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The Kentucky Press

Official Publication of the Kentucky Press Service - Vol. 61, No. 1 - January, 1990

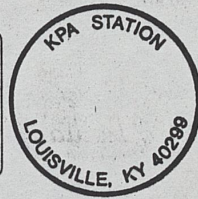
Periodical Room
Does Not Circulate

KPA to have own post office at convention

The U.S. Postal Service is setting up a special Kentucky Press Association post office for the 1990 Winter Convention, January 18-20 at the Radisson East in Louisville.

Included with the post office will be a special cancellation, commemorating the convention. Convention-goers will be able to send post cards and other materials from the convention and have the special cancellation on the envelope.

The special postmark



Special cancellation commemorating KPA Convention includes a graphic from National Newspaper Week, "Newspapers: Freedom in Our Hands" along with the KPA name, 1990 Winter Convention and the celebration of 121 years of service to Kentucky newspapers. The postal station, set up in the Trade Show area, will be named the KPA Station and will be included on the postmark.

KPA in the 80s: A Decade to Remember

The decade of the 1980s will be one long remembered by the Kentucky Press Association and its member newspapers across the Commonwealth.

Those 10 years brought with it:

- * the purchase of a building near the State Capitol to serve as the central office, a move that many claim to be one of the best decisions KPA has made in its 120 years of service.
- * creation of a full-time

advertising sales position that gave weekly and daily newspapers in the state a direct representative with advertising agencies and retailers in Kentucky and throughout the Southeast;

- * two years where advertising placed in Kentucky newspapers surpassed the \$1 million mark, and a total amount of advertising close to \$5 million;
- * two retail shopping habits surveys, showing newspapers, retailers and advertis-

ing agencies the readership strengths and demographic information so long needed by Kentucky newspapers;

- * an increase in the number of districts (from 10 to 15) giving more representation for Kentucky newspapers in the operation and services of the Kentucky Press Association and Kentucky Press Service;
- * a substantial increase in the number and amounts of scholarships given annually to

(Continued on Page 4)

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*It's not too late
to make your plans
to attend the
1990 Kentucky Press
Association
Winter Convention*

January 18 - 20

*Radisson East Hotel
Louisville*

*For registration and
schedule information,
call the KPA
Central Office
(502) 223-8821*

- | | |
|--|---|
| 1989 Executive Committee | District 12 |
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President
Green River Republican | Louise Hatmaker
Jackson Times |
| David Hawpe
President Elect
Courier Journal & Times | District 13 |
| Celia McDonald
Vice President
LaRue County Herald News | Richard Anderkin
Mt. Vernon Signal |
| Mary Schurz
Treasurer
Danville Advocate Messenger | District 14 |
| Steve Austin
Past President
Henderson Gleaner | Stuart Simpson
Pulaski Week |
| 1989 Board of Directors | District 15A |
| District 1 | Jim Green
Lexington Herald-Leader |
| Jerry Lyles
Benton Tribune-Courier | District 15B |
| District 2 | Guy Hatfield
Citizen Voice & Times |
| Jed Dillingham
Dawson Springs Progress | State At-Large |
| District 3 | Steve Lowery
Kentucky Standard |
| Teresa Revlett
McLean County News | John Lucas
Crittenden Press |
| District 4 | Kentucky Press Association/
Kentucky Press Service Staff |
| Mary Jane Smith
Logan Leader/News Democrat | David T. Thompson
Executive Director |
| District 5 | Lisa Howard
Member Services Director |
| Coleman Love
Elizabethtown News Enterprise | Bonnie Howard
Business Manager |
| District 6 | Gloria Davis
KPS Advertising Director |
| Dorothy Abernathy
Okham Era | Reba Lewis
Secretary/Receptionist |
| District 7 | Division Officers |
| Kelley Warrick
Gallatin County News | Advertising Division |
| District 8-9 | Larry Brooks
Lexington Herald-Leader |
| Gary Quinn
Maysville Ledger Independent | Circulation Division |
| Ken Metz
Bath County News Outlook | Ralph Hershaw
Danville Advocate Messenger |
| District 10-11 | News Editorial |
| John Del Santo
Ashland Daily Independent | Richard Halicks
Owensboro Messenger-Inquirer |
| | Dan Lacy
Ashland Oil, Inc.
Associates Division Chairman |

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Official Publication of the Kentucky Press Service

Newspapers in the News

Public Notice advertising appeal heard January 9

The state Court of Appeals was scheduled to hear oral arguments January 9 concerning the public notice advertising dispute in Whitley County.

