

# The Kentucky Press

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Official publication of the Kentucky Press Service — Vol. 63, No. 6 — June 1992

*Spend a few days in the mountains*

## Get set for relaxation, fun in Pikeville, June 18-20

Come on along. You need it. You deserve it. Good, old-fashioned mountain hospitality and lots of home-grown entertainment.

That's what's in store for KPA members at the summer convention, June 18-20 in Pikeville.

The Landmark Inn will be headquarters for the affair which begins Thursday with a board of directors meeting and general membership registration.

That evening you'll be thoroughly entertained, after the reception and

dinner, by the Kentucky Opry, a musical theatre troupe made up of some of the region's most talented young people. Not only does the group perform regularly in the area, but it's also part of an innovative program of music in the schools.

On Friday morning, convention-goers will have the opportunity to hear a mountain treasure read from his own works. Author James Still of Knott County, who has written lovingly of mountain folks, will entertain in conjunction with folk musician James

Wilson of Breathitt County.

Friday's luncheon speaker will be Lt. Gov. Paul Patton, the former Pike County judge-executive.

Friday afternoon and evening offer something for everyone in the family to enjoy. The time will be spent at Breaks Interstate Park, site of the "Grand Canyon of the South" and other spectacular natural beauty. The park, operated by both Kentucky and Virginia, features opportunities for

See Convention, back page



### But, where do you hang it?

Once upon a time, KPA gave "loving cups," instead of plaques, to contest winners. This one, apparently never claimed or sent, was found in the attic of the former KPA central office on Capitol Avenue. The gold plate now eroding, it was for the Hickman Courier for Best Editorial in 1929. Do any present day publishers have one of these relics in your shop? It certainly would be a conversation piece in your front office. (Photo by Tim Webb)

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



These musically talented young people from Pike and neighboring counties are making a name for themselves as the Kentucky Opry. The group will perform a variety of tunes for participants in KPA's summer convention in Pikeville.

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# He was there

## Former Kennedy aide, editor, pooh-poohs movie version of assassination

By Tim Webb

"Mr. President?"

Lyndon B. Johnson first heard those words from Malcolm Kilduff on the afternoon of Nov. 22, 1963.

Unknown to Kilduff at the time, his words were the first indication to former Vice President Johnson that President John F. Kennedy was dead from a gun shot wound.

Kilduff, former deputy press secretary to President Kennedy and retired editor of the *Beattyville Enterprise*, recalled the traumatic afternoon in Dallas at a dinner with the Kentucky Weekly Newspaper Association this spring in Richmond.

Chief Press Secretary Pierre Salinger was in France during the "not so important" fence-mending trip to Dallas, which enabled Kilduff to make the trip.

The events following Kennedy's assassination were marked by confusion and disarray, he said.

Riding three cars behind the president, Kilduff distinctly remembered hearing shots from the Texas schoolbook depository, which is believed to be where Lee Harvey Oswald was when he allegedly shot the president.

"That's where the sound came from. There's no doubt in my mind. It came from above my right shoulder and to the rear," Kilduff said.

Kilduff, who was affectionately called "Macduff" by Pres. Kennedy, said the only thing he could think of when they reached Parkland Hospital was setting up a press conference. Kennedy's death had not fully registered with him. He thought the president's wife or Gov. John Connally had been hit.

After realizing the president had died, he then went to Vice President Johnson for permission to disclose Kennedy's death.

Kilduff said at the time he wasn't sure if he should call Johnson Mr. Vice President or Mr. President.

"I certainly couldn't call him Lyndon," he said.

Ladybird Johnson screamed as she heard her husband called "Mr. President." It was then Kilduff realized he had broken the news of Kennedy's death to the vice president, who was being kept under tight security.

The hours that followed were unorganized, he said.

After putting the president's body in a casket, the entourage flew back to Washington, DC, in Air Force One. During the trip, Johnson was sworn in as president with Jacquelyn Kennedy at his side.



*The way it was*

Former Beattyville Enterprise editor Malcolm Kilduff recounts events of Nov. 22, 1963, when Pres. John F. Kennedy was shot. Kilduff was a deputy press secretary in Kennedy's administration. Now retired, he spoke during the awards banquet at the spring convention of Kentucky Weekly Newspaper Association. (Photo by Tim Webb)

The famous picture of the swearing-in was taken by a military captain who had the only camera, Kilduff said. The rest of the media had stayed behind in Dallas.

Although he is often cropped out of that picture, Kilduff said he held the microphone that recorded the only audio version of the ceremony.

Referring to Oliver Stone's controversial movie *JFK*, Kilduff said he didn't have to see the movie, he was there and saw what really happened. He said, from what he had heard, the movie had twisted the facts.

Since Connally signed Oswald's dishonorable discharge papers, Kilduff feels Connally was the assassin's target.

In 1965, Kilduff left government service and held a number of private sector jobs.

He married a longtime friend, Beattyville native Rosemary Porter, in 1970. The two moved to her hometown where he later became public affairs director at Lee's College in Jackson and then editor of the *Beattyville Enterprise*.

## KWNA announces contest winners

Awards were handed out for excellence in advertising and editorial at an April 30 banquet during the spring convention of Kentucky Weekly Newspaper Association in Richmond.

Among papers of 3,500 or less circulation, the *Mountain Citizen* in Inez took top honors for general excellence, and the *Bath County News-Outlook* in Owsingsville merited second place. *The Spencer Magnet* in Taylorsville received an honorable mention.

*The Citizen Voice & Times* in Irvine earned first place for general excellence among papers in Class II circulation. *The Troublesome Creek Times* in Hindman and *The News-Herald* in Owenton won second and third places, respectively.

Among larger weeklies, the *Laurie News-Leader* in London was the first prize winner for general excellence. *Pulaski Week* in Somerset took second place, and the *Jessamine Journal* in Nicholasville, third.

Faculty members at Western Kentucky University judged the contest.

Plan now to attend  
KPA's 1992  
Summer Convention  
June 18-20  
Pikeville's Landmark Inn

## The Kentucky Press

### 1992 Officers

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# Caldwell County Times publishes final edition

The following article appeared in the April 30 edition of the Caldwell County Times, one day before its formal merger with the Princeton Leader to become The Times Leader. Louise and Lowell Hobby retired after this edition.

Today, April 30, 1992, the final copy of the Caldwell County Times has rolled off the presses. This is its final edition. The 67-year-old county weekly is being put to bed.

It is an end to one chapter in the journal, but a new beginning for another, as owner and publisher Lowell Hobby and his wife, Louise, retire and turn their newspaper over to the Kentucky New Era corporation.

Through 51 years, with a break in the continuity for a stint in the US Navy, Hobby has been with the Times to meet every week's deadline.

He started to work in 1941 as a teenager for the newspaper begun by Homer Nichols 16 years before. The 18-year-old Hobby, just graduated from high school, was a sports writer, pressman, broom jockey, linotype operator, a man of all work for the weekly newspaper through the years.

Then manager of the production department of the award-winning Western Kentucky weekly, Hobby took advantage of an opportunity in the mid-60s to become part owner of the newspaper. In the early 70s, he became its sole owner.

While he revived those writing skills from time to time as the need arose, Hobby focused his efforts on the management of a demanding and successful business. He concentrated on the production end of the newspaper and commercial printing plant.

Gid Pool became Hobby's partner and managed the news department for the business as the Times' editor through the '60s and until he left the firm in 1972.

Danny Beavers succeeded Pool as the Times' editor in the early '70s. In the late '70s, after Beavers left the newspaper to pursue his career as an educator, Anita Baker stepped into

the news role for Hobby.

In the '80s, Joey Randolph joined the staff full time, settling into his role as sports editor for the weekly.

For the past 20 years, Hobby has relied on his wife, Louise, to manage the newspaper's advertising department, the economic life's blood for a publication.

In addition to Louise Hobby, Baker and Randolph, those who join Lowell in the production of this last issue and who have worked many years for him in the publication of the Times, are Bill Hobby, Sidney Dorroh, Kenneth Freeman, Margie George, Mary Cepek, Susan Campbell, Rick Nichols, Willie McGregor, Charlie Barnes, John Hobby and Elizabeth Hobby.

*There's never been a dull day. I've always enjoyed coming to work.*  
Lowell Hobby

When their parents leave, both John, who has been working in advertising sales, and Elizabeth, who has been filling in as a proof-reader, plan to leave the paper, too.

The '70s and '80s were growth years for the Times and there was continuing adaptation to new communication industry technologies. The paper almost doubled its circulation in those 20 years, growing from around 3,000 when Pool and Hobby began their partnership, to the 5,800 distributed weekly today.

At first the advances in the technologies came by decades, sometimes waiting two or three for breakthroughs; now they come almost yearly.

It's a challenge Lowell Hobby has enjoyed. But now at the age of 69, he is rightly ready to turn down the next challenge in favor of the opportunity to take a stroll around the block whenever the mood strikes, to play golf when the greens are open, and next March to take in

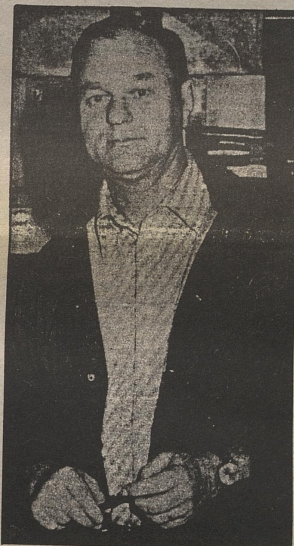
some of baseball's best at spring training.

Lowell and Louise hope to be able to travel and perhaps stay away from home overnight without worrying about and planning what needs to be done at the paper.

Newspapers are a demanding business, seeming to take on a life of their own, and try as you might to manage otherwise, it seems they move at a pace all their own, each week in a different rhythm, even the very last issue.

One thing, though, that Lowell has found redeeming in five decades of day-in and day-out at the Caldwell County Times is the sheer variety of the work. "There's never been a dull day," he declares. "I've always enjoyed coming to work."

But for some time, thoughts of



C. LOWELL HOBBY

the golf course, especially on those warm, sunny days when he couldn't be there, and of fewer demands on his days have been coming to the Times' publisher.

Hobby was ready to retire and enjoy life more. But, retiring meant selling the paper and that was not a move the conservative businessman was about to make without giving every aspect full consideration. He had to find a buyer that he could respect to continue serving the community, that he could trust to offer his employees an opportunity to continue their careers.

Lowell Hobby looked to Bob Carter of the Kentucky New Era in Hopkinsville. They had been business acquaintances for many years, holding each other in mutual

respect. The two men talked for a while, and their deal was struck.

With this issue, Lowell gratefully retires, and the final edition of the Caldwell County Times rolls off the presses.

Next week, the Times-Leader will emerge on the scene as a bi-weekly publication. The Hobbys are looking forward with the rest of the community to picking up those first issues and learning the news of the day, seeing another chapter begun.

## Closing license must be included in ads

In tough economic times, newspapers are often asked to run ads for "going out of business" sales.

But, did you know that a license for the sale must be obtained from the local county clerk and that the ad must contain the number of that license?

That's the law. KRS 365.410 to 365.480 cover "fire, removal and other sales of merchandise."

The specific law relating to advertising of such sales is KRS 365.455. The applicable section reads: "All advertising relating to the sale shall prominently state the final date of the sale and the number of the license."

The laws cover any type of sale that leads the public to think that after all goods are sold, the business will cease to operate at its present location.

Included in the definition are "closing out sale," "liquidation sale," "lost our lease sale," and "forced to vacate sale," although the law is not limited to those terms.

## Old pros can learn in UK writing camp

If you're over 57 years old but not over the hill, the University of Kentucky offers a summer writing workshop just for you.

The workshop, set for June 21-26, features instruction in children's literature, fiction writing, non-fiction and poetry.

Part of the Donovan Scholars Program for older Kentuckians, the weeklong session is open to anyone over 57 who wants to improve his or her writing skills and has \$125 for the registration fee.

Although the official deadline for enrollment was May 29, you can find out if there's still a slot open by calling 606/257-8314.

The liberty of the press is that a man may print what he pleases without license. As long as it remains so, the liberty of the press is not restrained. — Lord Chief Justice Mansfield

Sorry, wrong number

~~1-800-866-1431~~

As of June 1, 1992, Kentucky Press Association has a different toll-free telephone number.

Cross out the old one and use the new:

**800-264-5721 (KPA1)**

## Naming names

Chalk up another one for **MARIA HENSON**, the *Lexington Herald-Leader's* Pulitzer Prize-winning editorial writer. The Society of Professional Journalists has given her one of its 1991 Sigma Delta Chi Awards for outstanding achievement in print editorial writing.

**BYRON BREWER**, longtime editor of the *Georgetown Graphic*, has moved around the corner and across the street to the *Georgetown News & Times*, where he's been named co-managing editor. The University of Kentucky graduate had been with the *Graphic* for 12 years and editor since 1984.

**JERRY ADKINS**, former general manager of a North Carolina paper, is the new circulation manager at the *Times-Tribune* in Corbin. He once owned a weekly in his native state of West Virginia and has worked at several other newspapers.

Recipient of the 1992 Covington Award, given by the Friends of Covington civic organization, is **JUDITH CLABES**, editor of *The Kentucky Post*. Clabes, who has also worked for *The Gleaner* in Henderson and papers in Evansville, Ind., was to be honored at a dinner on May 21.

**JOHN HAGER**, president of *The Messenger-Inquirer* in Owensboro, has been nominated to the board of directors of Southern Newspaper Publishers Association. Hager, who previously served on the SNPA board from 1977 to 1980, is to replace **MARY SCHURZ**, publisher of *The Advocate-Messenger* in Danville, whose term expires this year. Schurz, KPA president, has been nominated treasurer of the SNPA Foundation and to a three-year term on the foundation board of trustees.

**DAVID PAXTON**, chief financial officer of Paducah Newspapers Inc., was among a delegation of Western Kentuckians who, along with Sen. Mitch McConnell, met with business leaders in Hong Kong and Taiwan in April. The purpose of

the trip was to try to interest East Asian countries in opening offices in Paducah.

**WALLY LAGE**, general manager of the *Paducah Sun*, has been nominated for re-election to the board of directors of Publishers Associated to Gain Economy (PAGE). Recently named to the organization's insurance committee was **T. EDWARD RINEY**, vice president and treasurer of the *Messenger-Inquirer* in Owensboro.

*Lexington Herald-Leader* turf writer **MARYJEAN WALL** is the winner of an Old Hilltop Award for distinguished contributions to thoroughbred racing through reporting. Also honored at the annual Alibi Breakfast at Pimlico Race Course in Baltimore was former Louisville Times writer **BILL CHRISTINE**, now of the Los Angeles Times, who won the David F. Woods Award as writer of the best article about the Preakness.

**TIM WEBB**, former KPA News Bureau intern, has joined the staff of *The Clay City Times* as a writer/photographer/special sections editor.

Recently named sports editor of *The Crittenden Press*, in Marion, was **CHRIS BROWNING**, a 1991 graduate of Murray State University. Browning, who was a summer intern at the paper in 1990, replaces **JON GARRETT** who resigned to return to college.

Recent Murray State University graduate **TERESA MAYS** has joined the staff of the Madisonville *Messenger* as a general assignment reporter. A former intern with the *Messenger* and the *Paducah Sun*, she replaces **RANDY BUSH**, who accepted a public relations position with the Regional Medical Center.

**JON COOMER** was recently named assistant editor of *The Columbia News* and *The Adair Progress*. Coomer, a recent graduate of Western Kentucky University, worked for the papers as a staff reporter/photographer during 1990-91.

