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## In the okout

• Oct. 8-9

KPS Board of Directors  
 Retreat  
 Bridge State Park

• Oct. 9

Entry deadline for KPA  
 Fall Newspaper Contest

• Jan. 21-22,

1999 KPA Winter Convention  
 Galt House East  
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# THE KENTUCKY

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 LEXINGTON KY 40506

July, 1998  
 Volume 69, Number 7

Official Publication  
 Kentucky Press  
 Service

# PRESS

## Survey: USPS does poor job delivering Kentucky papers

Postal Service delivery of Kentucky newspapers is worsening at about the same rate as community newspapers across America.

In a survey conducted by KPA, 80 percent of papers responding reported they had lost subscribers over the past year as a result of poor postal delivery. Seventy percent reported delivery service had deteriorated over the past year.

The National Newspaper Association (NNA) conducted a survey of papers across America which

indicated 73 percent of newspapers reported that Postal Service delivery had become significantly worse over the past year.

Newspapers across the county have reported a significant decline in newspaper delivery since the Postal Service began implementing its 1995 "reclassification" effort, according to NNA officials. In 1995, the Postal Service changed the way mail is classified and put into place work-sharing incentives to help customers take discounts for saving

the Postal Service a portion of its costs. The Postal Service also changed the way mail is routed through its system, eliminating some avenues of distribution for mail volume which has led to slow newspaper delivery nationwide.

In the NNA survey, just over 60 percent of responding newspapers reported a loss of subscribers because of poor delivery.

In Kentucky, the number of lost subscribers ranged from two to 20.

"The Postal Service measures the quality of First Class mail delivery, but refuses to measure the delivery of community newspapers. We now know why," said Kenneth B. Allen, NNA's executive vice president and CEO. "Community newspapers around the country report that it is taking longer than ever to get their products to subscribers, especially those who are outside the county and state."

NNA's survey showed in-county  
**See DELIVERY, page 7**

## 'ESP' program heralded as cost, churn reducer

The Kentucky Press Association in partnership with Network 1 Financial is introducing to Kentucky newspapers a new Electronic Subscription Payment (ESP) program. ESP is designed to reduce costs and decrease subscriber churn.

"It's jazzy," said KPA

Circulation Division Chairman Dave Eldridge when asked to describe the ESP program.

Eldridge, publisher of the Jessamine Journal, said the KPA Board and Circulation Division believed the ESP program to be a good marketing tool for any size

**See ESP, page 7**

## UPC coding used to reduce theft

Tired of watching your single-copy profits slip away, the result of theft? Putting a UPC code on your newspaper may be the solution.

In order to bar code your newspaper, you first have to apply for a license from the Uniform Code Council to receive a Universal Product Code (UPC).

Newspapers can apply online at: [www.uc-council.org](http://www.uc-council.org) or call UCC at (800) 543-8137 or (937) 435-3870. The application process normally takes about 10 to 15 days from the date UCC receives the application.

The UPC codes has 12 digits.

**See UPC, page 7**



**Achievement award**

Louise Hatmaker received the Russ Metz Most Valuable Member Award from KPA President Guy Hatfield during the 1998 Summer Convention. The award is presented to the individual who has performed the most outstanding service to KPA/KPS. Hatmaker recently retired from the Beattyville Enterprise and Jackson Times. She served on the KPA Board of Directors for 21 years, longer than any member. During those years, Hatmaker was active in several KPA committees. More convention photos are on page 6.

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# Kentucky people, papers in the news

## Kearns joins sports staff at Richmond

Amy Kearns is the newest edition to the staff at the Richmond Register.

Kearns, a native of Richmond, will serve as a sports writer for the newspaper. She is a graduate of Madison Central High School and Eastern Kentucky University. While at ECU, she worked for the student newspaper, the Eastern Progress, as assistant photo editor.

Last year she received the Columbia Scholastic Press first place award for black and white photo essay. She also received a first place in the area of sports page layout from the Kentucky Intercollegiate Press Association.

## Kentucky New Era begins Saturday morning publication

The Kentucky New Era began publishing a Saturday morning edition June 6. That edition will mark the first morning paper for the newspaper in its 128 years of publication. The Saturday morning paper replaces that day's afternoon edition, but the New Era will continue to publish afternoons Monday through Friday.

The Saturday edition is called "Weekend," and is about double the size of the previous Saturday paper. Features typically found in a Sunday edition are included in the New Era's Weekend. The edition will be devoted to local news,

sports, lifestyles, religion, television and entertainment.

David Riley, editor of Weekend and a 17-year New Era veteran, said the Saturday paper has a new design that emphasizes color graphics and photography and gives the morning newspaper a unique look. Riley has worked at the New Era in the areas of staff writer, graphics editor and associate editor.

Ray Duckworth, another veteran of the newspaper, is the coordinator of the Weekend's Sports section. Duckworth has been at the New Era since 1985 except for an 11-month stint in 1992 when he was sports copy editor for the Asheville (N.C.) Citizen-Times.

Elizabethtown News-Enterprise.

Arel will lead the paper's team of reporters and photographers and direct the team in planning and producing local stories and photographs.

An Elizabethtown resident, Arel came to the News-Enterprise 14 months ago after nearly three years as a reporter for the Gannett-owned Palladium-Item, a daily newspaper in Richmond, Ind.

Prior to joining the Richmond paper, Arel was an Army journalist for Fort Knox's Inside the Turret for five years. During his tenure, he also served as editor of the Army newspaper.

## Priest hired as reporter in Madisonville

Jeanette Priest has joined the news staff at the Madisonville Messenger as a reporter.

See PEOPLE, page 11

## Arel receives promotion at News-Enterprise

Steve Arel has been named reporting team leader at the

## —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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## Deaths

### Paul Westpheling

Paul Westpheling, publisher of the Hickman Courier, died June 20 at Parkway Regional Hospital. He was 84.

Westpheling served as president of the Kentucky Press Association in 1960 and was a founding director of the Hickman-Fulton County Riverport Authority. He graduated from the University of Missouri in 1936 with a degree in journalism. He began his career working for several small papers in Wisconsin, Tennessee and Mississippi.

Following six years of active duty in the U.S. Army during World War II, Westpheling joined the Washington Post in 1946 as an advertising representative. The following year, he and his wife Johanna, or "Jo" as she was fondly known, fulfilled a lifelong dream by purchasing their own weekly newspaper, The Fulton County News. The couple moved to western Kentucky and operated the newspaper until 1972. Jo Westpheling died in 1986.

According to Westpheling's obituary in The Hickman Courier, the couple chose western Kentucky because of its proximity to his relatives in Missouri and Mrs. Westpheling's in Mississippi. At one time, the couple also owned WFUL radio station in Fulton. In 1970 they purchased The Hickman Courier newspaper and Westpheling remained as publisher until his death.

Although a journalist by profession, Westpheling was also an accomplished jazz musician. He and

several other local musicians formed "The Melody Men," a Big Band orchestra that toured western Kentucky and western Tennessee for more than 25 years.

Survivors include his wife, Anna Westpheling; a daughter, Mary Jo Lewis, Fulton; a son, R. Paul Westpheling III of Vienna, Va.; and three grandsons.

Services were held at St. Edward Catholic Church in Fulton and burial followed in Obion County Memorial Gardens.

The family asked that memorials be made to St. Edward Catholic Church Music Fund.

### Edgar E. Easterly Jr.

Edgar E. Easterly Jr., a former bureau chief for the Associated Press in Kentucky and press secretary for two governors, died June 13. He was 88.

Easterly also worked for newspapers in Milwaukee and Chicago and had been the publisher of two weekly newspapers in Nicholasville. He lived in Frankfort. He helped establish the Louisville chapter of Sigma Delta Chi, now known as the Society of Professional Journalists, and in 1953 was installed as its first president.

He joined the AP in Cincinnati in 1932, transferred to the bureau in Columbus in 1934 and later was appointed state editor there.

Easterly moved to Louisville as bureau chief in 1950 and served five years in that position before resigning to become press secretary to Gov. A.B. "Happy" Chandler. Easterly held the same job under Gov. Bert Combs from 1960 to 1963.

See DEATHS, page 11

## LEGAL NEWS & VIEWS

### Theft of voice mail messages cited in paper's costly retraction

(AP) — The Cincinnati Enquirer, after renouncing stories it published criticizing the Chiquita banana company, has received subpoenas from a special prosecutor investigating whether Chiquita was a victim of theft.

