

On the lookout

September 26-27
KPS Board of Directors
Retreat, Opryland Hotel,
Nashville

Periodical
Room
Does Not
Circulate

• October 7
deadline for entering
KPA Fall Newspaper Contest

• January 23-34
1997 Winter Convention
Seelbach Hotel
Louisville

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Launch date for KPA web site nears

Internet address will be:
<http://www.kypress.com>

By LISA CARNAHAN
KPA News Bureau

The Kentucky Press Association plans to launch its Internet web site by the first of November.

The home page is being designed by a Western Kentucky University senior, Jon Grant, who was awarded an internship through the Kentucky Journalism Foundation.

Grant expects to have his work completed much in advance of the official launch date, in order to allow time to correct any problems in the site.

"We need this debugging period to make sure its operating as we want it to," said David Greer, editor of the Elizabethtown News-Enterprise and chairman of KPA's Internet Committee.

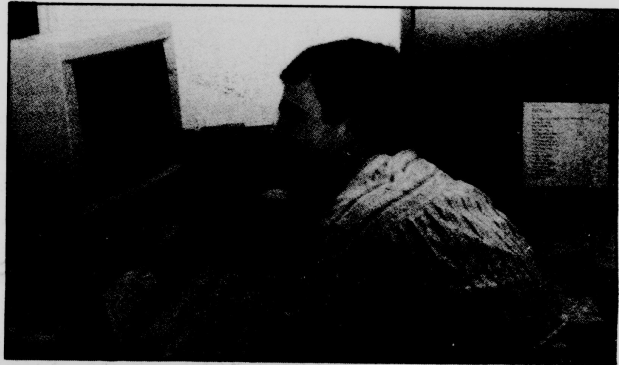
The committee was formed in June to plan the association's Internet presence. A list of six immediate goals was formed and at least 10 other areas were identified as more long-term goals for inclusion in the site.

The prime focus of the site will be to introduce web browsers to the state's newspapers and the functions of the press association.

In addition, the site will have an educational purpose, acquainting browsers with national and state freedom of information laws. State attorney general opinions will also be posted along with frequently asked questions about the state's open meetings and open records legislation.

Another feature is a jobs bank with member newspapers able to post job openings at no cost.

"One of the main reasons we are doing this is to keep the association on the cutting edge of tech-

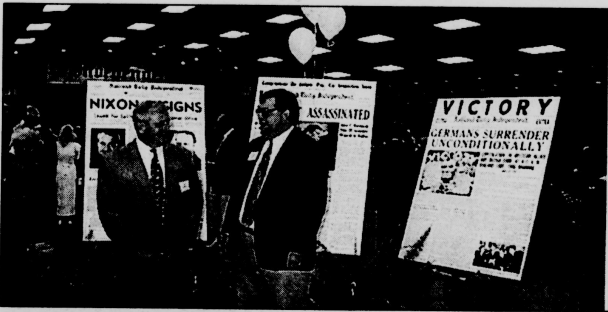


WKU senior Jon Grant designed the KPA home page and is currently in the final stages of transferring data to the web site. Grant received one of 17 internships made available through the Kentucky Journalism Foundation.

nology," said David T. Thompson, KPA Executive Director. "It's vital-ly important for us to be aware of what's going on in this industry on a daily basis, so we can in turn advise and talk with our members. If they call us for information, we

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Daily Independent marks 100th birthday



The Ashland Daily Independent celebrated its 100th birthday with a gala reception attended by over 400 guests. Publisher John Del Santo, left, and editor Russ Powell greeted guests. The reception was part of a series of events and activities the newspaper has hosted to celebrate its centennial birthday. (Photo By Lisa Carnahan)

KPA's planning a 'cool' Winter Convention ... while it's still hot

By LISA CARNAHAN
KPA News Bureau

Although the 1997 Winter Convention is still four months away, two exciting speakers have already been lined up and are scheduled to attend the convention.

A nationally-known writing coach from Baltimore will present two classes on Friday afternoon. Jim Stasiowski will conduct workshops entitled, "I'm Outta Here" and "The Average Story" for reporters and editors looking to improve their writing and editing skills.

