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## On the lookout

• April 23-24  
KPA/KPS Ad Seminar  
Louisville

UNBOUND  
PERIODICALS  
COLLECTION

• June 18-20  
1998 KPA/TPA  
Summer Convention  
Sunsprée Resort/Holiday Inn  
Gatlinburg, Tenn.

• Oct. 8-9  
KPA/KPS Board of Directors Retreat  
Natural Bridge State Park

# THE KENTUCKY

# PRESS

April, 1998  
Volume 69, Number 4

The Official Publication  
of the Kentucky Press  
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## First-ever high school convention a success

### Event drew nearly 700 students and advisers

They came from all across Kentucky and from high schools of all sizes — from Apollo in Owensboro to Stanton in Powell County and from tiny Menifee County to one of the state's largest schools, Lafayette High.

But regardless of their origin they had one common goal: an interest in high school journalism. The nearly 700 students and teachers came to Lexington for the first-ever Kentucky High School Journalism State Convention and they left a lasting impression on the professional journalists and college professors who served as instructors for the workshop.

"I heard a lot of comments outside the session, about how much they enjoyed them, and how much they learned from them — from both students and teachers," said Lexington Herald-Leader Assistant Managing Editor Tom Caudill

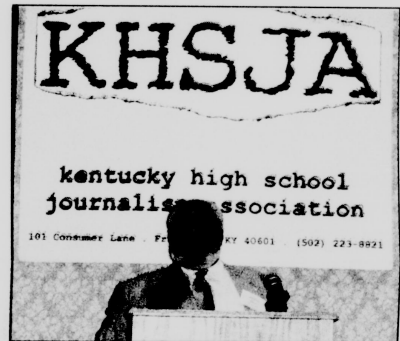
and a member of the KHSJA Advisory Council.

"The students were really into it. They asked good questions and participated in the discussion with enthusiasm. I was really impressed," said Caudill, who led a panel discussion on careers in journalism.

The students and teachers were able to choose from 15 different workshop topics, ranging from media ethics to newspaper layout and design.

One of the most popular sessions focused on school safety, a hot topic in Kentucky and the nation in wake of the recent tragic shooting incidents at public schools. The session was covered by Lexington media and featured state Education Commissioner Dr. Wilmer S. Cody, Jack Conway from the governor's legal staff, Jamie Morton Paul of the Kentucky Education Association and Bill Scott, director of student support services for the Kentucky School Boards Association. The workshop was

See CONVENTION, page 7



The Courier-Journal's Merv Aubespin gave the keynote address. Aubespin told students the world of journalism was always changing which made for exciting career opportunities.

## Fundraising underway for new journalism scholarship program

The University of Kentucky and a group of working journalists in March launched a fundraising campaign to provide scholarships to aspiring journalists. UK and the scholarship committee hopes to raise a minimum of \$40,000 to endow the awards, which were established in honor of a distinguished Kentucky journalist, the late Bill Billiter.

Former Courier-Journal Publisher Barry Bingham Jr. has pledged \$10,000 to the campaign if \$30,000 is raised from other sources by May 12. Billiter, who died last year, served as city editor of the Los Angeles Times Orange County edition, and prior to that as a political editor of The Courier-Journal and city editor of the Louisville Times.

## AP copy editing/layout workshop to be held in Elizabethtown

There's still time to register for the day-long copy editing seminar Tuesday, April 14 in Elizabethtown.

The seminar is sponsored by the Kentucky AP Editors Association. Buck Ryan, director of the University of Kentucky School of Journalism and Telecommunications, will be a presenter during the workshop. UK played host a few months ago to a national ASNE copy editing seminar and is also helping to sponsor the Elizabethtown program.

The program is designed for current copy editors and also for reporters who might be interested in moving into a copy editing position or preparing for further newsroom advancement. The prime focus will be on the fundamentals of copy editing, but a program on newspaper design

will also be presented.

In addition to Ryan, the workshop features Jim Ausenbaugh, retired Courier-Journal editor and former Western Kentucky University journalism professor. Ausenbaugh is one of Kentucky's premier editorial consultants and writing and editing coaches.

Pete Brown, an AP General Desk editor in New York, who works with bureaus across the country and who has handled countless major stories for the national wires, will also be a presenter.

The workshop will be held at the Elizabethtown Tourism and Convention Bureau, located just off Interstate 65. The cost is \$25 per person and includes all workshop material and lunch.

For more information or a registration form, call 800-292-3560.

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# Kentucky people, papers in the news

## Carlisle Mercury hires Rankin as editor

Amy Rankin has been named managing editor of the Carlisle Mercury.

A native of Nicholas County, Rankin, 21, is a graduate of Maysville Community College where she majored in arts and journalism.

## E-town paper to sell cable advertising

The Elizabethtown News-Enterprise recently signed a contract to sell cable television advertising in partnership with Comcast Communications.

The contract gives the newspa-

per exclusive rights to sell advertising on up to a dozen cable channels. Comcast services about 6,000 customers in Taylor County and about 17,000 in the Elizabethtown area. TCI, which operates the cable system in the northern end of the News-Enterprise's market, has sold ads on the Elizabethtown system for a number of years.

## McKinley joins news staff at Madisonville

Morgan McKinley has joined the staff of the Madisonville Messenger as a news writer and copy editor.

A graduate of Western Kentucky University with a degree in broadcasting, McKinley worked for The Journal Enterprise in

Providence as sports editor. While there he won awards for his sports writing, photography and page design.

## Pope named lifestyles editor at Harlan Daily

Leslie County native Gina Pope has been promoted to lifestyles editor at the Harlan Daily Enterprise.

Pope joined the newspaper's staff in 1994 and will be responsible for editing and designing lifestyle and advance pages as well as covering breaking news in the mornings in her new position. She previously worked in the Enterprise mailroom, as well as in the circulation and composing departments.

## Douglas hired as reporter, photographer at Kentucky Standard

Mitchell Douglas has joined the newsroom at The Kentucky Standard in Bardstown as a reporter and photographer.

A native of Louisville, Douglas came to Bardstown from the Georgetown News-Graphic where he worked as city reporter. He graduated from the University of Kentucky with a degree in English and served as a staff writer and columnist for UK's student newspaper, the Kentucky Kernel. While at UK, he was the recipient of a Lexington Herald-Leader fellowship. Douglas also worked as a general assignment reporter for the Louisville Defender newspaper and

as a contributing writer for ACE Magazine.

## Grubb joins newsroom at Tri-City News

Christy Grubb is the newest addition to the newsroom at the Tri-City News in Cumberland.

Grubb is a graduate of Cumberland High School and is currently a first-year journalism major at Southeast Community College. At Southeast, Grubb was editor of the school newspaper, The Southeasterner. After graduation from Southeast, she plans to attend the University of Kentucky and major in journalism.

## Union Co. Advocate launches web site

The Union County Advocate launched its online edition in mid-March. The newspaper's web site includes the top news stories of the week, feature stories, detailed obituaries, a listing of community events and columns.

Editor Michael Banks said the online edition of the paper will help area residents stay up to date on breaking news stories. He noted that Union County High School's basketball regional championship game ended too late to make it in that week's newspaper, but the game story was immediately available on the web site.

Banks said readers can now e-mail news or advertising items to

See PEOPLE, page 12

**— The Kentucky Press —**

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**District 5**  
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**District 7**  
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**District 14**  
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**District 15-A**  
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**District 15-B**  
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Jamie Hobbs, Tearsheet Coordinator

## Deaths

### Norman E. Isaacs

Norman E. Isaacs, former Louisville newspaper editor and executive, died in California March 7, three weeks before his 90th birthday.

Isaacs took over as managing editor of The Louisville Times in 1952 and left 18 years later as executive editor and vice president of The Courier-Journal and Louisville Times Co.

A native of Manchester, England, Isaacs retired from the Courier-Journal and joined the faculty of Columbia University as editor-in-residence of its Graduate School of Journalism. He continued with Columbia for several years and came out of retirement to be president and publisher of the News-Journal in Wilmington, Del.

Isaacs was well known as a fierce defender of press rights and critic of media failings. He

authored a book, "Untended Gates: The Mismanaged Press," and was quoted as saying, "the American newsman would rather break a story than understand it." He helped create an ombudsman's position at the C-J to hear readers' complaints, reportedly the first of its kind in the nation.

"I loved him and I hated him," said George N. Gill, retired C-J publisher who worked for Isaacs in the 1960s. "I loved him because he taught me a lot. He was a very good teacher. I hated him because he never gave up."

Isaacs served as president of the Associated Press managing Editors Association and the American Society of Newspaper Editors. Although he never graduated from high school, he was awarded an honorary doctorate by Syracuse University.

He is survived by his second

See DEATHS, page 12

# Great writers know how, when to 'cheat'

Great writers cheat. They don't cheat on reporting, they don't cheat by drawing unsubstantiated conclusions, they don't cheat by writing around facts they haven't pinned down.

But sometimes they cheat when they put words together. It almost always happens when they aren't sure about the proper grammar or word usage in a sentence.

A friend writing about a 1973 event wasn't sure whether to use, "People say it's hard to believe 25 years have gone by since..." or, "...25 years has gone by..."

