain interest and reflect seasonal car needs, and ads come primarily from car dealer service departments. Art Howe, 215/542-0200. (*Suburban Publisher Bulletin*)

Discounted subscriptions

LIFE Newspapers, based in Berwyn, Ill., offers subscribers savings coupons for six-month subscription orders. A subscriber gets one coupon per month and presents all six at renewal time to save \$4.50 on the next six-month subscription. Larry Randa, 708/484-1234. (*Suburban Publisher Bulletin*)

Get on the bandwagon, before it rolls you over

Ohio publisher/columnist Ken Blum advised Michigan Press Association members to bolster their bottom lines with specialty publications, such as real estate booklets. His tips for start-up: 1) Set up the business as an entirely separate corporation, in a separate location, run by different managers and staffed by free lancers. (All to eliminate confusion among advertisers and

to track financial performance.) 2) Make salespeople independent contractors, paying flat commission. 3) Find talented free-lancers to write. 4) Carefully select topical sections for market appeal. 5) Launch one product at a time, giving it time to stand on its own. 6) Don't let new publication sap strength of your newspaper. 7) Kill a publication if it doesn't pay its way; gross revenues should exceed expenses by at least a 2:1 margin. (*Ohio Newspaper Association Bulletin*)

Selling more, better

From the Iowa Newspaper Association convention come these selling ideas. • Bring in a group of non-advertisers to your paper and discuss why they don't advertise. • Develop three ad advisory groups composed of (a) advertisers, (b) non-advertisers, (c) combination of both. Keep the number in each group under 15, set meetings at a convenient time for all, and set a maximum meeting time of 90 minutes once a quarter. • Develop separate rate cards for commercial and non-commercial (private party) classified advertisers. • Every 60 days have a "sale" on certain classifications in the classifieds; run the "sale" for 30 days. • Run an 8-1/2 x 11-inch insert in the paper promoting private party ads. • Develop a co-op ad envelope with instructions on the back, enabling advertisers to separate easily co-op invoices from regular ads and keep track of co-op materials. • Political candidates are an ideal target market for single-sheet ad inserts. • Dailies can experiment with the two heaviest advertising days, defining them as "drive time" days and charging accordingly. Other days can be identified as "fringe time" and "midnight-6 a.m." • Economic development agencies are a good source of information that can lead to new ad revenues. (*Minnesota Newspaper Association Bulletin*)

Picking the cream of the crop

In *Association Trends*, Robert B. Tucker shared how to spot innovators among job applicants or within your organization. The innovator, he says:

- Looks for new opportunities everywhere.
- Challenges preconceived beliefs, biases and assumptions.
- Spots trends before everyone else.
- Redefines his/her goals continually.
- Develops and tries ideas and watches for concepts he/she can borrow and apply.
- Relies on intuition to assess risks, read people and deal with complexity.
- Thinks long-term and persists when others quit.

- Finds a way to do things.
- Seeks positive and negative feedback from colleagues and customers.
- Thrives on networking and teambuilding to do projects. (*Florida Press Association Bulletin*)

Thinking of readers

Roger Ann Jones, editor/publisher of the Camilla (Ga.) Enterprise, offered these tips during a Georgia Press Association workshop, called "Be Good to Your Readers." • Be sure every obituary has a complete name in the headline. Don't use last names only. It offends the family. Write complete obituaries. • Put complete dates, including the year, in obituaries and weddings. People clip those stories and keep them for years. It makes friends. • Write full wedding reports. • Anchor some items in the same place all the time so readers know where to look for them; examples—obituaries, community calendars. • Start a calendar of community events. Allow items to run as long as four weeks. Have the items sent to a typesetter to keep work off reporters and editors. • Shoot the audience. People LIKE to see themselves in the newspaper. If any family member or business person's picture is in the paper, that paper will get a great deal of attention that day from that family or the people in that business. Your business is faces and names. "Identify all people in a photo. Don't say there were too many. Everybody wants to see his/her picture and his/her name spelled correctly. • Put some humor in the paper. Write a funny column, tell a joke, use a witty statement. Where do you get them? Steal them from other newspapers, magazines, television, anywhere. (*Georgia Press Bulletin*)

October promotions

Month-long: Fall Car Care, Pork, Christmas Seal Campaign, Computer Learning, Consumer Information, Co-op Awareness, Energy Awareness, International Microwave, Nat'l Adopt-A-Dog, Nat'l AIDS Awareness, Nat'l Apple, Nat'l Clock, Nat'l Cosmology, Nat'l Dessert, Nat'l Disability Employment Awareness, Nat'l Kitchen & Bath, Nat'l Pizza, Nat'l Popcorn Poppin', Nat'l Restaurant, Nat'l Roller Skating, Nat'l Seafood, Nat'l Sudden Infant Death Syndrome Awareness, Spinal Health.

Oct. 1: UN Universal Children's Week, UN World Habitat, World Vegetarian Day, Federal Fiscal Year begins.

Oct. 4: Weeks — Nat'l 4-H, Fire Prevention, Mental Illness Awareness, Nat'l Newspaper, Nat'l Osteopathic Medicine.

Oct. 5: Weeks — Nat'l Customer Service, Nat'l Spinning & Weaving, Child Health Day.

Oct. 6: Amer. Library Assn. founded 1876.

Oct. 7: Yom Kippur.

Oct. 10: International Newspaper Carrier Day.

Oct. 11: Nat'l School Lunch Week, Nat'l YWCA Week.

Oct. 12: Columbus Day, Nat'l Pet Peeve Week.

Oct. 13: Navy established 1775.

Oct. 14: Peace Corps established, 1960.

Oct. 15: Internat'l Credit Union Day, White Cane Safety Day.