The dispute, between the Corbin Times-Tribune and the Whitley Republican, centers around the state statute that requires public notice advertising to be placed in the newspaper in a publication area with the largest paid circulation.

The Whitley Republican lost an earlier ruling that said public notice advertising should be placed in the newspaper with the largest paid circulation. The Republican contended that the statute referred to circulation within the county while the Times Tribune contended it referred to all paid circulation. A special judge ruled in favor of the Corbin Times Tribune earlier this year.

The Whitley Fiscal Court initiated the first action by filing suit, seeking a declaratory judgment on the matter.

Paducah Sun moving to morning on March 5

The Paducah Sun has announced conversion to a seven-day morning newspaper, effective March 5.

Publisher Fred Paxton

said the morning would be "a more natural time to produce a newspaper because news happens all day long and you take the early evening hours to collect it and position it in the paper. About midnight you print it and you have the pre-dawn hours while people are asleep to distribute it."

About 15 years ago, The Sun had a morning and afternoon edition, but the two were consolidated into a daily afternoon edition.

Paxton said the change would improve the content, appeal more to advertisers and would hopefully lead to increased circulation in surrounding Kentucky counties and southern Illinois because a morning publication allows earlier delivery of timely news.

Presently, the Sun is a six-day a week daily, with no publication on Saturday.

The Sun will be the second Kentucky daily in the past 18 months to convert to morning. In June, 1988, the Elizabethtown News Enterprise made the same move.

The Sun is buying new press units and other equipment at a cost of about \$400,000, resulting in more color photographs and art work.

Gannett gives fund a boost

The Gannett Foundation has given a fund for victims and families of the Standard Gravure shootings a \$25,000 boost.

The relief fund, which

will pay for special medical and support for families, has collected about \$50,000 and a pledge from Mary Bingham for up to \$50,000 to match other contributions.

Courier-Journal publisher and president George Gill recommended the grant to the foundation, citing the family-like closeness between the two businesses, which operate in adjacent buildings and were once owned by the Bingham family. Nine people were killed and 12 wounded in a shooting rampage by a disgruntled employee on September 14.

Was that closed session legal? Find out for sure by calling the KPA FOI Hotline (502) 589-5235



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The 80s: A Decade of Highlights for KPA

(Continued from Page 1)

college students majoring in print journalism. This effort grew because of the Kentucky Statewide Classified Program. In its first complete cycle, the Kentucky Journalism Foundation will be giving \$21,000 in scholarships every year to 28 students;

* the first lady president of the Kentucky Press Association -- Betty Berryman, publisher of the Winchester sun;

* ceasing the relationship between the Kentucky Press Service and American Newspaper Representatives. This move was important because it allowed KPS to take a 25 percent commission on advertising from weekly as well as daily newspapers. Before this move was made, KPS was forced to take 33.8 percent commission from weekly newspapers because of the involvement of ANR ads;

* the state's first Freedom of Information Hotline, designed to give members of the Kentucky Press Association immediate access to two leading media attorneys for information about a variety of editorial and advertising questions, and one of the country's few FOI Hotlines that is paid for by the Association, not the members;

* a rewrite of the state's Public Notice Advertising laws following many months of negotiations with the Kentucky Municipal League and with it a closer working relationship with agencies representing cities and counties

across the commonwealth;

* a more concentrated effort on KPA and KPS financial reports, putting both companies in excellent financial standing, and from it developing a full-time in-house bookkeeping department;

* a full-time Member Services Director position to assist in planning and coordinating conventions, seminars, contests; developing and promoting more services; responsibility for publishing the annual Yearbook and Directory;

* a revised Yearbook and Directory to include more pertinent information about KPA member newspapers, plus the addition of a Marketing Section to allow advertisers more information about the 15 districts represented by the Kentucky Press Association;

* creating a Board of Directors position for the chairman of the Associates Division, giving the Associates a voice in the business matters of KPA;

* two scholarships, funded and presented by the KPA Associates, to public relations majors at state universities;

* the first statewide survey for public notice advertising to show legislators and other doubters just how important public notices are and how much "those little ads in the back of the newspaper" are read;

* more involvement with journalism educators at state supported universities;

* a change in the presentation of contest award win-

ners that allows for more of a full production slide show than just reading the names "live";

* a substantial growth in membership, reaching 97 percent of the state's newspapers, up from 82 percent in the early 1980s;

* expanding KPS Clipping Service operation with 279,000 clips mailed in 1987 and 272,000 in 1989;

* coordination with four KPA Divisions -- News Editorial, Advertising, Circulation and the Associates with programs and services offered that are needed by those involved in each division.

