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## On the lookout

• Aug. 14  
 Editorial Division Meeting  
 (Open)  
 Shakertown

• Oct. 2  
 KPA Fall Ad Seminar  
 Lexington

• Oct. 23-24  
 KPA/KPS Board of Directors Meeting  
 Fall Retreat  
 Jamestown Marina

• Jan. 22-23  
 1998 KPA Winter Convention  
 Radisson Plaza, Lexington

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August, 1997  
 Volume 68, Number 8

The Official Publication  
 of the Kentucky Press  
 Service

# THE KENTUCKY PRESS

## Documentary profiles family-owned papers

By LISA CARNAHAN  
 KPA News Bureau

Dan Hollis came away with one very strong impression after completing his documentary on family-owned newspapers in Kentucky — small town newspaper staffs work hard, real hard. They also possess a passion that may be lacking at some corporate-owned businesses.

"These people have a genuine commitment to their papers and a genuine affection for their small towns," he said. "It means something to them to have their name on that paper ... They want it to be the best it can be."

Hollis is a part-time instructor at the University of Kentucky where he will teach Radio/TV News Reporting in the fall. To complete his master's degree, he filmed a documentary this summer that featured five of the state's family-

### Papers profiled

- Gallatin County News
- Bath County News-Outlook
- Edmonson News
- Clinton County News
- Dawson Springs Progress

owned newspapers.

A veteran of broadcast journalism, Hollis isn't sure exactly where he got the idea for his documentary.

"I knew I wanted to do something visual, something important that hadn't been done before," he said. "I come from a TV background so I didn't know that much about newspapers, and I wanted to expand my horizons. I started thinking about small town media  
 See DOCUMENTARY, page 3



Dan Hollis, a part-time broadcast journalism instructor at UK, recently completed a documentary on family-owned newspapers in the state. Hollis is shown working on a segment in the film depicting his interview with Kelley Warnick of the Gallatin County News.

## First KHSJA workshop a success



Kenn Johnson, Montgomery County High School's journalism teacher, taught a session on writing, interviewing and news gathering skills. Johnson, a former reporter at the Lexington Herald-Leader, is currently a sports writer for the Mt. Sterling Advocate.

By LISA CARNAHAN  
 KPA News Bureau

We were told the need was great when KPA began its endeavor in February to establish a high school journalism association. It's doubtful anyone, other than the teachers themselves, knew what an understatement that really was.

The Kentucky High School Journalism Association (KHSJA) held its first training workshop for teachers July 31-Aug. 1, and the session was received with open arms by 37 teachers from across the state. Another five, among the most experienced journalism teachers in the state, participated as instructors.

When one of those instructors, Bourbon County High's Lynda Umfress  
 See KHSJA, page 20

## Vice-president nominations sought by KPA

Nominations and letters of application are being accepted until Sept. 12 for the office of vice-president of the Kentucky Press Association for 1997.

Any KPA member may nominate any individual who meets the criteria set forth in the KPA bylaws for that position. Additionally, individuals interested in holding office in the Kentucky Press Association may submit a letter of application.

KPA bylaws state: "The only persons eligible for election to the

See NOMINATIONS, page 16

### INSIDE

Kentucky people,  
 papers in the news  
 Pg. 2

Summer interns gain  
 valuable experience  
 Pg. 4

Understanding legal  
 jargon a must for papers  
 Pg. 6

Sentence construction  
 sometimes overlooked  
 Pg. 10

Classified section needs,  
 deserves attention  
 Pg. 18

# Kentucky people, papers in the news

## Samples hired as editorial writer, columnist

Karen Samples is the new columnist and editorial writer for The Kentucky Enquirer.

Samples, who spent four years as the southeastern Kentucky correspondent for the Lexington Herald-Leader, began writing a twice-weekly column in mid June for the Enquirer. She replaces Bob Kaiser, who left in May to write for the Chicago Tribune.

As the Hazard-based Herald-Leader reporter, Samples covered 12 counties in Kentucky's coal country.

Before working in Kentucky, Samples was a reporter for the Sun-Sentinel in Fort Lauderdale, Fla., where she worked after grad-

uating from the University of Missouri.

## Nelson promoted, Davis has new title at Danville

John Davis, long-time managing editor of the Danville Advocate-Messenger, has assumed the new position of editorial page editor. The new managing editor is John Nelson, who came to the newspaper in January as copy editor.

Nelson, who was editor and publisher of the Pulaski Week from 1987 until he joined the Advocate



NELSON



DAVIS

staff, has also served as editor of the Citizen Voice & Times in Irvine.

He holds a bachelor's degree in journalism from Eastern Kentucky University, serves as chairman of the news-editorial division of the Kentucky Press Association and has won numerous KPA awards for his writing and photography.

Nelson also serves on the Alumni Advisory Board of EKU's Department of Mass Communications and is a member of the advisory board to the EKU student newspaper.

Davis joined the Advocate staff in 1974 as news editor and was named managing editor in 1980. Before coming to Danville, he had been a reporter, bureau chief and assistant metropolitan editor at the Kansas City Star and Kansas City Times. He has written one book, "Walking," which was published in 1979.

will continue to serve in the top spot at Springfield as well as his new position as associate editor of Kentuckiana Show 'N Go, a new publication geared toward car enthusiasts.

A graduate of Murray State University, Rice came to Bardstown as a reporter in 1989. She also served as assistant editor before being named editor in 1995.

## Glass joins news staff at Record-Herald

Cheri M. Glass is the new staff writer at the Greensburg Record-Herald.

Glass, a former assistant editor at The Farmer's Pride in Columbia, will divide her time between working as a Record-Herald reporter and as a correspondent with Landmark Community Newspapers. She is completing her bachelor's degree in public relations with a minor in agriculture at Western Kentucky University.

## Hammonds named ad rep at Mountain Citizen

Diana Hammonds, a native of Lovely, is the new advertising representative at the Mountain Citizen.

Hammonds serves the Pikeville and Ashland areas and is a former ad rep for WSAC Radio in Louisa. A graduate of Sheldon Clark High School, Hammonds, 20, currently resides in Louisa.

## Bird named managing editor of Cats' Pause

Darrell Bird, former assistant editor at The Elizabethtown News-Enterprise, has been named managing editor of The Cats' Pause, a magazine covering University of Kentucky basketball and football. In his new position, Bird coordinates coverage for each issue, assigns and edits stories and assists with design and production of the magazine.

The job change ended an 18-year career at the News-Enterprise. The Hardin County native had served as sports writer, copy editor, news editor and sports editor before taking over the day-to-day operation of news as assistant editor in 1992. During that stint, he won numerous KPA and Landmark Community Newspaper corporate awards for writing.

## Rice named to top position in Lebanon

Former Kentucky Standard editor Teresa Rice has been named editor/general manager of The Lebanon Enterprise.

Rice, 29, replaces Tim Ballard who was serving as editor/general manager of Lebanon newspaper as well as the Springfield Sun. Ballard

## Bobo named news editor at Daily Enterprise

Jeff Bobo has been named news editor of the Harlan Daily Enterprise.

Bobo, who joined the Enterprise staff in April 1996, will assist with layout of the news pages and will be responsible for designing the editorial page in addition to his reporting duties.

A native of Illinois, Bobo has connections to eastern Kentucky. His mother is a native of Leslie County and he vacationed in Harlan County while growing up.

## Lewis joins news staff at Daily Independent

Tom Lewis has joined the staff of the Ashland Daily Independent as a news writer. He works out of the paper's Morehead bureau with responsibility for covering Rowan, Elliott and Western Carter counties.

Lewis, 29, was previously news director at WMKY, Morehead State University's public radio station, a position he held for five years. He holds a bachelor's degree in journalism and a master's degree in communications from MSU.

## Warner, Musgrave join staff at Mt. Sterling

Melanie Warner is the new advertising representative at the Mt. Sterling Advocate.

A former ad rep at the Winchester Sun, Warner will manage accounts in Mt. Sterling, Camargo, Jeffersonville, Morehead, Owingsville, Flemingsburg and Stanton. A native of Mercer County, Warner graduated from

See PEOPLE, page 15

## The Kentucky Press

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## Documentary

Continued from page 1

and the idea just evolved to family-owned newspapers."

Although Hollis, 36, has never worked for a newspaper, he had a taste of their importance early in life.

"I come from a small town, Boonville, Ind., near Evansville," he said. "We had a community newspaper and I remember my mom cutting pictures out of that paper and the honor rolls ... every time our name was in it. I wondered if people still did that."

Hollis began shooting the documentary in May and just completed his work in late July. He shot over 12 hours of tape for the 30-minute video.

"I had been living in bigger cities for a long time and it was good to get back to small towns," he said. "These were some of the nicest people I've ever met. They never said 'no, don't shoot that.' They are truly hard working, honest people. Just what you'd imagine is good about small-town life, these people are it."

Hollis featured the Metz family (Ken and Margaret) at the Bath County News-Outlook, the Dillinghams (Niles, Jed and Scott) at the Dawson Springs Progress, the Warnicks (Denny, Kelley and Clay) at the Gallatin County News, the Gibsons (Nell, Alan and

Janie) at the Clinton County News and the Cantys (Bill and Cathy) at the Edmonson News.

"I wanted to tell the story of these five family-owned papers, how they were surviving and why," said Hollis.

The documentary starts out with narration that says Kentucky appears to be fighting a trend toward corporate ownership. All the owners exhibit obvious pride during their on-camera interviews.

Ken Metz took over as publisher of the Owingsville paper last year when his father died, following in the footsteps of one of the best known community journalists in the region.

"Dad always told me you'd never get rich in this. There are plenty of professions with better money and better hours," said Ken.

Hollis believes it was "kismet" that the first interview he conducted was with Margaret Metz.

"We were sitting there chatting and it turned out that Booneville had been part of their history. After talking about it, I realized I had read Russ' column, with that caricature with the pipe, while I was growing up," he said. "I knew then that I had absolutely the right idea for my project and a bond was formed."

Kelley Warnick summed the role of a small town newspaper owner like this: "You're responsible for everything, the payroll, garbage collection and heavy labor."

His brother Clay, who tried his hand at

metropolitan journalism at publications like People magazine, came back home to help with the paper. He covers a wide variety of beats including city government and two days a week, sells ads.

Cathy Canty pointed out in small towns there is little separation between home and work.

"The newspaper phone rings into our home," she said.

Alan Gibson said the main thing that separates family newspapers from the chains is trust.

"The people know our policies, they trust us," he said. "This is our family's reputation ... you may not have the same pride if there's not ownership."

KPA Executive Director David T. Thompson, who was interviewed for the documentary, noted when out-of-state newspaper people judge our contests, they "rave about the quality of Kentucky newspapers."

Hollis hopes his documentary shines a little light on some notable people, otherwise not in the spotlight.

"These people deserve some recognition," said Hollis. "There you have Niles Dillingham devoting 50 years of his life to that community newspaper. I don't know if anyone has ever recorded his story before, but 100 years from now you can go to the university and look at this. I'm prejudiced I guess, but I think it's a special story."

## OSHA drafting new safety rules; final regs expected soon

The following information from the *Printing Industries of America* provides a "sneak preview" of the new employee safety standards that OSHA is preparing to unveil in September:

The Occupational Safety and Health Administration (OSHA) is working on a new initiative that would require employers to take a systematic approach to employee safety. All employers would be required to implement a comprehensive safety and health program for their company.

Under the general duty clause of the Occupational Safety and

Health Act, employers are required to provide a workplace environment free from recognized hazards that could cause or are likely to cause death or serious physical harm to employees.

The agency started working on the latest proposals in the fall of 1994, and the final regulation is expected to be released in September 1997.

The standard is based on five core elements that outline how safety and health programs should be developed in all workplaces. OSHA's standard would apply to all

general industry workplaces, except in the construction and maritime industries.

Five Core Elements

1. Management Leadership and Employee Participation — The first of OSHA's core elements provides guidelines for employer/management responsibilities and employee participation. Employers would be required to allocate safety responsibilities to managers and provide them with the training necessary to fulfill their new responsibilities. At least one manager would have to be designated to receive

reports about workplace safety and be responsible for correcting any hazards.

Smaller employers would be allowed to carry out safety responsibilities themselves, through the draft does not define "small employer."

Employers would be required to provide employees or their "designated representatives" with opportunities for "meaningful" participation in the establishment, implementation and evaluation of the program. Meaningful participation

See OSHA, page 13

## NAA opposes USPS plan to discount rates for advertising mail companies

Advertising mail companies will get a lower postal rate increase than the average for all mailers, according to a newspaper industry analysis of the new rates announced by the U.S. Postal Service. It is expected the Postal Service will file its case proposing the new rates with the independent Postal Rate Commission.

"Overall, the proposed rate case averages 4.5 percent," Postmaster General Marvin Runyon said in proclaiming a "record-small rate adjustment." He said nothing, however, about a lower increase of only 3.5 percent for one widely-used class of advertising mail, and did not note the mailers will actually receive a price decrease of up to 18 percent for heavier advertising pieces.

The Newspaper Association of America, which discovered the rate cuts in its analysis of information released by the USPS, said it will certainly oppose these discount rates if they do not cover attributable costs or if they continue the practice of having First Class mailers pay more for overhead costs than advertising mailers. Today, First Class mailers pay 70 percent of the overhead costs while accounting for only 54 percent of the volume.

"Postal rates should not discriminate among mailers, but the Postal Service continues to favor the large advertising mail companies," said

See USPS, page 13

## Deaths

### Don Ridings

Donald Jerome Ridings, former executive director of the Louisville-Jefferson County Planning Commission and a former urban affairs editor at the Courier Journal, died June 17 in Alexandria, Va. He was 59.

Ridings had serious health problems for much of the past 20 years and according to family members, died of complications after recent spinal surgery intended to improve his mobility.