Oct. 16: Peace with Justice Week, Amer. Dictionary Day, UN World Food Day.

Oct. 17: Black Poetry Day, Sweetest Day.

Oct. 18: Weeks — Nat'l Business Women's, Nat'l Dental Hygiene, Nat'l Forest Products, Nat'l Infertility Awareness.

Oct. 24: United Nations Day.

Oct. 25: Daylight Savings Time ends, Mother-in-Law Day.

Oct. 28: Statue of Liberty birthday, 1886.

Oct. 31: Halloween, Unicef Day.

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

Databank

Poll posers

Help in reporting and interpreting polls is the aim of "Twenty Questions a Journalist Should Ask About Poll Results," a pamphlet written by Evans Witt, AP's election planning director, and consultant Sheldon Gawiser, former NBC News pollster. It is available from the National Council on Public Polls, Room 1708, 205 E. 42nd St., New York, NY 10017. (AP log)

Worth its weight

Million Dollar Idea Book — Great Money Making and Money Saving Ideas! is the outcome of a workshop sponsored by Florida Press Association and Florida Society of Newspaper Editors. The 100-page book, developed by Venice Gondolier publisher Bob Vedder, is being offered to FPA members for \$14.95. FPA may have extras; 904/222-5790.

For law revisions

Donald M. Gillmor makes a case for revising libel law because of its present complexity and excess. The University of Minnesotaota professor writes in *Power, Publicity, and the Abuse of Libel Law*, "Private plaintiffs have only to prove 'negligence' by a preponderance of the evidence to collect damages, and states are free to make negligence mean whatever they want it to mean." In addition to offering a history of libel law, the book looks at proposed revisions. \$25. Oxford University Press, 200 Madison Ave., New York, NY 10016.

Good writing, good reading

The work of such noted writers as Alexander Woolcott, Damon Runyon, Grantland Rice and Ernest Hemingway is represented in *The Great Reporters: An Anthology of News Writing at Its Best*. Selected articles by 18 reporters of the past are included. \$18.95. Vision Press, Box 1106, Northport, Ala. 35476.

How-to for do-it-yourselfers

How to Estimate the Size of the Local Advertising Market and Your Share of It by Nicholas A. Bloom offers methods and resources to measure 12 kinds of media, from broadcast to billboards to circulars. Originally published by Newspaper Advertising Bureau, it is now offered for \$10 by Newspaper Association of America, 703/648-1367. (presstime)

Easy listening

Audiotape recordings of two major summer conferences are available. For tapes (\$17) of the International Circulation Managers Association sessions, call 718/429-6828. For tapes (\$7) of the Association of Newspaper Classified Advertising Managers meeting, call 303/680-1694. Both organizations are now merged into Newspaper Association of America. (presstime)

Discover New Worlds



National
Newspaper
Week
Oct. 4th - 10th

Legalese

• Federal officials have denied an appeal by *The News-Enterprise* in Elizabethtown for information on the unexplained suspension of the executive director of Hardin County Agricultural Stabilization and Conservation Service. The state ASCS office in April denied the paper's Freedom of Information request, citing "invasion of personal privacy." The paper then submitted an FOI request to the federal office. On July 20, a federal ASCS official termed the information "clearly personal" and said its release "does not contribute significantly to the public understanding of the operations and activities of ASCS." (*The News-Enterprise*)

• The board of Kentucky River Area Development District had to re-vote on employee raises after an allegation by one board member that the original vote, taken by secret ballot a month earlier, was illegal and that the number of votes exceeded the number of board members. The board member who had originally called for the secret vote is reported to have said he was "unaware of this Kentucky Open Meetings Law; I don't know when it was passed or anything, but for 20 years we were able to, and we did on many occasions, vote by secret ballot." Questions about the voting were raised by State Sen. Benny Ray Bailey and Hazard Mayor Bill Gorman, board members who opposed the raises. "... whether it is law or not law, I don't believe you ought to spend public money by secret ballot," Bailey said. (*Mountain Eagle*)

• Bigelow Management Inc. has filed suit against *The Louisville Defender*, claiming three articles contained false allegations that defamed it. The charges stem from a controversy related to a suit against Bigelow brought by another company, Burns Enterprises, and involving River City Football Classic. Two of the articles cited in the suit against the paper contain allegedly defamatory statements made by a Burns official. (*The Courier-Journal*)

• How can you have a public meeting behind court-ordered closed doors? That was a poser when Breathitt County magistrates were ordered by state officials to hammer out a budget. Meeting in late July in a courthouse closed for lack of a budget, three magistrates who had refused to vote for a one percent payroll tax were "not here as magistrates" but "under criminal sanctions," said their attorney. Unable to reach consensus, they were later jailed in a neighboring county until they could agree to raise the money needed to run the county. (AP)

• *The State Journal* in Frankfort was able in early August to examine entertainment and travel expense records of the Kentucky State University

Foundation Inc. For nearly three years, the newspaper's FOI request for the documents has wended its way through the courts because foundation officials contended the organization was not a public agency. In June, the state Supreme Court ruled that the foundation records are open. Although cooperating, the foundation has filed a rehearing petition with the high court. (*The State Journal*)

• The state attorney general's office said in a recent opinion that the Murray State University board of regents violated Kentucky's Open Meetings Law on March 17 when it met in private to discuss budget cuts. Assistant AG Thomas R. Emerson said the exception to an open meeting applies only when a specific personnel item is being discussed. He said it doesn't apply when the discussion involves general personnel matters. (AP)

