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Don't miss KPA's Ad Seminar

Advertising staff members, you won't want to miss this—and chances are, your publishers won't want you to miss it either!

The 1995 Kentucky Press Association Spring Advertising Seminar features all kinds of ideas for advertising staffs, including one session that will present 100 ideas to help enhance ad revenues.

The seminar, sponsored annually by KPA's Ad Steering Committee, will be held April 27-28 at the Marriott Hotel, formerly the Radisson, in Louisville.

The two-day seminar features motivational speaker Peter Wagner, one of the most sought-after speakers for press association seminars and conventions.

Thursday's program begins with the session, "I've Seen the Future and It Is Print!" Wagner will tell attendees the future of America's community and small newspapers is fantastic, and that the changes taking place in marketing and technology create the most exciting opportunity since World War II. The two-hour program outlines the necessary steps to increase income through regional expansion, process color and niche publishing.

The Thursday afternoon program features the session, "One Hundred Ideas for Fun and Profit." The four-hour program includes more than 200 slides and presents a variety of successful advertising promotions.

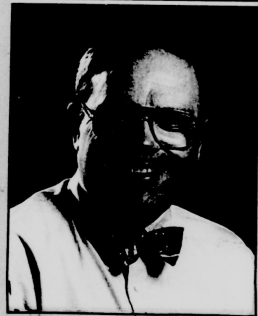
Continued on Page 16

Wagner to be key speaker

Peter W. Wagner is currently one of the most popular speakers on the newspaper convention circuit. During the past year, he appeared at more than 40 association meetings in 28 states and four Canadian provinces.

Wagner, 54, was born and raised in Sioux Falls, SD. He has always been enamored with the advertising profession and media sales. He held his first full-time position as a "top 40" disk jockey while still in high school and started his own advertising agency when only 20.

Continued on Page 16



Peter Wagner

Get ready for NIE Week: March 6-10

It's time once again to lure new readers for your newspaper!

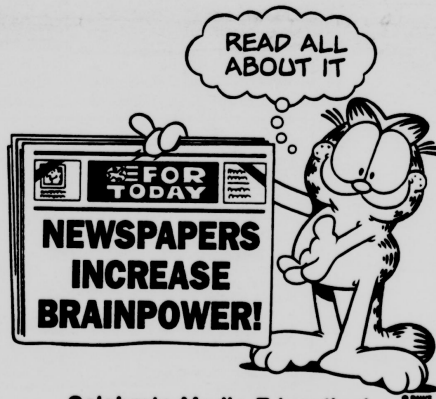
Newspaper In Education Week is March 6-10. It's a perfect time to kick-start some programs in your communities to make people aware of the value of newspapers in their lives—namely your newspaper.

Garfield the cat is once again helping newspapers make the point that they can be a vital part of schools' curriculums.

Materials from the Newspaper Association of America have been sent to the Kentucky Press Association central office. The materials include articles about NIE, and cartoons to promote the event.

Anyone interested in the materials can call the KPA central office at (800) 264-5721.

Sponsors of NIE Week include the International Reading Association, National Council for the Social Studies, the Newspaper Association of America (NAA) Foundation and, for the first time, Kidsnet, the non-profit clearinghouse for children's audio, video, radio and TV.



**Celebrate Media Education!
Celebrate Newspaper in Education Week,
March 6-10, 1995**

Your newspaper can help you learn about and appreciate the differences and similarities among all people, beginning with those right in your classroom and in your neighborhood.

Each year your local newspaper, schools, and reading and social studies educators join together for NIE week.

NIE Week is sponsored by the Newspaper Association of America Foundation, the International Reading Association and the National Council for the Social Studies.

KPA group picks sites for forums

Paducah, Bowling Green, Louisville, Covington, Cumberland and Lexington—that's where the Kentucky Press Association wants the state's gubernatorial hopefuls to gather for public forums sometime before the November election.

A KPA committee met in late February to discuss where to hold a series of public forums featuring the candidates for governor. The forums were the brainchild of the staff of the Lexington Herald-Leader and Tom Caudill, assistant managing editor for local news, who also chairs the committee.

Members discussed the pros and cons of holding the forums at different places across the state and, after careful deliberation, decided on the above cities.

As discussed, KPA will host forums in Lexington and Louisville sometime before the May 23 Primary Election. Continued on Page 15

Inside This Issue...



'Fired!' But it shouldn't be the end of your world

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Preparation is the key to good photos

.....See Page 10

Living under a libel suit is not easy

.....See Page 12

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12	13	14	15	16	17	18
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26	27	28	29	30	31	

What's Up?

MARCH

- 6-10 **NEWSPAPERS IN EDUCATION WEEK**
- 8-11 **NNA Government Affairs Conference, Washington, D.C.**
- 17 **ST. PATRICK'S DAY**
- 23 **KPA judges Georgia Better Newspaper Contest, Harley Hotel, Lexington**
- 24 **KPA Board of Directors Meeting, KPA Central Office, Frankfort**
- 30 **Georgia judges KPA Better Newspaper Contest**

APRIL

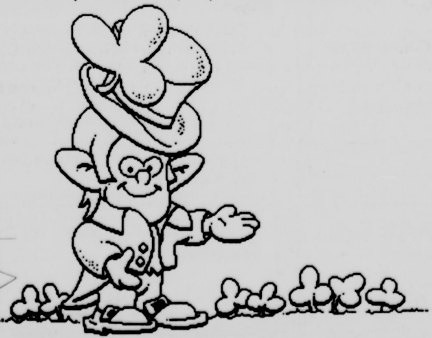
- 9 **PALM SUNDAY**
- 16 **EASTER**

AD IDEAS, MARCH

SPRINGTIME! It's just around the corner, so get busy promoting those lawn and garden products! And don't forget, springtime also means spring cleaning, so get your advertisers to promote their cleaning products.

EASTER! Go ahead, plan ahead! Start planning your Easter tab, and check with florists and other stores for Easter goodies.

SUMMER! Get with your staffs and plan your summer promotions, if you haven't done so



Will they, or won't they?

Legislature to consider opening conference committee meetings during 1996 session

It seems to be the issue that just won't die—which should leave newspapers across the state feeling a little like winners.

State Reps. Jim Bruce and Ramsey Morris, both Hopkinsville Democrats, have prefiled bills for the 1996 General Assembly which call for adding conference and free conference committees to the list of those required to be open under the state Open Meetings Act.

Bruce originally sponsored the state Open Meetings Law in the mid-1970s.

Morris is chairman of the House State Government committee, the committee which would take up any such bill.

Bruce said he thinks the best way to handle opening conference and free conference committees is to amend the Open Meetings Law. In the past, efforts to open these meetings and those of the House and Senate Democratic Caucuses have come through attempts to amend the House and Senate rules, but such efforts have been soundly defeated.

Although most Democrats

have spoken against opening their caucus meetings, there is more support for opening conference and free conference committee meetings. House and Senate Republicans already open their caucus meetings.

Conference committees are formed when similar bills pass the House and Senate, but the chambers cannot agree on some aspects of the bills. Conflicts in the legislation are hammered out during meetings of conference committees, which are comprised of members of both the House and Senate.

Papers increase prices

Rising newspaper, postal costs call for increases

Several Kentucky newspapers have announced subscription price increases—most caused by increased prices of newsprint and postal services.

In the month of January many Kentucky papers announced price increases, according to articles in the papers.

"Because of increases in postage rates imposed Jan. 1 by the U.S. Postal Service, the Elliott County News is forced

to increase mail subscription rates," an article in the Sandy Hook newspaper said. The paper raised its rates \$2 per year for in-county, from \$10 to \$12.

The Wolfe County News and the Licking Valley Courier also said they were going to increase their subscription rates because of increased postal services. The Licking Valley Courier raised its rates in-county from \$11.50 to

\$13.50, while the Wolfe County News raised its rates in-county from \$11 to \$13. All of the papers are owned by Earl Kinner.

The Greenville Leader-News also announced it was raising prices, but cited increased costs for newsprint as well as rising postal costs as the reasons. The paper also raised its newsstand cost from 25 cents to 30 cents.

The Harrodsburg Herald

Continued on Page 16



Kentucky Press Association, Inc.

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Our News For You: KPA Nuggets



Heath on TV

Max Heath, a former Kentucky Press Association President and Executive Editor for Landmark Community Newspapers Inc., has expanded his postal training seminars to include television.

Heath, postal chairman for the National Newspaper Association, often performs seminars called "MAXimizing Your Postage Savings and Delivery" for various press associations and groups.

Now, the Newspaper Association of America (NAA) has asked Max to join in on a 30-minute video for viewing on the Newspaper Satellite Network, an independent training service which provides 48 training videos each year to newspapers.

The video was filmed in Dallas Jan. 10 and broadcast Jan. 19.

The Oregon Newspaper Publishers' Association has also asked Heath to participate in a statewide interactive television network presentation of his postal seminar.

March 23 Heath will appear before a group of newspaper people in a studio in Portland, Ore., and other newspaper people from across the state will be able to ask him questions through a network of television stations at different sites.

NNA likes changes for fairness

WASHINGTON, D.C.—Tonda F. Rush, President and CEO for the National Newspaper Association, said community newspaper publishers were pleased that their "ARC Amendment"—designed to provide fair Access, fair Rates and fair Competition for small electronic publishers such as community newspapers on the electronic information superhighway—had been included in the Democratic draft of telecommunications legislation released in mid-February by Democrats on the Senate Commerce, Science and Transportation Committee.