**CAROL WILLETT** is a new staff writer at *The Kentucky Standard* in Bardstown. Formerly employed by the Nelson County Circuit Clerk's office, she replaces **ELIZABETH PETERS**, who recently retired.

Racing writer **JENNIE REES** of *The Courier-Journal* was honored with the Dean Eagle Award by the Knights of Columbus last month in Louisville. The award is named for the late sports editor of the *Courier-Journal* and *Louisville Times*.

**TED DELANEY**, general manager of the *Murray Ledger & Times* since 1986, has left the paper to become publisher of the *McDuffie Progress* in Thomson, Ga. Delaney joined the Murray paper in 1971 as circulation manager and was promoted to production manager in 1981.

Eastern Kentucky University senior **SUSAN GAYLE REED** is a summer news intern with Landmark Community Newspapers, working with the *Central Kentucky News-Journal* in Campbellsville, *Casey County News* in Liberty, *Lebanon Enterprise* and *Springfield Sun*.



### But, what about Elvis?

Dennis Patti, left, director of marketing and communications for the Kentucky division of the United States Postal Service, presented KPA a framed print of the state's Bicentennial postage stamp during the postal seminar at the Kentucky Weekly Newspaper Association convention this spring in Richmond. KPA executive director David T. Thompson accepted the print, which now hangs in the central office in Frankfort. (Photo by Russ Metz)

**DOUGLAS A. BOYD**, dean of the College of Communications at the University of Kentucky, ranks fifth nationally among communication researchers in production of telecommunications articles in academic journals. That's the scoop from a study published recently in *Journalism Quarterly*. The survey charted 686 writers who published articles between 1984-89 in the top 15 communication journals. The study also shows that the UK communication department ranks 13th nationally in articles on new and emerging technology and 15th for articles on international telecommunications issues.

Among featured speakers at the Governor's Scholars Program Alumni Association conference in Georgetown in May was **BILL BISHOP**, associate editor and columnist at the *Lexington Herald-Leader*.

Kentucky Journalism Hall of Famer **CREED BLACK** was graduation speaker at Paducah Community College on May 10. He began his newspaper career at the old Paducah *Sun-Democrat* and is a former chairman and publisher of the *Lexington Herald-Leader*. He has headed the Knight Foundation since 1988.

**DEBBY MITCHELL** has joined the staff of *The News-Democrat* in Carrollton as a staff writer.

Recently speaking to newspaper management classes at Western Kentucky University was **COLEMAN LOVE**, advertising director at *The News-Enterprise* in Elizabethtown. **VICTORIA SCHREINER**, senior staff writer at the *Sentinel-News*, made a presentation to Shelbyville first graders recently on writing stories and interviewing.

## Classifieds

### Needed

Immediate opening for experienced advertising sales person at weekly Kentucky farm newspaper. Must be willing to work new accounts across the state and maintain current accounts. Market possibilities outstanding. Knowledge of agriculture a plus. Salary plus commission negotiable. Opportunity for advancement in growing farm newspaper. Send resume to Farmland Publications Inc., PO Box 145, Columbia, KY 42728.

☎ **Got it down. KPA's new toll-free number: 800/264-5721**

## More names

General manager JENNIFER PATTERSON and editor TINA KUNKLER of *The LaRue County Herald News* in Hodgenville participated in Read Aloud Day at their local library in April.

KIT MILLAY, editor of *The Oldham Era* in LaGrange, was a judge for the North Region Young Careerist competition for the Kentucky Federation of Business and Professional Women.

Recent Union College graduate SAMMY WATTERSON has joined the staff of *The Beautyville Enterprise* for the summer. He is the grandson of news editor LOIS KILBURN.

## Welcome, associate

Scholl Trophies of Louisville has joined KPA's Associates division.

President/general manager is Kevin Robinson. The address, for your directory, is 3008 Magazine St., Louisville 40251-0189; phone 502/776-2411.



What if...

David Baker of *The State Journal* in Frankfort was a participant in the news/editorial seminar on bonding issues last month in Frankfort.

(Photo by Tim Webb)

## In Memoriam

### Harold Browning

Harold Browning, a former newspaperman in Williamsburg, Lexington and Louisville, died May 14 after a long illness. He was 63.

A graduate of Transylvania College and Columbia University, he was editor of *The Whitley Republican* in Williamsburg in the 1950s. He worked for the Lexington Leader as a reporter and wire service editor from 1957 to 1960. He then joined the staff of the Louisville Times for a brief stint before retiring because of health problems.

### Molly Clowes

Former *Courier-Journal* editorial page editor Molly Clowes, 86, died April 19 in Louisville.

British by birth, she began her journalistic career with the old Louisville Herald-Post. When it closed in 1936, she joined the *Courier-Journal* as a reporter. She soon began writing editorials and in 1941 was promoted to editorial writer.

The late publisher Barry Bingham Sr. named her editor of the editorial page in 1966, a post she held until her retirement in 1971. She was believed to be the first woman to serve in that capacity at a major US newspaper.

Her obituary in the Louisville paper stated: "A survey of her life's work reveals a woman impassioned by a newspaper's ability to enlighten the public to the travails of the poor and the beleaguered."

### Augusta Hager

The matriarch of one of Kentucky's preeminent newspaper families, Augusta Brown Hager, died May 19 in Owensboro. She was 93.

She was the widow of Lawrence W. Hager Sr., who created Owensboro's *Messenger-Inquirer* in 1929 by merger and who served as KPA president in 1933, and the mother of the paper's current president, John Hager, and retired newspaper executive Lawrence Hager Jr.

Active in community causes, she is credited with influencing the newspaper's editorial positions from behind the scenes for many years.

"Until recent years, she would occasionally pick up the phone to call reporters with news tips," the obituary in her family's paper stated.

### Herbert Clifton Sparrow

Herbert Clifton Sparrow, 70, a retired member of *The Anderson News* staff, died May 1.

He had been hospitalized in Louisville since Feb. 27 when he was involved in an automobile accident in Frankfort.

He served as circulation manager for the Lawrenceburg weekly for many years.

## Pickups

*The Winchester Sun* was chosen Business of the Year by the Winchester-Clark County Chamber of Commerce. During an April awards ceremony, the daily was cited for its public service work, including promotion of voter registration, literacy, 911 emergency service and industrial development.

Both the *Middlesboro Daily News* and *Harlan Daily Enterprise* were winners in nationwide competition among papers owned by American Publishing Co. The Harlan paper won first place for best feature picture (Chris Jones, photographer) and third place for circulation revenue idea for a program developed by circulation manager Wanda Cottrell. In Middlesboro, Joan Brock won second place in the hard news category, and managing editor Wayne Knuckles took second place for local column. *The Daily News* also received top honors for its progress edition for two years in a row, a second place award for individual ad color, and honorable mention for motor route promotion.

Landmark Community Newspapers Inc. of Shelbyville acquired three real estate guides, Eastern Panhandle, West Virginia and Potomac Highlands, in April. The established publications, formerly part of Lehman Media, are now in LCNI's Landmark of Maryland unit which has printed them at its Centaur Press since 1983.

Effective May 20, the cost of *The Livingston Ledger* went to 50 cents a copy. The increase applies to rack sales only and does not affect subscription rates, said Greg LeNeave, general manager of Kentucky Publishing, which owns the Smithland paper.

The *Courier-Journal* and Louisville Times Co. has tentatively agreed to buy the downtown Standard Gravure Corp. building for an undisclosed sum. The printing company, which was originally a part of the Bingham family holdings, was closed in February. The building is connected with the newspaper building by a walkway and tunnel.

A press breakdown forced *The Daily Independent* in Ashland to use the presses of The Herald-Dispatch in neighboring Huntington, W.Va., for a few days in late April. The breakdown, which resulted in earlier deadlines, stemmed from malfunctions in the main and backup motors that run the press, according to an explanatory story in the paper.

*The News-Enterprise* in Elizabethtown hosted military officers from a dozen countries on April 1. The visitors, who were attending school at Fort Knox, represented Egypt, Cameroon, Ghana, Kenya, Switzerland, Greece, Uruguay, Honduras, Philippines, Korea, Turkey and France.

*The Lexington Herald-Leader* took second place in its circulation cate-

gory in the American Newspaper Publishers Association Foundation's Program Excellence Competition. The awards recognize all-around outstanding work by newspaper educational services departments.

## Clarification to NNA pamphlet

National Newspaper Association has issued a clarification to its pamphlet, "Maximizing Second Class Postal Savings," mailed recently to all NNA members.

Page one/second column, fifth paragraph should read:

DU pieces also earn a 3-cent per piece reduction computed on line 52, the final in-county line. Enter on line 52 the number of Qualifying Addressed Pieces from line 51 which are DU pieces to claim this reduction to the dollar amount on line 51. Note: Line 52 is easily overlooked.

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Local news

# Who is the Kentucky Press Association?

By Pam Shingler  
Press Editor

## The Springfield Sun

Pay particular attention to the edition of The Springfield Sun that comes out the second week of June.

It's not that every edition is not provocative and well written. It is.

But this particular one will feature not only a redesign, but also a special section to knock your socks off.

In line with Washington County's celebration of the Kentucky bicentennial, the Sun plans a four-page wrap reproducing front pages from 1942, 1892, 1842 and 1792 editions.

No, the Springfield Sun isn't really 200 years old, or even 150 years old. What you'll see for those front pages will be the results of months of research into what would have made the front page on those dates and in the style of newspapers of those eras.

For instance, someone located a map of the city fathers' plans for the county seat of Springfield in the year Kentucky became a state. Found buried among documents in the town's vintage courthouse was the marriage certificate of Thomas Lincoln and Nancy Hanks, along with an account of a Methodist minister's shooting of a dog.

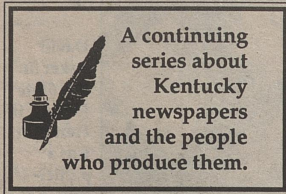
The front page of the 1942 edition will, of course, be the real thing, and the 100-year-old edition will be from the Springfield News, a forerunner of the Sun.

The newspaper staff will also be heavily involved in the county's observance of the Bicentennial on June 13.



### A building for all reasons

The home of the Springfield Sun has been a Civil War hospital, a hotel turned "flop house" and maybe other things. Now, it's strictly a newspaper office and a residence for the publisher.



Publisher/editor Ninie Glasscock, a theater buff, will direct the reenactment of the wedding of Hanks and Lincoln, Washington Countians who gained fame through their son, Abraham Lincoln, of whom you may have heard.

(Interestingly, the actors will be local residents who are direct or lateral descendants of the Lincolns, their wedding guests and the minister.)

Of course, this one-time effort is not all that makes the Springfield Sun unusual.

There's the matter of its location, on the main floor of a brick building that was used as a hospital during the Civil War. In its rooms and hallways lay many of the soldiers who were injured in the Battle of Perryville, which took place nearby. Some, no doubt, died where the newspaper is now put together.

In this century, the building became a classy hotel for peddlers and commodities brokers who visited the prosperous farming community. The dark wainscoting and the heavy counters in the front of the newspaper office make it easy to envision those days.

Rumor has it, Glasscock says, that as times changed the facility became a "flop house," maybe even a house of prostitution for a time.

During the building's upstairs degeneration, the Springfield Sun continued to be cranked out downstairs, most prominently by the late J. S. Moran, who merged the Washington County News-Leader and the Springfield Sun about 1916.

A shrewd businessman as well as an outstanding newspaperman, Moran included in his sale agreement to Newspapers Inc. in the 1960s the clause that the paper would remain within walking distance of his home until his death.

He died just a few years ago at the age of 100 and remained editor emeritus even after the paper was purchased by Landmark Community Newspapers Inc. in 1973.

When Glasscock came to the paper two years ago, she persuaded LCNI bosses to let her renovate the top floor. Now she and her sons live in the 13-



### The Sun-shiners

"They ought to bottle the Springfield Sun" staff and share it with others who want to "put out a hell of a paper," says publisher/editor Ninie Glasscock, right. Some of her hard-working workers are, from left, Darby Dugan, Jane Bradshaw, Bonnie Thompson and Shorty Lassiter.

room apartment, making it possible for her to leave her desk, run upstairs to toss a casserole in the oven and go back to her editorial and managerial duties.

(Mr. Moran would have approved.)

The apartment also serves as a social center for the newspaper's staff -- seven full-time (all women) and two part-time.

That closeness may have bearing on the paper's consistent ranking at the top of its circulation class in KPA contests. The walls of Glasscock's spacious office are crowded with first place plaques for general excellence, as well as individual awards for editorial, news and feature writing and photography.

Glasscock is the one-woman editorial department of the 4,000+ circulation weekly that generally runs 24 pages and has at least one special section per month. She says she's "blessed that I can write very fast and long volumes and take pictures."

Help comes from free lancer Terry Ward, a St. Catherine College professor, and from other staff who've been trained to take "grip and grin" photos and cover some sports events.

Noted for her colorful writing, Glasscock strives to reflect both her own "strange, bizarre" thinking and the county's 10,000 population in her columns. Some columns, she says, "kick butt," some make people laugh and others make them cry.

Advertising manager Shorty Lassiter is the writer's guinea pig for emotional columns. "I let Shorty read it (a column) to see if it's a sniffer or a sobber," Glasscock says.

The editor/publisher has highest praise for her staff. "They ought to bottle the Springfield Sun," she declares. "These are the most congenial staff you'll find. We have a great time and put out a hell of a paper."

"They know what they're doing. It's a desire for excellence that I inherited."

▷ ▷ ▷

The community, Glasscock explains, "expects the Sun to be a good paper." Besides Moran's longtime reign of excellence, other editors have included such noted Kentucky journalists as Richard RoBards, John Bramel, Jim Edelen, Paul Gottbrath and George Gabehart.

Glasscock gives a thumbs down to the current advertising picture. The recession, she says, has hit hard in Washington County where the economy is tied primarily to agriculture.

"We're holding our own, though, because of Landmark's combo (advertising) arrangement," she adds. "It's such a good company, giving you autonomy but being there to help."

### The Lebanon Enterprise

About nine miles down the road from Springfield is Lebanon, county seat of Marion County and home to another prize-winning weekly, The Lebanon Enterprise.

In fact, the proximity of the two towns makes cooperation between the two papers both natural and practical. Add this to the fact that Ninie Glasscock previously worked for the Lebanon Enterprise, whose publisher, John Bramel, is a former editor of the Springfield Sun.

The two occasionally collaborate on news stories, such as a recent series on the airport that both counties support.

The two also share the services of free lance writer Terry Ward, a heavy contributor to one of the most exciting ventures in Kentucky weekly journalism today -- *Montage*, a year-old quarterly magazine published by the Enterprise.

Billed as "A journal of life in Marion County," the magazine is an attempt "to appeal to readers in different ways and to give a new way for advertisers to advertise," Bramel says.

"It went off like an explosion" when it first appeared in the spring of 1991, according to the publisher.

"People love it," echoes staff writer Ilona Burdette, who came up with the name, which is explained on the contents page of each issue.

Fronted with Bramel's professional-quality color photography, a typical edition tackles a local story in depth and profiles people and communities in the county. Cover stories have ranged from indigenous snakes to poverty to rap music.

The publication "contradicts some of the things we've heard about readership," says Bramel. "The articles are long, in-depth, magazine style, but reader acceptance has been overwhelming, judging from reader sales, ad sales and comments."

The story on poverty, for instance, covered nine tabloid pages, with pictures and sidebar stories.