Enquirer Publisher Harry M. Whipple confirmed June 29 that the subpoenas had been issued. But he declined to discuss who was subpoenaed, how many employees were involved or what the subpoenas demanded. Whipple said he could not comment because of the investigation by Cincinnati lawyer Perry L. Ancona, the special prosecutor.

The Enquirer renounced articles on June 28 that it published May 3 questioning the business practices of Chiquita Brands International Inc. The newspaper said it agreed to pay the Cincinnati-based banana exporter more than \$10 million to settle any legal claims. Chiquita has not sued the Enquirer.

The Enquirer's management said it had fired the lead reporter on the Chiquita series, Mike Gallagher, because he stole taped Chiquita phone messages on which the series was based and deceived his editors about how the information was obtained.

Ancona said he would not comment on the investigation. The Hamilton County sheriff also is investigating whether Chiquita property was stolen.

Gallagher, 40, was fired June 26. He had been at the paper since 1995. He declined comment when contacted at home.

His lawyer, Patrick J. Hanley, would only say: "There's going to be a lot of information that comes out in the future, but at this time we're just not going to get into it with the media."

The Enquirer said its reporting "created a false and misleading impression of Chiquita's business practices."

The Enquirer's 18-page report on Chiquita accused the company of improper land dealings overseas, involvement in a bribery scheme in Colombia and putting public health at risk with pesticide use on Central American banana farms. The section was illustrated with maps, photographs of Chiquita documents and pictures of Central Americans interviewed by Enquirer reporters.

Whipple had said in early May that the Chiquita reporting was supported by multiple sources inside and outside Chiquita.

### Issue of compensating travel time a sticky one

By KIM GREENE  
KPA General Counsel  
Dinsmore & Shohl



Most KPA member newspapers employ hourly-paid reporters who are not department heads.

Because those reporters do not fit in any of the National Labor Relations Act's exempt categories, they are considered nonexempt employees. That means the law regarding minimum wage and time-and-one-half pay for hours worked over 40 in a given week apply to them.

At the KPA summer convention there was a roundtable session on employee relations and employment law issues. Someone asked a question about how the law requires him to pay his sports writer when he travels to cover out of town sports events. Evaluating whether reporters' travel time is compensable is a tricky task. Of particular difficulty is evaluating whether a reporter should be compensated for the time spent traveling to and from an out of town assignment.

Wage and hour regulations make it clear that time spent traveling to and from a same-day assignment is compensable, whether that time is spent driving a car, sitting on an airplane reading a book, or sitting in an airport drafting a story.

The more complicated issue is the extent to which travel time is compensable if the assignment is an overnight or multi-day assignment. Federal wage and hour regulations state that an employee must be compensated for all travel time when that time occurs during the employee's "regular" work hours, even if those hours are on nonregular workdays.

An employee need not be compensated for time spent traveling outside of regular work hours if that time is spent as a passenger and if the employee is not working while a passenger. Time spent during to and from an assignment is compensable regardless of the length of the assignment.

It is difficult, of course, to determine what "regular" hours are for a reporter. If the newspaper is a morning daily, evening hours are probably "regular" work hours. If the newspaper is a weekly, then "regular" work hours might be closer to 9 a.m. to 5 p.m. If the reporter is a sports reporter for either a weekly or daily, evening hours are probably "regular," because a sports reporter's job duties include attending athletic events which are usual-

ly scheduled in the evenings. Each reporter's "regular" hours must be evaluated to determine whether travel time to and from multi-day assignments is compensable; what is "regular" for one reporter may not be regular for another reporter.

A few examples should clarify the extent to which travel time is compensable under federal wage and hour laws. Let's take an example where two sports reporters receive assignments to cover the University of Kentucky v. University of Tennessee basketball game in Knoxville, Tenn.

One reporter drives her own car and the other reporter is a passenger on the trip to Knoxville. They watch the game, spend the night in a hotel, then come back home the next morning. Because it was an overnight assignment, all travel time to and from Knoxville is compensable for the driver but only travel time during "regular" hours is compensable for the passenger. None of the after-game overnight time is compensable unless the reporters work during that time.

Let's suppose that instead of both reporters being sports reporters, one of the two reporters is filling in on this assignment. The fill-in reporter regularly works from 9 a.m. to 5 p.m. The two leave for Knoxville, a two-hour drive, at 2 p.m. The regular sports reporter is the driver and the fill-in reporter is the passenger during the trip.

All travel time to and from Knoxville is compensable for both the driver and the passenger in this example. Travel time for a driver is always compensable. The fill-in reporter's travel time is compensable because the travel time to and from Knoxville was during the reporter's "regular" hours.

Here's the second example: A reporter from Paducah drives to Louisville early in the morning to conduct interviews in preparation for an upcoming story. After conducting a full day's worth of interviews, the reporter drives back to Paducah that same day. All travel time is compensable in this case, both because the reporter is the driver and because no overnight stay is involved.

One final example involves a multi-day, out-of-town assignment. A reporter is assigned to cover the NCAA basketball tournament in San Antonio, Texas. The reporter's flight leaves Lexington at 8 a.m. and arrives in San Antonio at 3 p.m. While in transit, the reporter spends

See ISSUE, page 12



### The Job Shop

#### Advertising Sales Rep

The Jessamine Journal is currently seeking an experienced Advertising Sales Representative to help us continue our growth. The Journal is an award-winning community weekly situated in Nicholasville, about 8 miles south of Lexington. If you are creative, aggressive and want to earn above-average commissions for your work, send a resume to: Dave Eldridge, Publisher, The Jessamine Journal, P.O. Box 8, Nicholasville, KY 40340.

#### Staff reporter

The Times-Tribune, an award-winning and growing daily newspaper serving Knox, Laurel and Whitley counties, is currently looking for a staff reporter to take over a well-established beat in one of the fastest growing areas of the state. The ideal candidate will be a self-starter who can bring energy and excitement to a wide variety of subjects. Quark Express and photography skills are a plus. Please send resume and clips to John Whitlock, Managing Editor, 201 N. Kentucky St., Corbin, Ky., 40701 or call 1-800-739-8878 for an appointment.

#### District Sales Manager

The Owensboro Messenger-Inquirer Circulation Department has an immediate opening for a District Sales Manager. A high school diploma or equivalent required; sales or supervisory experience desirable. Applicant should be able to recruit, train and direct adult/youth carriers and achieve circulation sales objectives. A valid driver's license, a good driving record, excellent selling skills, mathematical aptitude and ability to work flexible hours are required. Pay commensurate with experience; excellent benefit package. Please send cover letter and resume to Sue Trautwain, Human Resources, Messenger-Inquirer, P.O. Box 1480, Owensboro, KY 42302, EOE.

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

## AD \$ENSE

### Advertisers want audience makeup info, not numbers

Newspaper advertisers want details about audience makeup more than circulation numbers, according to a new survey released by the Newspaper Association of America.

Just over half (52 percent) of advertisers surveyed — agencies that make newspaper buys and companies who advertise in newspapers — said that when planning a media buy, they are far more interested in reaching their desired audience than in any other factor. In a distant second place with 18 percent was the desire to reach the maximum number of people. Cost was third at 14 percent.

The survey was conducted for

NAA to examine how newspapers compare to other advertising media and how newspaper sources of information compare to other media information sources. The survey selected a national sample of companies and ad agencies and gathered its results through 20-minute telephone interviews.

"Advertisers are telling us that they want to know who is reading the newspaper, not just how many copies were sold," said NAA President and CEO John F. Sturm. "The quality of audience is more important to them than the quantity — and we know the quality of the newspaper audience is outstanding."

### Promotional ads well received

The second round of ads from the Newspaper Association of America (NAA) promoting literacy and reading — particularly among young people — by using a newspaper, continues to have widespread appeal to those who have seen the campaign.

A tracking survey of the second round found that aided recall continued to climb, people had positive reactions to the message, and the campaign helped boost the image of the newspaper industry overall.

New to this round of print and broadcast advertising, which ran April 13 to May 10, were Grant Hill of the NBA's Detroit Pistons and supermodel Christy Turlington. They joined former First Lady Barbara Bush, Super Bowl-champion quarterback John Elway of the Denver Broncos and entertainer and author L.L. Cool J, all of whom appeared in the first series of ads which ran last fall.

The survey found that almost half of target adults (46 percent) said they could recall the second

campaign, an increase over the 30 percent who responded similarly before it began.

