

KPA

Volume 70, Number 4 - April, 1999

The Kentucky Press

PUBLISHED AS A MEMBER SERVICE OF THE KENTUCKY PRESS ASSOCIATION AND KENTUCKY PRESS SERVICE

KHSJA State Convention attracts over 700

There may be hope for the depleted workforce of journalists in Kentucky — at least a few years down the road.

Several Kentucky newspaper professionals participated in the 1999 Kentucky High School Journalism Association (KHSJA) State Convention March 31 in Louisville. They left the event inspired about the state of scholastic journalism in Kentucky and what that could mean for the future.

The event drew over 700 student journalists and advisers from 39 schools.

"I was impressed with the enthusiasm and interest of the kids and the fact some of them were so focused on what they wanted to know and what they want to do," said Max Heath, executive editor of Landmark Community Newspapers Inc., and a panelist for a "Careers in Journalism" session at the convention. "I was excited to see that many budding young journalists all together. It was heartwarming and gave us hope that maybe some of these folks in the future will be in newspaper jobs."

The students came from across the state to learn about topics like news writing, photography, desktop publishing and ethics — and for many, to receive some well-earned recognition. This year's convention featured an awards presentation

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Max Heath

Executive Editor, LCNI

structured much like KPA's. And just like at KPA conventions, the awards presentation added an element of excitement. Thanks to a contribution from The Courier-Journal, KHSJA was able to present plaques similar to KPA's to the students winning first place in the various categories and to the schools for General Excellence.

"Just look at the faces of the kids at the awards ceremony, and you'll know this is one of KPA's best projects," said KPA President Tom Caudill. "The students were so excited. This is the first time some of them have ever gotten a school honor. I'm really proud of KPA for its support of student newspapers."

Caudill, assistant managing editor at the Lexington Herald-Leader, has been involved with the high school association since it was formed in 1997 and serves on the KHSJA Advisory Council.

See CONVENTION, page 12



Above: Jo-Ann Albers and Bob Adams critiqued school newspapers and met with students during the 1999 KHSJA State Convention March 31 in Louisville. Right: Chris Poynter, South Central Kentucky Bureau Chief for The Courier-Journal, taught a session at the convention on the basics of news writing.



New members bring diverse backgrounds, ideas to board

By LISA CARNAHAN
KPA News Bureau Director

When the Kentucky Press Association/Kentucky Press Service Board of Directors meets, there's five new faces around the table. And, the new faces bring a diverse set of backgrounds and opinions to the board.

There's Bennie Ivory, executive editor and vice president of news for The Courier-Journal. The

47-year-old Ivory has worked for eight newspapers across the country.

Then there's Stephen Bowling, 27, editor of The Jackson Times, where he started his newspaper career.

Taylor Hayes is CEO of Kentucky New Era Inc., and publisher of the Hopkinsville daily paper which has been in his family

See BOARD, page 7

Committee to review contests

What could be done to make improvements to contests sponsored by the Kentucky Press Association?

A lot?

A little?

Or maybe nothing at all?

If you fall into the category of people who see substantial need for changes, or even if you see the need for only some minor alterations, we need to hear from you...and soon.

See CONTESTS, page 12

What's ahead

- April 22: KPA Circulation Seminar Holiday Inn North, Lexington
- May 6-7: KPA Spring Ad Seminar Hyatt Regency, Louisville
- June 17-18: Summer Convention Holiday Inn, Bardstown
- Jan. 20-21: 2000 Winter Convention Marriott, Lexington

Inside

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Kentucky people, papers in the news

Mulcahy named editor; Truesdell to lead sports department

James Mulcahy, sports editor since last spring, has been named managing editor of The Ledger-Independent, Maysville. He replaces Matt Stahl who recently resigned.

Sports writer Chuck Truesdell, who joined the newspaper's staff in last September, took over the job as sports editor.

Mulcahy has been employed at the Maysville paper for eight years. He was hired as sports editor in 1991, and became design editor after a short stint in the sports department. In 1998, he again took over the sports department.

Before coming to The Ledger-Independent, the Lexington native was associate editor at The Clay City Times for eight years. He was editor of The Bourbon Times for a year.

Maddox, Terry join circulation team at Henderson Gleaner

James R. Maddox Jr., and Kim Terry have been named to key posts in the circulation department at The Henderson Gleaner.

Maddox, who helped build circulation as a district manager for the Owensboro Messenger-Inquirer, is the new circulation director. He served as circulation director of The Review Times in

Fostoria, Ohio, assistant circulation director with Westward Communications in Conroe, Texas, and circulation manager for The Huntsville Item in Huntsville, Texas where he launched his career as a district sales manager in 1994. He studied at Blinn Junior College and Sam Houston State University, both in Texas.

A native of Henderson, Terry has returned to his former position as home delivery manager and will be responsible for recruiting and training independent contractors, coordinating home delivery distribution and maintaining home delivery customer service.

He is a 1985 graduate of Western Kentucky University and was involved in a family-owned business before returning to work for The Gleaner.

degree in advertising from Western Kentucky University in December.

Consalvi joins news staff at Richmond

Scarlett Consalvi has joined the staff of the Richmond Register as a general assignment reporter.

A recent journalism graduate of the University of Kentucky, Consalvi will cover several areas but primarily police and court beats. She is a resident of Lexington and has previously worked with the Kentucky Democratic Party and the Fayette County Democratic Party.

Anderson News receives centennial business honor

The Anderson News is among 43 businesses in the state honored in the "Kentucky Centennial Business Program."

The program identifies and recognizes for-profit businesses that are 100 years old or older. Businesses must be based in Kentucky and in continuous operation.

Roy, Clark join graphics team at Bardstown

Graphic designers Ryan Roy and Joshua Clark have joined the staff of The Kentucky Standard, Bardstown.

Roy, 25, graduated from the Rocky Mountain College of Art and Design in Denver last year. His past experience includes designing for a commercial printer. He now resides in Shepherdsville.

Clark, 23, is a native of Lincoln County and has experience working on his college newspaper staff at Berea. While at Berea, he studied art, geology and industrial technology.

Gaines takes new role at Daily News

Scott Gaines has taken over the credit and collection responsibilities at the Bowling Green Daily News.

Gaines has been a display advertising sales representative for the past two years. He is a 1996 graduate of the University of Alabama with a degree in public relations.

Gaines is the son of Daily News publisher Pipes Gaines and the fifth generation of the Gaines family to be actively involved in the Daily News operation.

Johnson, Pennington named to key posts at Commonwealth-Journal

R. Michael Johnson has been named editor of the Somerset Commonwealth-Journal. Longtime employee Cindy Pennington was promoted to retail sales manager.

Johnson comes to the paper after spending the last 15 years in newspaper management throughout the United States. Most recently he managed a news, graphics and technology consulting firm, specializing in newspapers.

A native of Somerset, Pennington worked as an advertising sales representative for 10 years before her promotion. She is active in local charities and volunteer programs.

Messenger-Inquirer wins national color award

The Messenger-Inquirer, Owensboro, has been honored for the quality of its color reproduction in a nationwide contest.

The newspaper won second in the recent print-quality contest held by the Inland Press Association, competing against papers in the 20,000-50,000 circulation category.

All entrants were supplied the same color slide and were required to match the photo in their respective publications.

Armstrong named ad rep at State Journal

Rhonda Armstrong has joined the staff of The State Journal, Frankfort, as an advertising representative.

A native of Frankfort, Armstrong received her Bachelor's

The Kentucky Press

The Kentucky Press (ISSN-0023-0324) is published monthly by the Kentucky Press Association/Kentucky Press Service, Inc. Periodical-class postage is paid at Frankfort, KY, 40601. Subscription price is \$8 per year. Postmaster: Send change of address to The Kentucky Press, 101 Consumer Lane, Frankfort, KY, 40601, (502) 223-8821.

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Hatfield purchases The Flemingsburg Gazette

Hatfield Newspapers Inc. now includes three papers, two shoppers

Guy Hatfield, owner and publisher of the Citizen Voice & Times in Irvine and the Clay City Times in Stanton, purchased The Flemingsburg Gazette in late March.

The purchase ends nearly five decades of ownership by Lowell Denton. The Gazette published its last issue under Denton's ownership March 31.

Under the operation of Hatfield Newspapers Inc., the Flemingsburg paper will get a facelift through new equipment, according to Hatfield.

"We have immediate plans to upgrade and some equipment is

already in place," said Hatfield. "We'll have processed color in the paper and replace some outdated equipment in the business office, newsroom, composing and circulation."

Hatfield also owns shoppers in Irvine and Stanton.

"I felt Fleming County was just a real growing area," said Hatfield. "I'm very excited and have always loved a challenge. The area is much like Irvine and Stanton, very agriculture oriented and I think it's in a position to do a lot of growing. Maysville, Morehead and Mt. Sterling are all growing rapidly and this sits right in the middle of the triangle."

Lowell and Jean Denton had owned the paper since 1951 and the paper was started in 1880, according to Hatfield.

"It's the only paid paper in

Fleming County," said Hatfield. "We'll continue with a Wednesday publication date, just as they've had. The changes we'll make will be positive. We're going to get in there and give them some news."

As a result of the change in ownership, later ad and news deadlines will be possible, Hatfield said.