### A journal in the life . . .

Publisher/editor John Bramel and writer Ilona Burdette discuss the quarterly magazine *Montage*, which has become a popular supplement to the Lebanon Enterprise. It's billed as "A journal in the life of Marion County." (Photo by Tim Webb)

There's evidence, too, that *Montage* is becoming something of a collector's item. The back copy supply is nearly exhausted because so many people have come in to buy a copy, claiming they've got a complete set except for one particular edition.

Bramel is quick to point out, however, that he doesn't want *Montage* to overshadow its parent, the

Lebanon Enterprise. "Its (*Montage's*) success goes hand in hand with the success of the paper," he says.

With a paid circulation of 6,700, it is the largest paid weekly among holdings of Landmark Community Newspapers Inc. The editor/publisher adds that the 108-year-old newspaper has an 80 percent penetration of households in Marion County, which

has a population of about 16,500.

"We are a hard core news coverage newspaper," boasts Bramel, whose connection with the Enterprise goes back to 1969 when, as a high school student, he wrote sports stories.

He is particularly proud of the editorial section, characterized by "strong editorial comments and strong letters to the editor." He estimates the paper receives three to four "volatile" letters a week and runs an average of 40 inches of letters weekly.

"We try to avoid columns about how cute our kids are growing up," he adds.

But don't let the crustiness fool you. Bramel and the newspaper staff are among the community's most vocal promoters. He refers to the nationwide press Marion County received a dozen or so years ago over a sophisticated local marijuana operation.

"People are resentful of perpetuating the myth of crime. I do believe that Marion County has been slighted (in larger media)," Bramel says. "This community is one of the more progressive and prosperous in the state."

He points to the lively downtown, with few empty stores, and to thriving high-tech industries, as well as Maker's Mark distillery, which, he clarifies, is in "Marion, not Nelson County."

The newspaper executive is program chairman of Leadership Lebanon, and Burdette is one of the founders of a local Habitat for Humanity chapter.



### The Lebanon Enterprise "team"

Described by publisher John Bramel as an "equal partnership," members of the newspaper staff pose in front of their historic building. They are, left to right, Bramel, Mary May, Mary Anne Blair, Ilona Burdette, Jane Ballard and Sue Brown. On the road this Thursday were Eva Jo Nugent, Donna Mattingly, John Joe Mattingly, and part-timers Debbie Wheatley and Chris Hamilton. (Photo by Tim Webb)

The Enterprise has been a strong force in the community since 1884, at times sharing the spotlight with former Lebanon papers, The Clarion, Post and Falcon. Among owners of the Enterprise before its sale to Newspapers Inc. in 1968 were Wallace and Oliver Kelly and George Trotter. It joined Landmark in 1973.

Operating out of an old building that at different times has housed a bicycle shop, skating rink and chicken slaughterhouse, the nine full-time and one part-time staff members work as a team, Bramel says.

"I'm good at recognizing talents and resources," he says in praise of the newspaper staff. "We have an equal partnership philosophy. Everyone plays vital, distinct roles."

**montage (mon-tazh')** n. 1. An artistic composition, esp. a composite photograph made by combining and arranging several separate or different components. 2. A rapid sequence of thematically related short scenes or images. . . . According to Webster's.

### The Kentucky Standard

First, we have to get it out of the way -- the pain in the butt story.

Seems back in 1900, a co-worker put a tack in the seat of compositor Jack Wilson's stool at the Nelson County Record. Wilson sat on it, unhappily.

Wilson reportedly told publisher Henry Bacon that if the same trick happened again, he'd quit and start his own newspaper. (Is that asking for it, or not?)

You can guess the rest. Another tack was placed on the stool, Wilson sat on it, quit the Record and started The Kentucky Standard, which, according to editor Tim Ballard, "has been a pain in somebody's butt ever since."

Wilson's revenge long ago nudged out the Record and has been widely recognized as one of Kentucky's finest newspapers throughout its 92-year history.

The three-times-a-week paper boasts a circulation of about 8,400, up by more than 2,000 subscribers in the last five years. Between them, its 25 employees, excluding home delivery carriers, have won enough KPA awards to line the walls of several rooms.

Biting editorials, insightful news writing and lots of people features and pictures are the hallmark of the seven-member news staff -- "three natives and four brung'ins," according to Ballard, one of the natives, who interned at the paper in 1972 and '73 and joined the staff full-time in 1984.

Four Standard staffers have each been with the paper for more than 20

years, Liz Peters, Margie Cross, Ellen Stallings and Ron Greenwell.

Stallings is the daughter of Al Wathen, whose family owned The Standard for 60 years, from 1919 until 1979, when it was sold to Scripps-Howard. (In 1987, Landmark Community Newspapers bought the paper.)

Greenwell, who went to work for the Wathens in 1964, has seen the paper go from Linotype to Compugraphic to computers. The columnist and sports editor rolls his eyes as he tells of writing about the present editor when Ballard was playing high school basketball.

He also remembers, in his early days with the Standard, when the pressmen "drank beer all the time." When customers complained, Greenwell recalls, Wathen simply told the men to keep the beer under the counter so it couldn't be seen.

To Ballard, Greenwell "is The Kentucky Standard."

Quips Greenwell, in a repartee that repeats daily among the newspaper staff, "If you stay around anywhere long enough, they have to call you something."

The fact that Bardstown/Nelson County is a mainstay of Kentucky's tourism industry has led to a money-making venture for the Standard. A couple of years ago, publisher Steve Lowery, KPA vice president, put the newspaper in the forefront of the tourism magazine business.

The growing "Let's Tour..." series now includes colorful, slick tabloids



### A typical newsroom?

Writers Amy Taylor, left, and Teresa Bragg carry out the theme of a typical newspaper newsroom. But their work is anything but typical. The Kentucky Standard is a consistent winner of General Excellence and individual staff awards in KPA contests.

on Bardstown and Central Kentucky, the entire state, the Cave Area, and Louisville -- some annual and others twice a year, with all new copy.

At the urging of a Japanese businessman who spends part of the year in Bardstown, the Standard last year published a Japanese-English version, promoting a jazz festival in Tachikawa City, Japan.

Funded by tourism ads, the magazines go to tour operators throughout the country and to hotels, restaurants and tourist attractions in the destination areas.

Several new publications are in the works, prompting the recent hiring of a writer and an advertising representative to work almost exclusively with developing new areas for the newspaper division, which has its own name, "Let's Tour America."

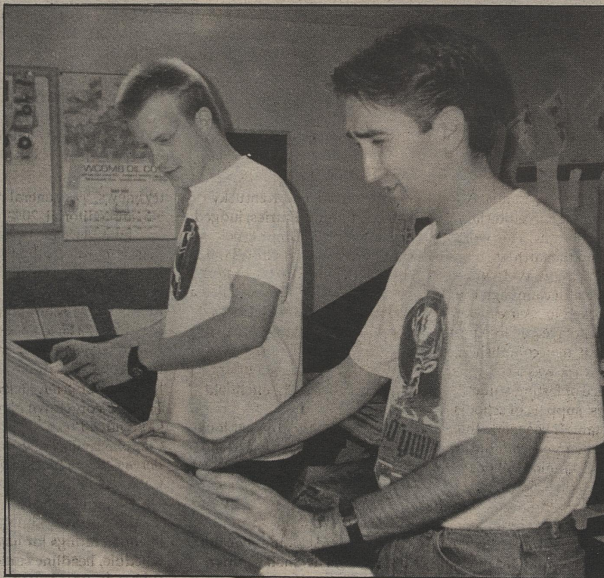
"We felt a bump with the recession," says Lowery, who formerly worked for papers in Lebanon and Campbellsville. "But there are so many opportunities if you just go for them."

The publisher says he's been "blessed with a wonderful staff who likes challenge and prides itself on doing many things."

Both Lowery and Ballard, by the way, come by their interest in newspapers naturally. Lowery's father was in circulation for the Detroit Free Press for many years. Ballard's mother, Patricia Snider Ballard, was editor of the Kernel while a student at the University of Kentucky in the 1940s and later wrote for papers in Greensburg, Princeton and Maysville.

### Leadership tip

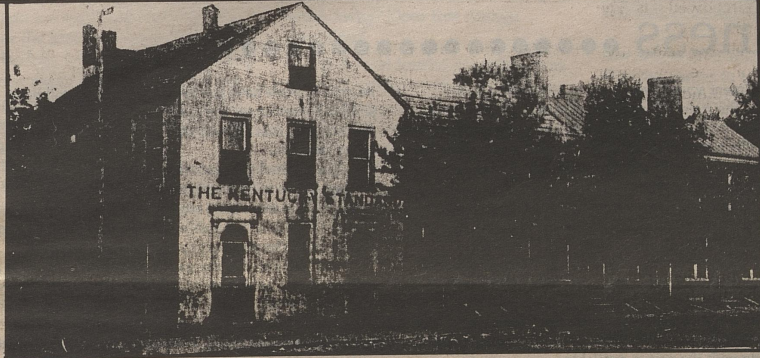
Superior leaders get things done with very little motion. They impart instruction not through many words, but through a few deeds. They keep informed about everything but interfere hardly at all. They are catalysts, and though things would not get done as well if they weren't there, when they succeed they take no credit. And because they take no credit, credit never leaves them. —Lao-Tzu



### Putting it on paper

David Sharpe, left, and Tony Felner, who do design and layout for The Kentucky Standard, represent a minority in modern weekly newspapers. Once a bastion for males, composing rooms are increasingly dominated by women.





### This crazy business

At a local yard sale last year, a Nelson County woman bought an old frame in which was the yellowed photograph at right. Naturally, she took it to *The Kentucky Standard* to be published to see if anyone could identify the occasion or the graduates. After it appeared in the Bardstown paper, editor Tim Ballard received a letter from William Kavanaugh Brown of Jacksonville, Fla. Turns out the young men in the picture were the 1896 graduating class at Centre College, including Brown's father, Wallace Brown, standing, second row, left. Less than five years later, Brown would buy *The Kentucky Standard*, shortly after its establishment by J.S. Wilson, who sat on a tack once too often at the soon-to-be defunct Nelson County Record.

At bottom right is a photograph of one of the newspaper's past locations.

## Voices from the past

Excerpts from the July 1929 edition of *The Kentucky Press*, Vol. 1, No. 6.

The Jackson Times (Miss Frances Holliday, "the winsome editor") won KPA's first ever Community Cup, given as part of the association's seventh annual newspaper contest. Professor L.L. Dantzier, head of the University of Kentucky English department, judged the community entries. Other entrants were Danville Messenger, Richmond Register, Leitchfield Gazette, Kentucky Advocate (Danville) and Berea Citizen.

In a long letter, praising all the entries, Prof. Dantzier explained why he chose the Jackson paper.

"That paper is rendering immeasurable service to its community if it promotes health, education, and good roads and does so in an effective way to produce certain results," he wrote.

"A newspaper cannot give greater service than to educate

the people, encourage them to health habits and endeavor to give them good roads. The Jackson Times has campaigned for each of these.

"It gives unstinted support to Dr. Smith in his enthusiastic health campaign in editorials and news columns. This work reached into the farthest corners of the county. In line with this health campaign the Times worked to secure a water system and played a large part in making it an accomplished fact. This work was a community service of lasting value. The Times' support of schools was constant. It has made the county acquainted with the work of Lees Junior College and has aided in placing it upon a solid foundation."

The professor continued: "... The Times has praised when praise was due, and has not hesitated to censure when it had fault to find, but its criticisms have been in such a tone as to convince readers that its aim has been the promotion

of the best interests of Jackson and Breathitt County."

In the "Best Editorial" contest, the Hickman Courier won a loving cup for first place, followed by Ohio County News, second, and Kentucky Standard, third. Entries, judged by Professor Griffin, Kernel shop foreman Don Grote, and Professor/Press Editor Victor Portmann, were also from Berea Citizen, Marion Falcon (Lebanon), Anderson News, Ohio County News, Kentucky Standard, Hickman Courier, Jackson Times and Leitchfield Gazette.

The Leitchfield paper took top honors in the "All-Around Paper" contest, winning a silver loving cup. Second place went to Ohio County News and third to Somerset Journal. Also entering were Commonwealth (Somerset), Hickman Courier, Jackson Times, Kentucky Standard, News-Journal (Campbellsville), Anderson News, Berea Citizen, and Marion Falcon.

Judging in the all-around contest was by the following system: general appearance, 30%; local news, 25%; country correspondence, 5%; personal items, 10%; farm (chief industry) news, 5%; general news, 5%, and editorial, 20%.

First place in the Front Page contest was won by the Anderson News, with the Leitchfield Gazette and Kentucky Standard taking second and third places, respectively. Other entries were from Somerset Commonwealth, Hickman Courier, Jackson Times, Georgetown News, Crittenden Press, Campbellsville News-Journal, Berea Citizen, Marion Falcon, Gallatin County News and Ohio County News.

Front page judging points included ratings for headline schedule, headline content, subheads, type balance, make up, nameplate, ears, press work, inking, appearance of cuts, news story content, news story value, folding and general

appearance. \*\*\*

"We came, we saw – and were conquered! That is the expression of every editor who availed himself of the invitation extended by Ashland and attended the mid-summer meeting of the KPA. From the minute the guests (came) into that gateway city of eastern Kentucky, they were royally entertained by the citizens for a three-day round of pleasure and profit."

That's part of Editor Portmann's story in praise of the 1929 convention in Ashland.

"Editor B.F. Forgey and his able assistant 'Jimmy' Norris had prepared a splendid program of entertainment, ably assisted by the good people of their town – a splendid tribute to the editors of the Independent who are giving Ashland an up-to-the-minute newspaper," Portmann wrote.

"Ashland, the beautiful, the hospitable – thanks, can we come again?"

# For shame

Larry Craig  
*Green River Republican, Morgantown*

I'm terribly disappointed that Morgantown Mayor Charles Black and five members of city council violated both the law and the public trust last Thursday night by discussing a wide range of issues in closed session.

The secret meeting, held in the mayor's office, was called to discuss an industrial prospect. After 20 minutes or so, the legal part of the meeting over, issues including whether to buy a truck for city maintenance supervisor Woody Martin and the mayor's salary arose.

Councilman Roger Gaskey went home when the discussion drifted from that for which the meeting was called. Everybody should have followed suit, or insisted that the group go back into open session as the law demands.

It's true that no votes were taken during the illegal part of the secret session. That's not the point. The point is that those in public office conducting or discussing the public's business have no right to operate in secret.

Kentucky's Open Meetings law says, rightly, that groups can go into closed session to discuss sensitive personnel issues, lawsuits, land acquisition and industrial negotiations. No reasonable person has a problem with that, but any reasonable person should have a problem with people going into a closed session for one thing, then, once the media and members of the public have gone home, straying from the announced topic of discussion. Especially if the straying takes up the better

part of two hours.

The people whose money is being spent and whose votes put these men in public office have a right not only to know who voted in what way, they also have a right to know who said what about what and how decisions are reached or not reached.

Barbara Tuchman said, "If power corrupts, weakness in the seat of power, with its constant necessity of deals and bribes and compromising arrangements, corrupts even more."

We've got little enough confidence in those in the seats of power in Frankfort and Washington; let's keep the door open, the cards on the table and the sunshine of public scrutiny shining on what's done in Morgantown.

## Kentucky views

Editorials from across the commonwealth

# Victory for openness

*The Kentucky Post, Covington*

Some are calling it a victory for the press, but that is short-sighted.

It is a victory for taxpayers and a victory for open government.

The General Assembly enacted -- and Gov. Breton Jones quickly signed -- new Open Meetings and new Open Records laws. The Open Records law proclaims the legislation's intent in its opening paragraph:

"The General Assembly declares that the basic policy (of this law) is that free and open examination of public records is in the public interest and the exceptions (outlined in the law) shall be strictly construed, even though such examination may cause inconvenience or embarrassment to public officials or others."