Elsewhere

• The Associated Press filed a notice on July 21 that it may sue the city of Pittsburgh and its police department in connection with the arrest of a part-time photographer. Police officers seized Charles A. Palla Jr.'s camera and film and arrested the photographer in March after he took pictures of officers pursuing a homeless man. The purpose of the filing is to allow AP to review information and decide whether to file a civil suit. The city has 45 days to respond to the filing. Meantime, Palla has been ordered to stand trial on charges of obstruction of justice and disorderly conduct. (AP log)

• State employees in Maryland have to get permission from the governor before they can give information to elected officials or reporters. Gov. William Schaefer issued the directive, which he insists is not a gag order, in early July. Journalists have reported delays of up to three days in getting routine information. (Publishers' Auxiliary)

• The Smithsonian Institution in Washington, DC, is covered by the federal FOI Act, a US District Court judge ruled last spring. Smithsonian officials had claimed the organization was not subject to the act. The ruling stemmed from a suit filed by an employee who was seeking records. As of late July, however, the Smithsonian reportedly had not set up regulations to deal with FOI requests and had not informed offices of the court verdict. (Publishers' Auxiliary)

• More than 99 percent of cases decided by the US Court of Appeals go unreported by news organizations, despite court officials' attempts to give journalists greater access to judicial decisions. So says Rebekah Bromley, who studied the issue for her 1992 doctoral dissertation at the University of Tennessee. Bromley interviewed reporters and appellate court information officers and studied articles in six newspapers, including the Lexington Herald-Leader, and Associated Press for one year. She found that of more than 21,000 appellate court cases decided on the merits from July 1989 through June 1990, only one-half of one percent were covered by AP. The newspapers averaged 38 news articles each, about one-tenth of one percent. (SNPA Bulletin)

Report suggests ways to reach minority readers

A recent report by The Poynter Institute for Media Studies outlines ways to improve diversity and reach minority readers.

But the steps noted in "Redefining the News: Reaching New Audiences Through Diversity" appear to be applicable to most any paper's audience.

As reported in the Southern Newspaper Publishers Association Bulletin, four areas of action include:

- **Develop story ideas.**
 - Tour your city regularly with a "guide" from unfamiliar neighborhoods.
 - Write about human characters, not just bureaucratic processes.
 - Realize importance of churches as hubs of communication.
 - Look for the commonplace but varied centers of activity in every community, from schools and community centers to day care facilities and business associations.
 - Make it easy for people in the neighborhoods to reach you; show them how to communicate ideas and convince them those ideas are welcomed.
 - Invite people to come to your newsroom, explain how the operation works, make them more familiar with what you do.
 - Praise achievers on their own merits, not just as exceptions to a stereotype.
 - Let minorities on your staff suggest story ideas for other reporters.
 - Write more about care givers, problem solvers

and people who achieve great things with meager resources.

- Be alert to interaction, especially cooperation, among minority groups.
- Study the history of minority groups and be sensitive to historic dates.
- Don't let place names become code words for crime.
- Focus on children.
- **Cultivate Sources**
 - Eyewitnesses: Friends, relatives and neighbors of the people you are writing about in a community are usually able to provide additional detail and insight about the community itself.
 - Life contacts: Don't overlook the grocery store clerk, neighborhood restaurant owner, parish priest and scores of anonymous people who make a neighborhood what it is.
 - Community leaders: It's easy to contact the flamboyant politicians and others who thrive on public and press attention. It's more difficult to locate and gain the trust of the "real" leaders and role models in a neighborhood.
 - Experts: Finding and using non-white sources as experts should be a routine part of reporting on all beats.
- **Redesign News Beats**
 - On all beats, editors should monitor the coverage of minorities; "good reporting" should be redefined to include cultural diversity. Performance incentives should reward results.

—When the beats produce good stories about minorities, get them out front.

—Pre-assignment "brainstorming" and back-from-the-field "debriefing" should include an informal checklist of a story's cultural implications.

—Put reporters and photographers on neighborhood streets, perhaps in teams, with no specific assignments. Creative people will find the news and gain familiarity with the community.

—Involve "outside experts" as stringers and advisers in beat coverage.

—Avoid the "crippling seriousness" that delegates the "dull-but-important" stories to the front page but confines unconventional stories to inside pages.

• Reshape Newsroom Culture

—The editors must be clear about the agenda. If you want more diverse coverage, you have to say so, provide the resources to do so, and then work to keep everyone focused on the objective.

—Carrying out that vision requires involvement of everyone. Change is seldom dictated, particularly among journalists. They have to buy into the change or it won't happen.

—Changing a newsroom culture isn't easy. It involves discouraging racial jokes and stereotypes. It requires consistent reminders of the goals and the means, particularly when there is an "easier way" that isolates or ignores minority concerns. It demands patience, persistence and, above all, leadership.

Items

Kentucky papers in the middle

In a price study by Newspaper Association of America, Kentucky dailies are about average, according to a report in Southern Newspaper Publishers Association Bulletin. Nationally, the predominant price for daily and Sunday newspapers, in 1991, was 35 cents and \$1, respectively. In Kentucky, of 23 papers reporting, 18 charge 35 cents for the daily edition, two still sell for 25 cents, and three cost 50 cents. Among 12 Sunday papers reporting from Kentucky, one costs 50 cents, four sell for 75 cents, five for \$1, and two for \$1.50.

Managing managers

Keith Jensen, general manager of South Dakota Newspaper Association, was elected president of Newspaper Association Managers Inc. during the 69th NAM convention Aug. 2-5 in Albuquerque, N.M. Other officers are Morley Piper, New England Newspaper Association, vice president; and Linda Falkman, Minnesota Newspaper Association, secretary. Dennis Schick, Arkansas Press Association, was elected to a three-year term on the NAM board of directors. Also on the board are immediate past president

Ray Carlsen, Inland Press Association; David Bennett, Illinois Press Association, and J. LeRoy Yorgason, Wisconsin Newspaper Association. KPA executive director David T. Thompson attended the convention.