"They were printing in Cynthia on Mondays, but I'll be printing the paper at Georgetown late Tuesday afternoons," said Hatfield. "We'll be making up the ads in Irvine, doing circulation and accounts receivable here and until we get somebody in place that knows pagination, we'll do that here, too."

Hatfield and Denton have been friends for years and Hatfield believes Denton wouldn't have sold to a chain.

"We met 25 years ago. We were

both going up against papers owned by the predecessor to Landmark, Newspapers Inc. I was up against the Irvine Times Herald and he was up against a paper called the Flemingsburg Times Democrat. I guess we just struck a common chord and have been friends ever since then," said Hatfield.

"He first mentioned selling the paper at the funeral of Russ Metz, saying that maybe it was getting time he got out of the business, and then again when I was visiting papers last year," Hatfield said. "In December, I made him an offer and he got back to me in January."

For now, the newspaper will remain at its downtown location on Mt. Sterling Avenue. The building is owned by Denton and Hatfield has an option to buy the building next year.

If classifieds are your lifeline, make them grow!

Interactive Insider

By Peter Zollman



Are classified ads crucial to your bottom line? Do they represent 30, 40 or even 50 percent of your revenue?

If so, are you doing everything possible to make them grow?

Like many parts of the newspaper industry, the classified advertising business is evolving rapidly because of online services. Papers that don't change with the times will find that the times have changed without them. Don't think you can "protect your franchise" or "hang onto your revenue" — unless you're willing to find new ways of serving your advertisers and readers.

Lots of newspapers have found ways to grow not only their online business, but their print business as well, with aggressive, creative approaches to the new world of classifieds.

So take this five-minute, 20-question classifieds quiz. For every "no" answer, subtract five points. That's not five points from 100, like on a school test — that's five points from your margin.

General questions:

- Are all of your classifieds online in a user-friendly, fully searchable system?
- Including display classified ads?
- Can your advertisers place classifieds online? And pay for them that way?
- Can advertisers place longer and more complete ads online than in

print?

- Do you offer online links to advertisers' Web sites from your online classifieds?

- Do you aggressively "upsell" services related to each classified category, like car-care coupons adjacent to your online car classifieds, mortgage services adjacent to your homes-for-sale ads, and moving services alongside apartment ads?

- Do you have more outside classified sales reps than you did two years ago?

- Are your outside reps aggressively packaging new services and solutions instead of just selling the same old stuff?

Real estate:

- Have you made a deal yet with your local Multiple Listing Service or Realtor board to carry every local listing on your Web site?

- Do you sell related services online, including "community specialist" ads for real estate agents?

- Can online users instantly see one or more pictures of every home for sale?

- Do you offer panoramic and/or extra photos online as an upsell?

- Are you courting the FSBO (for sale by owner) market as a new opportunity for expanded ads?

Autos:

- Are you developing a market-wide (or region-wide) database of all used cars available at dealer lots?

- Have you found a way to convert that database into additional print lineage?

- Are your auto dealers so happy with your paper's service and results that none of them are on Autobyte, Carpoint or other online-only, non-

See CLASSIFIEDS, page 9

Reverses don't work... so why are you using them?

Design is Everything

Edward F. Henninger



Almost everything we read is printed in dark type against a lighter background. The stories in our newspapers — with few exceptions — are cast in black type on, well, not-so-white paper.

And readers, for the most part, are used to reading newspapers — as well as magazines, books and ephemera — in black on white.

Perhaps it's because of that habit of reading dark objects against a light background that we find the opposite distracting, disconcerting and intrusive. It's just more difficult to read white letters reversed against a dark background.

But even though we may understand that, we sometimes insist on running labels and other elements in what we call "reverses." The occasional reverse — used, perhaps, as part of an art head or a special package — may work well. But scattering reverses as standing elements throughout your newspaper can give it a cluttered, unprofessional and anachronistic look.

Reverses often are the offspring of color. We want to scatter color on our pages to make use of as much of it as possible, so we run labels and other elements in color, reversing a few words out of

the color. As a result, we've committed two design errors: the first is the gratuitous use of color, the second is the use of reversed type.

Proper color use calls for us to place color only where it makes sense, where the design reasons for color are valid.

Proper use of typography calls for us to abandon reverses. There are exceptions — and I've used them myself at times for special effect in features packages. But the consistent use of reverses in your newspaper tends to make you appear dated and less classy.

Here are some hints to avoid reverses:

1. Redesign your labels. Give up the notion that they must be reversed.

2. As you redesign labels, you can build color into them by using a rule or a design element such as a small circle or square as part of the style of your labels. Use color in that part of the label.

3. Plan your color use on the page better so you don't have to use the crutch of placing color in your labels in the first place!

4. Remember that gray can be very effective and very classy instead of reverses. If used correctly, the right shade of gray can give you a clean and elegant look.

5. Consider using an extra-bold typeface such as Franklin Gothic Heavy or Helvetica Black for your labels. These can be screened back to about 40 percent black and used with a color bar or color element for a bright and appealing look.

See REVERSES, page 9

How long can this sellers' market last?

By JOHN CRIBB

We are selling daily and weekly publishing companies at the highest prices in the past 70 years, and perhaps in history. This high market is now several years old.

In the Spring/Summer 1997 Bolitho-Cribb Report©, we said "the window of opportunity is now" for a top dollar sale, and have subsequently found that this window has remained open longer than anyone anticipated.

What are the factors that have created this bull market, and what will cause it to decline?

The last downturn for publishing company values was in the late eighties, when the junk bond-driven cheap money went away, the savings and loan industry took a big hit, and the stock market crashed. Not surprisingly, publication values went through the floor.

This downturn led to the early nineties when most of the country was in recession and advertising budgets were way down. At the same time newsprint prices went up and this combination caused profits to drop.

Then the internet came along, scaring the heck out of all the publishers. There was speculation that the sun was setting on the "ink on paper" publishing industry.

What happened to this doom and gloom scenario?

By the mid-nineties the economy was on the upswing in most areas, and advertising dollars increased, while newsprint prices dropped, reversing the poor profits of just a couple years before. The baby boomer generation started saving money in a big way, and companies with good earnings looked for new investments. This investment money needed a home, and while much of it went into stocks, a lot was available for venture capital companies traditional lenders.

This meant that a huge amount of money (at low historic interest rates) was available right when the publishing industry was showing increasing profit levels. But what about the internet threat?

Publishers were horrified at the internet at first, seeing it as a potentially devastating competitor. Then the progressive publisher took the time to think it over. If you were to try and invest an electronic media to complement the newspaper/shopper/niche paper business you could not come up with a better medium than the internet.

This medium is perfectly suited to the written word and to archiving information. After a while, publishers realized that it is content that is important, and that the internet is simply another distribution system.

In fact, the biggest problem with the internet is too much information, and the biggest added-value to raw information is edition and formatting. Who better to edit and format this information than publishers?

These factors (good economy, good profits, lots of reasonably priced investment money, and a new view of the internet as a growth area) have led to the surprisingly high values and very active market we have for publishing companies today. As much as three years ago, we questioned how long the current excellent sale market could last, and we surely didn't expect it to still be a peak levels as we go into the year 2000. The factors that will slowly - or abruptly - end this market are fairly evident.

A major meltdown of the U.S. economy would slow publishing company sales, just as it would slow sales of every other type of business.

So far though, we seem

See MARKET, page 11

Headlines: The most important part of print advertisements

Ad-libs®

By John Foust
Raleigh, N.C.



When it comes to advertising, the world is a classroom. Lessons are everywhere, even in airports.

While waiting out a flight delay in a far-away airport, I picked up some brochures from a display which had been set up to promote local businesses. I believe that brochures have a lot in common with newspaper ads. All print advertising has four elements: headline, illustration, body copy and logo.

The headline is the most important part of a print ad. In the book, "How to Advertise," Kenneth Roman and Jane Mass say, "Research shows that four out of five readers do not get further than the headline. If you depend on the body copy to tell your story, you are wasting 80 percent of your money." I think it's a safe bet to apply this statistic to brochures as well as newspaper and magazine ads.

One of the airport brochures features an attempt at what can be called the Problem-Solution Technique. Properly executed, this is a powerful copyrighting tool. But if not done correctly, the whole idea falls flat. Although this particular brochure is limping badly, the

premise of the headline might be worth saving. It promotes a manufacturer of corrugated boxes with the words "Exceptional packaging solutions," printed against a background photograph of boxes.

For openers, let's get rid of the puffed-up word "exceptional." Instead of adding to the headline, as the advertiser intended, it takes away from the message. Advertisers think that superlatives are an expression of confidence, when in reality they are just the opposite. People often resort to exaggerations when they fear the truth is not convincing enough. Claude Hopkins, in his classic book "Scientific Advertising," wrote, "Superlatives...suggest looseness of expression, a tendency to exaggerate, a carelessness of truth. They lead readers to discount all the statements that you make."

So...eliminating the word "exceptional" leaves us with "packaging solutions." The stronger of these two words is "solutions." That's a horse we can ride. It suggests tangible benefits. But let's add the companion word "problems" to give it more punch. After all, problems are what this advertiser promises to solve.

Next add the little word "to" and rearrange the headline to read, "Solutions to packaging problems." Personalizing it with the word, "your" brings us to, "Solutions to your packaging problems." Not bad, huh?

See HEADLINES, page 11

Video workshop can help your staff create better ads



At last...a program that is tailor-made for newspapers! **A** Basics of Layout and Copy is getting rave reviews from publishers and ad managers coast-to-coast.