Technically, of course, "have" is the correct predicate, as "years" is a plural subject. But the confusion exists because he wanted to give the impression of a block of time, not 25 individual years. To grasp the distinction, consider this sentence: "One hundred years are a long time." That sounds wrong, as the sense of "One hundred years" is singular, "a long time."

My friend asked me, "What should I do? If I use 'have,' I imply I'm talking about 25 individual years, but if I use 'has,' I look as if I don't understand English."

I recommended he cheat. Dump "25 years" and write: "...a quarter century has gone by since..." "Quarter century" is singular, and the message couldn't be clearer.

Excellent writing combines two equally

## Coach's Corner

By Jim Stasiowski



important qualities: The ideas must work well together, and the words must work well together. Some writers pay a lot of attention to putting the words together, and but they struggle with the facts. We say they are better writers than reporters.

Others pay so much attention to the ideas, they neglect the words. We say such people are better reporters than writers.

The language often intimidates those who struggle with the words. A frustrated reporter once told me, "I've tried and tried, but I can't fill my head with all those obscure grammar and usage rules my editor knows."

Great writers don't know every obscure rule. So when they get in an awkward situation, they surrender. Instead of writing something they're not sure is correct, they have the savvy to avoid the questionable usage by revising the sentence.

This writer made and understandable mis-

take that got through two editors: "Each year a dwindling number of physicians are interested in providing abortions." The subject is singular, "number," so the predicate should be "is." But "physicians," plural, confused the writer.

When you have trouble deducing what the subject is, cheat: "each year fewer physicians are interested in providing abortions." Simply dump one of the conflicting words.

Lots of writers have trouble with the part of speech called the gerund, a verb form used as a noun. Writers don't need to understand the gerund except when they have to decide whether to use a possessive modifier with it. For instance, which of these is correct? "She left because of Johnson's cursing," or, "She left because Johnson cursing?"

If you understand the rule of the gerund, you know it should be "Johnson's cursing." What she was upset about was the cursing, not Johnson. But if you're not sure, cheat: "She left because Johnson was cursing."

"What" causes uncertainty, as it has a singular sound, but it can stand for something plural. Obviously, "what" is plural here: "She has what appear to be three options."

But because "what" has a singular sound, the plural predicate sounds wrong here: "What

See CHEAT, page 11

## NAA: Study shows campaign increases readers' awareness of newspapers

According to a recent tracking study, the first flight of the Newspaper Association of America (NAA) national advertising campaign has created a substantial level of awareness and favorable perceptions among readers in the target 18-49 age demographic. The campaign, featuring former presidents Jimmy Carter and George Bush, Barbara Bush, retired general Norman Scharzkopf, MTV journalist Tabitha Soren, Super Bowl quarterback John Elway, and rapper, television star and author LL Cool J, finished its initial seven-week launch period in November. NAA member newspapers just finished running the campaign ads three times a week at the end of March, after which the second year of the three-year campaign is planned to launch.

"This dynamic campaign is demonstrating that newspapers can actively and effectively promote themselves with the American public nationwide and on a coordinated basis," said John F. Sturn, NAA president and CEO. "The results of the study are extremely encouraging and they bode well for the future of this advertising campaign and the newspaper industry. I am also excited about the willingness of the entire indus-

See STUDY, page 11

## Build your newspaper's all-important brand

By ANTHONY M. CASALE

Of all the columns I have written for Ideas Magazine, I received the most reaction from the first, a column about the importance of branding newspapers. Recently, however, the questions have begun to change.

Newspaper marketers are now saying, "We buy the idea. How do you do it?"

Here is a basic, step-by-step approach that has worked for us in a variety of markets to build newspaper brands.

### 1. Determine where you are now.

- Measure how well the newspaper stacks up on the most important elements of building brand equity - awareness, loyalty, quality, value and distinctiveness.

- Conduct a thorough, competitive analysis of the market, not just among print or other activities with which newspapers compete for readers' time and attention.

- Segment consumers into various audiences and identify which specific marketing messages will work best to reach each. This is your road map to developing the marketing campaigning.

### 2. Develop your brand.

Just as you assessed your positioning in Step 1, the first phase in Step 2 is to assess your current marketing programmes. This includes assessing your internal and external marketing, promote programmes, sponsorships and the events you support.

You also need to analyse your competitors' marketing programmes since one of the ways to brand your

product is to distinguish it from others.

Next:

- Have a firm agreement, from the publisher on down, of your overall brand positioning. This is how you want others to see you for years to come.

- Develop concepts and themes to support the overall positioning.

- Create specific messages tailored to key audiences. These audiences include loyal readers, current readers at risk of dropping out and potential readers, advertisers, media buyers and employees.

Some marketers forget about reaching advertisers, media buyers and employees. Unfortunately, a significant percentage of media buying decisions are made by younger people who may not be newspaper readers themselves. Employees are important since the best campaign in the world can be undone by an employee with public contact who "just doesn't get it."

Finally, create an integrated marketing plan that ties together all the various strategies, marketing vehicles and objectives into an integrated, long-range, consistent programme.

### 3. Build your brand.

Implement your integrated marketing plan. Start your campaign.

You can use all the traditional marketing strategies, including internal and external advertising, direct mail, public relations, employee relations, direct response marketing and event sponsorships.

### 4. Refine the campaign.

Finally, it is important to check on

the progress of the campaign after it has been under way for a reasonable amount of time.

But you are not done. There are some important things to consider before launching this kind of campaign.

First, you will need to be patient. And newspaper people tend not to be patient. We want a quick fix.

Building a brand takes time, but it is the surest way to build long-term value in a product so we can eventually stop relying on short-term Band Aids such as discounts and incentives.

Newspapers have been consistently under promoted, relying on sporadic, short-term bursts of advertising and marketing. Marketing and promotion have to be consistent. That doesn't mean you have to triple your advertising budgets and advertise heavily 12 months a year. You can still have the advertising bursts, but look for other promotional opportunities (such as newsletters to subscribers and co-marketing opportunities) the rest of the time.

Finally, and perhaps the most important, your messages have to be consistent. Taking one position in the spring and using another in the autumn will simply confuse consumers and you will have no strategic positioning at all.

Remember, building a brand takes years, not months.

(Anthony M. Casale is president of Princeton, New Jersey-based American Opinion Research, and can be reached by telephone, (609) 683-4860, by fax, (609) 683-8398, or by e-mail at ameropin707@aol.com.)

# Resources available to help religion writers

Sometimes called the most under-reported beat of American newspapers, religion coverage has excelled when it looks beyond the church as its only source for stories.

A workshop gave such tips to about 50 religion reporters and journalism instructors at Wake Forest University this spring. Co-sponsored by the Poynter Institute for Media Studies and the host school, the daylong event provided plenty of speakers and sessions for all participants.

Among the highlights was "Finding the Sacred in the Secular" by David Waters, religion reporter at The Memphis Commercial Appeal. He's the 1997 winner of the American Society of Newspaper Editor's Distinguished Writing Award for Religion and Spirituality.

### **Waters' Wisdom**

"Look for God for the religion beat," Waters advised those in his session. "But look beyond the church, which can be too limiting."

He compared one's search for God only in a church as one looking for death only at a funeral home.

"This year's Tonya Harding-Nancy Kerrigan nationally televised meeting was a religion story," Waters said. "The topic was forgiveness."

Another "sacred in the secular" story to support Waters' theme was a Sports Illustrated article asking, "Does God Care Who Wins the Super Bowl?" Players interviewed on both teams said yes, yet only one team won.

His second suggestion to reporters was to put themselves into positions to find God. In covering the pope's visit to Denver, for example, Waters found the press room to be "too isolated." Instead, Waters spent time with a youth group in the heat and humidity of the outdoor terrain.

He said he did the same thing for a Promise Keepers rally. Shunning any special media treatment, he rode a church bus to the event with a group of men and sat with them during the rally.

"Cover God as if he were real," Waters said for his third tip. "Faith instructs the lives of many people."

"Don't separate the sacred from the secular. You cannot be just church reporters. Your stories need to be integrated throughout the paper, not just on the church 'ghetto page.'"

Waters encouraged the journalists to work on Sundays, attending as many churches as possible.

"Uncover stories about how church members use their faith in dealing with issues in life," he suggested. "Position yourself to find stories that are happening now."

### **Superb Sources**

Two books were available at Wake Forest to help journalists assigned this beat.

- *Deities & Deadlines: A Primer on Religion News Coverage* by John Dart

- *Bridging the Gap: Religion and the News Media* by John Dart and Jimmy Allen.

Both are published by the Freedom Forum First Amendment Center at Vanderbilt University.

A valuable organization for religion writers is the Religious Newswriters Association, which will conduct its 50th annual meeting Sept. 11 to 13 in Atlanta.

This professional association promotes religion reporting excellence among secular U.S. and Canadian print, electronic and broadcast media. For more details, check with Debra Mason, executive director, at 614/891-9001 or rnastuff@aol.com.

### **Additional Net Resources**

Of course, the World Wide Web is a valuable tool for all journalists. Free-lancer Robin Nobles compiled the following list of helpful religious

## Pressing Issues

By Randy Hines & Jerry Hilliard  
East Tennessee State University

resources on line in the February issue of the Internet Newsroom: (Unless noted, the addresses for all begin with <http://www>.)