Small dailies get SNPA attention

Houston will be the setting for the Sept. 13-15 Smaller Newspaper Workshop, sponsored by Southern Newspaper Publishers Association. Two Kentuckians are on the program. Randy Mast of Landmark Community Newspapers Inc. in Shelbyville will talk about LCNI's continuous improvement program, specifically about involving employees in quality management. Mike Anders, publisher of *The News-Enterprise* in Elizabethtown, will describe his paper's venture into audiotext in a talk titled "Not Quite Radio, Not Quite Newspaper." The workshop theme is "Great Idea!" For registration information, contact SNPA, 404/256-0444.

Reporters: A dying breed?

For the second straight year, the number of people working in newsrooms in daily newspapers nationally has fallen by two percent, according to an American Society of Newspaper

Editors survey. The number of full-time newsroom staff dropped from 55,714 in 1991 to 54,531 this year -- the lowest level since 1986. Included are supervisors, reporters, copy editors and photographers. The biggest decline was among reporters, down 720 people from last year's total of 27,656. The number of newsroom supervisors declined from 13,513 to 12,957. Copy desks, however, showed a miniscule increase, with 173 copy editors added, bringing the total to 8,957. ASNE also noted a 30 percent drop in the number of newsroom professionals hired for their first-time jobs.

Family gathering

The sixth annual Family Newspaper Conference, open to press families all over and sponsored by New England Newspaper Association, is set for Oct. 2-4 in Mystic, Conn. Hiring outside the family, training heirs and managing change are among topics. Contact NENA, 508/744-8940.

Making money

"Competing for Advertising Dollars" is the theme of an SNPA workshop, Sept. 27-30 in San Antonio. Aimed at small to mid-sized newspapers, it will focus on the changing advertising

environment, selling against other media, circulation and marketing successes, targeting specific audiences and more. Registration is \$150. Contact SNPA Foundation, 404/256-0444.

Worst than a horror film

Frosty Troy, editor of the *Oklahoma Observer*, recently compiled these terrifying facts about the national debt: • Each minute \$874,000 is added to the national debt, \$52.7 million each hour. On Sept. 30, the end of the federal fiscal year, we will have a national debt of \$4.037 trillion. It took 20 percent of all federal revenue to pay just the interest on the debt this year. • If you opened a business the day Christ was born and lost \$1 million a day, you'd still have 700 more years to expend \$3 trillion.

Reminder

Your Statement of Ownership form must be published in the newspaper during the first week of October.

While you're at it, make a copy to accompany KPA's Rate and Data Sheet, which you'll receive soon.

PostScript . . .

Pam Shingler
Editor, The Kentucky Press

If you've read page one, you know that I'm leaving KPA. In fact, by the time you read this, I'll be gone.

These last three months have been very strange. I've been doing the News Bureau and The Press without any type of help, since plans for the position were in flux and we didn't want to bring an assistant to that situation. Knowing I was leaving and the time factor precluded starting any new projects, planning for next year or offering any additional News Bureau services.

It's been a busy limbo. I'd advise anyone not to give three months notice of resignation.

As with most things, at the time it seemed like a good idea. I'd arranged to teach a few classes at Prestonsburg Community College and had submitted a proposal to continue to edit The Press by contract. I'd also made some contacts for other free lance projects. I'd lived with family and maybe find time to do some writing I wanted to do, not what was assigned.

Then, good friend Terry Spears put the quietus, as they say in my mountains, on those careful plans. He up and quit as editor of the *Appalachian News-Express* in Pikeville to join a political campaign.

That set publisher Marty Backus to thinking he might want to work with me again -- we'd made a pretty fair publisher/editor team in Floyd County a few years ago. So he kept calling until I agreed.

Actually, the prospect of editing the tri-weekly in Kentucky's largest county is exciting. (Realize I'm saying this while still in the Frankfort office; as all you editors know, that emotion is subject to change -- quickly.) Those of you who attended the summer convention know that Pike is a dynamic, bustling county, with friendly people and gorgeous scenery.

And, like Floyd County, there's never a dearth of news in Pike. You won't hear newspaper folks in those two counties complain about a slow news day; there is no such

animal. The only scenario I can envision where there'd be no news is one in which all the public officials were on vacation, school was out for Christmas break and all the coal trucks were idle. Even then, I'm sure something would crop up. But, hey, what newsperson would want it any other way? ***

The last two years of working for KPA in the state capital have been interesting. I've learned a great deal about how state government works, although I'm still at novice level. I've glimpsed how much what happens here affects what happens out there -- from Martin County to Carlisle County.

The KPA News Bureau exists to bridge that gap. I urge editors and reporters to use it. Have the News Bureau cover the Public Service Commission, or any of several regulatory agencies, when a local case is being considered; the result could have a big impact on some of your readers. Request information about local campaign contributions. Have the file on your local landfill checked regularly.

I certainly intend to use the News Bureau, just as Terry Spears did when he was at the *Appalachian News-Express*. But I don't intend to apologize

for making a request, as Terry did. That's the News Bureau director's job. That's why the service was created -- to furnish editors and reporters with information that they can't get locally.

I've enjoyed getting to know many editors and reporters, even if just over the phone when they've requested help from the News Bureau. Kentucky has many excellent newspeople, albeit underpaid, underappreciated and overworked.