Revisions were made to the existing laws because some had found ways to climb through the loopholes. It is an example often cited by this newspaper, but it is the best example. After voters passed a constitutional

amendment several years ago to allow for a state lottery, the state lottery board met behind closed doors, a few members at a time, with the vendors trying to sell lottery equipment to the state. The clear intent was to violate the law that requires meetings of public agencies to be held publicly.

Closed-door government is supposed to have gone the way of the dodo when the Berlin Wall fell. But public officials -- some of them well meaning -- sometimes get the idea that they can decide better for the public if the public isn't involved in the process.

The laws have several new provisions.

■ Private companies that do public business -- like companies that operate prisons -- must make records dealing with the prison available.

■ Public officials are not allowed to meet a few at a time to discuss public issues.

■ Agencies and governing bodies for the first time are required to provide an agenda for a special meeting and stick to it.

■ The Attorney General, whose opinions in open

records appeals have the force of law, now will have similar power under the open meetings law. The law also requires that appeals that are taken to court be heard speedily.

The Kentucky Association of Counties recently lambasted the bills. The short-sighted diatribe is evidence that these laws are what citizens need to ensure that a few bad public officials don't try to keep secrets from the people they were elected to serve.

Rep. William Donnemeyer, D-Bellevue, chaired a task force that held more than a dozen hearings before drafting a revision of the laws. Rep. Donnemeyer and Rep. Albert Jones, D-Paducah, led the effort to introduce the revisions and to encourage House and Senate action.

Together they fought off a number of amendments that would have watered down current protections.

The public -- and the press -- owe them a heartfelt appreciation for their conscientious work that resulted in improved protection for the public from secret-keepers and a stronger base for good government.

# Journal changes for more 'newsy' paper

Ron Bridgeman, *Jessamine Journal*

You'll find some changes in The Journal this week. We've moved a few things around and added a few twists to some features.

The changes are part of an effort to develop a more consistent, more logical, more "newsy" weekly newspaper.

We hope the changes provide our readers a better "road map" for the paper -- allowing you to find regular features easier. The changes should add information to the paper in several areas.

First, we have rearranged some pages.

You'll find the opinion, or editorial, page on page 2A every week. The opinion page is just that -- somebody's opinion. It might be mine, the paper's, yours or your neighbor's or a guest opinion.

Opinions are intended to stir thought, create response. The opinion page is a vital part of this paper. It helps reflect the thought of Jessamine Countians; it gives all of us insight into other people's views. Sometimes it offers comments on local government -- what it is or is not doing.

The opinion page was moved in order to "group" news pages together. It had been page 4A. We had pages 2A and 3A, then the opinion page, then 5A. Pages 2-5 were news pages divided by the opinion page.

We now have news pages together.

The "jumps" -- the stories that are continued from page 1 are now mostly on page 3A.

Somewhere on those pages -- 3A-5A -- you'll find news briefs and police news. We are trying to gather that information and keep it together, making it easier for readers to find and digest. It is important information and deserves more attention.

The back section of the paper will contain *Life Here* pages, school news, 4-H and agriculture. *Life Here* generally includes announcements, weddings, anniversaries, clubs and churches.

Almost all of this news is about our community -- the daily aspects of life that go on around us every day. Much of it is interesting, some is important, most represents milestones in the lives of our readers.

We are moving those pages partly to give us more space in one place for this kind of news. The total news space will be about the same, but the news will be more logically grouped. Again, the idea is to better display the community's news, giving you more information in ways that are easy to digest.

It will also allow those pages to be prepared earlier -- Monday afternoon, instead of Tuesday. None of the material in that section has a specific deadline, or if it does, the deadline is known well in advance.

Because of that, the deadline for submitting that material is 5 p.m. Friday -- the same time we have had for more than a year.

Another change within the *Life Here* section is the community calendar. The calendar has been revamped to emphasize the day's events as they occur and expanded to include more events and more information.

We welcome any Jessamine County group that would like to submit information for the calendar. All non-profit groups may submit information to be printed for two weeks before an event. The announcement includes basic information -- name of event and/or group, time, place, purpose. Photographs are also welcome.

Finally, the sports pages will now be found in the front section of the paper. Most weeks we cover some sports events that occur Monday or Tuesday.

Those "live" events dictate later makeup of the sports pages. Moving the pages to the front section will give us a bit more time to plan and prepare the pages -- and get more up-to-date information in the paper.

We have also started a weekly sports calendar of events. Information for that calendar is welcome and should be directed to Jim Easterwood, sports editor.

We hope the changes are useful ones. We believe they will be.

# A question of ethics

In an ethics session at the Kentucky Weekly Newspaper Association convention in Richmond, Liz Hansen presented the following scenarios for discussion.

You might use them to spark a discussion on journalistic ethics in your own shop.

Hansen teaches at Eastern Kentucky University and is ethics chairperson for the Society of Professional Journalists.

① Interest rates on home mortgages are lower than they've been in years in your community, and there seems to be lots of interest in buying and selling homes. As a service to your readers, you prepare an article offering advice on how to sell a house without using a real estate broker. Your advertising salesperson mentions the article to one of the local real estate brokers. The broker, who advertises regularly in your paper, threatens to pull her ad and to organize a boycott by the other brokers in town if you publish the article.

What do you do?

② It is one month before the primary election. Your county is in the midst of a close race for county judge executive. The three candidates are incumbent Fred Jones, 55; Bill Wilson, 38, who has never held public office; and Sue Smith, 42, the county clerk.

Smith has forged an alliance of anti-abortionists, conservatives and town dwellers.

Each candidate is married and has two children.

You return home one day to find two envelopes on your doorstep. One

holds a cassette tape. The other contains several documents.

The tape is a narrative by an unidentified voice who claims that while in college and for five years after graduating, Wilson was a homosexual. It says that guilt over this gay relationship led Wilson to suffer a mental breakdown and that he was secretly hospitalized in a nearby state for several months.

The second envelope contains several documents relating to an abortion that Smith allegedly had when she was 17.

Which, if any, of the allegations against challengers Wilson and Smith should be pursued? How? If verified, which should be published? What is verification in these cases? What if the election were a week away? Does this change anything?

③ A local tourist attraction runs a highly visible multi-media ad campaign touting its wares. Two staff members of a weekly newspaper become paying customers of the attraction. They feel the attraction does not live up to its billing and provides poor service. The two collaborate on a letter to the editor, which they sign with fictitious names, that notes how severely the actual experience fell short of that advertised. The newspaper publishes the letter. The editor learns later that it was written by two staff members. What should the editor do? What penalty, if any, would be appropriate for the two staffers?

④ Part one: A prominent businessman who was a former fiscal court member drops by your office to talk about a new project he is working on. After a few minutes, he changes the subject and tells you that while he was browsing in Wal-Mart Saturday, he had picked up screws and washers for a household chore, put them in his pocket and forgotten to pay. He was caught at the door and charged with shoplifting. "It's ridiculous," he tells you. "I'm a wealthy man. If I'm going to steal, it will not be for two dollars."

You are astounded and ask the man why he didn't simply explain things to the store manager. "He doesn't like me. It's personal. I'm going to fight it, of course, but you've got to keep it out of the paper," he tells you. If you publish, he says, he won't be able to continue to live in the community. He threatens to kill himself.

Do you honor his request not to publish a story about his arrest? Why or why not?

Part two: Suppose you publish nothing at the time of his arrest. A



few weeks after this conversation, the case comes to trial. He is found guilty and placed on probation. You publish a three-inch story under a one-column head on an inside page. Three days later, he commits suicide.

Did you handle the situation in an ethical manner? Is a threat of suicide a valid reason to treat a story differently than you usually would? Would it have made a difference if the person who had asked to have his arrest kept out of the paper had not been a prominent citizen?

⑤ Monty Smith, the high school basketball coach, grew up in your community. As a youngster, he was a star for the local high school basketball team, leading it to the

school's only state championship. He attended the University of Kentucky and played four seasons for the Wildcats. Not pro-basketball material, Smith finished his college degree, married his high school sweetheart and returned home to coach at his alma mater. Now, 10 years later, rumors are circulating that Smith has AIDS. You've been hearing the rumors for weeks. The last time you saw Smith, he looked thin. He missed the last two games of the regular season because of illness, leaving his assistant coaches to look after the team.

Do you ignore the rumors or do you investigate? Do you ask Smith about his health? Is this story newsworthy? Does the public have a right to know if the high school basketball coach has AIDS or is HIV+? Suppose you confirm that Smith is HIV+. Would you publish that information? What if Smith were a physician rather than a coach? Would his being HIV+ be more newsworthy? Would his profession make a difference in your decision to publish?

⑥ In a recent city council election, two blacks were elected, creating an unprecedented racial balance on the council. In the election's aftermath, a meeting was held at the home of one of the unsuccessful candidates. Through no instigation of your own, the newspaper has been provided with a tape of the meeting made secretly by one of those in attendance. The tape

See Ethics, page 12

## Strategies for solving an ethical dilemma

Roy Peter Clark of the Poynter Institute for Media Studies advises asking yourself the following questions when making decisions on ethical situations.

► Why am I concerned about this story, photo or graphic?

► What is the news? What is the specific journalistic purpose for publishing it? Be specific.

► What are my alternatives?

► Is the story complete and accurate to the best of my knowledge?

► Am I missing an important point of view?

► How would I feel if this story or photo were about me?

► What good would publication do?

► What does my reader need to know?

(SP) Ethics Manual

## Self-examination

Ethics coach Deni Elliott refers to a continuum of deception, from low-level to higher level deception. Along the line are such activities as not identifying yourself as a journalist, passively misrepresenting yourself, actively misrepresenting yourself, and masquerading as someone you're not to get a story.

She suggests asking yourself:

★ Why do readers need this information?

★ Would your readers support your information gathering technique even if the story you hope to find isn't there?

★ Have you exhausted all other means for obtaining the information?

★ What are your arguments against law enforcement officers doing this undercover work rather than reporters?

★ Does the reporter understand all of the risks of the assignment, and

has he/she been given the chance to turn the assignment down?

★ If the problem is great enough for higher level deceptive practices, what changes are likely to occur through exposure? Is the potential change a great enough benefit to offset the certain damage created in the public trust?

Similarly, Louis Hodges of Washington & Lee University, in an article in the Journal of Mass Media Ethics, says that to be justifiable deception must pass three tests:

★ The information sought must be of overriding public importance.

★ There must be no reasonable likelihood that comparably accurate and reliable information could be obtained as efficiently through conventional investigative techniques.

★ The deception contemplated must not place innocent people at serious risk. (SP) Ethics Manual

## A question of ethics, from page 11

provides an ugly, disturbing look at some of the leaders of the city. It is filled with racial slurs and the gnashing of teeth over the results of the election. The meeting resulted in a plan to have the entire election overthrown. Racial tensions are mounting quickly in the community with threats of boycotts and marches.

Do you publish what you know about the racial attitudes of community leaders? Why or why not?

● A prominent member of the city council is raped. The woman, a conservative and anti-feminist, has repeatedly blocked the expenditure of public funds for a rape crisis center at the local hospital. This has been a much-publicized controversy. Soon after the attack, the woman tells you she plans to rethink her position on the crisis center. She also makes clear she is suffering deep

personal trauma and asks that you not say in the story she was raped.

Do you report the rape, including her change of mind? Would you report that she may be changing her mind about the funding but not report the rape? Do you report the attack as an assault but say nothing about her possible change of mind regarding the crisis center until she actually votes for it? Do you write two separate stories, one about the attack and one about her change of mind? Do you run the stories the same day?

Sources: *Drawing the Line: How 31 Editors Solved Their Toughest Ethical Dilemmas*, edited by Frank McCulloch; *Fineline: Media Ethics: Cases and Moral Reasoning*, by Clifford G. Christians, Kim B. Rutzell and Mack Fackler; *Media Ethics: Issues and Cases*, by Philip Patterson and Lee Wilkins; *The SPJ Ethics Manual*, edited by Patricia M. Clem and William Swislow.

### Lies & Deception

Have you ever told a lie or used deception to get a story? Sissela Bok, in her book *Lying: Moral Choice in Public and Private Life*, offers a three-part justification process.

1. Are there alternative forms of action which will resolve the difficulty without the use of a lie?
2. What might be the moral reasons brought forward to excuse the lie, and what reasons can be raised as counter arguments?
3. As a test of these two steps, ask what a public of reasonable persons might say about such lies?

(SPJ Ethics Manual)

## Co-op ad dollars waiting to be spent

Many times newspaper advertising representatives will avoid pursuing co-op plans that are easy and profitable—fixed and unlimited plans.

An example of a fixed plan is Mopar Parts and Service by Chrysler Corp. Rather than an accrual equal to a percentage of purchases in a given period, every dealer gets a fixed amount. Chrysler gives each dealer using Mopar Parts \$3,000 per quarter. This amount is available for any dealer regardless of purchases.

The participation plan is 25/75. Therefore, for every \$1,000 of Mopar advertising, Chrysler will pay \$250, up to a maximum of \$3,000 per quarter. Every dealer receives this allocation, so no account numbers are needed—no trouble for the sales rep.

An example of an unlimited plan is Mathews Co., a farm equipment company. This co-op plan calls for 50-50 participation and unlimited accrual. For every \$1,000 spent by a local dealer, Mathews Co. will pay \$500, with no lid on spending. This program is available regardless of the level of equipment purchases by the dealer.

Once again, no account number is

necessary to find accrual levels—no trouble for the sales rep.

Most programs use an accrual that is equal to a percentage of purchases, and participate on a 50-50 or similar plan.

For example, Head Sports Racquets uses a 50-50 plan with a 3 percent accrual. This means that Head Sports will pay 50 percent of all approved ads up to the limit that has accrued for each dealer. The dealer accrues co-op funds in the amount of 3 percent of his total purchases of racquets.

There are some plans that pay 100 percent of the cost of ads, up to the limit of the accrual fund. The advertising representative must call the manufacturer for accrual balances using the dealer's co-op account number. Though a little more trouble than unlimited or fixed, these 100 percent plans can still be a gold mine of ad revenue. For example:

✓ Handy Home Products, a maker of storage buildings, offers 100 percent participation on a 3 percent accrual. If a local storage building dealer has purchased \$10,000 in buildings

## Cynthiana's Jacobs talks about future

By Pam Shingler, Press Editor

"The next movement in the newspaper industry will be to empower our employees to drive quality up and costs down," said George Jacobs, publisher of the *Cynthiana Democrat*, in his talk to participants in the KWNA convention in Richmond on May 1.

"People support what they help create," Jacobs said. "Employees know where waste is. If you give them the opportunity they will eliminate that waste."

Jacobs also commented on the

changing nature of the industry. "What we were yesterday or what we are today will be largely irrelevant to what we are tomorrow," the publisher and press manager said.

Shoppers, for example, were once looked on with disgust by paid subscription publishers, he said. Today, many publishers consider a total market coverage (TMC) publication to be essential.

Real estate directories, he said, present a similar story. Many newspapers have allowed others to take away that potential revenue producer. "The printing press is capable of producing many more products than a traditional newspaper," he reminded.

He urged publishers to consider doing a community guide, which gives information on basic services, schools, churches, health care and other aspects of the local community.

"Advertisers and readers love it," he said.

Jacobs urged newspaperpeople to think creatively about their products. "Advertisers will flock to entrepreneurs who offer a different approach at a reasonable cost with good service," he said.