- [juneau.com/home/janice/calendarland/#cultural](http://juneau.com/home/janice/calendarland/#cultural)  
Contains cultural and religious holiday information.
- [catholic.org](http://catholic.org)  
Catholic Online is quite valuable for Roman Catholic information.
- [episcopalnet.org](http://episcopalnet.org)
- [rockies.net/~spirit/sermons/easterpage.html](http://rockies.net/~spirit/sermons/easterpage.html)  
Too late for this month, but a great Easter resource bookmark.
- [execpc.com/~tmuth/easter](http://execpc.com/~tmuth/easter)  
Great for Easter customs in other countries.
- [lord-jesus.com/j\\_christ.htm](http://lord-jesus.com/j_christ.htm)  
May 21 is ascension of Christ celebration.
- [logos.com/wbsa/search.asp](http://logos.com/wbsa/search.asp)  
A biblical guide to various topics.
- [christiananswers.net/](http://christiananswers.net/)  
Christian Answers Network serves as an all-purpose site in several lan-

guages.

- [iclnet.org/](http://iclnet.org/)  
Great for Christian Web site links.

- [novia.net/~todd/](http://novia.net/~todd/)  
Study of Bible prophesy.

- [gospelcom.net](http://gospelcom.net)
- [bible.org](http://bible.org)
- [servehim.com](http://servehim.com)

Links to organizations, missions, movies, Christian publications.

Terry Mattingly, a Scripps Howard syndicated religion columnist and Milligan College faculty member (available at [tmatt.net](http://tmatt.net)), provided Pressing Issues with these valuable sites:

- [jcn18.com/news](http://jcn18.com/news)  
For the Jewish Communications Network.
- [religionnewstoday.net](http://religionnewstoday.net)
- [christianity.net](http://christianity.net)

Links to more than 8,000 other Christian Web sites.

- [goshen.net/nirr](http://goshen.net/nirr)  
National International Religion Report.
- [ewtn.com](http://ewtn.com)

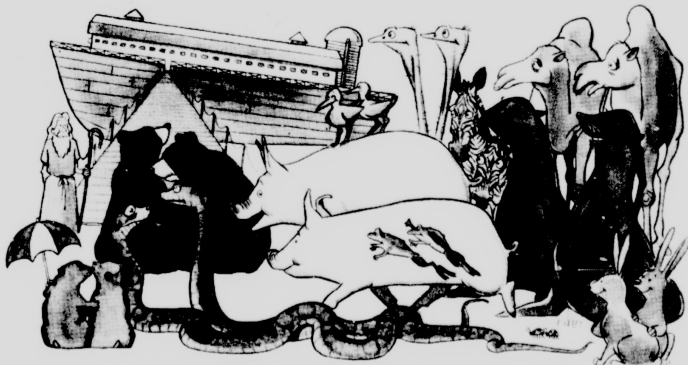
For additional Roman Catholic information.

- [arlington.net/today/news/religion](http://arlington.net/today/news/religion)  
Plenty of religion news briefs for reporters.
- [dallasnews.com/index/religion-nf.htm](http://dallasnews.com/index/religion-nf.htm)

The Wake Forest University Year of Religion in American Life can be accessed at [wfu.edu/wfunews/yor.htm](http://wfu.edu/wfunews/yor.htm).

###

(Randy Hines and Jerry Hilliard, East Tennessee State University Department of Communication faculty, invite your comments. They can be reached at ETSU Box 70667, Johnson City TN 37614-0667. Phone numbers are 423/439-4169 or 4167. Fax is 423/439-4308. They can be scheduled for workshops or to consult with papers or media groups on a variety of topics.)



## Get on the ARK!

### Ads Reaching Kentuckians

KPS' 2x2  
Ad program

Call Reba Lewis for details  
1-800-264-5721

## Do you have the nerve to ask your newspaper staff these questions?

Most managers can benefit from an honest appraisal of their management skills from their staff.

Because your employees maybe reluctant to discuss your strengths and weaknesses frankly, you may want to solicit anonymous feedback.

Here are some sample questions you can list on a questionnaire:

1. Are my instructions clear, or must you spend time trying to figure out what I want you to do?
2. Do I change my mind often and ask you to alter your assignments after you've already started working?
3. Do I often edit or make changes in your work without really improving it?
4. Am I open to new ideas?
5. Do I often seem disappointed in your work?
6. Is my criticism usually constructive?
7. Do you feel you can trust me?
8. Do I help you develop your skills?
9. Am I usually available when you need help?
10. Do I operate in a crisis mode too often?

*(Reprinted from the Florida Press Association newsletter.)*

## Before you say 'you've got the job,' read this

If you're hiring a new employee, find out whether he or she will like your management style by probing attitudes toward former supervisors. Here are questions that will product results:

1. Tell me about the best manager you've worked for. Why was he or she a good manager? What would your ideal boss be like?
2. What was your least favorite manager like? How did you handle the things you didn't like about him?
3. Tell me about a disagreement you and a previous boss had. How did you resolve it?
4. If I became your boss, what would be the most important thing for me to say or do to support you?

*(Reprinted from the Florida Press Association newsletter)*

## Set design rules — then live by them

Each of us has rules to live by. We violate those rules—or commandments—at our own risk. Following is my list of Ten Commandments for the Design Consultant. See what you think.

### 1. Listen.

Enter your client's world quietly and with an open mind. Let your client know that you want to know — about how things get done, about the newspaper, about needs, about resources. Ask the questions you must to understand what your client expects of you. Never be afraid to ask the "stupid question." The fact that others never asked it may be one of the reasons you're there in the first place. You may be the first one who dared.

### 2. Communicate.

Give your client the benefit of your experience by offering your perceptions about the paper, about needs, about resources. Be frank, but do not be threatening. Once into a redesign, continue to update your client on the status of the process and the level of quality. Your honest assessment is important.

### 3. Motivate.

Some of the people you will work with do not want you there. Some of the people you will work with do not want a redesign or know how to make it work. Some of the people you will work with do not believe in the boss, in you, or in the redesign. Some of the people you will work with do not believe in themselves. You must motivate them. You must energize them. You must make them believe in themselves — in their ability to achieve a high-quality, lasting redesign. When they believe in themselves, they will believe in you — and in the redesign.

### 4. Keep in mind that you were hired for what you know.

Your client expects you to create, to originate, to lead, to guide. Your client does not want you to "go to school" using the newspaper as a learning tool, but understands that creativity, questioning and experimentation are most often the keys to successful solutions.

### 5. Remember there's always someone who knows more than you.

Seek out the wisdom that is waiting for you when you walk through the doors of your client's building. Inside that building are hundreds of years

## Design is Everything

By Edward F. Henninger



of experience and insight. Take advantage of that — the best solution to a vexing problem may be standing in front of you, gripping a pencil in her teeth, pulling out a pad and picking up the phone.

### 6. Keep focused.

Other influences often clamor for your attention during the redesign process. You're often tugged one way or another. Your job is to create an attractive, practical redesign. Keep your mind on your mission.

### 7. Be a teacher.

You cannot expect a redesign to endure unless you prepare your client's staff to do it themselves. One of the best ways to prepare them is by including them in the process. Train them in the principles and techniques of design, typography and color. Give them a style guide and train them to use it. Teach them as you redesign — and teach them what they can do — not what they cannot do.

### 8. Do your homework.

You cannot prepare your client's staff unless you are prepared. Keep up with your reading. Attend whatever workshops and seminars you can. Observe what you can from others. Be a student of newspapers. Keep in touch with all design: fashion, automotive, architectural and the like. Look for the fine, not the fad.

### 9. Go away

The moment will come when you have completed your work. Prepare for it. Savor it. For when that moment comes, you will know that you have done your best and it is time to go. The moment is bitter-sweet, much like the moment when you send your first child off to school — the child is growing, and must grow now without you. If you stay, you're in the way.

### 10. Do it for the love of it...or do something else.

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

## NAA 1998 Digital Edge Awards seeks entries

The Newspaper Association of America (NAA) New Media Federation requests nominations for the 1998 Digital Edge Awards. The "Edgies" recognize outstanding newspaper Web sites and new media personnel in eight categories.

The deadline for entries is April 15, except for the New Media Pioneer category which is March 30.

The awards will be announced at Connections 98, the newspaper industry's longest running new media conference, June 18-21 at the Orange County Convention Center in Orlando, Fla. Nominations for the awards must be submitted according to the following eight categories:

- 1. New Media Pioneer**  
The newspaper industry's
- 2. Best Online Newspaper**  
Sites that demonstrate the best and most innovative use of interactive media and offer the greatest timeliness, relevance and depth of resources to its readers.
- 3. Best Interactive Feature**  
Best online feature that consistently engages the reader in a manner unique to the medium chosen.
- 4. Public Service**  
Sites, special feature or

online/real world initiatives that exemplify a newspaper's commitment to community and public service. (In three size categories.)

- 5. Classified Use of New Media**  
Category may include Yellow Pages or directory listings. Criteria: ease of use; effectiveness for users and advertisers, and the resulting revenue for the newspaper. (In three size categories.)
- 6. Advertising**  
Most effective advertising programs will be honored. (In three size categories.)
- 7. Best Marketing of an Internet Product**  
Excellence in marketing its online service or a product within

See AWARDS, page 6

## W. David Brown, founder of MSU journalism program, dies at age 75

By **JOAN ATKINS**  
**Assistant Professor of Journalism**  
**Morehead State University**

W. David Brown, 75, journalist and retired Morehead State university professor emeritus, died March 12 at Columbia Hospital in Maysville.