She said that the "Pressler Discussion Draft" of telecommunications legislation released earlier by Commerce Committee Chairman Larry Pressler, R-SD, also contained the essential provisions of the ARC Amendment, and that NNA was working with the committee staff to fine-tune those provisions to provide the same competitive stimulus as the original amendment.

Continued on Page 16

New Arrivals at the Central Office



KPA Central Office Clipping Assistant Holly Stigers celebrated the birth of a son, Adam Scott, in early February. Adam Scott weighed a little over five pounds at birth.



Below, Sherry Harper joined the Central Office staff as Advertising Assistant. She replaces Reba Lewis, who was promoted to Research/Marketing Coordinator.

CommonNet getting around

Watch your mail!

If you haven't received a copy of the new version of FirstClass Client software used to access the Kentucky Press Association Bulletin Board System, CommonNet, call the KPA central office at (800) 264-5721.

Newspapers across the state should have received their updated copies of FirstClass by the time they receive this issue of The Kentucky Press.

The updated version of FirstClass for Macintosh was copied and mailed to all Kentucky newspapers Friday, March 3. The IBM version will be available later.

If you already have FirstClass Client installed on your computers, you

can download the updated version directly by calling CommonNet.

For those who are confused about what is on CommonNet and what the bulletin board system can do for them, KPA is designing a videotape explaining the bulletin board system and the mounds of information it makes available for newspapers.

For example, the KPA News Bureau uploads to the system each week the most recent filings in Franklin Circuit Court, the Kentucky Court of Appeals, the state Department of Alcoholic Beverage Control, the Kentucky Board of Medical Licensure, lists of state government meetings and other happenings, along with the News

Bureau's latest addition, administrative hearing schedules for the Department of Natural Resources.

In addition to News Bureau information, KPA also uploads all contest information and information and schedules for conventions, as well as uploading the statewide classified ads each week.

Uploading information to the bulletin board system means newspapers do not have to retype the information; they can simply download them straight into their computers, which saves time and money.

For more information about CommonNet for FirstClass Client, call the KPA central office.

Life in Russia not easy for former LCNI leader

Editor's Note: Larry Paden took an early retirement from Landmark Community Newspapers Inc. to be a missionary in Russia. Here is a recent letter from Paden, former vice president/general manager of LCNI, who left the company in January, 1994.

Well, we've lasted longer than two weeks in Russia. Life is much more difficult than we imagined it would be—at least during this winter season. Winter is brutal. Today is the first day we've had temperatures out of the single digits during the day, and on two occasions it snowed all day and night. This weather makes getting around the busses, trolleys and trams arduous.

We wear heavy coats, scarfs, gloves, hats and several layers of clothing. We must pack ourselves in the busses, etc., to move as many people as possible. Stops are crowded, waiting for transportation, and than it's a pushing, shoving match to the doors. Just to go out requires time to get ready.

There is food, but the selection is very limited; potatoes, beans, eggs,

flour, oranges, apples, carrots, cabbage and some bananas, bread, chicken and sausage. There is meat, but it's not packaged and we are not ready to try it, or the fish. All the food is natural, so meals must be prepared from scratch. No spices, except salt, pepper and sugar. People sell natural weeds at market which are the spices here, but we have no idea what they are or how to prepare them.

Apartment is big enough, but temperature inside is a bit cool—64 degrees daytime, drops 8-10 degrees at night. No real bed. We open our couch every night, make bed, and reverse process in morning.

There are 10 ladies and one man who regularly come to service on Sunday and to our flat to gather on Monday night. We are beginning to interact with them in other ways. We do have three other men and a couple of ladies who come either to service or study.

I have met with director of business college and will begin some teaching in February. They have two-week courses during which businessmen prepare budgets, etc. I am going to meet with each and review their plans, then begin speaking occasionally dur-

ing two weeks. Courses are taught by Russians who spent a month at university in Great Britain learning how to develop business and marketing plans.

Linda will begin teaching 6 & 7-year-old youngsters with their granies or parents present in a couple of weeks. She is going to do this through library. I have been invited by library to organize an English club and teach basic marketing principles at the club. I would do this one night a week. I believe this would give me access to a lot of people.

The city of Tula issued a decree last week forbidding all public preaching of the Bible, unless through a registered church. I have no registered church here, as yet. We may not be able to meet in a public facility for our Sunday service, but we can have people to our apartment to gather as friends.

We have to go out daily to buy food. All our water must be boiled. No milk in cartons. It's fresh and we must boil it for 15 minutes and then refrigerate it before drinking.

I think of you often.

Towles writes more history

Don Towles is fast becoming an expert on Kentucky journalism history.

The former Courier-Journal vice president for public affairs and a past president of KPA, was the main author of the history book published by the Kentucky Press Association, "The Press of Kentucky: 1787-1994," and he isn't finished writing about journalism history.

Towles recently wrote an article for Kentucky Living's February issue, titled, "Journalism, Kentucky Style."

"Name an institution which has brought about the greatest change in the Commonwealth during the past 200 years or so and it probably has to be Kentucky's newspapers," Towles wrote in the article.

Towles delves into the life of John Bradford, the first known newspaper publisher in Kentucky, and traces journalism history on up through Henry Watterson, the colorful editor of The Courier-Journal and into the present.

What's Up, Dave?



Dave Eldridge of the Henry County Local toys with computer clip-art during the KPA Winter Convention. Dave worked on the Macintosh Performa CD used at KPA to produce media marketing kits.

Fired!

But author says it should not be the end of your world

Ken Davis, a newspaper executive who once lost a job, explains how to turn the unthinkable into good fortune in his new book, titled, "Fired!...Your proven guide to finding a better job faster, and earning more than ever before."

Davis wrote this step-by-step guide for the suddenly unemployed because his first-hand experience taught him that there are right ways and wrong ways to go about job hunting.

Davis, who has worked for newspapers in Texas, South Carolina, Oklahoma and Ohio, is now corporate circulation director for American Publishing Company, which publishes 159 newspapers in 29 states, including the Harlan Daily Enterprise and Middlesboro Daily News in Kentucky. He is based at the "Port Arthur News" in Southeast Texas.

When he was fired from a job six years ago, Davis found that most books about the job-search process were written by personnel managers, rather than someone who had actually been unemployed.

His user-friendly guide offers "proper techniques for getting several interviews quickly and proven ways to maximize salary and benefits," Davis said. "It concludes with a chapter on how to hold your new job." The book comes complete with 27 forms for your success to fill out.

"Fired!" came out the second week of February.

Copies are available through Davis, or through the 246 newspapers nationwide that will be carrying the author's syndicated-type column called "Get A Job!" Papers will receive the columns free, and they will also receive 25 percent of the gross proceeds from any book orders placed through their paper.

Davis, an international speaker, based his newspaper columns on questions raised at seminars he conducts for civic groups and churches. Topics range from "Don't be tricked into telephone interviews" to "Age may be an asset." An article on his columns can be seen in an upcoming issue of the "Army Times" supplement called "Second Career."

Need information from Frankfort but don't know how to find it?

Call the **KPA News Bureau**
(800) 264-5721

Scenes of Kentucky politics offered

If you look back in Stuart Arnold's college English Literature book, you will find the margins full of cartoons.

No, they're not cartoons the book publishers added to liven up the text.

They're how Arnold spent a lot of his time in class.

Arnold loves drawing, and he has come up with an idea to benefit weekly, multi-weekly and small daily newspapers across the state. Every week he provides some Kentucky newspapers with political editorial cartoons about issues affecting the state.

"Nobody was doing any political or editorial-type cartoons on what was going on in the state," he said. "Weeklies and other papers didn't have any access to artwork about what was going on in Kentucky."

By day, Arnold works at the Danville Advocate-Messenger, a daily newspaper which also uses his cartoons.

By night, or whenever he gets the chance, he puts his cartoons on the Kentucky Press Association's bulletin board system, CommonNet, so any newspaper that wants to see a sample of his cartoons can do so.

"I give the weeklies something normally reserved for the large dailies," Arnold said.

He got the idea to upload his cartoons to CommonNet from Jerry Gibson, the network administrator. But the idea came alive in his mind long before that, when he heard someone else had started a similar service for the weeklies but stopped sending out car-



Stuart Arnold

WHAT A GREAT VIEW!
SO, WHAT HAPPENS NEXT?



ARNOLD@CARICATURES OF KY '95

toons after a few months.

"I thought it was a good idea, and I already draw for another weekly service," Arnold said.

He already has 12 regular newspapers that subscribe to his cartoon service, which includes two dailies, nine weeklies and one shopper.

"This is something I've always wanted to do, but it's a hard thing to

break into," he said.

Any newspaper wanting to subscribe to Arnold's weekly cartoon service can call him at (606) 236-2551. Newspapers receive one cartoon per week. For weeklies, the cost is \$12 per month; for dailies, it's \$24 per month. To use a single cartoon just once, the cost is \$8, Arnold said.

Anyone who wants to sample

Arnold's work can download a preview copy of his cartoons which he uploads to CommonNet each Tuesday. The preview copy is good for viewing on a computer screen, but is not the quality necessary for good reproduction on newsprint, he said. Anyone who wants to receive a print-quality copy of one of his cartoons need only give him a call.