I've especially enjoyed my visits to newspapers across the state. In fact, I've loved them. When I started doing profiles on newspapers for The Press last fall, I did it because I thought it needed to be done. It immediately became my favorite thing to do. At just about every paper I've visited, I've been met with hospitality, enthusiasm and warmth. And at just about every paper, I've wanted to stay and talk much, much longer than my hurried schedule allowed. A special thanks to all of you who have squeezed me into your own busy schedule and have been so very nice to me.

I've also loved editing The Press. I'm grateful for having been able to do with it as I've wished, and I've tried to make it into a publication that you

can use and look forward to reading. In that regard, you'll hear from me at least a few months longer. Thanks to the post office, telephone and fax, I'll continue to edit The Press, under contract, until February. Then we'll see if the KPA board finds the situation unworkable or if I'm on my way to the looney bin.

I expect to keep in touch with several of you, and I'll see many old friends at KPA conventions and seminars. I'm sure we'll make the opportunity to commiserate over this baffling business we're in.

Give Becky Meadows a call when she comes to the News Bureau on Sept. 8 and offer her a big Kentucky welcome. Then keep her busy. ***

I don't want any yes-men around me. I want everybody to tell me the truth even if it costs them their jobs. --Samuel Goldwyn

Nobody roots for Goliath. --Wilt Chamberlain

I don't make jokes. I just watch the government and report the facts. --Will Rogers

I improve on misquotation. --Cary Grant

There are more of them than us. --Herb Caen

Exit, pursued by a bear. --Stage direction in Shakespeare's *The Winter's Tale*

Voices from the past

Excerpts from *The Kentucky Press*, September and October 1929, Volume One, Nos. 8 & 9

"Kentucky has 3,247 towns under 10,000 population, with only 22 cities numbering more than 5,000. This means that the state is a rich field for the community newspapers of which there are 170 weekly and semi-weeklies, according to the Complete Directory of Country Newspaper rates issued by the American Press Association," Press Editor Victor Portmann wrote in a statistics-filled article. Among his figures for 1929:

- State population: 2,515,215
- Residing on farms or in small towns: 1,891,185
- Annual income of readers of state's weeklies/semi-weeklies:

- \$768,365,185
- Savings: \$233,058,000 in 542 banks
- Automobiles: 189,118
- Retail outlets in small towns: 19,907, including 1,144 grocers, 421 drug stores, 401 hardware stores and 985 garages
- Farms: 270,626, averaging 79.9 acres and worth \$5,587 each
- Home owners: 275,993
- Telephones: 114,626

The favorite day for publication of KPA papers, Portmann said, was Thursday, with 87 publishing on that day. Friday papers numbered 38; Tuesday, six; Wednesday, 17, and Saturday, four. Among semi-weeklies, 12 appeared on Tuesdays and Fridays; two on Wednesdays and Saturdays; one on Mondays and Thurs-

days, and one on Tuesdays and Thursdays.

The papers varied widely in number of columns used. The six-column page was most popular, with 94 papers using that format. The seven-column page was used by 52 editors, and eight columns by 14. Five papers printed five columns to the page; one used four; one ran three, and one used the "colonial" style of nine columns or a "blanket sheet." Column length ranged from 14 inches to 22 inches, with the most popular being 19-3/4 or 20 inches.

In another article on advertising, the editor estimated the average circulation of Kentucky newspapers at 1,935 and the average advertis-

ing rate at 31-plus cents.

A short feature focused on Hiram Dudley, editor and publisher of the Flemingsburg Times-Democrat. Born in 1845, Dudley was in his 51st year of newspaper work. He had started two papers in Missouri before returning home to Fleming County after the grasshopper infestation of 1874-75 wiped out the farm economy in the western state. He was a compositor at the Flemingsburg Democrat for a time and then started the Flemingsburg Times in 1879. Two years later he bought the Democrat and merged the two papers.

Other items: Otis C. Thomas, publisher of the Liberty News, now operating in a new modern brick building,

recently added a Linotype. Mr. Thomas has been publishing the News, established in 1904 by his father, about ten years. . . Lehigh Harrison, publisher of the Henderson Gleaner and Henderson Journal, today announced the purchase of a site on North Elm Street for a new home for the two papers. He plans to leave in a few days to visit newspaper plants in other cities for ideas before completing plans. The site, bought from Mr. and Mrs. George Minnis, has been occupied for 50 years by a building now used as a boarding house. . . W.F. Fultz, publisher of the Olive Hill Herald, which he established 15 years ago, purchased a Model 8 recently.

De-stress yourself

From Working Smart magazine, via Illinois Press Association Bulletin, here are 30 tips to help you take some of the stress out of your job in this highly stressful business. Not all may be possible for you, but some may be.

1. Get to the office 15 minutes earlier. That may be all you need to take the rush out of morning.
2. Write everything down.
3. Change your work schedule to avoid rush hour traffic.
4. Throw away anything on your desk that does not work right.
5. Allow extra time for everything.
6. Review your standards to make sure they are not unrealistic.
7. Remember, every disaster has a funny side; look for it.
8. Keep odd jobs near the phone. You can do them while you talk to people.
9. Always have a Plan B.
10. Pay attention to your body rhythms and plan your day accordingly.
11. Take a lot of short breaks, particularly when you are working on a job that is repetitive or takes a lot of concentration.
12. Get things off your chest. Do not keep them bottled up.
13. Plan some quiet time for yourself in the middle of the day.
14. Do not eat lunch at your desk two days in a row.
15. Organize your desk before you leave each evening. Put the most important job on top so you can focus on it first thing in the morning.
16. Do not sit at your desk and

wrestle with a difficult problem. Take a walk -- inside the building or out -- while you puzzle it out.