It's a workshop, not a lecture. Your staff will be involved from the start—working on layouts, getting ad ideas and writing more effective headlines.

Find out how to train your staff the quick and easy way. Write today for free brochure.

John Foust Advertising Seminars
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Job Shop



Take advantage of KPA's "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. Call 800-264-5721 or e-mail learnahan@kypress.com

Sales Rep Needed

Full time advertising sales position for Indiana area. Will work out of Frankfort, KY office. Salary plus commission and

benefits. Newspaper experience preferred, but not required. If you are looking for a long term career opportunity, mail or fax resume to Ad Dept., 101 Consumer Lane, Frankfort, KY 40601. FAX 502-875-2624.

LEGAL NEWS AND VIEWS

Ruling upholds papers' right to keep blind ads 'blind'

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



How many times has your ad department received a call from someone wanting to know who placed a particular blind ad in your paper? Do your policies state that you will keep that information confidential? Do you represent to the advertiser that you will keep that information confidential?

Not too long ago, a hotline caller presented us with this very dilemma. Someone urgently demanded to know who placed a personal ad, because he thought it would help him determine once and for all whether his wife was having an affair. Any personal sympathy to the individual's plight aside, the newspaper really wanted to honor its policy and commitment not to identify the advertiser. We advised the newspaper to do just that.

Not long after that, the Sixth Circuit Court of Appeals (the Court whose precedent binds all Kentucky federal courts), issued a decision that supports the advice given to the KPA member newspaper. The court ruled that The Daily News, a Midlands, Michigan newspaper, could not be forced to identify the source of a blind advertisement. At issue was a classified ad seeking electricians in the help-

"This Sixth Circuit decision sheds lights on the First Amendment protection afforded commercial speech. You need not produce information regarding the identify of advertisers voluntarily, unless extraordinary circumstances exist."

Kimberly K. Greene
KPA General Counsel

wanted section. The ad did not identify the employer and requested that resumes be sent to a blind box at the newspaper. It read:

Journeyman, apprentice, full-time. Out-of-town work may be required. Send resume to Box 'L,' The Daily News, Midland, MI 48640.

Two electricians who were members of the International Brotherhood of Electrical Workers (IBEW) submitted resumes in response to the ad and asked the newspaper to identify the Box 'L' advertiser. The Daily News refused. Neither applicant received a response from the advertiser, and the IBEW then filed unfair labor practice charges with the National Labor Relations Board (NLRB) against the anonymous advertiser. The charge, based on pure speculation, was that the advertiser/employer did not interview/hire the IBEW applicants because of their union affiliation.

The NLRB first requested that

The Daily News voluntarily disclose the advertiser's identity. The Daily News refused the request, citing its established practice. The NLRB then issued a subpoena ordering production of documents that would identify the advertiser. After the newspaper initially ignored the subpoena on the grounds that it unconstitutionally infringed on its free speech rights, the NLRB went to federal district court seeking an order mandating compliance with the subpoena.

The Court of Appeals affirmed the District Court's decision which held that the NLRB's subpoena was "an unnecessary intrusion upon the First Amendment rights to commercial speech" of both the newspaper and the advertiser. The Court of Appeals recognized that the NLRB has broad statutory authority to gather information. It upheld the District Court, however, because application of the NLRB's statutory authority in this particular instance "constituted a constitutional infringement of The Daily News' right to exercise commercial

free speech."

The Court of Appeals recognized that commercial speech is afforded less First Amendment protection than other types of constitutionally guaranteed expression. Nevertheless, the court held for the newspaper because, in this particular instance, the NLRB could not show that exercise of its subpoena power was the least intrusive means by which it could develop evidence for the union to support "its speculative charges against the advertiser." The court noted that the NLRB did not deny that its proposed action "may discourage anonymous employment advertisements generally and thereby chill the lawful commercial speech of periodicals and employers nationwide." It went on to state:

Indeed, if this Court permitted the Board to obtain the identity of The Daily News' advertiser, without demonstrating a reasonable basis for seeking such information, the chilling effect on the ability of every newspaper and periodical to publish lawful advertisements would clearly violate the Constitution.

The suppression of advertising reduces the information available for consumer decisions and thereby defeats the purpose of the

See RULING, page 11

Winners of 1999 KHSJA State Competition announced

NEWSPAPER DIVISION - Class A

Category 1 - NEWSWRITING

First Place - CARROLL COUNTY HIGH SCHOOL, Cristin Chadwell
Second Place - WASHINGTON COUNTY HIGH SCHOOL, Tanya Barr
Third Place - WASHINGTON COUNTY HIGH SCHOOL, Amie Abell
Honorable Mention - BERE A COMMUNITY HIGH SCHOOL, Rebekah Gowler
Honorable Mention - BOURBON COUNTY HIGH SCHOOL, Stephanie Sexton
Honorable Mention - BOURBON COUNTY HIGH SCHOOL, Brent Schanding

Category 2 - FEATURE WRITING

First Place - BOURBON COUNTY HIGH SCHOOL, Nicole Lindon
Second Place - EMINENCE INDEPENDENT HIGH SCHOOL, James Trombetti
Third Place - BOURBON COUNTY HIGH SCHOOL, Stephanie Sanders
Honorable Mention - BERE A COMMUNITY HIGH SCHOOL, Greg Matthews
Honorable Mention - BOURBON COUNTY HIGH SCHOOL, Brenda Lucas

Category 3 - EDITORIAL WRITING

First Place - WASHINGTON COUNTY HIGH SCHOOL, Amie Abell
Second Place - LEXINGTON CATHOLIC HIGH SCHOOL, Brandon Faulkner
Third Place - WASHINGTON COUNTY HIGH SCHOOL, Amie Abell
Honorable Mention - LEXINGTON CATHOLIC HIGH SCHOOL, Matt Murphy
Honorable Mention - WASHINGTON COUN-

TY HIGH SCHOOL, Donnie Pritchett

Category 4 - SPORTS WRITING

First Place - BERE A COMMUNITY HIGH SCHOOL, Brian Berheide
Second Place - BERE A COMMUNITY HIGH SCHOOL, Sarah Newman
Third Place - BOURBON COUNTY HIGH SCHOOL, Jennifer Ishmael
Honorable Mention - BOURBON COUNTY HIGH SCHOOL, Jason Earlywine

Category 5 - PHOTOGRAPHY

First Place - WHITLEY COUNTY COMMUNITIES FOR CHILDREN, Kimberly Baker
Second Place - BOURBON COUNTY HIGH SCHOOL, Stephanie Sexton
Third Place - ELKHORN CITY HIGH SCHOOL, Brandi Spearman
Honorable Mention - WASHINGTON COUNTY HIGH SCHOOL, Ginger King
Honorable Mention - WHITLEY CO. COMMUNITIES FOR CHILDREN, Justin Rains

Category 6 - ADVERTISING

First Place - ELKHORN CITY HIGH SCHOOL, Keri Fletcher
Second Place - WHITLEY CO. COMMUNITIES FOR CHILDREN, Justin Rains
Third Place - BOURBON COUNTY HIGH SCHOOL, Amanda Tate
Honorable Mention - LEXINGTON CATHOLIC HIGH SCHOOL, Sara Donaldson

Category 7 - OVERALL DESIGN

First Place - BOURBON COUNTY HIGH SCHOOL
Second Place - WASHINGTON COUNTY HIGH SCHOOL

Third Place - HIGHLANDS HIGH SCHOOL

NEWSPAPER DIVISION - Class AA

Category 1 - NewsWriting

First Place - SOUTH OLDHAM HIGH SCHOOL, Andrew Green/Tim Klein
Second Place (Tie) - BOWLING GREEN HIGH SCHOOL, Dylan Sullivan & Stanley Kim
Third Place - BOWLING GREEN HIGH SCHOOL, Stanley Kim
Honorable Mention - TRINITY HIGH SCHOOL, Nick Weber
Honorable Mention - BOWLING GREEN HIGH SCHOOL, Hayley Smith

Category 2 - FEATURE WRITING

First Place - BOWLING GREEN HIGH SCHOOL, Rachel Baden
Second Place - BOWLING GREEN HIGH SCHOOL, Grant Heckman
Third Place - BOWLING GREEN HIGH SCHOOL, Reid Small
Honorable Mention - ASSUMPTION HIGH SCHOOL, Melissa Arnold
Honorable Mention - BOWLING GREEN HIGH SCHOOL, Rachel Baden

Category 3 - EDITORIAL WRITING

First Place - TRINITY HIGH SCHOOL, Eric Barr
Second Place - MADISON CENTRAL HIGH SCHOOL, Erika Mohler
Third Place - ROCKCASTLE COUNTY HIGH SCHOOL, Stephen Hopkins
Honorable Mention - MONTGOMERY COUNTY HIGH SCHOOL, Jamie Vinson
Honorable Mention - BOWLING GREEN HIGH SCHOOL, Stanley Kim

Category 4 - SPORTS WRITING

First Place - MONTGOMERY COUNTY HIGH SCHOOL, Jessica White
Second Place - MONTGOMERY COUNTY HIGH SCHOOL, Brett Lambert
Third Place - MONTGOMERY COUNTY HIGH SCHOOL, Diana Ballesterio
Honorable Mention - ASSUMPTION HIGH SCHOOL, Melissa Arnold
Honorable Mention - MADISON CENTRAL HIGH SCHOOL, Matt Browning

Category 5 - PHOTOGRAPHY

First Place - LOUISVILLE MALE HIGH SCHOOL, Erica Nugent
Second Place - MONTGOMERY COUNTY HIGH SCHOOL, Melisha Stephens
Third Place - BOWLING GREEN HIGH SCHOOL, Jennifer Robinson
Honorable Mention - MONTGOMERY COUNTY HIGH SCHOOL, Patrick Clayton

Category 6 - ADVERTISING

First Place - MONTGOMERY COUNTY HIGH SCHOOL, Aundra Stull
Second Place - CONNOR HIGH SCHOOL, Eric Kuhl
Third Place - SHELBY COUNTY HIGH SCHOOL, Elizabeth McKinley
Honorable Mention - LAFAYETTE HIGH SCHOOL, Robyn Williamson & Emily Binder

Category 7 - OVERALL DESIGN

First Place - OLDHAM CO. HIGH SCHOOL
Second Place - MADISON CENTRAL HIGH SCHOOL
Third Place - SOUTH OLDHAM HIGH SCHOOL

See WINNERS, page 11

Luecke making her mark on Herald-Leader

By CLIFF TEUTSCH

Pam Luecke was named editor and vice president of the Lexington (Ky.) Herald-Leader in 1996 after serving as the paper's editorial page editor.