Brown taught journalism at Morehead for 25 years in a program he founded in the 1960s. During most of those years, he also served as adviser to the campus newspaper, mentoring students by drawing from experience gained through 25 years as a working journalist.

A native of Shreveport, La., he began writing for the Shreveport Journal while still a teen-ager. He graduated with a degree in English and journalism from Louisiana Tech and then spent three years in the Army. After he was discharged, he earned his master's in journalism at Louisiana State university.

Brown worked for editor/publisher Hodding Carter Jr., as state editor at the Delta Democrat-Times in Greenville, Miss. He was recalled to active duty and while in Korea, he worked as a war correspondent, writing news and features for hometown newspapers and the Stars and Stripes; front-line news for national and international wire services, The New York Times, Christian Science Monitor, Time and Life magazine and a weekly column for the Delta Democrat-Times.

In 1962, he returned to the Delta Democrat-Times where he became managing editor and then associate editor with Hodding Carter III.

The Delta Democrat-Times won a Pulitzer Prize during Brown's years as editor for its coverage and editorial support of the early Civil Rights Movement. While in Mississippi, he was the state's correspondent for Time Inc., a position he held until he moved to Kentucky.

He wrote numerous national stories for Time including the first stories on the White Citizens Councils, the Emmett Hill murder and others surrounding the Civil Rights Movement. He went to work for the Pascagoula Chronicle as editor and during his time there, the paper won a Pulitzer for its coverage of Civil Rights and the riots surrounding James Meredith's battle for admittance to the University of Mississippi.

Saying he wanted to remove his family from "the hatred of the South," Brown moved his wife and six children to Louisville and became a copy editor and review writer for the Louisville Times.

In 1966, Morehead State College contacted Brown about teaching journalism classes and was hired him as an instructor in the English Department. Morehead became a university the next spring and Brown began development of a journalism program under the new Division of Communications.

For the next 25 years, Brown worked tirelessly, taking the MSU program from just three journalism classes to a program offering nearly 40 courses and majors in journalism news, photojournalism and

advertising/public relations and a graduate program offering both news and advertising/public relations emphases.

For the first decade of the program, Brown almost lived at his office. He developed and taught most of the classes himself, teaching summers and as many as six classes each semester while serving as adviser to the campus newspaper, The Trail Blazer, where he supervised 30 to 35 newspaper interns each year.

He secured funding for, designed and developed journalism labs and production facilities for The Trail Blazer, complete with up-to-date electronic equipment.

In 1980, Brown promoted the foundation of MSU's Board of Student Publications, which became the oversight board for all MSU student media and ensured their freedom from administrative censorship and other violations of students' First Amendment rights.

During more than 20 years as newspaper adviser, Brown never missed a weekly press night, working with students well past midnight and then returning to campus the next morning to teach his classes.

He wrote letters and made hundreds of newspaper contacts over the years, helping establish the careers of scores of young journalists who are now reporters, editors and bureau chiefs at newspapers around Kentucky and the nation including scores of weeklies and dailies such as The Courier-Journal, Lexington Herald-Leader, the Washington Post, Miami Herald and the New York Times.

In 1991, Brown suffered a heart attack and in 1992 retired for MSU with the title Journalism Professor Emeritus.

His family and friend donated funds and established an endowed scholarship fund in his name, which, for the past five years, has funded the education of a journalism student at MSU.

Brown was a member of the Kentucky Press Association, the American Society of Newspaper Editors, Sigma Delta Chi, and Phi Kappa Phi. He was made a Kentucky Colonel in 1994 and was nominated to the Kentucky Journalism Hall of Fame in 1996. He served as an elder and deacon at Faith Presbyterian Church in Morehead.

The son of the late Perry Edgerton Brown and Dulcie Mobley Brown of Louisiana, he was also preceded in death by his wife Susan Harte Brown and a sister, Dulcie Patricia Brown.

Survivors include two sons, W. David Brown Jr., of Springboro, Ohio, and Philip Brown of Morehead; four daughters, Elizabeth McLoughlin of Norton, Va., Rebecca Harris, Arcadia, Fla., Louise Strange, Clearfield, and Ellen Bowman, Morehead; and 12 grandchildren.

Services were held March 13 in Morehead. Contributions are suggested to the W. David Brown Journalism Scholarship Fund at Morehead State University.

## Paxton buys North Carolina newspaper

Paducah-based Paxton Media Group has purchased The Sanford Herald in Sanford, N.C.

Upon completion of the transaction and that of the Nixon Newspapers in Indiana, Paxton will own 25 daily newspapers, a television station, 17 weekly newspapers and numerous specialized publications.

The Sanford Herald was owned and published by the Horner family since its founding in 1930. Bill Horner III has been named publisher by the new ownership and will oversee all the news and business operations of the newspaper.

Paxton Media Group is a fourth-generation, family-owned media company founded in 1896. The company owns the Paducah Sun, a 30,000 circulation daily newspaper. The Sanford Herald becomes Paxton's fifth North Carolina property, joining newspapers in Henderson, Lenoir, Monroe and Forest City.

Fred Paxton, the president and chief executive office of Paxton Media Group, called the Sanford Herald "an excellent newspaper serving a very attractive region, and it represents an excellent fit for our group."

## Newsracks still important, so know where to put them

Newsracks remain an important part of the single-copy formula.

When a consulting company representative asked a gathering of single-copy managers for some innovative rack locations, here's what they came up with:

- Automated teller machines
- Bait shops
- Beauty salons
- Car washes
- Churches
- Employee cafeterias
- Fast food drive-thrus
- Ferries
- Fishing piers
- Homeless shelters
- Quick lubes
- RV Parks
- Residential group mailboxes
- Train depots
- Unemployment offices
- Video rental stores

The winner of the most unusual spot was The Gazette in Colorado Springs, CO, which has two newspaper racks at the top of 14,110 Pikes Peak.

(Reprinted from Editor & Publisher.)

## Awards

Continued from page 5

its staple of online services. (In three size categories.)

### 8. Outstanding Achievement

Individual or team that has made the most of limited resources in leading the newspaper online, breaking new ground

in developing interactive features.

For all entry requirements and documentation, visit NAA's Web page at (<http://www.naa.org/edge>).

For general Edgies information, contact Melinda Gipson at (703) 902-1769, or e-mail [gipsm@naa.org](mailto:gipsm@naa.org).

Award nominations in all categories but marketing (category 7) can be e-mailed to [Dreama Taylor at tayld@naa.org](mailto:Dreama Taylor at tayld@naa.org). For New Media

Federation membership information contact Connie Lee at (703) 902-1779, e-mail: [leeco@naa.org](mailto:leeco@naa.org).

The New Media Federation was established in January 1996 to help newspapers understand and take advantage of the opportunities provided by emerging electronic technologies.

With more than 900 members, it is the second largest of NAA's seven marketing federations.

# Convention

Continued from page 1

designed in a press conference format and the students posed questions to the panelists.

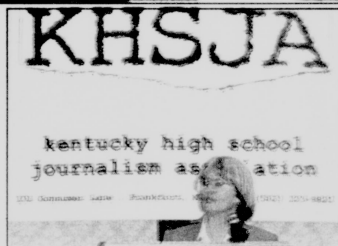
"I think it was just great. I was delighted with the turnout," said Caudill. "I was amazed at how many schools came and how many people participated in the first year. I certainly think this bodes well for the future of the organization. We hope to have more next year and I'm sure more areas represented next year."

One of the most experienced journalism advisers in the state, Bourbon County's Lynda Umfress, said she and her students enjoyed the convention.

"It was an overwhelming experience to see that many student journalists gathered together — finally. I just marveled at how well the sessions ran, especially with that many people involved, and how informative they were," said Umfress. "We were delighted to be part of the first KHSJA State Convention and hope to participate in many more."

The convention also offered several workshops for broadcast journalism programs and about 100 of the 693 attending participated in those sessions. The Kentucky Broadcasters Association, KPA's partner in establishing KHSJA, helped coordinate the broadcast workshops.

KPA and KBA received plaques thanking them for resurrecting a high school press association. KHSJA Founders, those organizations contributing \$5,000 or more, were also honored. They included the Lexington Herald-Leader and Ashland Inc.



Top: Members of the KHSJA Advisory Council were honored for their contributions. They included: Joe Hedges, Murray State; Ed Mastrean, KET/KBA; Kathy Lutz, Oldham County H.S.; Lynda Umfress, Bourbon County H.S.; Terry Brewer, Campbellsville H.S.; Jane Cutter, Scott County H.S.; Betty Craft, Powell County H.S.; Nancy Mullins, Rockcastle County H.S.; Kenn Johnson, Montgomery County H.S.; Jackie Bretz, Bowling Green H.S.; Jane Martin, Shelby County H.S.; and Tom Caudill, Lexington Herald-Leader. Not pictured: Scoobie Ryan, UK; Libby Fraas, EKU; Armando Arrastia, Dept. of Education; and Brad Hughes, KSBA. Above: Matt Tungate, editor of the Henry County Local, accepts the newspaper's award for KHSJA Print Associate of the Year. The paper was nominated by Eminence High School for its outstanding contributions to the school's journalism program. KET received the Broadcast Associate of the Year Award. Right: Lynda Umfress told the crowd it was the largest gathering of high school journalists in Kentucky history.