Two-Steppin' in E'Town

The staff of the Elizabethtown News-Enterprise recently kicked off their entry into Landmark Community Newspapers' management strategy called "Team Management." The theme for the evening was country-western, and employees really got into the spirit of things!



Above, administrative assistant Sue Farmer presents Debbie Warren from the business office with her "Trail Blazer" award, while, in the center picture, publisher Mike Anderson presents coach Kathy Helm with a cast-iron skillet to keep the Senior Leadership Team in line.



To the right, coach Kathy Helm gives a testimonial concerning Team Management.





The Buck Stops Here: Ad News

Asking questions key to sales

Editor's Note: The following guest column was written by Taylor Hayes, advertising manager of the Kentucky New Era of Hopkinsville.

Do you have regular advertisers that are difficult to sell anything to, other than their normal ad schedule?

Have you found yourself not knowing what to say to a new advertiser, except the facts about your newspaper?

Have you stumbled for words when you get a negative feeling an advertiser is getting ready to say no?

If you have been in sales long, I'm sure you have experienced each of these situations. However, the ad sales reps that seem to always bring in the sale when it seemed impossible are the ones that not only are enthusiastic, but probably asked a few "inquiring" questions—the types of questions that make the advertiser do most of the talking while you do most of the listening and learning.

Asking questions shows an advertiser you are genuinely interested in their business and, and that you're not there just to make a commission sale. With the information you gather, the

program you design will become easier to present because it was derived from information the advertiser gave vs. the facts you gave. In essence, you become a consultant, vs. a sales person, and that's what you should be.

Below are some examples of inquiring questions.

* Tom, most of the clients I talk with are interested in one of these ideas: low cost per thousand, targeting a particular audience or making sure the proper image is shown in their ad campaign. Which of these ideas is most important to you?

* John, many of my local accounts are primarily interested in one of these advertising strategies: advertise heavily once a month, around pay-days; advertise twice a month; or, advertise lightly each week. Which of these ideas do you think is most important to you?

* How important is image perception to you?

* Obviously you have a good reason for wanting to target your produce toward women only. Do you mind if I ask what it is?

* What do you feel are your greatest problem areas in moving your mer-

chandise?

* Are you presently advertising? What are you using? What do you like best about each medium? What do you like least about each medium?

* In your opinion, do you feel men or women respond better to your present ad campaign?

* What are the biggest changes you've noticed lately in your business?

The numbers and types of questions to ask are endless and depend on what you are trying to accomplish; thus, you must do some homework and write down some questions that will give you the information you need. Also, keep in mind that when asking an advertiser to make a decision, offer the advertiser a choice. If you don't, you may get a negative response that leads to a dead-end. (Example: In your opinion, do you like the weekday schedule or the weekend schedule? If they say neither, then ask them for their opinion on what type of schedule would be best.)

Asking the right questions at the right time takes a lot of practice. It is not the cure of all sales dilemmas, but doing so will help you stay in the sales process longer.

Publisher educates ad staff to avoid possible HUD fines

By Richard Robards
Central Ky. News Journal,
Campbellsville

Weekly newspaper people got more than a little nervous several weeks ago when a fax arrived from the Kentucky Press Association.

Normally a mailing or fax from KPA would not elicit that kind of response.

However, most of our correspondence does not deal with the prospects of thousands of dollars in fines. A central Kentucky newspaper was facing such a problem—a harsh reminder that our federal government is there to help us, not hurt us.

As far back as the fourth quarter of last year we have been working to educate ourselves and our advertisers about Fair Housing Guidelines.

Our company does a really good job of staying abreast of potential problems. Long before the KPA fax, we were instructed to begin complying with what the Fair Housing Act states.

We embrace the tenets of the act, but with enforcement agents in the neighborhood, the effort to make sure that we had all our I's dotted and T's crossed was being made at a speed faster than we were able to keep up.

We adopted a written Fair Housing Policy and have it posted in the office and have mailed it to our real estate customers.

Basically, what the policy says is that the wording of our ads cannot discriminate in the sale, rental, leasing and financing of housing on the basis of race, sex, color, religion, national origin, mental or physical handicap or familial status.

We have begun training those responsible for taking classified and display ads to educate them about all the "red flag" words that are unacceptable in advertising. We sent three of our staff members to a recent seminar and paid the registration fee for real estate agents who accepted our invitation to attend.

We make sure to publish a HUD Publisher's Notice as close to the same spot on each issue's classified pages.

We've put all this in place, and we're still nervous that we may not please a federal field agent checking for compliance.

That's why we were so nervous. The central Kentucky newspaper was facing the possibility of a \$40,000 fine. Not too many businesses could absorb that kind of bottom-line hit.

We want to comply and are doing everything in our power to do just that.

Compliance gets pretty tricky as evidenced by a memo sent by Roberta Achtenberg, HUD assistant secretary for fair housing and equal opportunity.

Take for instance an ad which requests "female roommate wanted."

We can accept that, according to Achtenberg, because the advertisement does not indicate whether the requirements for the shared living exception have been met. Publishers can rely on the representations of the individual placing the ad that shared living arrangements apply to the property in question.

Persons placing such an ad, however, are responsible for satisfying the conditions for the exemption. Thus, an ad for a female roommate could result in the liability for the person placing the ad if the housing being advertised is actually a separate dwelling unit without shared living spaces.

You can see why we're so paranoid. We feel obligated to not only protect ourselves, but also our customers. And, of course there's that worry about who is interpreting the law.

Got some good ideas in the **ADVERTISING FIELD?**

Share your expertise!

Be a **GUEST COLUMNIST**

The Kentucky Press

is looking for people who want to write about what they know.

Call Becky L. Meadows at (800) 264-5721



GENERATOR

SWR

MAKER

Metro Creative Graphics, Inc.

800-223-1600

Call for free spec ad sample kit!



The Final Word: Writing News

Ashland launches new religion news-magazine

The Ashland Daily Independent has begun publication of Religion, a monthly news-magazine distributed to the newspaper's readers the first Tuesday of each month.

The first edition was published Dec. 6, 1994. Each edition consists of 48 tabloid-size pages.

The magazine, distributed the first Tuesday of each month, is designed to give the newspaper's readers in northeastern Kentucky in-depth coverage of news and issues involving religion, ethics and spirituality on the local, state, national and international levels, according to John Del Santo, president-elect of the Kentucky Press Association and the newspaper's publisher, and Wickliffe R. Powell, its editor.

Del Santo, president-elect of KPA and Powell, a state-at-large member of the KPA Board, said the magazine had been well-received by readers and advertisers, who have said they like its content and design and the fact that it is printed on 55-pound newsprint, which adds to its distinctive look.

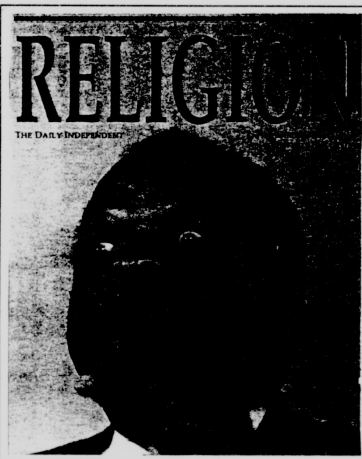
Articles for the magazine come from members of the newspaper's staff and its freelancers and from The Associated Press, Scripps Howard News Service, Dow-Jones-Ottaway News Service and Religion News Service.

Major articles in the magazine's December issue dealt with the art of

preaching and with the disappearance of Ashland's Jewish community. In January, the main articles were about how churches in northeastern Kentucky put the social gospel into practice and how the dramatic increase in the number of women in the workforce has affected their roles as church volunteers. That issue also included an essay by Jefferson scholar Merrill D. Peterson about Jefferson's views on the relationship between religion and government.

In addition, there are these regular features:

- reviews of new books about religion, ethics, spirituality and moral issues.
- profiles of churches and adult and youth volunteers.
- finding Faith, an essay in which readers write about how their faith helped them at a particular time.
- commentary by a variety of local and national writers.
- the texts of official documents and statements by religious bodies and organizations.
- calendars of religious holidays;



meetings of church organizations and national and international conferences; and local events.

- news briefs about local, state, national and international events.

The Daily Independent is owned by Ottaway Newspapers Inc., which is the community newspapers subsidiary of Dow Jones & Company Inc.

Got some good ideas in the EDITORIAL FIELD? Share your expertise! Be a GUEST COLUMNIST The Kentucky Press

is looking for people who want to write about what they know. Call Becky L. Meadows at (800) 264-5721

Gingrich to highlight NAA convention

From Presstime

The Newspaper Association of America heads to Crescent City and the New Orleans Hilton April 23-26 for a convention jam-packed with ideas.

The convention, as always, is highlighted by an address from a key American figure. This year, U.S. House Speaker Newt Gingrich (R-Ga.) will address attendees after the Associated Press' annual business meeting some-time Monday.

The convention, however, officially kicks off Sunday morning, with the session, Big Ideas for Smaller-Market Newspapers. This session will be a roundtable which will allow those attending to share their revenue-producing ideas, among others. Participants will receive a bound volume of ideas submitted in advance.

Early-bird workshops (7:30-8:15 each weekday) usher in Monday's session, followed by the keynote breakfast which features an address by NAA

Chairman Charles T. Brumback, chairman and chief executive officer of the Tribune Co. of Chicago. NAA President and CEO Cathleen Black will then present her annual state of NAA report, and for the first time, the annual breakfast will conclude with a guest speaker, to be announced.

