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THE KENTUCKY PRESS

DECEMBER 1992
VOLUME 63 • NUMBER 12

The official publication of the
Kentucky Press Service

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Jan. 21-23 at Executive Inn, Louisville

Winter Convention: A little something for everyone

Scott, Anders new to board

Bob Scott, publisher of the *Georgetown News & Times*, and Mike Anders, publisher of *The News-Enterprise* in Elizabethtown, have been elected to three-year terms on the KPA/KPS board of directors.

Their terms officially begin Jan. 23, 1993, although Scott assumes the unexpired term of Jim Green of the *Lexington Herald-Leader*.

Green resigned his board seat earlier this year.

Re-elected to three-year terms on the board were Dorothy Abernathy, general manager of the *Oldham Era*, LaGrange; Teresa Revlett, general manager of the *McLean County News*, Calhoun; and Charlie Portmann, general manager of the *Franklin Favorite*.

Abernathy is also treasurer of KPA and KPS.

Oh, the weather outside might not be frightful, but the cold, dreary days of winter are fast approaching and that means it's almost time for another Kentucky Press Association Winter Convention.

The 124th KPA winter con-fab is scheduled Jan. 21-23 at the Executive Inn in Louisville.

An added feature this year is a Charlie Mouser Advertising Institute session on Thursday, Jan. 21.

Also on Jan. 21 will be the KPA/KPS board of directors luncheon and meeting, beginning at 12 noon; the 1993 KPA Winter Convention Trade Show, which opens also at noon; and an opening reception.

Friday's general sessions include Ed Henninger on redesigning your newspaper; more Charlie Mouser on what newspapers need to do to build up advertising; and a panel discussion of the proposed health care reform and how it

affects newspapers.

The panel discussion leads into the Friday luncheon. Gov. Brereton Jones has been invited to deliver his State of the Commonwealth address at noon on Friday.

The tradition of the governor delivering the State of the State address began with Gov. Bert T. Combs and continued

until the Wilkinson administration. Gov. Jones indicated at the 1992 Winter Convention that he would return to the tradition.

Friday afternoon's division breakout sessions are highlighted by two photography workshops, presented in conjunction with the Kentucky Newspaper Photographers

Association.

The first, "Photographer Tips for Reporters," is geared to reporters who find they have to cover meetings or other news events and need to juggle a camera at the same time.

The session offers easy-to-use tips for improving the quality of your photographs, along with a question and answer session on specific problems.

The second photography session will be a critique of 25 selected newspapers on photo coverage and quality. The session also allows the chance to get a few design ideas following Henninger's morning session on design and layout.

Advertising sessions feature Kim Greene on "State and Federal Laws Affecting Newspaper Advertising," followed by KPA General Counsel Mike Judy and Executive Director David T. Thompson discussing KRS 424 — Public Notice Advertising. See Convention, page two

Annual Business Session scheduled for Jan. 23

The Kentucky Press Association/Kentucky Press Service annual Business Session has been scheduled for Saturday, Jan. 23, beginning at 9 a.m.

According to KPA Bylaws, notice of the annual business discussion must be published in *The Kentucky Press*.

Discussions will include the 1992 KPA and KPS year-end financial statements; 1993 proposed budgets; and election of officers for 1993.

The Business Session is a part of the 1993 Kentucky Press Association Winter Convention, to be held at the Executive Inn, Louisville.

KPA President Mary Schurz will preside over the Business Session.

Hall of Fame nominations due in committee by Jan. 15

Nominations for the Kentucky Journalism Hall of Fame are due by Friday, Jan. 15.

Nearly 75 persons have been inducted into the Hall of Fame since its establishment in 1980 by the University of Kentucky Journalism Alumni Association to recognize Kentuckians who have made significant contributions to the journalism profession.

Selections are made from individuals — living and dead — who are natives of Kentucky or who have spent a significant portion of their careers in Kentucky.

Nominations should be made in letter form, including pertinent background information about the nominee and a photograph, to:

Kentucky Journalism Hall of Fame
School of Journalism
Grehan Journalism Building
University of Kentucky
Lexington, KY 40506

Inductions will be in the spring during the Joe Creason Lecture at UK.

The selection committee consists of the dean of the UK College of Communications, director of the UK School of Journalism, and presidents of KPA, Kentucky Broadcasters Association and UK Journalism Alumni Association.

Internships to replace scholarships

The Kentucky Press Association board of directors has unanimously approved a substantial change in the scholarship program offered through the Kentucky Journalism Foundation.

The move will not only help college students with financial assistance for their education, but it will also give them valuable newspaper experience and serve as a member service.

Presently, the Kentucky Journalism Foundation awards \$8 \$1,000 scholarships each year to college students.

The awards are renewable as long as students meet basic education requirements established by the foundation.

However, during a recent survey of past recipients, KPA found that of 58 students awarded scholarships since

1984, only four were presently employed in the newspaper business.

Following a lengthy discussion on the survey results at its August meeting, the board directed the KJF Committee to consider alternatives to the present scholarship program. The KJF Committee included past KPA presidents Celia McDonald and David Hawpe.

The committee's recommendation to the Oct. 29 board meeting was to change the scholarship program to an internship program.

It involves phasing in the program over a three-year period, at which time the foundation will be funding 10 internships each summer.

The recommendation suggested each internship be for 10 weeks, with the interns receiving \$250 per week

through the foundation.

Newspapers would not be required to pay the intern's salary, but would be asked to reimburse the student normal travel and mileage expenses.

The program begins in the summer of 1993 with five internships to be funded, along with 21 renewed scholarships.

See Internships, page two

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Convention

From page one

Friday night's banquet, always the largest attended function with some 350 persons, is highlighted with the presentations of the 1992 KPA Newspaper Contest awards.

Individual awards in seven divisions and some 20 editorial categories will be given that evening. Letters notifying contest winners have already been sent to the recipients.

Saturday's final day begins with the KPA Business Session at 9 a.m.

During the general session that morning, Western Kentucky University professor Dr. Jim Highland will present the results of the 1992 KPA Salary Survey.

The convention ends with the Changing of the Guard brunch at 11:30 a.m., when 1992 President Mary Schurz of *The Advocate-Messenger* in Danville hands over the gavel to Jerry Lyles of the *Benton Tribune-Courier*.

Convention materials have been prepared with more detailed program information, along with hotel room reservation forms, and were mailed in early December.

Room rates are \$56 per room regardless of the number of persons occupying.

For more information about the 1993 KPA Winter Convention, contact the KPA Central Office at 1-800/264-5721.

Classifieds

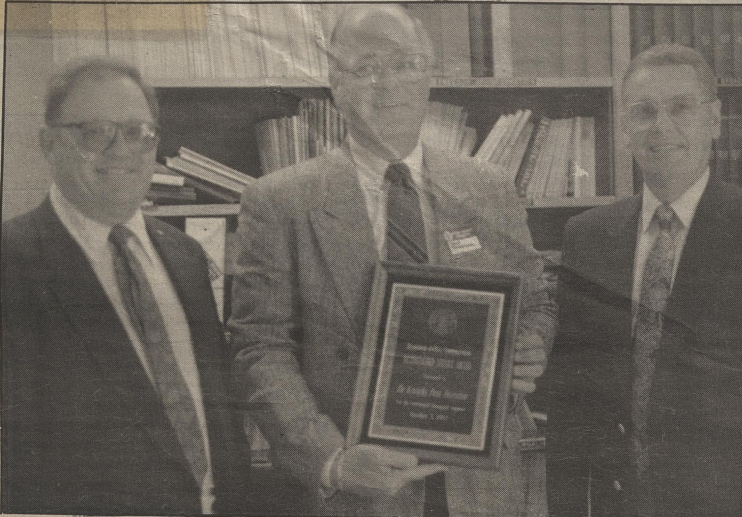
USED EQUIPMENT FOR SALE

LOGE PC-13 Processor, can be rebuilt, or great for parts; Chemco E-Z Color Enlarger (allows you to make economical color separations); 2-Compugraphic 8600 typesetters (one 68 pica, one 45 pica) both in excellent working condition but also good for parts. For more information, contact Buddy Morgan at *The Gleaner*, 502/827-2000.

Help Wanted

The Appalachian News-Express, a tri-weekly in Pikeville, is looking for a general assignment reporter. He/she should be intelligent, curious, a good writer, an accurate reporter, able to use a camera, energetic and ambitious. *The News-Express* is an expanding, changing newspaper in Kentucky's largest county. Competitive salary, good benefits. Send resume, clips and references to Executive Editor, Box 802, Pikeville, KY 41502.

Distinguished service



Eastern Kentucky University's department of mass communication recently presented KPA executive director David T. Thompson, center, with its Distinguished Service Award. Making the presentation were Dr. Glen Kleine, dean of the EKU College of Applied Arts and Technology, left, and Dr. Ron Wolfe, chairman of the department.

Internships

From page one

In 1994, seven internships would be funded, plus 14 scholarships, and, in 1995, seven internships and seven scholarships would be awarded.

The internship program would be fully operational by the summer of 1996.

Since present scholarships are awarded to underclassmen as well, the KPA board felt it did not want to take away scholarships from the 1992-93 freshman class, opting instead to let those students renew the scholarships through their college career as long as the minimum standards are met.

The selection process for interns and member newspapers to participate in the program has yet to be worked out, but the criteria should be announced in late January.

"The KPA board has taken two major steps through this new program," said KPA executive director David T. Thompson.

"First, they are funding a student's employment for 10 weeks so that the student can see the 'real world of newspapering.' Hopefully, those 10 weeks of working for a KPA member will encourage the student to give more serious consideration to a newspaper career after graduation.

"And, second, the board has established a great member service. Member newspapers

will have a paid-for employee for 10 weeks during the summer.

"We'll require the newspapers to treat the interns just like any other editorial or advertising employee — give them a beat to cover or a sales area to call on."

In the end, students and newspapers should both benefit from the experience. "And, best of all, it costs the newspapers nothing."

Of the four previous scholarship recipients employed by newspapers, only two were with Kentucky newspapers.

"We had some scholarship recipients in law school, some were paralegals, some are in

public relations," Thompson said.

"I think this is another example of what a press association can do for its members. While this benefits students, it helps newspapers just as much.

"And, as was the case when the News Bureau began two years ago, I think other state press associations will be watching Kentucky to see how the internship program works."

More information about the internship program, including the application process for students and member newspapers, will be available in late January.

Scary stats

- One in 20 adults has problems reading newspaper headlines: Three in 20 can't comprehend wire service stories. As many as eight in 20 have difficulty with manuals, safety directions and product labels.

- Seventy-five percent of those who will make up the U.S. workforce beyond the year 2000 are already out of school.

- One-half of all heads of households cannot read past the eighth-grade level, and one-third of all mothers on welfare are functionally illiterate.

- A 1989 UNESCO survey indicates there are 965 million illiterate adults throughout the world, just under 30 percent of the total population. Despite literacy programs, there still will be an expected 942 million illiterates throughout the world by the year 2000.

(Minnesota Newspaper Association)



THE KENTUCKY PRESS

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The Kentucky Press (ISSN-0023-0324) is published monthly and second class postage paid at Frankfort, Ky. 40601, and additional offices. Subscription price is \$4 per year. Postmaster: Send change of address to The Kentucky Press, 101 Consumer Lane, Frankfort, Ky. 40601; (502)223-8821.

Parole Board unhappy with AG's ruling

Money for renovations, victims' privacy are major concerns

By BECKY L. MEADOWS
KPA News Bureau Director
Hearings of the state Parole Board — hearings that have traditionally been held in closed session — should be open to the public, according to an opinion of the state attorney general.

Yet despite the opinion released last month, the Parole Board will seek to have the 1994 General Assembly clarify whether it intended the board's meetings to be open under the new Open Meetings/Open Records laws passed during the 1992 legislative session, Parole Board Chairman John Runda said.

"We have a great many concerns," Runda said. "We are aware there have been many bills over the past years that have considered the openness of the Parole Board meetings, and in every case the legislature has decided not to have Parole Board meetings open, so I think there is legislative intent not to have Parole Board meetings open."

In the meantime, Runda said the board will comply with the attorney general's opinion stating the group's hearings should be open to the public.

The board is now getting together a list of rules anyone wanting to attend a meeting would have to follow.

"At this point I can simply say it is our intent, so it is subject to change," he said.

State prisons will ask the state fire marshal to rate the meeting rooms for their capacities. There must be room for the four Parole Board members, one inmate and one security officer.

"If there is more room, basically it will be on a first-come, first-admitted basis," Runda said.

The Kentucky Press Association and other members of the news media in the state have for years pressed to have the Parole Board hearings opened to the public.

The Parole Board has refused to open the meetings in the past because of lack of space for visitors in the various prison meeting rooms and for security reasons.

Most of the meeting rooms at the prisons would have to be renovated to accommodate more people, Runda said.

"It's going to cost in the

area of a half-million dollars, but that estimate is before the Americans with Disabilities Act became effective," Runda said.

"Now, not only would the department have to accommodate the public, but they would have to accommodate people with disabilities, and that additional cost is being figured."

Although the attorney general's opinion does not have the force of law, it is the first step toward gaining access to meetings that should have been open all along, said Steve

their statements to be confidential. They do not want the inmate to know they have been there.

"My fear is this will occur," Runda said. "There is certainly that possibility."

Runda pointed out having meetings open to the public would not mean the public could actively participate in the proceedings.

"There will be no speaking on behalf of inmates. The public will simply be able to attend," he said.

The Parole Board opinion by the attorney general is one

is a very good opinion," Fleischaker said.

The opinion stated these evaluations should be open records, but the matter is now in court where whatever decision is made will have the force of law.

The attorney general also issued an opinion stating records of the Kentucky Association of Counties, or KACo, should be open because the agency gets 25 percent or more of its money from public funds, Fleischaker said.

"The legislature redefined and broadened the definition

position that they're entitled to have their hearings in private for whatever reasons," he said.

"The issue came up in the last legislature and what we're seeing now is a push to open up the meetings, either with the Open Meetings Law or the possibility of additional legislation. I think that's a very significant opinion."

Even though the Parole Board hearings will be open, deliberations of the body will be closed along the lines of the attorney general's opinion.

After the board hears testimony from an inmate, it will close the hearing to make its deliberations and re-open the hearing after it reaches a decision, Runda said.

The board typically holds hearings for 50 or so inmates each time it visits an institution, he said.

"It's just very difficult to imagine, depending on the interest of the public, shifting people in and out 50 times a day," Runda added.

To combat the estimated half-million dollar cost for renovating Parole Board meeting rooms at state prisons, Runda proposed a telecommunications system whereby the Parole Board could stay in Frankfort and interview inmates by satellite.

He also recommended having a room specifically for the public to observe and listen to the proceedings.