## Hustle: The key ingredient to success — in anything

### Ad-Libs

By John Foust  
Raleigh, N.C.



Henry and his family started a community paper in the mid 70s. They didn't have a lot of cash at the time. And they didn't have the backing of a huge publishing conglomerate. But they did have a dream. And they were determined to work hard.

Henry remembers taking their first want ad over the phone, while lying on the floor of his garage. They hadn't yet bought furniture.

Today, their offices are located in a building which was custom-designed to house their printing press. Business is booming. In addition to their own paper, they print approximately 80 other publications.

I once asked Henry if he had a secret of success. Without hesitation, he said, "If my phone's not ringing, I ring somebody else's."

I have spent years working in advertising, a business which revolves around persuasive communication. I have heard a boatload of experts share their sales techniques. And I have waded through countless "How to Sell" books.

But I have never encountered anything as profound as Henry's simple philosophy. He knows that all the sales

techniques in the world won't do anybody any good unless they are willing to work.

Years ago, American philosopher Elbert Hubbard wrote, "Don't sit down in the meadow and wait for the cow to be milked. Go after the cow." Henry would agree 100 percent. I don't think he has ever waited for anything to come to him.

In the world of sports, it's called "hustle."

Pete Rose played the game of baseball with such energy that he was known as "Charlie Hustle." His Cincinnati teammate, Joe Morgan, once said, "I have never seen anyone come to the park with his enthusiasm. It's like every day is Opening Day."

When he was in his forties, Rose played like he did as a 10-year-old, sliding headfirst in a cloud of dust. "The big difference," he said, "is that now my mother doesn't have to wash the uniform."

Lazy athletes don't get much respect. Recently, a highly ranked college team played a preseason, exhibition basketball game against a foreign national team. After the collegians won by 63 points, their coach commented on the foreign team's lack of effort. "They didn't hustle," he said. "We'd have been better off practicing. It was a wasted afternoon for us."

How do you approach your workday? Are you the Charlie Hustle of your advertising department? Or are you like a member of that foreign basketball team, trying to go through the

motions without breaking a sweat?

If you feel like you're in a rut, maybe it's time to look at things from a different perspective. Ask yourself what Henry would do in your situation. How would he look at your client list? What kind of potential would he see in the non-advertisers who are located in your sales territory?

I don't know what he would find,

but one thing's for sure. Somebody's phone would be ringing off the hook.

(Copyright 1998 by John Foust. All rights reserved. Foust conducts advertising training for newspapers. His ad workshop video "Basics of Layout and Copy" is being used by newspapers from coast-to-coast. For information, call or write: John Foust, PO Box 10861, Raleigh, NC 27605. Phone (919) 834-2056.)

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



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

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

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# Is the upgrade to QuarkXPress 4.0 a good one?

By ROBERT MCCLAIN

QuarkXPress, the page-layout application of choice for most newspapers since 1989, has finally released Version 4.0.

Loyal Quark users, like myself, have been waiting for seven years for this upgrade. Most married couples have strayed apart over such a long span. But to this day, I can honestly say I am still faithful to QuarkXPress. The lure of at least Adobe PageMaker makeovers have not led me away from my first love for newspaper production.

The fact that this product could remain the unquestioned leader in the newspaper industry for so long and stay basically unchanged only goes to demonstrate the excellence of its core design and reliability.

Now, Quark 4.0 has added more than 75 new features to update the product for the new century.

The problem with this upgrade is that the vast majority of its new features really don't apply to what the "typical" newspaper page builder does each day, or do things not already done well by the other applications on our systems, or Quark XTensions we already purchased.

Yes, there are new Bezier-curve tool features for drawing and the ability to convert type to outlines. They are useful for occasional advertising and feature-page designs when a little more pizzazz is needed. But I'm sure true newspaper designers are going to stick with Macromedia Freehand or Adobe Illustrator for more complex type treatments and illustrations. The new drawing tools will lessen the need to jump to Freehand or Illustrator, but not completely replace the need for them in a typical newspaper workflow. And the vast majority of down-and-dirty section fronts and inside pages don't ever require these tools to create such art treatments.

The application also added the ability to edit clipping paths. Again, this feature is useful on those occasions when you must fix or adjust a

clipping path at the last minute. But it is not a tool that replaces the need to create clipping path in Adobe Photoshop.

The features that most newspapers will benefit from are long-awaited character-based style sheets and improved hyphenation and justification quality. Quark 4.0 will not check its internal dictionary first to determine hyphenation before resorting to the algorithm used in Version 3.3. Quark 4.0 has also dramatically improved its FindChange command. But none of the new features dramatically improve newspaper workflow as I would like.

And some of the new features simply don't apply to newspapers, such as Quark's added ability to deal with documents.

New features are great, but newspaper employees won't like them if they also come with major interface changes to their software. That's why many newspapers are still using Freehand 3.1 (its not on version 8.0), and Photoshop 2.5 (currently on version 4.0). I bet you can still find some newspapers using Mac OS 7.0 (now on version 8.0) on some of their computers.

Did Quark ruin this great application by moving existing tools around, updating the interface, and changing all the keyboard shortcuts?

Thankfully, except for a new splash screen, the application looks almost exactly like the previous version. The new tools have been added to the Tool palette as additional pop-out choices when you click and hold the mouse over them. I also like the new tabbed dialog boxes added to the interface that allows you to perform certain functions by clicking on tabs, rather than going to the menu bar. And yes, all the Version 3.32 keyboard shortcuts have been kept, along with some new ones.

What's lacking in the upgrade is Quark's complete absence of Web capabilities. Many newspapers want to repurpose content for its pages on

## Be sure and check compatability before you make upgrade decision

The key to successful and smooth transition to QuarkXPress 4.0 is ensuring that it is compatible with all your existing XTensions and other software BEFORE you upgrade the application on all your computers.

If you are using SIMac, or Atex Layout, or any other application that links Quark to your front-end system, consult with the manufacturer to ensure that the software is compatible with Quark 4.0.

Then you need to sort out your existing XTensions. Are they still needed, considering the new features of the application? And are they still compatible with Quark 4.0? Most will work fine with 4.0, as it has an emulation layer to allow the majority of 3.3 XTensions to run just fine. (Windows 3.3 XTensions, though, will have to be replaced with 4.0 versions.)

I would also install one version of 4.0 on a typical computer and test it extensively to ensure the application works AND OUTPUTS CORRECTLY with your computer setup and RIPs. I don't care how many new features an application offers. The main thing that matters to me is will the files print and will they print correctly and quickly? At this time, I can only wonder what kind of printing and postscript nightmares these new features can cause in the hands of the average newspaper designer.

Once you have determined that the upgrade works fine and is stable, system managers should make any necessary adjustments to your templates to add character style sheets, adjust preferences, and update them to 4.0 format. I would be inclined to recreate all templates from scratch to avoid any file corruption issues.

Finally, before you install the upgrade on all your computers, you will need to spend some time teaching users to take advantage of the new features of the application that apply to your workflow.

Fortunately, Quark has made this very easy. The core interface is basically unchanged. It should not take more than six hours of training to have the typical user master the new features.

the Internet as easily as possible. Sorry, Quark 4.0 didn't add these features. Quark 4.0 can't even import or export Portable Document Format (PDF) from within the application. Maybe next time.

### The bottom line

While I'm sure that most newspapers will eventually upgrade to QuarkXPress 4.0, the upgrade pricing may make them wait a bit before rushing to place their orders. A new copy of the application sells for \$995.

Upgrading from the "PowerMac" version of 3.3 will set you back \$298 a copy. If you still have 68K versions of Quark at your paper, the upgrade price to 4.0 will be a whopping \$398. And for those unlucky soles still at Version 3.1,

the upgrade will cost \$498. You can get a full copy of PageMaker 6.5 for only \$50 more.

### Should you upgrade?

That's tough to answer. Several of the new features will make newspaper makeup chores a bit easier, but there is nothing earth-shattering in this upgrade.

And there is nothing added that I can't already perform with existing XTensions or using FreeHand, Illustrator or Photoshop.

But, still, you will have to upgrade at some point. Though, I'd wait until others in the newspaper industry have upgraded first to determine if the upgrade is stable and reliable.

(Reprinted from Publishers' Auxiliary. Robert McClain is president of McClain Communications.)

## NAA invests in the future of newspapers with three new programs for talented up-and-coming employees

Realizing the challenges newspapers face retaining promising employees in a competitive marketplace, the Newspaper Association of America (NAA) has developed three programs that give newspapers the opportunity to recognize and reward outstanding, up-and-coming talent.

**NEXPO 98's Rising Stars Program:** This brand-new program at NEXPO 98 allows newspapers to nominate one of their promising front-line employees as a Rising Star. The Rising Star will attend four full days of exhibits at NEXPO 98 and participate in all 11 program workshops and sessions for just \$100, 50 percent off the on-site registration fee (Rising Star nominee registration requires NAA approval). The

Rising Stars and their sponsors are invited to a reception on the afternoon of Saturday, June 20. Rising Stars will get the chance to broaden their professional horizons and meet with newspaper leaders and key suppliers.