Stasiowski has worked with newspaper staffs across the county and the two classes are among his most sought after. "I'm Outta Here"

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have to be a headache

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Stress doesn't have to
control your newsroom

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Beware of copyright laws
when accepting ads

... pg. 12

Kentucky people, papers in the news

Rich named GM/editor at Spencer Magnet

Kimberly D. Rich has been named general manager/editor of the Spencer Magnet, Taylorsville. The announcement was made by Larry R. Coffey, president of Landmark Community Newspapers, Inc. (LCNI), the parent company of the Taylorsville paper.

Rich served as a U.S. Army public affairs non-commissioned officer in Tuzla, Bosnia-Herzegovina. She coordinated media coverage for visitors to the U.S. sector in northern Bosnia, including President Clinton and the First Lady, Secretary of Commerce Ron Brown and Secretary of Defense William Perry. Rich also served on a four-

person public affairs team in Dubrovnik, Croatia, responsible for media coverage at the site of Brown's plane crash.

She joined Landmark as general manager/editor of the Mount Vernon Democrat, Mount Vernon, IN, in September, 1993. Since August 1994, she served as copy editor of The News-Enterprise, Elizabethtown, another Landmark paper. She was also previously a staff writer/associate editor of Inside the Turret, the weekly newspaper at Fort Knox.

Rich volunteered for deployment to Somalia in support of Operation Restore Hope. She traveled to Somalia covering activities of U.S. troops and sent stories to military newspapers across the U.S. via the armed

forces wire service.

A Missouri native, Rich is a graduate of Southwest Missouri State University.

News editor named at Mountain Advocate

Melissa Dozier-Lewis has joined the staff of the Barbourville Mountain Advocate's newsroom.

A graduate of Corbin High School and Union College in Barbourville, Dozier-Lewis formerly worked at the Corbin Times-Tribune, the London Sentinel Echo and the Laurel News-Leader. She also worked for a Nebraska newspaper, the Torrington Telegram.

Dozier-Lewis will serve as news editor at the Mountain Advocate.

Rice joins newsroom at Daily Independent

Chris Rice has joined the staff of the Ashland Daily Independent as a reporter.

A graduate of Marshall University, Rice will cover Carter and Lawrence counties. He previously worked as an intern at the Cincinnati Enquirer.

Godsey named ad rep at Campbellsville paper

Gail Godsey has joined the staff of the Central Kentucky News-Journal as an advertising representative.

A native of Taylor County, Godsey formerly worked as an executive secretary and marketing officer for Community Trust Bank. She is a member of the Taylor County Board of the American Cancer Society and a director for the Campbellsville/Taylor County Chamber of Commerce.

Miller promoted to top post in Pennsylvania

Lexington Herald-Leader city editor John Winn Miller has been named executive editor and vice president of the Centre Daily Times in State College, Pa. Knight-Ridder owns the Lexington newspaper as well as the Centre Daily Times.

A Lexington native, Miller also worked for The Associated Press and The Wall Street Journal. He joined the Herald-Leader as a general assignment reporter and was state capitol bureau chief before taking over the city desk in 1992.

Vaught named sports editor in Danville

Assistant sport editor Larry Vaught was named sports editor of the Danville Advocate Messenger and Kentucky Advocate.

Vaught succeeds his father Bill Vaught who served as sports editor for the newspapers for several years before his death in June.

A graduate of the University of Kentucky, Vaught began working for the newspaper in 1971 while he was a student at UK. He joined the newspaper's staff on a full-time basis in 1975.

Sentinel-Echo writer retires after 35 years

Tim Liesenhoff recently retired from the London Sentinel-Echo after 35 years with the newspaper as a sports writer, editor and columnist.

A graduate of Sue Bennett College, Liesenhoff was a high

Times Leader purchases local printing operation

The Princeton Times Leader recently purchased Lakewood Printers, a commercial printing business in Princeton.

The two operations had been "friendly competitors" for years, according to newspaper officials. The acquisition will enable the Times Leader to offer some specialized printing services that were previously not offered at the Times Leader location, as well as be assured that printing deadlines will continue to be met, said Chip Hutcheson, Times Leader publisher.

Stringer, McGinnis join staff at Monticello

The Wayne County Outlook recently announced two staff additions.

Virginia Stringer was hired in the composing department to handle film developing, photo scanning and layout.

A native of Indianapolis, she graduated from Kentucky Tech Vocational School with a degree in printing and graphic arts.

Sylvia McGinnis will be responsible for typesetting, scanning and some reporting duties.