The ad campaign had a positive effect on the newspaper industry as a whole. Between the pre- and post-wave of ads, the percentage of respondents who believe newspapers are read by people they respect rose five points, to 56 percent, and those who said newspapers are vital to one's education was up six points to 53 percent. Nearly a third of the public (30 percent) think newspapers care about literacy and encouraging children to read, up five points.

Each ad features a celebrity spokesperson reading a newspaper and talking about how important it is to read. The campaign tagline is "It All Starts With Newspapers." The three-year campaign is supported by placement of ads in NAA-member newspapers, whose additional contributions helped place ads in other media, including spot television, cable, online and in-cinema.

**Need additional copies of The Kentucky Press at your newspaper? Contact KPA News Bureau Director Lisa Carnahan 1-800-264-5721**

### Got an ad that needs work? Take a look under the hood

I remember an old television commercial in which a guy polished the hood of a car in a junkyard. The point was simple and effective: if that particular brand of wax could make a junked car look good, just think what it could do for your car.

After seeing the commercial several times, it occurred to me that no matter how good the car looked on the outside, it wouldn't run. The hood gleamed in the sunshine. But what was under the hood was still junk.

Many newspaper ads have the same problem. They look great. And if awards were given for surface appearances, they would win a blue ribbon.

But they don't work.

What was under the hood of that car didn't have any effect on the commercial's intended purpose. But what's under the hood of an ad can make all the difference in the world.

In this advice-heavy world, it seems as though every advertising practitioner has a handy list of can't-miss principles. So for simplicity's sake, let's reduce it all to three essential ingredients: Information, Value and Urgency.

1) Information. Generally speaking, people watch television and listen to the radio for enter-



tainment. But they turn to print — especially newspapers — for information.

2) Value. Don't make the mistake of thinking that value is limited to monetary cost. Value is in the mind of the consumer. Value is a matter of perceived benefits. People who buy Rolls Royces are just as interested in the value as people who buy economy cars.

The small word "value" is part of the larger word "valuable."

I recall a blurb in Readers' Digest which described the evolution of a classified ad. The first ad read, "Boat, motor and trailer for sale — \$200." Nobody called. So the ad was changed to read, "Boat and motor for sale — \$200. Will throw in trailer for free." The phone rang off the hook.

What was the difference? Value.

3) Urgency. An ad can have the first two ingredients — information and value — and still not work. Without urgency, there's no

See AD, page 10

### Video workshop can help your staff create better ads



At last... a program that is tailor-made for newspapers! *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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# Coach cringes at poor writing examples

## Coach's corner

By Jim Stasiowski



Reporters wrote these sentences, editors edited 'em, and I found 'em in my coaching. When I write my autobiography, I'm going to call it: "Sentenced To Death."

The Bulldogs took the opening kick off and with Loring and Coles running inside, outside and up the middle out of the Bulldogs power ground game and Finch and Exell taking care of things through the air, Lefko city put together a 10-play drive that was capped off by the four-yard jaunt by Loring that sparked the Bulldogs to 21 first-half points.

Police were tight-lipped Monday about

their investigation and would not say whether they were seeking a suspect.

Shaw said the program would enhance the present quality of education by centralizing the kindergarten staff and services through the sharing of resources and ideas, better community among staff, center-wide themes, activities and programs, and several other points.

With the exception of moving implementation back one year, the administration's resolution offered little that was new since the place was first made public several months ago — except that it called for creating an implementation plan to take into consideration the concerns voiced by the community at several well-attended meetings.

Police have no motive for the shooting.

This is the intersection where accidents are often a nightly occurrence.

At least 10 others were sickened and treated by ambulance crews in the store parking lot.

Millquist has claimed he is only 17 and initially was transported to the division of Youth Services, but prosecutors say his fingerprints prove he is 21.

Vehicles have crashed into a car owned by the Truxels that was parked in their driveway next to their home five times in less than ten years.

The report pointed to smoke as the big killer among those surviving plane crashes.

"We expect a negative material impact in the third quarter," Swanson said. "But we expected that."

Police chief Bo Kern said he's quitting if Tess Fox is elected mayor because she's a med-

See EXAMPLES, page 10

## E-town paper partners with cable system

The Elizabethtown News-Enterprise's New Ventures department has partnered with Comcast cable television system.

The newspaper took over ad sales for Comcast, a cable system operator that serves Elizabethtown, the majority of Hardin County and Hodgenville.

A five-member ad sales team is selling cable television ad spots on as many as 16 networks for over 18,000 households. In addition, in a few months they will be selling for the Campbellsville system, which is also a part of Comcast system.

The News-Enterprise has purchased state-of-the-art digital equipment for inserting local commercials and CCMS software for traffic and billing.

## Herald-Leader receives award for NIE program

The Lexington Herald-Leader was a winner in the Newspaper Association of America Foundation's Program of Excellence competition.

The Program of Excellence Awards honor newspapers for their Newspaper in Education (NIE) programs.

NIE promotes the use of newspapers as an educational resource and curriculum tool.

The award was presented to Kriss Johnson, Education Outreach Manager at the Herald-Leader.

## Papers have different standard for online edition

The consortium Web site of eight Michigan newspapers has published dozens of photos of fully naked college students that were not published in the print version of the same news coverage.

Michigan Live, the online offshoot of eight daily newspapers in Michigan, posted the photos of nude male and female students taking part in the annual end-of-the-school-year campus ritual in Ann Arbor called the "Naked Mile Run."

The event, started a dozen years ago by a handful of students at the University of Michigan, takes place late at night. This year there were roughly 500 runners. Police estimate that a crowd of about 10,000 gathered to watch the students dash across the university campus.

The local print affiliate of Michigan Live, the Ann Arbor News, ran a story and one photograph on an inside page about the race. The photo, taken from a distance, shows a dense crowd of obviously nude students but no significant genital details.

### Just Like Porno Pubs?

But Michigan Live, which sent its own photographer to cover the event, ran about 30 photographs, including frontal, up-close shots of the naked students. The Web site editors positioned tiny black boxes over the subject's genitals — just as some porno publications do.

During the last week, E&P has made repeated attempts to question officials at Michigan Live and Advance Publications Internet about the propriety of their Web photo coverage. The offices of all those contacted by phone and e-mail failed to respond.

Michigan Live is operated by Advance Publications Internet, a

unit of Newhouse newspapers. It contains content from the papers of the Booth Newspaper Group, a subsidiary of Advance Publications. The participating papers are the Ann Arbor News, Bay City Times, Flint Journal, Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, Muskegon Chronicle and Saginaw News.

### Warning Students of Dangers

Julie Peterson, a spokeswoman for the university, said that it would be difficult for the university to put an end to the race. Instead, an educational campaign has been launched to warn students of the dangers in participating in the race and having their nude photos put on display to a worldwide Internet audience.

The question raised by the controversy is whether or not newspapers should have a double standard about what kind of content is appropriate for the print and online versions of their publications.

Ed Petykiewicz, editor of the Ann Arbor News, said one of the basic policy decisions in covering the event for the print newspaper was to get a photograph that would not be objectionable to readers. "Not An Event Of Significance"

"We want a photo that would be comfortable sitting on a table in somebody's home. We're not going to run photos of butts. This is an event that happens on campus with students, and a lot of people turn out. It's certainly not an event of significance," said Petykiewicz.

In its print coverage of the race, the Ann Arbor News focused on how the runners were upset by swarms of self-appointed paparazzi that showed up. The headline in the April 22 edition of the News

read: "Naked Runners Piping Mad at Peeping Photographers."

"What we have done in the past is take photos that show the number of people at the rally, some sense of the students that are running and, depending on what angle you shoot from, you can effectively accomplish all of that without having frontal nudity," said Petykiewicz.

Journalism pundits are divided on the question of whether there is or should be a different standard between a printed newspaper and its online counterpart.

### Outraged But Rational

"As with so many things in journalism, everything depends on perspective," said Eric K. Meyer, managing partner of Newslink, an online research and consulting firm. "If, while looking through this site, I had stumbled across a photo of my child, I probably would be outraged. The problem is, would I remain rational enough to be outraged at the right people: the child who did it and the university and police who allowed it, or the messenger who merely told me about it?" said Meyer.

Adam Clayton Powell III, vice president/technology and programs at the Freedom Forum, said that if the photos can't be printed in the newspaper, they shouldn't appear online.

