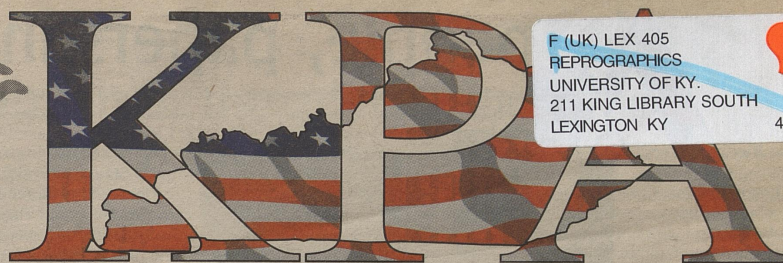


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no. 4
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The
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Volume 73, Number 4 - April 2002 - Published by Kentucky Press Association/Kentucky Press Service

Six inducted into Journalism Hall of Fame

Six new members of the Kentucky Journalism Hall of Fame were inducted at a luncheon April 2 at the University of Kentucky Hilary J. Boone Faculty Center.

The inductees are:

- Jo-Ann Huff Albers, director of the School of Journalism and Broadcasting at Western Kentucky University.
- John S. Carroll, former editor of The Lexington Herald-Leader and now editor and executive vice president of the Los Angeles Times.
- Virginia Graves Fox, executive director and chief operating officer of Kentucky Educational Television.
- John S. Hager, former co-publisher and co-editor of the Owensboro Messenger-Inquirer.
- Dinh Phuc Le, a former videog-

rapher for ABC in Vietnam and for the past 22 years the chief videographer for WLKY-TV in Louisville.

- Brian Rublein, news director at WHAS Radio in Louisville for 21 years.

All Hall of Fame members' pictures and biographies are exhibited in the Grehan School of Journalism and Telecommunications Building at UK.

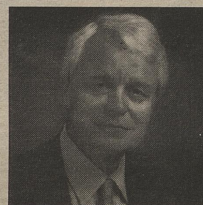
The new Hall of Fame inductees were also introduced during the 20th Joe Creason Lecture and Student Awards Ceremony in UK's Memorial Hall. The Creason Lecture and the Kentucky Journalism Hall of Fame are sponsored by the UK Journalism Alumni Association.

The lecture was delivered by Angelo Henderson, a 1985 UK

See FAME on Page 9



Albers



Carroll



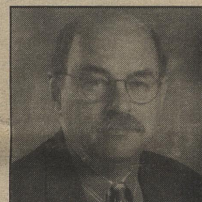
Fox



Hager



Le



Rublein

This, that and other tidbits

Writer's block. Don't we all get that? I'm experiencing it now as I try to meet David Greer's deadline for my column, while watching the rain continue to pour. So forgive the lack of one-subject concentration this month.

Open Meetings in the Bible

Arkansas Press Association Executive Director C. Dennis Schick feels a couple of Bible verses are the basis for Open Meetings.

He asks, "Where in the Bible is there a confirmation of public information?"

And who would know, except maybe a preacher or Bible scholar, that it's in Luke 12, verses 2 and 3.

Verse 2: "For there is nothing covered that shall not be revealed; neither hid that shall not be known."

Verse 3: "Therefore whatsoever ye have spoken in darkness shall be heard in the light; and that which ye have spoken in the ear of closets shall be proclaimed upon the house tops."

On Second Thought

By David T. Thompson



Openness Champions

Two state representatives have made numerous references during the 2002 Kentucky General Assembly to the need to make as much information as possible available to the public.

Reps. Bob Damron from Nicholasville and Paul Marcotte, from Boone County, have often demanded that information be open and available to the public.

Damron, the conceal carry sponsor of a few sessions ago, has stated many times on the House floor his belief that openness is a right of the public and the legislature should

See TIDBITS on Page 12

SNPA Traveling Campus is a hit

Kentucky newspapers recognize a bargain when they see one. As of presstime for the April issue of The Kentucky Press, more than 450 people were registered to attend the Traveling Campus being sponsored by the Southern Newspaper Publishers Association, the Kentucky Press Association and the Kentucky AP Editors Association.

The SNPA Traveling Campus will be held in Louisville April 17-19 at the Hurstbourne Hotel and Convention Center, off Hurstbourne Lane, and near Interstate 64. Traveling Campus sessions are free.

The event is funded by a grant from the John S. and James L. Knight Foundation, which promotes excellence in journalism. The three-day extravaganza of sessions will appeal to staffers from every department of your newspaper.

On Wednesday, April 17, sessions will cover readership (9:30 a.m. to 12:30 p.m.), computer-assisted reporting (9:30 a.m. to 12:30 p.m.), improving writing skills (1:30 p.m. to 4:30 p.m.)

and essential skills for new managers (1:30 p.m. to 4:30 p.m.).

Thursday's schedule includes copy editing and headline writing (9:30 a.m. to 12:30 p.m.), succeeding in ad sales (9:30 a.m. to 12:30 p.m.), single copy sales (1:30 p.m. to 4:30 p.m.) and providing extraordinary customer service (1:30 p.m. to 4:30 p.m.).

Friday's session will cover telephone selling skills (9:30 a.m. to 12:30 p.m.), building home delivery circulation (9:30 a.m. to 12:30 p.m.), design and graphics for the newsroom (1:30 p.m. to 4:30 p.m.) and photojournalism (1:30 p.m. to 4:30 p.m.).

The Traveling Campus is designed so that your staff members can drive in for one day or even a half day, so that newspapers will not have overnight room fees. However, if you do need lodging, it is available at the Hurstbourne Hotel.

Publishers and advertising staffs will note, however, that some separate training is being provided at the same time as the KPA Spring Ad Seminar.

See CAMPUS on Page 12

Kentucky people, papers in the news

Rice named publisher at Indiana paper

Teresa Rice, editor and general manager of the Lebanon Enterprise and KPA board member, has been named publisher and regional manager of The Perry County News in Tell City, Ind. She will have oversight of The Perry County News, a semi-weekly, and the Tell City printing plant. As a regional manager, she will work with the staffs of two other



Landmark Community Newspaper properties, The Spencer County Journal-Democrat in Rockport, Ind., and the Mount Vernon (Ind.) Democrat. She began her new duties on April 1.

Rice has spent her entire career with Landmark Community Newspapers, starting as a reporter for the Cynthiana Democrat. From there, she moved to The Kentucky Standard in Bardstown where she

worked as a reporter, assistant editor and editor before accepting the GM job at Lebanon. She is a native of Benton and holds a bachelor's degree from Murray State University.

Rice replaces Ron Filkins, recently named publisher of The Kentucky Standard. Filkins replaced David Greer, who accepted the member services director post with KPA.

Two reporters join Mayfield paper

Two media veterans, Darlene Easterwood and Dennis Abell, have joined the Mayfield Messenger as reporter/photographers. Easterwood, a Graves County native, is a graduate of Murray State University. She has worked as a reporter for papers in Murray, Lexington, Tampa, Fla., and Honolulu. She has also worked in public relations for General Telephone Co. in Durham, N.C.

Prior to joining the Messenger, she worked 16 years for the Lexington-Fayette Urban County Government where she was director of the Division of Public Information for seven of those years before taking early retirement.

Abell is a semi-retired minister whose journalism experience covers Kentucky, Alabama, Mississippi, Florida, Louisiana, Oklahoma, Arkansas, Illinois and Indiana. While editing daily and weekly papers, Abell has a background in sports writing and governmental reporting.

For the past 17 years, Abell has been a minister in the Independent Christian Church. He also spent 12 years with Wal-Mart at seven stores in five states.

UK junior places 4th in colleges' 'Pulitzer Prize'

Tracy Kershaw, a University of Kentucky junior from Hazard, has placed fourth nationally in what is considered the Pulitzer Prize of college journalism.

Kershaw's story, a profile of Kentucky author and UK writer-in-residence Bobbie Ann Mason, was honored in March in the 42nd annual William Randolph Hearst Foundation's Journalism Awards Program, which recognizes excellence in writing, photography



and broadcasting.

Kershaw, currently managing editor at UK's independent daily student newspaper, the Kentucky Kernel, will receive \$750; UK's School of Journalism and Telecommunications will receive a matching grant of \$750.

