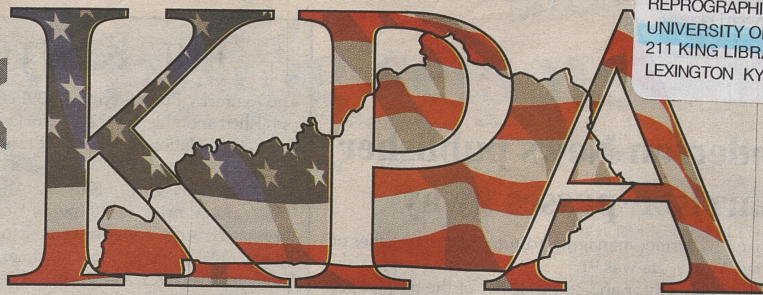


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September, 2006 - Published by Kentucky Press Association/Kentucky Press Service

# PEOPLE AND PAPERS Rockin' with NAM

## Paper stops publishing DUI mugshots

The Anderson News will no longer publish photos of people convicted of drunken driving for the purpose of deterring crime.

The former publisher of the Anderson News, Don White, said in 1998 he received calls from people who wanted to keep their names off the court records page in the newspaper which has a circulation of about 5,700.

"I thought, doggone it, if it's such a deterrent to these folks to have their name in the paper ... then how would they feel if they knew their picture was also going to be in there with their name?" he said at the time.

But general manager Ben Carlson said it is not the newspaper's role to punish or embarrass people.

He wrote a column in a recent edition explaining the decision. Carlson said he could find no evidence that publishing the photos served as a deterrent.



The Newspaper Association Managers held its annual meeting in Louisville this year. One of the highlights of the convention was a tour and dinner at the Brown-Foreman Distillery outside of Frankfort where several brands of whiskey and bourbons are made. Above: NAM visitors pose for a photograph outside the distillery's convention center. Left: After dinner, NAM visitors enjoy the Kentucky evening sitting out on the front porch of the convention center.

PHOTO BY JOHN WHITLOCK/KPA

See People on Page 8

## PASSINGS

### Former Anderson News publisher Rumsey Garrison passes away

Rumsey Elliott Garrison Jr., former managing editor and co-publisher of the Anderson News, died Aug. 9. He was 91.

Garrison, who was managing editor and co-publisher of the newspaper from 1945 until 1978, was born in Lexington, received a degree in journalism from the University of Kentucky and was a captain in the Army Corps of Engineers during World War II.

He was a former trustee at Lawrenceburg First Baptist Church and a past president, secretary and bulletin editor of the Lawrenceburg Rotary Club. Survivors include a son, Elliott Wesley Bud Garrison of Lawrenceburg; a granddaughter, Jamie Lynn Garrison of Charlotte, N.C., and several cousins. A memorial service was held at Ritchie & Peach Funeral Home in Lawrenceburg.

Memorial gifts can be made to the American Cancer Society.

### Eagle correspondent Fields dies

Longtime Mountain Eagle correspondent Vendetta M. Fields of Sergent, died Aug. at Whitesburg Appalachian Regional Hospital. She was 80 years old.

Fields wrote the Sergent community news for The Mountain Eagle for many years. She had worked at the Letcher County Health Department.

Funeral services were held August 7 at the Sergent Methodist Church. Burial was in the Thornton Cemetery. Letcher Funeral Home had charge of arrangements.

## Survey finds low starting pay, small raises for journalists

On average, cub reporters at daily newspapers make less than \$30,000 their first year, according to the most comprehensive industry report on salaries and compensation.

The 2006 Newspaper Industry Compensation Survey found that the average entry-level salary last year for the 521 dailies participating in the study is up 17.3 percent from 2001, but is still a humble \$29,048, or \$558.62 a week.

They'd be better off moving to the classified department, where the average salary for an inside sales rep last year was \$36,077.

Sports editors were paid an average salary of \$52,632 last year, up about 15.5 percent from five years ago.

Newsroom raises are slowing down, the report suggests. While the base pay of beginning reporters increased by double digits since 2001, the raise between 2004 and 2005 was just 2.1 percent, well under the inflation rate of

See SURVEY on Page 4

## THE KENTUCKY PRESS

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*Staff members, officers and directors may be reached by e-mail using the individual's first initial, full last name@kypress.com.*

# KPA advertising sets new record

## Organization makes monthly mark in more ways than one

August typically isn't that large of an advertising month. Going back over the last 23 years, only August of 2002 was above \$400,000 in placement. In fact, August ranked only above January in total number of times we'd hit \$400,000. Then there were Mays and Octobers when \$400,000 was rather easy.

But August, 2006, now ranks as the highest advertising month in KPS history. The staff sold more than \$910,000 (and if all the newspapers ran all the ads, we'll finish the month with that amount).