"When I was head of news at NPR [National Public Radio], I insisted on removing four-letter words from taped interviews on Morning Edition, saying our listeners' sensibilities over breakfast carried more weight than the artistic freedom of our producers or the inadequate vocabulary of our interviewees," said Powell.

See STANDARD, page 10

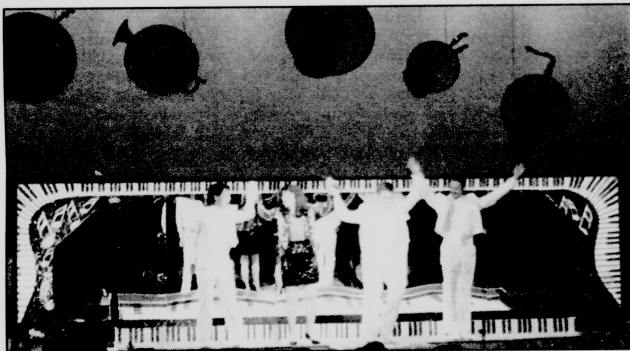


Drew Clark, two-year-old granddaughter of KPS Advertising Director Gloria Davis, took a break from all the excitement.



Kentucky New Era (Hopkinsville) Editor Mike Herndon took some advice from wife B.J. when it came to tie selection while shopping in

## Fun in the 1998 Summer Smokies Convention highlights



Convention goers were treated to a performance by one of country music's favorite female performers, Louise Mandrell.



David Hawpe (left), editor director of The Courier-Journal, presented U.S. Sen Mitch McConnell (R-Ky) with the Barry Bingham Freedom of Information Award.



KPA Administrative Assistant Sue Cammack and Controller Bonnie Howard (center) registered Danville Advocate-Messenger Editor John Nelson for all the convention activities.



Scott Dillingham, Dawson Springs Progress, and his wife, Beth, took a sample of sweetened Bavarian nuts offered before the start of The Music Mansion show. The musical variety show was just one of the many forms of entertainment offered to KPA members and their families.

## UPC

Continued from page 1

The first six are assigned by the UCC and identify the company. The next five digits are assigned by the company and identify the individual product. The last digit is a check digit.

With membership, newspapers are assigned their six-digit identification number for use on all products. For each separate product, newspapers must assign an additional five-digit number.

For instance, a 50-cent daily edition would have a different five-digit number than a \$1.50 Sunday edition.

The membership fee is based on the annual sales volume of the company. For companies under \$2 million in annual sales, the fee is \$350.

Fees are higher for companies with higher sales volumes. According to UCC representatives, this is a one-time fee. Once a company receives a UPC code, it is good for the life of the company unless it is sold or moves to a different location.

When a company receives its

code, it must then generate its own UPC labels. Several vendors provide this service, but software packages can also be purchased that perform the same task at a fraction of the cost.

Once you've accomplished this much for your newspaper, you must then work with vendors to enter the paper's UPC codes into its database.

Kent Carpenter, circulation director at the Owensboro Messenger Inquirer, knows of the success UPC numbers can have on single-copy sales, particularly at large retailers. While working in Huntsville, Texas, the newspaper was able to get counter ranks placed in Wal-Mart and sales soared. "We had tried to get those at the grocery stores," said Carpenter, "but they weren't interested. Then once they saw what we were doing at Wal-Mart, all of the grocery stores called wanting the same service," all because the UPC number allowed the single copy sales to be scanned in at checkout counters.

Carpenter hopes to implement a similar program for the Messenger Inquirer in the near future.

## Delivery

Continued from page 1

delivery to be good, with 98 percent of non-daily papers reporting delivery within five days. At dailies, 86 percent reported delivery within two days.

Kentucky again showed a parallel level of service. At non-dailies, 100 percent of those responding reported delivery within two days with 40 percent reporting same-day delivery in county. At dailies, delivery was reported to be in one day.

Out-of-county the picture changed dramatically in the NNA survey with 35 percent of out-of-county subscribers to non-dailies waiting six or more days for their newspaper and 11 percent waiting 11 days or more. Daily newspapers reported that 65 percent of out-of-county subscribers wait three or more days and 18 percent wait in excess of a week.

In Kentucky, out-of-county delivery fared some better with all papers reporting delivery within five days. Several noted if it was a surrounding county, delivery was usually within two days.

But out-of-state delivery held the same bad news for respondents of the NNA survey and KPA members.

A large percentage of Kentucky papers (70 percent) reported delivery times in excess of seven days for out-of-state subscribers.

Fifty percent of the non-dailies in the NNA survey reported deliv-

ery times of 11 days or more. Dailies reported that 67 percent of their out-of-state subscribers have to wait a week or more.

"Many community newspapers depend upon the Postal Service to reach their subscribers," said Allen. "When the Postal Service fails to deliver on time, community newspapers lose customers. Although this problem has been repeatedly brought to the attention of postal officials, 48 percent of the newspapers that participated in the (NNA) survey report that the Postal Service has been unresponsive to complaints."

The KPA survey asked newspapers if they had changed to carrier delivery, or were they considering changing to carrier delivery because of the Postal Service and 40 percent responded they were considering a change because of the poor service. But several noted carrier delivery would not help out-of-state subscribers where delivery service is at its worst.

"Few of us would return to a business where customer satisfaction and service is a 50/50 proposition," said Allen. "Unfortunately, community newspapers have few alternatives and must rely upon the Postal Service. Every community newspaper that uses the Postal Service would agree with the publisher who wrote to NNA: 'Please help.'"

A similar need was expressed in the KPA survey by Linda Dobson at the Central Kentucky News-Journal. When asked to estimate the time of delivery for out-of-state subscribers of her newspaper, Dobson wrote "forever."

## AP announces correspondent changes at Kentucky bureaus

Three Associated Press correspondent position changes in Kentucky were announced recently by Bureau Chief Ed Staats.

Two of the three appointments came as the result of promotions within AP by two veteran Kentucky staffers.

Kimberly Hefling, a news-woman in the Louisville bureau, was named correspondent in Pikeville. Hefling, 23, joined the AP last year in Louisville. She is a native of Wichita, Kan., and a graduate of Kansas State University where she was editor-in-chief of the campus daily newspaper her senior year.

She succeeds Allen Breed, who has been named a regional writer for the AP, based in Raleigh, N.C., covering the southeastern United States.

Timothy Whitmire, a newsman in the New York City bureau of the AP, has been named correspondent

in Lexington. Whitmire, 27, joined the AP in 1994 in Providence, R.I. He is a native of Pasadena, Calif., and a 1992 graduate of Harvard University with a degree in government.

He succeeds Michael Embry, who resigned to take a position in publication editing.

James Prichard, an AP newsman in Columbus, Ohio, is the new AP correspondent in Evansville, Ind. Prichard will be responsible for news coverage in western Kentucky and southern Indiana. He reports to both the Louisville and Indianapolis bureaus.

Prichard, 37, is a native of Fairborn, Ohio, and a graduate of Wright State University. He previously worked for newspapers in Ohio and Idaho.

Prichard succeeds Ted Bridis, who moved to the AP's Washington bureau to cover new media and the Internet on Capitol Hill.

## ESP

Continued from page 1

newspaper.

"The cost is fairly inexpensive and the fact that the same company offers other bank card services, we thought it was an excellent marketing and retention tool," said Eldridge. "Plus, it has the added benefit that it can be used for advertising as well... especially classified direct marketing. It has a lot of good applications for a small software price."

Using EFTCash, Network 1 Financial's Funds Transfer software and service package, Kentucky papers will be able to establish automatic payment services for their subscribers. The transaction is processed like credit cards, transparent to the subscriber. With Network 1 Financial, all of the necessary parts of an electronic payment process are packaged into one well-conceived product encompassing:

- Easy to use Windows software
- Integration with a newspaper's present circulation accounting systems
- Customized Transaction Posting
- Marketing programs to increase subscriber participation
- Systems coordination

The California Newspaper Publishers Association was the first in the nation to implement the program. Members are experiencing a 97 percent retention rate with their electronic customers.

ESP has additional benefits for

participating newspapers: No longer does the subscriber have to make a buying decision each time a bill arrives. No more billing statements. No more envelopes and postage. No more second and third notices. Each newspaper can market this product as a better way to buy, offering six-month or yearly rates with monthly debits. Clearly, this is very attractive to circulation executives who can see their churn decline significantly.

Several larger newspapers are already offering debit programs. While they do have good subscriber participation, many are paying transaction fees of 10 to 20 cents per item. Those transaction fees are attractive when compared to a 32 cent postage stamp, however, collectively through Network 1, additional savings can be realized.