KRS 61.810 Exceptions to open meetings

(1) All meetings of a quorum of the members of any public agency at which any public business is discussed or at which any action is taken by the agency shall be public meetings, open to the public at all times, except for the following:

(a) Deliberations for decisions of the Kentucky Parole Board;

Lowery, KPA vice president and publisher of *The Kentucky Standard* in Bardstown.

"It's very good news," Lowery said. "We've always contended they should be open. Every other part of the judicial process has been open, so it only made sense a parole board hearing should be open."

"I personally believe they can be open without a great deal of expense to the state," he continued. "I've never bought into that it's going to take a great deal of money. It's just going to take some creativity."

Money is just one of the concerns Runda said he had about opening board meetings to the public and the media. The board travels around the state to interview inmates at the prisons in which they are held.

"Prisons by their very nature are not designed to be open to the public," Runda said.

"We certainly mention victims' names, and we feel their names will become public and their crimes relived, and we know from experience that they do not want this in general."

"Most victims who appear before the parole board want

of three handed down in the last few months that show the new Open Meetings/Open Records laws have teeth, Jon Fleischaker, a media attorney who operates the KPA FOI Hotline, said.

"They also handed down an opinion three months ago on the board of education superintendent evaluations, which

of a public agency in 1992, and because of that these agencies are being defined as public," Fleischaker said.

"Some of the changes may in fact open up other government agencies to public scrutiny."

"I think the significance of the Parole Board is the Parole Board has always taken the

Poor phone manners hurt company image

The way employees answer the telephone and handle inquiries strongly influences peoples' opinions of the company they're calling, according to 82 percent of the 564 *Communications Briefings* subscribers studied in a recent survey.

When asked what bothers them most about the way a telephone is answered, 25 percent said they were annoyed when a telephone isn't answered by the third or fourth ring.

When asked to identify the number one annoying employee telephone habit, 34 percent chose "using the hold button without asking permission."

Other habits which bothered respondents:

- Being uninformed — 30 percent.
- Using poor grammar — 15 percent.
- Not identifying who is speaking — 11 percent.
- Mangling the company's name — 6 percent.

Some managers make a practice of calling back to the office at different times of the day (or evening) when they are either out on an appointment or off work. This practice can give a pretty good picture of the initial impression others are likely to get. It also can keep employees on their toes.

(West Virginia Press Association)

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

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



Naming names

The *Lexington Herald-Leader* has announced five administrative personnel changes. Editor **TIM KELLY** has added to his responsibilities/title senior vice president of the newspaper. **DAVID STONE** and **MIKE KUJAWA** are new vice presidents; Stone for operations and Kujawa for marketing. **BRENDA WAYBRIGHT** has been named classified manager, and **BILL BASS** is the new assistant to the vice president for marketing.

DAVID DICK has announced his resignation as director of the University of Kentucky School of Journalism, effective with the 1993-94 academic year. **SCOTT WHITLOW** will serve as interim director during the spring semester while Dick is on sabbatical. Dick will remain on the journalism faculty.

RICHARD ROBARDS, publisher of the *Central Kentucky News-Journal*, was named Businessman of the Year by the Business and Professional Women's Club in Campbellsville.

The *Messenger-Inquirer* in Owensboro has filled four vacancies in its newsroom. **GREG KOCHER**, a 1980 graduate of the University of

Kentucky, is covering city government. He has worked for *The News-Enterprise* in Elizabethtown, *The Advocate-Messenger* in Danville and, most recently, a daily in Jackson, Tenn. **NOELLE PHILLIPS** is the new regional reporter for Muhlenberg and McLean counties. She is a 1991 graduate of Western Kentucky University. A 1992 WKU graduate, **CINDY STEVENSON**, has joined the copy desk. Winner of a Dow Jones copy editing internship, she interned with the Richmond (Va.) *News-Leader*. **KRISTIN BIVENS** is also new to the copy desk. A former intern with the *Journal-Gazette* in Fort Wayne, In., she was graduated from Indiana University last year.

NANCY WAKELAND is a new account executive at the *News-Democrat* and *Logan Leader* in Russellville. She is a 1992 graduate of Western Kentucky University and former marketing and advertising intern with Fruit of the Loom.

Former editor of the *Laurel County Weekly*, **TRAVIS FLORA** has joined the staff of *The Sentinel-Echo* in London as emergency services reporter. He is a 1990 alumnus of Eastern Kentucky University, where he was copy editor for *The Eastern Progress*.

Two photographers at *The Advocate-Messenger* in Danville have been promoted and a third part-time photographer has joined the staff. **JAMES MORRIS** has been promoted from chief photographer to photo/pagination editor. He attended Eastern and Western Kentucky universities and has worked for the *Citizen Voice&Times* in Irvine, *The Daily News* in Bowling Green and the *Richmond Register*. **JIM ALDRIDGE**, a graduate of the Art Institute of Pittsburgh, moves from staff photographer to chief photographer. **TROY ANDERSON**, an employee of the Kentucky School for the Deaf, is the new part-time photographer. He has attended EKV and the University of Kentucky.

WKU scores again

Two Western Kentucky University students and the department of journalism were honored at the 33rd annual William Randolph Hearst Foundation Journalism Awards Program.

Dwain Harris, a senior journalism major from Columbia, placed second in the November writing contest.

Paul Baldwin, a recent graduate from Louisville, placed 11th.

CHARLES PEARL has been named editor and advertising manager at the *Trimble Banner Democrat* in Bedford. He has worked with the *Casey County News* in Liberty, *Central Kentucky News-Journal* in Campbellsville and *The News-Enterprise* in Elizabethtown. He has also served as public information officer for the state Natural Resources and Environmental Protection

Cabinet and, most recently, as associate editor at the *Roanoke Beacon* in Plymouth, N.C.

A new member of the sales staff at *The News-Enterprise* in Elizabethtown is **MARTY FULKERSON**.

Eastman Kodak retiree **JIM JONES** has been hired as a part-time camera technician at the *Central Kentucky News-Journal* in Campbellsville.

KPA Associate **FAITH MILLER COLE** has been named director of corporate communications at Kentucky Utilities.

At the *Glasgow Daily Times*, **GARY JEFFERIES** has been promoted from inserter to mailroom foreman.

CELIA MCDONALD, KPA immediate past presi-

dent, has been elected to a three-year term on the board of directors of the Kentucky Humanities Council. The communications director at St. Catharine College is former publisher/editor of the *Harlan Daily Enterprise* and *LaRue County Herald News* in Hodgenville.

Courier-Journal editorial writer and columnist **BETTY WINSTON BAYE** spoke recently at Centre College.

MERLENE DAVIS, columnist for the *Lexington Herald-Leader*, was a recent speaker at Prestonsburg Community College.

JACK SIMMS, a former Kentucky bureau chief for *The Associated Press*, has retired as professor and head of Auburn (Ala.) University's department of journalism.

Sheroan is design group contact; will share tips, ideas, experiments

The Society of Newspaper Design, which has more than three dozen members in Kentucky, is trying to be more relevant and visible for its members at smaller newspapers.

SND incoming president Nancy Tobin and first vice president George Bengé are committed to carrying out this emphasis.

News tidbits about design are being collected monthly by newly-appointed state coordinators. Items from Kentucky, which is in SND Region 2, are being collected by Ben Sheroan, managing editor of the *Messenger-Inquirer* in Owensboro.

For the regional reports, SND is looking for any news that will be of interest to its members: redesigns, facelifts, new projects, content enhancements or other experiments. Upcoming workshops, press association meetings and job changes also are welcome.

Each month Sheroan will be collecting tidbits to submit to Region 2 Director Roger Holtman of the Roanoke (Va.) *Times & World News*.

The newsletter will be posted electronically first on SND Forum on PressLink and JForum on CompuServe. A hard copy of the SND Update will follow.

You're encouraged to participate. Take the opportunity

to crow about your successes, offer advice to others or seek advice about nagging problems.

To meet deadlines, Sheroan needs your information by mid-month. Please mail the items to him at the *Messenger-Inquirer*, Box 1480, Owensboro, KY 42302 or FAX your item to him at 502/685-3446.

In memoriam

L. J. Hortin

L.J. Hortin, whose career as a journalism educator spanned 46 years, died Nov. 27 in Murray. He was 88.

Hortin taught at Murray State University from 1928 to 1947 and again from 1967 until his retirement in 1974.

From 1947 to 1967, he was professor and director of the Ohio University Journalism School.

In his early years at Murray, he was the head of the journalism program, debate coach, director of publicity and editor/advisor of the *College News*.

After returning to MSU in 1967, he established both the major and master's degree in journalism.

He was a charter member of the Kentucky Journalism Hall of Fame and was national president of Kappa Tau Alpha honorary journalism scholarship society.

He had worked for the *St. Louis Post-Dispatch*, *The Associated Press*, *United Press*, *Courier-Journal* in Louisville, and *Murray Ledger & Times*.

Awards & such

• It's time again for the reporter's equivalent of winning the lottery. The deadline is Jan. 15 for entries for the Selden Ring Award for the most distinguished investigative reporting in the country — with a prize of \$25,000. For more information, contact William J. Woestendiek, 213/740-3914; FAX 213/740-8624.

• Feb. 1 is the deadline for applications for John S. Knight Fellowships for Professional Journalists for 1993-94 at Stanford University. Twelve print and broadcast journalists will be selected to spend a sabbatical year at the university — with no deadlines or tests. Fellows receive stipends of \$30,000, plus tuition and book allowances. For information, write John S. Knight Fellowships, Dept. of Communication, Stanford University, Stanford, CA 94305-2050; phone 415/723-4937.



1993 KPA Winter Convention
Jan. 21-23
Executive Inn, Louisville

Pick ups

- The *Lexington Herald-Leader* won the top award for community service in its circulation category (more than 75,000) in the fourth annual Literacy Awards Program, sponsored by Southern Newspaper Publishers Association Foundation. The \$300 first-place award is to be given to a community literacy program on behalf of the newspaper.

- Marilyn Mozer of Rochester, N.Y., conducted a two-day reporting seminar at the *Messenger-Inquirer* in November. In addition to one-on-one sessions with the Owensboro paper's 10 news reporters, she held an open session for the entire staff and led editing discussions with editors and with copy desk staff during working lunches. She worked for five years as the writing coach and projects editor for the News-Press in Fort Myers, Fla., and the Arkansas Gazette in Little Rock.

- The *Springfield Sun* was distributed to non-subscribers throughout

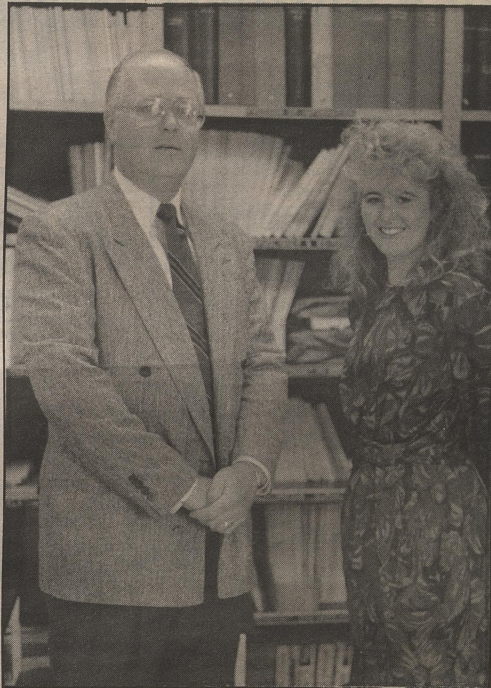
Washington County on Oct. 7 as part of a subscription drive.

- *The Sentinel* in Radcliff registers an address change. Although still receiving mail at its post office box, the paper is changing over to its street address, 1558 Hill St., Radcliff 40160.

- *The Kentucky Post* in Covington recently published a full-page citizen's guide to open meetings and open records. The page featured questions and answers about the laws, a sample request for an opinion from the attorney general, and sample requests for open records information.



Scholarship winner



During a recent trip to Eastern Kentucky University in Richmond, KPA executive director David T. Thompson had a chance to chat with Kelli Cole, holder of a KPA Public Relations Scholarship. She is a senior from London.

Bad grades for doublespeak

The Associated Press LOUISVILLE — The Committee on Public Doublespeak of the National Council of Teachers of English offered examples of doublespeak during the council's annual convention here recently:

- Contained depression: economic recession.
- Ethnic cleansing: genocide.
- High-velocity, multipurpose air circulator: electric fan.
- Immediate permanent incapacitation: death.
- Mental activity at the margins: insanity.
- Monitored retrievable storage site: nuclear fuel dump.
- Synthetic glass: plastic.
- Unique retail biosphere: farmers' market.
- Wet deposition: acid rain.

The committee also found several terms to define firing employees: payroll adjusting, permanently downsizing, releasing resources and repositioning.

An enslaved press is doubly fatal; it not only takes away the true light; for in that case we might stand still, but it sets up a false light that decoys us to our destruction.
—Robert M. LaFollette Sr.

Harris wandered in at 13 and never left the paper

By ANN BROWN
The Messenger
Madisonville

The first time Carl Harris followed his big brother into *The Messenger* building where he worked, Carl realized he was fascinated, with this idea of the news, the printing of the news, in fact everything about the newspaper interested him. He even liked the way the place smelled.

From that day on, Carl was a constant visitor at the paper. He was attending school at Madisonville High School, waiting tables for all three meals each day at the Willard Hotel and really didn't have time to loaf and learn at *The Messenger*. But, he made time.

His day went something like this: Report to the Willard and help serve breakfast; rush to school (it was the high school then; it is now Waddill Elementary School), hurry back to the Willard to serve lunch, then back to the Willard for the afternoon session.

When school was over, Carl would begin the part of the

day he liked best, hanging around *The Messenger*. All of the running to and from the Willard to school to *The Messenger* was done on foot, no bicycle, no roller skates, just walking the approximately six or eight blocks, or, in case of a time crunch, running them.

When this young lad of 13 or 14 reached *The Messenger*, he would help on the mailing table or anywhere he could see a need. But, he wasn't on the payroll. Finally, Judge Clarence Givens, owner of the paper, after seeing young Harris around all the time, hired him to do "single wraps," wrapping single issues of the paper to be mailed to subscribers. There was no home delivery outside the city limits. This job paid 25 cents an hour. Later he was promoted to addressing the single wraps, a promotion but no increase in pay.

This didn't bother Carl. He had some ideas of his own. He wanted to learn the linotype machine. After the papers were all addressed, Carl would stand behind the lino-

type operator and watch his every move. Carefully.

Then when the operator was through for the day, Carl would sit down at the machine and try his hand at setting type. He kept practicing until he could do a galley of type in an hour.

Then Carl started watching the composing room foreman as he put the paper together. He watched from a distance, but he carefully noted each activity.

All this time, he and his big brother, Freeland, were both serving tables at the Willard Hotel for all three meals each day. Freeland was working on the press at *The Messenger*.