Kershaw has interned at the Lexington Herald-Leader and the Scripps Howard News Service in Washington, D.C. She will intern at the Tampa Tribune this summer.

Redesigned Web site offers Herald-Leader, other features

Kentucky.com, online publisher of the Lexington Herald-Leader, has launched a redesigned Web site with more breaking news, additional content and new technology.

The new design and technology allows Kentucky.com to add content from other Knight Ridder newspapers and Web sites, as well as several news services. It also brings back discuss boards, comics and other features. The new site eliminated the need for the KentuckyConnect.com site, which had been in operation since it was launched by the Herald-Leader in December 1995.

Vance is reporter at Carrollton

Jamie Vance has joined the staff of the News-Democrat in Carrollton as a staff writer. She is a 2001 graduate of Carroll County High School and plans to major in journalism in college this fall.

Gleaner recognized in print competition

The Henderson Gleaner won two awards in a national newspaper competition in print quality. The 2002 Anitec Print Quality Competition is sponsored by the Inland Press Association. The Gleaner won second place in both color and black/white print quality for papers between 10,001 and 20,000 circulation. In all, 84 papers entered the competition. A Florida paper, The Villages Daily Sun, was the first-place winner in both the color and black/white categories.

Three promoted at Shelbyville paper

The Sentinel-News has promoted three staff members.

See PEOPLE on Page 12

The Kentucky Press

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

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McCarty makes it happen in the advertising department

Advertising Plus

By Teresa Revlett



Rachel got a call one Thursday to schedule nine daily newspapers with a full page ad from the Kentucky Horse Industry. Knowing the turn around time was crucial, she put everything else aside and hurried to meet the deadline. After all, that meant \$62,073.03 in revenue in a matter of hours for Kentucky newspapers.

"That's what I like about this job. Sometimes it's like a non-stop war zone. It's exciting," said Rachel.

Her job finds her quoting rates for clients, designing ads and following up by checking to make sure that the ads run correctly.

Before taking the job as advertising assistant in August 1998, Rachel spent 13 years reading newspapers. Since reading was a hobby of hers, it only seemed natural for her to work in the clipping department. She spent her days looking through all of the newspapers searching for stories for the KPS clients.

When KPS sold the clipping service in June 1997, Rachel worked for a couple of different clipping services, then came back to work as a tearsheet clerk at KPS in May 1998.

"Rachel and I remind each other often of our long history together. She was the first employee I hired as KPA/KPS executive director. She was fresh out of high school but proved quickly to be an invaluable employee. If anything would have kept me from



Rachel McCarty

getting KPS to sell the clipping service in 1997, it would have been because of people like Rachel and Holly (Willard)," said David Thompson, KPA Executive Director.

Rachel said she feels like she has grown up with David Thompson.

"He has been with me through all of the funerals of my life and through the birth of my children. I don't know whether he is my boss, brother, father or just a really good friend, but he has been with me through every drastic change in my life," said Rachel.

"Rachel and I have always had the relationship that though we'll disagree, we'll argue and we just know the other one is wrong, we still respect each other and go forward," said David.

In her spare time, Rachel likes to

watch as much NASCAR as possible. Her favorite moment was in 1994 when she witnessed Dale Earnhardt win the Brickyard. Of course, when Earnhardt died Feb. 18, 2001, that was the most memorable race for her.

Kathy Vitale, the marketing director at North Carolina Press Service, knew that Rachel was a big Earnhardt fan. Kathy lived less than a mile from where fans of Earnhardt had placed memorabilia at one of Earnhardt's businesses, so she took photos for Rachel and sent them to her via UPS.

"That meant a lot to me. She not only took time out of her day to take the photos, but she sent them to me as quickly as possible. I've gotten a lot of nice gifts from people before, but that has to be one of the best," said Rachel.

When she's not watching NASCAR, she enjoys spending time with her family. She has been married to Jeff since 1984 and they are dedicated parents, spending as much time as possible with their two teenage children. Tiffany is involved in the winter guard at her school and the whole family enjoys watching her perform.

"She's a good Mom. She listens to me and doesn't blow up whenever we have discussions. She's more like a best friend than just a Mom," said her daughter.

If you have any spare time, come spend a day with Rachel. Then you'll need a day off.

Circulation expert says we are irritating our customers

Oh, By The Way

By David Greer



what speaker John Lavine, director of Northwestern University's Readership Institute, was telling us. But what he told us hit me squarely between the eyes. In other words, he got my attention.

"Put papers anywhere you can even if it means giving them away in some places," Lavine said. Free newspapers? Was this man nuts?

But his message of growing readership instead of merely relying on growing circulation made sense. Many newspapers are catching on to that mindset — let's grow readership. After all, each issue of the paper has tremendous pass-along value and that cannot and is not measured in circulation figures alone.

Think how much better off our papers, indeed our industry, would be if we all put more emphasis on putting newspapers in places with tremendous

pass-along capacity. That includes libraries, both school and public, plus waiting rooms of all kinds, doctors, dentists, hospitals, veterinarians, etc., plus factory lunchrooms, etc.

What? Give up those subscriptions and that revenue? Let's be honest. How many of those types of subs do we really sell now? Not as many as we ought to.

Later that day at the convention, I sat in on Kent Carpenter's session on circulation. Carpenter does circulation now for USA Today in Chicago but he is a former Owensboro Messenger-Inquirer circulation guru.

His message involved research data from a Newspaper Association of America study that looked at the single-copy buying habits of more than 4,000 readers from five different newspapers. All of the customers were in the habit of buying their papers from convenience and grocery stores.

Among the things learned from the NAA study, Carpenter said, were that sell-outs annoy customers. One-third give up and don't buy a paper at all when none is available. But 12 percent will then buy a competing paper.

Those statistics didn't mean much to me that day but just a couple weeks later, I relived that portion of Carpenter's presentation when I went looking for a paper to buy so I'd have some lunchtime reading material.

I went to a big grocery store that has four newspaper racks out front. Count them — four racks from four different papers. Three of them were empty. That's a 75 percent failure rate. That's not a good record in any business. Only the hometown paper was stocked. The three out-of-town papers had empty racks. I wonder how many sales were lost that day?

So, I drove to a nearby convenience store.

See RACKS on Page 12

As I listened to the speaker, I wondered if anyone in the audience would pelt him with eggs or rotten fruit. Would anyone in the audience find his advice so radical — so nontraditional, so far out — that he would be considered a lunatic and escorted from the premises?

Fortunately, none of those scenarios happened. It would have been embarrassing, after all, to have men in white coats carrying off one of our January KPA convention speakers in a large net.

But I wondered if those of us in the audience that morning really heard

Al Cross honored by Stumbo, Richards, General Assembly

By DAVID GREER
Member Services Director

Al Cross, reporter and political columnist with The Courier-Journal and national president of the Society of Professional Journalists, was honored on March 11 by some of the very politicians he covers in the General Assembly.

State Reps. Greg Stumbo, the House majority floor leader, and Jody Richards, speaker of the House, introduced House Resolution 229 honoring Cross for his work and contributions.

Cross was presented by the resolution's sponsors with a framed copy of The Kentucky Press which carried the story about his being named SPJ national president. The presentation was made on the House floor.

"This was a surprise..." Cross said. It began when he received a call on his cell phone from a Stumbo aide asking of his whereabouts. It just happened, Cross said, that he was near the House chambers. He was asked by the aide to come into the chamber because Stumbo had something to give him.

The resolution honoring Cross was read and he was presented with the framed front page.

"I was embarrassed but I sat there and took it," Cross said. The veteran journalist chided Stumbo jokingly for two things — the majority floor leader had embarrassed him with the recognition but also inaccurately announced to everyone present that Cross was a registered Republican. Cross explains that he grew up in a Republican

household and that he had been a registered Republican at one time for family reasons. His father represented Clinton County in the General Assembly in 1948 and '49. But Cross has also been a registered Democrat, depending on where he lived at the time, he said. But since becoming a political writer, he has been a registered independent.

Soon, a photographer took a photo of Cross posing with Stumbo. But then, Cross said, Richards left the speaker's chair to have his photo taken, too.