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—The Kentucky Press—

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JOURNALISM EDUCATION

Educators, practitioners need each other to survive

By **DR. RON G. WOLFE**
Chair, Dept. of Mass Communications, EKU

The room was filled with journalism educators who had gathered for their national meeting in Anaheim, California, Aug 8-13.

Among them sat a newspaperman who had come to find the answer to an important question about his future. "I've been in the newspaper business for almost 40 years," he said. "Is that equal to a Ph.D.?"

For a few minutes the educators pondered his equation before the debate began.

The newspaper practitioner was outnumbered by the members of academe, a group he wanted to join. He felt his experience should be a valuable commodity in any academic institution. And, the educators politely listened to his point.

But, no one could agree just how much experience counts, although one dean from Texas said she didn't pay much attention to academic degrees when she hired journalism professors. She just wanted quality people.

Later at the same conference, Betty Medsger, a former reporter with The Washington Post, The (Philadelphia) Evening Bulletin and The (Johnstown, Pa.) Tribune Democrat, discussed her findings from a survey

she had done on journalism education for The Freedom Forum, a nonpartisan, international foundation dedicated to a free press. Her survey included a randomly selected sample of nearly 2,000 journalists and educators.

Her findings in one area clearly point to the problem the newspaperman had with the journalism educators at the earlier session.

Medsger found that practitioners felt that only 3 percent of journalism educators were "on the cutting edge of journalism issues and have a strong influence on change in the profession."

What that means is that 97 percent of newspaper practitioners feel journalism educators are out of touch with what's really going on in the newsroom.

Medsger also found that only 3 percent of those surveyed "agreed that people at their news organization often ask journalism professors for advice on newsroom issues."

What that means is that 97 percent of newspaper practitioners don't feel they have anything to learn from journalism professors.

Some other numbers in the survey were equally disturbing. Nearly 90 percent of those surveyed felt that journalism education programs have not been "doing a good job of preparing students for their profession." Some 87 per-

cent felt that journalism education "needs to improve a great deal."

Yet, 74 percent of those practitioners surveyed felt that journalism education programs were their news organization's most valuable source of future employees!

If this study is reliable, then we in the journalism profession have some serious problems on our hands. We have some work to do to bridge the gap between those newspaper practitioners and journalism educators who are, in many cases, former practicing journalists who have entered academe.

If journalism programs are the most valuable source for new employees, but 97 percent of them aren't preparing future journalists very well, what does that say about the future of our profession?

The Kentucky Press Association Board of Directors has initiated a summer Faculty-In-Residence program which should help to bridge this gap at least partially. Two professors from Kentucky's colleges and universities are selected to do summer internships in the newsrooms, to help them find out what's happening there, and share some of their expertise with their host newspapers at the same time.

See SURVIVE, page 11

Professor gains new-found respect for weekly journalism

(Editor's note: For the first time, internships were offered to university and college professors in the state. Wilma King-Jones, an assistant professor of journalism at Western Kentucky University was selected for one of the two internships. She spent five weeks at the Fulton Leader)

By **WILMA KING-JONES**

July in Fulton, Kentucky — what a treat! When I applied for the Kentucky Press Association's educators' internship I had visions of Louisville or Lexington, hobnobbing with the bigwigs, attending gala openings, and using my press pass as my admission ticket.

What would I possibly do in Fulton, Kentucky? Learn! That's exactly what I did from the very first day.

The Kentucky Press Association should be applauded for putting together a very worthwhile endeavor to help educators who want to stay current and active in the newspaper industry.

During my six years at Western Kentucky University, I have been fortunate enough to have spent a few of my summers at daily newspapers (in Kentucky and elsewhere) in various capacities, but because of my experience at The Fulton Leader, I will sincerely and highly recommend weekly newspapers as a viable career option for students.

I had no preconceptions when I decided to do the internship — I had no definite ideas about what I wanted to gain from the experience. Perhaps these are reasons that I had an opportunity to do so many different things. I did copy editing, and advertising design mostly, but there were valuable opportunities to attend meetings and be involved when news changed or happened as deadlines approached.

I have an appreciation also for a weekly news editor's ability to determine how and why news that happened just as this week's publication goes to press is still relevant to the readers next week. It is this type of decision making that I would like for my students to experience in some small way by incorporating weekly newspaper design and writing into my courses.

For me personally, the internship created a bond. The exchange between classroom and newsroom grown with The Fulton Leader is very important to maintain. I now have reporting, writing, visual editing, and technological resources that I will use often.