Finally, one night when someone failed to show up for work, Judge Givens asked Carl to step in as composing room foreman. Carl objected, saying he wasn't sure he could do it. Then judge said, "You'll do OK," and didn't even bother to check on Carl after that. Carl did OK for the next 50 or so years. He gave up waiting tables at the Willard when he became composing room foreman.

When Judge Givens sold the paper and the team of Woodson Browning and Edgar Arnold took over as *Messenger* co-editors, Carl Harris was a part of the package.

In those days, a paid vacation was unheard of at the paper and at nearly all other businesses. Carl had worked continuously for a long time and felt he needed a day off. He asked Mr. Arnold if this could be arranged. Arnold, not wishing to encourage employee absenteeism, said he would see about it.

After checking with Mary Kate McDaniel, "Miz Mac," the bookkeeper, Arnold told Carl to go ahead and take the day off. Miz Mac said Carl hadn't had a day off in 12 years.

As composing room foreman, Carl developed his own system of records. Each day he would record the number of pages in the paper, the advertising lineage and other pertinent facts. When Arnold and Browning learned he was doing this, they checked his facts daily for a picture of how things were going.

Newspapers today are streamlined and polished. An editor wouldn't think of placing that much responsibility on one individual.

Carl enjoyed bowling and baseball. He was a pretty fair bowler and enjoyed the game. Even more, he enjoyed watching Kitty League baseball in Elmer Kelley Stadium in Madisonville City Park. For the six or seven years of Kitty League baseball here, you would find Carl Harris, and dozens of other fans, in the bleachers, yelling at the umpires and thoroughly enjoying the game. Kelley always announced the games and could make you "see" the action. He was that good.

Now that Carl in approaching his 90th birthday in January of 1993, he has slowed down a little. He enjoys an occasional cup of coffee with a friend at the Dinky Diner but says, "Most of my friends have gone on."

He helps with the care of his wife, "Miss Bonnie," whose health is failing, and enjoys recalling "the good old days" as his mind is sharp as a tack.

Local news

Who is the Kentucky Press Association?

By BECKY L. MEADOWS
KPA News Bureau Director

Edmonson News Brownsville

Sun streams through the glass doors and sparkles off the handful of quarters in front of the small stack of newspapers on the wooden table along the front wall of the office.

Customers who want a copy of the Edmonson News need only open the front doors, pick up a copy of the weekly newspaper and drop a quarter on the table.

"It's just an honor system," Bill Canty, owner of the newspaper, said with a smile. "We're really kind of a small operation."

Canty's small newspaper is representative of the town it serves. Sleepy little Brownsville is lined with empty storefronts, a sign of tough economic times.

But despite a townwide shortage of spendable income, there has been no drop in the newspaper's circulation. In fact, it has reached a high of 3,800.

"I guess all weeklies are the same," said Cathy Canty, Bill's wife and co-worker at the Edmonson News. "But you wouldn't believe how upset people get when they don't get their paper."

The Edmonson News was owned by Perry Meloan until 1927, when his son Jack, who later became Bill Canty's stepfather, took over.

Bill started working at the newspaper when he was 12 years old.

"I'd come in and sweep up," he said with a nostalgic grin.

Years later, Bill Canty continues the tradition of family ownership of the newspaper, but not without paying a price.

He gave up his dream of becoming a dentist to run the newspaper. Now one of his daughters wants to become a dentist, while Bill wants to do the best job he can of running the business and covering Edmonson County for local residents.

"We just cover local news," he said. "The people of Edmonson County we write about. You know, for people who move away, that's like a letter from home."

And the recession that has plagued small towns and small newspapers for a while now has not hit the Edmonson News, Bill and Cathy said.

"Really, our business has been as good as last year," Cathy added.

Revenues could be even better if there were more people — and more time — to hunt the almighty dollar for the newspaper.

The Bowling Green market — about one-half hour from Brownsville — could be a gold mine, Bill admits, but nobody at the paper really solicits advertising.

"Most of it just comes in the door," Bill said. "We just stay so busy. I get bogged down a lot in writing."

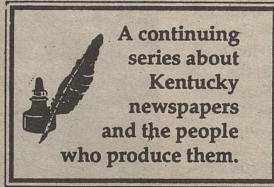
Terry Logan, a former writer for the Chicago Sun-Times, helps out in the editorial department. Her help is very much appreciated by almost-overworked Bill and Cathy.

The couple also used to get help from Bill's mother, Louise Meloan, who resides above the newspaper office. Louise used to proofread the newspaper's flats before publication, Bill said.

"She used to take papers upstairs and fold them by hand before we got our machine," he added.

The couple's sable-and-white collie, Princess, often ventures upstairs to visit Louise. Sometimes Princess lounges near the front door, and once a customer jokingly asked if she were there to ensure people drop a quarter each time they pick up a copy of the Edmonson News from the front table.

The stack of newspapers on the front table has dwindled, indicating the week is nearly at end. But a new week is starting, and the work for Bill and Cathy Canty has just begun.



Billie Pitchford Coots and Bob Pitchford III are carrying on a long-time family tradition: publishing the Citizen Times in Scottsville.

Citizen Times Scottsville

Bob Pitchford and Bob Pitchford at some point owned the Scottsville Citizen Times.

Roy R. Pitchford founded the 102-year-old weekly newspaper. His son, Bob Pitchford Sr., followed in his shoes, as did Bob Pitchford Jr.

Now, Bob Pitchford III keeps the legacy alive in the family name.

Bob Pitchford III uses Macintosh computers and off-set printing to keep the citizens of Scottsville in touch with what's going on.

But after a walk around the large, dark room at the very back of the newspaper

building, it's easy to look back in history and see Roy R. had a much tougher time.

On the right-hand side of the storage room are large metal trays full of type, raised letters newspaper printers used to have to place individually in trays to make metal imprints used to print newspapers.

Bob Pitchford III pushes a button on a computer keyboard to write his stories. Bob Pitchford Sr., son of Roy R., composed directly onto an old version of a compugraphic typesetting machine.

Yes, technology has changed, but the spirit behind the Scottsville Citizen Times has not. Bob Pitchford III beams proudly as he walks

around the newspaper office, pointing to pictures of the other Pitchfords — the ones who founded the paper more than a century ago.

That spirit kept Bob Pitchford Sr. putting letter after letter of type onto metal plates. That spirit kept Bob Pitchford Jr. plugging day after day after the news in Allen County.

That spirit led Bob Pitchford III to return to the Citizen Times after a 20-year stint in the U.S. Navy.

"That's my old office," Bob said with a smile as he pointed to a picture on his wall of a Navy submarine emerging from frothy seas.

Billie Pitchford Hatcher, sister of Bob Pitchford Jr., was having a semi-rough time doing everything that needed to be done at the newspaper, so Bob III retired from the seas to the journalism world.

"We were in a growing spurt. Man, it was just like trying to hold onto a wildcat," Billie said with a laugh.

But journalism was not in Bob III's blood. When he was a child, it was difficult to get him to help out at the newspaper.

"He didn't really like it," Billie said. "We couldn't get him to catch the papers off the press when he was a kid."

Now Bob III has caught the fever — and he's running with it.

In fact, he and Billie ran right over the Citizen Times' latest competitor, the Allen County News, which folded last year.

But Billie and Bob III don't attribute their victory over their competitor to their spirit, but to their method.

"We don't feel like the people of Allen County need someone to tell them what the news means," Bob explained. "They need someone to tell them what the news is."

The Citizen Times does not endorse candidates for public office, unlike its former competitor, Billie said.

"It's a little town," she said. "We don't have many businesses."

"Our competitor would endorse. He'd say why someone was more qualified than another, and you don't do that

1993
KPA
Winter
Convention
Jan. 21-23
Executive Inn
Louisville

because maybe his brother owns the biggest business in town.

"Evidently it hasn't been the wrong thing to do, because we're still here."

They strive to cover Scottsville and Allen County, and to put a positive spin on news because "the good news is so often ignored because everybody's hunting for the bad," Billie said.

Local news is not the primary focus — it's the only focus. With the Bowling Green Daily News only a stone's throw away, it's easy for Allen Countians to pick up on what's going on statewide, they said.

"They're on the racks right beside ours, the Courier, the Bowling Green Daily News, and we sell out every time so we must be doing something right," Bob said.

And they will continue to do so, to inform Allen Countians about what's going on in their community. After all, they have for four generations now.

"You know, when the lights are out and it's time to go home and I'm walking through the door, I can almost hear the ghosts talking," Bob said with a shake of his head.

"You can," Billie replied. "They're still here."

Franklin Favorite Franklin

Where's Charlie?

"Has Charlie Portmann been there?" the receptionist at the Franklin Favorite asked the high school coach on the phone.

"Has Charlie Portmann been in there today?" she asked the hairdresser on the other end of the telephone receiver.

She finally tracked Charlie down. He had been interviewing one of the local high school coaches, so he had to rush back to the newspaper office to make his 2 p.m. appointment.

He was late, but somehow, from the bemused smile on the dark-haired young man's face as he rushed in through the back door, he knew everything would be all right.

In a town like Franklin, the work is not always easy, but the outcome is usually worth the effort.

"There's a lot of betting going on," he explained from behind his desk strewn with papers, books, and copy to be

edited.

"Franklin's a small town and it's considered in the Bible belt, but people can travel a few miles to the Tennessee line and get lottery tickets and liquor."

It's a strange situation. Simpson County is a conservative dry county, but it is home to Dueling Grounds Race Track.

And with betting and the Bible to deal with, Charlie Portmann and his small staff at the Franklin Favorite often work 50-hour weeks.

"I'll be working some this weekend because it's a short week this week because of Thanksgiving," Charlie explained to his wife on the telephone. "Oh, I'll pick him up. I don't know, we'll get something. Maybe we'll get a pizza."

It's the typical life of a journalist on a weekly newspaper that strives for the excellence the Franklin Favorite has achieved.

Charlie himself is not without his recognition. The editor of the Franklin Favorite is the Fourth District representative on the KPA board of directors.

"I really don't do enough for KPA," he said with a wistful smile. "I would like to do more, get more involved, but there's so much going on here."

He doesn't have the luxury of Associated Press wire stories to fill his newspaper or the special sections the paper prints almost every month.

Creativity is the cure-all in such situations.

"We solicit articles from local politicians for the special sections," Charlie said. "We take art from clip-art books."

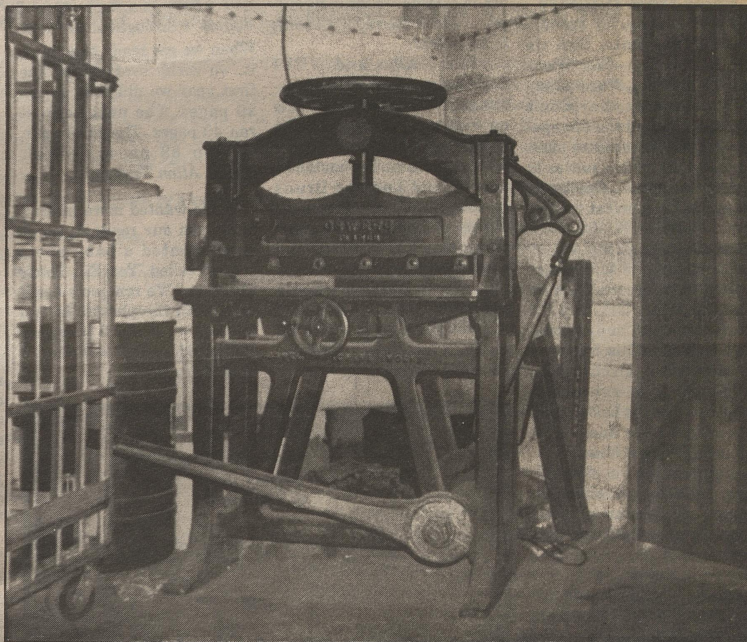
The Franklin Favorite also can lean on its parent publication, The Gleaner in Henderson. Gleaner Publishing owns several smaller publications in this end of the state.

As for the Franklin Favorite, local news is the spotlight for every issue.

"To promote Franklin is our main cause," Charlie explained. "But we print the news. We print controversial stories."

Printing controversial stories is part of the history of the spunky Franklin Favorite — a history that still sits around the newspaper office in downtown Franklin.

In the back of the newspaper office sits an old-time paper cutter. Charlie Portmann reached down and pulled a lever on the black



The massive, heavy equipment, like this paper cutter at the Franklin Favorite, are a thing of the past at most newspaper offices today. In Franklin, this one is strictly a reminder of the past.

machine, and the shiny, long blade moved up as if ready to slice through a mound of paper.

"See, it still works," Charlie said with a smile.

In another back room, wooden tables sit in rows. Charlie explained that before the newspaper acquired an insert-stuffing machine, people would stand at the wooden tables and hand-stuff inserts into the newspaper.

With Macintosh computers sitting on almost every desk in the newspaper office, the Franklin Favorite has survived the transition from the dark ages of print media to the golden typesetting days of desktop publishing. The equipment makes what is already a tough job a little easier.

But Charlie said hectic is a better word for the environment at the newspaper.

And from Charlie's energy and the Franklin Favorite's spirit, the staff seems to enjoy the pace.

It is not merely fine language of special pleaders when we say that freedom of the press is a basic freedom — yes, the basic freedom. Without it no other freedom can long exist.
—M.V. Atwood

How are we doing on recycling?

In response to criticism by the U.S. Public Interest Research Group, the Newspaper Association of America has released information on the newspaper industry's success in recycling. Among the findings:

✓ Since 1989, the newspaper recycling rate has gone from 35 percent to more than 52 percent in 1991.

✓ Of that 52 percent (6.6 million tons), 30.3 percent was recycled into newsprint and the remainder to other uses such as paperboard and household paper products, even animal bedding. (This is quite different from the inaccurate 15 percent figure that the U.S. Public Interest Research Group announced as the percentage made into recycled newsprint in its Nov. 11 new release.)

✓ The percentage of newspapers in the municipal waste stream has dropped from eight percent in 1989 to 4.6 percent in 1992.

✓ In 1989, just nine mills in the United States and Canada produced recycled newsprint. Today, 27 mills produce recycled newsprint, and by 1995, there will be a total of 39 recycled newsprint mills. At that time, the mills' capacity to produce recycled newsprint will be four times greater than it was in 1989 when our effort to increase newspaper recycling began.

✓ Use of recycled newsprint increased not only as a result of 11 state laws, but also as a result of 12 voluntary agreements between states and newspaper publishers and, most importantly, because newspaper readers are demanding it.

✓ As new mills come on line, increased capacity is improving both the demand and prices for old newspapers. Champion International recently signed an agreement with the city of Houston to buy all its old newsprint for \$22 a ton.