While he appreciated the resolution and framed front page, Cross was quick to point out that it "doesn't buy any ink or keep any ink from being used. I think both of those gentlemen are professional enough to know that."

Cross's journalism career began as editor and general manager of The Record in Monticello following his graduation from Western Kentucky University. From Monticello, Cross moved to Russellville to work for Al Smith. After two years, Cross moved to Smith's paper in Leitchfield to become editor. From there, he accepted the Courier-Journal's offer to staff its Somerset bureau. Seven months later, the bureau moved to Bardstown.

After five years in the bureau, Cross moved to the city desk in Louisville from 1984 to 1986. In January 1987, he moved to the Frankfort bureau and was later named political writer.



Above, Al Cross is presented a framed copy of The Kentucky Press by House Majority Floor Leader Greg Stumbo. Below, Cross shakes hands with House Speaker Jody Richards. Richards is a former journalism instructor at Western Kentucky University. The House adopted a resolution honoring Cross for his many years of work covering the General Assembly and his position as national president of the Society for Professional Journalists. Cross noted later that both legislators were eager to have their photos taken with him — perhaps because both are eyeing campaigns for higher office. Richards is known to be interested in running for governor while Stumbo is said to be interested in attorney general. But Cross said that wouldn't influence his coverage one way or the other. Photos courtesy of Rob Carr.



"A resolution honoring Al Cross.

WHEREAS, Al Cross, is a native son of the Commonwealth of Kentucky, born in Albany in Clinton County; and

WHEREAS, Al Cross has been a valued and committed employee of the Louisville Courier-Journal newspaper for a very respectable period of more than two decades; and

WHEREAS, Al Cross has been a fixture in and out of the House and Senate Chambers for over ten years diligently reporting the activities of the legislature to the public; and

WHEREAS, Al Cross is currently serving as president of the Society of Professional Journalists which is the nation's largest professional journalism organization ...

WHEREAS, the mission of the Society of Professional Journalists is to promote a free press, that very free press being essential to the continued success of our nation's democracy;

and WHEREAS, the mission of the Society of Professional Journalists is also to promote high standards of reporting and ethics associated with the profession;

NOW, THEREFORE Be it resolved by the House of Representatives of the General Assembly of the Commonwealth of Kentucky:

Section 1. The House of Representatives does hereby honor and laud Al Cross for his many years of dedicated, professional reporting of the activities of the legislature, and further honors him for his prestigious status of being president of the Society of Professional Journalists.

Section 2. The House of Representatives does hereby recognize that Al Cross exemplifies the values of ethical conduct and professionalism that are set out by the Society of Professional Journalists which he represents.

New radio scanner will receive KSP two-way digital system

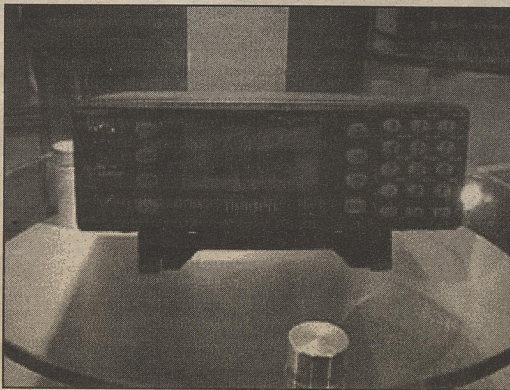
By DAVID GREER
Member Services Director

Citizen Voice and Times editor Jeff Moreland remembers the day not long ago when a bank robbery happened in Irvine but he could hear only part of the police chatter on his scanner. In the past, Moreland typically would have heard most every radio transmission local and Kentucky State Police would have made about the crime. But not this time. State Police had just converted to a new digital radio system that left anyone using a traditional scanner — including journalists — unable to monitor their radio transmissions.

Moreland can still hear his local public safety agencies just fine. They, like most other public safety agencies in small communities, are still using older, traditional technology. It's called analog FM for those who are interested. But Moreland, like many other newspaper editors across the state, can no longer hear most routine KSP transmissions. That is sometimes a hardship on the news-gathering process. It sometimes leaves his paper in the lurch. Trooper work schedules and weekly paper deadlines being what they are can combine to make it difficult to get timely information in the paper from KSP, he said. For that reason, Moreland often found it better to get any information he

could from the scene — whatever that might be. But if you can't hear the KSP transmissions in the first place, an editor or reporter may not even know there was a scene to go to.

Others have had similar challenges in their communities. The Owensboro Messenger-Inquirer's staff hasn't been able to monitor Owensboro Police Department radio transmissions for quite some time because of the depart-



ment's conversion to a high-tech system that rendered traditional radio scanners obsolete. In KSP's situation, the conversion transferred their radio system to a much higher frequency than used in the past and now makes their voice transmissions sound like packets of computer data when received on a traditional scanner.

The problem has been slowly creeping across the nation for some time. A number of newsgathering organizations — primarily in big cities — have found themselves unable to hear their local police and other public safety agencies when those organizations have converted to digital radios. There are real benefits for agencies when they go digital, i.e., greater transmission clarity, improved coverage in

previously hard-to-reach isolated areas and the ability to interface with other public safety agencies they traditionally could not communicate with in the past. Kentucky State Police converted to Motorola's Astro system and have enjoyed the benefits. But the public, including journalists, have been cut out of the action because there are no off-the-shelf radio scanners available now that receive digital police transmissions.

But relief is on the way. Uniden, a consumer-electronics company and a major scanner manufacturer, plans to introduce two models of scanners capable of receiving digital transmissions. The units were announced at the annual Consumer Electronics Show in Las Vegas in January. Interest in the units was high. They will be offered for sale later this year — sometime after October. And they will be expensive — about \$350

for the scanner and another \$325-\$350 for a digital card. The models will be the BC250D, a handheld unit, and the BC785D, a base/mobile unit. Each scanner will be an analog receiver but the BC125D, an internal card, will convert digital transmissions to analog for reception purposes. In all likelihood, Uniden dealers will sell the units for a cheaper "street price" than the suggested retail price.

"I believe this will be a big benefit for small weekly papers," Moreland said of the new scanners. Admittedly, the prices are higher than current model scanners but they will offer 1,100 channels and can scan analog FM in addition to trunked radio and digital systems at the same time, according to a press release on Uniden's web site. In other words, they should fill journalists' need for some time to come.

Additional Information

If purchasing the Uniden or other digital radio scanners in the future, you will encounter the term "APCO 25 standard." APCO, the Association of Public-Safety Communications Officials, is a national organization. APCO 25 refers to the digital radio standard adopted by the group. Thus, the two new Uniden scanners will be APCO 25 compatible.

For additional information, visit these Web sites:
 • www.bearcat1.com/item0022.htm
 • www.snowcrest.net/marnells/uniden-digital.htm

KHSJA convention is May 1

More than 700 high school journalism students from across Kentucky are expected to attend the annual Kentucky High School Journalism Association statewide convention on May 1 at the Galt House East in Louisville.

As in years past, this year's convention will feature sessions for newspapers, broadcast and yearbook. One of the convention's main highlights will be the presentation of the KHSJA awards for best newspaper, yearbook and broadcast entries.

This year's convention will start on the evening before the meeting with a pizza party and dance for those students and advisers traveling overnight. During the pizza party, students will get to talk with professional journalists to find out how they got to where they are today. Some of those slated to attend "Pizza With the Pros"

include Bob Sokoler, morning personality on WHAS-AM Radio, Chris Poynter, Courier-Journal reporter, Chris Parente of WAVE-TV and Mike Jones of Leo magazine.

Convention presenters include Al Cross, Courier-Journal political writer and columnist; Mark Hebert, reporter for WHAS-TV; Paul Rogers, U of L play-by-play announcer; Kristen Cornett, WHAS-TV meteorologist; Susan Mattingly, former metro desk copy desk chief for the New York Times; John Voskuhl of the Lexington Herald-Leader and Pam Platt, public editor of The Courier-Journal; and many others.

Schools can have their newspapers and yearbooks critiqued. The registration deadline is April 15.

For more information, call David Greer or Reba Lewis at (800) 264-5721.

Ron Filkins fills empty board seat

Ron Filkins, publisher of The Kentucky Standard in Bardstown, a tri-weekly publication, has filled the District 5 seat on the KPA board of directors through 2005 following a special election.