17. Do not lug around a full briefcase with material you do not need. It is not good for your back. Travel light.

18. Try to see the other person's point of view. Instead of rushing in with an opinion, ask a question to gain insight.

19. Try to view the glass as half full, not half empty. Always focus on using the resources you have well, rather than complaining about the resources you lack.

20. Learn one new fact every day.

21. Give yourself deadlines and stick to them.

22. Before you pick up the phone, ask yourself, "Is this call necessary?"

23. Set realistic goals for yourself each day.

24. Before you tackle a job, ask whether it could be delegated to one of your workers.

25. Keep track of your drop-in visitors to identify those people who waste your time. Develop ways to deflect these visits in the future.

26. Hesitate before you say "yes" to the next job thrown your way.

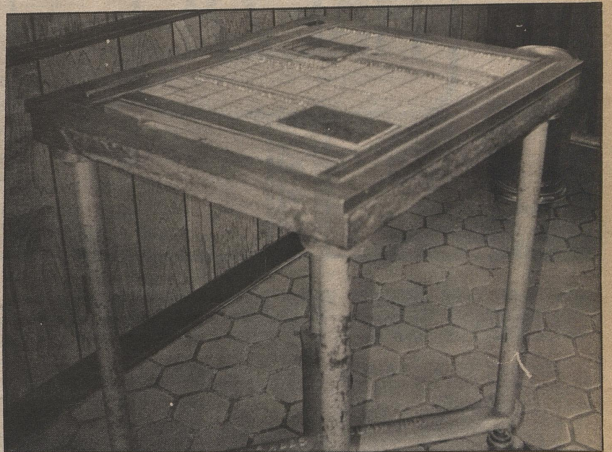
27. Before you call another meeting, find an alternative way to distribute the information to your staff.

28. If you must go to a meeting, make sure it won't be a waste. Bring a list of the items you need to talk about. If you don't get a chance during the meeting, buttonhole

other executives afterwards. Take advantage of the access you might have during and after the meeting to higher-ups in your company.

29. Set up standardized procedures for jobs that you and your staff handle every day.

30. Set aside a specific time each day to make phone calls. When leaving messages, give enough detail so that the person you are calling will be prepared to answer your questions when he or she calls back.



Museum piece

On display in the lobby of The Kentucky New Era is an example of how the Hopkinsville daily looked when it was "hot" — using hot lead type with pages individually set in boxes for printing. Visitors can recognize a world of difference between the old way and the new "cool," computerized production.

Got a question about how a Kentucky law affects your advertising, reporting or editorial operation?

Call KPA's
FOI Hotline.
502/589-5235

Flats barcoding discounts NOT for newspapers

By Max Heath

The Sept. 20 implementation of new postage rates for flats that have been "prebarcoded" will not help newspapers. (And remember, the Feb. 3, 1991, Zip+4 and Zip+4 barcoded rates apply only to letter-size mail.)

Despite what some postal personnel are telling publishers and some state press associations, newspapers are not eligible for this round of "flats" automation. Let me explain.

"Flats" is the postal term for pieces larger than regular letters, greeting cards, postcards, etc. Flats include not only newspapers, magazines and catalogs, but also large envelopes, such as 9 by 12, 8 by 10 or 6 by 8 inches.

The mail that will benefit from this move into automation via barcodes applied by mailers will be large envelopes and some magazines.

Why not newspapers?

Simply put, newspapers are too flimsy. The flat sorters now being installed in mail handling centers require pieces rigid enough to stand up on an incline.

USPS has developed a metal contraption to measure the "droop factor" of publications. With one 5-inch edge hang-

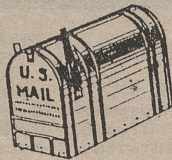
ing off, the amount of "deflection" is measured. It can't exceed 2-3/8 inches. Most newspapers won't pass this test. I've witnessed test demonstrations more than once at postal meetings in Washington.

The flat sorters push items along, causing crumpling or wadding if they are too flexible. I've also been told that the induction method may not work well at pulling unbound edges of newspapers into the equipment.

In addition, polywrapped items will not qualify because of possible machine-jamming problems. (USPS and the polybag industry are reportedly working on a solution.)

There is no schedule at this time for prebarcoding discounts for newspapers. Some postal officials reportedly think there is not enough volume to justify the development of equipment capable of handling newspapers and flimsy magazines. Current equipment moves flats through on an angle. It seems to me that someone must first build a flat sorter that moves the pieces through lying flat, and maybe that pulls the piece instead of pushing it.

At the last MTAC meeting, Dick Funk of Meredith Publications began seeking



mailer interest from newspapers, large magazines and others excluded from this generation of flat sorters to show USPS the volume is there. NNA is participating in this information gathering effort.

Computing potential volume eligible for flats automation is tricky. Much newspaper mail is carrier-route sorted, meaning bags aren't opened and handled until they get to the carrier. Prebarcoded flats would not be helpful in this case, and carrier-route rates should remain cheaper anyway because of minimal sortation cost. The Sept. 20 rate discounts apply only to the basic rate categories. Levels A & B out-of-county and Level J in-county.

Yet, barcoding newspapers could eventually help timely delivery of out-of-state copies, in theory at least, by staying in automated versus manual processing. But minimum volumes of 125 pieces or 15 pounds of mail per sacks to 5-digit, 3-digit, or SCFs could limit eligibility.

Surprisingly, Ernest Harris, USPS flats automation program manager, was quoted in DM News July 6, "you will see more discounts coming in the next year or two." Speaking to the Direct Marketing Association Catalog Conference, he explained that the discounts will result from the development of sorting equipment capable of handling "newspapers and flats over 16 ounces."

Personally, I'm not counting on anything until I see a rate case filed. If it happened by 1995, I'd be both pleased and surprised.