Urban-affairs editor of the C-J and the Louisville Times from 1968-1972, Ridings was also a reporter-producer for WHAS-TV from 1984-1987. He was a well-known environmentalist, devoted to community improvement.

He is survived by his wife, Dorothy "Dot" Ridings, a former

national president of the League of Women Voters and more recently, publisher of the Bradenton (Fla.) Herald.

The couple moved from Florida to Arlington last year when she took a job as president of the Council on Foundations, a Washington-based trade association for hundreds of charitable organizations.

In addition to his wife, he is survived by two sons, Donald J. Ridings Jr. and Matthew Ridings; a sister, Wenona Harrison; and two brothers, Harold Ridings and Charles Ridings.

Memorial services were held at the Louisville Presbyterian Theological Seminary's Caldwell Chapel.

Memorials can be made to the Special Olympics.

# Internships strengthen commitment to journalism

*Editor's note: Through the Kentucky Journalism Foundation, internships were provided this summer to 17 Kentucky university and college students.*

*The students worked at various newspapers across the state for a nine- to 10-week period and were paid \$2,500.*

*We asked the students to comment on their internships, specifically if the experience had affected their career choice.*

*The intern's name is listed first, followed by the school they attend and the newspaper where they completed their internship.*

**Brian Mains  
WKU, senior  
Bowling Green  
Daily News**



This is my first internship and I have found it to be an enlightening one. When I first walked into the newsroom of the Daily News I was nervous to say the least.

For one, I had never written hard news before. My main line of interest in college is feature writing. I thought the two reporting and writing styles were worlds apart. I found out that is both true and false. True in the sense that some stories don't warrant the flowery, highly descriptive leads that most feature stories get. False in the sense that reporting and basic structure for news is pretty much the same as features.

The other things I learned through this internship are the importance of deadlines and the reality of a community oriented newspaper.

This to me has made my KPA internship well worth the time and has reaffirmed my desire to be a journalist — and a futile, seldom recognized strive for perfection.

**Rob Edwards  
Centre College,  
senior, Danville  
Advocate-Messenger**



I began my internship at the Advocate-Messenger in Danville with no idea about what my expectations should or would be once I arrived. A rising senior at Centre College, I have spent the last three years writing critical essays for my English major. The idea of limiting a story, shortening paragraphs or clarifying my descriptions seemed unreasonable.

What I have found through my internship, and the wise teachings of my editors and staff reporters, has been that one does not need to sacrifice atmosphere, critical interpretation (without editorializing), and most importantly story telling when writing an article.

The editors have allowed me

free reign in my experiment with journalism. I have written spot news, features, and business articles as well as covering court and police news.

Two stories that I have covered, though, will stick out in my mind for the rest of my life.

One afternoon around 4:45 p.m. I sat alone in the newsroom finishing up a brief when the scanner screamed. Working on pure adrenalin, I grabbed the digital camera and headed out to the scene of a car wreck on U.S. 127. I never thought about what I might see, or what the carnage would look like.

Upon my arrival, a sheriff saw my camera and "On-the-Scene" notebook and called to me. I had happened upon a three-car D.U.I. wreck. Turning around to take my initial glimpse of the scene, I pulled my camera up just in time to see the police throw a man against their car and arrest him. "Click," my first photo opportunity. Luckily, no one in the accident was hurt and the next day I saw my byline on a story and photo and for the first time I felt news occurring around me. The pulse of that feeling has not left.

A week later, as I could feel myself being pulled into the world of journalism, I volunteered to drive to Eddyville for the execution of Harold McQueen. I found a local hook and story that I could write which was excuse enough for my editor to let me take the four-hour trip to Western Kentucky.

Overwhelming is the only way to describe my experience. Driving up to see 14 satellite vans for TV and literally hundreds of media crawling all over the jail and protest area was impressionable.

What was most impressive to me was the comradery among the print media. Interviewing people or listening to the news briefings, someone was always willing to help me clarify an idea or check the spelling of a name.

Most memorable was a pat on the back from Bill Estep, of the Lexington Herald-Leader, and words of encouragement after I had broken a tiny story and he had witnessed the electrocution. The faces of those witnesses I talked with after the fact told a million stories and will never leave me.

My Kentucky Press Association internship has been more than a learning experience, it has been a life experience. As I write this I am preparing to help cover the trial over the 1994 death of firefighter Strawn Nutter in Louisville.

Once again I will partake in the media circus, and once again I will walk the high wire act knowing that somewhere, someone is relying on the information I provide.

**Alyssa Bramlage  
EKU, junior  
Recorder  
Newspapers**



This internship has kept me busy and helped to sharpen by reporting skills. I need this kind of experience to help me become more outgoing with sources for stories. Because of this summer, I am now more dedicated to the idea of working for a community paper after graduation. I was very impressed with the laid-back attitude that surrounded the newsroom, even on deadline. This was a far cry from the student newspaper at Eastern. Most of all, I learned that not all newsrooms are the same, and a bad experience with one editor does not lead to future bad experiences.

**Jacinta Feldman  
EKU, sophomore  
Henry Co. Local**



When I walked through the doors of the Henry County Local for the first time two and a half months ago I didn't know what to expect. It was to be my first taste of "real" world journalism, and I couldn't wait.

I had high hopes of learning things that nothing but experience could teach. I wanted to improve my writing and reporting skills. In general, I wanted to better myself as a journalist.

But what I got far exceeded what I had ever hoped for. From the first minute I started I was treated as an equal part of the Henry County Local staff. I was given assignments that tested my ability at both writing and gathering information, I laid out pages and covered government meetings. With all the trust that was put in me, I gained a confidence I have never had before.

Yet, among all the responsibility I had, no one forgot I was there to learn. Ted Natt, the associate editor, took the time to always go over my stories with me. He pointed out what I had done right, and what could have been improved. Matthew Tungate, the editor, taught me the basics of design.

I know when I go back to Eastern Kentucky University this fall, I will be better prepared to start my sophomore year of journalism.

**Jay G. Tate  
UK, senior  
Winchester Sun**



The Sun was a perfect fit for me, which proved to be a good thing because I didn't know where I would best fit prior to the KPA internship.

I had spent all my time in

sports prior to my stay with The Sun and it needed news coverage.

That's what I gave it. About half-way through the 11 weeks, I was covering a flash flood which destroyed several houses and roadways along a creekbed. I was under considerable deadline pressure and found myself scurrying from the sheriff's office to the police to the county roads department getting the details of whose homes were damaged and the typical news material.

It was moving along as expected — until I talked with a good lady who had been treated badly by the flood. She cried, she laughed and she told her story while I simultaneously got the story and comforted her in her time of need.

Then I said to myself, after the story was finished, "this is great!"

The internship acutely stimulated my interest in journalism. I was taken in immediately as an important part of the news staff, which I didn't expect. Though he would be the last to admit it, The Sun's editor, Bill Blakeman, is a truly gifted one-on-one teacher whose experience and practical know-how helped me learn more about the trade and made my time in Winchester both grueling and enjoyable at the same time.

**Ian Shapira  
Princeton University,  
sophomore, The  
Kentucky Standard**



Between writing, reporting, shooting and developing pictures, my duties at The Kentucky Standard truly have immersed me into the professional realm of journalism, where public trust meets a public forum, where words immortalize people.

As a sophomore at Princeton University, my experience in the field includes writing and night-editing for the campus daily.

Working for a college daily paper, though, can sometimes be a balancing-act where staff writers are forced to juggle their academics and extracurriculars.

In turn, my journalism education at school can be either hurried or casual, to say the least.

Interning at The Standard, however is nothing short of a 10-week crash course into every facet the field has to offer.

A summer spent reporting in Bardstown has taught me considerably more than working for a full year on my college daily.

The editors and reporters were tremendously gracious, forthright, and patient with me as I slowly learned AP-style, writing, interviewing and photography techniques.

# Interns

Continued from page 4

All of the editors and writers taught me how important the reader is and that a writer is only as good as his story — a lesson I will never forget as I continue to foster my penchant for journalism through more summer internships.

In the beginning of the summer, then-editor Teresa Rice assigned me to write a feature story on a woman who crafts and grows gourds for a living.

Fear preceded any of my apathy or reluctance toward this assignment, but when I drove down Bloomfield Road later that same day and found thousands of gourds surrounding Mrs. Drake's home, my nonchalance turned into a vigorous and sensitive approach.

I knew then that writing stories on seemingly non-significant events could carry as much meaning as those that regularly appear on the front page of any newspaper.

For newspapers aren't just records of events. They can also bear the like and life of a book, bound and covered, full of people and of stories.

I guess one story is worth a thousand gourds.

**Michael Cornett  
Morehead, senior  
Bath County  
News-Outlook**



I can't really express how beneficial my summer internship at the Bath County News-Outlook was to me. I am a senior at Morehead State University, and editor of the campus newspaper, The Trail Blazer. This internship was the first time I was given the opportunity to break out of the comfortable confines of the campus scene and work out in the "real world" of journalism.

During my stay at the News-Outlook, I covered a little bit of everything, including school board, city council and fiscal court meetings. I also wrote a wide array of news-related stories and human interest features that focused on events in the community, and on citizens in the area who either took part in newsworthy events or possessed qualities that set them apart from the rest.

In addition to handling my story assignments, I also wrote a weekly general interest column, and worked as a photographer for the newspaper. I shot photos of everything from feature-related subjects, to hard-news accidents and events. On top of that, I developed and processed all of the film to be used in each week's issue, typeset copy, proofed submitted articles and took part in numerous other activities associated with the

newspaper industry.

I can't pinpoint one assignment I would classify as most interesting, because I consider everything I did interesting in one way or another. Recently, I wrote a story involving a local farmer who spoke before a committee of the Kentucky General Assembly during a hearing that marked the first time in recent history that state legislators heard testimony on the viability of industrialized hemp as a means to supplement farmers' incomes.

I have never had any doubts that journalism is the career choice for me, but I have to say the experiences I've had here definitely strengthened my desire to go into the field.

Most importantly, my confidence in my abilities has grown astronomically, and this introduction into the real world has made me more anxious than ever to graduate college and begin my career in journalism.

**Mike Finch  
WKU, senior  
Princeton Times-Leader**

Working for The Times Leader, in Princeton, has been a good experience for me. I feel the internship sharpened my skills, while giving me a direction in the field of journalism.

Coming from a newspaper background — my father owns the Todd County Standard — I don't really think I learned anything new about the "real" world of journalism. That isn't to say I didn't learn anything during my internship, but I did know what to expect. What I did learn was the valuable experience of working under someone who is not a family member.

During the internship, I got the chance to cover many different stories and meet many people.

Highlights on my list were meeting a 2000 Olympic hopeful, sitting in on tourism meetings and getting the chance to tell the success of the JOBS program in Princeton.

I would like to thank Chip Hutcheson and his whole staff at The Times Leader and Pacesetter Printing. I sincerely enjoyed working with everyone and was happy to be a part of an excellent newspaper. Its reputation speaks for itself and I am glad to have been associated with it.

I will return to Western Kentucky University this fall as sports editor for the College Heights Herald and work toward graduating in the spring semester.

**Shirl J. Ryan  
JCC, graduate/U of L  
Shepherdsville Pioneer-News**

My internship this summer was definitely been a "hands-on experience."

I received a degree in communications from Jefferson Community College and graduated with honors. I'm currently enrolled at the University of Louisville as a

junior and have maintained a 4.0 GPA.

Even though I took several writing and journalism classes, nothing prepared me for the real world of newspaper writing.

On the first day of my internship, the editor placed a stack of story ideas on my desk. I gulped as I took in the enormous pile of work facing me.

Determined to interview every source and write every story, I completed the work by the end of the week. Only later did I find out that the work was supposed to last more than one week.

Writing for The Pioneer News has been a wonderful experience, and I'm grateful to the Kentucky Press Association and editor, Tom Barr, for the opportunity they've given me.

I didn't realize how hectic the pace would be in a newsroom, or how much fun I would have being a reporter.

I've learned that if someone can write for a newspaper, they can write anything. Some of the world's best writers are sitting behind desks in the newsroom.

**Mikki Olmsted  
WKU, junior  
Kentucky New Era**



The receptionist said someone was here to see me. Puzzled, I began to mentally list the handful of people who knew me after only two weeks.

Standing at the front desk was an elderly man with dirt embedded in his fingernails and a grocery bag.

"These are for you," he said. "I picked them myself."

Then, the gentleman handed me the bag filled with his homegrown potatoes. I had briefly talked to him about a story idea that morning, but he had refused an interview. Now, he wanted to give me a sample of his special crop to say thank you for talking to him.

Moving to Hopkinsville to work as the intern for the Kentucky New Era was very frightening.

First, I had never lived by myself, completely away from home. Second, I was going to a place I hadn't known existed until January. Most of all, I was worried about working for an actual newspaper.

Now, I am happy to say my paranoia was for nothing.

Although I'm a junior at Western Kentucky University, I had never lived in a rural southern community like Hopkinsville. I have learned so much about the southern rural lifestyle.

Fortunately, I was able to cover stories that opened this new world to me. One of the best assignments was interviewing a mother and son who were reunited after 30 years. Still, the most exciting duties I had were the photography assignments.

The Kentucky Press, August, 1997 - Page 5

Overall, I'm glad I came to Hopkinsville. I'm glad I chose the Kentucky New Era for my first internship. What I have learned here definitely has shaped my life. I am more confident than ever about pursuing a career in journalism.

**Jamie Neal  
EKU, senior  
The Spencer Magnet**

During my junior year of college, I took a class called community journalism.

I learned a lot in that class; we even worked with a small paper in Berea. But there is no better teacher of journalism and small town living than spending a summer living and working in Taylorsville, Kentucky. The Spencer Magnet is set in the city of Taylorsville, which is in Spencer County. The city has a population of about 1,000 and the county's is about 8,600. It is the fastest growing county in the state.