★ HAPPY NEW YEAR ★

Ideas from Illinois

• Do a series of stories about immigrants. Can tie into holidays. —*Tim West, Sun Publications, Naperville.*

• People say they don't have time to read the newspaper, so put two-sentence summaries of the inside stories in a page one column. Our briefs column has 76 percent readership. —*Bill Wills, The Pantagraph, Bloomington.*

• List names of subscribers and where they are from as filler material. Did this for college students, and circulation increased. This has been an effective circulation-builder. Now we run names about two months before their subscriptions are due. —*Sue Sommer, Tremont News.*

• Implement a "people page" to catch miscellaneous people news. We run a column called "Around the Town" and focus on everyday people with unique hobbies, etc. For instance, a local pharmacist with a marble collection might end up in this column. —*Jim Russell, Streator Times-Press.*

• Orient new staffers with the community by arranging tours of local institutions. Well received by the community. —*Jim Russell, Streator Times-Press.*



• Similar to "Sound Off" columns, implement a "Lip Service" program to let readers "get it off their chest." We have stringent rules. We don't print negative comments about specific businesses unless it is a verifiable fact — we would edit "McDonald's" to "a fast-food restaurant." This service often leads to good tips for stories. —*Dan Becker, Lakeland Newspapers.*

• Use an anniversary of the newspaper to focus on the history of the community and "how far we all have come." Two special sections like this netted \$35,000 and ran 32 pages each. —*Carol Alexander, Decatur Herald & Review.*

• Look for ways to be a total community newspaper. We have a large Hispanic community, so we run one full page in Spanish repeating

other stories in the newspaper. —*Tom Pierce, Woodstock Independent.*

• The AP and UPI Stylebooks don't cover everything. Every newspaper ends up with some of its own rules to cover the idiosyncrasies of the community. For instance, is it Bruns Lane or Bruns Avenue? Is it Councilman Moseley or Moseley? We started writing these down and keep them on a computer disk. We update it constantly and print it out for the staff periodically. We're up to 30 pages. —*Dan Milan, Metropolis Planet.*



• We took the regular history column and out-of-the-past photo a step further by interviewing some of the people who were still around and remembered the past events. It helps readers, especially young readers, realize that these are stories about local people and local events that shape the community when the modern-day postscript is added. —*Clyde Wills, Metropolis Planet.*

• We had good success by putting subscriptions on an annual basis. If someone subscribed during the year, the subscription was prorated for the remaining months. Then toward the end of the year, we would run house ads saying that it was time to pay the publisher. We would use the first names of the managers at each of our newspapers. This saved a lot of money by eliminating subscription notices. —*Jim Roberts, Fairbury Blade.*

• We tied into the Presidential Fitness program and provided speakers that were free to use. Badges and posters were also provided. There was almost no cost to us, and we earned \$5,000 with the program. —*Byron Tracy, Robinson Daily News.*

• We run a community guide each year. We save the

entire book on a computer and update it throughout the year. When we get ready to publish it, we verify everything. The first year we did this, it ran 20 pages. The next year, it ran 40 pages. The third year, we ran 88 pages. —*Walt Sharp, Alton Telegraph.*

• We wanted more interaction from our readers, so we implemented a baby photo contest called "Yes, Sir, That's My baby." We ran goofy headlines with the photos. In two weeks, we had 50 pictures submitted. —*Kathleen Shafer, Glen Ellyn News.*



ings. Although the circulation is much less, we are hitting the market that the advertisers want to hit. It costs less to produce since there are fewer copies printed, so our profit ratio has gone up. We also run a "Sound Off" column. Ninety-five percent of our readers say they read the column, but only five percent admit to calling on it. —*Roger Ruthhart, Rock Island Argus. (Illinois Press Association Bulletin)*

Let George do it

The Eudora (Kan.) News promoted National Newspaper Week by allowing would-be journalists and photo journalists an opportunity to see their name and work in the newspaper. News articles, human interest stories and photos were submitted for the "Be a Journalist for a Day" promotion and printed with bylines in the newspaper's Oct. 7 issue. *(Kansas Press Association)*

Teamwork

Reporters at the Joliet (Ill.) Herald-News got together on a semi-monthly basis to critique each others' work. Keeping the discussions positive, they now know the strengths of their co-workers and can work together more efficiently. They do not always have to seek out an editor to assist with a problem when they know someone on the reporting staff who has the ability to help. *(Illinois Press Association)*

The Good Times roll

Responding to criticism from a panel of readers, the Shreveport (La.) Times began The Good Times Edition, an eight-page monthly paper filled solely with positive news compiled from the newspaper's regular editions. The marketing department publishes the special edition and decides what goes in it, steering clear of controversial issues. The Times' camera-ready pages are saved daily, and at the end of each month, selected news stories and photos are pasted on a new grid and printed. Copies are mailed to top advertisers, community decision-makers and to newspaper employees. *(Ideas)*

Traveling with readers

To solve its staffing and space dilemma in regard to travel features, the El Paso (Texas) Herald-Post started a "Snapshots" column, inviting readers to submit a photo of their favorite vacation spot with a 50-word description. The paper now receives an average of five submissions a week. *(Ideas)*

Let's make a deal

The Sacramento (Cal.) Bee runs a "Deal of the Day" every day on page A3. The banner coupon provides readers with extra value in the form of free products. To participate, an advertiser must have at least a 13-week contract and the advertiser's free product must be unconditional. The deal is promoted through house ads, radio spots, rack cards, posters and special rack "triangle" newstand cards. Single copy sales have increased 300 to 1,000 per day since the promotion started. Advertisers are also happy, averaging 100 to 200 coupons per week and lots of foot traffic. Creative coordinator Patti Padilla, 916/321-1790. *(Ideas)*

Think Safety!

The Opelousas (La.) Daily World printed bright orange safety stickers to identify children at Halloween. Printing costs for the "Think Safety!" stickers were shared by local auto dealers who also distributed them. The stickers were also inserted in the newspaper on the Sunday before Halloween. Promotions featured the auto dealers. Classified ad manager Al Andrepont, 318/942-4971. *(Ideas)*



Touching lives

Each year from late October until Thanksgiving, the Phoenix (Ariz.) Gazette runs its "Touch-A-Life" series to encourage readers to volunteer for specific volunteer jobs available in the community. Three times a week, the front page sports a story about a job that is going begging at a local community agency or non-profit group, or about an extraordinary volunteer and the difference he or she is making. Reporter Clay Thompson, 602/271-8614. *(Ideas)*



• Our previous bridal guide became increasingly boring and cumbersome. It ran as an insert in the newspaper. So, we changed the philosophy. It now contains helpful information such as lists of items needed for a wedding instead of wire copy. Instead of running as an insert, we print fewer copies and place them in stores that cater to wed-

January Promotions

Month-long:

March of Dimes Birth Defects Prevention, National Mother's March for Birth Defects, National Decade of Disabled Persons—Year 10, National Environmental Policy Act Anniversary, National Eye Health Care, National Fiber Focus, National Oatmeal, National Prune Breakfast, National Soup, National Volunteer Blood Donor, National Careers in Cosmetology, Human Resources, National Hobby.

Special Weeks/Days

Jan. 1: New Year's Day, Betsy Ross Birthday (1752).
 Jan. 4: Trivia Day
 Jan. 5: Twelfth Night
 Jan. 7: Pres. Millard Fillmore birthday (1800).
 Jan. 9: Pres. Richard Nixon birthday (1913)
 Jan. 10: League of Nations Anniversary.
 Jan. 11: National Pizza Week.
 Jan. 13: Stephen Foster Memorial Day.
 Jan. 17: International Printing Week.
 Jan. 17: Worldwide Kiwanis Week; National Jaycees Week; Benjamin Franklin Birthday (1708).
 Jan. 18: Martin Luther King Jr. Day; National Clean Off Your Desk Day.
 Jan. 20: Presidential Inauguration.
 Jan. 23: Chinese New Year; National Handwriting Day.
 Jan. 24: National YMCA Week; YMCA Sunday.
 Jan. 29: Pres. William McKinley Birthday (1843).
 Jan. 30: Pres. Franklin D. Roosevelt Birthday (1882).
 Jan. 31: Super Bowl XXVII.

Use this quiz to sell against the yellow pages

(From The Wisconsin Newspaper Association Advertising Bureau and Tom Yunt of the Indianapolis Star News)

Yellow page advertising continues to take considerable revenues away from local media, especially newspapers. The following "test" should be given to clients who appear to be spending inordinate amounts on yellow page advertising.

Circle the statements true or false.

- The yellow page directories are read regularly by a large audience.
True False
- All your customers will use the yellow pages.
True False
- Yellow page directories create brand awareness.
True False
- Display advertising is necessary and effective in a directory.
True False
- Yellow page directories sell products.
True False
- Yellow page directory advertising is creative, active advertising.
True False
- Your ad should be as large as your competitor's ads.
True False
- It's best to have your ad at the beginning of a classification in the yellow pages.
True False

And now the answers:

- False.** Despite its widespread distribution, the yellow pages is a highly passive advertising medium. Though virtually every home with a phone receives the yellow pages or a similar product, and while bulk distributions go to every business in your area, the fact is that the directory remains closed more than 90 percent of the time. This lack of use and exposure renders the display advertising message ineffective.
- False.** Referral or repeat customers already know you or have you in mind. What they probably need is your phone number or your location, and that doesn't require an ad in the yellow pages. The white pages in a phone directory, designed as an easy reference for those who already have a name in mind, are a much more convenient source.
- False.** Brand awareness and store image as important

parts of any advertising plan are based on repetition and exposure, something the yellow pages cannot provide. If they could, you would see large ads from major manufacturers like Coca-Cola, Reebok or Marlboro. The yellow pages are only a directory. It takes advertising to create brand awareness and to promote a store's image.

4. False. Display advertising is completely out of context in a directory. People use a directory to find where a product or service is sold. Once they've found it, they might continue to scan through a few more listings. That's why a large display ad is unnecessary. And to top it all off, big is not necessarily best in the yellow pages. In fact, it could be a waste of valuable dollars. A large ad could make prospective customers wonder if your prices might be higher than they really are.

5. False. Yellow pages are not designed to sell. As mentioned earlier, they're a reference tool. And that's why you're not allowed to advertise the prices of your products or services in the yellow pages or even tell the reader why you should be chosen over the competitor.

6. False. It's hard to be creative when you have to limit your message. It's even harder when you realize you can only change your ad once a year. Your products change. Your services change. Your prices change. Your customers change. And your competition changes, too. But your advertising in the yellow pages can't change.

7. False. Some businesses confuse ad size with ad content. The size of your ad is not as important as your message. Work smart, and limit the size of your ad in a directory to a quick, simple message — who you are, what you do and your telephone number and address displayed prominently.

8. False. It's true that in the yellow pages the big ads come first in the classification, so the salesman tells you buying the biggest ad will put you at the beginning of the section. What he doesn't tell you is nine out of 10 yellow page users begin at the end of the book and flip pages toward the front. Try it yourself, and you'll see the first ads you come across in a section are the smaller ones.

Tips to identify adult non-readers

Never assume adults will come to you boldly stating they cannot read.

The inability to read brings with it a great stigma as perceived by the public and the non-reader.

Adults will go to great lengths to conceal their problem and many have become extremely adept in hiding the fact.

Some catch-phrases used frequently by non-readers include:

- "I forgot my glasses."
- "I can't read that print."
- "I'll read it when I get home."
- "You read it for me."
- "I can't understand those big words."
- "I don't have time to read that now."

Be alert to any person who constantly refers you to someone else when they sense that you may need them to read something.

A very effective tool for con-

firming a person's reading ability is to ask him or her to read a segment of your written materials in the process of obtaining general information about them.

Incorporate this procedure in a routine manner so that the person you suspect does not feel singled out.

Be aware of anyone who shies away from training classes or is reluctant to advance into another position.

In questioning persons you suspect of literacy problems, try to ask them what area(s) of their lives they would like to improve.

Any probing questions should always be asked in a confidential one-one-one setting so that the information obtained can remain confidential and the person will not be embarrassed.

So far as it is possible, keep any information obtained confidential and assure the non-reader that you will do so. (SNPA Bulletin)

Items

GAC is March 10-13

National Newspaper Association's Government Affairs Conference is set for March 10-13 in Washington, DC. Key members of Congress have been invited to address telecommunications and health care issues. The postmaster general has been asked to speak, and new Presidential Cabinet members will be approached as they are appointed.

NAA appoints two


Newspaper Association of America has appointed Robert Hampton vice president for information technology and telecommunications and Leon Levitt director of circulation and readership. Hampton was most recently with Arthur Anderson & Co. Levitt was with the Gadsden (Ala.) Times.

High school is SNPA topic

Southern Newspaper Publishers Association will host a joint meeting Jan. 7-8 in Atlanta with the Scholastic Journalism Division of Association for Education in Journalism and Mass Communication. The purpose of the meeting will be to discuss ways SNPA member papers can provide better support for high school journalism. For information, call Edward Van Horn at 404/256-0444.

Inland officers chosen

Ned Bradley, president of Home News Enterprises in Columbus, Ind., has been elected president of Inland Press Association. The new vice president is Sonja Sorensen, publisher of the St. Cloud (Minn.) Times.



Metro.
 Your nuts and bolts and a whole lot more.
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 at
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 33 W. 34th St. NYC 10001

Merry Christmas

Process of finding records can vary

By STEVE CHAPLIN
The Daily News
Bowling Green

Laws designed to protect the public's right to know outline what information government and other agencies must make available to anyone who asks.

But the process through which one must go for that information is subject to variation — and often varies greatly from agency to agency within Warren County.

The Kentucky Open Records Law, which was amended this year to be more inclusive, specifies that "virtually every state or local governing body that exists to regulate the citizenry, using or administering public dollars, including those committees, by whatever name, that are created by public agencies" is subject to the provisions of the law, as is any private company that derives at least 25 percent of the funds it expends in Kentucky from state or local authority funds.

That covers everything from city and county government boards to school boards to advisory committees and agency ad hoc committees and more.

Most books, papers, maps, photographs, cards, tapes, discs, recordings and other materials used or maintained by such groups are open to the public, under the Open Records Law.

Many times, an oral request will be enough to gain access to information. Many groups, however, require written requests. Either way is permissible under the Open Records Law.

Warren County agencies, as well as the Bowling Green Board of Education, will accept oral requests for most documents.

"They usually either write us a letter or just ask for them. If they talk to me, it is often something I can tell them immediately. If it's something else, I'll write or call the agency and tell them what they want and to give it to them," Warren County Attorney Mike Caudill said.

No form is necessary for a records request at the Bowling Green Board of Education, according to Assistant Superintendent Basil Jones. A simple request is made and if there is a question about it the matter is turned over to Mike Owsley, board attorney.

"The public's right to know is outweighed by the privacy rights of an individual," Owsley said.

"Ninety-nine percent of the time the requests are legitimate and proper," he said.

The county board of education and city agencies require a written application that

includes the applicant's name and address and a specific description of the records being sought.