The \$910,000 broke last year's October mark of \$868,000 (record number one). And the \$627,000 placed just in Kentucky newspapers was \$80,000 above the previous high for placements in Kentucky newspapers (record number two).

Add to that our ARK 2x2 network with \$30,350 and you have yet a third record.

Now consider that in all of 1983, KPS placed a total of \$983,000 and you see how far the ad service has come.

The ad staff got tired of hearing me say, "Are we there yet, are we there yet?" and they were somewhat relieved when we finally reached it, with a few days remaining in the month.

Of course, hitting \$900,000 gave me an opening to say, "Let's do a million this month!" Just gotta keep them on their toes.

So to Teresa and Rachel and Holly and Stephanie and Ashlee and Bonnie and Buffy and Sue and David Spencer. Well, I have to include David Greer and John Whitlock because they had to put up with my banter back and forth with the ad staff. So to the whole staff, "Thanks!" It was a great birthday present and a great way to celebrate the 23rd anniversary with KPS.

And I'm certain all of our Kentucky Press Association newspapers join me in congratulating you and thanking you.

(P.S. to the ad staff -- So now let's shoot for that first million dollar month!)

.....

### On Second Thought

By David T. Thompson  
KPA Executive Director



## Two Kentucky papers are exceptions to rule

A quick check around the country seems to verify that two Kentucky newspapers are the exceptions rather than the rule. At a time when there might be more dailies switching to weekly publication, the Appalachian News Express in Pikeville and the Georgetown News-Graphic have done just the opposite.

Instead of publishing three times per week, as both had for several years, the two Lancaster Newspapers publications have gone daily. That's unheard of these days.

When the news came about Georgetown's move to daily I did a quick check of my colleagues around the country and found only one other newspaper going from weekly to daily. And that won't happen until later this month.

Most of the press associations reported just the opposite. Dailies have become weeklies or are considering such a change in publication frequency. For definition purposes, most of us define a weekly as being published up to three times per week, a daily as being published four or more times.

The move by the Appalachian News Express isn't a recent idea. For my 23 years here, that's been mentioned more than once a year. LaJuene Waggoner and Barbara Justice often talked about it at Kentucky Weekly Newspaper Association conferences. And both thought it would be "later this year" that the ANY went daily. Didn't happen.

Georgetown's switch might be a little more surprising although the market in and around Scott County has certainly changed. No more is Scott County the sleepy little community where farmers gather downtown on Saturdays or every person you see on the street you can call them by their first name. I know first-hand how the

Georgetown area has grown.

I guess for the past 20 years at least, we've always said, "Twenty-four," when asked how many dailies there are in Kentucky. Not since the Paris Daily Enterprise went from daily to weekly to defunct, or the Columbia Statesman stopped daily publication has the number of daily newspapers changed in the Bluegrass. It seems to have always been 24.

I've told you before, I'll tell you many times in the future, I've always been proud of our Kentucky newspapers. And this is just another reason. Congrats, Marty and Mike and staffs.

.....

## Web site category added to annual contest

Not a lot of changes in the Excellence in Kentucky Newspapers - 2006 competition, save for the addition of one new category -- Best Newspaper Web Site.

Editors should have received the mailed packet of information on the contest. And it's also available on the web -- [www.kypress.com/excellence2006](http://www.kypress.com/excellence2006).

The contest period is for all issues published between Oct. 1, 2005, and Sept. 30, 2006. But it takes a while to gather all the issues and all the potential entries so don't wait until after Sept. 30 to start that sorting. Go through past issues now and pull the things you want to enter.

For the web site category, you'll only have to submit your URL (web site address) and we'll pass that along to the judges who will review all the web sites entered, a minimum of three times. Content, ease of navigation, design/visual, timeliness and news links will be the criteria for the judging.

This being the first time we've offered this category, there could be room for improvement on the judging criteria or there could be room for more categories in the future. But we wanted to get something included this year and keeping it simple was the best way to go for now.

The entry deadline is Oct 16. We usually make it a Friday but that would have been Friday, the 13th. I'm a little superstitious so extending the deadline was obvious.

David Thompson is the executive director of the Kentucky Press Association.

# SHARPENING SKILLS

## KPA editorial workshops cover disaster reporting, editing and writing techniques

Earthquake, tornado, flood, forest fire, blizzard, ice storm, chemical spill and avian flu. Aside from sounding like a list of made-for-TV movie topics, all of these are natural or man-made disasters that could strike Kentucky. Some already have.

These scenarios and more were discussed during the disaster-reporting segment of KPA's recent one-day journalism boot camps held in Lexington and Madisonville. More than two-dozen Kentucky journalists participated.

While you and your newspaper can't plan on when such calamities might strike your community, you can prepare for them, the speakers said.