Tuesday is Marketing Day, with sessions regarding advertising and circulation topics. Tuesday's NAA luncheon speaker is Arthur Martinez, chairman and CEO of Sears Merchandise Group. The day ends with workshops on topics including subscriber acquisition and retention, database marketing and electronic classifieds.

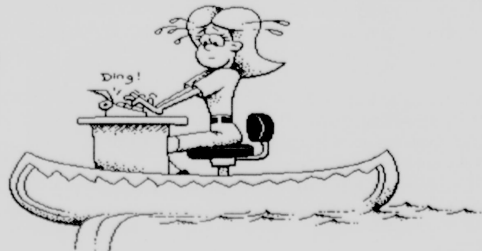
Wednesday morning's general session examines how to attract and keep diverse readers while helping advertisers target these markets.

The convention will end with the annual luncheon featuring a speaker to be announced. For more information or registration materials, call Anne Schafer at (703) 648-1264.

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Local papers strive to serve their people, communities well

Leslie County News/Thousandsticks News, Hyden

When Vernon Baker was a school teacher, he had few thoughts about being in the newspaper business until a man named James Nolan came along.

Nolan kept talking about taking over the Leslie County News, one of Hyden's two newspapers at the time—provided Baker would run the show. Nolan was busy with his own Manchester Enterprise.

"I had the gift of gab," Baker said with a smile. "You have to have it to make it in this business."

Nolan's gift of gab, or persuasion, if you will, eventually won out. He and Baker bought the Leslie County News.

Baker really didn't realize what he was getting into. He traveled many miles each week selling ads for the Leslie County News. Nolan paid him a percentage of the ads he sold.

In the meantime, he didn't quit his teaching job. He couldn't, with a family to support. Yet, after a few years of this, he found he still wasn't satisfied.

"Why would I want to take 15 to 20 percent, when I could have 100 percent?" he said.

So he bought the newspaper from Nolan. The only agreement was that while he was paying Nolan for the paper, he would continue to have it printed at Manchester.

"We did not have an office," he said. "Our office was our kitchen table for 10 to 12 years."

The hard work of Baker and his wife, Reba, eventually paid off. Now they find themselves not only owners of the Leslie County News, but also the Thousandsticks News.

Baker runs the Leslie County News, while Reba runs the Thousandsticks News. They have not chosen to combine the two newspapers.

Part of the reason is the Thousandsticks News is 97 years old, he said.

"I've got old-timers who say, 'I've got the Thousandsticks all my life,'" Baker said.

Perhaps the biggest reason he has not combined the papers is the political party alignments to them. The Thousandsticks News is largely a Democratic paper, while the Leslie County News is soundly Republican.

Both papers cover the Hyden and Leslie County communities, however. The Thousandsticks News is published on Tuesdays, and the Leslie County News comes out on Thursdays. The papers rarely have the same copy on their front pages, Baker said, although sometimes copy is rewritten and re-run on the inside pages. With either paper, Hyden residents get their fill of news and features.

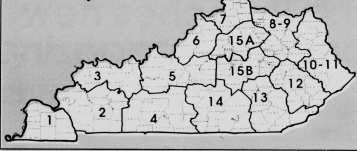
In fact, the Leslie County News runs a full-page of religion news each week.

"We run a list of all the churches," Baker said, and added he also runs columns and stories on religion.

And sometimes what the readers say, goes.

"I do not run horoscopes," Baker said. "I guess most other papers do. I had some people call and say it's the devil's work, so you will not find it in one of our issues."

Where They're Located...



Laurel News-Leader, London

The size of the Laurel News Leader, the weekly newspaper in London, is dictated not by how much advertising has been sold.

It's dictated mostly by the amount of news that needs to be run.

Willie Sawyers would have it no other way.

"I know if we get the readers, everything else will take care of itself," Sawyers said with a smile.

His philosophy has worked. Each week the paper adds about 18 new subscribers, he said.

What has he done to attract his readers?

His first goal is to put the readers first. He has a staff of two people who write for the newspaper, not including himself. He pays them well, so he sees little staff turnover. Good pay also helps him lure good people to his paper. For example, in one particular issue, the two writers produced 27 by-lined stories.

He also attracts readers by using full-color pictures, colorful graphics and an array of color spread across his front page and throughout the paper. It doesn't cost him a lot to run full color because he does his own color separations. He also has the latest in computer equipment, including a Power PC and a Nikon photo negative scanner.

If his story sounds familiar, it should. Willie Sawyers was in on the groundbreaking of the Corbin News-Journal, the colorful weekly newspaper owned by Don Estep. Sawyers and Estep helped plan the birth of the News-Journal.

Money, however, lured Willie Sawyers away from the News-Journal into the radio business. It wasn't long, though, before he once again had the newspaper itch, and when he had the opportunity, he decided to start a weekly newspaper in London, his hometown.

"Starting a new newspaper is a challenge," he said. "It's real hard work."

When he began the Laurel News-Leader, he became the third newspaper in London. It didn't take long for a weaker shopper to fold, however.

"I knew each week I put out a paper, I would have a stronger foothold in the community," he said.

His patience paid off. It took more than two years, but the Laurel News-Leader finally saw profit. And when Sawyers saw that daylight, he bought out his two partners and became the paper's only owner.

He competes each week with the London Sentinel-Echo, a multi-weekly newspaper owned by Park Newspapers.

"London needs two papers," he said. "The town is growing."

The competition between the newspapers is not cutthroat, he said, but it's intense enough to help both publications stay on their toes.

"We want people to know we're the best paper," he said. "We're the paper to buy."

The paper, like most other weekly newspapers, concentrates almost solely on local news. Sawyers also places an emphasis on local pictures—good local pictures. He wants to see emotion in every shot.

To be sure his newspaper is targeting the readers

and giving them what they want, he sometimes takes the paper to lunch and reads it page-by-page.

It helps him keep a pulse on his dream.

The Jessamine Journal, Nicholasville

Sometimes it's difficult to report the news when you're covering a bedroom community to a large city. That's the case in Nicholasville, where The Jessamine Journal tries to give a wide array of readers what they want and need to know.

For example, at last count 7,402 people who lived in Jessamine County worked in Fayette County, which is just a stone's throw away. That's almost half of the county's total workforce of 14,974, according to Tony Cox, the newspaper's publisher.

"We're the second fastest-growing community in the state, but that's in residential growth," Cox said. He added when people work outside the county, their payroll tax dollars go with them.

"We're building a new high school, but the money will have to come from tax increases," Cox said.

Although it may be difficult providing information for people from all walks of life in one weekly edition, the newspaper does just that. It doesn't try to compete with the Lexington Herald-Leader.

"We concentrate 100 percent on local news," Cox said. "But we try to have a balanced mix of news and features. Ten years ago we could've written soft feature stories and kept our readers, but now, we have to have some hard news to balance things."

The newspaper is the only one in the state owned by Republic Newspapers Inc. The company has other papers in North Carolina, Tennessee and Florida.

Cox is from Knoxville, and he admits it took him some time to get adjusted to life in a small town.

"We have wonderful people in this community," he said.

For example, his and his wife's next-door-neighbor had a Christmas dinner for them because they were going out of town to visit their relatives one year.

"In Knoxville, you're lucky to know your next-door neighbor," he said with a laugh.

Cox started small—very small—and worked his way up in the newspaper business. He started as a paper carrier in May, 1990, and was named publisher of The Jessamine Journal in October, 1993.

"Every time a position came open, I said, 'Hey, how about me?'" he said with a laugh.

Advertising is his background, he readily admits writing is the one aspect of newspapers he has not dabbled in. He has the instinct, however, to know what his readers want.

"In a sense, they should be proud of this paper as their paper," he said.

He added running pictures of high school and other students helps them get recognition they deserve, and also fills a need in the community that only the newspaper can fill.

"You have to have a mix of everything," he said.

The People Behind the Papers...



The staff of the Leslie County News/Thousandsticks News includes Tony Morgan, Vernon Baker, Reba Baker and Bill Conway.



The staff of the Laurel News-Leader includes: (sitting) Willie Sawyers; (standing, l-r) Monte Trischer, Carol Mills, Mel Holbrook, Dale Morton, Susan Wheeler and Denis House.



The staff of the Jessamine Journal includes (back, l-r): Jim Easterwood, Randy Patrick, Dollie Deaton, David Peel and Tony Cox; (front, l-r) Kim Lewis, T.J. Goodwin, Celeste Wilson, Linde Wiley and Peggy Adkins. Not pictured is Jay Angel.

LESLIE COUNTY

Population 13,600
No. Households 4,700
Retail Sales ..\$38,660,000
EBI
per Household....\$27,165

LAUREL COUNTY

Population 45,600
No. Households ... 16,400
Retail Sales \$269,783,000
EBI
per Household....\$28,425

JESSAMINE COUNTY

Population 13,603
No. Households ... 13,000
Retail Sales \$162,360,000
EBI
per Household....\$38,525



Lookin' Good: Graphics News

Preparation key to good photos

Patrick Schneider is at home on the streets of Indianapolis, especially those where many might fear to tread. He keeps up with the action through his police scanner which is constantly in his possession.

He also wears a bullet-proof vest. Open the trunk of Schneider's vehicle and you'll find turnout gear, the kind firefighters wear. He won't go anywhere without it. He says it could easily save his life, especially if he's near a fire where live power lines are down, broken glass is scattered all over and there are other hazards.