"If someone wants to inspect records, they make a written application and then the records are made available for them to look at," said Quinten Marquette, attorney for the Warren County Board of Education.

When an application to inspect is made, the materials requested are reviewed to make sure they are public, he said. In some cases, Marquette reviews the request, while others are handled by school personnel.

"I can't remember the last time we turned one down," he said, but he said the board receives "surprisingly few" requests.

The city for the past several years has required a written application to inspect public records, according to City Attorney Dixie

Satterfield.

"The public servants have their regular jobs to do and it can be disruptive to drop everything and do it," he said of handling a request.

"Plus, we need to determine if it is an open record," he said.

Some records can legally be withheld from public view, especially personal records that would constitute an invasion of privacy.

Other exemptions are records that would give a competitor an unfair advantage, documents submitted in connection with loans, regulation of a commercial enter-

prise, grant or review of a business license, location of a business property acquisition by a public agency and academic tests or exams for licenses. Other exemptions also might apply, including some police and most juvenile records.

An agency must provide the public record within three working days or inform the applicant where it can be found, if the agency knows that information, or explain why it cannot be provided. Failing that, the agency makes itself vulnerable to legal action.

An editor's goodbye

By VIRGINIA PAGE
Logan Leader/News-Democrat, Russellville

After working for the newspapers full time since 1968, I resigned for health reasons as of Oct. 31.

The newspaper has been a part of my life for a long time. I worked part time for several years (I don't remember exactly how many) before 1968. I've served in many capacities, including proofreader, editor, managing editor, publisher and reporter, not necessarily in that order.

Newspaper work requires energy and stamina to meet deadlines.

Right now, after two spells of sickness this year, I don't seem to be overloaded with strength. Or maybe I've just become lazy in the two months I've been on leave.

All this leisure may get tiresome after a while, but right now it's great. I've worked almost continuously since I was 17 and that was a long time ago.

I miss the people I worked with at the office and will continue to, but there were several I was missing while I was still at the office — several who were there for years but resigned before I did. We can still keep in touch.

Others in the community who work with the paper will be missed too — the corre-

spondents who regularly write columns, people who devote time to various causes which the paper publicizes.

Most of the people in Logan are great to deal with. Most want what is best for the county, not just for themselves. Some are experts on certain subjects and some know quite a bit about almost any subject. This has made talking with people for stories very interesting. I've learned a lot. It's always fascinating to talk with someone who is really enthusiastic about something, whatever the subject.

Political leaders with whom I've worked also have been cooperative in bringing information to the paper's readers.

Right now, I miss seeing the people. Later, I will probably miss knowing what's going on before the paper comes. This year, though, I didn't mind, for the first year in many years, not having to figure out who was going to take photos at what time and where for all the events.

And I might miss putting in my two-cents worth on some issues. If that urge gets too strong, you might hear from me now and then on the editorial page.

Open the parole hearings

The Paducah Sun

If a criminal trial that might lead to imprisonment of the defendant is conducted in full public view, why should the reverse of that process — parole hearings — be carried out in secret?

The Kentucky attorney general's office has ruled, correctly in our view, that most phases of the Parole Board proceedings are public meetings subject to the state's Open Meetings Law.

The opinion carries the force of law.

Exceptions to the public hearing rule cited by the attorney general are deliberations leading up to a decision and testimony by crime victims, if they request closing the session. Those seem reasonable.

Discovering perceived problems is never difficult whenever a process is open to the public. Private meetings always are neater and easier to manage, but that is not the point at issue.

Parole is an issue about which the public has great direct interest. It makes a difference to many people which inmates are freed and how those decisions are arrived at. Public sessions are entirely appropriate and in keeping with the principle of open government.

No excuse: Officials should know meetings law

The Daily Independent, Ashland

Rowan County Judge-Executive Clyde Thomas says the Rowan County Fiscal Court may have violated Kentucky's Open Meetings Law, but that it was unintentional.

Well, that's no excuse. Elected officials have an obligation to understand the law and obey it.

Thomas admits that he and three magistrates met prior to an Oct. 23 special fiscal court meeting to discuss the appointment of top county road department employees.

The nature of the discussion may have met the law's requirements for meeting in closed

session, but magistrates must vote in open session to go into closed session to discuss specific personnel.

Thomas complains that Magistrate Beecher Adkins has political motives in drawing public attention to the session. Maybe so, but one fact remains: The session was illegal. Adkins acted properly in blowing the whistle on the fiscal court.

The fiscal court should heed the advice of Rowan County Attorney Harvey Pennington and rescind the personnel moves that were made during the closed session.

Kentucky views

Editorials from
across the commonwealth

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Open meetings aren't 'open' without notice Public speaking tips

The Jessamine Journal, Nicholasville

Nicholasville City Commission canceled a special meeting Tuesday afternoon. The action was warranted because 1) the meeting violated the provisions of the state's Open Meetings Law and 2) the items to be considered did not constitute much of an emergency since they have been part of commission discussions for months.

The meeting should not have been scheduled, and it should have been canceled.

However, another special meeting was called for 5 p.m., Wednesday. It met the letter of the law, but it still wasn't an emergency.

The issue could have been handled simply and easily at a regular meeting.

It's one more example of elected officials who regard openness in government as a nuisance and not as part of their obligation to their con-

stituents.

Nicholasville City Commission is not exceptional — unfortunately — nor is it worse or different than other governmental bodies. The fiscal court and the newly-created Nicholasville Economic Development Authority have had instances of skirting the Open Meetings Law in the recent past.

The state's Open Meetings Law has a particular set of requirements for a reason — to give citizens the right to know what their government bodies are doing and when they are doing it.

Without explicit requirements, some government agencies meet with no notice, change regular meeting times and seldom if ever produce an agenda that is followed.

It's not uncommon in Jessamine County to find government bodies acting

upon items brought up with no notice, items found on no agenda.

Actually, Jessamine County government bodies aren't bad compared to some local governments. But they could, and should, be a whole lot better.

If a citizen chooses to attend a meeting, he or she deserves to know the time and the agenda. The law is not a "newspaper" or "media" law — although we do carp about it a fair amount. It is a law for individuals.

If citizens don't take advantage of the law, that is their right. It is not the right of government officials to ignore or bend the law.

Public officials ought to believe what they say about public involvement. They ought to act as though the public is an important part of the government process.

By **JERRY BELLUNE**

Florida Press Association

Bob Cornet, former writer for Fred Silverman, Grant Tinker and other NBC-TV executives and Dr. Eric Collins, University of South Carolina journalism professor, offered these tips on public speaking to publishers and editors at a South Carolina Press Association workshop.

You represent the newspaper. When you are invited to speak, it's not for your sparkling personality. It's because the group extending the invitation wants to know something about the newspaper and its policies. If you're an entertaining speaker, that's an asset. If not, don't worry about it. Just tell the newspaper's story.

In accepting a speaking invitation, find out: Why is the invitation extended now? Who will be in the audience? What are they interested in

learning? How long should the talk last? What kind of reception are you likely to receive (supportive, interested, hostile)? From this, you can decide on approach, points to cover, use of visuals and/or humor.

It's important for you to put a human face on the newspaper. Describe the paper's objectives in human terms. Talk about benefits (community news, jobs, taxes, etc.) and contributions (scholarships, community service projects, etc.) the company makes.

Work from an outline not a written, memorized speech. The brain is a wonderful instrument. It starts working before birth and stops when you get up to give a memorized speech.

Talk conversationally in simple, everyday language to build intimacy with your audience. Remember two cardinal rules of speeches: No one wants to give them — and no one wants to listen to them.

Be wary of humor. Not everyone can tell a joke well. Humor must be germane to the subject. Personal anecdotes often work better, are easier to tell, and humanize you.

Don't start by thanking them for inviting you and complimenting them on their fine organization. They already know that. But you can build into your remarks specific references to your hosts' contributions and accomplishments where it makes sense.

Start strong: "Here's what I'm going to talk about" or "Here's what we're going to cover in the next 15 minutes."

Start big: Open with a provocative question or dramatic statement. Example: "Do you realize that our newspaper this year will publish more than 10,000 stories about people in our community? That's 60 million words — more than 500 average-sized books."

Use illustrations, anecdotes and/or personal stories.

Use analogies: "This is like ..."

Give your outline a tight focus — the two or three important things you need to cover.

Avoid numbers, large words, complex sentences, legalisms, wooden quotes.

Studying community journalism



Some members of Liz Hansen's community journalism class at Eastern Kentucky University met recently with KPA executive director David T. Thompson, right. From left are Mark White, Greg Waits, Susan Reed, Ted Schultz, Hansen and Thompson. The students spent fall semester examining *The Clay City Times*, published by KPA board member Jerlene Rose.



Readership 'widespread' in southeast

Georgia Newspaper Advertising Bureau

ATLANTA, Ga. — A recent survey shows newspaper reading is a widespread activity among people living in the southeastern United States.

The survey of southeastern states shows nine out of 10 respondents said they read a newspaper, and eight out of 10 describe themselves as regular readers.

ADNET-SE, a network of 12 state newspaper press associations, commissioned Southern Opinion Research, Tuscaloosa, Ala., to conduct the regional study.

ADNET-SE is located in the Atlanta office of the Georgia Press Association and includes the states of Florida, Alabama, Mississippi, Arkansas, Kentucky, Louisiana, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia, in addition to Georgia.

The survey found "regular

readers" in large numbers throughout all demographic groups. They are most prevalent among those with more education.

Among young people, the study showed regular readers constitute a large majority (77 percent among 18-30-year-olds). About 75 percent of the respondents said their household subscribes to a newspaper.

Newspapers serve as a valuable source of information for their readers and are the preferred media for information on where to shop and the cost of products.

When asked where they turn for information on where to shop, 64 percent of the respondents cited the newspaper, nine percent cited television and two percent cited radio.

A similar question directed to information on the cost of product shows 51 percent turn to newspapers, seven

percent to television and one percent to radio.

"Newspapers in the South can deliver information to potential customers about products they wish to buy," stated Dr. James Stovall, Southern Opinion Research.

"Even for those not in the market for particular products, newspapers are an important source of information. Many people regularly read advertising despite the fact that they may not be planning immediate purchases."

The survey also shows 60 percent of the respondents prefer to receive their advertising circulars in the newspaper, as opposed to through the mail.

Additionally, the newspaper is viewed as the primary source for advertising coupons with 80 percent of those respondents who use coupons

indicating the newspaper as their source.

Newspaper dominates the grocery advertising category, the survey found. Respondents indicated that 85 percent of those who do the grocery shopping and read grocery advertising use the newspaper as their source.

Shoppers were cited by five percent of the respondents and direct mail by four percent.

Southern Opinion Research is a private, independent survey research firm that specializes in political and media studies.

Principals in the firm are Dr. Patrick R. Cotter, an associate professor of political science at the University of Alabama and Dr. Stovall, an associate professor of journalism at the University of Alabama.

A lesson for non-subscribers

In a 7 column x 12 inch ad, the Chickasha Daily Express issues a warning ad to non-subscribers. The copy reads:

"A man who didn't want to spend the time or the money to subscribe to his local newspaper sent his son to borrow his neighbor's paper. In his haste the boy ran into an \$80 hive of bees, and in 10 minutes he looked like a warty squash.

His father ran to his assistance and, failing to notice the barbed wire fence, ran into the fence, cutting a hole in his leg as well as ruining a pair of \$25 jeans.

An old cow standing in the pasture took advantage of the gap in the fence and killed herself eating green corn.

Hearing the racket outside, the wife ran out and turned over a four-gallon churn of milk onto a basket of chicks, drowning the entire batch. In her haste, she dropped her \$135 set of false teeth, which the family dog buried, thinking it was a new type of bone.

The baby, having been left alone, crawled through the spilled cream and into the parlor, ruining the family's \$250 carpet.

During the excitement the oldest daughter ran away with the hired hand, a stray dog scattered 11 sitting hens, the calves got out and chewed the tails off four fine shirts that were hanging on the clothesline, and the family cat had a litter of kittens.

"All this just to save 35 cents. And in this case, the poor guy never did get to read that day's edition.

"Don't let this happen to you! Subscribe today!"

Kansas Press Association

Tips on newspaper design

By TOM THRONE

Kansas Press Association

Earlier this summer, I had the occasion to attend a three-day layout, design and graphics seminar in Tulsa, sponsored by the Southern Newspaper Publishers Association Foundation.

We were told readers are very pressed for time and when they glance at our papers they're not going to spend a lot of time reading everything. Therefore we have to do things to grab their attention:

- **Second Decks.** We can use second decks under the main headline to further explain the story. These sub-heads can be either in one or two columns and a lighter face than the main head.

- **Large Graphics.** Big art is a must. Research has shown that readers' eyes will wander the page and that graphics grab the reader's attention first. They look at pictures and graphics first.

- **Dominant Head.** Use more dominant heads to draw the reader's eye to a story. Go up a size if you can.

- **Information Boxes.** Use information boxes as graphic elements with a story. Boxes can give postgame summaries of either the big plays or scoring, so that a reader doesn't have to look through the story to find out key facts.

- **Information boxes** can be used in government stories to show the highlights of a meeting or to give a short explanation of what was discussed. They could be used to explain taxes at budget time.

- **There are many ways** in which these boxes can be used and are certainly worth looking into.

- **Use Serif Heads.** Use serif type in headlines. We're moving back to where we were in hot type. However, they suggested using a san serif type to highlight several key stories on the page and use serif subheads to complement the sans head.

- **Boxes.** If you're going to use boxes on the page above the flag, put artwork in them. If you put a weather capsule there, try and find a weather-related graphic. It could be a child's drawing that would match the forecast or it could be a weather graphic that you do on the Mac or from a clip service — anything to add an art element to the page and grab the reader's eye.

Recognizing good work when you see it

From Bob Wright, general manager of the Morrison County Record in Little Falls, Minn., come these ideas for recognizing fine work by the newspaper's employees:

- **CAUGHT-DOING-YOUR-JOB-RIGHT-AWARD:** Certificate exchanged between staff members on a daily basis for extra inter-department help or just about anything. Annual awards to the staff member who gave out the most and to the one who received the most.

- **OUTSTANDING SERVICE AWARD:** Nominations are submitted and voted on at monthly management meetings. Award is given for extra or quality things, such as an award-winning ad, heading a successful special edition, unusually good response to a customer problem.

- **ACHIEVEMENT AWARD:** Nominations made at monthly management meeting of staff members who have received special recognition for themselves and/or the newspaper within the community. Winner receives certificate and \$25 from publisher.

- **IDEA AWARDS:** Staffers submit ideas, and if one is adopted, the staff member gets a cash idea award from \$5 on up, depending on value of the idea.