A free press independent of government control and expressing a variety of viewpoints is crucial to both democracy and individual liberty. — President Jimmy Carter



George Jacobs

from Handy Home Products, he will have \$300 available to spend on advertising. The entire \$300 will be fully refundable as long as the manufacturer's co-op guidelines are followed for ad copy.

✓ Ames, maker of lawn and garden tools; 50-50; \$1,000 per store; 75-25 available on selected seasonal promotions.

✓ Auto-Shade, maker of windshield sunshade; 100 percent; 2 percent accrual.

✓ Bantam Books, hard cover and trade paperbacks; 100 percent; 1.25 percent to 4 percent accrual.

✓ Channellock Inc., tongue and groove pliers, screw drivers, nut drivers, wrenches; 50-50; \$500 per retailer.

✓ Dickey-john Corp., electronic monitoring equipment for agriculture; 50-50; unlimited.

✓ In-Sink-Erator, in-sink disposals, trash compactors, hot water dispensers; 50-50; \$100 per quarter.

✓ Magic American Corp., home car products, stain remover, bath seal (Goo Gone, Magic trademarks); 50-50; \$300 per dealer.

✓ Marathon Petroleum Co., Mara-

thon brand petroleum products and accessories; 50-50; \$1,500 to \$2,000 per dealer.

✓ Nationwide Insurance Co., 50-50; \$1,000 per agent per year.

✓ Penobscot Shoe Co. — Trotters Div., Old Maine Trotters women's casual footwear; 50-50; unlimited.

✓ Pentel of American Ltd., writing instruments; 100 percent; 1-3 percent accrual.

✓ Schoessow Inc., slant bar feeders, panels, feeding wagons; 75-25; \$4,000 per calendar year.

✓ Teledyne Water Pik, makers of Instapure, Super Saver, Shower Massage, Water Pik, One Step at a Time; 100 percent; 6 percent accrual.

✓ True Temper, lawn, garden, farm, snow tools, wheelbarrows, carts, spreaders; 50-50; \$1,000 per store.

✓ Z-Brick Brands, indoor-outdoor decorator brick; 100 percent; 3 percent accrual.

(Ohio Newspaper Association Bulletin)

Editor's note: KPA advertising director Gloria Davis can help you to explore co-op opportunities in your community. Give her a call, 800-264-5721.)

# Selling progress editions made easy

By Tim Webb

Tom Schmitt, publisher of Star News, Ravenswood, W.Va., started out in the newspaper business making very little money and even working free at times. But that has changed.

Schmitt shared some of his moneymaking secrets with a small crowd at the spring meeting of the Kentucky Weekly Newspaper Association in Richmond recently.

Working with troubled newspapers seems to be a specialty of Schmitt, who described himself as a "trouble-shooter" for Smith Newspapers.

He introduced a profit plan for producing progress editions, which he claims, can pay a month's printing bill.

The least amount of profit he ever made on an edition was 55 percent, he said, adding that he made \$41,000 on his first progress section.

The first of his six-part profit plan begins with preparation.

Getting a focus on the edition's theme is the first step, he said. Breaking it down into individual stories

helps create a theme.

Research is the key to better selling, he added. Making a list of each potential customer and targeting businesses such as banks for a doubletruck can help boost ad sales.

Keep in mind while selling a progress edition, he said, that hospital and physician advertising has been on the rise as of late, with out-of-county advertising also increasing.

Organization is important to the whole scheme of things, he said. Keeping things running smoothly helps not only the production end, but also keeps the advertisers happy.

Following through with the plan can be a problem, Schmitt said. But ad reps have to push to sell all the targeted ads. "None of this sells by itself, you have to be the driving force."

Besides his profit plan, Schmitt offered a few other hints in producing

a progress edition that works.

Not all communities have a lot of progress. Changing the progress edition into a "pride" edition showing the positive aspects of the community works just as well, he said.

Schmitt also showed the group an edition that was nothing but community history. The history edition included several four page tabs put together with an ad occupying each double truck.

Selling an effective doubletruck can mean boom or bust for some editions, Schmitt said.

A "quality of education" double truck is a good one to sell school boards. The theme is also good to attract other businesses supporting education.

If a tab or progress edition focuses on advertisers who can't afford a complete double truck, such as florists, then create a page that can combine several businesses with one theme, Schmitt said.

Little things are always important in selling ads, he said. He suggested making a spec ad in pencil, so that the ad portrays more effort than a computer drafted version.



Tom Schmitt

## Noted columnists offer writing tips

By Pam Shingler, Press Editor

Two of Kentucky's preeminent weekly columnists shared some of their wisdom with their colleagues during the recent KWNA convention.

Ninie Glasscock, editor and publisher of the *Springfield Sun*, and Russ Metz, publisher of the *Bath County News-Outlook* in Owingsville, have large reader followings and are frequent award winners.

"Every newspaper ought to have a column," Metz said.

He advised deciding what kind you want to write and then "write what you know best."

Each column should be similar in length and displayed on the editorial page -- "unless you have a king-sized ego," said Metz.

Glasscock said column writing is the primary way she relieves stress. "The stranger the columns are the more they relieve stress," she said.

"It's the most fun I have," she added. "I don't think those of us in weekly journalism are having enough fun. Take some risks, have some fun."

As to writing style, the Springfield editor advised column writers to be as specific as possible. "We (column writers) will be remembered for how well we were able to paint a human being on paper," she said.

Both Metz and Glasscock agreed that successful columnists must keep aware of what's going on around them. "If you have good background knowledge, you've got a head start," Metz said.

## Awards & such

•Seven journalists will be selected for National Press Foundation fellowships for three months of intensive Spanish language study at Cemanahuac Educational Community School in Cuernavaca, Mexico. New classes begin every Monday, so the term is up to the student. Tuition is covered by the foundation, and recipients or their employers are expected to pay living expenses of about \$15 a day. Students live with a Mexican family. Deadline to file application is June 15. Contact the foundation at 202/662-7350; fax 202/662-1232.

## As easy as C-C-C

Many managers fail because they don't allow or encourage anyone to disagree with them. To avoid this trap, use the 3-C approach:

**C** **Climate.** Establish a climate that invites employees to tell you what they think. To do so:

- Don't isolate yourself in your office and surround yourself with aides who believe their mission is to filter any conflicting viewpoints.
- Establish regular times when employees can talk to you. Routinely visit all areas to chat informally with them.
- Take employees to an occasional no-agenda, what's-on-your-mind lunch or dinner.
- When you propose something, always ask, "What do you think of this?"

**C** **Calmness.** When someone disagrees or brings you bad news, keep calm. Thank the person for letting you know and ask, "What do you think we should do?"

**C** **Courage.** Have the courage to allow a frank exchange of views. Some techniques:

- Assign a devil's advocate to present the minority view. Make clear to all that the person is only playing that role at your request.
- Form teams to collect evidence and argue opposing viewpoints.

(Walter Kiechel III in *Fortune* magazine, via *North Dakota Newspaper Association Bulletin*)

## Databank

### A penny for thoughts

A new biography of press mogul E.W. Scripps is also the account of a journalistic era when newspapers introduced the concept of mass communications. *The Astonishing Mr. Scripps: The Turbulent Life of America's Penny Press Lord*, by Vance Trimble, chronicles the life of the empire builder who started "penny" newspapers from coast to coast, as well as international news services. The Pulitzer Prize-winning author is former managing editor of the Houston Press and news editor of the Scripps Howard national bureau in Washington, DC. (Iowa State University Press, \$39.95) (E&P)

### Put me in, coach

Hints for the care and nurturing of writers is the meat of *Coaching Writers* by Roy Peter Clark and Don Fry of the Poynter Institute for Media Studies. Praise and face-to-face conferences are among the common sense tips the authors give to editors who want better stories from their writers. (St. Martin's Press, \$19.95) (presstime)

### Info from input

The title of a new book by Tom Koch just about says it all: *Journalism for the 21st Century: Online Information, Electronic Databases and the News*. Included are ways reporters can do inexpensive searches for databased information. (Praeger Publishers, \$17.95) (presstime)

### Help with the dig

Using public documents, investigating individuals and covering institutions are covered in the newly released second edition of *The Reporter's Handbook, An Investigator's Guide to Documents and Techniques*. Database searches are an important new element in the handbook, which was originally presented in 1983 by Investigative Reporters and Editors Inc. Editors of this edition are John Ullmann and Jan Colbert. (St. Martin's Press, \$24.95) (presstime)

### MacNews

Information on using your Macintosh systems and tips on computer hardware and software are available in *Macnewspaper News*, published monthly by the University of Wisconsin-Madison. It's an easy-to-understand publication designed just for newspaper users. \$6 annual subscription. Blake Kellogg, Dept. of Communication Programs, Division of Outreach, UW-M, 610 Langdon St., Madison, WI 53703.

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# Coverage of mountains draws criticism

By Pam Shingler, Press Editor

"We shouldn't expect reporters to be there to help you, but they shouldn't be there to destroy you," said Pikeville Mayor Walter May during the Saturday session on "Media in the Mountains" at the Eastern Kentucky Leadership Conference, April 25 in Ashland.

May, a former president of Kentucky Association of Broadcasters, was among the most outspoken critics of media coverage of the mountain counties.

"We have the right to criticize," May said, "but who the hell said we have the obligation to criticize all the time. We need a change of attitude among people who cover the news."

On that note, the session developed into a "we-they" discourse, pitting a seminar room full of Eastern Kentuckians against Lexington Herald-Leader Editor Tim Kelly and some members of his staff who were present.

Several of those in the room criticized the Herald-Leader's coverage of Appalachian Kentucky, claiming the paper tends to reinforce stereotypes and ignore positive stories.

"We don't want an editorial board in Lexington deciding what the policy for Eastern Kentucky should be," Hindman Attorney Bill Weinberg said. "The perception by the leadership of the region is that the print media are not friendly to the area," Weinberg said.

Kelly pointed out that the editors of the state's two major dailies are both from Eastern Kentucky. He's from

Ashland and David Hawpe of *The Courier-Journal* is from Pike County.

*What you could do is tell your reporters, I'm sending you to Eastern Kentucky not to expose everybody, but to tell what's going on there."*  
Pikeville Mayor Walter May

Ed Knight, a Marshall University professor and former public relations man, suggested the area needs to find "other techniques" if communication is to take place.

"Newspapers peaked in 1912," Knight said. "We're not a nation of readers any more. We're a nation of watchers."

"But newspapers set the agenda," interjected moderator Al Smith, a broadcaster and former newspaper publisher.


"If we're setting the agenda, it's only because there's a leadership vacuum," Kelly said.

May contended the problem is not with the Herald-Leader, but rather with the "mindset" of reporters. "For people going into journalism today, criticism is rampant, everything is wrong and it's their job to prove it."

The mayor suggested to the editor: "What you could do is tell your reporters, I'm sending you to Eastern Kentucky not to expose everybody,

but to tell what's going on there." Tony Turner of WYMT-TV in Hazard paraphrased a quote from newsman Al Neuharth: "There's a fine line between a cynic and a skeptic. The skeptic is the best reporter."

Among recommendations from the session were for local Chambers of Commerce to develop image campaigns and for the leadership conference to sponsor workshops on issues raised at the media meeting in cooperation with journalism schools and state media associations.

 **800/264-5721**  
We're pointing it out to you one more time — KPA's new toll-free number.

## A knot of toads?

Does trivia turn you on? From Nebraska Press Association Bulletin comes this list of the names of groups of animals — as trivial as it gets. Sleuth of bears, band of gorillas, bed of clams/oysters, bevy of quail/swans, brace of ducks, mob of kangaroos, murder of crows, muster of peacocks, mute of hounds, cloud or horde of gnats, clowder or clutter of cats, clutch of chicks, colony of ants, school of fish, sedge or siege of cranes, down or husk of hares, drift of swine, drove of cattle/sheep, exaltation of larks, flight of birds, gaggle or skein of geese, gang of elk, grist or swarm of bees, watch of nightingales, kindle or kandle of kittens, knot of toads, leap of leopards, leash of greyhounds, cast of hawks, cete of badgers, charm of goldfinches, nest or ride of pheasants, pack of hounds/wolves, pod of whales/seals, pride of lions, covey of quail/partridge, crash of rhinoceri, cry of hounds, skulk of foxes, sounder of swine, span of mules, gam of whales, tribe or trip of goats, troop of kangaroos/monkeys, volery of birds, horde of gnats, yoke of oxen.

## Ambulance info not public

**Associated Press**  
Virtually all the information about patients who use government ambulance services can be excluded from public inspection, the state attorney general's office said May 4.

But the opinion leaves unresolved the issue of whether the billing for ambulance runs, which contains most of the information the attorney general said may be kept secret, is also exempt from the Open Records Law.

Assistant AG Amye Majors said an overriding privacy concern outweighs any public interest in how ambulances are used.

That means that the names, addresses, ages and nature of illness or injury may be kept confidential by

governments that operate ambulance services.

Majors said information of a general nature can be made public. That would include the number of ambulance runs, destinations and whether an individual was taken to a treatment facility.

"Such a policy subserves the public interest, and at the same time, protects the individual's privacy interests as well," Majors said.

The opinion did not cover the issue of public access to billing for ambulance services.

Government finances, generally, have been acknowledged as public records.



Lexington Herald-Leader editor Tim Kelly stands to defend his paper's coverage of Eastern Kentucky during media session at Eastern Kentucky Leadership Conference. In the foreground is Ed Staats, Kentucky bureau chief for the Associated Press. (Photo by Terry Spears, Appalachian News-Express)

## Legalese

**Legal issues involving the press**  
°A New Jersey court has ruled that a municipality may not use an anti-littering ordinance to restrict newspaper distribution. The ruling stemmed from a case in which a police officer cited a newspaper motor route carrier for littering for throwing newspapers on lawns. "One person's litter is another's literature," the court said. (*Ohio Newspaper Association Bulletin*)  
°A city-owned hospital in Pontiac, Mich., settled a lawsuit brought by the Oakland Press by agreeing to resume advertising in the paper. The Press sued North Oakland Medical Center in March for allegedly cancelling \$64,000 worth of ads in retaliation for the paper's editorial stance over a hospital reorganization proposal. The paper had argued that canceling the ads violated federal law against using official power to punish anyone exercising a constitutional right. (*E&P*)  
°The Associated Press and Detroit Free Press are asking the Michigan Judicial Tenure Commission to investigate a Detroit judge who banned note-taking during a trial and seized notes of an AP reporter. Although allowing taping of the trial by Court TV, the judge had declared no notes could be taken and ousted a photographer. (*E&P*)

# Idea exchange

## Covering cable

The Hartford (CT) Courant now publishes four, cable-specific editions of its TV Week magazine to accommodate readers and to allow advertisers to target customers. Three of the editions focus on separate cable systems, and the fourth gives general listings for readers in towns not served by the three systems. To promote the venture, the paper has used rack cards, store signs and spots on the cable channels. The cable companies' installation kits also include the magazine and a Courant subscription offer. Public relations manager Dennis Schain, 203/241-6549. (Ideas)

## Sale of sales

The Charlotte (NC) Observer offered a half-price sale to single-copy newspaper buyers in a single county during a recent subscription drive. The month-long "Half-Off Sale" was promoted by newspaper inserts, radio spots, rack cards and signs in paper delivery vehicles. Assistant promotion manager Laura Ouchou, 704/358-5797. (Ideas)

## Classy cruising

Cooperating with a local radio station, The Times in Shreveport, La., did live broadcasts from various garage sales listed in the paper's classifieds. Sales in classifieds were boosted through the 10-week project, aptly termed "Cruisin' the Classifieds." Each Saturday morning, the radio station announced selected garage sale locations and told listeners they could win prizes, ranging from theater tickets to miniature golf games, if they were at the selected sites. The paper saw a 19 percent increase in garage sale ads during the first week and a seven percent increase for the year. Marketing services director Jim Campbell, 318/459-3519. (Ideas)

## Down home

Bolstering real estate advertising, the Athens (Ga.) Daily News and Banner-Herald began a weekly cover section for its Sunday classifieds. The color page, titled "Home Front," features a home of the week, realtor of the week and subdivision of the week. Inside are more information on mortgage rates, subdivision maps and real estate news. Ad manager Barbara Powell, 404/549-0123. (Ideas)

## Called to testify

When classified advertisers call The Times in Gainesville, Ga., to cancel their ads because their merchandise sold, sales reps ask if the paper may use their names in testimonial ads. Customers who agree fill out a simple form from which daily testimonial ads are created and scheduled, ranging in size from quarter page to full page. The paper experienced a 10.2 percent increase in classified lineage in the last quarter of 1991. Marketing director Becky Johnson, 404/532-1234. (Ideas)

## Reading fun

Youngsters attending the second Family Reading Fair sponsored by The Morning Call in Allentown, Pa., were given a mini-newspaper with names and locations of all participants. Those who had their newspapers stamped at 10 different fair stations were then entered in a random drawing for prizes. NIE coordinator Diane Witman Koch, 215/820-6513. (Ideas)

## Call a doctor

A medical hotline for senior citizens generated more than 1,000 calls to the Arizona Republic. The hotline, staffed by 17 area physicians, was part of a four-day series on health care issues for the elderly. Managing editor John Oppedahl, 602/271-8121. (Ideas)

## A contest for users

To iron a nun's veil, to stuff your bra, to protect your head from low-flying pigeons. Those are a few of the responses to the "Great Newspaper Users Contest," recently conducted by the Wheeling (WV) News-Register & Intelligencer. The contest, intended to get reader reactions, generated thousands of responses. (WV Press Assn.)