EFTCash uses the Federal Reserve's Automated Clearing House (ACH) system to transmit and process automatic payment between suppliers and customer. The ACH is used by the nation's banks to transfer funds and also by large firms and utilities to collect monthly payments from commercial and residential customers. EFTCash is the first commercial product designed for the small to medium size membership and association market. According to industry experts, consumer acceptance of EFT is at an all-time high, with one out of every two households reporting that they perform at least one monthly electronic transaction.

In the coming weeks, Network 1 will be contacting newspapers throughout Kentucky to assess individual needs.

# Hiring redesign consultant well worth it

## Design is Everything

By Edward F. Henninger



At first blush, this column may seem self-serving. I'm willing to risk that — but only because I'm absolutely convinced it's important.

If you're considering a redesign, you should also consider hiring a consultant to help.

There it is. Some of you may think this is a sales pitch. Fine. I urge you to stop reading this column right now and do something else with your time. But some of you know you want to improve presentation at your newspaper — and you also know you need help to do it right.

Here are 10 points for you to consider:

1. Experience. The consultant has been through these waters before. He knows where the reefs lie and where the currents are favorable. And he has battled a few typhoons in his time.

2. Baggage. The consultant has none. At your newspaper, he has never made a mistake.

He has never angered any of your people. He has never failed to meet a deadline. He has never let you down.

3. Training. The consultant is a teacher and a mentor. He offers you the skills needed to mobilize, energize and train your staff to execute a successful redesign.

4. Analysis. The consultant brings you this promise: you will be better tomorrow than you are today. But to do that, we must know where we are today and we must look the future squarely in the eye. Sometimes the consultant must deliver bad news. Usually, that's not a surprise — you already know you have a problem. But the right consultant can also offer you a plan of action.

5. Process. The plan of action forms a procedure with which the consultant is familiar and comfortable — and which has proven successful. Though the procedure is common, he applies it in a manner specific to your newspaper.

6. Background. The consultant possesses a thorough understanding of the newsroom process. He's been there before — he can help you identify weak spots in an effort to prepare your newsroom for the redesign.

7. Practicality. The consultant knows that a

redesign that cannot be quickly and easily produced — both in the newsroom and in the production plant — will ultimately fail. The right design must work on deadline...with your staff...in your newsroom and all the way through to your pressroom.

8. Growth. He recognizes that every redesign brings with it the opportunity to respond to the needs of your circulation and advertising departments. And he strives to help you capitalize on your work together so a redesign can help pay for itself.

9. Listening. The consultant is an experienced communicator. He is articulate, but more important he is a master at listening when you tell him about your newspaper and community, because he needs to understand them well before he begins work.

10. Joy. In addition to all of this, the consultant brings to your newspaper a creative fire, a passion, a joy for the work.

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

## Want to hold onto your new copy editor? Follow these tips

Copy editors can maximize the performance of their interns and new hires if they recognize that inexperienced editors thrive on guidance, trust and a sense of belonging.

That may sound straightforward enough, but former interns and new hires revealed specific ways slots coaxed out their best work or, in some cases, how rookies wish they had been encouraged. Former interns and new hires reported that their best slots reached beyond the goings-on of the desk to bring out the best in rookies.

Guidance is the first step to bringing new editors up to speed on what you expect of them and the other editors on your desk and what standards your newspaper has set. Some new editors' suggestions:

- Write a mission statement for your desk that outlines the desk's and the newspaper's goals.
- Give new copy editors adequate training and orientation. It is difficult to learn the ropes if you can't even hang on. Create a copy flow chart. On it, follow a slug from beginning to end and list the chain of command. Identify the people they should talk to about stories, page layouts, art, etc. (One new copy editor said it would help to have a nightly chart, too.) Better yet, introduce new editors to the people they'll deal with most. And if it's not possible to assign another copy editor to sit with trainees on their first night, at least provide cheat sheets. Shortcut commands for the computer are a must!
- Let the rookie know from the start what kind of load you expect

him or her to pull. Some slots prefer a teaching approach that encourages learning to edit according to the paper's style before mastering editing on deadline — get it right first then do it fast. Others expect rookies to shovel copy quickly from the start and master the specifics along the way.

- Make yourself available. New copy editors should be able to approach you with hesitation.

• Keep new copy editors (well, all copy editors) informed. If you know you're going to send an editor to a particular slug, say so as soon as possible. This helps new editors improve their display type.

• Give regular feedback. Many of the new copy editors we spoke with said twice a week after deadline would be nice. It is crucial for rookies to know the reasons behind the changes you make.

new editors have mastered the basics, they start to expect a new level of trust. Usually, slots display trust by assigning greater responsibilities: feature-length stories, front-page stories, greater volume of copy or special duties such as writing keys to stories or managing the wires. When you appear to be taking a chance on a new editor, you send the message that you have faith in that editor's abilities. Once that message is sent, rookies have a great incentive to perform well — most will do anything not to let down someone who believes in them. Your vote of confidence can go a long way.

### Specific Suggestions

Specifically, former interns and new hires suggest:

- Distributing work at an even pace. Don't wait six months to give new editors that challenging 70-incher. Consider them for tabs or projects.
  - If your paper is covering a big story, give new editors a piece of the action, even if it's only a sidebar. Generally, big stories stir excitement throughout the newsroom, and new editors who are included in the buzz become inspired.
  - Discuss career goals with new copy editors from the very beginning. Organizations are hiring more young or inexperienced copy editors, so it is important to ask your editors about their goals and whether they know how to achieve them. Encourage them to ask questions about career tracks and opportunities in the newsroom. Share these discussions with
- Don't wait six months to give new editors that challenging 70-incher. Consider them for tabs or projects.
- Gina Acosta, Amanda Traugher**  
American Copy Editors Society
- Be as willing to praise as you are to critique. When a rookie makes a good catch or writes a headline that clicks with your newspaper's voice, say so. Striving to repeat a desirable behavior is a refreshing break from stepping cautiously to avoid a no-no.
  - Make local information readily available. Files with the correct spelling of local officials and place names are essential for a new copy editor. Make a list of where to find these items and distribute it during orientation.
  - Recommend books, magazines, web sites or any other relevant resources. This helps new copy editors know that you are interested in helping them learn.
  - Be open to all questions. Don't say, "We just do it that way." Volunteer an explanation. Once

See TIPS, page 10



# Rules of yesterday not used in today's newspapers

## On Second Thought

By David T. Thompson  
KPA Executive Director



"Wild" Jack Wild and J.A. MacCauley are turning over in the grave.

Most of you didn't know Wild Jack and Mister Mac, journalism professors at UK back when yours truly was in school (that's the 60s and 70s).

But those who did probably remember the many "rules of journalism" they had as they prepared us for the future.

I remember most of those rules and wonder when everything changed.

From layout and design to writing, Wild Jack (no, we didn't call him that to his face) and Mister Mac engrained these rules in our heads and you took it as the gospel. Forever.

As I looked at a number of Kentucky newspapers recently, it made me wonder, "Whatever happened to?"

Widows -- there was a rule that continuing a story from one column to the next, you had to continue at least two lines from the paragraph. Never would you move just one line, much less

one word, from the bottom of one column to the top of the next. Never, they preached. Makes the reader lose the thought and makes for a terrible looking layout. "Make sure any jump to the next column contains at least two lines." And better yet, don't end the bottom of one column with the end of a paragraph. "The reader will think that's the end of the story."

Averages -- when you're estimating, approximating or averaging, always use the estimate in groups of 5 or 10. If you know 32 to 34 people attended a meeting, you'd say "about 35" or "an estimated 35 people attended the meeting." Any number ending in 1, 2, 3, or 4 is an exact number and not subject to "about, approximately, estimate."

More and more I've seen copy saying "about 34 people" attended the meeting or did this or that.

Headline prepositions -- headline lines must be complete thoughts they preached. Never, never, never, ever end a headline line in a preposition. If you're using a preposition in a headline, it's part of a prepositional phrase and the rule about prepositions is that you never separate the preposition from its phrase.

That gets hard when you're writing one column heads.

Further, a four- or five-column head could only be one line; a three- column head should be two lines; a two-column head could be three

lines max; and the same for a one-column head. Now you see one-column heads with five, even six lines.

S apostrophe -- they, and others, espoused the possessive of words ending in "s" was made by simply adding the apostrophe. The rules these days seem to conflict -- some reporters use the apostrophe only; others use the apostrophe plus another s.