- **ANNUAL AWARDS:** At a banquet in December, cash awards of \$150 down, plus plaques, are given for: Employee of the Year, Rookie of the Year, Sales Achievement Award, Customer Service Award, Outstanding Department Manager, Inserter of the Year, Rookie Inserter of the Year, Unsung Hero Award. Publisher and general manager decide.

- **SERVICE AWARDS:** Pins for five years of service; pins with small diamond for 10 years; engraved desk clock for 15 years.

(Wright notes that in 18 years, the paper has never had a staff member leave, except to leave the community or workplace altogether. "...money spent on awards is far less than would be spent training new people.")

(Minnesota Newspaper Association)



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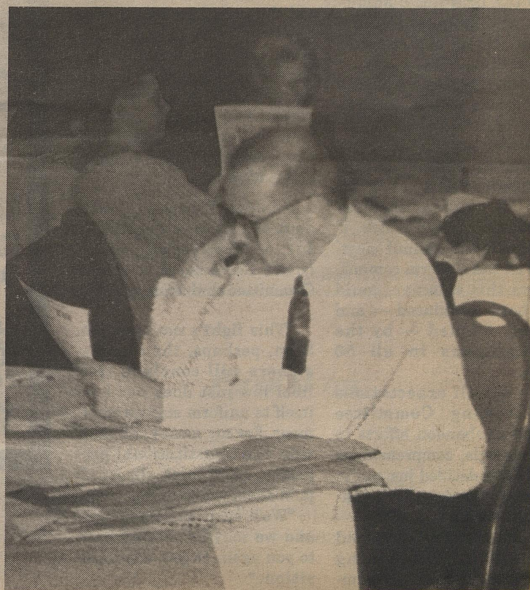
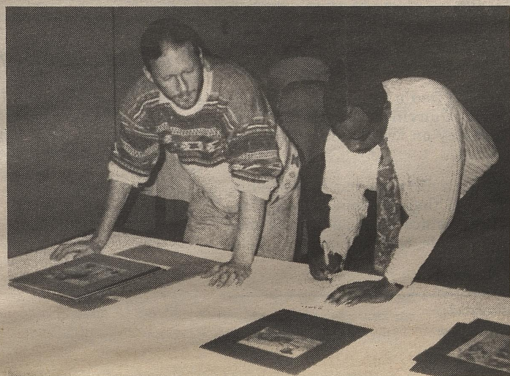
Jan. 21-23
Executive Inn
Louisville



Passing judgment

**Virginia Press Association Editorial Contest,
Nov. 12, Marriott's Griffin Gate Resort, Lexington**

Elizabethtown News Enterprise, David Greer; *Kentucky Post*, Judy Clabes; *Pulaski Week*, Stuart Simpson, John Nelson; *Shepherdsville Pioneer News*, John Roberts, Carl Curtsinger; *Owenton News Herald*, Larisa Bogardus; *Manchester Enterprise*, Jay Nolan, Claudia Nolan; *Kentucky Standard*, Tim Ballard; *Recorder Newspapers*, Eric Krosnes; *Bath County News Outlook*, Ken Metz; *Harrodsburg Herald*, Gary Moyers; *Georgetown News & Times*, Bob Scott, Rick Baker; *Shelbyville Sentinel News*, Kevin Eiglebach; *Mountain Citizen*, Becky Smith, Diane Smith; *Oldham Era*, Dorothy Abernathy; *Georgetown Graphic*, Tim Wiesenhahn; *Maysville Ledger Independent*, James Mulcahy; *Grant County News*, Ken Stone; *Frankfort State Journal*, Lisa Summers; *KPA Central Office*, Becky Meadows; *Darville Advocate Messenger*, Jim Aldridge, Kent Brown; *Clay City Times*, Jerlene Rose; *Courier Journal*, C.M. Upshaw, Jim Adams, Glenn Proctor; *Herald Leader*, Jim Jennings, Chris Ware, Steve Dozier, Tom Caudill, Joel Pettit, Don Edwards; Jane Willis, Associate Member.
Special thanks also to the staff of the *Herald Leader* for the time they spent judging at their office.



If reporters have fun, bean counters make money

By CLARKE STALLWORTH
Newsroom Consultant

Once upon a time, God looked down and there were a bunch of people in a newsroom, and they were writing stories, and editing stories, and writing headlines, and developing pictures, and having fun putting out a newspaper. And God said: "Let those people have fun."

Sometimes I worry that the bloodless no-fun people have taken over the romance we call the newspaper business.

But every time I look into the eyes of people who want to learn about our craft, I am reassured. They are eager to learn about the thing which gives them a special commodity — freedom.

There are some who are looking for a magic wand, a sure way to do it without much effort. They want to turn our romance into a 9-5 clock-in, clock-out business.

I still hope they find, one day, the joy of writing a story just right. They need to know that we are the only one who have a license to get up at 9:55 in the morning, and walk out into the sunshine. Everybody else is tied to a desk. We can go and see stuff and write it up,

and tell other people about it.

There's another breed of bloodless people called bean counters. They're easy to recognize — dark suits, a briefcase, and inside the briefcase there is the dreaded solar-powered calculator. They sit down, and look at numbers, and tap the calculator, and then they tell us what we can do.

Somehow, we need to get a message to these bean counters. Here is the message: "Hey, you make more money if we have fun."

In my workshops, I tell people there are two steps to becoming a good reporter. The first step is to stand up — just stand the hell up — and the second step is to walk through the door.

The stories are out there, they're not in the newsroom. A story is not going to come into a newsroom and jump into your lap, wag its tail and say, "Hello, I'm a story."

Nope, the stories are out there, waiting for you to come and see them, and write them. It is a lovely thing about this business, that we have to go outside and play — in order to be successful.

But there are newspapers, and newspaper chains, who don't want you to go

out the door. They want you to stay at your desk, and get on the phone, and get six mediocre stories rather than one good one. Get rid of all those expensive people, cut costs, and boost the bottom line.

They should know that this is a short-sighted view. You can cut and cut until you cut out the muscle of a newspaper. And if you cut too much, and create a dull newspaper, you are committing journalistic suicide.

The more fun we have, the more money the bean counter has on the bottom line. The more fun we have, the better the newspaper reads. Readership goes up, circulation goes up, ad rates go up, and profits go up.

So, go and find a bean counter and do your duty. Convince him or her that there's money on the bottom line when we have fun.

It is truly a dirty job, but someone has to do it. And that someone is you. Tag, you're it. Convince the bean counter that fun is profitable, then celebrate by writing a good story.

The Country Editor

The National Newspaper Association has available a limited number of print of Norman Rockwell's "The Country Editor." The cost is \$50. To order, send a check to NNA, Suite 400, 1627 K St. NW, Washington, DC 20006-1790.

Most of the perils (of free speech) lie in repression. There is likely to be far more danger in the limitations than in the free speech itself, however foolish and intemperate the speech may be.

—Frank I. Cobb



Industry speaks out on libel

Publishers and editors should be aware that the odds of escaping a major libel trial just got better.

They improved after several community newspaper publishers and other witnesses appeared Oct. 9 in Washington, D.C. to oppose the idea of a uniform defamation statute before the Drafting Committee on the National Conference of Commissioners on Uniform State Laws.

That committee had been drafting just such a uniform statute for three years.

The testimony of the witnesses was so compelling that it temporarily stopped an effort to craft a uniform defamation statute, which, if adopted by the annual meeting of all the uniform commissioners this summer, could have been introduced — and actively lobbied — by the commissioners in all 50 states.

Against all expectations the Drafting Committee decided to abandon efforts to draft a single, comprehensive statute and decided instead to re-draft the statute by breaking it into three parts — defamation, vindication and retraction — and offering these separately to the commissioners this summer.

Clearly this was a major victory for newspapers, and a significant share of the credit obviously belonged to Sam D. Kennedy, who publishes three weekly newspapers in Tennessee and who testified against the statute on behalf of NNA.

What particularly impressed the commissioners on the Drafting Committee and other commissioners in attendance was Kennedy's recitation of 18 additional state and regional newspaper associations that supported his testimony and opposed a uniform defamation statute.

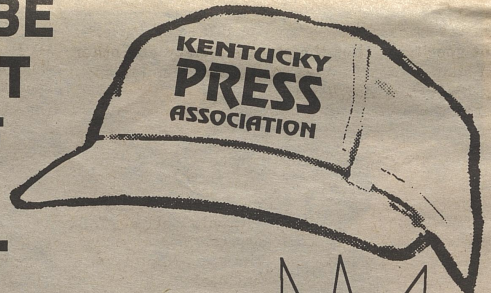
As Jack Fishman, president of Lakeway Publishers Inc. of Morristown, Tenn., NNA's Government Relations Committee chairman, put it:

"This fight's not over yet. Soon, perhaps, the commissioners will conclude that libel law just does not lend itself to uniform statute treatment. For my money, I'll stick with the Constitutional protection, and I think almost all publishers would agree.

"We'll keep an eye on this, and we may be coming back to you again to join the opposition."

National Newspaper Association

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Legalese

Legal matters affecting Kentucky newspapers:

- The Butler County Banner in Morgantown discovered, in a routine check of expenditures, that the city's Industrial Holding Corp. spent \$500 on anti-union buttons distributed to employees at a local factory. The corporation's officers contend it is a private, not public, agency, and one of the paper's owners, Roger Givens, was asked to leave a recent meeting. (*The Daily News*, Bowling Green)

- The Bullitt County Board of Education has filed suit asking the Bullitt Circuit Court to set aside an attorney general's opinion that called for the release of much of the evaluation of the county superintendent. The suit claims the evaluation is private. (*The Courier-Journal*, Louisville)

- A federal district judge has dismissed a lawsuit by a Hopkinsville dentist, and former city councilwoman, who claimed her rights were violated when her marriage to a convict was reported by media in late 1990. *The Kentucky New Era* and staff writer Rob Dollar were among seven co-defendants. (*The Kentucky New Era*)

- Rowan County Judge-Executive Clyde Thomas acknowledged that he and other magistrates may have violated state Open Meetings Laws in October when they met prior to a special fiscal court meeting to discuss employee matters. The official claimed no violation was intended, although a magistrate sent letters to news agencies saying he had questioned the legality of the meeting at the time. (*The Daily Independent*, Ashland)

- A "misunderstanding" resulted in Pulaski Circuit Court officials failing to include a reporter on a visit to a site involved in a lawsuit. The circuit judge admitted that the outing was an official court proceeding. (*Commonwealth-Journal*, Somerset)

And elsewhere:

- A federal judge in Pittsburgh has ruled that reporters are not professionals and the Gateway Press, a group of 14 suburban newspapers, must pay some of them overtime. (*Publishers' Auxiliary*)

- Florida voters last month approved a constitutional amendment specifying that the state judiciary and other branches of state government are subject to the state's open records law. (*Publishers' Auxiliary*)

'Commandments' make sense

There are "commandments" out there for just about anything you might want to imagine. Two of the latest lists deal with leadership and success.

The "commandments" on leadership come from a highly successful high school wrestling coach named Howard Ferguson, who says they also might be called "the lessons for a meaningful life." The list includes:

- People are illogical, unreasonable and self-centered. *Love them anyway.*
- If you do good, people will accuse you of selfish, ulterior motives. *Do good anyway.*
- If you are successful, you win false friends and true enemies. *Succeed anyway.*
- The good you do today will be forgotten tomorrow. *Do good anyway.*
- Honesty and frankness make you vulnerable. *Be honest and frank anyway.*
- The biggest people with the biggest ideas can be shot down by the smallest people with the smallest ideas. *Think big anyway.*

- People favor underdogs, but follow only top dogs. *Fight for a few underdogs anyway.*

- What you spend years building may be destroyed overnight. *Build anyway.*

- People really need help but may attack you if you do help them. *Help them anyway.*

- Give the world the best you have and you'll get kicked in the teeth. *Give the world the best you have anyway.*

The "commandments" for success come from "Ya Gotta's for Success" from Larry H. Wingert's "Win Seminars."

- That list includes:
- *Take responsibility.* Who I am, where I am and what I am is totally up to me.
 - *Change.* It is impossible to obtain different results without a change in me and my actions.
 - *Have goals.* I must determine exactly what I want, how much of it I want and when I want it.
 - *Take action.* Only my actions will produce results.
 - *Ask.* If I want more from life, I must ask more from life.

New copyright regs can save you big bucks

A new "group registration procedure" put into effect immediately by the Copyright Office reduces the annual fees for dailies which copyright all issues to \$480, down from \$7,500.

Under the new regulations covering daily newspapers publishers are permitted to register all issues published within one calendar month at one time. This procedure uses one application per filing and requires a payment of \$40 per filing, along with a microfilm copy of the issues.

Previously, a seven-day daily would have had to file 365 separate applications, each with a \$20 fee.

The new procedure represents a 93 percent reduction in costs, not counting the additional savings in postage and administrative time.

Registration must be sought within three months after the date of publication of the last issue included in the group registration application.

(Example: For issues published in the month of September 1992, the application must be filed by no later than Dec. 31, 1992.)

The new form is titled "Group/Daily Newspapers." Copies may be obtained from: U.S. Copyright Office, Library of Congress, Washington, D.C. 20559. Or, (202) 707-9100.

Thus the procedure to copyright your daily newspaper:

1. Publish the copyright declaration in each issue "Copyright 1992, Daily Record Co." Most newspapers position this notice immediately below the page one flag.

2. Immediately at the end of each month, have all the issues and local editions microfilmed, obtaining the extra microfilm copy needed for the Copyright Office. (Make sure your microfilm company gives you quick turnaround.)

3. Within three months of the last issue, send the com-

pleted GDN form, the microfilm copy and the \$40 fee to the Copyright Office.

This new policy for dailies comes more than a year after a similar new policy was announced for weeklies and certain other "serial" publications.

The rules are much the same as for dailies, except that a different form is used (SE/Group) and the "group registration" is for a three-month period, reducing the necessary separate filings down to four per year for a weekly.

The fee for weeklies is \$10 per issue, but actual copies of the publication are to be sent, rather than microfilm. In addition, two copies must be regularly mailed to the Library of Congress.

West Virginia Press Association



How to

The reason you copyright your work is to, hopefully, prevent others from stealing it and using your efforts to make money or glory for them.

To actually do this there are three steps:

1. Publish the copyright notice, as cited in previous article.

2. Register that copyright. (You can't get much in court if you don't follow through.)

3. In the event of infringement, you must enforce your copyright claim — no one else will do it for you.

Enforcement of a copyright is much like any other process in which you seek a redress for injury. If preliminary notifications to the offending party are not successful in reaching a satisfactory settlement, you can go to court.

But if you have properly established your copyright through publication and registration, you usually have a much stronger and much clearer suit. Out-of-court settlements, therefore, are not at all uncommon in typical copyright infringement cases.

West Virginia Press Association

Caution

While a properly established copyright of an entire issue generally provides protection for all original written work, other elements, such as graphics, photos and advertisements, appear to still fall into a gray area.