The election was necessary after Teresa Rice, general manager and editor of the Lebanon Enterprise, resigned from the board. Rice was named recently as publisher of Filkins' previous paper, The Perry County News in Tell City, Ind. Both are owned by Landmark Community Newspapers Inc.

Before joining Landmark, Filkins was publisher of The Seguin (Texas) Gazette-Enterprise for Southern Newspapers Inc. for six years and The Moore County (Texas) News-Press for four years. Prior to that, he was news

editor/editor for The Perryton (Texas) Herald for eight years.

Filkins has a B.S. degree in history and journalism from the State College of Arkansas as well as a M.A. degree in journalism from the University of Iowa.

Filkins replaced David Greer as Bardstown publisher. Greer accepted a position with KPA as its member services director and administrator of the Kentucky High School Journalism Association.

As publisher, Filkins has responsibilities for The Standard, its cable television local origination station, PLG TV-13, Kentucky Home real estate magazine and the paper's web site, www.kystandard.com. He is also a regional manager for LCNI.

The combined operations, all under one roof, have a total of 33 employees.



'Tis the season – tips for reviewing campaign ads

By KIM GREENE
KPA General
Counsel

Dinsmore & Shohl
It's almost time
for the primary
elections of 2002.

That's good news
and bad news, isn't
it? No one minds the revenue these
ads generate. But the headaches ...
Well, that's another matter.

Political speech is the kind of
speech most fervently protected by the
First Amendment. The notion that the
free flow of ideas is crucial, particularly
in the context of political speech, led
the United States Supreme Court to
decide the famous New York Times v.
Sullivan case. That case involved a
political campaign, and was the first
time that the Supreme Court articulated
different standards of proof in
defamation cases depending upon
whether the plaintiff is a public official/
public figure or private individual.

Incumbent office holders are public
officials, of course, and candidates
for office are public figures. That
means that both the press and the citizenry
have a lot of latitude in their
commentary on the election process or
the relative merits of candidates. We
all know, though, that we can't let
down our guard completely. When
those political ads start pouring in
soon, remember that it is still possible
to defame a public official or public
figure.

For example, you may recall the
case Russell County Judge/Executive
Terri Flanagan brought against The
Times Journal. After an election,
Flanagan sued the newspaper over
three editorials critical of Flanagan's
positions on controversial issues. The
\$1 million jury verdict against the
newspaper was reversed on appeal to
the Supreme Court. Vindication like
that is sweet but, at the end of the day,
the process and the time it takes to
reach that vindication are costly and
disruptive. If you can avoid it with
some prepublication scrutiny, why
not? And you can.

Some of the political ads you have
shared with your Hotline attorneys are
"slick," obviously prepared by professional
ad agencies or PR firms. Others
look more homemade, some even
handwritten and full of grammatical
errors and misspellings. And, of
course, there's everything in between.
All of these ads, no matter what level
of sophistication, require your careful
scrutiny before publication.



One of the reasons for this has to
do with the nature of elections.
Candidates generally feel very strongly
about their campaigns and their
stands on the issues. In many cases,
when they compose their ads, they
express their feelings passionately,
sometimes even intemperately. They
rarely mince words when referring to
the opponents.

So what are some of the things to
look for as you preview these ads?

Pay attention to the accusations
leveled by a challenger against his
incumbent opponent. It's perfectly
legitimate for him to criticize the
incumbent's policies in office as being
ineffective or wrong-headed. It can be
over the line, however, for him to
accuse the incumbent of embezzling or
other types of malfeasance.

Question careless wording of a
candidate's accusations against her
opponent. For example, consider this
sentence: "I have shown the money he
has had to run the office you have
given him for seven years and I want
him to tell you how much of that
money he and his family have personally
taken out of that office during that
time." The sentence is ambiguous, but
certainly could suggest to some readers
that money has inappropriately
found its way into the pockets of the
incumbent and his family members.
When you ask that question, you may
find out that's exactly what the
challenger meant. Or you may find out
that he is criticizing the fact that the
incumbent hired several members of
his own family for salaried positions.
This kind of nepotism is a perfectly
legitimate criticism of an elected official.
But the criticism needs to be stated
clearly.

Watch for stray, negative refer-
ences to third parties. Even though
this is political speech concerning a
campaign, statements in the ad that
defame a non-candidate can make big
trouble for you. For example, some-
times mention of a candidate's family
members creeps into an ad. In an ad
discussing spending county money on
a drug rehabilitation center, there was
a sentence something like this: "I
know at least one of your incumbent's
family members would benefit personally
from a rehabilitation program." That
reference needs a lot of exploring.
If that incumbent has a small family,
the statement might defame all of
them. Even if there have been rumors
that the council member's teenage
daughter has a prescription drug prob-
lem, she is not the candidate. She is a
private individual and she has privacy

rights. That statement may not subject
you to defamation if she truly has the
drug problem, but it could very well
give her a claim for invasion of privacy.

"Cartoon" ads can create problems.
They can also be perfectly legitimate -
and right on target - political commen-
tary. Look at the message created by
the graphic and the wording com-
bined. What is it saying about the
advertiser's opponent? If it's accusing
him of something that is criminal or
otherwise unlawful, beware. If it is
criticizing his record, you're in much
safer waters.

Don't forget letters to the editor
submitted by candidates or on behalf
of candidates. Statements made about
opponents or others in those letters
need to be scrutinized in the same
way.

Don't forget ads which criticize a
group of elected officials, such as the
entire city council or the mayor and
chief of police. A disgruntled former
employee may write in advocating the
ouster of one or more such incum-
bents. How would you handle a state-
ment like this? "I was let go because I
was willing to stand up, question, and
challenge 'the good old boy ways' and
the illegal, immoral, and unethical
practices around me." Even though
the ad doesn't name the city council
members individually, chances are the
city council is a small enough group
that the law would consider this a
defamatory reference to each of the
members. That means any of them
could file a libel suit about it.

There doesn't have to be a candi-
date involved. Issue ads, such as local
option wet/dry referenda, can give
rise to some pretty wild ads. Look for
negative references to identifiable indi-
viduals or small groups of people.
Check them out carefully. On the
other hand, here's an ad that doesn't
create legal heartburn: "Support your
local bootlegger. Vote no March 14."

Consider the ad as a whole. One
ad's headline in an issue referendum
was "Help Fight Judicial Corruption."
No one can argue with the premise
there. But a few paragraphs into the
ad was a specific reference, although
not by name, to the judges in three
particular counties. Read carefully to
see if any reasonable reader of your
paper could interpret this ad to be
accusing the judges in those three
counties (a pretty small group) of
being corrupt.

If you follow the general rule of
thumb of treating political ads with the
same level of scrutiny you would give
your investigative journalism, you are
on the right track. Ask lots of ques-
tions.

In most cases, your questions will
lead to language changes which will
take care of potential legal problems.
Only rarely have your Hotline attor-
ney recommended completely reject-
ing a political ad.

Following these guidelines should
help you ferret out legal concerns. Of
course, your Hotline attorneys are here
to help, too. Call us and/or fax us
copies of questionable political ads.
We'll be happy to talk to you.

Kentucky AG Opinions

The Gleaner/City of Henderson

The attorney general ruled the city
of Henderson should release the job
performance evaluation of City
Manager Jeff Broughton to The
Gleaner.

Initially, the city denied reporter
Frank Boyett's June 2000, request for a
copy of the summary of Broughton's
job performance evaluation. The city
cited three exemptions from the Open
Records Act — the evaluation was of a
personal nature and its disclosure
would be an invasion of privacy, that
the evaluation constituted preliminary
correspondence with a private individ-
ual and that the evaluation itself was
preliminary in nature.

In its ruling, the attorney general's
staff said the city initially was correct
when it relied on the preliminary rec-
ommendation exclusion to deny

Boyett's request. But during the
process of evaluating the city man-
ager's performance and then giving him
a 1.32 percent merit raise, the protec-
tions afforded by that exemption were
forfeited.

The ruling said that Henderson
City Attorney Joe E. Ternes Jr. was cor-
rect and that Boyett, in his appeal,
even agreed that the city manager's
evaluations as completed by the com-
missioners and mayor were the type of
preliminary memoranda in which
opinions are expressed and recom-
mendations made and thus qualified
for exclusion as preliminary recom-
mendations.