Those of you with mail that may qualify will be interested to know that the flats discount range from 1.5 to 2.5 cents for machinable flats weighing 16 ounces or less. The spread is from 1.7 to 2.5 cents for third class and from 1.5 to 2.3 cents for both first and second class.

The minimum size for machinable flats will be 6 by 6 inches, with maximum height 12 inches and length 15 inches. Thickness must be measured between .009 and three-quarters of an inch. It must have enough "give" or flexibility to go through the machine's cornering mechanisms (but not too much flexibility, as we stated above). The barcode can be located anywhere on the item as long as it is at least an eighth of an inch from the edge.

Complete rules for the mailer-applied barcoding program are in a special July 16 issue of the Postal Bulletin, available from postal marketing departments and acceptance personnel at division and MSC (Management Sectional Center) levels. Training on these rules occurred Thursday, July 23, via satellite to postal divisions.

PMG hints at rate hike delay

As soon as he moved into the job, new Postmaster General Marvin Runyon won the hearts and minds of mailers by holding out hope the next rate increase will be delayed beyond the first quarter 1994 date now expected. He moved to freeze \$579 million for real estate and construction and is looking to cut other activities to get USPS to break even in the fiscal year starting Sept. 30, 1993. Furthermore, he wants to improve service at the same time!



SIGN OF THE TIMES.

This could be a no-parking sign. Or a one-way sign. Or it could mark a hospital zone. But to 12.1 million adults in this region, it marks a dead end because they cannot read.

You can help. Make a difference in someone's life and call for more information about literacy programs in this area.

Help bring about some positive signs.



READING IS YOUR RIGHT

Southern Newspaper Publishers Association Foundation

Are you a leader?

At the session called "Let's keep it in the family" at the recent California Newspaper Publishers Association convention, management consultant John Harms said that all leaders must possess these seven traits to be effective.

1. **Ability to maintain a high level of thrust.** Now this is not just physical animal energy, but a sustained thrust over a long period toward a known goal.

2. **Ability to be deft at handling people.** This is a lot more than what some people call "being good at getting along with people." It involves being able to size up people, being able to inspire loyalty, to delegate jobs without feeling you're dumping something on people's shoulders, to be able to criticize without leaving the person feeling hurt, to create an environment of challenge, and to be tough when necessary.

3. **Ability to marshal competent minds against problems** peculiar to the minds of executives; the capacity to immerse all thoughts into the analysis of problems, to get to the heart of problems quickly, not to get lost in detail, and to be able to bring order out of threatened chaos.

4. **Ability to communicate ideas effectively.**

5. **Ability to respond to provocation objectively and effectively.** Any good executive has to have a high tolerance for frustration. He or she can accept the signs of fight and not get upset; can have ideas picked apart without becoming peeved; and can keep personal feelings out of crises and in the treatment of employees.

6. **Ability to enjoy running and organizing large projects.** Here, the key word is "enjoy." If you don't enjoy doing these challenging projects, you probably aren't a good executive, because the good managerial type loves to make things happen, to innovate; he or she wants harder challenges, and his/her greatest thrill in life, on the job, is to be able to wrap up an assignment quickly, quietly, with a minimum of time and fuss.

7. **Ability to generate confidence.** A leadership ability is essentially the ability to interest others in doing something you were convinced should be done, and it helps to do this if the other people see you as being enthusiastic yourself; if they see you as having a dependable vision of the future; and if they see you as a person of integrity who will be a source of strength if things get rough. In short, they want to see you as a person they can trust.

(From Wisconsin Newspaper Assn. Bulletin)

YOUR TERRITORY IS GETTING BIGGER.

YOUR STAFF IS GETTING SMALLER.

YOUR STOMACH IS CHURNING.



As You Stare out the office window at the stream of taillights heading home, you remember. You remember all the sweat you put into building your business. You remember all the pressure you put yourself through to get customers. You remember thinking it would change. It did. Now there's more of it. At a time when breaking even is tough, you wonder how you can afford to grow. Looking at the picture of your kids on your desk, you wonder how you can afford not to.

YOUR CUSTOMERS DON'T WANT TO HEAR IT.



CUSTOMERS want everything from you—except excuses. So you need to make sure you keep them happy—and still watch the bottom line. That's why you need WatsSaver™ service from South Central Bell.

It can help your small business reach new customers without having to reach too deep into your pockets. Because it may help you save more money on long distance calls within your calling zone—even more than traditional WATS lines.

WatsSaver service can help you save time, too. Because it gives every phone in your office simultaneous access, so there's no waiting for an open line. Plus, it works on the lines you already have. Find out how

WatsSaver service can help your small business save more time and money. Call 1 800 522-2355. No, it won't make your customers less demanding. It will just make meeting their demands a little easier.

MAKE DOING BUSINESS A TOUCH EASIER?



South Central Bell®

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A **BELLSOUTH** COMPANY



Ready for the coffee table

Work by photographers from KPA newspapers featured in new book

By the time you read this, *The Celebration of Kentucky* may be in your hands, or at least available to you.

The book, published by Turner Publishing of Paducah for Kentucky's Bicentennial, showcases the work of 65 news photographers in photos from the state's 120 counties.

The publication represents the combined effort of KPA, Turner Publishing, the state Bicentennial Commission and the Kentucky News Photographers Association.

It was first offered to the public at the Kentucky State Fair in Louisville, Aug. 20-30.