Kentucky Division of Emergency Management representatives Buddy Foster and Dan Hayden, along with Cabinet for Health and Family Services public information officer Barbara Fox and Lexington Herald-Leader managing editor Tom Eblen attended the July 20 Lexington boot camp. The agency representatives spent the morning discussing their organizations' roles in disaster planning and how they interact with the news media during times of disaster.

Eblen, a former Associated Press and Atlanta Journal-Constitution reporter, covered several natural and man-made disasters during his career. He talked about the Herald-Leader's disaster plan.

Fox discussed the avian flu in detail and how it might affect communities and newspapers' abilities to cover the news. Until avian flu is easily transmitted from person to person, she said, it would remain only a moderate concern. So far, the virus has not gained that ability, Fox said, but

*Oh, by the way ...*

By David Greer  
KPA Member Services  
Director



### DISASTER RESPONSE

Some useful URLs include:

[www.homelandsecurity.ky.gov](http://www.homelandsecurity.ky.gov)

<http://kyem.dma.ky.gov>

<http://chfs.ky.gov/dph/epi/preparedness>

it still could mutate. But whether it's avian flu or something else, history dictates that some sort of pandemic - an epidemic of worldwide proportion - will strike the United States again within the next few years.

Emergency management representatives Rick Cox and Lori King, along with Department of Public Health Commissioner Dr. William Hacker attended the July 27 Madisonville workshop. The Courier-Journal's Kim Kolarik also attended. The veteran Courier-Journal staffer has the responsibility of drawing up the news department's emergency preparedness plan - a plan Kolarik described as a work in progress.

For example, the newsroom must design a system, he said, where most news staffers could

work from home, if needed. And there's also the need to devise a communication system using two-way radios if power fails and cell phones don't work, Kolarik said.

Those attending learned that state agencies, such as the Division of Emergency Management and the Department of Public Health, have substantial amounts of disaster preparedness information for the public and journalists on their web sites.

Some useful URLs include:

[www.homelandsecurity.ky.gov](http://www.homelandsecurity.ky.gov)

<http://kyem.dma.ky.gov>

<http://chfs.ky.gov/dph/epi/preparedness>

Both one-day boot camps focused during afternoon sessions on editing techniques for reporters and the secrets of narrative writing. AP Nashville Bureau news editor Chad Roedemeier presented the Lexington editing workshop while the Herald-Leader's Mary Meehan presented narrative writing tips.

In Madisonville, the Kentucky New Era's Jennifer Brown presented tips on award-winning narrative writing while the Paducah Sun's C.D. Bradley presented the editing workshop.

My thanks and gratitude goes to all the presenters. They did a masterful job of covering large amounts of material and often-complex subject matter in concise, easy-to-digest nuggets. Well done.

♦♦♦♦

David Greer is the director of member services for the Kentucky Press Association.

## SURVEY

Continued from page 2

3.4 percent last year.

But that was on the higher end of newsroom raises, according to the survey, which is produced each year by the Inland Press Association.

Beginning copy editors, for instance, saw their pay increase just 1.5 percent on average last year. Experienced copy editors received an average increase of even less, 1.4 percent. Experienced reporters received an average 2.6 percent increase, while photo directors were up 2.5 percent.

Specific findings of the survey, in which papers are identified only by circulation range, are confidential and provided only to participating newspapers.

The industry averages of a few representative

newsroom and sales salaries were provided to E&P by Inland.

Information on salary increases, which compare the same papers in the 2004 and 2005 surveys, appeared in the Inland's publication The Inlander.

In general, the survey found its better to be a manager when raises are being doled out.

Top circulation managers, for instance, received an average 4 percent raise last year, and human relations department heads had no reason to squawk to HR: their base pay was up 4.5 percent.

The average daily newspaper publisher received a below-inflation raise in base pay of 3.1 percent, but total direct compensation, including

incentives, actually declined on average by 0.3 percent.

If there was a pay winner on the paper, it's that guy who runs the Web site.

The Inland survey found that the average base pay for an online editor jumped 8.1 percent, and increased 8.8 percent in total direct compensation.

Inland has been running the compensation survey for 75 years.

The industry-standard survey is co-sponsored along with Inland by Newspaper Association of America, International Newspaper Financial Executives, and the New England Newspaper Association.

# Good communication is key to success

Insertion orders from the advertising department come to your newspaper from two different entities. Although the insertion orders come from the same office, from the same floor of the building and from the same fax machine each insertion order is very different.

One program that we sell is for the ARK network. That is the network of 19 daily and 78 weekly newspapers that make up Ads Reaching Kentucky. Those ads are sold on a date that is the "week of" as a run date. That means that your newspaper can run the ad anytime within that one week time frame.