Thus, one group of reporters would say the possessive of The Daily Times is The Daily Times'. The others would write it as The Daily Times's. (Sorry but that looks ugly.)

Never could understand all the English rules but then whomever said English rules and journalistic rules were similar?

I'm three things -- a newspaper person, a Kentuckian and a Southern Baptist. The one word that describes all three is "traditionalist." We don't like change and accept it quite reluctantly.

Guess that's why I cringe when I see an exact number (32, let's say) used with average, approximate, estimate or about. And especially when I see a headline line ending with a preposition. Goes to show you can't teach an old dog new tricks.

These aren't my rules, they're the old rules of journalism. Old, apparently, because most are not practiced today.

## Newspaper ad spending up in first part of '98

First-quarter newspaper advertising expenditures for 1998 totaled \$9.6 billion, an increase of 7.3% over the same period last year, continuing a trend of healthy growth in all categories, according to the Newspaper Association of America (NAA).

"The strength of these first-quarter results is further proof of the newspaper industry's vitality," said John F. Sturm, NAA president and CEO. "Our continued growth in advertising, coupled with recent gains in circulation and readership, demonstrate the importance of newspapers to both advertisers and readers."

In the first quarter of 1998, classified advertising spending was up 9.8% to \$3.9 billion. Retail grew by 4.4% to \$4.4 billion, and national rose 9.9% to \$1.4 billion.

"We continue to benefit from the strength of local economies across the U.S.," explained Miles Groves, NAA chief economist and vice president of market and business analysis.

"This is evidenced by the growth in both classified, which continues to be driven by solid recruitment-category performance, and retail, which reflects the ongoing improvement in consumer spending," said Groves.

## Mentoring program for journalism students good idea for newspapers

### Pressing Issues

By Jerry Hilliard and Randy Hines  
East Tennessee State University

Whatever the profession, mentor programs are "in" these days -- and for good reason. Mentoring can be a downright invigorating experience for those willing to give it a try.

About to join the trend are members of the Greater Tri-Cities Chapter of the Society of Professional Journalists, situated in Northeast Tennessee/Southwest Virginia.

The chapter's mentor program, which will debut in August, is being awaited with a great deal of excitement. It promises to be a good model for other journalistic organizations, as well as individual newspapers and broadcast media interested in starting programs for college or high school students.

Although mentoring of high school students has been discussed by the SPJ chapter, for the time being it is concentrating on establishing ties with print journalism and broadcast news majors at East Tennessee State University.

Among those who are eager for the program to begin is Stephanie McClellan, city editor of the Kingsport (Tenn.) Times-News. In addition to the help it should provide in attracting bright students to journalism, she foresees other, more direct benefits for her newspaper.

"Since becoming city editor, I've discovered that we're in a world of hurt for replacing staffers," McClellan said. She has found the process to be almost never-ending as reporters move on to larger papers or other lines of work.

"I'm hoping we can forge relations with students

-- to get to know them well while they're still in school -- so that we will have a pool of good people to draw from when we have openings," McClellan said.

The official purpose of the chapter's program is "to help the students prepare for careers in the news media and to ease the transition from university life to the working world."

When the academic year begins in late August, applications will be accepted from students who wish to participate. They will be matched with appropriate mentors by mid-September, and the partnerships will continue until May.

Although mentors will have a great deal of leeway in designing activities, chapter members agree that the following should be given special consideration:

- Conducting personally guided tours of media facilities and introducing students to key personnel.
- Taking students along on assignments to give them firsthand knowledge of what it's like in the "real world."
- Inviting students to be guests at meetings of the Greater Tri-Cities SPJ Chapter.
- Providing job-search tips, including advice about resumes, portfolio material and interviews.

To demonstrate that they take the program seriously, mentors and students will sign contracts that spell out the expectations for both parties.

Among the responsibilities of the students will be to write essays at the end of the program in which they will discuss its effects on their career plans and preparations.

Both beginning students and those at the upper-class levels will be eligible to participate.

"Hopefully, students in the mentor program will discover quickly if this is something they really want to do," McClellan said. "Sometimes it's hard to get

See MENTORING, page 12

# SND announces annual workshop

More than 50 separate sessions, two "extra value" seminars and hands-on Macintosh workshops will highlight the Society for News Design's 20th annual workshop, September 10-12, at the Marriott hotel in downtown Philadelphia, Pa.

The seminar schedule is based around the theme "Design with attitude." In addition, top award winners of the "19th edition, The Best of Newspaper Design" contest will be honored at the annual awards banquet on Saturday evening.

Participants will have a choice to attend one of three "extra-value" seminars that will complement the workshop before it officially "kicks off" on the evening of the 10th.

- A full day seminar on September 10 will take a hard look at how to improve advertising design. This seminar - an outgrowth of SND's successful "Selling by Design" seminar series - concentrates on ads as well as ad makeup. (An extra fee of \$75 is charged for this all-day workshop.)

- A second full day seminar, also on September 10, will deal with improving web site design. This seminar is also an outgrowth of SND's "New Media Workshop" series. (An extra fee of \$75 is charged for this all-day workshop also.)

- In addition, a FREE half-day seminar sponsored jointly by SND and NPPA (the National Press Photographers Association) will also be offered on Thursday, Sept. 10.

Four two-hour long hands-on "MacLabs" will be offered in Quark XPress, Photoshop, Freehand and Illustrator, and HTML for the web. These intensive hands-on workshops on the Macintosh will run concurrently with the workshop on Friday and Saturday.

An extra fee of \$75 and a first-come, first-served, sign up plan will be used for these workshops. SND is partnering with NPPA to allow member discounts for both organizations at their respective workshops. As a result, registration for SND's annual workshop is \$300 for SND and NPPA members; \$400 for non-members of either organization, \$150 for students and \$75 for students who are also SND and NPPA members. To further encourage newspapers sending teams of people, SND offers a \$50 discount to non-members when they register as a "team mate" with an SND member.

For more information on the SND Philadelphia workshop, contact Dave Gray or Elizabeth Cromer at SND headquarters, 129 Dyer Street, Providence, RI 02903-3904, ph. (401) 276-2100 or fax, (401) 276-2105. Hotel and workshop registration forms are posted at SND's web site at <http://www.snd.org>.

shop is \$300 for SND and NPPA members; \$400 for non-members of either organization, \$150 for students and \$75 for students who are also SND and NPPA members. To further encourage newspapers sending teams of people, SND offers a \$50 discount to non-members when they register as a "team mate" with an SND member.

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## Ad

Continued from page 4  
motivation to buy now

Urgency can be created with time or quantity limitations. In either case, the message is the same: "Buy now or miss out."

A sale is the most common way to use time to create urgency. ("Half-price sale ends Saturday.") And a limited inventory is frequently used to create urgency with quantity. ("Only three townhomes left.")

Urgency can also be created by emphasizing benefits which could be

enjoyed now, instead of later. (For example, "Watch tomorrow's Super Bowl on your new big screen TV.")

If one of your client's ads is sputtering, maybe it's time for a tune-up. Raise the hood, roll up your sleeves and add a little Information, Value and Urgency.

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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.*

## Standard

Continued from page 5

John V. Pavlik, executive director of the Center for New Media at the Graduate School of Journalism at Columbia University, said the same rules of community standards that apply to a print newspaper do not necessarily carry over to its online version.

"The issue of a double standard across media is more a reflection of the more conservative community that the newspaper serves. It's a long tradition in broadcasting to present content appropriate to a particular community's standard, and enforced by the FCC; what might be appropriate in one community might be inappropriate in another. In the case of online journalism, community is defined less by the traditional geographic boundaries in the print and broad-

cast world, and more by communities of interest. I don't think viewers of the site will be offended by what they see, and there is a disclaimer warning of partial nudity ahead," said Pavlik.

Paul McMasters, ombudsman at the Freedom Forum, doesn't see the difference in coverage of the run as a double standard, but the Net as a different medium. "With the Internet you have the ability to provide more texture and detail; links to other stories, previous stories, other Web sites, even advertising and advertisers; and to provide interactivity. You also have the ability to go beyond what you might put in the pages of a family newspaper simply because the medium provides ample warning of what lies ahead and requires an act of volition on the reader's part to go there," said McMasters.

(Reprinted from the May 16 edition of Editor & Publisher)

## Tips

Continued from page 8

other managers. Your interest in new editors' career development shows them that you trust their ability now and that their future is worth caring about.