Best move: Add a separate copyright declaration as appropriate to each of these items you desire to protect. For ads, it's best to have a written agreement with the advertiser as to who owns the copyright.

West Virginia Press Association



Pass it on

When you're through with *The Kentucky Press*, pass it on to other members of your staff. It might make them more aware of the Kentucky Press Association, of the newspaper industry, and of their part in this business.

Writing well means understanding your options

by Martin "Red" Gibson

The more you write, the more you begin to appreciate your options. And the more you understand options, the more pleasure you get out of writing.

That is, you can say most things more than one way. Finding the best way provides the reward.

You almost always have a choice in the placement of an introductory clause. Let me restate that: In the placement of an introductory clause, you almost always have a choice.

I prefer the first version of that last point, because it gets us through without a comma. Commas usually slow things down. However, the second format helps if you want to emphasize the material in that clause.

To wit: *If you want to win a Pulitzer, you need to work hard.*

Readers will understand that a little quicker than they would get it with the work-hard clause first. We arouse interest by tapping into some personality needs of our readers. If they have any interest in the word *Pulitzer*, we get to them quickly. We hook them, and they read our story.

But the commaless arrangement does the better job in most cases. *People should order now if they expect to get Super Bowl tickets.* Saying it that way gets us through much faster, but it delays the words *Super Bowl tickets* until the end. So you have to make a judgment call.

That brings us to another point: You can have it both ways by getting *Super Bowl* into the sentence earlier. Like this: *People who want Super*

Bowl tickets need to order them now.

That's what I mean in referring to the pleasure of seeing options. We had a problem with the first two ways. One was slow and the other delayed the key words. But a little thought gives us a solution. However, I haven't covered all the ground that should be covered.

The reference to a delaying of key words may mislead you. Sometimes you want a delay, even need a delay; you want to put the key words at the tail end of the paragraph. The extremities of a paragraph get eyeball emphasis from readers. The words you use to end a paragraph will have more effect there than if placed in the middle. The same goes for a sentence, though a sentence's relative shortness means that any delay will be brief. The effectiveness will be less pronounced.

Still, we need to claw for every inch in climbing toward perfection. That means we work on every sentence instead of just saying, "Oh, that's close enough for newspaper work."

People who go over their writing carefully after the newspaper comes out will be able to see where changes can improve a sentence's clarity or make the sentence more easily read. Practice in revision helps. And when you make improvements consistently after the fact, you will learn to do the improving as you write, before it gets into print. Then you'll have fun writing.

You said it.

Let's take a look now at another problem.

This one involves attribution.

We live in contentious times, and that may be why some writers use the word *contend* so

readily as a verb of attribution.

If we value precision, we will save *contend* for situations in which the speaker is truly contending. That means he or she is putting forth a viewpoint that has opposition. It is used too often as a synonym for *maintain* or, in some cases, *suggest*.

I have maintained in this space before that *said* will handle the chores of attribution almost all the time. We need the others for variety and for precision. Variety helps, but it has limited value, because the attribution verb doesn't have to stand out.

Our bland old *said* does the job unobtrusively and, usually, accurately. When we want to go beyond that, we call on *shouted* or *whispered* or *admitted* or whatever the case might be.

John Andrus, editor of the Ocean City, N.J., *Sentinel Ledger*, writes to complain about excessive use of the word *noted*. And he's right. *Noted*, like *pointed out*, carries a load with it. You note or point out facts, not views. (Wrong: *Jones noted that his opponent has a weak record on rights*.) Similarly, we use the word *admit* only when someone is owning up to a shortcoming — admitting it. We don't use it just to show that someone agrees with a point. (*"I'm an early riser," he admitted.*)

John offers another multipurpose word of attribution, *indicate*. Not bad. It carries no emotional baggage. It's not quite as accurate as *said*, because one can indicate something without words as well as with them. For the most part, though, it tells readers that a person has conveyed a certain message. And that's what we're trying to do.

Employees are human beings, too

By DAVID BROWN
Arkansas Press Service

The lunchroom was crowded with a sea of humanity. The dull roar of the crowd was like an orchestra tuning up, with each table reflecting a different subject matter.

I waited patiently while a table was cleared, and then sat down to my daily ritual of eating lunch and reading the sports section.

It soon became apparent, however, that two "managers" were sitting at the table opposite mine, discussing what did and didn't work with their employees. I was intrigued by their conversation, so I listened.

Pressure doesn't work

One man said, "It used to be that all I had to do was show up, throw my weight around a little and let the employee know what I expected, and things got done. Now, however, I'm finding the things that used to be motivational in their approach work in completely opposite ways."

"Yeah, I know what you mean," the other man said. "People don't respond to pressure tactics anymore. One of my own employees, during an evaluation of her work, started evaluating and criticizing me! And you know what? If I'm honest with myself and keep an open mind, she was right."

"Right about what?"

"About my attitudes that I reflect to

fellow workers. About the fact that I was always happy to criticize, but very rare was the occasion when I praised someone for doing something right."

"I guess workers have changed. Or maybe times have changed," the first man said.

It was at this time that another fellow manager joined the group.

"Jones, what's your philosophy of managing people?" one of the men asked.

"It's like this," the newcomer began. "People are looking for respect, a decent wage, and above all, knowledge that what they're doing is making the boss happy."

"Don't get me wrong, money's important. But in this day and age, people are so used to the standard, accepted way of doing things, that we — as bosses — miss the mark in dealing with our employees. We're not slave drivers; we're humans working with other humans."

"They, too, have feelings, wants, desires, and needs. As well as problems. When we take this into account, we can work more easily with others. Criticize when work is unacceptable, praise when justified. But also firmly demand a good job."

Their discussion shifted to other matters and I went back to my sports section, checking out the baseball scores.

But later I got to thinking. We've all got people we hate to deal with. They never have a kind word to say, always

emphasizing the bad and never speaking of the good.

Things have changed

Well, let's face it folks: Things have changed! Our lives have changed, our businesses have changed. And society has changed. The days of treating people with intimidation are gone. And if you have someone who delivers the goods — tread lightly.

Government surveys show that the work force is fixing to decline dramatically and the crux of the survey was — if you have someone working for you, doing a quality job, treat them like gold, because sooner or later, if you don't, someone else will!

In the future workers will demand how they want to be treated. We need to treat others as we would like to be treated. We need to treat others as we would like to be treated, in both our professional and home lives.

What's stuck in my mind is not only the conversation by the gentlemen at the table next to mine, it's what the late-arriving man said to them as he left:

"Look guys, when I run into horse's rears out there I think to myself — hey, hold on, square up and think long. Why should we treat others this way? In 100 years we're all going to be dust and ashes, anyway, and then what difference is all this we're doing now going to make?"

How true brother, how true.

More on contractor status

The Internal Revenue Service ruled recently that carriers for *The Daily Messenger* in New York were independent contractors and not employees. The IRS named the following factors important in determining independent contractor status:

- The worker does not receive daily instructions.
 - The worker is assigned a specific territory, however, the worker is allowed to make deliveries in any order desired.
 - The worker is allowed to establish her/his own prices for the papers delivered.
 - The worker collects all his/her own fees unless the customer wants to pay the firm directly, in which case, the amount the firm receives on behalf of the worker's clients was credited against the cost of the wholesale purchase of the papers.
 - The worker has no set hours of work and is not restricted from working for other firms.
 - The worker is not paid for her/his work by the firm.
 - The worker has significant investment in the facilities used in performing his/her services.
- The Daily Messenger* was not liable for taxes under FICA, FUTA, or for the withholding of federal income tax from payments made to the carriers.

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Voices from the past

From the January 1930 edition of *The Kentucky Press*, Volume 1, No. 12

Herndon J. Evans, editor-manager of the *Pineville Sun*, was elected to guide the destinies of the KPA at the close of the mid-winter meeting, Jan. 17-18 at the Kentucky Hotel in Louisville. He succeeded Jim Allen of the *Cynthiana Democrat*. Other officers named included Joe T. Lovett, *Ledger-Times*; Murray, vice president; James T. Norris, *Ashland Independent*, chairman of the executive committee; and J. Curtis Alcock, *Danville Messenger*, continuing as secretary.

Background on President Evans: Born Dec. 22, 1895, at Morehead; graduated Frankfort High School; worked at Frankfort *State Journal* for \$1 a week; was in first journalism class taught by Professor Grehan at University of Kentucky; dropped out of UK in 1915 and went back to *State Journal* for one year; returned to UK, but dropped out again to enlist in U.S. Army, where he served 10

months overseas; re-entered UK in 1919 and was graduated in 1921 with journalism major; was member of Alpha Delta Sigma advertising fraternity; worked with extension and publicity for UK in 1921, then Associated Press at Frankfort Bureau, transferring to Louisville in 1922, then back to Frankfort bureau; purchased interest of P.T. Adkins, editor-manager of *Pineville Sun*, in 1923 and purchased interest in *Corbin Times-Tribune* in 1926; married Mary Elizabeth Downing of Louisville on March 3, 1923.

Named to the executive committee were A. Robbins, *Hickman Courier*; Lawrence Hager, *Owensboro Messenger-Inquirer*; Joe Richardson, *Glasgow Times*; D.L. Hughes, *Leitchfield Gazette*; Brainard Platt, *Louisville Courier-Journal-Times*; Keith Hood, *Bedford Democrat*; Desha Breckinridge, *Lexington Herald*; Robert L. Elkin, *Central Record*; Lancaster; J.T. Norris, *Ashland Independent*; Charles A. Kirk, *Paintsville*

Herald; George A. Joplin, *Somerset Commonwealth*; Ben B. Cozine, *Shelby News*.

Members of the newspaper exhibition committee are Prof. Victor Portmann, UK journalism department; Keen Johnson, *Richmond Register*; and D.M. Hutton, *Harrodsburg Herald*.

Motion was made to elect to honorary life memberships: J. Sherman Porter, former newspaperman, now secretary of the Lexington Automobile Club; Urey Woodson, former editor and proprietor, *Owensboro Messenger*; and S.V. Stiles, Associated Press, Louisville.

Attending the winter convention were: J. Sherman Porter; B.B. Cozine; W.A. Beatty, *Winchester Sun*; R.A. Rives, *Morgantown Republican*; Margaret Hogard, *Crittenden Press*; George Covington, *Mayfield Messenger*; Robert Kinkaid, *Middletown News*; J.L. Crawford, *Corbin Times-Tribune*; L.G. Barrett, *Ohio County News*; R.T. Ware, *Corbin Times-*

Tribune; J.P. Gozder, *Campbellsville News Journal*; Thomas L. Jones, *Jeffersonian*; Cecil Williams, *Somerset Journal*; R.L. Elkins; Lawrence Hager; Evelyn Harris, Southern Telephone News, Atlanta; A. Robbins; Carter Stamper, *Beattyville Enterprise*; Wm. Hefferman, Linotype; Keen Johnson; Joe T. Lovett, *Murray Ledger-Times*; John T. Babbage, *Breckinridge News*; George S. Lee, *Carrollton News*; Tyler Munford, *Morganfield Advocate*; Wallace Brown, *Bardstons Standard*; Warren Fisher, *Carlisle Mercury*; E.N. Creal, *Hodgenville Herald-News*; D.L. Bell and Keith Hood, *Trimble Democrat*; Mr. Moore, *Fulton Leader*; E.C. Olds, *Benton Democrat*; Bennett Knight, *Henderson Gleaner*; J.L. Roth, *Paducah Sun Democrat*; A.E. Stein, *Clinton Gazette*; D.L. Hughes, *Leitchfield Gazette*; J.M. Willis, *Irrington Herald*; Russel Dyche, *London Sentinel Echo*; Robert Smallwood, *Beattyville Enterprise*; Otis C. Thomas, *Liberty News*; C.J.

Richardson, *Elizabethtown Enterprise*; George Joplin Jr., *Somerset Commonwealth*; D.B. Spugur, *Lebanon Falcon*; Flem Smith, *Georgetown Times*; Perry Meloan, *Brownsville News*; J.M. Alverson, *Harlan Enterprise*; R.E. Garrison, *Lawrenceburg News*; F.S. Brong, *West Liberty Licking Valley Courier*; J.W. Willis; J.M. Allen; and Joseph Costello, *Cynthiana Democrat*.

•The KPA executive committee approved a logotype to be distributed to each member for use on the masthead of the paper.

•The Edmonson County News, Brownsville, Perry Meloan, editor, was admitted as a member of KPA. New Associate members are: Thomas A. Stark, Stark Advertising, Louisville; Louisville Paper Co.; William Hefferman, representing Mergenthaler Linotype; H.B. Gaer, representing Elliott Addressing Machine Co.; and S.V. Stiles, Associated Press.

•The board went on record as favoring the World Court.

Postscript

By Pam Shingler
Press Editor

It is disturbing that many students who win KPA-sponsored scholarships do not go into or stay in print journalism. It is even more disturbing that so few young people are going into newspaper journalism at all.

Disturbing, yes. Surprising, no.

First, the college-age years are years of great change. Despite the plans and convictions of an entering freshman, an esteemed teacher can turn that student on to another course of study. A high percentage of students change majors — some many times.

Plus, the student may get turned off journalism because of his experiences in journalism classes. Perhaps, the teachers are lackadaisical or perhaps too research-oriented for the neophyte who wants to "do" or perhaps too distant or a number of perhapses.

These are reasons KPA has little control over. Now look at

some questions that may have some bearing on why scholarship students don't stay in the field.

How many KPA members are involved with high school journalism programs — other than printing the student newspaper or giving a two-hour course in layout and letting students use their facilities? How many speak to high school journalism classes or hire student writers — and really work with them?

Is there a statewide high school journalism association? Does anyone know? If there is, how is KPA as an organization involved? What does KPA do with and for high school journalism teachers?

How much do college students know about KPA? How does KPA relate to the collegiate press association other than its individual members serving as contest judges and speaking at student conventions? Are college students

welcomed at KPA conventions and seminars and given special rates? Does anyone notice if they do attend?

Do college journalism teachers — other than the regulars — know about KPA? Are KPA members who live near colleges with journalism programs involved in those

programs in any way? How does KPA involve college journalism professors — other than the regulars — in its activities?

Beyond those basic questions is the most basic question relating to this topic: How can any publisher expect a student to choose newspaper journalism as a career when the reality of salary is raised?

Sure, we can tout the psychic rewards to the high heavens. This is an exciting business, always challenging, always stimulating. Every day is different — particularly at a good community newspaper.

But the truth is that monetary rewards are smaller than for most all professional careers — unless the young graduate is lucky enough to get one of the handful of slots at a larger daily.

Look at the reality. A typi-

cal community paper pays a reporter between \$12,000 and \$15,000 a year. Some pay less.

For less than the cost of housing, food and a car payment, our papers expect that young person to be an investigator, an excellent writer, a fiend about accuracy, a clear thinker, a government expert, a natty dresser, a civic club leader and a pleasant person.