## Front page ads

So you refuse to run front-page ads. Chicago-based Ex-Press-Ad, a division of CTD Enterprises, offers what may be an acceptable alternative. The company makes pre-printed advertising tags that are secured around newspapers on rubber bands or poly bags for delivery. The tags may be used as coupons, teaser ads leading to larger inside ads or in-house circulation promos. Color coding allows easier target marketing. (Minn. Newspaper Assn.)

## Selling Wal-Mart

If your local Wal-Mart has an auto center, it should have money available to promote a new oil recycling effort. Eco-Gard will support the introduction of this new service with up to six quarter-page ads. Your local auto manager may not know about this; ask him/her to check into it. Incidentally, it appears that the papers doing the best with local Wal-Mart advertising are those building relationships with individual departments. (S. Dakota Newspaper Assn.)

## The color of money

From Illinois Press Association, this reminder about rules for reprinting likenesses of money: "Currency may be used as an illustration in advertising as long as the reproduction is more than 1-1/2 times or less than 3/4 the size of the original. The copy must be printed in black and white only. Printing plates and negatives must be destroyed after use. Coins may be reproduced as two-dimensional images without restriction."

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

## Stifle, dingbat

Staffers at the Beaumont (Texas) Enterprise have compiled a 48-page "Dictionary of Newspaper Terms" to help employees in different departments understand each other. Put together by an ad hoc quality circle committee, the book covers everything from dingbats to dummies to tombstones. (presstime)

## Ideas from Inland

Reprinted from *The Inlander*, publication of the Inland Press Association, May 4, 1992.

**From Inland President Ken Bronson:**  
 ♦The Answer Book" is a good way to give readers a ready reference of useful (and not-so-useful) information about towns in the area. It could be used as a trivia contest to spark additional interest. You could have readers submit trivia or run the trivia yourself and have readers respond.  
 ♦Softball is in full swing and what better time to feature all the teams in your area, with pictures and sponsors' ads?  
 ♦In a slow month like July, how about a Business Women's Edition, featuring photos and brief stories about businesswomen in your area?  
 ♦You can follow up the businesswomen's edition with a businessmen's edition.

From the *Inlander*, April 24:

• Advertisers and readers have loved the "Then and Now" idea of the Monticello, Ind., Herald-Journal and the Huron (MI) Daily Tribune. The papers team old pictures with current ones of the same locale.  
 H-J General manager Don L. Hurd, 219/583-5121; DT ad director Helen Kopack, 517/269-6461.  
 • Easy to do and profitable was the special section on churches at the Beloit (WI) Daily News. Letters, followed by phone calls, sold the ads to churches. Editorial content featured churches with special anniversaries. Ad director Nikki Ross, 608/365-8811.  
 • The Fargo (ND) Forum has a winner in its special section on babies. The section runs photos, solicited by letter from new parents; preschool and child care directory, tips for child health and safety, with a page for kids to color, and display ads from child-related businesses. telemarketing coordinator Ilene Hunter, 701/241-5496.  
**Ideas from Ken Bronson:**  
 ♦A "Parenting" section covering broad range of parenting should be especially well read during summer.  
 ♦An "RV" edition, providing advice and services for RV and camping activities.  
 ♦A "wandering" guide, devoted to local getaways.

# Getting political ad dollars

Some of the problems for newspapers in attracting political ads is the way newspapers are perceived by candidate consultants, political consultant Eddie Mahe told state press association ad directors at a Northern Kentucky meeting (hosted by KPA) this spring.

There is a belief, Mahe said, that you should only run in newspapers if you have extra money.

Weeklies are more highly thought of than dailies because consultants have the perception that everyone reads them. And while some consultants may try to target news and advertising to weeklies, they won't run "Vote for Jones" types of ads, he added.

So what can newspapers do? For starters, Mahe said, it's important to contact opinion leaders early, in the formative stages of a campaign. You'll want to go to the politician's people with a well thought out idea for a print campaign. Having some ideas for early in the campaign will help set the style and tone.

Encourage the politician to continue to use newspapers in the middle of the campaign to demonstrate substance and to deal with complicated and complex issues. At the end of the campaign, sell consultants on using newspapers as a reinforcing media.

Part of the resistance to print is the absence of creative ideas for good print ads. If you can get a suggestion of a good graphics person for the campaign people to work with or if someone on your staff has a talent for this, provide names and numbers and be as helpful as possible.

One big obstacle in the way of

newspapers getting print advertising, Mahe said, is some newspapers' resistance to making their rates competitive. Consultants should be offered the lowest rates available, he said.

Also, more cooperation in giving consultants guaranteed placement at no premium helps them achieve their goal of targeting their advertising.

Right or wrong, Mahe believes that since newspapers are the most disadvantaged in receiving political advertising they have to give up the most.

Ads must be graphic driven. Keep the messages brief, especially during the last eight days of the campaign. A good direct mail piece has to be able to make its impression during the time it takes voters to walk from the mail box to the trash can.

Making color available at little or no additional cost could also be an added incentive to use print advertising.

If you're up against a real skeptic, purchase the voter registration list from the counties in your area and match them with your subscription list. Cross match Republicans because they are core voters and usually strong newspaper readers. Present these real numbers to consultants.

And, if you can find success stories, use them in pitching political accounts. Testimonials are as effective in promoting newspaper advertising to politicians as for any other kind of product or service. These are just a few ideas you may want to consider in trying to land political advertising in this fall's campaign.

(Minnesota Newspaper Association)

## Items

### Kits available for promo

"Discover New Worlds in YOUR NEWSPAPER" is the theme of the 1992 National Newspaper Week, Oct. 4-10. (International Newspaper Carrier Day is Oct. 10.) Available from National Association Managers are press kits, containing camera-ready editorials, comic strip characters and editorial cartoons, suggestions and an outline for National Newspaper Week programs and activities, in-house ads and other promotional materials. The kits cost \$6, plus \$1.75 postage/shipping, through NAM, The Newspaper Center, Box 17407 Dulles Airport, Washington, DC 20041

### Free job listings

Dow Jones Newspaper Fund offers a free job listing service that puts your position need in front of more than 400 college students and experienced journalists every month. Job listings are accepted through the 13th of each month for publication on the 15th. Listings should include newspaper name, address & telephone number; name & title of contact person; type of job & job title of position; qualifications for position; when position is available, duties & salary range. Send to Thomas Engleman, Box 300, Princeton, NJ 08543-0300 or call 609/452-2820; fax 609/520-5804.

### Chicago is INFE site

"Rebuilding the Business" is the theme of the 45th annual conference of International Newspaper Financial Executives, June 13-17 in Chicago. Building revenue, creating new products and cutting down on spending will be the focus. For information, call INFE at 703/648-1160.

### Harassment in the news

More than one in three women working in 19 small, medium and large newsrooms at US newspapers say they have been sexually harassed at work, according to a survey by Associated Press Managing Editors Association. Among findings: •30% of the 640 respondents say their newspaper has clear guidelines for filing complaints about sexual harassment •95% of the victims of sexual harassment are women •Few respondents (2% men and 11% women) says sexual harassment has affected their work habits •Of those who said they were harassed, nearly half said it came in the form of annoying and degrading comments about sex.

### Trust fund started

The Alabama Press Association has established the Michael Ryland Family Trust to honor the memory of its executive director who died March 5. The trust is to benefit Ryland's widow, Julie, who expects their first

child in August. Send donations to Michael Ryland Family Trust, APA, Suite 1100, 2027 First Ave., Birmingham, AL 35203.

### Inland offers two programs

Inland Press Association is offering two important seminars this month. "Increasing Mac Effectiveness" is the theme of the June 12-13 Newspaper Desktop Publishing Seminar at Northwestern University. A June 19 seminar in Arlington Heights, Ill., will look at controlling insurance expenses and the new Americans with Disabilities Act. Call Elaine Lange, 708/696-1140.

### Be diverse

Newspaper association leaders have issued a Diversity Action Plan to help the industry find new approaches to the changing workforce and markets. To be circulated to major industry groups, the plan includes •A statement of commitment to a workforce that respects differences of race, ethnicity, gender, age, etc., among employees and encourages all to achieve their full potential. •The hiring of a high level staff member for the new Newspaper Association of America to help the industry advance diversity issues. •A mechanism for regular communication between NAA leadership and those concerned with diversity issues. •More training programs on managing diversity at both senior and middle management levels. •A vision for the industry that genuine progress toward achieving diversity in its workforce and in newspaper coverage should be made by the year 2000. For a copy of the plan, contact Rosalind G. Stark, ANPA Foundation Vice President/Director, 703/648-1047.

### Paper & pencil or paper pencil?

Scrrips Howard News Service reports that Faber-Castell Corp. is making pencils with old newspapers and cardboard where the wood is in traditional pencils. The paper fibers are held together by special resins made by Lydall Composite Materials. Marketed as "EcoWriter," the pencils reportedly look like the standard yellow No. 2 and should be in stores by August.

### ANPA to NAA

Take the "P" out of ANPA and rearrange the other letters, and American Newspaper Publishers Association becomes Newspaper Association of America, NAA. The merger of ANPA, National Advertising Bureau and several other newspaper-related associations was official June 1. The new organization will operate out

of the old ANPA headquarters, The Newspaper Center, Box 17407 Dulles Airport, Washington, DC 20041; telephone 703/648-1117. NAA offices will also be located in New York, Los Angeles and Chicago.

### Plus tax

Maryland has become the 16th state to tax the sale of periodicals, including newspapers, magazines and business journals. The 5% Maryland tax, effective May 1, applies to over-the-counter, subscription and home delivery sales of newspapers. Sales of newspapers through vending machines become taxable Jan. 1, 1993.

### Meet the PO people

The National Postal Forum East is slated for Aug. 30-Sept. 2 in Washington, DC. Participants will have the chance to meet and quiz postal authorities and to see new mailing equipment in action. A package deal is available from the Louisville airport. Contact Don Beierle at 502/454-1621 or Ron Miller at 502/454-1784.

### Weeklies to convene

The summer convention of the International Society of Weekly Newspaper Editors is set for July 8-12 in Colorado Springs, CO. First-time participants and college students can register for \$285. Contact Don Brod, 815/753-1925; fax 815/753-1824.

### Mac tip

Do you have some documents on your Mac that you recycle each week, with old material deleted and new entered in the same type bloc, to retain previous formats? If you merely "Save" the document, says Bill Childress of West Virginia Press Association, then you're saving everything that's been in it. While it takes a few seconds more, you need to use the "Save As..." while retaining the same document name and same folder as before. You will get the dialog box asking "Replace Items With Same Name?" You click "OK." You will find that an obese PageMaker or Word document will lose half or more of its size, freeing up more computer space. It really works!

## Computerese

### Making your Mac work for you

#### By Ken Schmidheiser

#### The McCreary County Record

I noted with great interest the article on page 23 of the May 1992 edition of The Kentucky Press about finding unusual font characters on a Macintosh computer.

A Mac enthusiast for several years, I couldn't help but call your attention to a little Init named PopChar. It holds every font character available to you in whatever font you are currently using. Once it's loaded on your Mac, you simply have to pull down the little "P" at the top of your computer screen and select what you want; the character selected, whether or , will appear where you want it. It's also easy to indicate a chain of characters, such as .

Here are a few other shareware favorites a typical journalist may use:

•Quill 2.04, a Desk Accessory (DA) that allows you to quickly read any text or word-processing file without having to open the application.

•Scroll2 v.2.1. A Control Panel Device (CDEV) that adds double-arrowed scroll handles to your scroll boxes. Scroll bars are configurable in the Control Panel. Makes your Mac look more like a NeXT. Extremely handy and very quick when scrolling in a word-processing document.

•NamedFolder, a startup Init for the System Folder. Conveniently al-

lows you to type a folder name in a box rather than trying to hit the little folder line when you create a new folder.

•SuperClock! Adds a clock to the upper right corner of your menu bar.

•Mouse2 v1.4a, a Control Panel Device that goes into the System Folder and accelerates your mouse speed. Bear with it just one day and I guarantee you will never be able to return to the old poky mouse speed! Turn it on and off in the Control Panel.

•The Complete Delete, an application that allows you to completely erase sensitive files so they cannot be recovered - the Mac version of an office shredder! (Use with care!)

•NewAreaCodes, a DA into which you type a telephone area code and the DA tells the city covered.

•Conversion, another DA that does just what it says. Great for writers who are poor math students.

•Mac Talker. I had to include at least one toy. This is a DA that allows your Mac to speak typewritten copy. You also can open text files and have Mac Talker "read" them to you.

If any KPA member would like copies of these programs, just send me a disk (either 800K 2DD or 1.4 meg 2HD) and a self-addressed stamped envelope and I will forward the programs by return mail. All of these programs work with System 6.x, and most work with System 7.



424.110 DEFINITIONS

As used in KRS 424.110 to 424.370:

(1) "Publication area" means the city, county, district or other local area for which an advertisement is required by law to be made. An advertisement shall be deemed to be for a particular city, county, district or other local area if it concerns an official activity of the city, county, district or other area or of any governing body, board, commission, officer, agency or court thereof, or if the subject of the advertisement concerns particularly the people of the city, county, district or other area;

(2) "Advertisement" means any matter required by law to be published.

(3) "Zoned edition" means a newspaper edition published at least once a week, distributed in a specific geographic region of the newspaper's circulation area, and containing reporting and advertising of interest to subscribers in that geographic region.