"The Rising Stars program offers newspapers a unique opportunity to recognize exceptional employees and helps broaden their professional horizons within the organization," said Eric Wolferman, NAA senior vice president of technology.

**Marketing Conference Future Leaders Program:** One hundred Future Leaders will be able to attend

See PROGRAMS, page 9



### More Newspapers Rely on Metro

- Metro Newspaper Service
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metro@metro.com



# Papers are going online and leaving the news behind

By Randy Dotinga

Not all newspapers have joined the rush to get their general editorial content on the Internet. Some are just tardy; others are just as happy being offline-only news operations.

When the McGaughey septuplets were born in Iowa last November, the Des Moines Register's Web site went to work.

News stories were posted and an online photo album was devoted to the newborns. Readers could find out where to send contributions and how to get copies of the Register extra that blared "Four boys, three girls!" on the day of the births.

It was big news. And at the Register's Web site, it was the only news. Log on to dmregister.com and you won't find any stories about the city council or the school board or the farm bureau. You won't see a word about Saddam Hussein or President Clinton. Looking for the weather forecast or the latest basketball scores? Forget it.

Call it an online newspaper with hardly any actual news. It's a more common sight than you might think.

From New Orleans to Buffalo, several of the biggest newspapers in the country have gone online and left the news behind. Some newspa-

per Web sites don't offer news at all, while others only gave readers a handful of stories or a rehash of a special project.

Why keep news off the World Wide Web? Publishers and online managers at several large newspapers say there are plenty of reasons. They point to the challenges of finding creative ways to present the news and a desire to take the time to do everything right. Some are facing technical problems. And others have bypassed news to go straight to where the money is: The wide world of advertising.

In Des Moines, the Register's Web site ignores news and offers a variety of other services instead, such as homebuyers information, neighborhood profiles, and searchable classified ads -- the "clasSURFies." We didn't want to just put our newspaper online. If they want to read what's in the newspaper, the easiest way is to pick it up and read it," said Diane Glass, the Register's vice president of marketing.

The Register's Web site focuses on information for people with specialized interests, such as someone looking for information about the nearby Urbandale community, she said. "There's a ton of information about that community, about the test scores, how many golf courses there are. We want to zero in on niches that are extremely

narrow, narrower than everything that happened yesterday."

## Focus on online ads

Other newspapers are also honing in on specific markets and abandoning general news coverage. In Massachusetts, the Boston Herald trumpets its jobfind.com service as the top recruitment advertising service in New England. Faced with heavy competition from the Boston Globe's well regarded boston.com and other city Web sites, the Herald clearly sees advertising, not news, as the key to making money.

"We're committing our resources to that area as opposed to simply building an online news site," said publisher Pat Purcell. "I think we've got an opportunity to carve a niche in the very big recruitment advertising market. Some of the biggest and best companies in New England are using the service. Rightly or wrongly, that's the path we've decided to take," he said. By contrast, he said, online news content would be "very expensive" and take time to become successful.

Still, the Herald isn't as void of news as the Des Moines Register. Visitors to the Herald's Web site have the chance to connect to

See ONLINE, page 10

## Internet has changed office lingo

• **Betamax** — when a technology is overtaken in the market by inferior, but better marketed competition, as in "Microsoft betamax Apple right out of the market."

• **Blamestorming** — sitting around in a group discussing why a deadline was missed or a project failed and who was responsible.

• **Cobweb** — A WWW site that never changes.

• **Ego surfing** — scanning the Net, databases, print media and so on, looking for references to one's own name.

• **404 not found** — someone who is clueless, from the WWW error message meaning that a requested document couldn't be located. "Don't bother asking him, he's 404."

• **Mouse potato** — the online generation's answer to the couch

potato.

• **Ohnosecond** — that brief period of time where you realize you are making a huge mistake, but it is too late to take corrective action.

• **Siliwood** — the coming convergence of movies, interactive TV and computers, also "hollywired."

• **Square-headed boyfriend** — computer

• **Tourists** — those who take training classes just to take a vacation from their jobs. "We had three serious students in the class, the rest were just tourists."

• **Uninstalled** — euphemism for being fired.

• **World Wide Wait** — World Wide Web.

*(Reprinted from from the Louisiana Press Association newsletter.)*

## Programs

Continued from page 8

exciting and informative sessions at NAA's Marketing Conference. Now in its third year, the program has expanded its offerings to include: a one year NAA Federation membership, exposure to a vast network of peers and mentors, and exclusive programs tailored to the participants' needs, including sessions, and personal and professional development led by top-notch industry leaders.

**Connections 98 Future Leaders Program:** This inaugural program is open to new media executives who have full or part time responsibility for the content, sales/marketing and/or technical development of their

newspaper's Web site. Future leaders will attend the CONNECTIONS 98 line-up of programs. They also have a special day-long program on June 18, with sessions on leadership in the age of new media, and a VIP tour of the new Orlando Sentinel multimedia desk and online operations.

The programs are good for employees and employers, said Reggie Hall, NAA senior vice president of membership services.

For more information on NEXPO '98's Rising Stars program contact Sandy Trunnell at (703) 902-1848, or by e-mail at truns@naa.org. To request information on the Marketing Conference and CONNECTIONS 98 Future Leaders programs contact Kim Knight at (703) 902-1783, or by e-mail atknigk@naa.org.

## Newspapers' web sites viewed more positively than online competitors

According to consumer reactions detailed in a new report from Newspaper Association of America (NAA), newspaper sites on the World Wide Web fare well in the marketplace for classified advertising online.

The report, "Untangling the Web: Business Challenges and Opportunities for Newspapers," shows that newspapers on the Web are viewed in a more positive light by consumers than non-newspaper Web sites for online classified advertising. Other report highlights include: Newspaper Web sites being viewed as more informative and entertaining than other sites; and newspaper sites being rated higher on measures of interactivity than other competing Web sites.

"This report provides valuable insights into how and why newspapers have been successful in promoting their online ventures with consumers," said John F. Sturm, NAA president and CEO. "Newspapers are on the cutting edge in terms of producing informative and entertaining Web sites, and America's newspapers are establishing themselves and their brands as the places to visit on the Web."

The report contains an analysis of consumer preferences and desires in classified Web site ele-

ments, such as content, design and branding. The analysis also includes a segmentation of the audience for classified advertising online.

In both sections, consumers' responses form the basis for suggestions designed to help publishers produce informative and compelling Web sites. Another part of the report, entitled "Profiles in Entrepreneurship," examines the experiences of three newspaper and three non-newspaper Web sites. These profiles focus on the business aspects of online classifieds. Finally, the report summarizes results from an NAA survey on newspaper Web sites conducted in early 1997.

Conclusions in the consumer section of the report are based on the reactions of 150 adults to a sample of local newspaper and non-newspaper national classified advertising sites on the World Wide Web. Data were gathered during the first half of 1997 in three test markets: Princeton, NJ; Chicago; and the San Francisco Bay Areas. The study was conducted by Response Analysis Corporation of Princeton, New Jersey.

Copies of the report are \$20 for NAA members and \$40 for non-members. Call NAA's order fulfillment office at (800) 651-4622 to order and refer to item 50109.

Guest Editorial

# Urban County Government needs Open Records lesson

*(The following Lexington Herald-Leader editorial was published in mid-March and demonstrates the continuing need for the press to be a watchdog for open government.)*

The Urban County Government ought to spring for a refresher course for its law department on the laws governing open records. The investment could save the city and taxpayers thousands of dollars in legal fees in the future, while improving its reputation.

The city continues to try and defend defenseless positions by misinterpreting the Open Records Act and court rulings related to its application. And it keeps doing so, despite unanimous rulings by the Kentucky Supreme Court.

That creates the image of a government obsessed with covering up information that might embarrass or inconvenience. And it undermines public confidence in the government and in public servants.

See GOVERNMENT, page 12

# Hancock Clarion has to fight for access to accident reports

The Hancock County Sheriff's department denied The Hancock Clarion access to accident reports for a period of time, then rescinded its decision.

The newspaper filed a formal written request for the information after verbally requesting the reports, but the department initially refused to comply with the request.

Reporter Sam Roberts said the department had instituted a new policy that required the sheriff to initial the reports before release. According to a story in The Clarion, when Roberts requested the information for the second

time, a deputy told him newspaper employees had scanners and could go to the scene of an accident and interview whomever they choose. Roberts told that deputy little information can be obtained at the scene and reporters try not to interfere with officers at the scene.

According to the news article, a Clarion photographer went to the scene of an accident several months ago and the same deputy told him he was "out of line" and shouldn't be photographing the injured man who was being assisted by emergency personnel.

After the written request for the accident reports was delivered

See ACCESS, page 12

## Online

Continued from page 9

Associated Press The Wire, and the newspaper posted a package of stories about the au pair murder trial. In a separate linked site, BusinessToday.com, the Herald has also created what it calls, the "first and only weekly cyberzine" covering the region's human resources industry. It contains original business news related to the advertising focus of jobfind.com.

Even so, the Herald remains the largest newspaper in the country that doesn't put its general news stories online every day.