Add to that, in many cases, the expectation that he or she be an ace photographer, a computer whiz, a sharp-eyed page designer.

And what have these super-people to look forward to? A \$500 raise and a week's vacation at the end of the year? A promotion to editor where they may make a whopping \$18,000 a year, with five to 10 years' experience?

Get real!

If these young graduates do go into newspapering, they do so knowing that their classmates who go into public relations, advertising or marketing will start at \$5,000 more a year, with fatter benefits packages, easier work and shorter hours. In fact, the friends who go into education now stand a chance of making about twice the pay of the

young journalist.

Someone is making money in newspapers. It is most definitely not the young person who spends four years in college — to the tune of \$25,000 to \$50,000 — studying print journalism.

KPA's sponsorship of journalism internships is a positive step. But it is not the solution to the problem.

If we want our papers staffed by young people who are graduates of college journalism programs, we must interest them while they're in high school and nurture them in college. Then, we must pay them, when we hire them, as if they are the heart of our business — which is exactly what they are.

If we are unwilling to do that, then let's just forget it. Let's advise the collegiate journalism programs to dismantle their print components and concentrate their resources on those fields where young people can be appreciated and rewarded.

Then, let's just hire anyone off the street who can spell his name. And let's not complain about what we get.

Postal audit getting tougher; tips offered

The West Virginia Press Association has passed along some guidelines about proper record-keeping in preparation for a USPS verification audit. These may make the audit tolerable.

Here's how the audit works:

Fifteen subscribers are selected at random. If your basic subscriber information is contained in a card file, the chief inspector may ask you to pull out every 20th card until you get 15 cards.

If your subscription list is computerized and you have a master printout of all subscribers, the postal people may pick out every 14th name until they get 15.

NOTE: The postal people now love to see computer printouts — especially separate lists of gift subscriptions, advertiser copies, etc. Such lists make the audit go much faster.

In either case, the next step is that of producing a carbon copy of a receipt, itemized bank deposit ticket or other acceptable proof of payment for all the names randomly selected.

If satisfactory proof is provided for all 15, that's it. The postal people are satisfied and they're out the door.

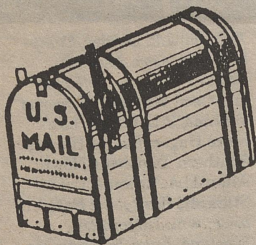
However, if they aren't satisfied, another 85 names are selected. If proof cannot be provided for these, the process continues. You can soon be in hot water, with your second-class permit winding up in jeopardy or lost.

What is acceptable proof of payment?

1. Cash receipts. Your carbon copy of the cash receipt you gave to the customer. It should show the amount paid, the date, name of subscriber, and that the payment was for a subscription. (If it was for a gift subscription, the receipt also should show the name of the person getting the paper.)

2. Payment by check. Note on your copy of the bank deposit slip the name, check number, and "subscription," in addition to the amount. Also, a computer record of payment will be acceptable, if backed up by an audit trail of parallel documents, such as bank deposits or ledger entries that show appropriate amounts.

Keeping your records in order is the key to a quick and easy verification audit.



Generally, you have three files to keep in order:

1. Your subscriber list. Showing expiration date, last renewal date and subscription cost.

2. Your cash receipts book. Use it, — faithfully, — for every cash payment. Keep exhausted cash receipts books in an orderly file, in sequence.

3. Your copy of properly itemized bank deposit slips, containing the information cited above. The slips, too, should be filed neatly and sequentially (by date).

1. Whether or not you are conforming to the "75 percent rule."

This rule says your ad percentage cannot exceed 75 percent in more than half of the issues during the past 12 months. Copies of your weekly (or monthly) 3541 forms, which show "ad percentage," are needed for this and other purposes. Be sure you have at least the past 12 months of forms on hand and readily available.

2. Whether your annual Statement of Ownership is being properly filed and published.

Again, have copies of this form for the past several years available, along with a tearsheet of the page on which the statement was published each year.

3. Whether the "10 percent" sampling rule is being properly followed.

This rule says the number of sample/complimentary

time during the year, all copies in excess of this limit must be mailed at the appropriate out-of-county pound and piece rates.

In such cases separate accounting (on page two of the 3541) and, in some cases, separate 3541's are required.

Again, copies of 3541's for the current calendar year, along with your running totals, will be needed.

4. Whether the information required to be published in each issue is being published fully and correctly.

Details of required information are found in DMM section 429.625. Here are a couple of points cited in recent audits:

- Failure to include the words: "POSTMASTER: Send address changes to: "or failure to have the word "POSTMASTER" in all caps.

- Failure to include a street address, in addition to a P.O. Box address for the newspaper.

5. Whether zoning and pre-sort schemes are correct.

Here, it is most helpful to be able to produce computer printouts of your circulation list sorted in ZIP code order, with the assigned zone showing for each subscriber.

For this purpose, it is important that current Zone Charts are used. It also is important that your pre-sort scheme be current — namely, that for each five-digit, three-digit, Carrier Route, etc. you claim, you actually have six or more copies. (Main reason for increase in number of audits is that the USPS is convinced it is losing money on Second Class because publishers are claiming discounts/rates incorrectly.)

6. Whether all copies printed are accounted for fully.

You will need copies of your total "press run order" to show total copies printed each issue. You will also need — in addition to the total distribution as shown on your 3541 forms and other records of self-delivery distribution, counter sales, vendor rack sales and dealer copies — records of the number of copies "destroyed" or disposed of otherwise.

These figures are supposed to total with the number of copies printed.

Why a statement of ownership?

Dick Cardwell of the Indiana Press Association offers the following background on how the annual statement of ownership became a federal requirement.

"... the Chicago Tribune and Indianapolis News published a series of exposés of corruption in the awarding of contracts and the building of the Panama Canal. President Theodore Roosevelt was livid.

"He instructed the attorney general to institute criminal libel proceedings against the Tribune and News.

"Roosevelt's vice president was Charles W. Fairbanks of Indiana. As a matter of fact, he was from Indianapolis. He also was a rather silent partner in the ownership of the Indianapolis News.

"Roosevelt soon learned that his administration had started criminal proceedings against a newspaper owned by his own vice president. The criminal proceedings disappeared along the way, but Roosevelt's embarrassment and anger over his political error did not.

"He submitted to Congress proposed legislation to force all publications with second class mailing permits to reveal their ownership.

"The bill was enacted and took effect in 1912. It has remained the law since."

A nifty way to speed up audits

Those who have recently undergone USPS verification audits are well aware that even if your house is totally in order, it can take a lot of time to find cash book receipts or other "proof of payment" to show that randomly-selected subscriptions are actually paid.

The Pocahontas Times, Marlinton, W.Va., has added a field to its computerized records to show the page number of the receipt book or ledger on which proof of payment for each subscription can be found.

Further, The Times codes each such entry to show manner of payment — cash, check, etc. Thus, each subscriber's record would include something like "B-217" (Paid in cash; Page 217 of receipt book).

The Times reports that at least this phase of their recent audits has been accomplished quite rapidly.

West Virginia Press Association

Some publishers, in addition, make photocopies of all subscription checks and attach those copies to their copy of the deposit slip. While not totally necessary, this would represent proof positive that a subscription was paid.

To see how you would do, have someone randomly select 15 names from your subscriber list. Then see how quickly and easily you can find proof of payment. If you can't, you'll know you're in for possible trouble and you need to get your house in order.

While ALL aspects of your mailing/postal permit situation are subject to audit, here are some of the basic and more common points of inquiry.

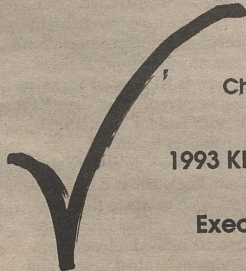
copies that can be mailed at in-county rates is limited to 10 percent of the total in-county copies mailed during the calendar year.

Example: Your total in-county mailing is 2,500 per week and you publish 50 weeks a year. Multiply 2,500 by 50 and you get 125,000 as the total in-county copies mailed in a calendar year. Take 10 percent of that figure and you get 12,500, which is the greatest number of comp/sample copies you can mail at in-county rates during the calendar year.

You must keep a running total of free copies mailed in-county, starting with the first issue of the year. If this running total reaches, as per the above example, 12,500 at any

Check you calendar

1993 KPA Winter Convention
Jan. 21-23
Executive Inn, Louisville



Why does the public distrust journalists?

By **TERRY DICKERSON-JONES**
American Press Institute

A zany idea that haunts journalism is the notion that the press is somehow responsible for the bad news the public receives. It's a view that satisfies the superficial impulse to loathe and distrust the media.

With the bad-news image, 22 editors of small newspapers at a recent American Press Institute seminar were not surprised that a large segment of the public is willing to curtail a newspaper's First Amendment right of freedom of expression.

API asked editors to consider a recent survey — showing a 90 percent approval rating by 1,500 adults for the public's freedom of expression, but

only 65 percent approval of the same freedom for newspapers — and answer two questions.

One, why is a large segment of the public willing to curtail a newspaper's freedom of expression, and secondly, how can newspapers present hard news without reinforcing a bad-news image?

These editors concluded that it is time for newspapers to set aside notions that hinder mutual understanding and respect between the press and the public and replace them with more realistic ideas.

Idea One: Recognize that people do not view the press as being composed of human beings who have values and opinions, and who occasionally make mistakes like everyone

else. On the contrary, said Leah Young Latimer, editor of *The Washington Post's* Maryland weeklies. "People don't trust reporters' motives or ethics and don't respect their work. Many wonder whether some mistakes and misinformation are just sloppy work or intentional twisting of facts. No wonder, then, that they would want to place some limits on mere mortals ..."

Latimer and other editors think we should retire the idea that readers will give newspapers the benefit of the doubt.

Idea Two: Stop acting like it's the readers' problem if they can't figure out what the press is doing.

David Thomas, editor of *The Kennett Paper* in Kennett Square, Pa., acknowledged that newspapers too often are puzzling. "I feel there is a lack of understanding in the United States about newspapers in general ... and the distinction between television and newspapers," he said.

The group agreed that, individually and collectively, the industry must state more clearly, often, and with purpose, who we are and what our mission is.

Idea Three: Admit that readers think newspapers have an inherent disposition toward bad news.

Said Jenay Rockett, editor of *The Coalfield Progress* in Norton, Va.: "They see us as ambulance chasers who just for bad news."

But, she also wondered if the public's perception isn't shaped by its own tastes. "Perhaps I'm a pessimist," Rockett said, "but I believe a large segment of newspaper readership feeds on bad news."

As to what newspapers do to offset the seductive nature of negative news that ironically reinforces the position of media-bashers, Barbara Glen, editor of *The Taber* (Alberta) *Times*, offered a perspective. "The onus is upon newspapers to also be the bearers of good news," she said.

Idea Four: Get over the idea that people will consume news they don't like just as they do vegetables — because it's good for them.

"Coverage of unpopular news and information has to keep stressing why the reader should know about it, what will be the impact, (and) how it will affect the reader," she said.

Idea Five: Don't presume that readers think about the First Amendment the way we do.

In fact, Beth Duke, family editor of *The Amarillo* (Texas) *Globe*, thinks a newspaper's role as protector of First Amendment rights is a point lost on the average reader who probably gives only superficial thought to the right to free speech.

The message from these editors is clear: The industry needs to deal head on with the public's perception of itself. Latimer put it another way: "The media needs a good P.R. job and a look at itself."

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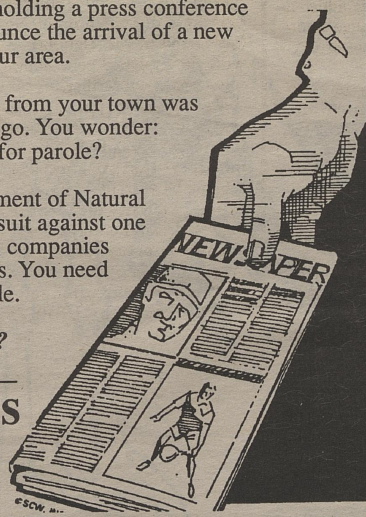
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Teaching creative thinking

"But we've always done it this way" is one of the most common — and uncreative — phrases in any business, including newspapers.

To survive in an increasingly competitive marketplace, businesses — including newspapers — need to focus on innovations. But can you teach the "always done it's" to be more creative?

Consultant Bev Johnk, who coaches newspapers in using creativity, thinks so. She outlines some tactics in a recent edition of the *Bulletin of Pacific Northwest Newspaper Association*.

"Evaluate what happens to new ideas and the people who come up with them in your newspaper. Are they rewarded or criticized? (Editor's note: Or ignored?) Do people wait to see what the boss wants so they don't think for themselves? Make heroes out of people who contribute ideas and suggestions. Talk about innovation being valued in everything from orientation to staff meetings."

"Check what happens to an employee who makes a mistake. Is the employee punished? Are mistakes taken as a natural part of a creative environment?"

"Require more than two solutions to be looked at for any issue. This keeps everyone from settling for the first idea or the one mentioned by the person with the most 'power.' Sometimes the first thing you think of really isn't the best answer for the paper."

"Teach supervisors and employees creativity thinking skills. Show them more than brainstorming. Good resources are Roger von Oech's *A Whack on the Side of the Head*, Michael Ray and Rochelle Myer's *Creativity in Business* and Robert J. Kriegel's *If it ain't broke ... BREAK IT!*"

"Discuss any idea from the positive point of view first. How would it be if we

could do it this way? You will always have time to see what's wrong with an idea."

"Separate idea generation and evaluation. When you do both things at once, participants sit back and wait to be told what they are going to do. You get more ideas if everyone knows the ideas will not be immediately evaluated."

"Designate a 'creativity conscience' at your paper. Train that person in facilitation skills and creativity techniques. This person could help employees 'stuck' on an issue look at it differently and generate more ideas."

"Ask 'How would _____ do this?' Fill in the blank with a wide variety of people — a customer, the publisher, the competitor, the head of your corporation, the head of a major business in your town. Answer the question as many ways as you can."

"Take a second try on your issue from a totally different direction. Look at the issue backwards. Describe it as if it were successfully completed. Now look at all the parts of success and think about how to accomplish each one."

"Fill in the blank, 'It will scare the competition to death when they hear we are doing _____.'"

"Have fun, bring toys, relax. The more time you can give to idea generation, the more ideas. Have toys along to help the group loosen up."

"Make random connections. Ask yourself how your issue is like a good golf game or making ice cream at a Fourth of July picnic. These connections become the basis of thinking about the issue differently and generate new ways to look at it."

"Make it a serious offense for anyone to say, 'We've always done it this way.' 'We tried that once.' 'It can't be done.'"

IT'S BEEN a CRAZY, MIXED-UP YEAR...

*So, as we rack our brains
for more ways to serve you,
the staff of the*

*Kentucky Press Association
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