I am from Lexington, with a population of about 242,000, and the county of Fayette having 439,800, so needless to say, the summer was a very different experience for me. For the first time in my life, I lived in an apartment, by myself in a town I knew nothing about.

One of the biggest adjustments I had to make was realizing that I had to drive to Shelbyville or Louisville if I wanted a selection of restaurants or to shop.

That is one of the things some people in the community are working on, trying to get businesses to come to the county, and trying to get residents to shop at home.

The paper spends a lot of time and space covering these meetings about growth and covering the businesses that do come in.

People in the community count on that coverage. I have had a number of people with whom I was working on stories tell me that having their business in the newspaper or their meeting about growth in the newspaper makes a difference.

That is another thing I learned hands-on while working at the paper.

People who you are working with on stories, such as the head of the leadership group in the county, are people you see every day. You say "hi" to them on the street, you may even be friends with them.

I don't know if the summer has made me decide to go into community journalism as my lifelong career or not, but it has opened my eyes to the real world of community journalism and made me give it some serious thought.

**Julie Clay  
EKU, senior  
Russell Springs  
Times-Journal/  
Russell County News**



The Times-Journal staff does it all, from developing and printing pictures to covering a

See INTERNS, page 20

## LEGAL NEWS & VIEWS

# Knowing jargon a must in deciphering court cases

**KIM GREENE**  
**KPA General Counsel**  
**Dinsmore & Shohl**



From time to time, we receive questions on the KPA Hotline concerning the definitions of legal terms. Some legal terms that journalists run across routinely can be confusing, particularly when the term has a specific legal meaning as well as a more general meaning. The following is a glossary of some regularly encountered legal terms:

- **Actual Malice:** Express malice, or malice in fact. In libel law, "actual malice" can be established either by proving the publication was made with the knowledge of the falsity of its contents or with reckless disregard of whether it was false or not.
- **Burden of Proof:** In the law of evidence, the necessity or duty of affirmatively proving a fact or facts in dispute on an issue raised between the parties in a cause. The obligation of a party to establish by evidence a requisite

degree of belief concerning a fact in the mind of the trier of fact or the court.

Before *Philadelphia Newspapers v. Hepps*, 475 U.S. 767 (1986), the common law of Kentucky placed the burden of proving that words were true on the defendant; thus, falsehood was presumed. *McIntyre v. Bransford*, 13 KY. L. Rep. 454, 17 S.W. 359 (Ky. 1891). The dissent in *McCall v. Courier-Journal & Louisville Times Co.*, 623 S.W. 2d 882, 7 Media L. Rep. 2118 (Ky. 1981), cert. denied, 456 U.S. 975 (1982), more recently addressed the issue.

Nevertheless, the issue of who bears the burden of proving falsity or truth was left open in Kentucky. In the Sixth Circuit opinion, however, the court held that, as a matter of federal constitutional law, the plaintiff has the burden to show falsity. *Wilson v. Scripps-Howard Broadcasting Co.*, 642 F.2d 371 (6th Cir. 1981).

- **Clear and Convincing Evidence:** That proof which results in reasonable certainty of the truth of the ultimate fact in controversy. Proof which requires more than a preponderance of the evidence but less than proof beyond a reasonable doubt. Clear and convincing proof

will be shown where the truth of the facts asserted is highly probable.

- **Compensatory Damages:** Compensatory damages are such as will compensate the injured party for the injury sustained, and nothing more; such as will simply make good or replace the loss caused by the wrong or injury. Damages awarded to a person as compensation, indemnity, or restitution for harm sustained by him. The rationale behind compensatory damages is to restore the injured party to the position he or she was in prior the injury.

- **Directed Verdict:** In a case in which the party with the burden of proof has failed to present a prima facie case for jury consideration, the trial judge may order the entry of a verdict without allowing the jury to consider it, because, as a matter of law, there can be only one such verdict. A directed verdict may be granted either on the court's own initiative or on the motion of a party.

- **False Light:** A form of invasion of privacy action in which the report published places the

See COURT, page 14

## Court rules media must be heard before gag orders issued

In Montana, courts must afford the media an opportunity to be heard before entering a gag order in a criminal proceeding. The issue arose when a murder defendant requested an order prohibiting the dissemination of evidentiary information to the press or public.

After the State and the defendant agreed to certain language, the court entered an order restricting the parties from pre-trial publicity and sealing the court record.

A local newspaper, *The Missoulian*, then asked the Montana Supreme Court for a review of the order.

The court considered Montana statutory law, the State Constitution and the First Amendment to the U.S.

Constitution.

Under a Montana statute the court could seal the record only if there would be a clear and present danger to the fairness of the trial and the prejudicial effect could not be avoided by any reasonable alternative means.

This required the trial court to balance the public's right to know against the defendant's right to a fair trial.

The balancing had to include the media in the process. Although the media was not a party to the proceeding, the judge must hear the media to determine whether there was any reasonable alternative to sealing the record. The parties to the suit could not, by agreement, circumvent the media's right to be heard.

In addition, the Montana

Constitution contained a "right to know" provision guaranteeing the public's right to examine documents or observe the deliberations of all government bodies and agencies unless individual privacy outweighed public disclosure.

In the murder case, the court's order only restricted the speech of the parties to the case, so it was not a prior restraint on the press under the First Amendment of the U.S. Constitution.

However, under the Montana Constitution, the public had a right to receive information about criminal proceedings. This "right to know" had to be balanced against the defendant's right to an impartial jury.

The Montana Supreme Court listed the following four conditions which must be met before a court

could enter a gag order:

- (1) the press and general public must be given an opportunity to be heard on the question before issuance of the order;
- (2) the court must describe what reasonable alternatives have been considered and explain why those reasonable alternatives cannot adequately protect the defendant's fair trial rights;
- (3) the order must be narrowly tailored to serve the interest of protecting the defendant's fair trial rights; and
- (4) the court must make specific findings that there is a substantial probability that the defendant's right to a fair trial would be prejudiced by publicity that the gag order would otherwise prevent.

(Reprinted from the July issue of *First Amendment Comment*.)

## Papers can't refuse to hire subs

An administrative law judge for the National Labor Relations Board ruled that several newspapers violated the National Labor Relations Act by refusing to hire substitute pressmen who were on strike against their principal employer.

The newspapers had a negotiable policy, as part of their collective bargaining agreement, that if substitute pressmen were needed, the newspaper would hire the applicants referred from the union's hiring list. One to three days after the strike against their

principal employer began, the newspapers changed this policy.

They refused to hire applicants referred by the union and, in some cases, provided the union with a list of acceptable applicants. The list did not include pressman from a local union on strike.

Prior to the strike, the employer had allowed the union to provide substitutes from any source. The ALJ noted that referral of employees to an employer for hire is a mandatory subject of bargaining and a term which cannot be

See PAPERS, page 13

### Got legal questions about a story or ad?

### Call the KPA FOI HOTLINE (502) 540-2300



## Food Lion case a 'wake-up call' for print media, too

The \$5.5 million judgment in the Capital Cities/ABC-Food Lion case was a wake-up call for the print media, which can ill afford smugness because the loser was a broadcaster, a leading First Amendment lawyer told a journalists' convention.

"Don't ask for whom the bell is tolling," warned Jane Kirtley. "It's tolling for every journalists. There's a tendency for print folk to pull their collective skirts away from ABC, saying, 'of course, we would never do such a thing.' But that's shooting ourselves in the foot."

Kirtley executive director of the Reporters Committee for Freedom of the Press, pointed to the \$222.7 million libel judgment against the Wall Street Journal by a former Houston investment firm as an example of how hard juries can hit a newspaper. A judge recently cut \$200 million in punitive damages off the amount.

"Take care in what you say because it will be used against you in some future action," she advised as a speaker on the panel "Beyond Libel" at the Investigative Reporters & Editors 20th annual conference in Phoenix.

She described "newsworthiness" as a "very subjective standard," that may be viewed differently by the media and judges and juries.

However, Kirtley went on, reporters and editors need not back off from investigative stories if they are careful in their fact gathering.

"Remember," she said, "that the techniques you are using will be scrutinized as tightly as the wrongful conduct you are revealing. Think of how the average person will react to the use of a hidden camera in this context."

The key, Kirtley said, lies in who is being filmed.

"The public does not have a problem with seeing big fish squirm under a hidden camera, but if it's someone pretty far down the food chain in the minimum wage bracket, their tendency is to be sympathetic toward that person," she noted. "It's not helpful to your case to pillory folks like that who, for the most part, are not as culpable as the bigger cogs."

Another First Amendment expert, David Marburger offered a somewhat optimistic view of the fallout from the Food Lion decision in which ABC News' "Prime Time Live" placed two operatives in one of its stores with concealed cameras to record allegedly unsanitary food handling.

"Don't panic," advised Marburger of the Washington D.C., firm of Baker & Hostetler. "The time to get nervous is if the Court of Appeals

**"The public does not have a problem with seeing big fish squirm under a hidden camera, but if it's someone pretty far down the food chain in the minimum wage bracket, their tendency is to be sympathetic toward that person."**

**Jane Kirtley**

Executive Director, Reporters Committee for Freedom of the Press

upholds that \$5.5 million award. All you've got now is a jury's opinion."

The lawyer doesn't believe the sum will be upheld or that other big jury awards against the media generally will survive higher courts.

"In our business," Marburger said, "the case is best fought in the courts of appeals. You have protection most litigants don't have: Yours is the only business protected by the Constitution. The law will protect you if your facts are right. Judges don't like the press — nobody likes the press — but they love the Constitution and they care about what's good for society. They really do. Juries do not look at the big picture of what's good for society."

But the road to appellate justice is likely to be a rocky one, the speaker cautioned. If there are more Food Lion-type cases, "you're going to go through lots of pain," he said. "Five point five million dollar

judgments will happen again."

Marburger also offered a reason for the huge Food Lion verdict, despite the fact that ABC News was investigating a matter of public concern, and the accuracy of its revelations was not contested by the plaintiff in court.

What influenced the North Carolina jury, he speculated, was not so much that the ABC spies had gained employment at Food Lion by filling out false applications but that, in the jurors' minds, workers are expected to be loyal to their employer.

Instead, he said, their loyalty was to ABC. The complaint against the network charged fraud, trespassing and breach of relationship.

Marburger contrasted the Food Lion expose with a hypothetical case of a reporter pretending to be ill to get the goods on a quack doctor.

"In this situation," he said, "the

See ATTORNEY, page 13

## Court: Reporter's research not protected

The United States District Court, Northern District of Texas, has ruled that the qualified journalist privilege which protects the disclosure of a confidential informant's identity does not protect tape-recorded interviews conducted by the reporter in connection with a newspaper article written on a plaintiff's ADA action.

The plaintiff filed a lawsuit alleging a violation of the Americans with Disabilities Act. A newspaper reporter conducted his own investigation and wrote a news article, which appeared in the local paper, about the lawsuit. As part of his research for the article, the reporter interviewed the defendant and tape-recorded the session. The plaintiff then served the reporter to disclose any confidential sources, and filed notice of deposition. In response, the reporter filed a motion to quash deposition and a request for protective order.

The reporter argued that the First Amendment of the United States Constitution, as well as Article One of the Texas Constitution, protects any information gathered during a news investigation from compelled disclosure.

In considering the reporter's motion, the United States District Court stated that since privileges are strongly disfavored in federal

practice, the court is bound to interpret federal common law privileges narrowly.

The District Court noted that the Fifth Circuit Court of Appeals had refused to extend the journalist privilege beyond compelled disclosure of the confidential informant's identity and has indicated that, if it had the opportunity to address this issue, it would decline to extend the privilege to protect a journalist's non-confidential source or material.

In light of the Fifth Circuit's refusal to extend the qualified journalist privilege and in interpreting such privilege narrowly, the District Court declined to extend the privilege beyond a reporter's confidential source.

The District Court further held that since a privilege protecting non-confidential information is not contained in any state statute, state supreme court rule or the Texas Constitution, that the reporter could not rely on state law as a means of protecting the information. The district court therefore denied the reporter's motion to quash deposition and request for the protective order and allowed the party to go forward with the discovery.

(Reprinted from the June issue of Employment Law Comment)

## AG Opinions

**Mark Hebert (WHAS-TV)/City of Pioneer Village**

Hebert appealed to the Attorney General's office after his request to inspect records pertaining to the resignation of city clerk Patricia Hayse was denied.

On June 24, 1997, Hebert requested access to Hayse's letter of resignation and her written complaint to former mayor James Welker. On June 26, the city released a redacted copy of the letter of resignation, but refused to release the written complaint.

The city advised Hebert that "the excepted portions of the resignation letter and the entire five (5) page document contain a statement of personal nature relating to the author. Further, they contain statements concerning alleged actions by certain named individuals both inside and outside of the City of Pioneer Village. Further, some of the issues in the ... document are currently being addressed in a present litigation."

In making his appeal, Hebert cited previous AG opinions relating to disclosure of personnel files, including letters of resignation, as well as complaints involving public employee misconduct. He noted that Hayse had urged him to obtain

a copy of her complaint, from which he concluded she was not concerned about an invasion of privacy.

In a supplemental response, city attorney Norman R. Lemme said the letter and complaint "contain names of individuals (some of whom who (sic) have no present connection with the city) and statements regarding these individuals which, if not true, may constitute *liable per se* (sic)."

Lemme suggested Hebert obtain copies from Hayse and further claimed some of the allegations were under investigation by the Attorney General.

The AG's office was provided with an unredacted copy of the letter and, while not disclosing its content, noted Hayse complained that her health had suffered as a result of the actions of a fellow employee against whom no disciplinary action had been taken. The condition made her unable to continue to perform her duties, according to the letter.