If an ARK ad is missed, then we can call the client to see if the ad material was timely or if it can be re-scheduled. Most of the time the ad can be re-scheduled for another date if the ad was left out of the paper in error. Remember, though, these insertion orders have ARK in the left corner. Stephanie Conrad handles the ARK placements here.

## Advertising Plus

By Teresa Revlett  
KPS Director of Sales



The other method of sales is for display, classified, insert and Internet sales. Those insertion orders come with the letters KPS in the left corner.

Most of the time these ads or inserts are date sensitive. If a client chooses to have the ad run on a Wednesday, then the content of the ad may be referring to something happening that weekend. Therefore, you cannot run the ad on another day.

Anytime there is an issue with the ad running, it is always best to call the KPS office immediately and let us know of the problem. If you

can get in touch with us on the same day that there is an error, we can call the client or the agency immediately to see about getting the ad re-scheduled.

The only way that an ad can be re-scheduled is with the client's permission. Never assume that because the ad did not run on Tuesday, that Wednesday is OK. If the KPS ad does not run as scheduled, then the client is under no obligation to pay for the ad. These ads come from Rachel McCarty and me.

One other thing to consider is the way that you receive your insertion orders. We have asked for email addresses because that is the fastest way to transmit the insertion orders. If you do not have someone covering your desk during vacations or time away from your desk, please let us know. If you can give us an alternate email address then we can change the name temporarily on your newspaper. We cannot, however, choose two people or carbon

copy someone else on the email. Our computer system that houses the ad placement software is not set up for multiple choices on ad representative. When you return from vacation or want us to change the email address back, just let us know and we can take care of that.

Always remember, when a new employee starts that we will need that email address as well. It is not enough to just say "John started working here today and he is going to handle your account." How does John like to receive insertion orders? Fax or email? Please answer "email."

Anytime there is a question about an insertion order, don't hesitate to call or email. We'd rather have too many questions than ads not running on the correct date. Plus we love to talk to you all!

♦♦♦♦

Teresa Revlett is the director of sales for the Kentucky Press Association.

## Plans moving along for next year's Sunshine Week

Six leading journalists have signed on to lead the efforts in their areas of the country for Sunshine Week 2007, March 11-17.

The regional coordinators for the third national Sunshine Week will contact print and broadcast media, educators, civic groups and others in their areas to build a network of participants.

During Sunshine Week—which is led by the American Society of Newspaper Editors and supported by a grant from the John S. and James L. Knight Foundation—media organizations, civic groups, libraries, schools, non-profit organizations and others nationwide participate in coverage of and discussions about the importance of protecting public access to government.

As plans for 2007 are developed, the Sunshine Week Web site will continue to host examples from March 2006 in the frequently updated "Shining Examples" gallery.

The Web site also is showcasing success stories from participants about how their Sunshine Week efforts are making a difference in their communities, their legislatures and elsewhere.

For the first time, Sunshine Week logo merchandise is available for purchase online. Shirts for adults and children, caps, mugs, bags, and more can be found at [www.cafepress.com/sunshineweek](http://www.cafepress.com/sunshineweek). All proceeds go directly to Sunshine Week programs.

"We're going into our third year of Sunshine

Individuals, civic groups, libraries, news media and anyone else who wants to help coordinate Sunshine Week efforts in their state or community should get in touch with their regional coordinator, listed below. Contact information is online.

### The Sunshine Week 2007 Regional Coordinators are:

**New England (CT, ME, MA, NH, RI, VT):**  
Thomas E. Heslin, managing editor for new media, The Providence (RI) Journal

**Mid-Atlantic (DE, MD, DC, NJ, NY, PA):**  
Tim Franklin, editor and senior vice president, The Baltimore (MD) Sun

**South (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV):**  
Mark Tomasik, editor, Scripps Treasure Coast Newspapers, Stuart, FL

**Midwest (IL, IN, IA, KS, MI, MN, MO, NE, OH, WS):**  
Tom O'Hara, managing editor, Cleveland Plain Dealer

**West (CO, ID, MT, NM, ND, OK, SD, TX, UT, WY):**  
Fred Zipp, managing editor, Austin (TX) American-Statesman

**Far West (AK, AZ, CA, HI, NV, OR, WA):**  
Maureen West, senior editor, Arizona Republic, Phoenix.

Week, and the concept just continues to build momentum," noted American Society of Newspaper Editors President David A. Zeeck, executive editor of The News Tribune in Tacoma, Wash. "We've built even stronger relationships with our existing partners, and we're continually finding new groups and individuals who want to join the fight against unwarranted government secrecy at all levels."

The U.S. Patent and Trademark Office recent-

ly granted a registered trademark to ASNE for the Sunshine Week logo. Participants are welcome to use new images, which incorporate the trademark symbol. The new logos are online at [www.sunshineweek.org/sunshineweek/logos07](http://www.sunshineweek.org/sunshineweek/logos07).