The ruling went on to say that
while the attorney general did not
share Boyett's view that the summary
evaluation itself constituted final

See AG on Page 12

Harrodsburg Herald employee begins 60th year at paper

She thought the job would last a week. It didn't. It turned out to be a long week, June Wiley said

By DAVID GREER
Member Services Director

When June Wiley began working at the Harrodsburg Herald in March 1943, she earned \$6 a week. Not an hour — a week. After a few months, she got a \$2 a week raise. Now, more than 59 years later, many aspects of newspapering have changed dramatically but June Wiley is still at The Herald.

Wiley was 21 when she was hired at the paper. She nearly quit her first week. The Linotype machine she operated squirted hot lead droplets on her arm. The tiny burns were painful and she was discouraged but her mother convinced her to stay and finish the week. But before the week was out, Wiley asked the paper's owner for another job. She was reassigned to the advertising department. She's been there ever since.

"It's been a long week," she said, a smile gracing her friendly face.

Over the years, other job opportunities came along but she enjoyed working at The Herald. "I didn't see any point (in leaving)," she said. "They were good to work for."

"It means a lot to work with people who are nice and you like," she said.

Wiley has had a variety of duties in the advertising department over the years. They have included putting ads together, sizing ads, sizing photos for shooting PMTs (photo-mechanical transfers for the younger generation) and proofing ads. She still proofs and waxes ads and keeps them organized.

After her first 30 years on the job,



June Wiley stands beside a framed print of the Harrodsburg Herald building. The print hangs in the Herald's conference room. Wiley wants to work one more year at the paper to make it an even 60, she said.

Wiley was presented with two julep cups. At that point, many people would be thinking about retirement and calling it an end to their career. But not June Wiley. At the half-century mark, she was still going strong. She was given a party and VCR by The Herald. It was only then she went into semi-retirement but she didn't slow down much. She still worked three days a week, then two-and-a-half. Now, the 81-year-old works all day Monday and a half day on Tuesday.

Why continue to work at all at her age? She could stay home, Wiley said,

but she would be bored. She likes getting out and working with young people.

"I enjoy it," Wiley said. "They keep you feeling young."

Wiley's goal now is to work at least one more year to make it 60 at The Herald.

The Herald's ad manager is Cathy Caton. June Wiley is like family — like a grandmother, Caton said.

"She's sweet as can be," Caton said. Having been on the job for nearly six decades, Wiley is a tremendous asset and resource for her ad staff,

Caton said.

Herald publisher Bill Randolph has worked with Wiley for 21 years. He's highly complimentary of her even-tempered disposition. Deadline stress can do bad things to newspaper people sometimes but he's never seen Wiley cross or blow up at anyone, he said.

Although Wiley is the dean of long-time staffers at The Harrodsburg Herald, several of her co-workers have been at the paper 25 to 30 years, some even longer.

"I think it says a lot about the busi-

Newspaper executive by day; high school basketball referee by night

Works first boys Sweet 16

By DAVID GREER
Member Services Director

By day, Glenn Gray is a Kentucky Press Association board member and vice president of operations for Nolan Group Newspapers, based in Manchester. But by night, Gray puts on a striped shirt and becomes a high school basketball referee. From the first of December to about mid-February, he works four or five games a week — both girls and boys. He's

been doing it for 17 years.

But nothing had quite prepared Gray for the phone call he received in early March from the Kentucky High School Athletic Association inviting him to work the boys Sweet 16 tournament in Rupp Arena.

"It was a total shocker," he said. "It's quite an honor. They call it the pinnacle of high school refereeing when you get to work Rupp Arena."

Gray had worked the two previous girls Sweet 16 tournaments and

figured he probably wouldn't get invited back this year since he had done two tournaments in a row. So, the invitation to do the boys tournament was a total surprise, he said. Yet, nothing quite prepares a person to walk out on the Rupp Arena floor for the first time.

"It's an experience," Gray said. "It's a feeling you never forget."

Coaches are invited by KHSAA to referee the boys and girls Sweet 16 tournaments based on a coaches rank-

ing in the region, a ranking from region evaluators and then the final invitation from KHSAA.

Gray officiated two games during the tourney — Shelby Valley vs. Oldham County and Lexington Catholic vs. Oldham County. Lexington Catholic was the eventual state champion.

Why referee basketball? Gray paused for a moment before replying — "I enjoy the game. I just enjoy being around it. And it's great exercise."

State historical society honors Bardstown paper for its history book

Today's news becomes tomorrow's history. As working journalists, it's easy for us to forget that thanks to the grind of deadlines, 24/7 stress, circulation drives, the need to grow ad revenue and keep an eye on the monthly financial statements too but it's true. What we produce is news today and history tomorrow.

With that in mind, it was two years ago that The Kentucky Standard in Bardstown embarked on a sizable challenge — compile and publish a weekly series that would chronicle the 20th century in Nelson County as reported in the pages of The Standard. It just so happened the paper began publishing in 1900 — so its first 100 years in business coincided perfectly with the 20th century.

Once the weekly series, compiled and written by local historian Dixie Hibbs and designed by Standard graphic artist Donna Wilhite, began appearing in the paper, many readers began buying back issues so they would have keepsakes of the series. That led to the idea that the series could be repackaged into an 8 1/2 by 11 inch format and published as a book. That is how the idea for "The Kentucky Standard Centennial Book: 100 Years of Nelson County History" was born.

From there, the project grew into a

248-page book featuring more than 800 photographs and with every name and photo in the book indexed. That's why the Kentucky Historical Society and the History Federation of Kentucky honored the book last month.

history.

Hibbs and Wilhite were nominated for the award by local author Gilbert Milburn. In his nomination, according to a story published in The Standard, he wrote: "This book is a feast for local historians and history buffs, a trip down memory lane for natives of Nelson County and a clear picture into the past for students and members of the younger generation. "I feel it is indeed rare for a newspaper and local author and artist to have the community love and spirit that it took to produce this book."

The book, published in soft- and hard-cover versions, covers every major news event in Nelson County during the 20th century from World War I, Prohibition, major fires, World War II, Korea and Vietnam, high-school sports championships to President Jimmy Carter's visit to Bardstown more than 20 years ago.

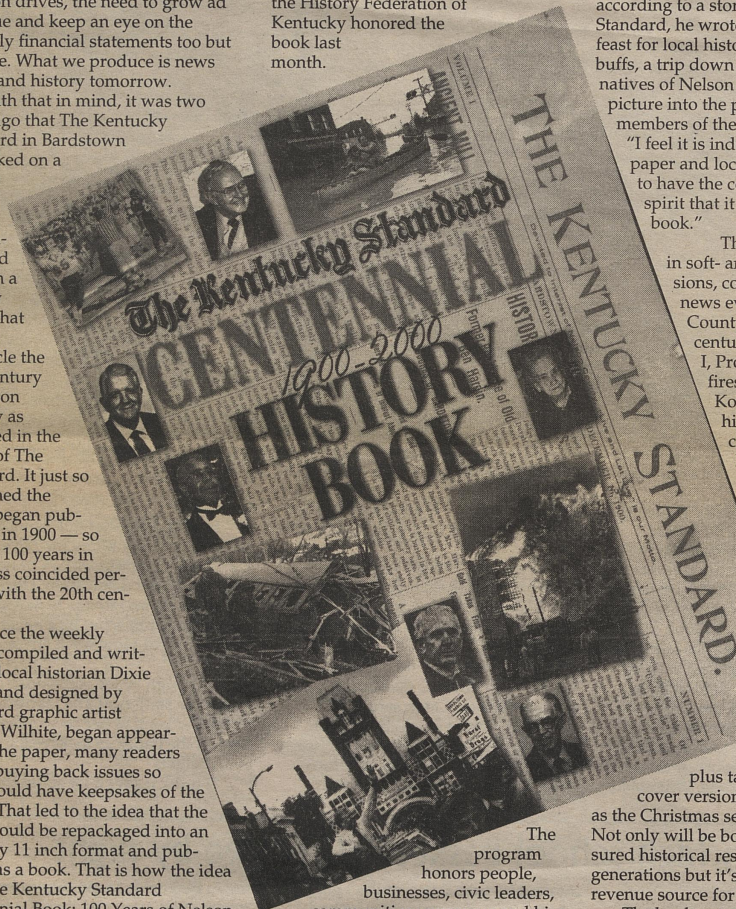
Two thousand copies of the book were printed. The Standard sells them for \$29.95 plus tax for the soft-cover

version and \$39.95

plus tax for the hard-cover version. Sales were brisk as the Christmas season approached. Not only will the book become a treasured historical resource for future generations but it's also been a good revenue source for the paper.