The gear also helps keep Schneider and his equipment warm and dry.

Schneider isn't a firefighter or a copy. He's a newspaper photographer. You could say he's been one since age four, when his first photograph appeared in print.

At age 12, when friends were collecting baseball cards and beginning to notice girls, Schneider photographed his first helicopter crash. A scanner became his constant companion.

Schneider often accompanied his father, who at that time was a newspaper photographer, on assignments.

(His father, Andrew, is a Pulitzer Prize-winning reporter and one-time photographer for The Pittsburgh Press, and is now with the Scripps Howard News Service.)

"I did wake my father when I heard something interesting on the scanner," Schneider said. "He was glad when I got my driver's license so I didn't have to wake him anymore."

Schneider's love for photography and the "action" of news photography is still with him today. He's a staff photographer at The Indianapolis Star and the National Press Photographers Association 1994 Region Still Photographer of the Year.

During a seminar sponsored by the Kentucky News Photographers Association, which held its convention in conjunction with the Kentucky Press Association in late January, Schneider talked about how he gets close to the action.

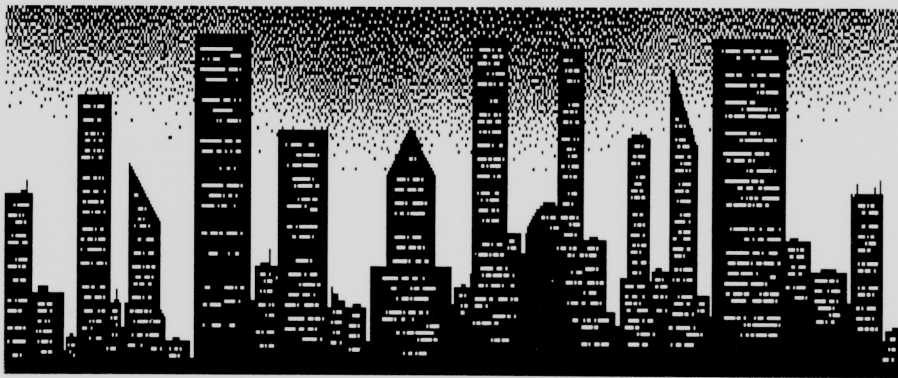
"Who well do you know your city?" he asked. "How well can you get to an accident on the interstate at 5 p.m.?"

Schneider said he takes different routes to and from work each day. That, he said, helps him learn the city—knowledge he said will pay off when you have to get somewhere fast.

There have been times, he said, when he has arrived at a scene before emergency personnel.

In addition to his protective gear, Schneider carries three cameras. One

'How well do you know your city?'—Patrick Schneider



has a 300mm lens attached. Another has a 24mm and the third has an 80 to 200 zoom. He also carries three strobes for night photography.

Those strobes are turned on the instant he leaves his vehicle so there's no chance of any missed shots.

Schneider hasn't carried a camera bag for two years. His equipment is carried in a mountain pack.

During the day, you'll find either 100 or 400 ISO film in Schneider's cameras. As soon as night begins to fall, he changes to 1600 film. That way he's always ready for whatever shooting situation might arise.

'Just because the fire is over doesn't mean there are not photos. This is a loss to somebody. There may be a family....It's not going to win awards, but it will make nice photos.'

—Patrick Schneider

While on the scene of a fire or accident, Schneider continues to monitor his scanner.

"A radio can be like another set of eyes," he said. "It tells you what's going on at the scene, and not just how to get there."

Schneider said a scanner has tipped him off to residents of a burning building clinging to a ledge, as well as being brought out an entrance by firefighters. That knowledge, he said, enabled him to get photos no one else had.

On his radio, the names and phone numbers of all fire departments in Indianapolis are posted for quick reference.

"Being prepared really pays off," he said.

He said he always takes time to put on his emergency gear when arriving at a fire. A few seconds, he said, could save your life. The gear, however, won't protect photographers against everything, especially downed power lines.

"Don't come under the false sense of security that you're invincible," he said.

Fires are more than smoke and flames, he said. Photographers should turn around and look at the people watching the fire. Many, he said, have stories to tell, especially if it's their home that's burning.

be a family. It's not smoke and flames. It's not going to win awards, but it will make nice photos."

Schneider said he respects firefighters and police officers. And he sometimes gives them copies of prints which most proudly display in their stations. That, he said, helps build a better relationship which often pays off at the scene of an emergency.

"These guys come clean and smelling good to a fire," Schneider said. "They certainly don't leave that way."

For several months, Schneider has accompanied a young police officer on patrol in areas of Indianapolis with the highest crime rate. He has joined in on chases with cameras in hand and captured images of arrests, suspects in shootings and other dramatic images.

"I gained a whole new respect for them (police)," Schneider said. "They are out there everyday in places you don't want your car to break down."

Proper preparation and a mutual respect for police and firefighters, Schneider said, can do as much as anything to generate good news photographs.

"You can tell it in their eyes," he said.

Photographs of people are most important, he said, and added he's seen photographers walk right by those affected by a fire to get to the smoke and flames.

He said he prefers to use his 24mm lens except when he's photographing grief. He uses a 300mm for those photos so he doesn't intrude.

He also continues shooting after the fire's over.

"Just because the fire is over doesn't mean there are not photos," he said. "This is a loss to somebody. There may

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Around Town: Circulation News

10 ways to MAXimize papers' postal savings

The following top 10 ways to save second-class postage tips are from Max Heath, executive editor of Landmark Community Newspapers Inc., who is also chairman of the National Newspaper Association's Postal Committee and a past-president of the Kentucky Press Association.

1. CHECK DELIVERY OFFICE eligibility (your entry office, for sure, and any other offices you haul to under additional entries or Plant-Verified Drop Shipment). Don't overlook those outside your county, where the savings is much more substantial.

Calculate whether it may pay you to drop at some additional offices that are in easy driving range. You can apply for additional entry, where necessary, for several offices with one filing.

2. CHECK 125 W/S Eligibility. See how many carrier routes (rural routes, city routes, post office box sections, highway contract routes) you will have with 125 pieces per route. If close, promote through inserts in sample copies, and telemarketing or direct mail to build up route strength to the 125 level.

3. WALK-SEQUENCE YOUR MAIL. If your mailing list is not already arranged in walk-sequence order, work with your post offices to get it arranged in delivery order. This is necessary to get the 125-piece savings. You can provide a computer printout, or labels on cards.

4. PRESORT BY CARRIER ROUTE (6 or more on a route.) Obtain postal carrier routes and enter into your database. You may improve the amount of C level mail in fringe counties.

Take advantage of the National customer Support Center's free one-time updating of address records to ZIP+4 with addition of carrier route information. You can submit data on computer diskettes or tape media as described in Postal Form 5603, available through post offices.

5. CHECK THE 3-DIGIT ZIPs served by your sectional center facility, to ensure you get the SCF discount on all possible pieces. These should be loaded correctly into your software.

6. LOAD LABELING LISTS L001 & L002 into your circulation software. L001 is for Optional Multi-ZIP Coded Post Offices and L002 for Unique 3-Digit ZIP Codes and SCFs. These will ensure additional B Level piece discounts. Each 10 pieces moved from A to B saves 49 cents, or \$178.85 a year for a seven-day daily.

7. FIND FIRM PACKAGES of two or more papers to the same delivery address, and save 100 percent of the piece rates. Ten copies at A level saves \$2.32 per issue, or \$846.60 per year for a seven-day daily. Many times, getting address lines consistent (P.O. box versus street) will reveal savings. (All your copies mailed to KPA should be bundled together and marked, "Firm.")

8. GET SOFTWARE UPDATES for changes in Postal Labeling Lists and rates. Out-of-date Labeling Lists not only cost you money, but result in delays in delivery.

Modern software also saves labor cost of affixing colored stickers for package sortation by providing the optional endorsement line at top right of the label.

9. AUTOMATE YOUR 3541 CALCULATIONS to ensure proper math computation. Good software can eliminate manual entry. You need only to provide an accurate weight. If not automated, have accounting double-check the math after 3541s are returned by the Post Office. Errors are made that can cost you money.

10. CREATE SEPARATE EDITIONS with supplements (in-county and trade area) and without (everywhere else). Report each mailing on a separate 3541 with marked copy. The savings in pound rate advertising due to lower percentage and poundage is substantial out-of-county. No designation on the product or change in news content is required. You can create as many editions as you have weight combinations.

(It is also mandatory to save money in third class, where zoning of preprints is widespread, to use separate 3602s for each different weight combination.)

NAA needs answers to surveys

From Presstime
Newspaper Association of America

Several studies are in the field that will provide valuable information to the industry. Please watch your mail and send your responses as soon as possible. Your participation will determine the strength of the resulting data. The studies are:

• **1994 Circulation Survey.** This survey will provide information on circulation practices and industry trends. An important feature are questions aimed at gathering new data on churn. To participate, call Eric McCandless at (703) 648-1338.

• **News-Media Survey.** The survey will provide an accurate picture of newspaper electronic-service activity and a comprehensive database. To participate, call Randy Bennett at (703) 648-1141.

• **Departure Study.** A preliminary study in early June confirmed the need for an industry-wide study to establish a rate of employee-turnover for the industry, identify the factors that cause the industry to lose talent overall, and determine factors that are unique to or accelerate the departure rate of certain employee groups such as racial and ethnic minorities, people over 40, gays and lesbians and the physically challenged. For information, call Toni Laws at (703) 648-1143.