She came to Lexington in 1995 — her second foray into Kentucky newspapers — from the Hartford Courant, where she was deputy managing editor. Her first time out in Kentucky, she worked for The Courier-Journal and Louisville Times for 10 years as a reporter and editor. She began her career as a feature writer for the Courant.

A Cincinnati native, Pam has a bachelor's in philosophy from Carleton College, a masters in journalism from Northwestern University and an MBA from the University of Hartford.

Q With circulation under siege, editors talk a lot about making newspapers indispensable. What, in your view, are the two or three things the Herald-Leader must do every day to be indispensable?

A The Herald-Leader simply has to give readers things they can't find anywhere else. On any given day, that might be a great enterprise story, a stunning photograph, a provocative editorial or the unique viewpoint of a particular columnist. Much of a newspaper's indispensability is also linked to the less glamorous parts of the newspaper — well-done local obituaries, for example, or comprehensive crime logs. To be indispensable, we need to be a predictable, reliable source of information like that as well.

Q What do you as the editor do to drive that indispensability? What do you avoid doing?

A I've tried to intensify coverage of our home county and surrounding counties, while maintaining our statewide mission on major issues. I also try to make sure we give people something more than what they heard on the television news the night before — or just found on the Internet. We still need to give people the news of the day, but when possible, we try to give it a forward spin or to add context or depth.

I try to avoid coming down too hard on people for taking a chance on something that didn't work — whether it's an approach to a story or a design innovation. That doesn't mean I won't let them know if I thought an experiment didn't work, but there are ways to present criticism that discourage risk-taking ever again and ways that make risk-taking OK. I'm sure I don't always succeed at that, but creating an atmosphere where innovation is encouraged is something I believe is essential to making newspapers indispensable.

Q You say you are not hesitant to let people know if something doesn't work. Do you do formal critiques? Are you satisfied with the level of feedback the staff gets from their editors?

A I'm not satisfied with the level of feedback the staff gets from me. I think they need and want more, and I'm always looking for better ways to do that. I don't do formal critiques,



Pam Luecke is in her third year in the Lexington Herald-Leader's top editorial position. The Cincinnati native was recently featured in ASNE's publication, *An American Editor*. (Photo courtesy of Herald-Leader photographer Charles Bertram)

although we do have critiques every few weeks by various members of the staff. Our most popular have been by Lu-Ann Farrar, our director of news research, who reads our paper in a very different way than most of us in the newsroom. Whenever she's doing a critique she draws a crowd.

I will often mention one or two things I like or don't like at our daily news meetings, but I generally reserve serious critical remarks for private conversations. And I try to let staff members know directly if I particularly like a story or photograph or headline.

One new feedback idea the managing editor and I are trying is an in-house awards program. We've identified 10 newsroom goals this year and will reward four or five people each quarter for stories or actions that correlate with those goals.

Q Newsrooms have done a lot of reorganizing in recent years. Has the Herald-Leader? What have you done or not done — and why?

A When my first managing editor, David Holwerk, became editor in Duluth last year, I talked to people at a number of other papers about alternative newsroom structures before I settled on a replacement, Tom Eblen. But, ultimately, I stayed with a traditional newsroom structure — one managing editor, one deputy, two AMEs and 10 or 12 department heads. For our newsroom, this structure still seems to

function well. But I'm constantly watching for other models that might work better.

It's always seemed a little odd to me that the editor has two people reporting to her (managing editor and editorial page editor) and the managing editor has the whole newsroom.

I've also looked into teams, but I haven't yet been convinced they would bring enough benefits to our newsroom to warrant the disruption. We have an open newsroom layout — with everybody (except the bureau reporters) in one room so compared to many newspapers, our turf issues are minor.

Q Some people seem to think the remedy for what ails newspapers lies in bolstering our credibility — a back to basics approach, if you will. Others see innovation as the savior. What's your view?

A After the humbling year the media have just had, we certainly need to shore up weaknesses in our credibility; that's one reason we're developing a newsroom ethics policy right now. But given a choice between innovation and credibility as the "savior" for our industry, I'd have to side with innovation. We can't keep doing the same things over and over again and expecting different results. People today don't get or use information the same way they did even five years ago, and newspapers have to respond to that. We have to figure out what it is

See LUECKE, page 10

Lexington Herald-Leader

Founded: 1870

Publishing company: Knight Ridder

Weekday circulation: 122,000

Circulation area: 75 counties in central and eastern Kentucky

Staff size: 150

Recent awards:

• Newspaper of the Year, Kentucky Press Association

• Newspaper of the Year, Kentucky News Photographers Association

• Brownell Award for "news and editorial support of equal access to justice for the poor," from the National Legal Aid and Defender Association

• top 10 daily, Sunday and special sports sections from Associated Press Sports Editors

Board

Continued from page 1

for five generations.

Kristi Blackford-Bowden, one of only four females to currently hold a KPA board seat, was recruited by Gannett to move back to her native Northern Kentucky to help bolster coverage of the area for The Enquirer. She was named editor of the Kentucky Enquirer last year.

Jerry Pennington, another 27-year-old, is editor of The Big Sandy News in Louisa where he started work immediately after graduating from college.

While their backgrounds are different, some share personal goals and goals for KPA.

Recruitment for Kentucky newspapers was a common theme by the new board members with Blackford-Bowden noting it should begin at the high school level and continue throughout college.

Technology should be a key focus for KPA, according to Bowling and Pennington.

"I believe that KPA should focus on improving and implementing new technologies in the coming millennium in order that the newspaper industry can meet the challenges presented by the internet and other forms of electronic media," said Bowling.

Ivory and Blackford-Bowden cited strong newsrooms as their career goals. Ivory wrote: "To provide readers with the information they need to make informed decisions and to help them cope in their daily lives." Blackford-Bowden wrote: "To never stop growing as an editor and develop my staff and newspaper to the point where they no longer need me."

Below are brief biographical sketches of the newest members of the KPA/KPS Board of Directors:

• Bennie Ivory — A native of Hot Springs, Arkansas, Ivory attended public schools there and received his Bachelor's degree in jour-



IVORY

nalism from Henderson State University in Arkadelphia. He also began his career at the local paper in Hot Springs, The Sentinel-Record, first as a general assignment reporter, then a sports editor and government reporter. Ten years later, he went to The News-Star-World in Monroe, La., as assistant city editor. Within two years he was promoted to city editor. After three years in Louisiana, he became a member of the startup team for USA TODAY, first as a state editor, then going on to become ninth national editor directing the paper's national news coverage.

It was during his next stint as an editor that Ivory is especially proud. From 1985 to 1993, he was managing editor of The Clarion-Ledger and Jackson Daily News, which eventually merged. While in Jackson, he led the coverage that resulted in the re-indictment of the man accused of murdering Mississippi civil rights leader Medger Evers almost 30 years earlier. The man was subsequently convicted and sentenced to life in prison.

From Mississippi, it was on further south to Florida for Ivory as executive editor of FLORIDA TODAY. In 1995, he moved on to Wilmington, Delaware and the top editorial position at The News-Journal. He left Delaware two years later for the C-J.

Ivory is a three-time ring winner — an award given to Gannett's top 10 editors each year. He's a member of the National Association of Black Journalists and the American Society of Newspaper Editors.

He is married to the former Rosalind Jones of Malvern, Ark., and they have two sons.

• Kristi Blackford-Bowden — A native Northern Kentuckian, Blackford-Bowden, 32, is the Kentucky editor for the Cincinnati Enquirer. She is responsible for a Northern Kentucky edition of the paper that covers primarily the five northernmost counties in



BLACKFORD-BOWDEN

the state.

A graduate of Eastern Kentucky University, she began her career as a newswoman for the Associated Press in Louisville. After a year, she went to The Courier Journal as a copy editor and later a reporter.

In 1994, Gannett recruited her back to Northern Kentucky. She moved up through the ranks at the Kentucky Enquirer over the next four years from reporter to the number one editorial position.

She and her husband Neal, who is a retail advertising executive for the Enquirer, live in Crescent Springs with their three children: Samantha, 7; Wesley, 2; and Alexandra, seven months.