A drive for advertising revenue is pushing out the online news at other newspapers. In Delaware, the Wilmington News Journal went online last fall for the first time, but without any news content. Instead, the Web site is chock full of ads.

"It's best to go up with advertising," said Jim Rowley, director of market development at the News Journal. "We began with real estate and employment, we soon bring classified and automotive online. We don't think we can do (news) properly, so we've stayed out of it. I would characterize it as walking before we run."

According to Rowley, the approach seems to be working. "Our advertisers are pleased with it, and our audience keeps growing every week," he said. "We feel like we're on the right track." However, he said, news content is definitely on the horizon in Wilmington. "Clearly, that's the business we're in."

### Night Life Listings

Advertising isn't the only thing keeping news off the Net. There's also the night life. At newspapers "Web sites in two of America's flashiest cities, what's happening tonight is more important than what happened yesterday. In Nashville,

the joint Web site of the Banner and the Tennessean focuses mainly on dining and entertainment. Newspaper officials are still trying to figure out what to do about news. "We tend to follow the school of thought that news may need to be rewritten for the Web," said online manager David Merlin Duke. "A long story doesn't translate on the Web as well as it does in print."

Down in the sultry streets of New Orleans, the Times-Picayune has geared its Web site to tourists, who presumably don't care about "what the mayor did today," said Jeff Jarvis, editorial director of the New Jersey-based Advance Publications Internet, which is designing two new Web sites: one for tourists, and the other for New Orleans residents. According to Jarvis, both will have news stories, but the lion's share of them will be on the site for residents.

### Technology Problems

Jarvis's division also designs Web sites organized around content from other newspapers in the Advance chain, including the Newark Star-Ledger, the Cleveland Plain Dealer, and the Portland Oregonian. All the newspapers put news stories online, but technical problems have kept some of them from putting more than a handful on the Internet each day. The company's goal is to jigger all the computer systems so news stories are automatically posted on the Internet. But that takes time, Jarvis said, so some newspapers must be content to put stories online manually, with the potential for more mistakes and less content online. "You've got to understand the technical system, the content of the paper, the content of the online service, and figure out your priorities," Jarvis said.

### Union Issues

The challenges of technology may also explain the lack of news at another newspaper, the Buffalo News. After the Boston Herald, the News is the second-largest newspa-

per in the country that doesn't put its news stories online. A source at the Buffalo Newspaper Guild, the paper's union, said the News had reluctantly entered the Information Age. Reporters only abandoned their manual typewriters for computers in the late 1980s. "We have been very slow to embrace technology in general," said the source, who declined to be identified.

During recent contract negotiations, the Buffalo News management briefly proposed putting news stories online but withdrew the idea after the union insisted on talking about it. "We asserted that they had to bargain on the online product," the source said.

Officials at the Buffalo News declined to comment about their online plans. At least one expert said the idea of putting classified ads online before anything else -- as the Buffalo News is doing -- isn't a bad idea.

"If you're not going to do anything, put your classifieds out there," said Christian A. Hendricks, president and publisher of Nando.net, the international news Web site of the McClatchy Newspaper chain. One of his chain's newspapers, the Fresno Bee, recently began putting news online after starting with classified ads.

"You can make money, it's strategic, and you can learn from it," Hendricks said. "But it can't be the end. You've got to go beyond it."

The Omaha World-Herald is another example of a newspaper getting a late start on the Internet and going with classified ads out of the gate. It was only earlier this month that the World-Herald began putting news online, making it one of the last big newspapers in the country to do so.

Brian Hamburger, director of sales and marketing for the World-Herald's Internet operation, has no regrets about sitting on the sidelines as other newspapers rushed to embrace the Internet. "You've seen

everybody all over the country say 'Internet! -- we must hurry and get there.' You've seen a lot of papers just paste the front page on the Internet and call it a Web site," he said. "You've have a lot of people online and a lot of people losing millions of dollars. We aren't going to do that."

Mike Finney, the World-Herald's editor, agreed. "If you're going to have a Web site you have to design something that takes tremendous advantage of the medium. Just putting up the best stories from the front section seems to not be worth the energy."

Officials at the World-Herald's Web site say they've taken the extra time to do research and fine-tune their product. The World-Herald Web site, which is expected to fully operational early this year, will include several unique features, including movie trailers and live broadcasts of University of Nebraska sports events. And the newspaper is looking into offering snippets of music from compact disks in the record review section.

### Owner Caution

"Any extra time that you spend developing will allow you to develop more sophisticated tools," said Ted Granger, director of new media. A desire to make a strong product may not be the only thing that has kept the World-Herald from quickly jumping on the Internet. According to Hamburger, the newspaper may have been a bit more careful because it is employee-owned. "We don't have the capital to sink into a project and consider its ramifications later," Hamburger said. "We take a look at it up front. It tends to make the focus a little different when the people you answer to are much closer."

In fact, he said, "they're usually sitting in the room with you."

*(Randy Dotinga is a reporter with the North County Times in Escondido, CA. Reprinted from E&P's MediaInfo.com)*

## '97 year-end ad revenues up 8.58%

Total advertising revenue for 1997 grew a healthy 8.58 percent according to figures released by the Newspaper Association of America (NAA). This represents an increase of \$3.3 billion over year end numbers for 1996.

Total advertising revenue for 1997 was \$41.3 billion. Classifieds contributed \$16.8 billion, up 11.3%. National grew to \$5.3 billion, an increase of 14.1%. Retail increased to \$19.3 billion, up 5.0%.

"The encouraging growth across all categories of newspaper advertising demonstrates the industry's ability to meet the varied needs of the advertising community," said John F. Sturm, NAA president and CEO. "Newspapers continue as the advertising medium of choice to reach local communities, but the remarkable growth in national advertising in the past year also has established the industry's ability to reach a broader, nationwide audience. These factors demonstrate the power of newspaper advertising. Most media are categorized as a local or a national advertiser; newspapers successfully are supplying the requirements of both."

Fourth-quarter results compared to last year show classified revenue up 11.6% to \$5 billion. National grew 16.78% to \$1.4 billion. Retail rose 3.8% to \$5.7 billion.

"A strong fourth quarter, bolstered by an extended holiday season, helped newspapers realize their best year in over a decade, both in terms of growth in share and advertising investments," said Miles Groves, NAA chief economist and vice president of market and business analysis.

## Barbourville Mountain Advocate goes online

### Advocate staff report

With the coming of the 21st century and a world full of technological gadgets and information readily available with a simple key stroke, one might wonder how a town as small as Barbourville might keep up.

One way is to ensure that the people of Knox County have access to the rest of the world via the Barbourville Online service and another would be to ensure the rest of the world has access to Knox County via the Barbourville Mountain Advocate going online with its weekly publication.

The Knox County weekly newspaper has been bringing the news to its readers for almost an entire century—since 1904 to be exact. And now, with the help of the city-owned online Internet service, Knox County news will be taken to the rest of the world.

Managing Editor of the newspaper Melissa Dozier-Lewis, has had the idea ever since the city's online service was up and running. Now, she said, the once-only-dreamed-of newspaper being on line has finally become real. And she is ecstatic to report that the Barbourville Mountain Advocate On-line is a huge success.

"We only put the newspaper online last week for the first time and already the response is overwhelming," Dozier-Lewis said. "We have gotten three e-mails from readers all across the country who have been anticipating the arrival of the newspaper online."

"It's one of the most exciting things I've ever had the pleasure of doing," she continued. "I have always wanted to make this newspaper the best that it can be and I've always wanted to share it with everyone — now the staff, along with myself can share Knox County and the Barbourville

Mountain Advocate with the world."

Dozier-Lewis admits that the whole concept of trying to put out what she considers to be "an extra edition of the newspaper" seemed pretty overwhelming at first, but the staff encouraged her, as they always do.

"When I first mentioned the idea of putting the newspaper online everyone got very excited about the idea," she said. "And even though I doubted my own ability to pull it off — they never did. That's just the way this staff is. I've worked at several newspapers in the Tri-County area and I have never seen a staff like this one. They believe that together we can do anything — and with that kind of attitude we usually can."

Even though Dozier-Lewis and the rest of the staff at the Barbourville Mountain Advocate would love to take all the credit for getting the online newspaper up and running, they also know that without the help of Barbourville Online it wouldn't have happened. Jack Davis, webmaster and Internet technician, and Chris Brewer, assistant superintendent of the Barbourville Utilities Commission, played a big part in helping the staff make their online site a success.

"That's one of the great things about the city owning the online service," Dozier-Lewis said. "They gave us support and direction for the newspaper via the Internet. And they will continue to help until we no longer need their assistance. I just don't think you could get that kind of cooperation

from a privately-owned Internet provider — at least not free of charge."

One of the greatest things about the newspaper being online, according to Davis, is the exposure, not only for the newspaper but for the entire county.

"People will look at this and continue to look at this newspaper online," said Davis. "Maybe some people that used to live here and want to keep up with the news in Knox County can now access the website to do that. The possibilities for it are great. A newspaper could use local advertising to make money and also the Web is the best place in the world to list real estate and homes for sale. I'm sure it will be used as a great source of information. For example, if someone wanted to relocate here from California, they could look up the city and then go straight to a real estate listing."

Although the managing editor may have some changes in mind for the future of the Barbourville Mountain Advocate Online, she says for right now the site will stay pretty much the same.