Sunshine Week is an initiative to open a dialogue about the importance of open government and freedom of information. Participants include print, broadcast and online media, civic groups, libraries, non-profits, schools and others.



## PEOPLE

Continued from page 1

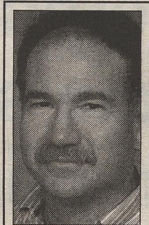
### Reichert named editor of The Sentinel-News

Walt Reichert has been named editor of The Sentinel-News of Shelbyville.

Reichert was most recently the associate editor of the Sentinel News after serving as a staff writer.

He began with the paper as a general assignment reporter in March 2000. He taught high-school journalism in Louisville for three years in addition to teaching English classes at Wright State University and the University of Louisville for a cumulative of 20 years.

Reichert has a master's degree in journalism from Indiana University.



WALT REICHERT

### Erica Slone joins Hazard Herald staff

The Hazard Herald is proud to welcome to its staff Erica Slone, a 2001 graduate of Morehead State University. Originally from Wheelwright, Stone attended grade school at June Buchanan and graduated from South Floyd High School. She received a B.A. in education with a minor in history from Morehead but says she found that she was not suited for the teaching profession, prompting her to pursue a career in sales.

Stone's previous experience includes sales and marketing with the Floyd County Times and the Pikeville Medical Leader.

As marketing director, Slone said she is ready to make an impact on the Hazard Herald through her job and in the community.



ERICA SLONE

with the abolishment of the managing editor position. Instead, those responsibilities are divided into two positions - news editor and associate editor.

"The newspaper is following a different path with a tighter focus on news coverage and a cleaner design. From this, our readers can expect a fresh product that adheres to The Sentinel-Echo's demand for excellence and emphasis on community," Altizer said.

Altizer was hired as a staff writer in January. She has lived in Laurel County for over 20 years and holds a journalism degree from Eastern Kentucky University.

Derek Micah Armstrong, a 1997 graduate of Asbury College in Wilmore, is the new associate editor of The Sentinel-Echo.

"Derek has solid newspaper experience and his work at larger, daily newspapers will help us take our news product to a higher level," Sentinel-Echo Publisher Willie Sawyers said. "With Derek, we will be focusing a lot more on the newspaper's design and appearance, which is important to capturing readers who don't have as much time to read newspapers any more."

"Derek has already proven he has a strong work ethic and a great eye for design," Altizer added. "I feel confident his influence in the newsroom will be positive."



DEREK ARMSTRONG

### Tolbert named LCNI human resource director

Cheryl Tolbert has been named human resource director for Landmark Community Newspapers Inc.

Kim Hogan, who was human resources director for six years, will move to her new role as circulation director.

Tolbert was most recently director of media analysis at News Channel 5 in Nashville, Tenn. which is also owned by LCNI's parent company, Landmark Communications, Inc. She has held other positions outside of Landmark, including a job as a reporter for the Boulder Daily Camera in Boulder, Colo. She received an MBA and law degree from the University of Virginia.

### Terri Noles returns to Tribune-Courier staff

Terri Noles has rejoined the Tribune-Courier staff as advertising manager.

Noles previously served on the advertising staff for 19 years before leaving to pursue other interests. She returns after a five-year absence.

"We are delighted that Terri returned to the Tribune," Jim Ward, publisher of the Tribune-Courier, said. "With her years of experience with this newspaper and this market, she will be an asset to the newspaper as well as the advertisers of Marshall County."

Noles and her husband Alan have one daughter Allee and are the owners of Rainbow Seamless Gutters.

### Jack McKay joins LCNI regional sales team

Jack McKay has been hired as the regional auto sales representative for LCNI Regional Sales team based in Shelbyville.

He is a graduate of Sonoma State University where he was manager of the campus radio station and has experience in radio and TV advertising. He had stints at several radio stations, both in advertising and as a disc jockey.

McKay and his wife Lane moved to Louisville earlier this year to return to her roots and be among their sons and daughters and Lane's six brothers and sisters.

### Several changes at Sentinel-Echo newsroom

Allison Altizer took the helm of The Sentinel-Echo editorial department in July as news editor.

Altizer follows former managing editor Angie Brockman, who moved to northern Kentucky.

The Sentinel-Echo's newsroom has been restructured



ALLISON ALTIZER

### Tracy Gillium joins Jackson Times staff

Tracy Gillium is the new advertising manager for The Jackson Times.

She is married to Josh Gillium and, along with their 3-month old Landon, live in Vanleve.

She is the daughter of Jerry and Dora King of Vanleve.

Tracy Gillium is a 2001 graduate of Breathitt County High School and a 2006 graduate of Morehead State University.

Long-time advertising manager Jeannie Dzierzek continues to work in advertising as she takes over duties as office manager.