424.120 QUALIFICATIONS OF NEWSPAPERS

(1) Except as provided in subsection (2) of this section, if an advertisement for a publication area is required by law to be published in a newspaper, the publication shall be made in a newspaper that meets the following requirements:

(a) It shall be published in the publication area. A newspaper shall be deemed to be published in the area if it maintains its principal office in the area for the purpose of gathering news and soliciting advertisements and other general business of newspaper publications, and has a second-class mailing permit issued for that office. A newspaper published outside of Kentucky shall not be eligible to carry advertisements for any county or publication area within the county, other than for the city in which its main office is located, if there is a newspaper published in the county that has a substantial general circulation throughout the county and that otherwise meets the requirements of this section; and

(b) It shall be of regular issue and have a bona fide circulation in the publication area. A newspaper shall be deemed to be of regular issue if it is published regularly, as frequently as once a week, for at least fifty (50) weeks during the calendar year as prescribed by its mailing permit, and has been so published in the area for the immediately preceding two-year period. A newspaper meeting all the criteria to be of regular issue, except publication in the area for the immediately preceding two-year period, shall be deemed to be of regular issue if it is the only paper in the publication area and has a paid circulation equal to at least ten percent (10%) of the population of the publication area. A newspaper shall be deemed to be of bona fide circulation in the publication area if its circulation generally in the area, and maintains a defined price or consideration not less than fifty percent (50%) of its published price, and is paid for by not less than fifty percent (50%) of those to whom distribution is made; and

(c) It shall bear a title or name, consist of not less than four (4) pages without a cover, and be of a type to which the general public resorts for passing events of a political, religious, commercial and social nature, and for current happenings, announcements, miscellaneous reading matter, advertisements, and other notices. The news content shall be at least twenty-five percent (25%) of the total column space in more than one-half (1/2) of its issues during any twelve-month period.

(d) If, in a publication area there is more than one (1) newspaper which meets the above requirements, then the newspaper having the largest bona fide paid circulation as shown by the average number of paid copies of each issue as shown in its published statement of ownership as filed on October 1 for the publication area shall be the newspaper where advertisements required by law to be published shall be carried.

(e) For the purposes of KRS Chapter 424, publishing shall be considered as the total recurring processes of producing the newspaper, embracing all of the included contents of reading matter, illustrations, and advertising enumerated in paragraphs (a) through (d) of

## Revised law on Public Notice Advertising

(New language sections in bold)

this subsection. A newspaper shall not be excluded from qualifying for the purposes of legal publications as provided in this chapter if its printing or reproduction processes take place outside the publication area.

(2) If, in the case of a publication area smaller than the county in which it is located, there is no newspaper published in the area, the publication shall be made in a newspaper published in the county that is qualified under this section to publish advertisements for the county. If the qualified newspaper publishes a zoned edition which is distributed to regular subscribers within the publication area, any advertisement required by law to be published in the publication area may be published in the zoned edition distributed in that area. If in any county there is no newspaper meeting the requirements of this section for publishing advertisements for that county, and advertisements required to be published for such county or for any publication area within the county shall be published in a newspaper of the largest bona fide circulation in that county, published in and qualified to publish advertisements for an adjoining county in Kentucky. This subsection is intended to supersede any statute that provides or contemplates that newspaper publication may be dispensed with if there is no newspaper printed or published or of general circulation in the particular publication area.

(3) If a publication area consists of a district, other than a city, which extends into more than one (1) county, the part of the district in each county shall be considered to be a separate publication area for the purposes of this section, and an advertisement for each such separate publication area shall be published in a newspaper qualified under this section to publish advertisements for the area.

424.130 TIMES AND PERIODS OF PUBLICATION.

(1) Except as otherwise provided in KRS 424.110 to 424.370 and notwithstanding any provision of existing law providing for different times or periods of publication, the times and periods of publications of advertisements required by law to be made in a newspaper shall be as follows:

(a) When an advertisement is of a completed act, such as an ordinance, resolution, regulation, order, rule, report, statement, or certificate and the purpose of the publication is not to inform the public or the members of any class of persons that they may or shall do an act or exercise a right within a designated period or upon or by a designated date, the advertisement shall be published one time only and within thirty days after completion of the act. However, a failure to comply with this paragraph shall not subject a person to any of the penalties provided by KRS 424.990 unless such failure continues for a period of ten days after notice to comply has been given him by registered letter.

(b) When an advertisement is for the purpose of informing the public or the members of any class of persons that on or before a certain day they may or shall file a petition or exceptions or a remonstrance or protest or objection, or resist the granting of an application or petition, or present or file a claim, or submit a bid, the advertisement shall be published at least once, but may be published two or more times, provided that one publication occurs not less than seven days nor more than twenty-one days before the occurrence of the act or event.

(c) Excepting counties with a city of the first class, when an advertisement is for the purpose of informing the public and the advertisement is of a sale of property or is a notice of delinquent taxes, the advertisement shall be

published once a week for three successive weeks. For counties containing a city of the first class, when an advertisement is for the purpose of informing the public and the advertisement is a notice of delinquent taxes, or notice of the sale of tax claims, the advertisement shall be published once, preceded by a one-half page notice of advertisement the preceding week. The provisions of this paragraph shall not be construed to require the advertisement of notice of delinquent state taxes which are collected by the State.

(d) Any advertisement not coming within the scope of paragraph (a) or (b) or (c) of this subsection, such as one for the purpose of informing the public or the members of any class of persons of the holding of an election, or of a public hearing, or of an examination, or of an opportunity for inspection, or of the due date of a tax or special assessment, shall be published at least once but may be published two or more times, provided that one publication occurs not less than seven days nor more than twenty-one days before the occurrence of the act or event, or in the case of an inspection period, the inspection period commences.

(e) If the particular statute requiring that an advertisement be published provides that the day upon or by which, or the period within which, an act may or shall be done or a right exercised, or an event may or shall take place, is to be determined by computing time for the day of publication of an advertisement, the advertisement shall be published at least once, promptly, in accordance with the statute, and the computation of time shall be from day of initial publication.

424.140 CONTENTS OR FORM OF ADVERTISEMENTS.

(1) Any advertisement of a hearing, meeting or examination shall state the time, place and purpose of the same.

(2) Any advertisement of an election shall state the time and purpose of the election, and if the election is upon a public question the advertisement shall state the substance of the question.

(3) Any advertisement for bids or of a sale shall describe what is to be sold, the time and place of the sale or for the receipt of bids, and any special terms of the sale.

(4) Where any statute provides that, within a specified period of time after action by any governmental agency, unit or body, members of the public or anyone interested in or affected by such action shall or may act, and it is provided by statute that notice of such governmental action be published, the advertisement shall state the time and place when and where action may be taken.

424.150 PERSON RESPONSIBLE FOR PUBLISHING.

When any statute providing for newspaper publication of an advertisement does not designate the person responsible for causing the publication to be made, the responsible person shall be:

(1) Where the advertisement is of the filing of a petition or application, the person by whom the same is filed;

(2) Where the advertisement is of an activity or action of:

(a) An individual public officer, the officer himself;

(b) A city, the city clerk if there be one; if not, the mayor;

(c) A county, the county clerk;

(d) A district, or a board, commission or agency of a city, county or district, the chief administrative or executive officer or agent thereof;

(e) A court, the clerk thereof;

(f) A state department or agency, the head

thereof.

424.160 RATES.

(1) For all newspaper advertising required by law, the publisher is entitled to receive payment for each insertion at a rate per column inch, computed as or published no larger than nine (9) point type on ten (10) point leading. The rate shall not exceed the lowest rate paid by advertisers for comparable matter in the same publication.

(2) If by law or by the nature of the matter to be published a display form of advertisement is required, or if the person or officer responsible for causing a advertisement to be published determines in his discretion that a display form is practicable or feasible, and so directs the newspaper, the advertisement shall be published in display form and the newspaper shall be entitled to receive its established display rate.

(3) If it is provided by statute that an advertisement shall be published of the filing of a petition or application seeking official action, the filing, if required by other than a governmental official action or agency, shall not be deemed complete unless there is deposited with the petition or application an amount sufficient to pay the cost of publication.

(4) The expense of advertisements in judicial proceedings shall be taxed as costs by the clerk of the court.

424.170 PROOF OF PUBLICATION.

(1) The affidavit of the publisher or proprietor of a newspaper, stating that an advertisement has been published in his newspaper and the times it was published, attached to a copy of the advertisement, constitutes prima facie evidence that the publication was made as stated in the affidavit.

(2) The affidavit of the person responsible for publishing as described in KRS 424.150, stating that an advertisement has been delivered by first class mail to each residence within the publication area, attached to a copy of the advertisement, constitutes prima facie evidence that the publication was made as stated in the affidavit and that the expenditure for the cost of postage, all supplies, and reproduction of the advertisement did not exceed the cost of newspaper publication of the advertisement.

424.180 ADVERTISEMENTS OF STATE AGENCIES.

Any advertisement which a state officer, department or agency is required by law to have published shall, if intended to give statewide notice, be published in such newspaper or newspapers, to be designated by the executive department for finance and administration, as will provide reasonable state-wide coverage. If the advertisement particularly affects a local area it shall be published, for each county in the area, in a newspaper qualified under KRS 424.120 to publish advertisements for such county. The latter publication shall be in addition to the former, if the advertisement affects the state at large as well as the local area.

424.190 ALTERNATIVES TO NEWSPAPER PUBLICATION ABOLISHED.

(1) In any case where a statute now gives discretion to a public officer or agency or governmental body as to the method of making an advertisement required by the statute, and in any case where a statute now provides that an advertisement may be made either by posting or by newspaper publication, the advertisement shall be made by newspaper publication in accordance with the provisions of this chapter, except as provided in subsection (2) of this section.

(2) Any city may, when the cost of the newspaper publication exceeds the cost of postage, supplies and reproduction for the alternative method of publication, in lieu of newspaper publication of advertisement, substitute delivery of a copy of the advertisement by first class mail to each residence within the publication area. Any city electing to use the alternative publication methods authorized by this section shall remain responsible for forwarding either three (3) copies of its audit report or one (1) copy of its

## Public Notice Advertising

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financial statement, whichever is applicable, to the Kentucky Department of Local Government pursuant to Sections 1 and 3 of this Act.

### 424.195 SUPPLEMENTATION OF PRINTED NOTICE BY BROADCAST IN CERTAIN CASES.

(1) Any official of the Commonwealth of Kentucky or any of its political subdivisions who is required by law to publish any legal notice or notice of event may supplement, not to exceed twelve publications, unless otherwise ordered by a court of competent jurisdiction thereof by use of radio or television spot announcements, or both, when, in his judgment, the public interest will be served thereby; except, that notices by political subdivisions may be made only by stations having a broadcast studio within the county of origin of the legal notice, and that broadcast notices shall call attention solely to published or posted notices required by statute.

(2) Each radio or television station broadcasting a legal notice or notice of event shall for a period of three months subsequent to such broadcast retain at its office a copy of the transcript of the text of the notices actually broadcast and such shall be available for public inspection.

(3) The radio or television station which broadcasts the legal notice authorized by this section shall be entitled to receive payment of an amount equal to the customary charges of such station for such service.

(4) The publication of legal notices under this section shall be restricted to legal notices relating to those official acts of public officers requiring a final determination by order of any court of competent jurisdiction in the Commonwealth.

### 424.210 OFFICIAL NEWSPAPERS ABOLISHED.

No official newspaper shall be designated by any governmental unit for the publication of advertisements for such unit.

### 424.220 FINANCIAL STATEMENTS.

(1) Excepting officers of a city of the first class, a county containing such a city, a public agency of such a city or county, or a joint agency of such a city and county, or of a school district of such a city or county, and excepting officers of a city of the second class or an urban-county government, every public officer of any school district, city, county, or subdivision, or district less than a county, whose duty it is to collect, receive, have the custody, control or disbursement of public funds, and every officer of any board or commission of the city, county or district whose duty is to collect, receive, have the custody, control or disbursement of funds collected from the public in the form of rates, charges or assessments for services or benefits, shall at the expiration of each fiscal year prepare an itemized, sworn statement of the funds collected, received, held or disbursed by him during the fiscal year just closed, unless he has complied with KRS 424.230. Pursuant to subsections (2) and (3) of Section 1 of this Act, each city of the sixth class shall prepare an itemized, sworn statement of the funds collected, received, held or disbursed by the city which complies with the provisions of this section. The statement shall show:

(a) The total amount of funds collected and received during the fiscal year from each individual source; and

(b) The total amount of funds disbursed during the fiscal year to each individual payee and the purpose for which the funds were expended.

(3) Only the totals of amounts paid to each individual as salary or commission and public utility bills shall be shown. The amount of salaries paid to all non-elected county employees shall be shown as lump sum expenditures by category, including, but not limited to, road department, jails, solid waste, public safety, and administrative personnel.

(4) The amount of salaries paid to all teachers shall be shown as a lump sum instructional

expenditure for the school district and not by amount paid to individual teachers. The amount of salaries paid to all other employees of the board shall be shown as lump sum expenditures by category, including, but not limited to, administrative, maintenance, transportation and food service. The local board of education and the fiscal court shall have accessible a factual list of individual salaries for public scrutiny and the local board and the fiscal court shall furnish by mail a factual list of individual salaries of its employees to a newspaper qualified under KRS 424.120 to publish advertisements for the district, which newspaper may then publish as a news item the individual salaries of school or county employees.

(5) The officer shall procure and include in or attach to the financial statement, as a part thereof, a certificate from the cashier or other proper officer of the banks in which the funds are or have been deposited during the past year, showing the balance, if any, of funds to the credit of the officer making the statement.

(6) The officer shall, except in a city electing to publish its audit in lieu of the financial statement pursuant to KRS 91A.040(6), within sixty (60) days after the close of the fiscal year cause the financial statement to be published in full in a newspaper qualified under KRS 424.120 to publish advertisements for the city, county of the advertisement with proof of publication, in the office of the county clerk of the county and with the Auditor of Public Accounts. Promptly after the publication is made, the officer shall also file one (1) copy of the financial statement with the Kentucky Department of Local Government.

(7) In lieu of the publication requirement of subsection (6) of this section, the appropriate officer of any municipally owned electric, gas or water system may elect to satisfy the requirement of subsection (6) of this section by:

(a) Preparation of a certified audit by a certified public accountant, performed in accordance with generally accepted principles of accounting for the fiscal year.

(b) Publishing in a newspaper qualified under KRS 424.120 to publish advertisements for the city, county or district as the case may be, the statement of revenue and expenditures from such audit, together with the statement that the audit report is available for inspection at the offices of the utility; and

(c) Making such audit available for inspection on request of anyone during normal working hours of the utility.

(8) In lieu of the requirements of subsection (6) of this section, the appropriate officer of a county may elect to satisfy the requirements of subsection (6) of this section by publishing an audit, prepared pursuant to KRS 43.070 or 64.810, in the same manner that city audits are published pursuant to KRS 91A.040(7).

### 424.230 OPTIONAL MONTHLY OR QUARTERLY STATEMENTS.

Any officer who is subject to the provisions of KRS 424.220 may elect to prepare and publish monthly or quarterly statements, in lieu of the annual statements required by KRS 424.220. All of the provisions of KRS 424.220 shall be applicable to such a monthly or quarterly statement except that (1) the statement shall cover only the preceding month or quarter, as the case may be. Any officer who has elected to proceed under this section shall not be exempted from the requirements of KRS 424.220 for any fiscal year unless he has caused to be prepared and published, in accordance with this section, a proper statement for each month or quarter of this fiscal year.

### 424.240 COUNTY OR CITY BUDGET.

Immediately following the adoption of an annual budget by any county or city other than one of the first class, the county or city clerk shall cause a summary of the budget or the text of the budget ordinance to be advertised for the county or city by publication in a newspaper.

### 424.250 SCHOOL DISTRICT BUDGET.

At the same time that copies of the budget of a school district are filed with the clerk of the

tax levying authority for the district, as provided in KRS 160.470, the board of education of the district shall cause the budget to be advertised for the district by publishing a copy of the budget in a newspaper.