### Guidance and Trust

Guidance and trust are developed more easily when new editors get the sense that they belong on the desk. As they develop working relationships with other editors, they can seek guidance from others who are not their supervisors. In addition, the desk's veterans are more apt to trust new editors with whom they have developed rapport. New editors are more successful and productive when they're not preoccupied with fears that their fellow editors' standoffishness is a hint that they despise them.

A few recommendations:

- Bad attitudes (from you or others) don't make a good impression on a young (and probably enthusiastic) copy editor. As a supervisor, you can groom new editors to avoid these attitudes. Be active and enthusiastic. Share your energy.

- Encourage communication. Have meetings with the copy desk so that new copy editors have a chance to meet everyone away from "work." Encourage talking over messaging.

- Start a "professional partners" program. Ask veterans on the desk or elsewhere in the newsroom to make themselves available to new editors in case they have questions they are too embarrassed or otherwise hesitant to ask superiors. This only works, though, if professional partners commit to reach out to new editors. One way to ensure a good connection is to pair veterans who have something in common with their new editors, such as alma maters or hobbies.

- Work at getting to know your new copy editor. Ask questions. If members of your desk go out after work, encourage them to invite new editors.

- Be fair with vacations, scheduling, etc. New copy editors may be at the bottom of the ladder, but they still have lives. If you establish a policy, stick with it.

- Encourage your new copy editors to join ACES.

*(Reprinted from the April issue of ACES, a publication of the American Copy Editors Society.)*

## Examples

Continued from page 5

dlr.

Krempler said the PTA spoke to 425 district households in the last year, concluding from the interviews that a more cost effective, result driven management process must be implemented before voters will patronize the school system and willingly part with more tax dollars.

The state Historical and Museum Commission had to review three residences that will be removed to make sure they were not historically significant.

March follows February, the shortest month. March is one of the longest with 31 days.

Runners took cups of water from check-point volunteers and poured it on their heads.

"I think the kids had a good time," Swann said, adding the race was "rolling and accurate."

He crumpled to the sidewalk, his eyes rolling back into his head.

Detectives suspect that arrests could be made in practically all the murders if witnesses came forward.

Lindsay, the deputy prosecutor, said it was harder to prove vehicular homicide while driving under the influence that involuntary manslaughter.

Much of the rise in consumer bankruptcies can be linked to more consumers using bankruptcy to solve financial problems, Johnson said.

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

## Deaths

Continued from page 2

He retired in 1974 as vice president of public relations of the Appalachian Regional Hospitals, then became associate editor of the Kentucky Coal Journal in Lexington. He retired from that post in 1980.

A native of Knoxville, Tenn., he dropped out of high school in 1928, two months before graduation and began his career. He responded to an advertisement in Editor & Publisher, and was hired as editor at the Wisconsin Rapids Tribune. While working at that newspaper, he met his wife, Ethel, a secretary to the publisher. They were married in 1929.

In addition to his wife, Easterly is survived by five sons, Ed Easterly III of Nicholasville, Ellis Easterly, Baltimore, Md., C. Thomas Easterly, Miami, Fla., James C. Easterly, St. Paul, Minn., and Ronald F. Easterly, Morgantown, W.Va., and 14 grandchildren.

The funeral was held in Frankfort at Harrod Bros. Funeral Home. Burial followed in Frankfort Cemetery.

### Archie Frye Jr.

Archie Frye Jr., founder of The Graphic newspaper in Georgetown, died June 24 at St. Joseph Hospital in Lexington. He was 84 and a resident of Georgetown.

Frye founded The Graphic in 1950. He retired as editor and publisher in 1984. He named his paper The Graphic after a paper in Indiana called The Portland Graphic. Frye liked to use a lot of photographs in his paper, which carried a subheading that said "Your Weekly Picture Newspaper." For many years, the Graphic was a tabloid, printed at Frye's own printing company. The newspaper later converted to broadsheet format.

The Graphic was renamed The Georgetown Graphic in the 1980s, and in 1993, the newspaper merged with the Georgetown News to become the Georgetown News-Graphic.

Frye became his journalism career in high school, editing his school newspaper. He went on to edit his military and college newspapers and then began his professional career at the Georgetown News and the Georgetown Times in 1939. He was also an associate editor and managing editor of the Somerset Journal and a correspondent for The Courier-Journal.

A native of Danville, he attended Castle Heights Military Academy in Lebanon, Tenn., and Georgetown College.

He is survived by his wife, Mary Kemper Frye; two daughters, Anne Kemper Frye, Lexington; Margaret Frye "Peggy" Hughes, Richmond, Va.; and three grandchildren.

Services were held in Georgetown Cemetery.

## People

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Priest has been a freelance writer, with numerous articles published in newspapers and magazines. While at the McKenzie Banner newspaper in McKenzie, Tenn., she did a weekly column on literacy.

A native of Arkansas, Priest grew up in Martin, Tenn. She graduated from the University of Tennessee at Martin with a degree in broadcast journalism.

### Ashland newspaper offers early retirements

At least 21 employees of the Ashland Daily Independent are eligible for early retirement packages that are being offered by the paper's parent company, Ottaway.

The packages are part of a staff reduction plan announced by Ottaway's parent firm, Dow Jones & Co.

Dow Jones plans to reduce its budgeted full-time staff at Ottaway papers by 220. Ottaway owns 19 daily newspapers and 17 weekly papers.

As part of the package, employees are being offered pensions, severance pay, partial insurance and reimbursements of up to \$2,000 for charges related to finding another job.

### Landmark purchases UF publications

Landmark Community Newspapers Inc., has purchased Gator Bait and GatorTalk, two independent weekly collegiate sports publications covering University of Florida teams. With a combined circulation of nearly 21,000, the two publications circulate nationally to fans of the Florida Gators.

The publications were purchased from Florida Sports News, Inc.

### Mulcahy named sports editor at Maysville

James Mulcahy has been named sports editor at The Ledger-Independent in Maysville.

Mulcahy has been design editor at the newspaper for seven years. He came to Maysville after a year as editor of The Bourbon Times in Paris. Prior to that, he was associate editor of The Clay City Times.

### Tolliver joins staff at Kentucky Standard

Lisa Tolliver is the newest addition to the news staff at The Kentucky Standard in Bardstown.

Tolliver joins the staff as a writer and photographer. She comes to Bardstown from the Mt. Sterling Advocate where she covered city government and area schools.

A native of Bardstown, she is a journalism graduate from Western Kentucky University where she worked for the student newspaper, The College Heights Herald.

### Bolin hired as ad rep at Sentinel-News

Connie Bolin is the new advertising representative at the Shelbyville Sentinel News.

Bolin handles classified advertising as well as display ads. A native of Shelbyville, she worked for the paper as a temporary employee after working for the state Department of Education.

### Kerr, Drake join News-Enterprise staff

Kellie Kerr has been named promotions manager at the Elizabethtown News-Enterprise. A recent graduate of Western Kentucky University with a degree in corporate and organizational communication, Kerr is a resident of Elizabethtown.

Lonnie Drake has joined the paper's staff as a graphic designer. Also a resident of Elizabethtown, Drake attended the University of Kentucky.

### Schurz inducted into The Indiana Academy

Mary Schurz, editor and publisher of The Advocate-Messenger in Danville, has been elected an honorary member of The Indiana Academy.

Founded in 1970 by Independent Colleges of Indiana Foundation, the Academy was established to further the development of public service, higher education, the arts and sciences, literature and the general culture of the state through recognition of individual leadership, achievement and philanthropy. Each year the Academy elects to membership outstanding citizens or former citizens of Indiana who have contributed to those goals.

Before coming to Danville, Schurz worked for the San Diego Union, Saturday Review magazine and as a reporter and assistant science editor for The Associated Press' New York bureau.

### Courier-Journal, Herald-Leader win NAA awards

The Courier-Journal and Lexington Herald-Leader were among the winners of ACME

(Advertising, Circulation & Marketing Excellence) Awards presented recently by the Newspaper Association of America.

The awards recognize the best in marketing and promotion in a variety of categories.