The book was printed in Southern Nelson County at the St. Martin de Porres Print Shop at New Hope.

The program honors people, businesses, civic leaders, communities, museums and history organizations that have made outstanding achievements in preserving



Real-estate, auto ads gain slightly in late 2001

Vienna, Va. — Newspaper advertising expenditures for the fourth quarter of 2001 totaled \$12.3 billion, a decrease of 11.9 percent from the same period the year before, according to preliminary estimates from the Newspaper Association of America. Total ad spending in newspapers for 2001 was \$44.3 billion, down 9 percent from 2000.

Retail advertising in the fourth quarter fell 6.2 percent to \$5.9 billion, national advertising was down 10.7 percent to \$1.7 billion, and classified advertising slid 18.5 percent to \$4.7 billion. For the full year 2001, retail advertising was down 3.4 percent to \$20.7 billion, national advertising declined 8.5 percent to \$7 billion, and classified dropped 15.2 percent to \$16.6 billion.

"The terrorist attacks of last September, and the ensuing soft economy certainly had a chilling effect on ad spending across all media," said NAA President and CEO John F. Sturm. "The newspaper industry, however, is in good shape to move forward when the economy turns the corner, and we're expecting a gradual climb back into positive territory over the course of the year."

Within the classified category in the fourth quarter, real estate continued to show strength, gaining 6.3 percent to \$1.1 billion. Automotive was up 2.4 percent to \$1.6 billion, recruitment sank 46.5 percent to \$1.3 billion, and all other classified ads were down 5.4 percent to \$728 million.

For the full year 2001, real estate increased 10.9 percent to \$3.5 billion, automotive declined 2.7 percent to \$4.9 billion, recruitment dropped 34.5 percent to \$5.7 billion, and all other classified ads slipped 6.9 percent to \$2.5 billion.

"The economy shed over 900,000 jobs in the fourth quarter and that drove down performance in the recruitment category, while a strong housing market helped secure gains in real-estate advertising," said NAA Vice President of Market and Business Analysis Jim Conaghan. "There have been indications of a gradual improvement in the overall economy in the past two months, and our expectation is that this improvement will translate into better advertising numbers during the second half of 2002."

Indiana papers cited for fair housing violations

Fair Housing Act complaints have been filed against two Southern Indiana newspaper operations by the Kentucky Fair Housing Council. The complaints were filed against CNHI's The Evening News in Jeffersonville and The Tribune in New Albany. The

other operation was The Evansville Courier & Press.

Both complaints allege classifieds violated the Fair Housing Act because the words used discriminate against families with children.

Fines for violations of the Fair

Housing Act can range from \$10,000 to \$50,000. Both Indiana complaints are being investigated.

If you have any questions or have received complaints from the KFHC, call David Thompson, KPA executive director, at (502) 264-5721.

Lexington, Georgetown convert to 50-inch web; redesign, add editorial content to 'wow' readers

By DAVID GREER
Member Services Director

It's been about two years since the first Kentucky newspapers began converting to the 50-inch web, part of a newspaper industry trend to conserve newsprint and save money. By most estimates, converting to the slightly narrower pages will save the typical newspaper about 7 percent of its total paper annually.

While several dozen Kentucky papers have already converted, two more, the Lexington Herald-Leader and Georgetown News-Graphic, converted in early March. Both used the conversion as an opportunity to redesign their papers and add content.

Georgetown

"Any reaction we've gotten has been positive," publisher Mike Scogin said. Most readers haven't noticed the smaller page size. Instead, Scogin's paper focused more on promoting additional content. "We've not made a big deal out of it (smaller pages)," he said.

When interviewed, The News-Graphic was only six issues into the redesign and already had gotten 14 new subscriptions that could be directly tied to the new content and/or redesign, Scogin said.

Before the change, The News-Graphic conducted surveys and focus groups. He kept hearing people say they wanted more stories and features about "average folks," Scogin said. A result of that has been a column called "People You Should Know."

Readers can nominate themselves or pick up a nomination form at the paper to nominate someone else. The form has a number of questions having to do with personal preference, i.e. favorite movie, favorite book, favorite food, color, number, singer or group, president, dessert, holiday, etc. There's also a photo of the person being highlighted. Reader response has been excellent, Scogin said.

The paper also added a political column by editor Kevin Hall and TV listings. The political column received several mentions during the next city

LEXINGTON WWW.KENTUCKY.COM HERALD-LEADER

council meeting although it had only run once. Also, the paper has picked up the Cox News Service and will run some in-depth, issue-oriented national copy on Sundays.

The redesign resulted in the removal of the Scott County Courthouse from the paper's flag, Scogin said he wrestled with that one but finally decided the paper needed a fresher, more contemporary look. The News-Graphic is a tri-weekly published each Sunday, Wednesday and Friday.

Lexington

Reaction to The Herald-Leader's redesign and new content was "far more positive than we expected," editor Amanda Bennett said.

Unlike some papers which decided not to even mention the conversion to slightly narrower pages — primarily because experience has shown that most readers don't notice and don't see it as an issue — The Herald-Leader told its readers ahead of time that pages would be getting slightly smaller. But that news was tempered with the fact the print size wouldn't change. In fact, darker print and more space between lines would make the paper more readable, Bennett wrote in a column to readers. Reaction has been positive, she said.

In addition, the paper added several new reader-friendly sections, i.e. food, personal relationships and weekend activities. "We did a lot of research and tried to get things that speak to their lives," Bennett said.

The new food section, for example, has been a big hit, Bennett said. The editorial staff is still fine-tuning the movie grids and stock tables in response to reader comments.

For their research, Bennett divided the newsroom into teams. Ninety of the paper's approximately 150 editori-

al staffers were involved in the redesign. Each team had a task. Some teams did surveys, others conducted focus groups, others made phone calls to readers and so on.

"We did a lot of things," Bennett said. The Herald-Leader also published feedback forms in the paper. More than 1,000 were returned to the paper and given to market research to be tabulated.

Two reader themes came up repeatedly, Bennett said. They were:

1. Don't waste my time.
2. Give me things to do.

One way The Herald-Leader has addressed the "don't waste my time" concern has been to add small, extra headlines on stories to give readers more information so they know whether they want to read a story or move on.

Also, there's now a bigger effort to put weekend and other activity information in the paper so people know what recreational or cultural activities are available. In addition, The Herald-Leader staff now often puts additional information sources, i.e. books and web sites, at the end of stories.

For example, a story on home decorating, Bennett said, now will include books, web sites and other information sources on the topic. Editorial staffers seem to enjoy uncovering as many information sources as possible, the editor said. Reader response has been very positive, she said.

While a few complaints about the redesign were received from readers, Bennett said it was typical of anytime there's change.

Louisville

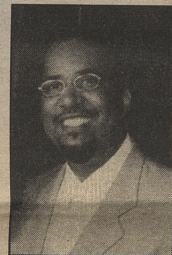
When will the state's largest metro daily convert to a 50-inch web? The answer — in a little more than two years.

The change to the 50-inch web will

coincide with construction of a new printing plant in late 2004. There are no plans to change before then, said Courier-Journal head pressman Louie Evans.

FAME

Continued from page 1



Angelo Henderson

journalism graduate who won a Pulitzer Prize for featuring writing in 1999.

Henderson, who won the Pulitzer for a dramatic narrative detailing the lives affected by an attempted

drugstore robbery that ended in the robber's death, become the 22nd African American to win the Pulitzer since its inception in 1917.

The Creason Lecture is named for the late Joe Creason, a popular, folksy columnist with The Courier-Journal for three decades.