Featured photographers are Jim Abernathy, *Mayfield Messenger*; George Austin, *The Leader-News*, Greenville; Amy Biggs, *Franklin Favorite*; Teresa Bragg, *The Kentucky Standard*, Bardstown; John Bramel, *Lebanon Enterprise*; Chris Browning and Travis Green, *The Crittenden Press*, Marion; Ed Cahill, *Times-Journal*, Russell Springs; Rob Carr, *The State Journal*, Frankfort; Jerrald Chandler, *Hickman County Gazette*, Clinton.

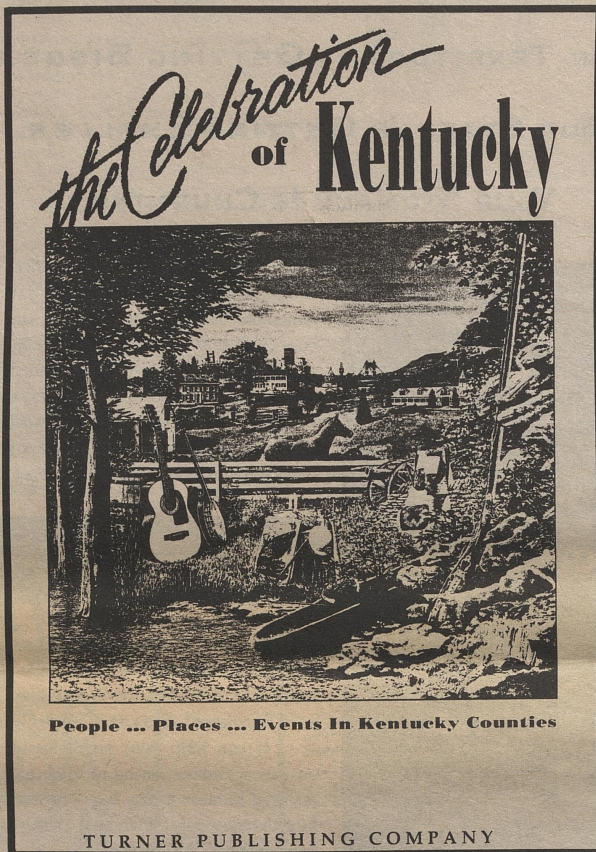
Cathy Clarke and Mike Lawrence, *The Gleaner*, Henderson; Tracy Dice, *Logan Leader/News-Democrat*, Russellville; Terry Duennes and Richard Pridemore, *The Kentucky Post*, Covington; Kevin Eigelbach, *Sentinel-News*, Shelbyville; Gary Emord-Netzley, *Messenger-Inquirer*, Owensboro; John Flavell and Kevin Goldy, *The Daily Independent*, Ashland; Ninie Glasscock, *Springfield Sun*; Leila Graham, *Farmers Pride*, Columbia; Bruce Henson, *Cumberland County News*, Burkesville; Wales Hunter, *McLean County News*, Calhoun; Tina Kunkler, *LaRue County Herald News*, Hodgenville.

James Mann, *Winchester Sun*; Stan McKinney, *Central Kentucky News-Journal*, Campbellsville; Jerry Matera, *Hart County News*, Munfordville; Loy Milam, *Glasgow Daily Times*; Grace Moore, *Harrodsburg Herald*; Lisa Stayton, *Mountain Citizen*, Inez; Greg Travis, *Tribune-Courier*, Benton; Blanche Trimble, *Tompkinsville News*; Kelley Warnick, *Gallatin County News*, Warsaw; Bob Warner, *Ledger-Independent*, Maysville; Tim Webb, *Clay City Times*, Glen Williams, *Meade*

Welcome, Associate

Kentucky Central Life Insurance has joined KPA as an Associate member.

Brent Clay is the representative. Address is Kincaid Towers, Lexington 40507; telephone 606/253-5271.



People ... Places ... Events In Kentucky Counties

County Messenger, Brandenburg; Donn Wimmer, *Hancock Clarion*, and Jim Prichard (free lance), *Mountain Advocate*, Barbourville.

Photographers from *The Lexington Herald-Leader* include Charles Bertram, Ron Garrison, Tom Marks, David Perry, Jennifer Podis, Tim Sharp, Breck Smither (free-lance), James D. VanHoose, Tom Woods II and Janet Worne.

From *The Courier-Journal* in Lou-

isville are Greg Beckel (free-lance), Jebb Harris, David Lutman (free-lance), Pat McDonogh and Pam Spaulding. Western Kentucky University photographer Mike Morse is also featured.

Other photographers, either free-lance or with state departments, are David W. Bryan, Dan Carraco, Gary Chapman, Robin Cornet, Dan Dry, Dell Hancock, Mike Hanson, Larry Holder, John Perkins, D.C. Wilson and Frank Newman.

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KPA News Bureau

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WKPA to host candidate's debate

From page one

better evaluate education reform in their home districts. Swift, who is to speak at 10:30 a.m., will provide a checklist of reform steps to look for and questions to ask of school officials to gauge local compliance.

Garrett Matthews, columnist for the Evansville (Ind.) Courier is the scheduled luncheon speaker.

KPA executive director David T. Thompson is slated to open the day-long meeting at 9:30 a.m. with an update of KPA activities and the recently enacted revisions to the state's Open Meetings and Open Records laws.

A WKPA business meeting is last on the day's agenda, Lucas said.

Registration for the conference is \$20.

For more information, call Lucas at 502/965-3191.

Meadows to head KPA News Bureau

From page one

porter for the Columbia Missourian, and was managing editor of Columbia 101, UMC's annual magazine.

At UMC, she was the recipient of the Oliver Coates and H.S. Jewell scholarships, and, at JCC in Louisville, she received the Scripps Howard Journalism Scholarship.

While at JCC, she served as president of the Kentucky Intercollegiate Press Association and garnered awards from KIPA and the University of Kentucky Community College Newspaper Contest.



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