Assistant attorney general Amye Bensenhaver noted Hayse had already discussed the situation with the media which would suggest she does not object to the release of the personal information.

See OPINIONS, page 19

## AD \$ENSE

# A picture can be worth more than a 1,000 words

By JOHN FOUST  
Raleigh, NC

"The Wizard of Oz" may be the most watched movie of all time, due to the fact that it's been on television for decades. Children enjoy it as a ripping good story. And adults appreciate its simple lessons.

You remember the scene at the end, just before Dorothy clicks her heels to go back home to Kansas? She says, "If I ever go looking for my heart's desire again, I won't look any further than my own back yard, because if it isn't there, I never really lost it to begin with."

That's a great line. Dorothy's message is that the things we really need are usually close at hand. This is especially true in an idea-driven business like advertising. In our world, there is a tendency to think that inspiration is somewhere over the rainbow, instead of in our own back yard.

If we open our eyes, we'll find plenty of ideas right in front of us. For example, let me tell you about an ad I once did for a heavy equipment distributor who was celebrating 65 years in business. I didn't want to do a trite "congratulations-to-us" ad. And I knew that a copy-heavy layout wouldn't work.

At the beginning, the ad was more of a notion than a specific



By John Foust

idea. All I knew was that I wanted to feature that company's service department, which was well-known for professionalism and concern. And I needed a powerful photograph — one which would slice through the clutter.

On a hunch, I asked my client if they had a file of old photographs. Yes, they did. So I drove to their office, found a secluded desk and began panning for ideas.

Less than an hour later, I found what I needed — a large, black and white photo of two mechanics working on an engine. The picture was in remarkably good condition, even though it was over 40 years old. And it had obviously been taken by a professional photographer. The lighting was good, the image was sharp. And the mechanics were working, not posing.

It would have taken a lot of money and time to duplicate that vintage photograph. But it didn't cost a cent. It was right there in

See PICTURE, page 18

# Problems must be corrected to boost national advertising

By LEO BOGART

What should newspapers do to raise their share of national ads? Media gurus offer few fresh suggestions, but lots of familiar complaints. Bruce Goerlich, senior vice president of Western Advertising in Los Angeles, lists a few perceptions that must be corrected:

One, the national/local rate differential is unfair. Two, newspapers are difficult to buy. Three, publishers don't provide the same quality readership data as national magazines. Four, newspapers don't seem to want national advertising. "They are not aggressive in meeting customers' needs, are complacent about stagnant circulation, and they've drifted over to soft news."

Erwin Ephron, an independent media consultant in New York City, trains newspaper sales staffs to sell against broadcast. He urges publishers to ask themselves and their ad reps, "What can we do that's unique and valuable to advertisers?"

The answer, Ephron says, lies in local newspapers' immediacy and relatively high proportion of unduplicated audience. That makes newspapers a good medium, but "another ball game" compared to television, radio and magazines, because they are used for special purposes. "It's like Earth and Jupiter, two different worlds," he says.

"The most difficult part is cost," adds Ephron, plus "the lack of commonality across the country in terms of perceived media value and demographics."

Jack Cohen, who has long headed newspaper buying for DDB Needham, New York City, sees the steady widening national-to-local rate differential as the principal obstacle by far. "Newspapers' attitudes is. We're not getting that business, so when we do get it, let them pay a premium." Newspapers are now the only medium whose rates are non-negotiable.

He points out that the cost of a black-and-white page in the country's top-10 papers rose 131 percent in the past 10 years, while circulation fell. Cohen believes that newspapers have not paid enough attention to building circulation, especially among younger people.

While praising progress in color and in special-interest sections, Cohen catalogs other grievances: Although national advertisers pay a premium, up-front positions go to retailers; recent cuts in page width by several major papers threaten the hard-won Standard Advertising

See NATIONAL, page 9

## Video workshop can help your staff create better ads



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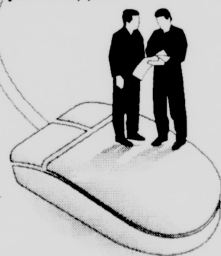
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# Your newspaper works — Don't keep it a secret

Psst. Your market has a secret. You already know it. Your market secret? Your newspaper works. It creates awareness and generates sales results.

Why is it a secret? Why might so few people in your market know that your newspaper promotes action and works? Could it be that you and your staff forgot to tell them? Or are you telling the same circle of friends, contacts, and advertisers over and over again?

During the past year, I have had the opportunity to review a variety of newspaper marketing and media packages. Large or small, dailies, weeklies or monthlies — it is evident to me that, as an industry, we do not sufficiently promote or market our newspapers and the action, response and results they generate.

What's missing in your media and marketing package?

Could it be testimonials? Both reader testimonials and advertiser testimonials?

Testimonials? What's a testimonial? Simply put, it is a certificate of qualifications, value or a recommendation or something given to show esteem, admiration, or gratitude.

Have you given your readers (the local school superintendent, police officer, minister, Chamber of Commerce member) the opportunity to share with others the VALUE your newspaper brings to your community?

Have you given your current advertisers, your best accounts, the opportunity to express their ADMIRATION and GRATITUDE for the important community resource your newspaper is to your community.

If not, ask them? They'll be flattered, and

their enthusiastic response may surprise you!

But when do you ask? As soon as you or your staff become aware of a favorable reader comment or when the success of a particular ad is shared with you. Tell your readers or advertisers that their comments are valuable to you, your paper, and the community (...because they are!). Tell them that you do not want their thoughts to be lost or forgotten.

Assist your readers or advertisers in crafting a well written and complimentary (to both of you) testimonial. Typically, it may be a brief, three or four sentences on their letterhead or over their signatures. Present them with a framed final version to display in their place of business or office, overlaid on a reduced version of your masthead or front page.

Once you have your testimonial in hand, market it and promote it to the utmost.

First and foremost, design an appealing and professional format for your testimonials. Typically, this has been a newspaper ad featuring selected quotes from the testimonial plus a photo of the individuals providing the quote. If appropriate, a photo of their place of business can also be used.

However, something is missing in the typical in-paper testimonial ad. Have you ever seen a testimonial for an automobile that does not feature the actual automobile product?

Is your newspaper, the product the testimonial is all about, featured? But don't just drop it in the testimonial — put it in the hands of the individual giving the testimonial. Help those seeing your testimonial envision how your product played a key role in the growth and success of

this business. Help those seeing your testimonial envision how your product, your newspaper, plays an important role in this reader's life in your community.

But let's go back for a moment. A testimonial for your paper in your paper? Are we preaching to the choir? That's not all bad, but it may be limiting your exposure.

Make your testimonials a key ingredient in your marketing or media package. Select some of your best testimonials and add them to your rate card, special section calendar, reader profile, and market information.

As you collect a variety of testimonials, reproduce them with a reduced photo and abbreviated quotes and compile a series of them (reader and advertiser) on an 8 1/2 X 11 sheet and include it in your marketing and promotional efforts.

Let the secret out of the bag!

As you frame your testimonials and present them to your advertisers and readers for their places of business, office or home, do the same for your newspaper.

Share with your visitors and reinforce with your vendors and your employees that your newspaper is an awareness-generating, results-producing resource in your community.

Last but not least, keep your testimonials alive, current and visible.

*(Chuck Nau of Murray & Nau, Inc., is an independent publishing consultant and sales trainer with more than 20 years of corporate media sales, marketing, and management experience at The Seattle Times, Knight-Ridder Newspapers and The Chicago Tribune Company. Comments or questions may be directed to him at (206) 603-0984.)*

## National

Continued from page 8

Units, and established newspaper advertisers resent discounted incentive rates offered to packaged-goods companies.

Walter Staab, chairman of SFM in New York City, a leading media-buying service, asserts, "We have very little information to work with" concerning newspapers.

"Most people just regard it as a mess. I'm not interested in trying to coordinate individual statistics for each paper. The more good information that is available, the more valuable the medium becomes."

"Newspapers think, 'We're the only game in town, and they have to buy us,'" says Harry Tropp of BBDO in New York City, a former chairman of the American Association of Advertising Agencies' Newspaper Committee. "But advertisers have learned that they don't have to."

Discrepancies in rates quoted by different offices of the same paper also mark relations, Tropp says. "Bookkeepers control what ads run. Newspapers want letters of credit. In TV, we work with make-goods all the time. The newspaper sales force says, 'Buy my paper. It's a good

paper."

McCann-Erickson's Robert Coen thinks that increased splintering of broadcast audiences presents an opportunity for newspapers.

The New York City analyst suggests "a heavy promotional campaign" to explain that newspapers are the only way to saturate a market.

He advises supporting that with hard research that demonstrates dailies' ability to provide deep penetration against individual targets.

No action by a single paper can affect advertisers' use of the whole medium. That will take a concerted industry effort to satisfy persistent demands for convenience and information, update the extensive existing evidence of newspapers' unique advantages, and get the story across to the tens of thousands of people who make media decisions.

With retail and classified ads increasingly vulnerable to new competitors, publishers cannot afford to pass up the great potential in national advertising.

*(Bogart is author of Strategy in Advertising and Preserving the Press. The article was reprinted from the July/August issue of Presstime.)*

## Ad departments: Beware of 809 telephone numbers

An ad scam has hit at least two Pennsylvania newspaper companies and could result in high phone bills for papers that unknowingly get involved.

Here's how it works: A company called Global Innovations Ltd. sends faxes to newspapers. The faxes say that the company is "planning the launch of a summer campaign for a new beachfront hotel" in the Dominican Republic.

It asks papers to "fax us the rate cards for both classified and display advertising ... indicating if the rates are commissionable. In your fax, please also include as much relevant information on your paper ... and the market as possible."

It goes on to say: "Because of start-up pressures, we don't have time to take phone calls from papers ... Nor do we need Fed Exed materials. A fax should suffice initially."

The problem is the fax number the newspapers are to use is an "809" number and is in the Dominican Republic. Newspapers unwittingly rack up high costs for faxing internationally.

Because the 809 numbers and others are in the Caribbean, they aren't bound by any U.S. regulations. Crooks get a greatly inflated

rebate from the foreign companies for every call that comes in. Phone numbers in the Caribbean can be called in the same way long-distance calls are made within the United States. No additional codes need to be dialed.

Your paper may want to use caution in calling or faxing any numbers that are unfamiliar to you.

In addition to the 809 code, watch out for:

- 242Bahamas
- 246Barbados
- 268Antiqua
- 345Cayman Islands
- 664Monsterrat
- 758St. Lucia
- 787Puerto Rico
- 869St. Kitts/Nevis
- 876Jamaica
- 441Bermuda
- 670N. Commonwealth of Mariana Island
- 767Trinidad & Dominica (effective Oct. 1)
- 868Tobago

This list is not complete. You may want to check your phone directory or talk with your local operator before dialing any long-distance numbers that are unfamiliar to you.

*(Reprinted from the July 1, 1997 PNPA Report)*

# Creating good sentences sometimes overlooked

We got in an argument over "relocate." I said it should never appear in the newspaper. "Move" is always preferable, I said.

The editors said I was wrong. They said "relocate" in business writing has a slightly different meaning from "move." It means a company is abandoning one plant for another.

I still disagree, but I loved the discussion. For once, instead of debating pagination or egos or the future of newspapers, we were talking about what drew many of us to newsrooms: our love of the language.

We spend so much time on The Big Picture, we forget to work on creating good sentences. So instead of screeching about creativity and storytelling and chronological order, I'm concentrating on three common little misuses of words.

The spread of "but": Some writers prefer a formula to common sense. They look at the conjunction "but" as a perfect transition word because it continues a thought. I often see a paragraph begin with "But."

The problem is, "But" means that what follows conflicts with what appeared immediately before. Here's a good use of "But" as a transition word:

*Norton expected the rain to stop Wednesday.*

*But when it continued Thursday, he had to take drastic measures.*

Notice that the first sentence implies the rain is going to stop, then the second says it didn't stop, a direct conflict. If writers used "but" in only that kind of situation, I wouldn't squawk.

But they cheat. Here's an example of what I often see:

*Marlow, a German shepherd, can find an ounce of marijuana in a haystack.*

## Coach's corner

By Jim Stasiowski



*But drug-sniffing isn't Marlow's only skill.*

The first sentence did not imply Marlow had only one skill. "But" looks like the continuation of a thought, but it's artificial, there's no conflict. That Marlow has another skill is what most people expect. Delete "But." Let the natural flow of ideas provide the transition.

The too-broad "could": If your buts are expanding, you might be able to take action; but "could" was born fat and won't ever change.

"Could" means someone or something has the ability: Johnson could be the next president of the company, the school board could fire the superintendent.

However, "could" does not imply likelihood. The problem is, writers use it as a hedge when they haven't pinned down a fact or pushed a source for a clear, precise answer:

*Mayor Gutheridge says she could run for the U.S. Senate.*

Oh yeah? And she could join the circus. If, in fact, anything is possible, then the word "could" opens up a too-broad list of possibilities. If the mayor is talking about running for U.S. Senate, make her be more specific. Anyone who meets the age and residence requirements "could" run, so what makes Mayor Gutheridge different from Morris Krump, the hot-dog vendor?

When you use or see "could," stop and ask,

"Does the sentence really say anything, or is it simply an example of either weak speculation or meek reporting?" If all you can say is "could," you have nothing to say.

The "only" puzzle: "Only" is the most difficult word in the language to place properly. I believe 95 percent of the time I see "only," it's in the wrong place in the sentence. For example:

*Wilder only goes to the bar Friday nights.*

The writer means, "Wilder goes to the bar only Friday nights," but "only goes" means "only" modifies the predicate, so the literal meaning is: "In relation to the bar Friday nights, the only action Wilder takes is going there. He doesn't drink, doesn't talk, does nothing but go."

The mistake with "only" is almost always that the writer uses it too early in the sentence.