### Angela Stepp joins CV&T newsroom staff

The Citizen Voice and Times has added a new

See PEOPLE on Page 9

## PEOPLE

Continued from page 8

face to its news staff.

Angela Stepp has been hired as a reporter and photographer.

Stepp, the daughter of James and Dorothy Croww, was born and raised in Estill County.

She is married to Joey Stepp and has one son, Bradley.

Stepp said it has been a dream of hers to work in journalism.

"I like being out in the own community, working with and seeing people," Stepp said.

Step also enjoys photography. She has a side business, Shutterflies and Poses, that features her photographs on greeting cards. Local businesses carry her cards and she has a web site - shutterfliesandposes.com

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### Don McNay named to board of directors

Don McNay, an award-winning syndicated writer and columnist for the Richmond Register, recently was elected to the National Society of Newspaper Columnists board of directors.

"I am excited to serve on the board for an organization comprised of accomplished and talented writers," McNay said. "I hope to use this opportunity as a stepping stone for furthering my writing career."

The NSNC is a professional organization for journalists, columnists and aspiring writers nationwide to exchange war stories, network and strengthen their writing and marketing talents.

McNay, best known for his business column with a rock and roll attitude, will serve as the NSNC newsletter editor for a two-year term.

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### Melissa Nalley promoted to publisher at LaRue

Melissa Nalley has been recognized for her contributions to both the community and her job by being promoted to the title of publisher of The LaRue County Herald News.

Nalley, according to Landmark Community Newspapers Inc. President Michael Abernathy, has benefited the community through her leadership and participation while carrying out her role as general manager/advertising manager for the past five years. She has also contributed greatly to the overall performance of the paper.

As publisher, Nalley's day-



MELISSA NALLEY



### Marian Crawford steps down after 38 years

Marian Crawford, a 38-year employee of The Cynthiana Democrat in Cynthiana was honored at a retirement reception held June 7 at the home of publisher George Jacobs and his wife Donna. Crawford was hired Aug. 19, 1968 and has worked at all three plants - The Cynthiana Democrat, Kentucky Homes and the printing plant. She started as a receptionist where her duties included taking classifieds and subscriptions, mailing, briefly as an ad representative, composition department, supervisor, digital output operator, camera department, helped manage the employee fund and Kentucky Homes magazine. "I plan to do things around the house - from planting to painting - and spend lots of time with my grandchildren," Crawford said. She has one daughter, Tanya Gross, and two grandchildren.

to-day duties will not change. The title change simply reflects the company's recognition of her consistent leadership in improving and growing the paper.

Nalley is a graduate of LaRue County High School and McKendree College.

Nalley and her husband Dan have three children, twins Tanner and Oliva, 8, and Parker, 3.

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### Allen White named to Murray State post

Dr. Allen White has been named the Murray State University journalism/mass communications interim chairman, succeeding Dr. Jeanne Scafella, who will go to full-time teaching after serving as chairman since 1997.

White, a faculty member since 1991, previous-

ly taught at the University of Tennessee-Knoxville, Kansas State University and Duquesne University.

A Murray State graduate with a bachelor's degree in journalism and English and a master's degree in mass communications, White earned his doctorate in journalism at the University of Tennessee at Knoxville.

White has been recognized for his teaching by the college with the Regents Teaching Award and by the university with the Max Carman Outstanding Teaching Award. He has taught a variety of classes including both undergraduate and graduate theory and research courses, advertising media, mass media writing, editorial and critical writing and the graduate philosophical concepts class.

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### Murray students named to Who's Who list

Fifteen of the 42 Murray State University seniors selected for the 2005-2006 edition of "Who's Who in American Colleges and Universities" were from the Murray State University department of journalism and mass communications.

They were Justin Barr, Amanda Carter, Vanessa Childers, Nathan Clinkenbeard, Jessica Ferguson, Brittaney Hall, Chris Haynes, Vanessa Higgins, Melissa Kilcoyne, Tami McQueen, Meghan Mottaz, Mitchum Owen, Sara Swiney, Caleb Watters and Christian Yates.

The Department of Journalism and Mass Communications has had more than 20 percent of MSU's "Who's Who" seniors in the past 15 years.

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### Sun welcomes Kernel Banks as sports editor

The Jackson County Sun has welcomed Kernel Banks to its staff as sports editor.

Banks said he's been interested in sports as long as he can remember as a player and as a spectator.

Banks played both football and tennis in high school. He has also coached Little League.

He is a big University of Kentucky fan and said he is looking forward to giving local teams "the recognition they deserve."

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### Rickwald joins Ky. Standard sales staff

A veteran salesman with experience in various forms of media has joined The Kentucky Standard as advertising manager.

Mike Rickwald of Louisville will oversee day-to-day operations of the sales staff for the paper. He and his wife Martha have one daughter, Stacy.