• Jerry Pennington — Pennington is also a graduate of EKU with a Bachelor's degree in journalism. While in college, he worked for the Eastern Progress, the student newspaper, first as a staff writer then later as sports editor and arts and entertainment editor. He graduated from EKU in December, 1993. He began working for The Big Sandy News two months later.



PENNINGTON

Pennington's goal is to own his own publication, either a newspaper or local magazine. He and his wife, Lisa, live in Grayson and are expecting their first child in May.

• Taylor Hayes — Hayes has worked in nearly every facet of the newspaper business, beginning as a carrier when he was just 14. He took over the top post at the newspaper in October, 1997.

He represents the fifth generation of family ownership of The Kentucky New Era. The newspaper was started in 1869 as a weekly and later converted to a daily. In 1881, Hayes' great-great grandfather Hunter Wood, an attorney in Hopkinsville, acquired full interest of the paper. After his death in 1920, the paper passed to his son, Alfred Walker Wood Sr. The next generation brought two sons into

the business, Walker and Tom. Upon their deaths in the late 60s, there was not a family member involved in the business.

Hayes began delivering papers for the New Era in 1973 and for the next 11 years, worked part-time in several areas of the paper including advertising sales, sports, photography, circulation and composing.

In 1985 he became an account representative for the Fort Campbell Courier, a civilian enterprise weekly publication for Fort Campbell that's owned by the New Era. Two years later he was named ad manager at the Courier and in 1989, was named advertising manager for the New Era. In 1996, the New Era ventured into a new arena, the sign business, and Hayes became manager of Sign Pro, a vinyl and graphics sign shop.

A year later, he took over the reigns as publisher and CEO of the Kentucky New Era Inc. In addition to the Fort Campbell Courier and Sign Pro, the New Era holdings include:

* Princeton Times Leader - a twice weekly paper covering Caldwell County with a Wednesday and Saturday distribution of 6,000.

* TV 43 - a low power television station that can be picked up by antenna in seven counties and is on 19 different cable systems in five counties.

* PaceSetter Printing - A job printing shop.

Hayes graduated from Centre College in 1985 with a Bachelor's degree in economics and minor in literature and government.

He is married to his high school sweetheart, Karen Calvert Hayes, and they have two children, Jessica Lynn Hayes, 16, and Hunter Wood Hayes, 11.

• Stephen Bowling — Bowling is a native of Wolfe County and a graduate of Alice Lloyd College in Pippa Passes with Bachelor's degrees in history and English. He received his Master's degree from Eastern Kentucky University.

He started at The Jackson Times as news writer and editor on December 1, 1997 and was promoted to editor last May.

He and his wife Jennifer Ann (Mullins) Bowling have an eight-month-old son, Stephen Breckinridge Bowling.

Need extra revenue for your newspaper?
Try KPS' Statewide Classified Program



Call KPS Marketing Research
Coordinator Reba Lewis
at 1-800-264-5721



Sneak previews of test used for school assessment being offered across the state

On Friday, April 16, from 10-11:30 a.m., a sneak preview into the Kentucky Core Content Test will be given in eight locations across the state. The test is the assessment portion of the Commonwealth Accountability Testing System that will be administered in our schools for two weeks beginning April 19.

"Take the Test Day" is designed to celebrate the progress made to dramatically improve the education of Kentucky's children. Participants will learn about Kentucky's academic core content and how the test reflects the high standards in our classrooms. A sample test will also be given along with an explanation about

how the questions are scored. Participants will grade their own test.

The event is sponsored by the Kentucky Dept. of Education, the Kentucky Chamber of Commerce, the Partnership for Kentucky Schools and the Prichard Committee for Academic Excellence.

Sites for "Take the Test Day" include: Bowling Green - Downing University Center; Lexington - Radisson; Louisville - Galt House East; Northern Kentucky - Drawbridge Estates; Owensboro - Western Kentucky Gas; Paducah - J.R. Executive Inn; Pikeville - Landmark Inn; and Somerset - Western Steer.

Training programs offer a lot more than just frills

Pressing Issues

By Jerry Hilliard and Randy Hines

East Tennessee State University

We're home after another journalism conference, feeling the same way we've felt so many times before.

On the positive side, the experience of sharing ideas with people from other places and of participating in seminars has been refreshing and invigorating. The ideas are swirling in our minds, competing to see which will be put to use first.

But as we reflect on the conference, we can't forget the hundreds of journalists who couldn't attend. They were back at the office cranking out the next edition. Their bosses seem to make regular appearances at meetings, but we wonder how much of the information that is presented ever filters down to those in the trenches.

Early this decade, a study by The Freedom Forum verified that a serious "training gap" existed among daily and weekly newspapers throughout the nation.

Nearly all the 650 journalists who completed questionnaires said they wanted professional training, but only 14 percent reported that regular training sessions were provided.

Demonstrating the seriousness of the situation, the study linked the shortage of training to problems with newspaper quality and staff

morale. Many employees reported feeling so neglected that they were contemplating career changes.

Among the speakers at the 1999 Press Institute of the Tennessee Press Association was Tom Stultz, president of the Publishing Division of Gray Communications Systems Inc. The Georgia company owns three daily papers, two nondailies and a local cable news channel.

Stultz admitted that his own media outlets have their share of shortcomings. "We just haven't been doing enough training," he said. "Editors need to spend more time teaching."

The matter is so important to Stultz that it is featured at the top of "Tom's Top Ten List of Things Newspapers Could Do to Stand Out From the Pack in the 21st Century."

"We need to help our people grow, to make life better for them, and to be proud of their development," Stultz said. He pointed to frequent, extensive training as a key to inspiring, challenging and motivating staff members.

Students in journalism classes at East Tennessee State University and elsewhere don't expect to get rich in the newspaper field, but they do expect to receive solid training as part of their compensation.

Perhaps nobody is more capable of training staff members than their editors. Time pressures often get in the way, however, so other methods must be devised.

Writing coaches have been a solution for some newspapers. Outside consultants sometimes are

See TRAINING, page 9

Look for uniqueness of story for its lead

Coach's corner

By Jim Stasiowski



If you read this entire column, I'll give you \$500.

Now, that's a lead. It does what a lead should do: It makes this column stand out.

Too many leads sound like plenty of other leads. We've all seen:

Thursday afternoon, Charles W. Porter's life changed forever.

Every day, things large and small change our lives forever. The fact Charles W. Porter's life changed forever tells readers only that Charlie was alive Thursday afternoon.

Here's one atop a story about the fact the state legislature is convening its annual session, and local politicians are beseeching legislators for money for hometown projects:

(The state) has its seasons for hunting bear, deer and ducks.

How can the reader tell from that sentence that the story is about lobbying? The reporter said something that is absolutely true, but it could fit atop dozens of stories: hunting stories, duck stories, wildlife stories in general, even lobbying stories.

One of the principles I tell writers is: Pick a lead that fits only the story you're writing. Don't settle for the unspecific lead that makes the reader ask, "So what?"

To be important to readers, a story must tell them something they haven't heard before. Thus, the lead should reveal something readers haven't read before. Try to start with an effect, a turning point, an emotion or an event.

A renowned trial ended when a woman pleaded guilty to manslaughter, although she insisted she was mentally ill. The morning paper covered the plea, so the p.m.'s reporter led with an event from after the trial: The killer whispered in the prosecutor's ear and smiled at him.

In some stories, such a moment would be sheer detail; however, because the killer's odd behavior was an issue in the trial, the whispering worked. Readers hadn't seen it before.

Another reporter was describing how the sale of a company came about. She had to re-create the scene, so she got the owner of

the selling company to zero in on the turning point:

Jackson Burrell, owner of Burrell Industries Inc., had turned down every offer for his company until the phone rang the morning of Aug. 14.

Readers realize that the writer knows not merely the superficial facts of the deal, but also the intricacies of how it came about. We crave insider information, not just the easy-to-get stuff.

Robert Ankeny, a reporter for Crain's Detroit Business, got the obvious event information, the purchase of the land. Then he focused the end of his lead on the hoped-for effect:

The city of River Rouge is buying 10 acres of vacant land on the Rouge River in hopes of attracting at least one of Detroit's three riverfront cement terminals.

That straightforward lead does what a lead should: It points directly to the story's theme.

Sometimes, analyzing means looking at faces and body language. A few years ago, Barbara Laker of the Philadelphia Daily News watched parents and children walking to collect money to pay for the funeral of a 12-year-old girl who had drowned. Laker started:

The children walked arm-in-arm down Waterloo Street as if to hold each other up.

The emotion of those last seven words swiftly turns what seemed a joyful scene into a march of death.

When we try to write a lead, what automatically pops into our heads is the cliché that characterizes the ordinary. Excellent lead writers train themselves to ignore the cliché and instead look for uniqueness, something readers haven't heard before or seen before.

Such as a writing coach's confessing he lied and can't afford to pay \$500 to everyone who reads his column. See how important a good ending is?

The Final Word: One of the awful manglings we have committed in modern newspaper jargon is "corridor."

No longer do we have streets, we have "the 25th Street corridor," as if readers know what the heck that means. I also have run across "the downtown redevelop-

See LEAD, page 9

KPA circulation seminar planned for April 22

The 1999 KPA Spring Circulation Seminar is scheduled for April 22 at the Holiday Inn North in Lexington.