Try to place "only" directly in front of the one element of the sentence it modifies. If he goes to the bar at only one time, "Friday nights," "only" belongs in front of "Friday nights."

Whenever you use "only," stop and ask yourself: "Do I have it modifying the correct element?" If not, relocate it.

The Final Word: You may often delete the cumbersome word "supposed" in such constructions as, "He was supposed to go to the game," and, "They were supposed to be home by midnight."

The combination of the verb "was" or "were" with the infinitive preposition "to" often is all you need: "He was to go to the game," "They were to be home by midnight."

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

## ASNE survey shows pay, benefits driving young journalists away

Low pay and insufficient benefits are driving young journalists away from the profession, according to a study sponsored by the American Society of Newspaper Editors, Reston, Va.

Thirty-four percent of newsroom employees 30 and under cited these as the reasons they probably won't be working at a newspaper in their 60s. The share of journalists aged 30 and under has fallen from 29 percent in 1988 to 20 percent in 1996, but part of the decline was probably caused by the hiring patterns of the early 90s, says Paul S. Voakes, assistant professor of journalism at Indiana University, Bloomington.

Voakes surveyed 1,037 journalists at U.S. daily newspapers in the fall of 1996.

Under-30 journalists tend to be single, female and to work at smaller papers.

Age is the biggest demographic difference between minority and white journalists, the study says. Whereas 52 percent of all survey respondents are between the ages of 25 and 40, 67 percent of Hispanics and blacks are that young. Asian American newspapers are even younger: 50 percent are under 30, compared with 20 per-

cent for the overall sample. More than 25 percent of women in the sample are 30 or younger, compared with 15 percent of the men, and women are more likely to be single than men.

At the other end of the age spectrum, people 50 and over represent about 12 percent of the newsroom workforce, an increase of 1 percent in the 1988 study. Surprisingly, over-50 journalists are not overrepresented in the managerial ranks.

Twenty-two percent of older journalists are newsroom supervisors, and 43 percent of the oldest group work as reporters, compared with 46 percent of the general workforce.

Only one newsroom category — editorial writers — shows a disproportionate number of older journalists: 26 percent are over 50. Seventy-eight percent of over-50 journalists are male, compared with 63 percent of the general workforce. More than 99 percent are white, compared with 89 percent of the newsroom workforce.

A copy of the survey is available on ASNE's Web site (<http://www.asne.org>).

(Reprinted from the June issue of *Presstime*)

## Good community journalism: The force behind good newspapers

By TOM EBLEN

I want to share with you a number of ideas for improving community journalism from a variety of sources. Some may fit your community more than others, so I encourage you to pick some judiciously.

Appreciate your community and what it stands for. Good newspapers provide the glue that holds shifting sand of every community together.

Give your newspaper a voice. Don't become known as an editor who retreats from the problems of his or her readers. One of several smart moves the Kansas City Star has made was naming its long-time political correspondent Rich Hood as editorial page editor. Hood writes a Sunday column that packs a punch. Yes, he takes plenty of phone calls, and he's glad to get them. And he offers those wounded by his columns or editorials an opportunity to write their own viewpoint and get it published. I am increasingly convinced that readers want that sort of connection.

Sign the editorials. Most of your readers have a good idea who wrote them anyway. Why the mys-

tery? This is simply another way to connect. Readers want to identify with you.

Find someone to take the other side on hot issues and give him or her enough room to do so. The most consistent practitioner of that idea may be USA Today, but other newspapers are picking up on it. Remember that in this industry stealing good ideas from another newspaper is called research, not theft.

Take a good look at your content. What do people actually read? Try the red pen test in a focus group or just at the corner cafe. You may be shocked at how little they read of that — ahem — BORing city council and county commission coverage.

Take a look at your exchanges. Notice that I didn't say good look in this instance. You don't have 24 hours a day to read everything that comes across your desk. But you need to keep up with what other newspapers are doing, whether they are friends or competitors. That's research, remember.

Use more pictures. Good newspapers cover the fronts of refriger-

See COMMUNITY, page 16

# You can be a winner, too! Enter the 1997 KPA Fall Newspaper Contest



*Contest entry information will be mailed at the end of August. Entry period is October 1, 1996 through September 30, 1997. Entry deadline is Friday, October 10. Start researching your stories and photographs since October 1, 1996 so you'll be ready to enter.*

## CATEGORIES

Best Editorial	Best Sports Feature	Best Spot News Picture
Best Spot News Story	Best Investigative/Analytical Story	Best News Picture Essay
Best General News/Enterprise Story	Best Story Series	Best Feature Picture
Best Feature Story	Best On-Going/Extended Coverage Story	Best Feature Picture Essay
Best Column	Best Business/Agribusiness Story	Best Sports Picture
Best Sports Column	Best Use of Graphics/Photo Illustrations	Best Sports Picture Essay
Best Sports Story	Best General News Picture	

# Mark Your Calendar Now!

## 1998

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

## 1998 KPA Events You Won't Want to Miss:

**Jan. 22-23** 1998 Kentucky Press Association  
Winter Convention and Trade Show  
Radisson Plaza Hotel, Lexington

**June 18-20** 1998 Kentucky Press Association/  
Tennessee Press Association  
Joint Summer Convention  
Sunsree Resort/Holiday Inn  
Gatlinburg, Tennessee

# OSHA

Continued from page 3

includes communication between the employer and employees about safety matters, assessment and control of hazards, and injury reports. The standard does not address the fact that "meaningful participation" may be considered a violation of the National Labor Relations Act.

2. Hazard Assessment — As part of the safety and health program, employers would be required to provide a system for identifying workplace hazards. This system would include a self-inspection of the workplace and a review of safety and health information, both to be conducted as often as the

employer believes is necessary.

Among other things, the employer must maintain documentation of inspections and accidents to ensure hazards are identified and controlled. Documentation must be made available to employees, an employee representative or an OSHA inspector. Small employers would be exempt from these documentation requirements.

3. Hazard Prevention and Control — Employers would be required to provide for the "systematic control" of all recognized hazards including possible hazards in new equipment, materials and processes. In addition, hazards would have to be prioritized based on their seriousness and employers would have to track progress in controlling them.

4. Information and Training —

All employers would be required to provide safety information and training to all employees. Training would be focused on the employer's own program and include information on the nature of hazards, what the employer is doing to control those hazards, protective measures the employee must follow to prevent accidents, and procedures to follow in an emergency. Such training must be repeated as often as the employer deems necessary.

5. Evaluation of Program Effectiveness — Employers would be required to periodically evaluate their health and safety program to determine effectiveness. Although somewhat unclear, the draft appears to require an evaluation in the first year after the effective date of the standard and a second evaluation within two years of the effective

date.

Other Provisions

OSHA's draft standard allows employers to establish an alternative health and safety program to fit the needs of a particular work site if it includes the five core elements.

The new standard includes a new enforcement policy. For employers who have complied with the Safety and Health Standard, citations and penalties would not be issued. If an employer does not comply with the standard, but does not have a pattern of serious hazards, a citation may be issued, but there would not be a penalty. Finally, if an employer does not comply with the standard and has a pattern of serious hazards, OSHA will issue a citation and penalties.

(Reprinted from SNPA's July bulletin.)

# USPS

Continued from page 3

John Sturm, NAA president. "When half of all mail contains advertising, the public has a right to ask why am I paying more for advertising mailers?"

As long as advertising mailers get special deals, the public can expect to find more of what the Postal Service calls "standard" mail but others call "junk mail" in their mailboxes, he said.

Sturm also noted that these special discount rates could reduce revenues for local newspapers if they cause advertisers to use the mail instead of newspapers to reach American households, since newspapers and direct mail com-

pete for advertising revenue.

According to the NAA analysis, for local advertising mail (enhanced carrier routes) weighing up to 3 ounces the proposed increase is only 3.3 to 3.5 percent.

Above 3 ounces, the rates actually decline below current rates — reaching a rate of minus 18 percent for 16-ounce pieces. This compares to an average increase of 4.5 percent across all other domestic service.

"We will be very interested to learn how the USPS defends these lower rates when it files its rate case with the PRC. Once again, however, it shows the value served by an independent review of rates and why giving the USPS the authority to set its own rates, as it and many others propose, is simply a bad idea," Sturm said.

# Attorney

Continued from page 7

doctor is supposed to be helping you. Instead he's screwing you by committing illegal acts. There's no question of divided loyalty."

A jury would likely favor the reporter in this instance, Marburger indicated.

But overall, Marburger tweaked journalists for regarding juries as "oracles" that will mete out justice fairly and impartially based on the evidence.

"I worry about your naivete," he said. "You sometimes are your own worst enemy in litigation because you are idealistic. You believe the system will get to the truth. But lawyers are wonderful at using the system to create fiction and you guys are sitting ducks for lawyers because you believe the system won't create fiction."

"That the jury is an oracle is garbage. Get the scales off your eyes now because you're in the highest risk element of journalism. When you get hit, you get hit big. Look for verdicts of double-digit millions in

cases involving investigative journalism."

A third panelist, Ira Rosen, a senior producer for "Prime Time Live," asserted that the program will continue to do undercover stories, and "continue to misrepresent ourselves where it's appropriate and right."

He termed the Food Lion investigation a "stellar piece of journalism but still we became the bad guys."

And the press covering the trial didn't help much, he lamented.

Food Lion's lawyers made a lot of arguments that we staged the story," he recalled.

"The judge ruled there was no staging but Food Lion set up a big buffet for the press and handed out releases about staging. I guess the reporters couldn't turn down a good meal, which they ate and ended up believing what they were being told."

Rosen predicted more trouble ahead for secret reporting.

"These are dangerous times for us," he observed.

"Laymen are asking, 'Can't you do it another way?' Editors should be asking the same question. It's a valid question that should be considered."

(Reprinted from the July 5 issue of Editor & Publisher.)

# Papers

Continued from page 6

changed absent a valid impasse.

The ALJ noted that the timing of the newspapers' change in policy regarding referrals and statements made by their various representatives concerning the change in policy supported the conclusion that the newspapers

refused to hire the substitutes because they were engaged in a strike against the newspapers' principal employer.

The ALJ found that the newspapers' actions violated the Act by discriminating against job applicants on the basis of their engaging in an economic strike and unilaterally changing a term and condition of employment contained in a collective bargaining agreement without the consent of the union.

# The Job Shop

## Advertising Sales Consultant

The News-Enterprise, a daily publication, has an immediate opening for an advertising sales consultant. The News-Enterprise publishes Sunday through Friday, with a circulation of 16,000 daily and 18,500 Sunday.

### Qualifications:

- 1-2 years previous sales experience with emphasis on newspaper or other media sales

- A degree in advertising/marketing is preferred, but not required.

- Must be self-motivated and have good organizational skills

- Highly energetic, goal oriented and success driven

- Must have excellent oral and written communication skills

### Essential functions:

- Sell and service existing account list to build ad revenue

- Develop sales prospects by creating advertising consultant relationship with existing and new accounts

- Develop and deliver effective formal sales presentations

- Meet the expectations of LCNI's Advertising Sales Representatives Performance Standards

- Carry out public relations functions for the company in the community and with customers

- Basic ad layout and design

Interested persons should send resume to: Kim Griffin, Outside Sales Team Leader, The News-Enterprise, 408 W. Dixie Ave., Elizabethtown, KY, 42701

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



## Advertising Representative

Statewide agriculture publication has immediate opening for self-motivated advertising representative. Must possess strong work ethic, excellent people and motivation skills. Job requires flexible hours, some travel. Great opportunities! Send resume to Farmland Publications, Inc., P.O. Box 159, Columbia, KY 42728

## Staff writer

Staff writer needed for weekly agriculture newspaper. Beats include corn, soybean and swine production. Send resume to Farmland Publications, Inc., P.O. Box 159, Columbia, KY 42728

## General Assignment Reporters

General Assignment reporters for city government, education beats for prize-winning small daily newspaper. Resumes and clips only to Editor, The Winchester Sun, P.O. Box 4300, Winchester, Ky. 40392-4300

## Free-lance writers

Free-lance writers needed west of Bowling Green and in northern Kentucky to cover area farm news for a weekly agriculture newspaper. Send resume to Farmland Publications, Inc., P.O. Box 159, Columbia, KY 42728

## Court

Continued from page 6

subject in a false light (i.e. that defendant made plaintiff appear other than plaintiff actually is).

- **Group Libel:** The holding up of a small group of people to ridicule, scorn or contempt to a respectable and considerable part of the community. The plaintiff must prove that he or she is a member of the group.

- **Hyperbole:** This means that a statement is so whimsical or obviously fanciful as to be an unmistakable expression of opinion rather than a fact. Many an unflattering metaphor and dastardly allusion have passed as opinions because judges considered them to be "hyperbole." Paradoxically, the most outrageous opinions are the most protectible. The difference between them and statements of fact is so sharp that neither readers nor judges are likely to see them as anything other than opinion.

- **Independent Appellate Review:** The Kentucky Supreme Court has recognized the constitutional requirement that it conduct "an independent review of the record to insure that [a defamation] verdict does not interfere with constitutionally protected free expression." *Ball v. E.W. Scripps Co.*, 801 S.W. 2d 684, 691, 18 Media L. Rep. 1545 (Ky. 1990), cert. denied, 499 U.S. 976 (1991). The court relied heavily on Justice Scalia's concurring opinion in *Harte-Hanks Communications, Inc. v. Connaughton*, 491 U.S. 657 (1989) and the Sixth Circuit decision it affirmed, *Connaughton v. Harte-Hanks Communications, Inc.* 842 F.2d 825 (6th Cir. 1988).