See PEOPLE on Page 11



# Internet news supplements papers, TV

BY PETER JOHNSON  
REPRINTED FROM USA TODAY

Mainstream media may be able to breathe a sigh of relief, at least for now: A study finds that although the Internet has grown significantly in the past decade, it is supplementing traditional outlets such as newspapers and television, not replacing them.

The biennial news consumption survey of 3,204 adults, out today from the Pew Research Center for the People & the Press, finds that although a growing number of people go online for headlines, most still also go to newspapers and television for in-depth news.

The findings suggest that "for at least the foreseeable future, traditional media are going to continue to co-exist with online news, and that the online news experience is a partner to other traditional news sources and not growing fast enough to supplant traditional media," Andrew Kohut, Pew's president, said Sunday.

The study found that just a decade ago, one in 50 Americans got their news from the Web. Today, one-third of Americans go online for news — mainly to get the headlines. But as the Internet has become more mainstream, its audience growth has slowed considerably since 2000.

Online news viewers still spend more time getting news from traditional sources than they do getting news online. Forty-eight percent of Americans spend at least 30 minutes a day getting news on TV; only 9% spend that long getting news online, the survey finds.

At a time when newspapers across the USA are fighting declining readership with online editions, the survey finds that Web editions are driving readers to their print editions and helping stem further losses.

Online editions, especially of larger national newspapers such as USA TODAY and The New York Times, "seem to be providing a small life raft" for print editions, Kohut said. But the online-only newspaper audience is quite modest in size. Even the highest estimate of daily newspaper readership — 43 percent for both print and online readers — is still well below the number who read a print newspaper on a typical day 10 years ago (50 percent).

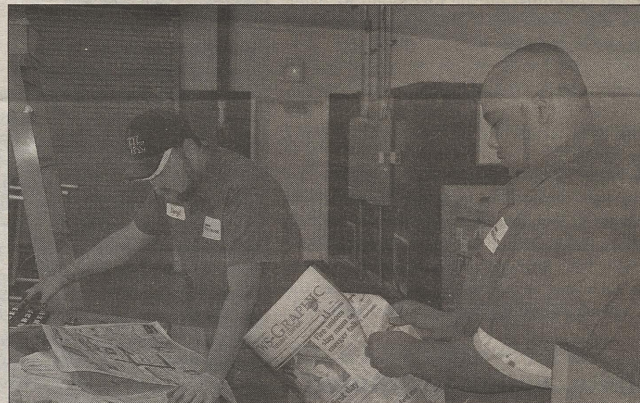
As Internet news has gone more mainstream, its audience has aged. Since 2000, there has been virtually no increase in the percentage of 18- to 24-year-olds who say they regularly get news online, while older groups have seen growth. About as many people ages 50 to 64 now regularly get news on the Internet as do those in their late teens and early 20s.

## A DAILY CELEBRATION



PHOTOS COURTESY OF DEAN ABBOTT/GEORGETOWN NEWS-GRAPHIC

Above: Cynthia Lewis reads an issue of the News-Graphic while at a barbecue celebration for the public that marked the first daily issue of the newspaper. Below: Daryl Moore and John Banks make pressroom adjustments to the News-Graphic's first daily edition.



**2006** Want to see  
**ADVERTISING** the winning ads  
**EXCELLENCE** from the 2006  
**IN** Ad Contest  
**KENTUCKY** ONLY up close and  
**NEWSPAPERS** \$5.00 personal??

Send checks for \$5.00 along with this order form to:

Ad Contest 2006 CD  
 C/O Kentucky Press Association  
 101 Consumer Lane  
 Frankfort, KY 40601

Now you can order a cd that has all the First Place ads from the 2006 Ad Contest.

Newspaper: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_

# The do's and don'ts of political ads

With the political campaigning season just around the corner, expect to see a dramatic rise in political advertisements coming across your desk. We typically get several calls on the hotline concerning the requirements of political advertising so we thought it may be helpful to you to have a basic primer on the subject.

While this month's article sets forth the basic requirements of political advertising, if you have any questions about these requirements, or about specific advertisements, please give us a call on the hotline.

As you know, a political advertisement is different than your garden-variety advertisement, and has statutory requirements that you must follow.

The first step is to identify a political advertisement. A political advertisement is an advertisement advocating the election or defeat of any candidate, political party, or public issue.

Once you have identified that the advertisement is a political advertisement, you must attach a disclaimer. KRS 121.190(1) requires that any advertising advocating the election or defeat of any candidate shall be identified by the words "paid for by" followed by the name and address of the individual or committee which paid for the advertising. For example, if a private citizen purchases an advertisement to support a candidate, you must attach a disclaimer such as "Paid for by: Barbara Smith; 5 Main Street; Louisville, Kentucky, 40202." The same is true for a committee: "Paid for by: Fayette County Democratic Committee; 10 Vine Street; Lexington, Kentucky; 40502.