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The Right To Know: Legalese

Cazalet: Living under libel suit not easy

Russell Springs Times Journal publisher can only wait for Court of Appeals verdict

Talk to Dave Cazalet, and you'll find one thing is certain: A libel suit is not easy to live with.

"It puts a lot of stress on the staff of the newspaper, as well as the families of the people who work at the newspaper," the publisher of the Russell Springs Times Journal said.

The Times Journal was hit with a \$1 million judgment for libeling Terril Flanagan, a former Russell County judge-executive, in some editorials.

The judgment—which is being

'It's very difficult for the common, ordinary citizen to understand... what actual malice is.'

—Dave Cazalet

appealed to the Kentucky Court of Appeals, "and, if necessary, all the way to the U.S. Supreme Court"—sent shock waves through Kentucky newspapers.

For a public official to win a lawsuit in most cases, the official must prove "actual malice," a standard set by the U.S. Supreme Court in *New York Times vs. Sullivan*. It is often difficult for officials to prove newspapers are deliberately out to get them instead of commenting on their job performances for the public good; thus, most Kentucky journalists were shocked at

Second libel lawsuit postponed

From the Russell Springs Times Journal

A second libel suit filed by former Russell County Judge Executive Terril Flanagan against Russell County Newspapers Inc. will not be tried until the Kentucky Court of Appeals considers a \$1 million judgment given to Flanagan in a 1994 libel suit.

Russell Circuit Judge Eddie C. Lovelace ruled Jan. 25 that the second libel suit—which was scheduled to go

to trial Feb. 13—would be "held in abeyance," or postponed, until the appellate court rules on the first suit.

Louisville attorney Jon Fleischaker, who is representing the newspaper, was pleased with Lovelace's decision.

"We had asked Judge Lovelace to stay the case early in the proceedings because we felt that many of the issues were the same issues that were present in the first case and are going to be presented to the Court of Appeals," said Fleischaker, who has successfully

defended The Courier-Journal in several libel suits.

"I'm very pleased now that the discovery has been completed and it's apparent that many of these are the same issues," Fleischaker added.

Lovelace's decision to delay action in the second suit, Fleischaker said, "will save time and energy and money for all involved."

Jamestown attorney Robert L. Bertram, who represents Flanagan, Continued on Page 13

the verdict in the Times Journal case.

"If somebody wants to sue you, there's no way to stop them," Cazalet said. "You can sue anybody for anything, whether you have cause or not."

Cazalet said if there's one thing he's learned from this case, it's that libel insurance is absolutely necessary—and can be confusing. A lot of publishers don't realize how libel insurance works, he said.

"Let's say a person comes in and says, 'I'll settle this case for \$5,000,'" he said. "The insurance company goes to its accountants and figures it will cost the company more than that to go to court, so the insurance company decides it wants to settle. The newspaper can go along with that, or, if it decides not to, the limit of the insurance company's liability is \$5,000. As soon as they pass that threshold, you're on

your own."

Flanagan's offers to settle have all been for six-digit amounts, and the paper's insurance company has stood firmly against any kind of settlement.

Cazalet said the Russell Springs community has been somewhat supportive, but added the libel case is obviously not on the top of their agendas.

"Business has been better since the judgment," he said. "Maybe that's just because the economy has improved, or maybe that's a sign that people in the community have been supportive. It's not that they're coming in and saying, 'Here's an ad because I think you've been mistreated.'"

"It's not the top priority in people's lives," he said. "It's very difficult for the common, ordinary citizen to understand what newspapers do, much less what actual malice is."

There have been no subscription cancellations because of the case as far as Cazalet knows, although some people have come in and subscribed to the newspaper to show their support.

He added the Times Journal's insurance company has also been very supportive throughout the case, but he now realizes sometimes the battle comes down to either the principle or a dollar.

"You're fighting for a principle when you're fighting for the First Amendment, and sometimes insurance companies are not as concerned about the principle as they are the dollar," he said. "That puts you in a difficult position. Everything you've fought for in your life could be on the line if you don't want to settle. Then you could Continued on Page 13

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Judge dismisses lawsuit ; calls editorials 'opinions'

A libel lawsuit filed by a former Jefferson District Judge against The Courier-Journal has been dismissed.

Fayette Circuit Judge James Keller handled the case after Jefferson circuit judges dismissed themselves because of their close working relationships with Judge Jackie Schroering and her father, Edwin Schroering, himself a Jefferson circuit judge.

Schroering claimed the newspaper defamed her in three editorials and an editorial cartoon.

Keller said he summarily dismissed the lawsuit because the statements Schroering objected to were opinions and could not be proven true or false.

Philip Kimball, Schroering's lawyer, said she would appeal the case to the state Court of Appeals.

Schroering sued over the editorials and the cartoon which depicted her as a monkey hitting herself on the head with a gavel.

One of the editorials said people should vote for Schroering's opponent because "male and female lawyers complain of disturbing displays of emotionalism in her courtroom." The editorial also referred to low ratings she had received in polls conducted by the Louisville Bar Association.

Schroering said in her complaint that The Courier-Journal "falsely, knowingly and maliciously" misrepresented her qualifications and behavior in the courtroom.

David Hawpe, editor of The Courier-Journal, praised Keller's ruling and added the editorials and cartoon were clearly expressions of opinion of the newspaper.

Legalese

What status are paper carriers?

The Newspaper Association of America recently reported that the Internal Revenue Service has ruled that people who deliver newspapers are indeed independent contractors.

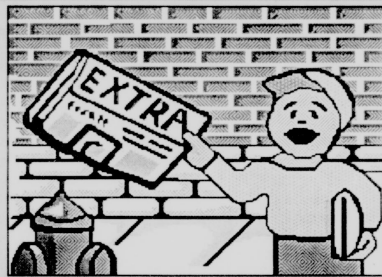
The rulings are based on a statutory exception to the definition of "employment" for federal tax purposes.

Generally, a company or a worker may request the IRS to determine the status of a worker by submitting a completed IRS Form SS-8, which contains a number of questions related to the determination of employee/independent contractor status. Both the worker and the company may submit a Form SS-8, as well as any additional information, prior to the IRS issuing the determination letter.

The Internal Revenue Code specifically provides that an individual is not an employee for federal tax purposes if the individual performs services in, and at the time of, the sale of newspapers to ultimate consumers pursuant to an arrangement under which:

- The newspapers are sold at a fixed price;

Continued on Page 16



Medical provider: A public agency?

A comprehensive care provider for the 10-county Lake Cumberland region is claiming it is not a public agency and is therefore not subject to the state Open Records Law, according to a report from Pulaski Week.

Pulaski Week sought copies of a settlement agreement made between the company and two former female employees, who claimed in a lawsuit that they had been victims of sex discrimination and sexual harassment. Each had asked for at least \$1 million.

A jury trial was set for Jan. 17 but did not happen, according to the newspaper. An agreed order dismissing the case was filed in the Pulaski Circuit Clerk's office, but it did not disclose the terms of the settlement.

"Public agencies are required to make their meetings and records open to public inspection," the newspaper's co-publisher, John Nelson, wrote. "State law includes in its definition of a public agency private companies that derive at least 25 percent of the funds they expend in Kentucky from state or local authority funds."

Adanta, the comprehensive care facility, contracts with the state and receives large amounts of Medicaid money.

Somerset attorney Charles McEnroe responded to the newspaper's Open Records request, and wrote: "The Adanta Group is not a public agency subject to the Open Records Law. Even if The Adanta Group were subject to the Open Records Law, the documents requested are of a personal nature, the disclosure of which would invade the privacy of Ms. Harvey and Ms. Helton."

Pulaski Week will file a formal complaint with the state Attorney General, seeking enforcement of the Open Records Law. Assistant Attorney General Amy Majors said the Attorney General's office will have to determine whether the state money Adanta receives for services can be applied in the 25-percent rule.

The newspaper has 60 days in which to file the complaint. The Attorney General must then rule within 10 days.

Paper: Bingo licenses should be open

The Floyd County Times was denied an open records request from the state Justice Cabinet regarding records about licensed bingo operations in the county.

According to the newspaper, the paper had asked the cabinet to provide copies of applications for organizations in the county which had been issued licenses for charitable gaming.

The Justice Cabinet denied the request, saying the information was "confidential or proprietary" and not subject to open record disclosure, the newspaper wrote.

The Times is preparing to appeal to the state Attorney General's office.

"The records we have requested do not appear to fit into the exceptions to open records cited by the Justice Cabinet," Times Editor Scott Perry said in the article.

"The blanket denial by the cabinet on the alleged basis of confidentiality is contrary to state law," Perry added, "which requires a public agency to exclude from public inspection only that part of a public record which is deemed confidential. The majority of the information we have requested should be

open to inspection, and we will ask the Attorney General to confirm that."

"By requesting information on local bingo games, we are attempting to determine if they are being operated according to the law," Perry said. "How are we to know if the regulations are being met if we are denied access to the licensing records?"

In the past the newspaper has investigated bingo operations in Floyd County, and once revealed that a game at Prestonsburg High School violated state law.

Second libel lawsuit postponed

Continued from Page 12
said he did not have any comment regarding Lovelace's decision.

Last June, Flanagan had filed suit against Russell County Newspapers Inc., which publishes the Times-Journal, claiming that statements in an editorial published in the Jan. 13, 1994 edition of the Times Journal were "false and incorrect."