This year's seminar features key U.S. Postal Service officials from Kentucky in a session from 9 a.m. to noon called "The USPS and Your Newspaper." Post officials participating include Peggy Mann, Lexington, and Bill Needy, Louisville. The discussion will focus on automation, Second Class/Periodicals Class mailing requirements and problems with newspaper delivery.

After lunch, from 12:45-3:45, it's "Today's

Students = Tomorrow's Subscribers." Members of the Kentucky Network for Newspaper in Education (KNNIE) will show newspapers how to nurture future readers.

Participants are asked to bring two recent copies of their newspaper. They'll be lots of interaction and hands-on activities as well as a question and answer time. Participants will learn more about their newspaper and how to encourage the education use of the newspaper in schools and homes in their circulation areas.

Presenters for this session include: Kriss Johnson, Educational Outreach Manager,

Lexington Herald-Leader and KNNIE chairperson; Denise Fields, Communications Specialist, Lexington Herald-Leader; Leannah Leslie, The Daily Independent, Ashland; Reta Broadway, Readership Development Manager, The Courier-Journal; Eddie Durbin, Circulation Manager, Somerset Commonwealth-Journal; and Bob Martin, Circulation Manager, The Winchester Sun.

The cost for the seminar, which includes lunch and all handout materials, is \$25. The registration deadline is Thursday, April 15. For more information call (800) 264-5721.

Training

Continued from page 8

hired to do the coaching. At other papers, full-time staff members are designated as coaches.

An alternative approach to training is the presentation of seminars and workshops in the newspaper office by outside experts.

The computer age has introduced still other twists to in-house training. For example, the American Press Institute has been offering online seminars since 1997 that are geared toward the interests of both the business and editorial departments.

API online seminars last three or five weeks and cover topics such as "Introduction to Advertising Sales," "Building a Marketing Plan," "Basic Skills for Copy Editors," "Interviewing Techniques for Reporters" and "Internet Research Techniques."

Outside the office, groups such as the Society of Professional Journalists host many speakers and

hold development seminars for members. Too often, however, staff members receive no encouragement to hold membership in such organizations, and work schedules frequently are so inflexible that they can't take part in educational programs.

By a margin of nearly 2-1, respondents to The Freedom Forum's survey expressed a preference for training programs that allow them to get away from the office. They also gave outside programs a decisive edge for quality over those conducted in-house.

Such programs are abundant. For example, the American Press Institute has offered intensive, weeklong seminars dealing with journalistic skills and media management since 1946. Details may be found at the Reston, Va., institute's Web site (www.newspaper.org).

Another leader in the field is the Poynter Institute in St. Petersburg, Fla. The institute says the main goal of its seminars "is to sharpen the skills and refresh the spirits of talented journalists who return to work with a new sense of power and promise."

Each year, the Poynter Institute

"We need to help our people grow, to make life better for them, and to be proud of their development." He pointed to frequent, extensive training as a key to inspiring, challenging and motivating staff members.

Tom Stultz

Publishing Division, Gray Communications Systems, Inc.

offers a wide range of sessions for various types of media personnel, including reporters, editors, copy editors, page designers, photographers, artists, feature writers and columnists. A complete list of its programs may be found on the Web at www.poynter.org.

Closer to home, colleges and universities offer courses, workshops and lectures that benefit professional journalists.

State and regional associations also provide educational opportunities.

For example, the Southern Newspaper Publishers Association sponsors numerous meetings and seminars each year at locations throughout the South. Although many of these focus on the special interests of publishers, others con-

centrate on newsroom issues.

Whatever path is followed, newspapers must do a better job of providing training for their staffs if they are to remain competitive in a market where talented individuals are at a premium.

Training programs can be a costly proposition, but the most significant question may not be whether papers can afford to provide them. It may be whether they can afford not to.

(Want to share your thoughts with our readers? We would like to learn what you think about training or any other subjects covered in "Pressing Issues." You can reach us by phone at (423) 439-4167; by e-mail at hilliarj@etsu.edu; or by regular mail at ETSU Box 70667, Johnson City, TN 37614-0667.)

Classifieds

Continued from page 3

newspaper sites?

Employment:

- Do you know how many jobs from your market are on Monster.com and HotJobs?

- Have you met with your top five employment advertisers within the past three months to find out how effective their in-paper ads are, and how you could serve them better online?

- Can your employment advertisers run their ads online for longer than they are in print?

Merchandise:

- Are you offering online auctions or merchandise specials to recapture lost dollars — and build community — in this category?

It's up to you...

You have difficult choices to make every day in managing your business — where to spend your money; who to hire and who to fire; how long to keep that truck that keeps breaking down, and how to maintain your revenue

and increase it.

The latter is the most important among all of those questions — because ultimately, the future of your business is about maintaining and growing revenue while holding down costs.

If classifieds are crucial to your business, pay attention to them. Read what other papers are doing to build their classifieds. See what all of the online classified vendors offer to help newspapers build their businesses. Watch carefully what the new competitors are offering that can take business away from you.

But none of that is enough. Ultimately, you've got to do something. You've got to offer new products, new services, new approaches — whatever it takes to serve your readers/users and advertisers, and keep their business (and yours) growing.

(Peter M. Zollman - pzollman@aol.com, (407) 788-2780 - is principal of Advanced Interactive Media Group, L.L.C., a consulting group based near Orlando that works with media companies on practical approaches to developing profitable interactive services.)

Lead

Continued from page 8

ment corridor."

A corridor is a long passageway or hall. Its use as a strip of land, the dictionary says, is valid if you are writing about a strip of Country A's land that Country B may use.

"The 25th Street corridor"

probably simply means 25th Street and the buildings along it. "The downtown redevelopment corridor" probably means "the area of downtown earmarked for redevelopment."

(Writing coach Jim Stasiowski welcomes your comments and suggestions. Write to 5812 Heron Drive, Baltimore, Md. 21227, or call (410) 247-4600.)

Reverses

Continued from page 3

If you must use a reverse occasionally, keep these tips in mind:

1. Avoid using serif type in reverses. With dot gain, the thinner strokes and serifs of serif faces may break up and disappear.

2. Build some white space into the reverses by using a thin white rule or a white frame inside a reversed frame.

3. Don't use a full reverse. Instead, screen the black (or dark

color) background back a bit to soften the look.

4. Especially, do not mix colors or saturation values in reverses. This is just too distracting and can make your product look cheap and sloppy.

In general, keep in mind that reverses don't work.

That's all the reason I need to avoid them.

(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@charlotteinfi.net)

Luecke

Continued from page 6

that we alone can do and that people still value.

Q. Speaking of innovation, what changes at the paper are you the most proud of?

A. We had a substantial redesign in the fall of 1997 of which I'm enormously proud. In addition to updating the flag and other standing elements, we created a daily section front for business, started a new Faith and Values section on Saturday and sharpened our weekly community news section. Reader response has been terrific. In the past year or so, we've also introduced several new features geared to popular culture and younger readers. And this January, we started a Sunday sports commentary page called FanFare, which is off to a great start. It's sort of our answer to sports talk radio.

Q. Successful entrepreneurs start something, and if it doesn't work, they stop it and start something else. Newsrooms vary in how willing they are to do this. Are there things you've tried and killed? Things you'd like to kill, but can't quite bring yourself to?

A. The only thing I've killed since becoming editor are a few comic strips, like "Nancy" and "Magic Eye." And that was to make room for new strips that I wanted to give a chance. I guess we experiment more incrementally; we'll start a new feature but keep tinkering with it each day or week until we think we've got it right. I don't like to disrupt readers' habits too much or too often, but they seem to tolerate some mid-stream refining.

One thing we tried about a year ago that needs refining is a technology page inside our Sunday personal finance section. It seemed like a good idea at the time, but I'm not sure that's the best home for it or that we've yet figured out the audience and story mix.

Q. You've served in key editing positions in Connecticut and now Kentucky, both well outside the

Pam Luecke

Birthday: June 22, 1953

Hometown: Cincinnati

Marital status: Married to George Graves, no children

Self-portrait: Determined, principled, not satisfied with status quo

Newsroom motto: Let's give it a try; if it doesn't work, we'll try something else

Greatest feat: Surviving cancer

Bad habit: Weak tennis serve

Pet peeve: Misused words (such as podium and hopefully)

Luxury defined: Two weeks at a mountain inn

Best story: A series on the Hubble space telescope, by the staff I supervised at the Hartford Courant; the

series brought the paper its first Pulitzer Prize. My newspaper's strength: Personality, energy and a sense of place

Most admired editor: Tim Kelly (my predecessor and now my publisher). He has an unusual ability to focus on both the big picture and the small details.

Most admired writer: Wendell Berry

Favorite comic: "Dilbert"

Favorite columnist: Ellen Goodman

Best part of job: Hiring talented people and watching them flourish

Worst part of job: Reading our correction explanation forms

Vacation spot: Lately — the Smokies; favorite — Craftsbury, Vt.

Favorite TV program: "The Simpsons"

Books at bedside: "Built to Last" by James Collins; "The Poisonwood Bible" by Barbara Kingsolver

Beltway. From your present vantage point, what lessons are there to be learned from how the press handled the Clinton-Lewinsky saga? Are there things you would do differently if you had it to do over again?