As with any rule, there is an exception. If the advertisement is paid for by a candidate or campaign committee, it shall be identified only by the words "paid for by" followed by

## From a legal standpoint

By Ashley Pack

KPA General Counsel  
Dinsmore & Shohl



### If you have any legal questions, call the KPA hotline attorneys:

Jon L. Fleischaker: 502-540-2319

R. Kenyon Meyer: 502-540-2325

Ashley C. Pack: 502-540-2385

Jeremy S. Rogers: 502-540-2384

.....

### DINSMORE & SHOHL LLP

Switchboard: 502-540-2300

Facsimile: 502-585-2207

the name of the candidate or campaign committee. For example, "Paid for by Bobby Jones" or "Paid for by Committee to Elect Bobby Jones."

Publishers should be aware that they are required to retain a record of all political advertisements for one year.

In addition to the above statutory requirements, political advertisements are different due to the constitutional protections that attach to them.

The First Amendment to the United States Constitution guarantees "that debate on public issues should be uninhibited, robust, and wide-open, and that it may well include vehement, caustic, and sometimes unpleas-

antly sharp attacks on government and public officials." *New York Times Co. v. Sullivan*, 376 U.S. 254, 271 (1964). Accordingly, political speech directed toward public officials is at the pinnacle of protected speech.

Thus, the Supreme Court of Kentucky has held that the "actual malice" standard applies to defamation lawsuits brought by public officials against critics of the official conduct. *Welch v. American Publishing Comp. of Ky*, 3 S.W. 3d 724 (Ky. 1999). This means that the defamatory statement is actionable only if it was made "with knowledge that it was false or with reckless disregard of whether it was false or not."

With this said, I must stress that all advertisements, political or otherwise, can result in liability to the newspaper if the advertisement contains defamatory statements or other information that may be an invasion of privacy.

Despite the fact that the person placing the advertisement has signed the advertisement or has taken full responsibility for its contents, the newspaper is liable for its contents.

Thus, it is your responsibility to review ALL advertisements and make any necessary adjustments. Any time you are unsure about a particular advertisement, feel free to call us on the hotline.

As an aside, the Reporters Committee for Freedom of the Press recently published a new volume of "Open Government Guide" which is available for free at [www.rcfp.org/ogg](http://www.rcfp.org/ogg).

This book is an easy-to-use state-by-state guide to open records and open meetings laws. Your hotline attorneys drafted the Kentucky Chapter. We feel this is a great resource, and hope that you use it.

As always, if you have any questions, please call us.

## PEOPLE

### Continued from page 9

who is engaged to be married later this year.

A graduate of Bellarmine University and a U.S. Army veteran, Rickwald had worked mainly in the television industry.

"I love Bardstown and am very happy to be here," he said. "I hope that my wife and I will be able to relocate here very soon."

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### The Sentinel-News hires two new writers

Gayle Deaton and Brent Schanding have joined The Sentinel-News as a staff writers.

Deaton previously worked as a reporter for the Frankfort State Journal where she covered city government, police and courts. She has a degree in journalism from the University of Missouri. She lives in Frankfort with her husband, Fred, and two sons.

Schanding previously worked as a reporter at the Effingham Herald, near Savannah, Ga., where he covered education and city government. Schanding has a degree in journalism from the Union Institute in Cincinnati. He is a native of Paris.

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## Foust rides as grand marshal of holiday parade

Veteran newspaper woman and longtime Calvert City resident Bobbie Foust was named by the Calvert Area Development Association to lead the AmeriBration parade July 4 as Grand Marshal.

Foust grew up on her family farm on Needmore Road just five miles outside of Calvert City but has lived in Calvert City since 1956. Foust and her late husband Ray Foust Jr. made their home in Calvert City.

Foust is still very active in her newspaper career at the age of 72.

## Touching the Hearts of Readers Across America

"I enjoyed the "Angels in Flight" article very much...I actually teared up a little at the end, knowing that there are people out there that are so selfless!"



"You do such a good job of finding articles that are very touching and from the heart. I look forward to every Saturday for the American Profile. Keep up the good work."

"Angels in Flight was an excellent article. The public is not given enough of this type of information and I was so proud to read about these wonderful people. Your article truly reflects what Americans are all about. Thank you!"

"Thank you for the wonderful cover story and thank you for bringing out the marvelous deeds of these 'Every Day Heroes.' My salute to these great guys."

"This story on Angel Flights is exactly what this nation needs to hear. These people are true heroes."

**American Profile**

We celebrate the people, places and things that make America great.

FOR MORE INFORMATION, PLEASE CALL 800-720-6323, EXT. 135