Flanagan—who was awarded \$1 million in actual and punitive damages by a Russell Circuit Court jury in late April—is seeking "a sum of money to fairly and adequately compensate him," as well as his attorney's fees.

Flanagan, who served four terms as county judge executive, lost in the May 1993 Democratic primary by one vote. He did not ask for a recount.

The Jan. 13 editorial expressed the newspaper's opinion that the one-quarter percent occupational license fee was still needed to balance the Russell County budget and expressed the newspaper's support for the re-passage of the proposed ordinance.

In a letter dated Feb. 2, 1994, Bertram threatened the Times Journal with legal action if it did not offer

Flanagan "a retraction and an apology" for the Jan. 13 editorial.

In a letter to Bertram dated Feb. 8, Cazalet wrote: "While you state that four items contained in the editorial are incorrect, it is unclear to us what is incorrect about them."

"As we have explained to you previously, KRS 411.051 (2) requires that a sufficient demand for correction specify the statements claimed to be false or defamatory, state wherein they are false, and set forth the facts," Cazalet's letter continued. "Any correction is to be based upon your statement of the facts or a fair summary thereof. We ask that your client clarify his position."

In the letter, Cazalet offered to allow Bertram and/or Flanagan the opportunity to express their opinion on any subject on the Times Journal's editorial page.

"While Judge Flanagan may no longer be by the county executive, his policies and decisions as the county's chief executive continue to have an impact upon the county and the current administration," Cazalet said.

Living with libel suit

Continued from Page 12
face going out of business."

He added sometimes people sue newspapers to try to force the paper out of business.

Oral arguments before the Kentucky Court of Appeals are expected to be in the Spring of 1996, Cazalet said. A worst-case scenario would feature the Court of Appeals ruling against the newspaper, the Kentucky Supreme Court upholding the Court of Appeals or refusing to hear the case, and then the U.S. Supreme Court refusing to hear the case. Then the newspaper's insurance company would have to pay the \$1 million judgment.

"There's really not anything else to be done except for the Court of Appeals to rule on it," Cazalet said. "It's kind of like being pregnant for three years."

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2¢ Worth: Our Views To You

Do we alter the 'mirror' we present?

By the Way

By Becky L. Meadows
News Bureau
Director



Something about Gatewood's words rang true, at least in my mind.

I glanced around the room at my journalism colleagues, the people who are on the front lines of journalism every day, standing behind their pens in search of the truth.

And I wondered what the truth is anymore--and if we, the press, don't decide what ultimate truth is.

Gatewood Galbraith, a Democratic candidate for governor of Kentucky, addressed a group of reporters during the Kentucky Press Association's Winter Convention held in Louisville this past January.

He listened as his fellow gubernatorial seekers gave their opinions on issues, and he responded with his own.

But there was always one point Gatewood came back to, no matter what issue was being discussed--his lack of press attention.

Gatewood maintained he has been ignored by the media, especially the print media. He added he didn't know what to do anymore to get media attention.

Now granted, there are some far-fetched characters out there who commit crimes or perform other bizarre acts just to get media attention.

But Gatewood had a good point, I thought--a point which took me back to my days at the University of Missouri School of Journalism, and made me remember the discussions and debates we had then.

Do we report history, or do we decide it? Do we simply write stories about what has happened, or is what we write a self-fulfilling prophecy?

What's in our minds when we decide who to interview as sources for our stories? What are we thinking when we interview candidates for public office, and ask different questions of each?

What are we thinking when we listen to what one candidate has to say, and then decide it's not newsworthy?

Is that our role as information providers, to filter the news and give the public what we think they need to know? Or should we just lay it all out before them, and let them make their own choices?

Do we sometimes take our roles as information providers too far?

Gatewood explained that newspapers across the state had deemed him a

"minor candidate," and had followed that label with little news coverage.

Is Gatewood right? Is he a "minor candidate" because we label him such? How do we affect his chances of winning the election when we opt not to cover what he and other minor candidates do?

Sure, Gatewood's views are a little to the left at times. I don't think a single political reporter out there would label Gatewood "mainstream."

But Gatewood's point struck home with me, and it's also a point that has been mentioned by many other candidates for public office, and other groups in society.

Just how much of a role does the media play in getting people elected to public office? And how does our reporting and word choices affect what society sees in the "mirror" we provide?

How true is that reflection?

Surely nobody out there will dispute the fact that the media play a major role in elections. We introduce people to the candidates by letting the candidates speak through our pages.

What happens when we deny one or more candidates the right to speak?

Some say we limit their chances of winning. If we deny them the same coverage we give the other candidates because we have labeled them "minor candidates," we deny the public--our readers--a chance to get to know them

and their views.

We deny they exist.

It's a fact that the news media for centuries denied the existence of minorities and other less-popular groups, such as women. We did not cover them in our news pages. We denied them their right to exist.

Just ask Marsha Weinstein of the Kentucky Commission on Women. She'll tell you it still happens today, every time we pass up a woman doctor to interview a male doctor for a medical story.

Or ask Merv Aubespin at The Courier-Journal how long minorities have been ignored by the media. We ignored them, and for centuries they were not pictured in the reflection we presented.

Thankfully, we have made some strides in the right direction, to the point where we recognize our wrongs and are working to right them.

By the way--Perhaps we owe all our political candidates the same courtesy.

They are also a part of the reflection we present. They do exist, for all their quirks and far-fetched ideas. Be they bad-mannered and home-grown or smooth and Harvard-reared, they are as much a part of the reflection as anybody.

Isn't it time to stop altering the reflection?

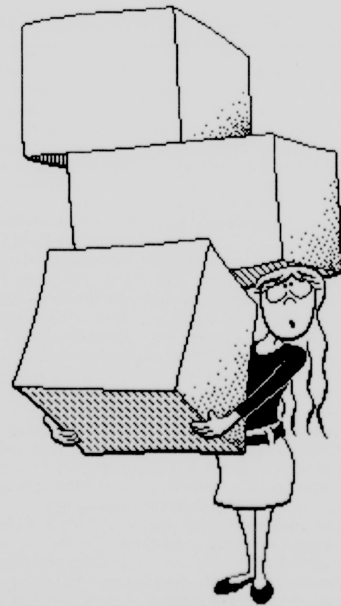
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Plan your summer vacation around the KPA SUMMER CONVENTION!

Registration information will be sent in April, so send your forms back to KPA ASAP!





In Your Headlines: Newspaper News

Movers & Shakers

Who Went Where & What's Going on

Sorensen joins News-Journal staff

Sara Sorensen has joined the staff of the Corbin News-Journal as a general assignment reporter.

Sorensen is originally from Easthampton, Mass. Her family moved to Kentucky when she was four, and she grew up in Frankfort.

She is a recent graduate of Eastern Kentucky University, and has a bachelor's degree in public relations.

After graduation, she was employed by the Lexington Herald-Leader Classified Advertising department.

She was chosen to attend the Governor's School for the Arts in creative writing, and was a 1989 Governor's Scholar.

Sherill, Field promoted at Kentucky New Era

Two former employees of the Dawson Springs Progress were recently reassigned by the Kentucky New Era in Hopkinsville.

Tracy Sherrill was named to fill a vacancy in the news department, while Laura Ausenbaugh Field was promoted to Lifestyles Editor.

Cockriel-McGuffin joins Grayson paper

Michelle Cockriel-McGuffin has joined the LaRue County Herald News staff as an advertising sales representative. She also works as an advertising assistant at the Elizabethtown News-Enterprise.

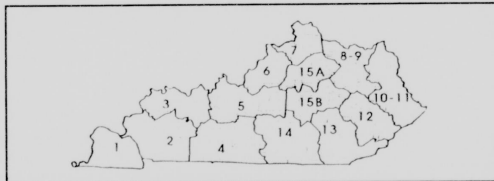
She has an Associate of Arts degree from Elizabethtown Community College, and previously worked for Doghouse Publishing of Louisville as an account executive and as a marketing assistant for Rally's Hamburgers.

She replaces Sean Reding who has accepted a full-time position with the News-Enterprise.

Harlan Daily Enterprise promotes 2

The Harlan Daily Enterprise has promoted two members of its editorial department and has hired a circulation manager.

Jeff Drummond has been promoted to sports editor and Lori Chambers has



joined the staff as a full-time reporter.

Danny Wilson, who came to the Enterprise from a daily newspaper in Athens, Tenn., began his duties as circulation manager.

Drummond joined the Enterprise news staff 15 months ago. During that time, he has primarily covered sports but has also covered hard news beats, including the Harlan County School Board. With this promotion, his sports duties will be expanded, but he will continue to cover the Harlan County School System.

Managing Editor John Henson, who has nine years of experience covering sports in Harlan County, will continue to oversee the sports department, as well as cover key sporting events.

Chambers has worked for the Enterprise as a contributing writer since July 1994 and joined the staff on a full-time basis. She has primarily focused on feature writing and photography during this period, as well as serving as the newspaper's darkroom technician.

She had been employed as Director of After School Activities at Sunshine School.

Chambers came to Kentucky last year from Sweetwater, Tenn., where she worked two years as a reporter and photographer with the Monroe County Advocate-Democrat, a thrice-weekly newspaper. Before that, she was employed with The Weekly Star of Pigeon Forge, Tenn., as a reporter. She is a 1991 graduate of Maryville College in Tenn., where she majored in English.