A. What a horrible prospect — doing this all over again! But seriously, I would try harder to engage our readers in the story and the discussion — maybe with more directed write-ins for the op-ed page on key points in the debate. Like most papers our size, the Herald-Leader relied largely on the wires for coverage, and I think we made intelligent choices about the stories we selected — giving perspective, analysis, etc. Still, I didn't get any sense that our readers were paying much attention. Circulation numbers certainly don't reflect that they were. And one caller the other day begged us to never again put Monica Lewinsky's photograph on the front page.

Q. Of course, in Kentucky, there are stories more important than presidential impeachment — horse racing and college basketball, for example. How often do sports stories make it out to your front page? Are these controversial calls? Why?

A. Sports stories make it to the front page a lot — whether it's University of Kentucky basketball,

Keeneland going into business with casino operators, or a tragic car accident involving UK football players.

Many are just natural high-interest stories and not controversial decisions at all. During the NCAA championship season, though, we have lots of heated internal debates about whether we're overdoing it. Our cartoonist, Joel Pett, will usually do at least one cartoon during tournament time mocking the local media's hysteria — including ours.

The one thing that's hard to dispute, though, is that sports is big business in central Kentucky and sports sells papers — at least, sports victories do. The Sunday after a home UK football win, for example, we'll sell a couple thousand extra papers. The remarkable thing to me is that all of these people already know the score of the game and have probably listened to hours of post-game commentary on the radio. So they're buying the newspaper because we capture something else about the event — maybe the emotion or the euphoria. If we could replicate our ability to bring readers that extra dimension on every other type of story, we'd be onto something.

One way we balance the prominence of sports in our paper is to

put a strong emphasis on education coverage, too. We're always on the lookout for interesting stories about academic research and trends at area colleges and universities. And we recently did a major series on teacher training.

Q. Newsrooms headed by women are still the exception. What does our industry need to do to turn this around?

A. For one thing, we need to make sure more women stay in the industry beyond their 30th birthdays. It's still way too hard for women — and men, for that matter — to balance careers in journalism with somewhat normal family lives. And it's still way too rare that newspapers provide on-site day care.

I've seen too many talented women drop out of journalism when they started families — and they rarely seem to make it back. Unless we stop that early exodus, the pool of qualified women from which to select top editors is always going to be smaller than the pool of qualified men.

(Reprinted with permission from ASNE's "An American Editor." Teutsch is the managing editor of the Hartford Courant, where he worked with Luecke.)

Call up 'Plan B' when slow news days give you a headache

BY ROSCOE BARNES III

Of all the things that frustrate editors and reporters, few are worse than facing deadline with little or no news to fill the front page.

Most often it is feast or famine. On your best days, there's lots of news, but no place to put it. On your worst days, there's little news and lots of panic.

Develop a good backup system, a "Plan B" that will keep you prepared with an unending supply of good story ideas.

Here are six tips to help you along the way:

1. Check your traps daily.

Robert Holt, senior staff writer for the Gettysburg (Pa.) Times, says good reporting is like hunting: You routinely check your beat —

"When was the last time you took a look at your old files? A simple update on such stories can yield some hard-hitting surprises."

your traps — to see what's alive and kicking. Some days there's nothing. Other days there's meat.

Holt's idea may at first seem overly basic for the average reporter. But the truth is that reporters often become lax on their beats and take things for granted. Instead of actually walking their beats, they stay in the newsroom and rely on the phone. And that, said Holt, will cause you to miss a lot of good stories.

2. Master the update.

Ever watch NBC's Dateline? Its people are masters of the update. Typically, Stone Phillips will open an update piece with such comments as, "When we first brought you this story..." Then wisely he feeds the viewers the latest occurrences involving the "old" subject.

Over time, a lot of stories fall through the cracks. They are forgotten and left dormant until issues arise that relate to them.

When was the last time you took a look at your old files? A simple update on such stories can yield some hard-hitting surprises.

3. Tear apart your meetings.

Most of the meetings you cover will probably

See SLOW, page 11

Slow

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have an agenda bearing multiple items for discussion. Because of this practice, the meeting's agenda becomes an effective tool for boosting your productivity as a reporter.

Instead of writing a single story, look for hooks and angles that may lead to other stories. Take a closer look at the agenda. Check off the big stuff, but see if you can't also develop two or three solid stories from the little stuff.

If you write for a small paper, chances are your paper is the paper of record for your community, and as the local reporter, you must feed your readers until they're full.

This means dissecting your meetings and extracting from them all of the relevant and meaty stories they can provide.

4. Expand your features.

A good feature can lend itself to several photos, snappy sidebars and a special layout. Once you have told the main story, make a list of spin-offs.

Will the story be enhanced by two or more photos? What about a diagram? Or a list of helpful sources?

5. Get local reaction to national issues.

Localizing a national story is a favorite standby for many reporters. It's like having a spare tire. You don't use it all the time, but it's there when you need it.

When the issue of Clinton and Monica Lewinsky was dominating the national media, I found myself in a slump and having a slow news day. Determined to get a front-page story, I called local politicians and the general public to get their take on the issue.

Their reactions led to a solid page-one story. Later that day, I was pleased to find that my story mirrored the results of polls taken by the national media.

6. Read other publications.

Make it a habit to peruse reliable publications and journalism sources. You'll find it fun, insightful and more than useful in generating ideas.

(Roscoe Barnes III is a reporter for the Waynesboro (Pa.) Record Herald. Reprinted from the New England Press Association.)

Market

Continued from page 4

extremely resistant to big trouble with the economy. The major stock market fluctuations of the past year have not put a dent in the overall economy, and the troubles of Japan, Russia, Brazil, etc. (all predicted as economic disasters) have not had great impact.

The internet is an opportunity for publishers, specifically publish-

ers who understand that originating, editing, and formatting information is the most valuable service we perform. Delivering ink on paper, or electrons over the internet are merely different forms of distribution.

We don't know how long this market will hold up, however one thing is clear. Right now is the best time an owner has ever had for maximizing the value of a publishing company.

(Reprinted from the Bolitho-Cribb report)

Headlines

Continued from page 4

Well, actually it could be bad. It all depends on how we support the new headline. The rest of the ad has to clarify these points:

1) Who is the target audience (the headline's "you")? Individuals who are looking for new ways to pack and ship birthday presents? Or owners of large manufacturing companies.

2) What specific problems can be solved?

3) What kind of packaging does this advertiser offer? Cardboard boxes? Plastic? Or something else?

4) The word "solutions" is plural. Does this mean that there are different options?

Although the headline is the most important part of an ad, it's not the only part. The other elements can make or break its impact.

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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, N.C. 27605, phone (919) 834-2056.)



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Ruling

Continued from page 5

First Amendment. . . . Similarly, the suppression of employment advertising by anonymous sources would curtail available employment opportunities by reducing the free flow of information in the labor market.

Among the reasons that the court held for The Daily News was that the NLRB issued the subpoena just three days after the union filed the charge, and just one day after the last applicant delivered his application to the newspaper. Thus, the NLRB's subpoena was a pure "fishing expedition"; no other

means to obtain the information was pursued.

This Sixth Circuit decision sheds lights on the First Amendment protection afforded commercial speech. You need not produce information regarding the identify of advertisers voluntarily, unless extraordinary circumstances exist. The same is likely true if you receive a subpoena; however, we urge you to get legal advice anytime you or any employee of your newspaper is served with a subpoena.

If you have any specific questions regarding responding to subpoenas, please contact your Hotline attorneys, who are ready to help you with these and other issues.

Winners

Continued from page 5

YEARBOOK DIVISION - Class A

Category 1 - WRITING STYLE
First Place - LEXINGTON CATHOLIC HIGH SCHOOL
Second Place - HIGHLANDS HIGH SCHOOL

Category 2 - PHOTOGRAPHY
First Place - LEXINGTON CATHOLIC HIGH SCHOOL
Second Place - HIGHLANDS HIGH SCHOOL

Category 3 - ADVERTISING SECTION
First Place - MERCY ACADEMY
Second Place - HIGHLAND HIGH SCHOOL

Category 4 - COVER DESIGN
First Place - HIGHLANDS HIGH SCHOOL
Second Place - Mercy Academy

Category 5 - OVERALL DESIGN
First Place - LEXINGTON CATHOLIC HIGH SCHOOL
Second Place - HIGHLANDS HIGH SCHOOL

YEARBOOK DIVISION - Class AA

Category 1 - WRITING STYLE
First Place - BOWLING GREEN HIGH SCHOOL
Second Place - SHELBY CO. HIGH SCHOOL
Third Place - GRAVES CO. HIGH SCHOOL

Category 2 - PHOTOGRAPHY
First Place - ASSUMPTION HIGH SCHOOL
Second Place - BOWLING GREEN HIGH SCHOOL
Third Place - SHELBY CO. HIGH SCHOOL

Category 3 - ADVERTISING SECTION
First Place - ASSUMPTION HIGH SCHOOL
Second Place - BOWLING GREEN HIGH SCHOOL
Third Place - SHELBY CO. HIGH SCHOOL

Category 4 - COVER DESIGN
First Place - SOUTH OLDHAM HIGH SCHOOL
Second Place - SHELBY CO. HIGH SCHOOL
Third Place (Tie) - BOWLING GREEN HIGH SCHOOL
Third Place (Tie) - ASSUMPTION HIGH SCHOOL

Category 5 - OVERALL DESIGN
First Place - ASSUMPTION HIGH SCHOOL
Second Place - SHELBY CO. HIGH SCHOOL
Third Place - BOWLING GREEN HIGH SCHOOL