Henderson is a special projects reporter with The Detroit News. He was previously a senior special writer for Page One of the Wall Street Journal. He joined the Wall Street Journal's Detroit Bureau in February 1995 and reported on the U.S. operations of all overseas-based automakers such as Toyota and Honda.

Eighteen months after joining the Wall Street Journal staff, he began covering the Chrysler Corp.

In June 1997, Henderson was promoted to deputy Detroit bureau chief where he managed reporters and wrote stories focusing on the global automotive industry.

Henderson, 39, joined The Detroit News in December 2001. He continues to travel across the United States reporting stories on race, crime, culture and other issues.

GEORGETOWN NEWS-GRAPHIC

Circulation expert talks to West Kentucky Press Association

By DAVID GREER
Member Services Director

Edwin Findley plays it by the numbers. That's because the Danville Advocate Messenger's circulation manager is a proponent of using commission to motivate circulation department staffers and carriers to achieve greater productivity and grow the paper's circulation.

"We like to develop an independent, motivational environment within our department," Findley told members of the West Kentucky Press Association on March 22 during the group's meeting at Gilbertsville.

"In circulation, it's easy to get involved delivering papers and forget to be salespeople to sell the paper," Findley said.

In order to adjust the press run and bolster single copy sales, Findley sends a circulation department representative to the daily morning news meeting in editorial to see what will be featured on the front page. Findley also hired a part-timer to keep racks filled throughout Boyle County. Single copy sales are now up 8 percent, as a result, he said.

To illustrate just how profitable his commission plan can be, Findley gave



Dr. Bob McGaughey of Murray State University, left, Edwin Findley, center, Danville Advocate Messenger circulation manager, and Karl Harrison of The Paducah Sun, attended the March 22 WKPA meeting at Gilbertsville.

the example of one of his district managers who earned more than \$1,000 in commission during one month. That, Findley said, motivated others to stretch to do the same.

On the topic of retention, Findley

said he's learned over the years not to get too concerned when a subscriber cancels because of editorial content. Those readers almost always come back, he said, often as single copy buyers which just means the paper earns

even more money. But stops because of poor delivery service concern him, Findley said, and those are the one he wants to fix.

Dr. Bob McGaughey, retired chairman of the Department of Journalism and Mass Communications at Murray State, led a discussion on ways to recruit, train and retain personnel. New employee orientation is the most important part of the hiring process, he said. Several discussion participants described their newspaper's orientation process. Some were more formal and detailed than others.

McGaughey, who continues to teach at MSU, is executive director of WKPA. Outgoing WKPA president Karl Harrison of the Paducah Sun honored Ed Staats, AP Louisville bureau chief, on Staats' impending retirement later this month.

The incoming WKPA president is Vyron Mitchell of the Cadiz Record. Elected vice president at the meeting was Leigh Landini Wright, features editor of the Paducah Sun.

The WKPA meeting wrapped up with an address by Dr. F. King Alexander, president of Murray State University.

Press can help Supreme Court update courtroom camera rules, chief justice tells regional AOC bench-press forum in Somerset

By DAVID GREER
Member Services Director

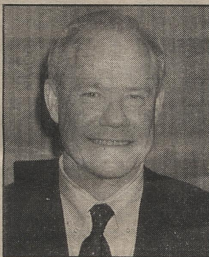
Modernizing the rules governing the use of cameras in Kentucky's courtrooms was one of several topics discussed during the seventh and final regional Administrative Office of the Courts Bench-Press forum on March 21 in Somerset.

Although cameras are permitted in the state's courtrooms, judges have discretion to ban them. Often, they are prohibited because judges don't want the distraction caused by camera flashes or lights or the noise they make but new generation digital still and video cameras often work well with available light and make little noise, one journalist participant told the more than 40 people in attendance.

In response, state Supreme Court Chief Justice Joseph Lambert told the group that if the current rules for cameras are obsolete because of technol-

gy, media organizations should bring those concerns to the AOC and the Supreme Court's standing committees.

Again, the forum was moderated by veteran journalist Bob Schulman of the University of Louisville College of Arts & Science. Schulman has extensive experience in print and broadcast journalism, including The Courier-Journal and WHAS-TV.



Joseph Lambert

The purpose of the forums has been to improve communications between judges and the press in Kentucky. The two sides sometimes clash over trial coverage, among other issues. The Somerset forum featured a four-hour roundtable discussion. As was the case in each previous forum, the ground rules granted anonymity to the participating judges so as not to

inhibit the discussion.

One judge told the group that he generally finds print reporters better prepared while covering trials than their broadcast counterparts. And, he added, print stories, in his view, are more accurate than broadcast stories. Gary White, executive director of the Kentucky Broadcasters Association, countered by explaining that broadcasters have a finite amount of time for their stories. As such, a different writing style is used for broadcast coverage of trials, he said. Also, listeners and viewers tend to have short attention spans which makes long broadcast stories impractical, he said.

One judge said he permitted cameras in his courtroom but preferred a pool arrangement to minimize the number. Associated Press Louisville Bureau Chief Ed Staats explained that pool cameras don't always serve the media's needs for visuals — particularly the desire by newspapers to have unique photos.

Another point raised during the

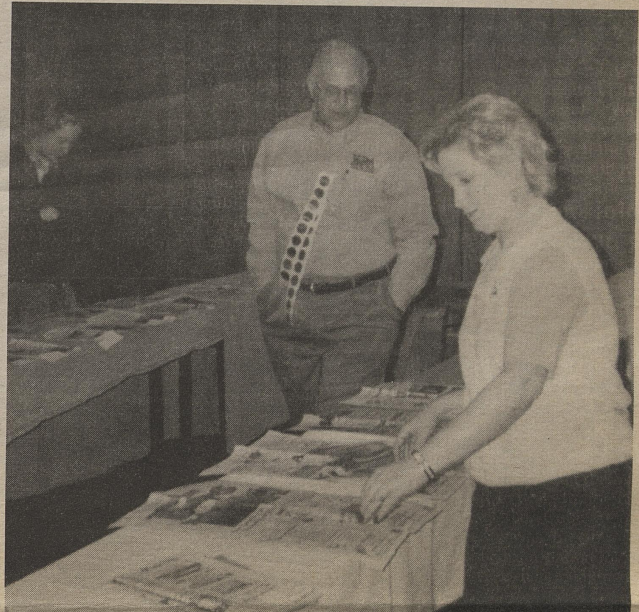
discussion involved the process used by newspapers in deciding how much coverage to give certain stories, particularly trials. Some judges were concerned about newspapers editorializing about trials or verdicts while trials were still in progress.

Lexington Herald-Leader editor Amanda Bennett and David Hawpe, Courier-Journal editorial page editor, explained to the judges the degree of independence between the editorial and news pages at their papers. Both even cited recent situations in which news and editorial page content contradicted one another because the reporting staff and editorial page staffs have so little contact with each other. Bennett said during her 23 years at the Wall Street Journal that reporters and editorial page writers wouldn't even speak to one another when riding the same elevator in order to preserve their independence.

KPA/KPS goes west



KPA visited Albuquerque, M.N., last month to have the KPA Ad Contest judged. Here, David Thompson, center, Sharon Tuminski, left, Sue Cammack and Dave Eldridge found a memorable sign.



David Thompson, center, and Teresa Revlett, right, KPS director of sales, organize contest entries for judges from the New Mexico Press Association.

Inland launches Weekly Newspaper Operations Survey

KPA to be co-sponsor for newspaper research survey

Inland Research has revamped the National Cost and Revenue Study for Weekly Newspapers to simplify the process of submitting the data and provide more comprehensive information on compensation and general operations.

Co-sponsors of the new study, now called "The Weekly Newspaper Operations Survey," include the Kentucky Press Association, Suburban Newspapers of America, the National Newspaper Association and New England Newspaper Association.

Inland has also dramatically reduced the price for the new and improved study. Participants pay only \$79, a nearly 50 percent discount from last year. Extra copies of the final report can be ordered for \$49.

The improved survey will take less

than two hours to complete. All participants need to complete the survey are their IRS form, postal or audit statements, and records of lineage and payroll. Results will help participants assess the relative health of their operations and indicate where attention is needed. In challenging economic times, performance benchmarks such as those provided by this survey become more significant.