These are just but a few of the highlights of the 1980s for the Kentucky Press Association and the Kentucky Press Service.

The real effort belongs to the members of the Kentucky Press Association who made their Association what it is today; to a dedicated and hard-working Board of Directors and an impressive list of Presidents; and to the members of the Kentucky Press Association who weathered the storms of postal rate increases, rising costs throughout the industry and a variety of other obstacles to keep Kentucky newspapers at the forefront of the industry across the nation.

As we head into the 1990s, the strength and dedication of this industry in the state will allow Kentuckians from Pikeville to Paducah, from Covington to Cumberland to maintain pride in the quality of Kentucky's newspapers.

Bar Association considers open hearings for lawyers

Tracking open meetings/records action in state

The Kentucky Bar Association will be considering its own version of the "Sunshine Law" in June following a recommendation of the KBA's Board of Governors that disciplinary hearings against attorneys be open to the public.

Sheryl Snyder, state bar association president, said, "This is an indication we are quite willing to open the procedure to public scrutiny. It will insure the public that lawyers are properly supervised in the state."

Snyder told a group of Western Kentucky attorneys that the change would show the present system is "not an 'old boys network' and that lawyers on the board not taking care of their friends."

The bar association will have a hearing during its June convention prior to voting on the recommendation.

Snyder noted that several states have adopted similar procedures.

A non-lawyer would be added to the present three-member discipline committee, known as a tribunal, which includes a former state bar association president, chairman of the house of delegates and a circuit judge. The final decision on whether to appoint a non-lawyer to the tribunal would be made by the Supreme Court.

KSU Foundation asks denial of access

A private fund-raising foundation for Kentucky State University has filed a complaint in Franklin Circuit Court, ask-

ing a judge to overrule the state attorney general in an opinion on access to foundation records.

The complaint was filed in early December after an AG's opinion said that the foundation is a public agency because it is an "instrumentality" of the university of "agency thereof." That ruling came in October and was requested by the Frankfort State Journal.

The foundation is asking the judge to determine that the foundation is not a public agency, and that it is not subject to the state's Open Meetings law. In addition, the complaint asks for a permanent injunction to keep the newspaper from seeking records from the foundation in the future.

At the time of the state ruling, the foundation's board of trustees was appointed by KSU's board of regents, foundation records were stored at the university and the foundation's treasurer and executive secretary were employed by the university.

Since the opinion, the foundation has changed its articles of incorporation to make the foundation self-perpetuating and now appoints its own board of directors.

The State Journal initiated the request for records after a special audit revealed irregularities in the spending of private donor money for university expenses.

ASNE, court cooperate to publicize decisions

The American Society

of Newspaper Editors and the 6th Circuit Court of Appeals are working together on a program to help news organizations follow cases affecting readers in the circuit that covers Kentucky, Ohio, Michigan and Tennessee.

The project, the first of its kind in the U.S., will allow reporters to track court decisions through a computerized bulletin board that will list a diary of decisions rendered each day.

At its November board meeting, the Kentucky Press Association Board of Directors voted to contribute \$4,000 in 1989 and \$4,000 in 1990 to help fund the project. Future contributions may hinge on the effectiveness of the project and use by Kentucky's weekly and daily newspapers.

In addition, KPA has invited officials connected with the project — including Circuit Judge Gilbert Merritt, David Stolberg, assistant general editorial manager for Scripps Howard, Jim Delaney, project director, and John Siegenthaler — to talk about the program at the KPA Winter Convention in January. Although not all have confirmed, the project will be explained during a News Editorial Division breakout session on Friday, January 19.

Beginning in January, news organizations will be able to receive information on cases affecting their readers. The system will provide newsrooms with a review of decisions for the past two weeks and advance notice of proceedings.

SOUTHERN SEEN

An Enormous Job

By Larry McGehee

Editor's Note: The following article is copyrighted by Wofford College, S.C. and is being reprinted from the Fulton Leader.