- **Innocent Construction:** An allegedly defamatory statement is to be construed in its most natural meaning and "measured by the natural and probable effect on the mind of the average lay reader." *Yancy v. Hamilton*, 786 S.W. 2d 854, 858-59, 17 Media L. Rep. 1012 (Ky. 1990); *McCall v. Courier-Journal and Louisville Times Co.*, 623 S.W. 2d 882, 7 Media L. Rep. 2118 (Ky. 1981), cert. denied, 456 U.S. 975 (1982). If a newspaper publishes an article on an "Editorials and Comments" page, "the average lay reader would undoubtedly interpret the statements as the opinion of the author." *Cazalet v. Flanagan*, 24 Media L. Rep. 1501 (Ky. 1995) (depublished decision).

- **Intentional Infliction of Emotional Distress:** People offended by the media may attempt to bring yet another type of suit one for intentional infliction of emotional distress. Plaintiffs may present an intentional infliction charge along with the libel and privacy complaints, either just to have another egg in the basket or to try to overcome some hurdle that they have foreseen awaiting their more traditional claims. The elements of this "outrage" tort are extreme and outrageous conduct that intentionally or recklessly causes severe emotional distress.

- **Judgment Notwithstanding the Verdict (non obstante veredicto):** A judgment entered by order of court for the plaintiff (or defendant) although there has been a verdict for the defendant (or plaintiff). Judgment non obstante veredicto ("JNOV") in its broadest sense is a judgment rendered in favor of one party notwithstanding the finding of a verdict in favor of the other party. A motion for a directed verdict is a prerequisite to a subsequent grant of JNOV.

- **Libel Per Se:** A publication is libelous per se when the words are of such a character that an action may be brought upon them with-

out the necessity of showing any special damage, the imputation being such that the law will presume that any one so slandered must have suffered damage.

To render words "libelous per se," the words must be of such character that a presumption of law will arise that the plaintiff has been degraded in the estimation of his friends or of the public or has suffered some other loss either in his property, character, reputation, or business or in his domestic or social relations. When a publication is "libelous per se," that is, defamatory or its face, it is actionable per se; i.e. one need not prove that he receive any injury as a result of the publication in order to recover damages, and in such a case general damages for loss of personal or business reputation are recoverable and no allegations or proof of special damages are necessary.

- **Libel Per Quod:** Expressions "libelous per quod" require that their injurious character or effect be established by allegation and proof. They are those expressions which are not actionable upon their face, but which become so by reason of the peculiar situation or occasion upon which the words are written. Publications which are susceptible of two reasonable interpretations, one of which is defamatory and the other is not, or publications which are not obviously defamatory, but which become so when considered in connection with innuendo, colloquium, and explanatory circumstances.

- **Misappropriation:** A claim that one has benefitted from the unauthorized use of the name or likeness of another, as when a newspaper composes an ad containing the picture of a well known person, implying that person's endorsement of the product.

- **Neutral Reportage:** The Kentucky Supreme Court rejected the doctrine of neutral reportage so that a newspaper reporter was not relieved from liability for defamation of private individuals on the ground that the newspaper merely reported allegations made by news sources or other individuals. *McCall*, supra.

- **Presumed Damages:** Damages which need not be proven. Words which are libelous per se are "by themselves regarded [as] sufficient evidence of pecuniary loss, and no evidence other than their use is required to show pecuniary loss." *Compton v. Wilkins*, 164 Ky. 634, 176 S.W. 36, 38 (1915). Words are measured by their natural effect on the mind of the average lay person. *Id.*

- **Prior Restraint:** A system of "prior restraint" is any scheme which gives public officials the power to deny use of a forum in advance of its actual expression. In constitutional law, the First Amendment, prohibits the imposition of a restraint on a publication before it is published. The person defamed is left to his remedy in libel. *Near v. Minnesota*, 283 U.S. 697, 51 S.Ct. 625, 75 L.Ed. 1357. Any system of prior restraints of expression bears a heavy presumption against its constitutional validity, and the government carries a heavy burden of showing justification for imposition of such a restraint. *New York Times Co. v. U.S.*, 403 U.S. 713, 91 S.Ct. 2140, 29 L.Ed.2d 822.

Prior restraints of speech and publication are the most serious and least tolerable infringement on First Amendment Rights. Three exceptions are recognized: a publication creating a "clear and present danger" to the country, *Schenck v. U.S.*, 249 U.S. 47, 52, 39 S.Ct. 247, 249, 63 L.Ed. 470; obscene publications, and publications which invade the zone of personal privacy.

- **Private Figure:** a private plaintiff may recover on a showing of simple negligence,

## Hotline attorneys

Jon L. Fleischaker  
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measured by what a reasonably prudent person would or would not have done under the same or similar circumstances. The adaption of this standard does not imply any change in basic common law and statutory rules of libel and slander. *McCall v. Courier-Journal & Louisville Times Co.*, 623 S.W.2d 882, 7 Media L. Rep. 2118 (Ky. 1981), cert. denied, 456 U.S. 975 (1982).

- **Public Official:** A person who, upon being issued a commission, taking required oath, enters upon, for a fixed tenure, a position called an office where he or she exercises in his or her own right some of the attributes of sovereign he or she serves for the benefit of public. The holder of a public office thought not all persons in public employment are public officials, because public official's position requires the exercise of some portion of the sovereign power, whether great or small.

- **Punitive Damages:** Exemplary damages are damages on a increased scale, awarded to the plaintiff over and above what will barely compensate him for his property loss, where the wrong done to him was aggravated by circumstances of violence, oppression, malice, fraud, or wanton and wicked conduct on the part of the defendant, and are intended to punish the defendant for his evil behavior or to make an example of him, for which reason they are also called "punitive" or "punitory" damages or "vindictive" damages.

Unlike compensatory or actual damages, punitive or exemplary damages are based upon an entirely different public policy consideration - that of punishing the defendant or of setting an example for similar wrongdoers, as above noted. In cases in which it is proved that a defendant has acted willfully, maliciously, or fraudulently, a plaintiff may be awarded exemplary damages in addition to compensatory or actual damages.

- **Statute of Limitations:** Statutes setting maximum time periods during which certain actions can be brought or rights enforced. After the time period set out in the applicable statute of limitations has run, no legal action can be brought regardless of whether any cause of action ever existed.

- **Summary Judgment:** Procedural device available for prompt and expeditious disposal of controversy without trial when there is no dispute as to either material fact or interference to be drawn from undisputed facts, or if only question of law is involved.

Federal Rule of Civil Procedure 56 permits any party to a civil action to move for a summary judgment on a claim, counterclaim, or cross-claim when he believes that there is no genuine issue of material fact and that he is entitled to prevail as a matter of law. The motion may be directed toward all or part of a claim or defense and it may be made on the basis of the pleadings or other portions of the record in the case or it may be supported by affidavits and a variety of outside material.

If you have questions about any of these terms, or about any issues covered by the KPA Hotline, do not hesitate to call your hotline lawyers.

# People

Continued from page 2

Eastern Kentucky University with a degree in business.

Tom Musgrave is the paper's new staff writer, focusing on the education and city government beats. A recent graduate of Morehead State University, Musgrave holds a bachelor's degree in music and a minor in journalism. While at Morehead, he held editorial positions at the campus newspaper, The Trail Blazer.

## Patscheck named interim GM at Somerset

Pulaski County native, Kathy Decker Patscheck has been named interim general manager of the Somerset Commonwealth-Journal. She replaces James T. Stratton, publisher and general manager since 1991, who was named publisher of a sister newspaper, The News-Virginian in Waynesboro, Va. Patscheck joined the staff in Somerset in 1976 and was promoted to GM from advertising manager, a position she's held since 1995. She has also served as circulation manager and commercial printing manager.

## Owen a finalist in contest for religion writers

Karen Owen, religion writer for the Owensboro Messenger-Inquirer, is a finalist for an international award from the Religion Newswriters Association.

Forty-seven journalists entered works in the competition for the Cassels award, open to newspapers in the United States and Canada. Owen is one of 10 finalists.

## Gilpatrick joins printing staff at Times-Journal

Gary Gilpatrick, a local artist from Russell Springs, has joined the printing department of the Times-Journal.

Gilpatrick formerly worked for Rhema Advertising in Somerset and his landscape and animal art is sold throughout Russell County.

A 1989 Russell County High School graduate, Gilpatrick served in the Air Force during Operation Desert Storm. He attended Kentucky Tech, taking classes in desktop publishing and commercial printing.

## Almjeld newest staff writer in Richmond

Jennifer Almjeld, a recent graduate of Eastern Kentucky University, is the new general assignment reporter at the Richmond Register. She will cover stories for the news and feature sections of the paper as well as help

with design and layout of the newspaper.

Almjeld graduated from EKU in May and served as an intern at Richmond last summer. She has also interned at the Lexington Herald-Leader and wrote for the Garrard County News. She also held several positions at the university's newspaper, The Eastern Progress.

A long-time resident of Madison County, her father Maynard worked at the Register for several years in the advertising department.

## MacKenzie joins news staff in Brandenburg

Niki MacKenzie joined the staff of the Meade County Messenger as a staff writer.

A native of Mesquite, Texas, MacKenzie is a journalism graduate from Texas A&M University and currently lives at Fort Knox with her husband.

## Davis promoted at Messenger-Inquirer

Shelley Davis has been named Classified Advertising Manager at the Owensboro Messenger-Inquirer.

Davis joined the newspaper in 1990 and most recently served as Coop Special Publications Coordinator. She graduated in 1989 from Middle Tennessee University with a degree in mass communications.

## Pigg named editor; KPI promotes LeNeave

Cathy Pigg has been named managing editor of The Advance Yeoman in Wickliffe and Teresa LeNeave, former editor of the paper, has been promoted to the executive editor of Kentucky Publishing Inc.

KPI publishes the Wickliffe paper along with weeklies in Ballard, Carlisle, Livingston and McCracken counties as well as the Paducah Business Journal.

Pigg has worked for The Advance Yeoman for two years. LeNeave's office has been moved to Paducah.

## Mullins named GM at Berea Citizen

Teresa Mullins, who has served as interim general manager in Berea since November, was officially named to the top position in July.

Mullins, who was the paper's ad manager before assuming the interim position, has worked in nearly every staff position at the paper during the past several years.

## Women writers in Kentucky honored

Cathie Shaffer, Today's Living

Editor at the Ashland Daily Independent was among the big winners honored in the recent Kentucky Professional Communicators' annual competition.

Shaffer won first place awards for feature writing, lifestyle/entertainment pages and lifestyle/entertainment section in the daily newspaper category. She also won a second place award for infrequent section and a third for news reporting.

Two other Daily Independent staff members were also honored. Pamela J. Todd won first place awards for news reporting and continuous coverage or unfolding news in the daily newspaper category and an honorable mention for feature story. In the open circulation category, she won first place for special articles, government or politics.

Amanda Gilmore won first place in the open circulation special articles category for historical and social issues and a second place for science and health writing. She also won second place awards in news writing, continuous coverage or unfolding news and feature story.

Stephanie Davis of the Morehead News won four first place awards for news reporting, feature story, special articles in education and black and white photography for a non-daily newspaper. A former staff writer for the Grayson Journal Enquirer and the Olive Hill Times, Davis has been with the Morehead newspaper for the past five years.

Grace Moore, a former reporter with the Harlan Daily Enterprise won four awards: two second place awards for black and white feature photo and black and white photo essay in the daily newspaper category; a third place for feature story, daily newspaper less than 25,000; and an honorable mention for news reporting, daily newspaper less than 25,000.

## Ray promoted at Bardstown; Grundy named assistant editor

Assistant editor Rebecca Ray has been named editor of The Kentucky Standard in Bardstown. Ray succeeds Teresa Rice who recently accepted the general manager's position at the Lebanon Enterprise.

Ray joined the news staff in Bardstown in 1995 as assistant editor. She recently headed the newspaper's project, The Kentucky Standard Online, which debuted May 21. A native of Nebraska, Ray lived in Paintsville, Ky., as a child. She is a graduate of the University of Missouri School of Journalism.

Julie Grundy has been promoted to fill Ray's former position of assistant editor. After graduating from Western Kentucky University in 1995, she worked for the Elizabethtown News-Enterprise where she was a copy editor and features team leader.

## Puckett honored by school association

Duanne Puckett, editor of the Shelbyville Sentinel-News was recently honored by the Ohio Valley Association of School Administrators with its 1997 Citizen's Distinguished Service Award.

Puckett was nominated for the award by Anne Webb, the curriculum coordinator for the Shelby County Board of Education for her "strong support of the educational system" in Shelby County. Among her contributions is a weekly page for school news. She also serves as the paper's education beat reporter.

Webb's nomination was spurred primarily by Puckett's personal contact with children at Southside Primary. She has volunteered four years in two classes heading projects such as "A Picture is Worth 1,000 Words," and another in which she taught the students how to be cub reporters. The students produced their own newspaper in the project.

## Voice-Tribune's Cox elected to Hall of Fame

Earl Cox, sports columnist for the Voice-Tribune, Louisville, was recently elected to the Kentucky Athletic Hall of Fame.

An induction dinner was held Aug. 4 at the Executive West Hotel in Louisville.

Cox said he was "doubly blessed," having earlier been elected to the Dawahares-Kentucky High School Athletic Association Hall of Fame. He said he was particularly proud of the most recent honor because the Athletic Hall of Fame was started by his mentor at the Courier-Journal, retired sports editor Earl Ruby.

## Herald-Leader's Kelly, Pett labor for needy

Herald-Leader publisher Tim Kelly and cartoonist Joel Pett volunteered with the Habitat for Humanity project in Beattyville recently.

Pett worked the entire week and featured the Beattyville Habitat workshop in his cartoons.

## Falmouth-Outlook raises money for library

The Falmouth-Outlook recently raised \$6,750 to help restore the Pendleton County Library.

The newspaper raised the money from the sale of a flood magazine they published in May on the "Great Flood of '97" that devastated the communities of Falmouth, Butler and other parts of the county. The newspaper building and its contents were also completely destroyed.