BROADCAST DIVISION - Class A

Category 1 - NEWS PACKAGE
First Place - HENRY CO. HIGH SCHOOL, Lyttsey Packett
Second Place - HENRY CO. HIGH SCHOOL, Lindsay Gividen
Third Place - HENRY CO. HIGH SCHOOL, Joey Woods

Category 2 - NEWSCAST
First Place - HENRY CO. HIGH SCHOOL

Category 3 - NEWSMAGAZINE (No Winners)

Category 4 - FEATURE PACKAGE
First Place - HENRY CO. HIGH SCHOOL, Matt Adams

Category 5 - SPORTS PACKAGE
First Place - HENRY CO. HIGH SCHOOL, Heather Wisdom
Second Place - HENRY CO. HIGH SCHOOL, Sarah Moore

Third Place - HENRY CO. HIGH SCHOOL, Matt Adams

Category 6 - MUSIC VIDEO
First Place - HENRY CO. HIGH SCHOOL, Matt Adams
Second Place - HENRY CO. HIGH SCHOOL

Category 7 - SPOT PRODUCTION
First Place - HENRY CO. HIGH SCHOOL, Heather Wisdom
Second Place - HENRY CO. HIGH SCHOOL, Lindsay Gividen

BROADCAST DIVISION - Class AA

Category 1 - NEWS PACKAGE
Second Place - ST. XAVIER HIGH SCHOOL, Jared Bauman

Category 2 - NEWSCAST
First Place - GRAVES CO. HIGH SCHOOL, WGCE
Second Place - ST. XAVIER HIGH SCHOOL, WSTX 9TV Staff
Third Place - SHELBY CO. HIGH SCHOOL, 3rd Block Class-IV
Honorable Mention - SHELBY CO. HIGH SCHOOL, 1st Block Class IV

Category 3 - NEWSMAGAZINE
First Place - GRAVES CO. HIGH SCHOOL, Media II Class
Second Place - ST. XAVIER HIGH SCHOOL, WSTX Staff
Third Place - ST. XAVIER HIGH SCHOOL, WSTX Staff

Category 4 - FEATURE PACKAGE
First Place - GRAVES CO. HIGH SCHOOL, Sara Gossium
Second Place (Tie) - ST. XAVIER HIGH SCHOOL, WSTX Staff
Second Place (Tie) - PLEASURE RIDGE PARK, Stacy Cauty/Teresa Aldridge
Third Place (Tie) - GRAVES CO. HIGH SCHOOL, Jamie Sears/Jaime Goodley
Third Place (Tie) - GRAVES COUNTY HIGH SCHOOL, Jeremy Prince
Honorable Mention - PLEASURE RIDGE PARK, Terra Dooly/Josh Henry

Category 5 - SPORTS PACKAGE
First Place - PLEASURE RIDGE PARK, Missy Pfister
Second Place - PLEASURE RIDGE PARK, Missy Pfister
Third Place - SHELBY COUNTY HIGH SCHOOL, Corey Jennings/Kevin Jennings/Terry Brown
Honorable Mention - SHELBY COUNTY HIGH SCHOOL, Chris Sanders

Category 6 - MUSIC VIDEO
First Place - PLEASURE RIDGE PARK, Stacy Cauty/Teresa Aldridge
Second Place - ST. XAVIER HIGH SCHOOL, Adam Stivers

Category 7 - SPOT PRODUCTION
First Place (Tie) - SHELBY COUNTY HIGH SCHOOL, Claire Farabee
First Place (Tie) - PLEASURE RIDGE PARK HIGH SCHOOL, WPRF Seniors
Second Place - ST. XAVIER HIGH SCHOOL, Max Thackery
Third Place - SHELBY CO. HIGH SCHOOL, Corey Jennings
Honorable Mention - GRAVES COUNTY HIGH SCHOOL, Mary Beth Elder

Convention

Continued from page 1

The schools competed in three divisions: Newspaper, Yearbook and Broadcast; and in two classes: Class A (under 800 enrolled) and Class AA (over 800 enrolled). In each division, the students could submit entries in several categories. And just like KPA's contests, the schools with the most points in each division garnered General Excellence awards.

An award was also presented to the school with the best all-around journalism program. To qualify, schools had to compete in at least two of the three divisions. The Grand Champion Award was won by Bowling Green High School. (A complete list of the winners is on page 5.)

"I think the future of Kentucky journalism is in good hands from what I saw," said Chris Poynter, South Central Kentucky bureau chief for The Courier-Journal. "It's not been that long ago since I was in high school...10 years ago, but the kids seemed so much more mature. Even at that really young age, we saw many who were dedicated to journalism."

Poynter led sessions on news writing and participated in the careers panel discussion. He also joined several other journalists in the activity held at the hotel on the eve of the convention called "Pizza with the Pros." The Lexington Herald-Leader and KHSJA brought in pizza for those students and advisers staying overnight and journalists talked to the students informally about what a career in journalism offers.

"Several students came up to me after the seminar and told me they had been really inspired to go home and work hard after hearing the speeches from the journalists who were there," said Poynter. "I've talked to high school students before and sometimes they've seemed bored, about ready to fall asleep. But I didn't see that at the convention. After the sessions, they wanted to know more about what it's like day to day and several told me they were thinking about this (journalism) seriously."

Critiques of their classroom work were also offered. Critique sessions were done throughout the day of the convention, allowing students and advisers to meet with the university instructor who reviewed their work.

Jo-Ann Huff Albers, head of Western Kentucky University's School of Journalism, was involved with several of the critique sessions and was also impressed with what she saw.

"Bob Adams and I worked together critiquing



The Bowling Green High School newspaper and yearbook staffs posed with adviser Jacki Bretz, far right, after receiving their Grand Champion award at the 1999 KHSJA State Convention. Bowling Green High School received the most awards of any school participating in at least two of the three divisions of the contest.

school papers and we had decided beforehand that we would leave it up to the individual schools whether or not others could sit in on their session," said Albers. "But everybody was there to learn. They were interested in sitting in and listening and hearing about other people's work. Everybody took the comments, both compliments and suggestions on how to improve, in good spirits. We had one school who this was their first year for a school newspaper and some that were old hands at it, so we had a wide range. We also had one school that had gone to pagination in between the two issues that we had to critique and it was almost like night and day, really dramatic, the difference the use of computers had made and getting away from paste up. The students and advisers were eager to learn and that was an inspiration for us. That's what we need."

"We thought it might be hard to top last year's attendance at the first KHSJA convention in Lexington...but we did that and we're thrilled that the enthusiasm continues to grow," said KHSJA administrator Lisa Carnahan. "I come away from these gatherings very encouraged by what I see. These students are intelligent and many of them truly interested in journalism. If we can continue to foster that interest throughout their high school

years and into college, show them what a career in journalism has to offer, not only will we have enhanced the level of journalism being taught in our schools, but attract employees to our industry, too."

Over a dozen professional journalists participated in the convention as instructors or speakers. The remainder of the sessions were led by university journalism instructors and other professionals.

"One reason our conventions have been so successful is the quality of the sessions. We hear comments throughout the day about how much the students and advisers have learned from the speakers. They compliment their professionalism and energy during the presentations. I'm so thankful for the support given to KHSJA. It's the main reason behind the program's early success," said Carnahan. "I also want to point out how proud we are of the kids for not only their positive attitude, but their good behavior as well. This is our second convention and just like last year, the hotel did not have a single complaint regarding the students. This is pretty amazing when you consider 700 kids age 14-18, with 130 of them staying overnight. This makes it easier on us when we plan our future events because we've established a good track record."

Study: Teens really do read newspapers

Newspapers outranked TV as local news source

Almost seven in 10 young people ages 12 to 17 have read a daily newspaper in the past week, according to a report from the Newspaper Association of America (NAA).

Among older teens in the group, 75 percent read a daily newspaper in the past week.

The report also found that 40 percent had read or looked at a daily newspaper in the past day.

Even more promising, the report found that 72 percent of

teens read or looked at a Sunday newspaper during the past month.

Sports and funny pages are read most frequently, with a considerable number also looking at the front page.

When asked about the media they most rely on for news, more than two-thirds of teens look to newspapers for local community news, 63 percent rely on newspapers for high school and youth sports news and 52 percent count on newspapers for information about local politics and government news.

When compared to other media as a source for local news,

47 percent cited newspapers and 32 picked television.

Television makes them more aware of new products, and they rely more on newspaper for price information.

They turn to papers for advertising about jobs (88 percent), food and groceries (57 percent), movies (48 percent), stores and supermarkets (42 percent) and electronics (40 percent).

The report was prepared by Teenage Research Unlimited of Northbrook, Ill.

(Reprinted from the Alabama Press Association newsletter.)

Contests

Continued from page 1

KPA Board members Kristi Blackford-Bowden and Don White have been named co-chairmen of a committee that is charged with reviewing the contests and suggesting changes if any are merited.

Blackford-Bowden is editor of the Kentucky Enquirer and White is publisher of the Anderson News.

KPA President Tom Caudill has asked the committee to report at the summer convention in Bardstown June 17.

Between now and April 16, please send any suggestions concerning the contests to David Thompson at the Kentucky Press Association office in Frankfort, 101 Consumer Lane, 40601; fax (502) 226-3867; or e-mail them to: dthompson@kypress.com.