A Sunday ritual is to take the newspaper and separate it into three stacks: pages I want to read, pages I won't read, and grocery coupons for my wife to clip. Performing this exercise, I am often astounded by how much information there is in a newspaper and how much paper must go into producing the newspapers of this nation day after day after day.

Most of the pages in our papers are double sheets. Each single sheet (two reading pages) measures about 14x22 inches. The average daily paper for a middle-sized city runs about 52 pages a day. An average daily newspaper covers 16,016 square inches.

The Sunday newspaper is usually at least three times as large as the daily. If we count it as the equivalent of three days of daily papers, we wind up with 10 days of papers each week covering 160,016 square inches -- in each household. Two weeks of spread-out newspapers would completely cover an 1800 square foot home. A year of daily-plus-Sunday newspapers for one person/family would cover one entire football field and both end zones (8.3 million square inches).

This is an astounding phenomenon to contemplate. I am only one newspaper subscriber and there are millions. I subscribe to only three newspapers, and there are 10,088 of them in the United States alone, (with about 7,000 weekly newspapers). How many football fields would be covered by all the copies for only one day of all 10,000 papers.

How many trees does it take to produce enough newsprint for all the newspapers printed in the world each and everyday? How is it possible for enough trees to grow rapidly enough to keep up with the demand?

How many human beings does it take to produce all the newspapers of the world? How is it humanly possible to gather enough informa-

tion, put it into type, and fit it on to newspaper pages in enough time and in enough quantity, with enough accuracy in facts and in grammar and spelling, to fill one newspaper day after day -- and with so little repetition?

The whole scope of the newspaper enterprise is absolutely mindboggling. Even if you concede some of the writing has taken longer than 24 hours to research and write or that using ad copy from national advertisers and relying on wire services and telephoto copiers for some news provide shortcuts, the sheer magnitude of the editing and printing alone overwhelms the imagination.

Thousands of persons somehow work together to make what we take for granted we shall find in the driveway at 6:30 each morning or 4 each afternoon. Add to them the thousands more who drive the trucks or ride the bikes or carry the mail to get them to newsstands and homes. Simply incredible.

Can you think of any other single service, outside of electricity or water, of such magnitude and dependability as getting your paper?

That we are annoyed when our names are misspelled or when the paper is late arriving is testimony to the faith and dependency a newspaper gives us. We are so accustomed to our newspaper's accuracy and timeliness that we very quickly notice when it lapses.

The newspaper is our personal protection against ignorance and isolationism. It is our designed watchdog upon public affairs. It is a full-blooded member of the family, the initiator and moderator of conversation and debate, of information and interpretation.

If one day's quota of all newspapers in the world were spread end to end, we wouldn't have much of anything at all. But printed, packaged and parceled out the way they are, what we do have is a pretty well-read society.

For what we daily receive, we give thanks. Bless, O Lord, the hands which prepare it.

News from here and there

After repeatedly encountering the objection that "nobody reads the newspaper" from a farm equipment store, an Ohio weekly's ad salesman offered to run a trial ad for free, and brought in the following copy: "All farm machinery HALF PRICE."

"Is this some kind of a joke?" asked the owner. "Only a fool would sell at this price."

The ad man responded: "What harm can it do? I thought you said nobody reads the newspaper -- that it's only used to light fires?"

The retailer then agreed to buy an ad. "But I'll write the copy."

Chrysler Corp. recently announced that it will spend 70 percent of its estimated \$100 million ad budget for the 1990 model year on newspaper and magazine ads; a drastic change from its 40 percent print budget last year. Folks at Chrysler are wanting to attract more upscale drivers from the high-end lines and think the best way is through print. They're right.

And Radio Shack, which advertises in more newspapers than any other retailer, will continue to use newspapers as its primary ad medium. Radio Shack's basic ROP schedule reaches 75 million households and consists of about 70 advertisements annually.

Some ideas on building circulation, courtesy of Publisher's Auxiliary:

- * Give premiums to new subscribers. A free classified. A small gift. Free movie rentals.

- * Add an extra month to the subscription of a renewer who comes in before an early response deadline date.

- * When children are born in your area, take a copy of your paper with the birth announcement in it to the new mother and father.

- * Present all newlyweds in your community with a one-year subscription as a gift.