The Courier-Journal picked up six awards: Carrier Recognition Campaign (Larry Gray, Carrier Day Ad); Consumer/Electronics (Juanita Turpin, BellSouth Mobility, "We're Proud to Call Kentucky Home" Ad); Home Furnishings & Home Improvement (Juanita Turpin, La-Z-Boy Box Seats Ad); Real Estate/Rental (Juanita Turpin, Kentuckian Style Tab Section, Specialty Apparel and Department Stores (Juanita Turpin, Fashion Shop Hats Off Ad); Sporting Goods (Juanita Turpin, Polo Fields a Stroke of Genius Ad).

The Lexington Herald-Leader received two awards in the Classified Advertising Division: Niche Publication/Real Estate (Dave Wilkinson, Homeseller); Signature Sponsorship Pages (Heather McGinnis, Holiday Greetings).

### Vanderhoof promoted to copy desk leader

Sharon Vanderhoof has been promoted to copy desk team leader at the Elizabethtown News-Enterprise.

Vanderhoof will manage the copy desk in designing and editing the newspaper. Since 1995, she's worked as a copy editor and reporter at the Elizabethtown paper.

As a freelance writer, Vanderhoof's articles have appeared in several nationally-known magazines.

### Yeager hired as sports writer at Grant Co. News

Lance Yeager has been hired as a sports writer at the Grant County News in Williamstown. It is the newspaper's first full-time sports position.

Yeager is a 1997 graduate of Eastern Kentucky University where he served as assistant sports editor and news writer for the ECU student newspaper, the Eastern Progress. While in college, he also wrote articles for the Richmond Register.

### Sentinel-News staff help with fundraiser

The Shelbyville Sentinel-News participated in the American Cancer Society's Relay for Life. The "Newsies," the newspaper's team, helped raise over \$27,000 for the annual event.

Twenty-six teams walked the track at Shelby County High School for 18 hours to raise money for cancer research.

# KPA Legal Defense Fund fulfilling assistance goal

## Thus far, 90 papers have joined the fund

Nearly two years old, the KPA Legal Defense Fund is fulfilling its mission, having granted financial assistance to four newspapers thus far.

The Legal Defense Fund was established in August 1996 to help newspapers defray legal costs when fighting either as a plaintiff or defendant, a battle of importance to all Kentucky newspapers. It was initiated in 1995 with a \$10,000 contribution from the KPA/KPS board after the board discussed the concept and heard that legal battles were taking a toll on newspapers.

To date, the fund has received seven financial assistance requests and awarded a total of \$15,148.83 in five of the cases.

Funding for any case is limited to "up to 50 percent" of the newspaper's expenses, not to exceed a funding cap. The committee may request status reports, copies of invoices/statements involved in the case or any other documentation necessary to base its decision.

The cases eligible for consideration by the committee must have been initiated after January 1996 and include: cases involving access to records, meetings or court proceedings and lawsuits stemming from a news article, editorial or other material published by the paper. Libel cases can be considered once proof of libel insurance has been established.

To receive financial assistance from the fund, newspapers must submit an application which will first be reviewed by the KPA general counsels to determine whether or not the issue is of statewide significance. If the attorneys determine the issue meets the criteria, the application and written request will be forwarded to the committee members. The Legal Defense Fund Committee meets quarterly to review requests and newspaper representatives involved may be invited to attend and discuss the issue in full if the committee decides an interview is necessary.

Newspapers not already involved may join the fund at any time during a fund year (Sept. 1-Aug. 31) but that newspaper will not be eligible to receive funds in the first six months of the commitment period. Also, any newspaper wishing to withdraw its support from the fund can

do so at any time during the year, without reimbursement of the funds contributed. However, should that newspaper decide later to rejoin the fund and make additional fund commitments, it shall be ineligible to receive funds for six months after rejoining.

Papers interested in having the Legal Defense Fund Committee review a request should send the application to the KPA Central Office. The committee is composed of chairman and board representative Tom Caudill, the Lexington Herald-Leader; board representative Dave Eldridge, Jessamine Journal; past presidents Steve Austin, the Henderson Gleaner, and David Hawpe, The Courier-Journal, and Larry Craig. Past presidents will serve a two-year term and the board members are selected for one-year terms.

To date, 90 newspapers are participating and eligible to receive funding assistance. Participation is based on a newspaper contributing a minimum of one quarter page of advertising revenue per year for four years.

Newspapers interested in participating and to find out exactly how the process works should call KPA Executive Director David T. Thompson at 1-800-264-5721.

## Bluegrass State Games results to be available on CommonNet©

Results of the 1998 Bluegrass State Games, scheduled for two weeks in July, will be available beginning Monday, July 27, on the CommonNet© bulletin board system.

The games will be held in Lexington as well as other sites around Central Kentucky July 17-19 and July 24-26.

Results will also be available on the Lexington-Fayette County Urban County Government's home page at <ftp://ftp.lfugc.com/> and once that site is reached, the results will be in "Directory — BGS98 — Summer."

Games officials suggest newspapers check the site through

Wednesday, July 29, to get a complete list of all results from the Bluegrass State Games because of the time involved in getting results from outlying sites and the time required to prepare the final list.

Bluegrass State Games results on CommonNet© will be available by calling (502) 226-4929. The results will be in a BGS98-98 folder on the KPA Access screen.

For more information about the CommonNet© bulletin board system, call KPA Executive Director David T. Thompson at (800) 264-5721.

## Mentoring

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feel in the classroom for what newspaper work is really like. Among other things, the students in our program will see that this is a demanding profession that involves a lot of hard work — and requires certain types of personalities."

Another SPJ member who has high hopes for the mentor program is Mark Stevens, editor of The Erwin (Tenn.) Record.

"When you're in class, it's simply a different world," Stevens said. "Talking about what it's like to work for a newspaper and doing assignments for a course can't make you understand what it's

really like to do this every day."

Stevens traces the beginning of his career in journalism to an experience similar to mentoring that he had in the education field.

Although Stevens had loved working for his high school paper, he headed for college with visions of becoming a teacher. While newspaper work had been a pleasant pastime, teaching seemed more like a "real job" to him.

Thankfully, he said, one of the first requirements for aspiring educators was to take a course in which they observed teachers at work.

"I could tell immediately that I would hate teaching," Stevens said. So he quickly reconsidered the situation and headed for the journalism department — a decision he

## Issue

Continued from page 3

two hours (8-10 a.m.) reading background information on the teams participating in the tournament. The reporter returns home the following Tuesday on a flight leaving San Antonio at 1 p.m. The flight arrives in Lexington at 9 p.m. On the way home, the reporter is too exhausted to work. The reporter's "regular" hours are from 1 p.m. to 9 p.m.

In this situation, the reporter should be compensated for the two hours he spent working in transit from Lexington to San Antonio, the two hours he spent traveling to San Antonio which were during his "regular" work hours (1-3 p.m.) and all of the travel time he spent coming home from San Antonio since it was during his "regular" work hours (1-9

p.m.).

The wage and hour issue of determining whether travel time is compensable arises when overnight out-of-town travel is involved and the travel is as a passenger. One difficulty for a newspaper is determining what a reporter's "regular" hours are.

To cope with this wage and hour issue, please implore reporters to keep accurate records of time spent working if the time spent traveling as a passenger to and from overnight assignments is not during "regular" work hours.

As always, please give the attorneys at the KPA Hotline a call if you have a question about any defamation, invasion of privacy, access to information or advertising issue.

**Jon L. Fleischaker (502) 540-2319**  
**Kimberly K. Greene (502) 540-2350**  
**Julie C. Foster (502) 540-2364**  
**R. Kenyon Meyer (502) 540-2325**

has never regretted.

"If it hadn't been for that eye-opening experience with teaching, I might have been in the same boat as many students who don't realize until it's too late that they've spent a couple of years majoring in the wrong field," Stevens said.

Besides the mentoring program's advantages to students, Stevens believes the experience will be beneficial to the professionals who participate.

"We all get a little burned out with the daily routine," he said. "I think mentoring can help us rejuvenate ourselves. In showing students what a good field this is, it will force us to refocus on the many positives of newspaper work."

Besides, I'm always looking for something new to help keep my job

interesting — and the mentor program certainly is something new."

If the program is successful, the SPJ chapter will consider an expansion into area high schools.

Possibilities that have been discussed include visiting schools to offer advice while publications are being put together, offering to critique school newspapers, providing advice by telephone to students and their advisers, and developing a speakers bureau.

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*(We would like to hear what you think about ways to attract young people to the journalism field. Our address is ETSU Box 70667, Johnson City, TN 37614-0667. E-mail may be sent to us at [hilliarj@access.etsu.edu](mailto:hilliarj@access.etsu.edu).)*