"Right now we are listing only the top three news stories in condensed versions, lead news photos, obituaries, classifieds, and opinion columns," Dozier-Lewis said. "We may add a couple of items to the site but we'd still like to keep it simple, easy to download and quick to read."

Publisher Cecil Wilson said the online site is "something to see" and he is very proud of his staff for bringing Knox County's news to the rest of the world.

## Study

Continued from page 3

try to participate in the campaign, including many newspapers who are not currently members of NAA."

The tracking study, conducted by Clark, Martire & Bartolomeo in Englewood Cliff, N.J., involved 600 telephone interviews in the summer of 1997 (pre-wave) and 600 telephone interviews in the fall of 1997 (post-wave) with adults between the ages of a 18-49 in four metro areas: Chicago, Cincinnati, Houston and San Francisco.

The study highlights include:

- 86% of respondents like something about the advertisements; 58% of respondents liked the campaign's message.
- Aided recall of newspaper advertising jumped 20 percentage points from 16 to 36% after the first

seven week advertising blitz.

- 84% of respondents found the advertising appealing.
- 42% of respondents felt that advertising encouraging children to read was either very or extremely appealing.

• Each of the four test markets showed double digit gains of people seeing or hearing advertising encouraging children to read.

While all of the celebrities included in NAA's campaign were well-received, LL Cool J and Barbara Bush were perceived as the most memorable.

NAA contracted the firm of Jerry & Ketchum in New York to develop the ad campaign. For more information on the campaign contact Deborah Hernan, NAA vice-president, marketing and advertising at (212) 856-6315 or by e-mail at hermd@naa.org.

## Cheat

Continued from page 3

offend people are the raunchy lyrics." My ear wants the predicate to be singular: "What offends people are the raunchy lyrics." But because "What" actually stands for "lyrics," the plural predicate is technically correct.

Again, rewrite the sentence: "What offends people is the filth in the lyrics." By replacing "lyrics" with "filth," I create agreement. "What," "offends" and "filth" are all singular.

Rules of grammar and usage have a purpose. They make our language, which is huge and unruly, as orderly as possible. Just as an army of undisciplined soldiers cannot win a war, a language run amok cannot convey ideas.

Obviously, learning the language's rules is your best choice. But when the crush of deadline prevents your researching what's right and wrong, change the sen-

tence.

Maybe someday you'll win the Pulitzer Prize for cheating.

**THE FINAL WORD:** I thought the jargony word "glitch," slang for "mistake," had disappeared from the language, then I read it twice in the same week.

I recall years ago hearing that "glitch" was a word scientists used to refer to a tiny electronic imperfection in a TV screen, a white dot that intrudes on an otherwise full picture. The dictionary says "glitch" is from astronomy, "a sudden brief change in the period of a pulsar."

I think bureaucrats and politicians love "glitch" because it implies a small problem, and it doesn't sound as damning as "mistake" or "error" or "malfunction." As you can see, the reasons politicians prefer "glitch" are the same reasons we should avoid it.

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

## Paper publishes first-ever city edition in wake of crash

### Crittenden Press Editor Chris Evans gets chance to say those famous words, 'hold the presses'

Most of us in the newspaper industry have only dreamed of shouting the words, "hold the presses!" But Crittenden Press Editor Chris Evans got that adrenaline rush in late February when a Air Force bomber crashed in his county minutes after the weekly newspaper had gone to press.

The staff had just completed what they described as a rather routine Wednesday morning, making the 12:30 news deadline. As they broke for lunch, the paper's Goss Community Press began rolling off the Feb. 19 issue at a rate of 5,000 per hour. The lead stories were about beefed-up state police patrols and a fiscal court vote to keep a rural road open to the public.

Before lunch was over, however, sirens were screaming through town as the first rescue workers answered the numerous 911 calls about a fiery plane crash near Mattoon.

Evans grabbed film and a camera and headed to the crash site as the presses continued to run. When he arrived, Evans saw what was left of the U.S. Air Force B1 bomber and rescue workers scurrying the area for survivors or bodies. That's when Evans called the newspaper and told the staff to "hold the presses."

It was 1:30 p.m. and staff members decided to go ahead with the original edition for out-of-town subscribers. But for the first time in history, the staff prepared to remake the front and back pages with the

latest crash news and to publish a city edition of The Crittenden Press.

Evans came back and began writing the story and with the help of residents who saw the plane just before it crashed and others who talked with downed crew members. The Press had a late-breaking story about the crash on the streets of Marion before 4 p.m. Employees worked late to make sure the city edition was stuffed with circulars, labeled and mailed at the post office in Marion for prompt delivery the next morning.

"Our Press team really pulled together and made it possible to publish a late edition without missing a beat," Evans said. "We knew immediately after the crash that people in Marion would be curious about what happened. We also knew it was our obligation to get as many facts to our readers as quickly as possible.

Meanwhile news agencies across the country were phoning the Press office. The newspaper had just contracted to be an Associated Press member 10 days earlier and supplied the AP with its initial story and photos. The AP's newsman was in Marion before dark and set up headquarters in The Press.

The Crittenden Press' web site was uploaded with the latest facts at every opportunity well into the night on Wednesday after the crash.

Evans says his only regret was having to go to press before knowing what type of plane had crashed.

We were fortunate to have as many facts as we did at that early stage of the unfolding story," said Evans. "The news was so fresh, no one knew what type of plane it was before we went to press with the late edition. That was the only fact we regretted not having."

## Government

Continued from page 10

Why should the public at-large care? Because access to public information is necessary to monitor the actions of government.

Three recent cases show where the city has been lax in its duties.

- James Waddy Jr., a city maintenance worker, sued the city for racial discrimination. Although the suit was settled in September 1997, the government wouldn't release the terms of the agreement, citing a confidentiality clause protecting Waddy against an "unwarranted invasion of personal privacy."

City attorneys should know better than to enter into a meaningless agreement with Waddy and his attorney, Linda Sullivan. Moreover, the city shouldn't have tried to defend it.

Although state law does allow for some exemptions, they must be "strictly construed." Waddy's case

didn't meet the criteria, as the state Attorney General's Office eventually ruled Feb. 26.

- A second case involved the Herald-Leader gaining access to documents related to delinquent taxes and fees for Urban City Council candidates.

Once again, the city refused to release the information, saying it violated the candidates' right to personal privacy. The city's refusal forced the Herald-Leader to sue to gain access. And once again, the court ruled in the public's favor.

"The disclosure of the public records allows the public to examine whether the public agency is properly performing its statutory duties," wrote Fayette Circuit Judge John Adams. "Disclosure of the names of all delinquent taxpayers allows the public to determine whether the government is collecting taxes in a fair and unbiased manner."

The city may yet appeal the ruling.

- The third case involves the Lexington police department and

its censorship of traffic accident reports. The department began using a black marker to block out addresses, telephone numbers and information about injuries or deaths on the reports.

The action was based on a 1994 state law that restricts access to the information to drivers, their attorneys and the media. To be sure, it's a bad law and sets bad precedent regarding the accessibility of public records.

The law fails to understand that the media and the public are one in the same. (The Northern Kentucky Chiropractic Center is correct to challenge the law's validity.)

Still, the department's practice (which it has since revised) was consistent with the city's pattern of choosing to err on the side of individual secrecy instead of favoring a policy that promotes free and open government.

Our country is built on the latter. And the Urban County Government must remember that.

## Access

Continued from page 9

to the sheriff's office, the deputy still refused and told Roberts the reports would be given to the newspaper when the court requires their release, according to the newspaper story.

The deputy reportedly told Roberts it wasn't the responsibility of the officers to do the reporters' job.

But less than a week later the

sheriff called the Clarion after checking with the county attorney and learning the deputy was in violation of the state open records law.

"They were unaware it was against the law," Roberts said.

In an unrelated previous story, a deputy said the Clarion had misquoted him and Roberts said he felt the deputy's "ruffled feelings" caused the incident.

"Since then, we've settled everything," Roberts said. "County officials seem reluctant to make any statements — they're scared of the liability factor."

## Deaths

Continued from page 2

wife, Mildred, of Santa Barbara; two children from his first marriage, Roberta Matthews of Washington, D.C., and Stephen D. Isaacs of New York state; five grandchildren and three great-grandchildren.

The family asks that expressions of sympathy take the form of contributions to the Journalism Fund at the Graduate School of Journalism at Columbia University.

## People

Continued from page 2

The Advocate and staff members are seeking input from the public about what they'd like to see in the online edition.

### Money joins ad staff at Campbellsville

Vicki Money has joined the staff of the Central Kentucky News-Journal as an advertising account representative.

Money was reared in Campbellsville and attended both Campbellsville Community College and Western Kentucky University. She most recently worked in real estate sales in Tennessee and has also worked for OSHA as a safety compliance officer in the Bowling Green area.

### Mt. Sterling Advocate adds Rountree to staff

Ann Rountree is the new advertising sales representative at the Mt. Sterling Advocate. She is a lifelong resident of Montgomery County and the mother of two children.

### Downey joins staff at Kentucky Standard

Danielle M. Downey has joined the staff of The Kentucky Standard in Bardstown as assistant circulation manager.

Downey is a former resident of Elizabethtown and moved to Bardstown in 1996.