The library, which was a total loss, hopes to reopen by October.

## Editors must negotiate space demands effectively

Long, rambling stories from reporters do nobody a favor

By DON FRY

Someone once asked Robert Frost why he never wrote free verse. He responded with a question: "Why don't you play tennis without a net?" Limits make the game.

The art of news writing involves fitting information into space determined by someone else. The sloppy method means writing long and having other people whack it back without reading, the only virtue of the antiquated inverted pyramid, which takes control of the information away from the person who knows it best. Any newspaper chopping stories from the bottom without reading in this computer age is grossly disorganized.

The intelligent method, which serves the readers, lets the person with the best information (the reporter) select what goes into the space. Such information design requires the writer to know the space available.

Reporters who have a length in mind when they type will turn in stories approximately that length, or a little longer, maybe five to ten percent more. They select their materials and design a structure to fit the space. They'll probably turn in their stories on time and finished.

Reporters who don't have a length in mind

will write long, both in space and time. They lack a frame to design in, so they just keep typing until they run out of time. They're likely to turn in an unfinished story late and long.

Coaching editors help their reporters by negotiating length between the reporting and the typing. Reporters base their space pitches on how much length they need to explain things to readers. Explanation justifies expansion, but the default remains short.

Editors base their space negotiations on the amount of space available, the number of stories vying for it, and the likely demands of the news.

Some desk editors don't see negotiating space as part of their job. They just pour stories onto the copy editors or layout desks, leaving the shaping to someone else. They lose control of the news agenda and treatment by relinquishing responsibility downstream. The next day, they get blamed for nonsense stories that passed through them.

Some editors say they cannot negotiate story length because they don't know the space. They have insufficient information about the space until the dummy arrives from advertising.

A city editor at a large daily told me he couldn't know the space available until eight o'clock at night. His managing editor, who was also present, replied that he knew the space two days ahead. I suggested they chat.

In many papers, the ad department doesn't

release the dummy early because nobody ever asked them to. Most ad directors can give a ballpark figure early in the cycle, or at least a heads-up when space is very long or very tight.

Some editors play good guy and put no space limits on their reporters, or worse, favor their favorites with no restrictions. "Take all the space you want," or "Give it what you think it's worth" sounds like a favor to the writer, who then turns in the story long and late and perhaps unrevised, and gets it chopped by the copy desk. The good guy editor wonders why his reporters write so diffusely when he treats them so well.

Negotiating space only works if both parties follow up. First of all, all space agreements remain tentative. If the mayor dies, every story in the paper will drop to half length, and the desk editor should so advise, letting the reporters do the redesigning.

If reporters try for just a little more room by turning the story in just a little long, the editor should give it back for trimming by the writer. Trim it yourself, and every story from then on will come in long.

Remember in newsrooms, length equals status, status that must be earned by the artful use of space.

*(Fry, an affiliate of the Poynter Institute, is an independent writing coach. Call him at 813-866-3460. Reprinted from The American Editor.)*

## Community

Continued from page 10

ators in their towns. They sell extra copies for more clippings of Johnny getting his Eagle Scout badge or Susie selling Girl Scout cookies. Run them big if you can. Focus and depth of field are not beyond the ability of most reporters if you can't find a photographer.

Appearance matters more than ever to this visual generation. Is your paper easy to read and find things in? Good design doesn't have to adopt all of the latest trends. It needs to be clear and consistent. It needs to recognize that even in community journalism, people resent too many jumps, especially jumps to different pages or jumps of 2 or 3 inches.

As a rule, less is more, particularly when covering the routine. Remember your red pen experience.

Try to report what everyone is talking about, especially if it's local, but localize if it's not. The harvest, Halloween, Thanksgiving ...

Don't get hung up on episodes: the first reading, the second reading and the like. Have your reporters explain what is going on and why readers should care.

Remember to include the so-whats paragraph high in each story. If you can't say why this is important, then why have a story?

Four-word heads don't work unless you happen to be a genius. Give headlines the space they need and consider adding a conversa-

tional deck. That's a complete subhead that gives you another chance to sell the story to people who scan your newspaper.

Write for your readers, not your sources. Only God deserves to be quoted. Paraphrase. Synthesize.

Don't let the healthy skepticism that makes a good newspaper degenerate into ingrained cynicism. Such newspapers can become a common scold rather than a welcomed friend.

Go out of your way to provide readers access to you and your newspaper. Respond to the mail. Take phone calls. Hold reader call-ins, which encourage people to call from 7 to 9 on a given night. Conduct listening-post meetings in the community.

Welcome the opportunity to give a speech. Solicit feedback from the audience.

Take a different route to work. Eat at different restaurants. Get a feel for what people are talking about. Don't isolate yourself. Recognize experience other than your own.

Read your own newspaper, including the advertising, especially the classifieds.

Make sure that your staff knows that you value their abilities and their work. Encourage them to improve and help them find ways to do so.

*(Tom Eblen is with the William Allen White School of Journalism and Mass Communications at the University of Kansas. The article is reprinted from Kansas Press This Week, published by the Kansas Press Association.)*

## Nominees sought for WKU annual journalism awards

Western Kentucky University's Department of Journalism is seeking nominees for awards that will recognize four outstanding professionals for achievement in 1996-97. The program is for professionals based in Kentucky or a state that touches Kentucky: Illinois, Indiana, Missouri, Ohio, Tennessee, Virginia and West Virginia.

Honorees will be individuals who made notable advancements in their fields in the 12-month period that ended June 30, 1997, and who serve as role models for young people entering the professional fields from the department's four degree areas: Advertising, Photojournalism, Print Journalism and Public Relations.

Nominees are sought for the following awards: WKU Advertising Practitioner of the Year, Journalist of the Year, Photojournalist of the Year, and Public Relations Practitioner of the Year.

Deadline for nominations is Aug. 15. All nominations should be sent to: Western Journalism Awards, Dept. of Journalism, Western Kentucky University, One Big Red Way, Bowling Green, KY 42101-3576. A nomination should include a letter, resume of nominee and evidence of nominee's work. Letters of support are encouraged

Frankfort, KY. 40601.

All nominees consenting to the nomination and agreeing to serve if elected will be interviewed by the Nominating Committee once it has been determined that the nominee meets by-law requirements.

Following the interview process, the Nominating Committee will recommend a candidate for vice-president to the Kentucky Press Association/Kentucky Press Service Board of Directors. Following action by the board, the individual will be recommended for approval to the full membership of the Kentucky Press Association during the business session of the 1998 Winter Convention.

## Nominations

Continued from page 1


office of Vice-President are those who are currently serving as elected directors; those who have been elected to serve on the new board, provided they have previously served as either an elected or appointed director; or those persons who have served three consecutive years as an appointed director."


Nominations must be sent along with a letter of interest or reasons for suggestion to: David T. Thompson, Kentucky Press Association, 101 Consumer Lane,



# MAC DADDY

BY SEAN GLEESON  
SEANDGLEESON@OKPRESS.COM

 I've noticed that sometimes you refer to Adobe Illustrator and Macromedia Freehand as useful programs to have. But are they, really? I mean, we don't do any illustration here. We always use ready-made clip art on disk.


 Ah, clip art. What would we do without it? I love clip art, I truly do. Well, no, to be more accurate, I only truly love about one percent of clip art. Most of the other 99 percent is, well, like this:



In a word, revolting. That's the most important rule of clip art: *show some taste in your art selection.* Just because somebody put it in a book or on a disk, that doesn't mean you should use it.

*But, gee, I don't see what's wrong with those cute little bunnies.*

That's the next rule: *if you don't have any taste, let someone else select the art.*

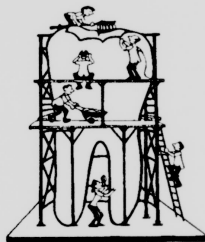
 Okay, okay. Now, what do I do if I can't find exactly the art I need on disk? This morning I was making a simple ad for a hardware store. All I needed was a picture of a guy on a ladder. So I

# CLIP


## "ART"

TIME-SAVING GODSEND OR GODAWFUL EYESORE!

*searched on 13 disks, and the closest I got was a bunch of guys doing something to a really big tooth:*



*See? That guy on the ladder would be perfect for my ad, but I can't...*

 Well of course you can't! That's because you don't have Illustrator or Freehand. These are the two best programs (I prefer Illustrator, but they'll both do the job) that let you edit object-based EPS

files, such as your little dental-erecting example here.

*What do you mean, "object-based EPS file?"*

I mean, if you were to open this piece of art in Illustrator, you would find that each object in the picture can be selected separately. That little feature makes it easy to delete unneeded objects, such as colossal bicuspid, and keep the ones you want.


*But I've heard that Illustrator is really hard to learn! I watched a guy using it once, and I couldn't even tell what he was doing. He was dragging weird little curves around, and applying filters with names like "offset inverted anchor points." I'll never learn all that stuff.*


No, you won't, and you don't have to. It's true that learning to create art in Illustrator requires an investment of time. But to edit art that's already made, all you need to do is click an object with the arrow, and hit the "delete" key. Those are the only skills

necessary to extract a useful element from a useless picture. Here's your guy on a ladder:



That brings us to the third rule of using clip art: *Don't think of it as ready-to-use; think of it as ready-to-edit.*

 Wow, that's easy! Being able to edit clip art is like having twice as much! No, ten times as much! For free! Thanks, MacDaddy!

 Don't thank me; thank the folks who pay me. See you next month. Until then, **keep your Mac on!**

Visit **MacDaddy!**  
on the World Wide Web



[www.okpress.com](http://www.okpress.com)

## Here's this month's MacDaddy Challenge!

**Challenge:** This month, let's let the Web nerds play. The challenge is to create the best **animated GIF** using the words "Read MacDaddy!" To enter, you can e-mail me the GIF file itself, or tell me its URL.

**Example:** I made a nice one. You can see it all its glory on the Oklahoma Press Web site at [www.okpress.com](http://www.okpress.com)

**Prize:** Multimedia skills, national fame, a MacDaddy! sticker, and a handsome certificate.

Send entries by August 30, 1997, to MacDaddy! at OPA, 3601 N. Lincoln Blvd. Oklahoma City, OK 73105 or e-mail to: [seanGleeson@okpress.com](mailto:seanGleeson@okpress.com)

And there's still time to enter the May 1997 Challenge, which readers will remember was to create a 3-D rendering of the words "Mac Daddy!" Get those in by July 30. I'll publish the lucky winner next month.

**The winner** of the May 1997 MacDaddy Challenge, designing an ad for "Clumpuvmuck," a useless blob of paste, is Kerry Hern, of the Cynl (OK) News, for this elegant piece of work:



Congratulations, Kerry. The usual certificate and sticker are on their way.

## Your classified section deserves top priority

Years ago, a client publisher boasted to me that his classified section was second only to the big area mall in the number of customers per month. Here was a publisher who valued this section, because he knew it was helping to pull his paper through a protracted regional recession.

Most publishers will tell you that retail newspaper advertising is important but classifieds are the bread and butter of our income — that most newspapers are doomed to struggle for survival without a strong classified advertising section.

Your classified header is the entrance to that section. Do it right and you welcome customers. Do it wrong and you risk losing potential sales.

Here are some tips:

• The single most important element in your classified header? The phone number. Seems obvious, doesn't it? Yet in many newspapers readers have to scan through the header to find the phone number. That number should

be right out front, bold and large and easy to find. Creating a class header without a phone number that's easy to find is like starting up a walk-in business with no door.

• Give your customers alternatives: an 800 number, a fax number, an internet address. Make it easy for them to get to you. And, near those numbers, let them know the hours they can call.

• Tell readers what charge cards you accept. Use the icons for these cards in a prominent position.

• Consider offering readers a mail-in box, in which they can write down the wording of their ad and send it to you with a check, money order or charge card number. Some busy readers — especially those who can't find the time to call when your office is open — welcome this service. Design this box so it's large enough for the reader to use comfortably.

• A general design approach that works well is to set up three boxes over nine classified columns. The first box is your index, and its

### Design is Everything

By Edward Henninger



depth usually determines the depth of the other two boxes on the page.

The second box contains information on deadlines, rates and policies. And the third box is the mail-in box. If you decide against using a mail-in box, the third section can consist of general information, such as office hours, phone numbers (again!), address, and some general policies. Or, it could contain information about a special rate for the week, along with an illustration. (Some newspapers still use eight columns in classified, some 10 — and some run classifieds at six columns, the same width as

See CLASSIFIED, page 19

## NAA continues fight against FCC's cross-ownership ban

The Newspaper Association of America (NAA) applauded Congress for passage of the budget reconciliation package.

One component of the legislation is a provision which offers limited relief for newspapers from the Federal Communications Commission's (FCC) outdated prohibition against newspaper/broadcast cross-ownership in the same market.

This provision mandates that to the extent the FCC allocates the reclaimed analog spectrum for digital television broadcast service, it will not be allowed to enforce its newspaper/broadcast cross-ownership restriction in those markets with populations of 400,000 or more.

Enactment of this provision is a positive first step on the road to repealing the FCC's newspaper-

broadcast cross-ownership restriction," said John Sturm, NAA's president and CEO. "And while we are pleased with the passage of this modest but momentum building provision, full repeal of the FCC's discriminatory and unjustifiable newspaper/broadcast cross-ownership rule continues to be NAA's ultimate goal."

Under the bill, the FCC will reclaim the spectrum that broadcasters presently use for broadcast television by no later than December 31, 2006.

Once reclaimed, this spectrum will be auctioned by the FCC.

Under the provisions passed by Congress local newspapers will be allowed to bid on spectrum in their local communities as long as the community has a population of over 400,000.

## Picture

Continued from page 8

the client's file.