- * Involve your newspaper with the Welcome Wagon or Chamber of Commerce.

- * Place a copy of your paper on the doorstep of non-subscribers with a balloon and card asking them to subscribe.

The federal government is investigating a complaint against an Oregon newspaper that it published rental housing ads that unlawfully discriminated on the basis of "familial status."

Reports from other states indicate more newspapers may be investigated following the new Fair Housing Guidelines that went into effect on March 12, 1989.

Here are some tips to make sure you're ready for an HUD review of your newspaper:

- * Publish regular disclaimers in classifications that meet the new Fair Housing guidelines.

- * Work with your real estate advertisers to ensure their compliance.

- * Monitor all ad copy submitted, and make suggestions to advertisers on copy that would meet HUD standards.

- * Run the publisher's notice in each edition as the first item in the real estate category. Laminates the notice and post it throughout your work area and front counter.

- * Recommend to advertisers that they include logos, statements and slogans, and make appropriate-sized logos available to advertisers. Include them in speculative layouts.

- * Have your sales personnel check with and remind advertisers to use the logos.

- * Require all real estate brokers to properly identify themselves in their ads.

- * Run display ads containing Equal Opportunity in Housing information.

- * Establish a good working relationship with the local Board of Realtors, and participate in their EOH activities.

- * Maintain a file of all pertinent correspondence with advertisers in the event you are reviewed.

- * Review the Fair Housing Act with all sales staff.

Remember, it is unlawful to discriminate in the sale, rental and financing of housing. Newspapers with questions should call the Kentucky Press Association (502) 223-8821.

The above-mentioned suggestions in preparing for a review by the Department of Housing and Urban Development are from *ANCAM Exchanges*.

Across Kentucky

Judy Hickman, who began her journalism career with the *Shelbyville Sentinel* in 1962, has returned to her hometown after 27 years to become composition manager of the *Shelbyville Sentinel-News*. Hickman, who owned a print shop in Greensburg and then moved to Ruseell County where she co-owned two weeklies, replaces **Pat Murphy** who has taken another position. Murphy was composition manager for 12 years.

Charles Bertram, photographer for the *Lexington Herald-Leader*, was named Newspaper Photographer of the Year during the Kentucky News Photographers Association meeting in Louisville. **Pat McDonough**, of the *Courier-Journal* was runner-up.

Teresa Bragg, former staff writer for the *Cynthiana Democrat*, has been named staff wrtier for the *Kentucky Standard* in Bardstown. Bragg graduated from *Murray State University* in May, 1989, and worked for three summers as a general assignment reporter for the *Lake News* in Calvert

City.

Keith McDaniel, who has previously been with several newspapers in Tennessee, has been named interim editor of the *Casey County News*. McDaniel is filling in for **Maleena Sireeval** while she is on maternity leave.

Pipes Gaines, co-publisher of the *Bowling Green Daily News*, and editor **Don Stringer** have announced several personnel changes in the editorial staff of the newspaper. **Stanley R. Reagan**, a 1986 graduate of *Western Kentucky University* who has worked with the *Glasgow Daily Times* and a *Mt. Juliet, Tenn.*, weekly, has been named copy editor; **Annette Poole**, former reporter for the *Maysville Ledger-Independent*, has joined the staff as a reporter; **David C.L. Bauer** has moved from copy editor to editorial page editor; and **Andy Dennis** has transferred to the sports staff.

Missy Ketcham, a December graduate of *Western Kentucky University*, has joined the composition staff of

the *Anderson News*. **Don White**, one of seven *Landmark Community Newspaper Inc.*, general managers in Kentucky and Indiana who were recently elevated to the position of publisher, also announced that **Janie Buntain** has taken on additional duties as composition manager. Buntain also writes news and feature stories, and takes photographs for the *Anderson News*.

Bettye Green, former advertising representative with a sister *New York Times* paper in Alabama, has been named advertising director of the *Madisonville Messenger*. She replaces **David Clevenger**, who is now publisher of a newspaper group in Louisiana. Green began her career about 12 years ago with the *Times Daily* in Florence, Ala., a newspaper owned by *Worrell*.

Lexington Herald-Leader business writer **Jacqueline Duke** has won the *Sovereign Award*, the Canadian equivalent to the *Eclipse Awards*. She sahed the award for best newspaper article with a reporter from the *Montreal Gazette*.