Carrollton paper welcomes new writer

The News-Democrat welcomed new staff writer Janice Marie Fulps to Carrollton.

She is a December 1994 graduate of Murray State University where she majored in print journalism. She is originally from Owensboro.

Her experience includes serving as the Murray State News senior staff writer and as editor for Leader, a publication of the U.S. Army ROTC Basic Camp in Ft. Knox.

She also served as the Viewpoint editor of the Murray State News.

Givens joins Russellville paper

The newsroom of the News-Democrat & Leader of Russellville has a new addition.

Josh Givens joined the staff as a reporter and photographer. Before joining the staff, he freelanced for the paper covering Logan County High School girls' basketball.

His duties are covering sports, the police department and some general assignment duties.

Stapp joins Mountain Citizen staff

The Mountain Citizen of Inez has announced the newest addition to its staff.

Mary Stapp of Little Rockcastle has joined the newspaper, where she will be editing articles, writing stories, editorials and feature stories.

She is a student at Morehead State University, but will graduate in May after completing her student teaching with a Bachelor's Degree in Journalism

Group chooses sites for public forums

Continued from Page 1

The format for the forums as discussed by the committee would be to divide question and answer periods between members of the press and the public. Questions could be submitted to area newspapers in advance and asked either by the press or the forums' moderator, and the public would also have the chance to stand and ask the candidates questions.

The pre-primary forums would be 90 minutes each to give time to question the eight candidates. Forums after the primary election would be 60 minutes because there would be fewer candidates.

There are eight candidates running for governor of Kentucky. They are: Democrats Bob Babbage, Gatewood Galbraith, Stephen Maynard, Paul Patton and Eck Rose, and Republicans Larry Forgy, Robert Gable and Tommy Klein.

Powell said KET has expressed interest in airing the public forums, provided it can come up with enough money to finance the broadcasts. The committee decided tentatively to hold the pre-primary forums April 25 and May 18. Members also decided to tentatively hold a forum June 13 in case there is a run-off election in the governor's race. The run-off election would be June 27.

**Deadline for entry in the
KPA Better
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Get those entries in!**



AG: Calculations also public record

Not only an agency's decisions but also the calculations and figures it uses to make its decision are open to the public, the state Attorney General ruled recently.

William Jeffrey Pribble of Scott County said the county changed a culvert and thus flooded his tobacco crop, but when he asked the fiscal court for information from an engineering report, the court denied the engineering calculations, field data and other specifics of a survey conducted before the

culvert was changed.

The fiscal court said its contract with the engineering firm said those types of items were "instruments of professional service," and not "products."

Assistant Attorney General James M. Ringo disagreed in an opinion.

"The public should be allowed to check the accuracy of the figures and information which form the basis of a study done for a public agency and paid for by public funds," Ringo wrote.

What status are newspaper carriers?

Continued from Page 13

• The individual's compensation is based on the retention of the excess of the retail price over the amount at which the newspapers are charged to the worker.

Moreover, under this arrangement, the worker will not be classified as an employee even if guaranteed a minimum amount of compensation or entitled to be credited with the unsold newspapers that are returned.

The first determination letter involves a worker engaged by a newspaper company to pick up newspapers at the company's facilities and to deliver them to subscribers along an assigned route. The company charges the worker a preset price for the newspapers and the difference between that price and the retail price to the customer is the worker's earnings. The second determination letter involves a worker engaged by a newspaper company to deliver newspapers to retail and indi-

vidual customers. Again, the worker's compensation is the difference between the retail price and the wholesale price. Neither determination letter addresses whether or not the worker collects money from the customer. Because the workers satisfy the statutory exemption for services performed in and at the time of the sale of newspapers, the IRS classified the workers as independent contractors.

Currently, several IRS sources are taking the position that workers who deliver newspapers under this arrangement are not excepted by statute from employee statutes unless the worker actually receives payment for the newspaper at the time of delivery. As the two determination letters indicate, however, simultaneous collection may not be required, and in at least some cases, the exemption may be available for newspaper carriers who distribute newspapers to subscribers.

Papers increase prices

Continued from Page 2

also reported it raised its newsstand price.

"A worldwide shortage of newsprint, coupled with an accompanying rise in price, is the primary reason The Harrodsburg Herald will raise its single issue newsstand price to 50 cents per issue," The Harrodsburg Herald reported recently.

The newspaper reported that, according to the Associated Press, newsprint prices have risen from \$410 per metric ton at the end of 1993 to about \$500 per metric ton in January, and are expected to exceed \$600 by the end of

this year.

"Strikes at pulp mills in Canada that produce nearly two million tons of newsprint per year have led to the worldwide shortage and increase," the paper reported.

"We resisted the impulse to raise the price for many years and are among the few newspapers remaining in the state who have not raised their prices already," Bill Randolph, General Manager of the newspaper, said in the article. "However, we feel that in order to maintain our standards of complete local news coverage, this is a move we are forced to make."

NNA likes ARC amendment

Continued from Page 3

"We're pleased that the drafters have seen fit to be concerned for fair competition on the information highway," said Rush, "and we appreciate that the little guy is recognized."

She pointed out that NNA's ARC Amendment had drawn wide support in the last Congress, and no opposition. She noted it was approved unanimously last year by both the House Judiciary and the House Energy and Commerce Committees, that it passed the House as part of the bill approved

by a vote of 423-5, and was part of legislation approved by the Senate Commerce Committee by a vote of 18-2—legislation which was lost in a last-minute logjam in the Senate last year.

"This issue is immensely important to the future of community newspapers," she said. "The ARC Amendment was designed to assure that companies that control access to the electronic information superhighway, such as the Bell Telephone Companies, would offer access on equal terms and at competitive rates to little guys."

Wagner to be key speaker at seminar

Continued from Page 1

Considered one of the industry's top original thinkers, Wagner is an avid reader and professional writer as well as an outstanding motivational speaker.

Since 1962 Wagner has made his home in Northwest Iowa, carving out a formidable niche as the president of Iowa Information, Inc., a regional publishing firm. The group's flagship newspaper is The N'West Iowa Review, which he and his wife founded in 1972. The Review has been selected as "Iowa's Newspaper of the Year" eight times in the past 13 years. No other newspaper, weekly or daily, has won the honor more than three times.

Also in the Iowa Information group is the 123-year-old Sheldon Mail-Sun, the 20,000-circulation Golden Shopper and the full color Okoboji magazine. Additional publications include a number of monthly and quarterly specialty tabloids including Welcome books, Herds & Plowshares, Brides and Bouquets, Golden Years, and the tri-state travel guide Discover!

In addition, Wagner is founder and president of Creative House Print Media Consultants. The firm provides program speakers and consultation services on all areas of publishing. Among Wagner's topics are advertising promotion ideas, professional selling skills, circulation promotion secrets, building a better news product and the positive future of the newspaper industry.

Wagner did his undergraduate work at the University of South Dakota, Vermillion, where his tuition was partially underwritten by the National Public Radio Network. While with NPR, Wagner produced the 13 part "Our Story" and the nationally broadcast "Lectures in Miniature" series.

During the late 70s, while continuing to oversee his own publishing company, Wagner served for five years as Director of Information for Lowell Lundstrom Ministries at Sisseton, SD. In that public relations role, Wagner spent two to four days a week working

for the Lundstrom ministry as a writer and motivational speaker. He regularly traveled the United States, overseeing pre-crusade publicity and advertising. In addition, he wrote and edited the Lundstrom magazines and newsletters.

Wagner is the author of six books: "Twenty-Four Sales Promotions for a Great Year," "Five Blockbuster Promotions to Enhance Your Publication," "Best Sales Promotions for Every Month of the Year," "The Ten Things I Wish Every Print Sales Person Knew," "What Comes Around, Goes Around," a guide to building greater circulation, and "A Midwestern Journalist Shares His Love of Christmas."

Wagner is a past president of both the Sibley and Sheldon Kiwanis Clubs; was general chairman of the Osceola County Centennial; founding president of Off, Off Broadway dinner theater and founder of Historical Sheldon, Inc. He also serves on the board of several area organizations.

Currently Wagner is a member of the Iowa Newspaper Association Marketing Committee, where he created "The Exchange." He is a past chairman of the association's marketing committee. In addition, he serves Iowa, Minnesota, North and South Dakota on the National Newspaper Association Board of Directors and was the 1993 chairman of NNA's Better Newspaper Contest Committee.

Wagner's business offices are located in Sheldon, IA. He and his wife, Connie, the co-founder of the publishing firm, make their home at Sibley, IA. Their oldest son, Jeff, serves as general manager of the family's newspaper group. His wife, Myrna, heads the corporation's Iowa Graphics division. Wagner's younger son, Jay, is the rural affair writer for the Des Moines (IA) Register.

Wagner lists among his hobbies an interest in watching the changes taking place on the Chicago-Northwestern Railroad, the circus, comic collecting and any aspect of social history.

Don't miss seminar

Continued from Page 1

Friday morning starts with the session, "Quality Ads for Quantity Sales." This is a training session in advertising copywriting, design and creative production.

Friday also includes a briefing on the results of the KPA Retail Shopping Habits Survey conducted by the Preston Group, and, according to the survey, Kentuckians still love their newspapers for advertising messages!

Friday's noon luncheon also features one of the most looked-forward-to aspects of the seminar—the presentation of the KPA Spring Advertising Contest Awards. The ad seminar will end about 1:30 p.m.

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