That old picture sparked an idea — one which reinforced the company's 65-year commitment to customer service. As I put the ad together, I couldn't help but wonder about missed opportunities. How many ideas have never been found, because I (and maybe you, too) have been looking in the wrong places?

Leonardo Da Vinci described what he called the three classes of people as, "Those who see. Those who see when they are shown.

Those who do not see."

Sometimes advertising wizardry is simply a matter of vision. It's a fact that creative people see possibilities where others don't. Old photographs represent just one kind of treasure which might be hidden in your advertisers' back yards. Who knows what else you might find?

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

### Classified

34-year-old Circulation Director with over 14 years experience in all areas of circulation, seeks a career path change. Currently employed in Ohio and looking for an opportunity in your ADVERTISING department. Solid understanding of the newspaper business and wanting to gain day to day advertising experience. Would consider some circulation responsibilities. Please reply to Department A, 101 Consumer Lane, Frankfort, KY, 40601.

# The KPA News Bureau is here for you. Take advantage of having a reporter for assignments in the Capital city.

Call News Bureau Director Lisa Carnahan  
1-800-264-5721



## Illinois papers put to the test



About 25 Kentucky newspaper professionals recently judged the Illinois Press Association's Better Newspaper Contest. The judging took place at the Marriott in Louisville. Above, David Hayes and Jennifer Seiger of the Breckinridge County Herald-News reviewed entries in the categories they were judging.

## Press associations challenge restriction of accident reports

LUBBOCK, Texas (AP) — Two state press associations have hired a law firm to challenge a new law that will restrict access to traffic accident reports, the president of the Texas Press Association said Aug. 2.

Rollie Hyde, who also is publisher of the Plainview Daily Herald, said TPA and the Texas Daily Newspaper Association have hired George Donaldson and Ford to represent the state's newspapers. The Austin law firm specializes in First Amendment issues.

"This bill blocks the public's right to know," Hyde said at the West Texas Press Association's annual meeting. "If readers are aware of a

wreck and don't see it in the paper, they think we're not doing our job. They want to know."

The associations will file a class-action lawsuit within two weeks, he said.

Gov. George W. Bush vetoed House Bill 399, which contained similar language, but signed Senate Bill 1069, to which similar provisions had been added. Bush said he would have vetoed the legislation had he known the language had been added to the bill.

Hyde said the law, although intended to stop "ambulance-chasers" among lawyers and chiropractors, also will hinder media access to accident reports.

## Opinions

### Continued from page 7

Bensenhaver wrote, "We do not attach great weight to the privacy interests of the public employees and officials identified in Ms. Hayse's resignation letter.

"Employee misconduct, confirmed by subsequent disciplinary action, and official reaction thereto are not accepted by society as details in which an individual has a reasonable expectation of privacy. Such matters are clearly related to public business, and thus cannot be cloaked in secrecy, though disclosure 'may cause inconvenience or embarrassment to public officials or others.'" (KRS 61.871.)

Bensenhaver also came to the same conclusion concerning Hayse's written complaint to the mayor, which was withheld in its entirety.

"... we reject the City of Pioneer

Village's reliance on KRS 61.878(1)(a). As noted, we attach little weight to the privacy interests of the employee whose misconduct resulted in disciplinary action, or the officials who responded thereto ... Conversely, we attach great weight to the public's right to know that the city is 'promptly, responsibly, and thoroughly investigating and acting upon allegations of employee misconduct.'

Bensenhaver said the city failed to show release of the information would jeopardize ongoing internal or AG investigations.

She said the city's proposal that Hayse provide Hebert with a copy her letter and complaint "miss the mark."

"An individual who is impelled to file a complaint against a public agency employee is more likely to act responsibly, and the public employer more likely to act promptly, responsibly and thoroughly respond if the entire process is exposed to the light of public scrutiny."

## TPA offering fall training for newspaper professionals

Tennessee Press Association, in conjunction with the University of Tennessee School of Journalism, is hosting its inaugural session of the UT/TPA Institute of Newspaper Technology August 13-16, 1997.

This program provides training to newspaper professionals in the areas of layout and pagination. The Summer Session (August) includes attendees from throughout the U.S. and Canada. Faculty for the Institute include: Kevin Slimp, owner of AdTech Newspaper Consulting in Knoxville, TN (speaker at over 30 newspaper and press association conferences over the past year); Pat Huber, national training director for Multi-Ad Services of Peoria, IL; Rob Heller, assistant professor of journalism at the University of Tennessee; Lisa Griffin, newspaper consultant with Ray Davis Company of Montgomery, AL; and Dr. James Crook, Chairman of the UT School of Journalism.

Institute classes include: Pagination Using PageMaker, Pagination Using QuarkXPress, Scanning and Editing Photos in

Photoshop, Newspaper Design Theory, Macintosh Troubleshooting, Extensions Management, Ad Layout in Multi-ad Creator and several "technology update" sessions. Students attend class and lab sessions from 9 a.m. till 9 p.m. each day during the Institute.

Over \$150,000 worth of software has been donated by major graphic design software companies to the University of Tennessee School of Journalism for use during Institute sessions.

Tennessee Press Association Foundation donated much of the computer hardware used during the sessions, including PowerMac 7200 computers which are used during labs and classes.

The Fall Session of the UT/TPA Institute of Newspaper Technology has been scheduled for October 23-26, 1997.

The cost, including all classes and materials, is \$595. Persons interested in receiving more information or registering for the Institute may call Greg Sherrill, registrar, at (423) 584-5761.

## Classified

### Continued from page 18

editorial matter, so you may have to customize this approach to your section.)

- Keep typography simple and clean. A good sans serif typeface like Helvetica or Franklin Gothic works well here.

- Use the type large enough—nothing is more frustrating to a prospective customer than not being able to read your rates and policies.

- The index should be cast with names of classifications first—readers don't have the time or the inclination to try to figure out your numbering system.

But give them the numbers first in the actual classifications within the section. Once they've been to the index, readers will look for the numbers.

- Don't overdo rules, borders and boxes — especially if you run a rate table. Simplify for easier readability.

- Don't be afraid to use some space to help make the classified header easier to wade through. Cramming type makes it just all the more difficult for your prospective buyers to reach you — like a grocery store with aisles that are too narrow and cluttered with boxes.

- Finally, avoid the temptation to sell too hard. Keep in mind that most of the readers who look for your classified header have already made up their minds to buy. They're either searching for the

goods or services you advertise or their ready to buy an ad from you.

Cluttering your header with too many "specials" or too many colors can cheapen your look and turn buyers off.

Remember one of your own better shopping experiences:

Was the store quiet?  
Was the store comfortable?  
Was the store clean and uncluttered?

Could you get the answers to your questions?

Could you shop without being pressured to buy?

In your shop — especially in your classified header — you want your customers to feel the same.

(Edward F. Henninger is an independent newspaper consultant and the director of OMNIA Consulting in Rock Hill, S.C. You can reach him at 803-327-3322, fax: 803-327-3323, e-mail: omnia@charlotte.ifi.net)

Introducing...



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Call 1-800-223-1600  
for a FREE Demo Disk.




Metro Creative Group, Inc. 11 West 23rd Street, New York, NY 10011

# KHSJA

Continued from page 1

(a 20+-year veteran of high school journalism education), began her first session she asked how many in the room had a journalism degree. One woman raised her hand and Umfress later learned she had minored in journalism in college.

"This epitomizes the problem," said Umfress. "Teachers are thrust into these positions with absolutely no teaching background in the subject."

The workshop was KHSJA's first attempt to start bridging that gap by providing training, support and resources for the state's journalism teachers. The workshop was dubbed "A Basic Survival Course for Journalism Teachers and Advisers," and was held at the University of Kentucky.

Workshop participants seemed pleased with the training. The majority of the sessions received the highest rating on evaluations filled out at the conclusion of the workshop.

"This was the best workshop I've ever attended," said Sharon Collard, a teacher from Pleasure Ridge Park High in Louisville. "Everything was so well prepared ... and the instructors were just great."

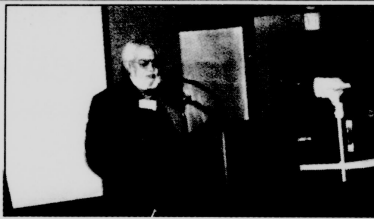
"I knew we were headed for success when one of the high school teachers said after only three hours into the workshop that it was already worth the trip and the conference fee," said Buck Ryan, director of UK's School of Journalism and Telecommunications.

Ryan served as the facilitator for the workshop and also taught a session on basic layout and design.

"The clearest indicator of how important and how needed this workshop was for high school teachers was the remarkable turnout we had in July for something that we didn't start planning until May," said Ryan.

Ryan noted UK and KHSJA representatives had already started planning next year's workshop.

"We hope to expand the benefits to senior media advisers as well as middle school teachers," he said.



The Courier-Journal's Merv Aubespin gave an impassioned speech during the workshop, telling the teachers they had the potential to make a profound impact on their students and their dreams. Aubespin is one of state's leading supporters of high school journalism education.

"This has all been really helpful to me," said Peggy Hinson, journalism teacher at Louisville Male High School. "We are one person in a building ... with no one else to share ideas with. This has been great. The instructors have talked about the very problems we're having."

Judy Long from the Red Bird Mission School also found the workshop helpful.

"I'm just so glad I came ... I almost didn't it was so close to the start of school for us," she said. "We're a small school and I found this information very useful for us."

In addition to the five experienced high school teachers, UK journalism faculty and professional journalists served as instructors for the courses that ranged from Basic Photography to Tips on Working With Your Administration.

Umfress told the teachers that they needed to try and attract the school's best writers.

"You all are the Varsity Writing Coaches" at your school and just like the ball teams ... you don't stay on the team with a "C," she said.

The workshop was expanded to include training for broadcast journalism teachers after the Kentucky Broadcasters Association voted to join KPA as a partner in the new organization.

Just like our newsrooms across the state, large and small, both print and broadcast instructors emphasized the importance of meeting deadlines.

"It's more important than doing it perfect..."



Nancy Mullins, Rockcastle County High, and Beth Stottman, Eastern High School, reviewed high school newspapers critiqued during the workshop.

doing it on time," said Jane Martin, broadcast journalism teacher at Shelby County High School. "This is where broadcast is different than print, you can't take a bushel basket of tapes home to grade every night, so they've got to learn it in the classroom."

KHSJA is a project that KPA's Board of Directors has embraced and the membership has enthusiastically supported.

KPA President Gene Clabes, publisher of Recorder Newspapers, attended a part of the workshop's first-day activities.

"I was particularly gratified with the reception those of us from the board received and the acceptance from the teachers," said Clabes. "I think most of us knew there was a void out there but we didn't realize how much of a void."

"I don't think any of us were prepared for the way the teachers accepted the workshop, they were so enthusiastic about the entire program the Kentucky High School Journalism Association is offering."

Clabes predicts the new association will grow.

"I think what we did at the workshop was recruit 40 disciples," he said.

## Interns

Continued from page 5

story and laying it out. They have been most gracious in allowing me to develop my own story ideas and seeing them come to fruition, and that has been the most exciting of all. I have concentrated mostly on feature stories, but have also been covering the courthouse beat as well, taking pictures all the way.

Seven judges and attorneys from Brazil and the Ukraine visited Jamestown for a cocaine trial in June. They were part of an international master's program at Samford University in Birmingham, and their visit was the highlight of my internship. They were fascinating to talk to about the different legal systems in their countries, and were impressed enough with their whirlwind experience in Kentucky to try it again next summer. I look forward to visiting with them again.

As I write this, the biggest county fair in the state has begun here, and I will be spending quite a bit of time covering it. Last night, my son and I went to the mud races and remained

unsullied by any clods, which we were proud of.

My experience as an intern has honed by ability to interview people with whom I have had no connection before, always a plus in any county, but especially in Russell, where a home connection means so much. I have enjoyed meeting everyone, and living so close to Lake Cumberland has also had its advantages.

Thanks very much to the KPA and The Times-Journal for this rewarding experience.

**Melissa Cornett**  
Morehead graduate  
Ashland Daily  
Independent



My time spent at The Daily Independent was definitely a valuable learning experience.

I have been given the opportunity to cover everything from city government meetings to Memorial Day parades and everything in between.

Some of which I have liked better than others, but I can honestly say I have learned something from every story I have written. Whether it was

why a certain city had no money in its budget at the end of the year or why you can't ride a bicycle up three steps but down 20, I made it a point to learn from it.

By far my favorite story however, would have to be the one I did during the paper's coverage of the Jimmy Carter Hampering in the Hills week in Morehead.

I covered several aspects of the project but the best thing I think I wrote this summer involved an interview I went into with complete dread. It was a story I did on one of the recipients of the Habitat for Humanity homes, Martha Dunaway.

During the interview, Martha and I talked about her new home and all the decorating plans she had made.

There would be black cherry carpet, cherry stained woodwork, and rose petal blinds. She gave me tips on when it was the best time of the year to plant shrubs and we spoke about all the different varieties of colorful flowers she would plant around her new home.

I sat with Martha, who just happens to be legally blind, for over two hours as we chatted like old friends

about her past abuse and her desire to make a better life for herself and her children.

And when I left her run-down apartment with an invitation to come and see her new home and that black cherry carpet — I felt as if I had made a friend that day in Martha Dunaway.

Before starting the internship, I spent three years on the staff of MSU's campus newspaper, The Trail Blazer, and spent my last semester as editor.

Being a weary Trail Blazer veteran, I left school in May with the belief that I could handle anything the real world had to offer, I hope.

After my experiences with The Daily Independent, I know that I can indeed handle the real world, just as long as I remember where I parked my car and I as long as I keep believing in my abilities as a journalist.

I plan to make a total shift from The Daily Independent and go toward my true journalistic calling, community news. I will start my job as a reporter for The Bath County News-Outlook in mid August — I can't wait.