"They can show positive areas in your operation as well as areas you might need to address to achieve more efficiency and productivity," said Ray Carlsen, executive director of Inland Press Association.

The survey is the industry's only source for comparative data of weekly newspaper operations. Designed specifically for weeklies, the study allows comparison of financial figures between newspapers of similar circulations and similar operating revenues.

"The information provides weeklies with reliable performance bench-

marks," said Dimitri Galetsis, Inland's business research manager.

"Newspapers can see if their operating profits are comparable to newspapers in their revenue category or if payroll costs and employee numbers are out of line."

Among the topics covered in the study: revenue, profitability, departmental costs, return on commercial operations and shoppers, base pay and total direct pay norms for 12 job titles, and survey results regarding insurance and retirement plans.

Participants can also use the survey for compensation planning. The exclusive salary and wage survey for weeklies measures the low, mean, median and high annual base pay and total direct pay for 12 job titles. A benefits survey, which was part of the former Weekly Cost and Revenue Study for the last two years, will be part of the Weekly Newspaper Operations Survey.

The last improvement added to

the survey is a selection of operational questions that will provide guidelines for future business decisions of participants. The questions address such operational factors such as use of independent contractors and online services.

Forms and instructions can be downloaded from the Inland Web site at www.inlandpress.org in the File Gallery (left-hand navigation bar). They can also be e-mailed.

Results are confidential. Each newspaper is assigned a key number, which allows comparison of expense and revenue categories without revealing the newspaper's identity.

Any weekly newspaper from the United States or Canada can participate. Data is reported for single-flag and multiple-flag circulations. Newspapers with paid and free circulations may participate. For more information, call Inland, (847) 795-0380 or write to mchester@inlandpress.org.

TIDBITS

Continued from page 1

make sure public information remains public information. Although he hasn't always won the argument, it's refreshing to hear those comments being emphasized on the House floor.

Rep. Marcotte had an amendment ready for Senate Bill 136, the government security bill sponsored by Sen. Dick Roeding, that would address our concerns with the issue.

We had supplied language to numerous State Representatives after SB 136 was passed by the Senate, and Rep. Marcotte called to say he was filing our recommendations as amendments.

It appears SB 136 won't be going anywhere in the House. It's been sitting there since mid-February with no action by the House State Government Committee.

Rep. Marcotte, even though he voted "no" in committee on HB 768

authorizing electronic gaming at race tracks, told the sponsor, Rep. Jim Callahan, that meetings and records of the Gaming Commission must be opened.

He said that the first time the bill was heard by the Licensing and Occupations Committee, and a second time in committee when the bill came up for a final vote.

Rep. Callahan assured Rep. Marcotte the open meetings and open records language had been amended with language supplied by the Kentucky Press Association.

Kim Greene, KPA General Counsel, worked with the racing industry to get our language into the bill and the version approved by the committee and sent to the full House contained word-for-word the KPA language.

Since several legislators had pushed the issue, Rep. Callahan told the committee, "The changes have the blessings of the Kentucky Press

Association."

New Job Requirement?

For fear of identifying the newspaper that sent this, I'll only say it came from a weekly newspaper west of I-65.

I received a note recently from the general manager in need of an employee. He wouldn't fret over the employee's title, anything from editor, to general manager, to jack-of-all-trades, whatever it would take to get someone to help him out.

The description was somewhat typical: good communication skills, good personality and able to work with the public, experience with Quark for design and layout.

But the bottom line was this: "Must be able to meet deadlines in entering KPA contests."

Guess that means whoever gets the job cannot be a member of the Kentucky Procrastinators Association.

Insurance Skyrocketing

I had occasion recently to search files for some information and tucked away in one folder was our renewal notice from 1986 for health insurance.

I glanced through it, intrigued by what I found.

We had the same number of employees then as now. But you can imagine the costs were no where near similar.

In 1986, the monthly premium to supply health insurance to the entire staff was the same it costs today for any TWO staff members. Quite a difference.

And that brings me to my all-time favorite bumper sticker. I saw it on a car in Georgetown, in the early 1990s when the legislature was fiddlin' with health insurance regulations.

The bumper sticker read:

"If you think the legislature screwed up education, just wait! I'll see what they do with insurance."

The education reference was, of course, to KERA.

PEOPLE

Continued from page 2

Tameka Crittenden has been promoted to assist bookkeeper with the paper's accounting department. She has been with the paper three years.

Tonya Stormes, with the paper since last fall, has assumed the position of circulation manager. She and her husband have a daughter.

Victoria Schreiner has taken the position of the newspaper's associate advertising manager for a one year appointment. She will work with the advertising manager in planning and in administrative functions as part of the company's training program. Her husband, Bruce, is an Associated Press reporter in the Louisville bureau.

Somerset daily news

editor wins first in contest

Commonwealth Journal news editor Carol Coffey won first place in a

national writing contest. An in-depth story on a seven-year-old murder case took the Best News Story category in the CNHI quarterly contest for the company's papers in the daily 7,500-15,000 circulation division.

Codling named editor in Carrollton

Phyllis Codling has been named editor of the News-Democrat in Carrollton. A 1984 graduate of Ohio University, she is a Northwest Ohio native. Her journalism career began as a reporter for weeklies in Connecticut. She returned to Ohio in 1992, working suburban weeklies in the Cincinnati area. She then moved to dailies and worked as a copy editor in Hamilton, Ohio, and then as assistant Sunday editor at the York (Pa.) Dispatch/Sunday News.

Most recently, Codling was a copy editor for Stars and Stripes, the newspaper covering the U.S. military sta-

tioned overseas. She worked in the Tokyo bureau and later moved to the central office in Washington, D.C.

Photo chosen for agricultural promotions

A photo taken by Kathy Hathcock, photographer for the Russellville News-Democrat and Leader, has been selected to showcase Kentucky's agricultural heritage. The photo was entered in a contest sponsored by the Kentucky Department of Agriculture, the West Kentucky Corporation and Kentucky Farm Bureau. Photos selected as contest winners, including Hathcock's, will be used in advertising promoting Kentucky agriculture. Her photo depicts a wheat field on a Logan County farm. About 700 entries were received and about 10 percent of the submissions were selected for display in the tunnel between the Capitol Annex and the Capitol in Frankfort.

RACKS

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nience store. Guess what? No papers there either. By now I was hungry and very irritated. And I'm a newspaper industry insider. I wonder what our customers — who probably aren't too concerned with our distribution problems — must think of us when they try to buy our products but we have none available?

As the old saying goes, the third time was the charm. Of course, by now I had used up nearly 20 of my 60 minutes set aside for lunch. I was not a happy customer.

Carpenter and the NAA study are right. Sell-outs do annoy customers. I defied the odds that say under such circumstances one-third of our customers give up. I didn't give up. I was determined to find a paper to read at lunch that day but I was still annoyed.

We have some valuable lessons to learn when it comes to selling our papers. One of them might be as simple as making sure the racks are stocked with plenty of papers.

CAMPUS

Continued from page 1

This includes a three-hour advertising layout and design session and the KPA Advertising Contest luncheon. For that portion of the schedule, a registration fee and lunch fee will be charged.

A separate program will be held from 9 a.m. to 3:30 p.m. on Saturday, April 20, for the benefit of high school journalism advisers.

Fax your completed Traveling

Campus registration form to SNPA. (The sessions are free but SNPA would like to know how many people plan to attend. Registration forms were mailed last month.)

For additional information, call KPA at (800) 264-5721 and ask for David Thompson, executive director, or David Greer, member services director. Or call SNPA at (404) 256-0444 and ask for Shannon Plaster.

AG

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agency action, the attorney general's staff did find that the commission's final action — giving Broughton the 1.32 percent merit raise — did constitute a final action and thus forfeited its preliminary status.

"...while we continue to ascribe to the view that a rank and file public agency employee's privacy interest in his evaluation outweighs the public's interest in disclosure, we believe that because a city manager is ultimately

responsible for the management of city government, the public's interest in his evaluation is heightened, and his expectation of privacy in that evaluation is correspondingly reduced. This, like a school superintendent's evaluation, the evaluation of the Henderson city manager, whatever the purpose for which it is undertaken, is a nonexempt public record which must be released for public inspection," the ruling said.