### 424.260 BIDS FOR MATERIALS, SUPPLIES, EQUIPMENT, OR SERVICES.

Except where a statute specifically fixes a larger sum as the minimum for a requirement of advertisement for bids, no city, county or district, or board or commission of a city or county, may make a contract, lease, or other agreement for materials, supplies except perishable meat, fish, and vegetables, equipment, or for contractual services other than professional, involving an expenditure of more than ten thousand dollars (\$10,000) without first making newspaper advertisement for bids. Provided, however, that this requirement shall not apply in an emergency if the chief executive officer of such city, county or district has duly certified that an emergency exists, and has filed a copy of such certificate with the chief financial officer of such city, county, or district.

### 424.270 LOCAL ADMINISTRATIVE REGULATIONS.

No general regulation of uniform application throughout the publication area promulgated by any officer, board or commission of a city, county, or district, which is intended to impose liabilities or restrictions upon the public shall be valid unless and until it, or a notice of such promulgation, together with a statement where the original regulation may be examined by the public, has been advertised by newspaper publication.

### 424.280 DUE DATE OF AD VALOREM TAXES.

Every officer whose duty it is to collect any ad valorem tax for the state or for any political subdivision of the state shall cause notice of the due date of the tax to be advertised by newspaper publication, and shall not be given a quietus for the taxes collected unless he submits proof of such publication.

### 424.290 ELECTION BALLOT.

(1) Not less than three (3) days before any primary or regular election the county clerk shall cause to be published in a newspaper a copy of the face of the voting machines, or where an electronic or electromechanical voting system is used, a copy of the ballot cards or supplementary material on which appear the names of candidates or issues to be voted upon. Where the lists of candidates or issues to be voted upon differ for various precincts within the county, the county clerk shall cause to be published only one set of data with appropriate notations showing the differences in the various precincts. If supplemental paper ballots have been approved as provided in KRS 118.215, the paper ballot shall be published at the same time as other material required to be published by this subsection. The cost of publication shall be paid by the county, except that the cost of publishing any voting data required to be published by this subsection that is limited to a city election or a district election other than a school district election shall be paid by the city or the district as the case may be.

(2) "Copy," as used in subsection (1) of this section, means a summary of candidates and issues to be voted upon showing all the pertinent information that will appear, upon which the voters will cast their votes at a particular polling place.

### 424.300 PUBLIC SERVICE COMMISSION HEARINGS.

Notices of hearings by the public service commission upon applications by public utilities for rate increases or reduction or discontinuance of service, except where advertised by mail, shall be advertised by the applicant utility in accordance with such reasonable regulations as the commission may prescribe by newspaper publication in the areas that will be affected.

### 424.310 RAILROAD COMMISSION HEARINGS.

Notices of hearings by the railroad commis-

sion upon applications by a railroad for rate increase or a reduction or discontinuance of service shall be advertised by the commission by newspaper publication in the areas that will be affected.

### 424.330 DELINQUENT TAXES.

(1) When the sheriff of any county files with the fiscal court a list of uncollectible delinquent taxes, in accordance with KRS 134.360 and 134.370, the fiscal court shall promptly cause a list, showing the name of and amount due from each delinquent taxpayer, to be advertised by newspaper publication. A fee of three dollars (\$3.00) per name per publication shall be added to the amount of each tax claim published, as publication costs.

(2) Cities may publish a list of uncollected delinquent taxes levied under Section 181 of the Kentucky Constitution, showing the name of and the amount due from each delinquent taxpayer, to be advertised by newspaper publication. A fee of three dollars (\$3) per name per publication may be added to the amount of each tax claim published as publication costs.

### 424.340 PUBLICATION OF NOTICE OF FIDUCIARY APPOINTMENTS AND DATE FOR PRESENTATION OF CREDITORS' CLAIMS.

The clerk of the probate court shall, at least once each month, cause to be published in the newspaper meeting the requirements of KRS 424.120, a notice setting forth all fiduciary appointments made since the last publication and including at least the following information: the name and address of the decedent or ward, the name and address of the fiduciary, the date of the fiduciary's appointment, and the name and address of the attorney representing the fiduciary, if any, and the date by which claims of creditors must be presented. The clerk may charge each fiduciary a fee not to exceed the actual proportionate cost of said notice. Publication of this notice shall neither enlarge nor reduce the obligation of a creditor to present a timely claim, nor the liability of the fiduciary or distributee to pay the same.

### 424.360 INVITATION TO BID ON MUNICIPAL BONDS.

No sale of general obligation bonds or revenue bonds, except bonds issued for the purpose of facilitating the construction, renovation or purchase of new or existing housing as set forth in KRS 58.125, of any governmental unit or political subdivision, or agency thereof, shall be made except upon newspaper advertisements for bids, published for the publication area constituted by the political subdivision or governmental unit and published to afford statewide notice. If the bonds are in principal amount of seven hundred fifty thousand dollars (\$750,000) or more, an advertisement for bids shall also be published in a publication having general circulation among bond buyers.

### 424.370 JUDICIAL SALE OF REAL PROPERTY.

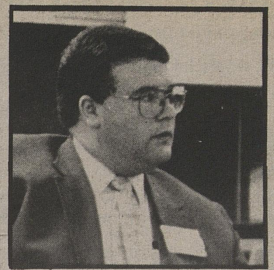
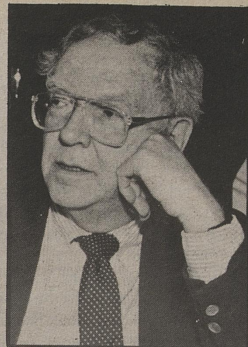
Upon request made to the master commissioner by any person who will have a substantial interest in the proceeds of a judicial sale of real estate, the master commissioner shall cause the required advertisement of sale.

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

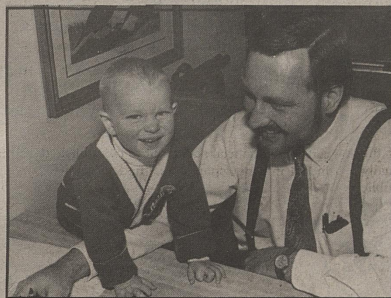
Call KPA's  
FOI Hotline.  
502/589-5235

# Scenes

from Kentucky Weekly Newspaper Association  
Spring convention, April 30, May 1 in Richmond



Photos by Tim Webb



✓ it out.  
KPA has a new  
toll-free number:  
800-  
264-  
5721

# PostScript . . .

Pam Shingler  
Editor, The Kentucky Press

Are you looking forward to a well-deserved, relaxing vacation? Me, too.

What we think about vacations and what we do on them is pretty important, I suspect, to the travel industry. That's probably why Hyatt Hotels recently conducted a study on the psychology of vacations.

Here's what the hotel execs found, according to an article in Arkansas Press Association's newsletter:

✓92% of those surveyed say vacations help avoid burnout.

✓59% indicate they're happiest on vacation.

✓86% believe vacations "recharge you psychologically."

✓79% say they "improve your outlook on life."

✓76% believe vacations result in improved job performance.

That last one caught my eye. I read recently that the typical German worker gets 30 days a year for vacation, as do workers in many other industrial countries.

Could that be one of the reasons they're besting us in

the marketplace?

The study went on to gauge the effects of vacations on personality traits. More than 90% of the interviewees say they become more friendly on vacation; 80% more outgoing; 72% more athletic; 68% more free-spending; and 55% more "sexually free."

Yep, I really need a vacation.

\*\*\*

My preference in vacations is for mini-vacations, a couple of days around a weekend. (Truth be told, that's the most I can afford anymore.)

The last time I took an honest-to-goodness, traditional two weeks at one time was back in the late '70s when a friend and I decided to take my much-traveled, convertible sports car to visit college pals in southern Arizona and San Diego.

The car was a burgundy two-seater that had purred for me over nearly 100,000 miles.

With my mechanic's blessings we left Pine Bluff, Arkansas, my home then, on

Sunday of week one, spent the night somewhere in Oklahoma and determined to make Albuquerque by Monday night.

Cruising through Texas in the afternoon, we noticed an acrid smell and a soaring temperature gauge. This is land where signs say, "Last gas for 100 miles," so we were fortunate for this to happen in Wildorado where we only had to wait overnight for a new radiator hose, which had to be brought in from Amarillo.

To make a really long story shorter, we spent the rest of the week in Tucumcari, New Mexico, having a head gasket and then a fuel pump put on the car, both of which had to be bused in from Albuquerque. Fortunately, the motel we stayed in had a swimming pool, but it rained all week -- which, we were told, never happens in New Mexico.

We did get to see the sights in Albuquerque that weekend, via bus, while we waited for Monday so a mechanic could clean out the radiator which was full of crud and overheating again.

Shucking the plans to go farther west, we called our friends to let them know we'd better head back, going through Colorado, my birth

state.

That was a good decision, because the car blew another head gasket near Trinidad, Colorado, where there was no mechanic who would work on the jazzy little car. We sped over the mountains, stocked up on water, to Pueblo for help.

Thursday night of week two saw us on the interstate near Russell, Kansas, trying to decide who would walk back to the exit for help and who would stay with the unsealable ragtop. (A county policeman stopped and solved the dilemma.)

Naturally, no one in town could get the car running again, so Friday morning I rode with the tow truck driver to Ft. Hay where he thought there was a Datsun dealer. Wrong, it was a Toyota dealer and the mechanics wouldn't touch my no-longer-made Datsun.

Dead broke, I had to call the president of my bank in Pine Bluff to have him vouch for me so I could get a check cashed at the Russell bank.

With the money, we boarded a bus for Arkansas, carrying our luggage, a three-foot, diamond-shaped, Indian god's eye tapestry and a case of Coors beer, which you couldn't get east of Colorado back then. It

happened to be a busy bus season, for some reason, and we had to stand for the first 75 miles of the trip.

We arrived in Pine Bluff late Saturday night. I arranged for someone to take my friend to the Little Rock airport on Sunday and I went back to work on Monday.

With what I'd spent on that vacation I could have flown to Tahiti and relaxed. And, it probably goes without saying, that I wasn't a very good companion on the trip.

Oh, yeah, the next weekend, another friend and I made the 12-hour drive to Russell and towed my car back. Diagnosis: another head gasket.

I kept that once-wonderful car for another three years or so, though it was never "right" again and I had lost faith in it. I sold it for a thousand dollars and made a down payment on the car I'm driving now.

My trusty little Toyota just passed 170,000 miles. Anyone want to join me on a cross-country vacation?

\*\*\*

In America, anyone can become president. That's one of the risks you take.  
—Adlai Stevenson

## Pikeville hosts summer convention

From page one

golf, tennis, hiking, swimming or just lapping up the scenery.

A pig roast at the park in the evening will be highlighted by a talk (entertainment guaranteed) by Larry (Red Dog) Webster, whose barb-filled column sparks controversy for the *Appalachian News-Express* every week or so.

The convention ends Saturday after the presentation of awards for the 1992 Better Newspaper Contest.

Instructional programs are slated for Friday and Saturday mornings. Speaker confirmations were not available at presstime, but you'll be getting more mailings.

Room reservations are an incredible \$39 per night, single or double, tax included. They are to be made directly with the Landmark Inn, Box 2439, Pikeville 41501; 606/432-2545.

Fees for attending the convention, including registration, entertainment and meals, is \$90.50. Non-registered packages are available for spouses at

\$90 and children 12 and under, \$42. Golf fee is \$20 extra.

If you can only attend selected events, individual costs are: registration, \$25; Kentucky Opry reception/dinner, \$17; Friday continental breakfast, \$5; Friday lunch, \$13.50; Friday reception/picnic, \$15; Saturday awards luncheon, \$15.

If you decide to stay a few days more, there's plenty to see in the area, including Jenny Wiley State Resort Park and Jenny Wiley Summer Music Theatre, near Prestonsburg; Paintsville Lake and Loretta Lynn homeplace, near Paintsville; Appalshop cultural center in Whitesburg; Kingdom Come State Park and Little Shepherd Trail in Cumberland, and Hindman Settlement School in Hindman.

If you need more information, call KPA executive director David Thompson at 800-264-5721 or local host, Marty Backus, publisher of the *Appalachian News-Express*, at 606/437-4054.



Mountain author James Still will read from his widely acclaimed works for summer conventioners in Pikeville. His poems and books celebrate Appalachian culture.

## When it comes to circulation sales, state newspapers shout, 'Go Big Blue!'

By David T. Thompson  
KPA Executive Director

Just how big was the University of Kentucky's return to the SEC and NCAA tournament? For fans, it was big news. For Kentucky newspapers, it was great news.

(Does anybody need reminding that the Wildcats had been on NCAA probation and unable to participate in post-season action the last three years?)

A preliminary survey shows that UK's trek to the SEC tourney title and, especially, finals of the East Region parlayed into increased newspaper circulation sales. And for some, a new or near single-day sales record.

The *Courier-Journal* announced a one-month circulation average record for March, with 244,968. That month coincided with UK's return to glory. But, as Don Towles, vice president for public affairs at the C-J, said, nothing "surpasses our Derby coverage" when it comes to circulation sales.

The *Lexington Herald-Leader* did boast of an all-time single day circulation record on the day after UK lost to Duke, 104-103, in the finals of the East Region. The *Herald-Leader* established a one-day record of 176,035 in circulation that day, substantially above (by 5,277) its previous mark of 170,758. Publisher Lewis Owens acknowledged some other events — the sale of Calumet Farm, the Boys Sweet 16 and the NCAA Southeast Regionals being in Lexington — played a part in setting the record.

The *Messenger-Inquirer* in Owensboro came within 238 of breaking its one-day circulation mark on the day after UK lost to Duke. The M-I had a total circulation of 34,989 on that Sunday, surpassed only by the 35,227 of Oct. 28, 1984. What major news event occurred to help establish the single day record back in 1984? "It was the last issue at 50 cents on our Sunday *Messenger-Inquirer*," said circulation director Barry Carden. Today's Sunday issue is \$1.25.

In the same part of the state, The *Gleaner* in Henderson reported near-record sales for the UK game. The *Gleaner* sold 13,858 copies on the day after the big game, but not enough to pass the one-day sales mark of 14,108 set Oct. 27, 1991. That's a difference of only 250 copies. Looking at the big news back then, one might think there are more baseball fans in Henderson

than UK basketball fans. The big news on Oct. 27, said publisher Steve Austin, was the World Series between the Minnesota Twins and Atlanta Braves.

The *Bowling Green Daily News* also came within a whisker (758) of establishing a new circulation record. The *Daily News* had 25,019 circulation with its coverage of the UK-Duke game. The *Daily News'* single day record came just last month. Publisher Pipes Gaines reported a record 25,804 copies were sold on May 3, 1992. The big news of that day was the Kentucky Derby coverage and news about Monsanto considering a new plant in Bowling Green.

The only thing worse than bad taste on (the media's) part would be for us to start to meddle in your First Amendment right to exercise your bad taste. —US Sen. Joseph R. Biden Jr.

### GNT to celebrate 125 years June 25

After several schedule changes, the *Georgetown News & Times* will formally celebrate its 125th anniversary this month.

On Thursday, June 25, the newspaper's staff — past and present — will celebrate with a gala observance.

To be held at Georgetown College from 7 to 9 p.m., the 125th anniversary party will welcome past publishers, editors, writers, advertising representatives and civic leaders.

The gathering will spotlight the paper's longtime importance to Scott County.

If you have been associated with the *News & Times* in any way, you're invited, said publisher Bob Scott.

If you plan to attend, call the paper at 502/863-1111 by June 18.

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