Hopefully my experience is not unique. I learned a great deal from two very knowledgeable and professional journalists who report the news objectively though they have close personal ties to the small community in which they work and live.

Educator learned two lessons from The Sentinel News staff

By **HARRY ALLEN**
LESSON 1: Good journalism is pretty much the same, whether you're in Chicago, or Miami, or Shelbyville.



The job is to print what is important and interesting to your readers. The Sentinel-News is the only newspaper in the world that gives a damn about Shelby County, Ky. Without it, local government could operate in virtual secrecy, and people would know only what they saw, or what their friends and neighbors told them.

During the five weeks I worked at the Sentinel-News, the paper reported on three proposals that generated significant public interest, and some opposition: a developer's plan for a large amphitheater that would host dozens of concerts during the warm months; a company's plan for a huge factory to be built in Simpsonville; and a developer's plan for a subdivision.

Stories about all of these proposals were published before public meetings at which they were discussed. The zoning board approved the proposal for the amphitheater, but rejected the subdivision plan. The proposal for a factory in Simpsonville was withdrawn

because of local opposition. Would the result have been different if people had not been at the meetings to express their views? Maybe. Maybe not.

But the Sentinel-News shined a bright light on some important issues, and the people looked. That's the way it's supposed to happen.

LESSON 2: Reporters really DO get to do everything at small papers.

Now, when I tell my students about the advantages of working for smaller newspapers, I'll tell them about Christi Poole.

Christi was one of two news reporters on the Sentinel-News staff during my five weeks there. During a three-week period, this 23-year old graduate of the University of Louisville wrote about:

- A day-care center that state officials closed because of neglect and failure to report suspected abuse.

- A highly controversial proposal for a subdivision.

- A 5-year-old girl who was killed when she tried to dart across a road.

- A 28-year-old man who was charged with bigamy after marrying a 16-year-old girl.

See EDUCATOR, page 11

Interns glean valuable experience

Editor's note: Through the Kentucky Journalism Foundation, internships were provided this summer to 17 Kentucky university and college students.

The students were assigned to various newspapers across the state for a nine-week period and were paid for their services. But as the personal accounts which follow attest, they gained far more than a paycheck.

We asked the students to comment on their internships, specifically if the experience had affected their career choice. The intern's name is listed first, followed by the university or college they attend, and then the newspaper where they completed the internship.)

Matt Felice (UK, Danville Advocate-Messenger)

Being a city slicker from Lexington I would have expected to be covering nothing but meetings about storm sewers and brass band festivals during my internship at Danville, but you'd be surprised how much action you can get at a small town newspaper.



Some example: I cross the state of Kentucky in an Army UH60 Black Hawk to cover local National Guard members in annual training; followed the expansion of what is to become one of the largest Civil War parks in the nation; spoke with a Pentagon official (who happens to be from Danville) about Operation Assured Response in Liberia; investigated police enforcement of concealed carry laws in the five-county area; met a Dutch TV crew (from the Dutch equivalent of CBS) doing a feature on Appalachia; and did a front-page, three-part feature on the growing coyote problem in the area, catching officials from the Department of Fish and Wildlife with faulty statistics on livestock kills that failed to match those of the Department of Agriculture (by the thousands, in head count.) Three of my stories made the AP wire, and the managing editor offered to extend my internship through the rest of the summer.

Sure, I've already learned more than I ever wanted to know about beef cattle, the grain market and zoning ordinances, but I've found that an internship is entirely what one makes of it, as is any career in the long run.

Angela L. Gerald (Campbellsville College, Tompkinsville News)

My summer internship with

the Tompkinsville News has taught me more about dealing with people. A classroom can teach a person, but without the experience this internship provides, the knowledge from the classroom isn't as valuable. My experience this summer has taught me that too few citizens really understand the purpose of a newspaper and how vitally important it is for that purpose to be met. That hasn't discouraged me, however. It has created a desire in me to relate to people what a newspaper is and why it exists, and how the media, as a whole, is an essential part of our country and government.

Janean Davidson (WKU, Benton Tribune-Courier)

The first day of work brought feelings of apprehension and excitement about what would be ahead during the summer months. Now that the final day is here, feelings of accomplishment and sadness have taken over.



As an intern for The Tribune-Courier in Benton, I received the responsibilities as editor of the Leisure Scene, a 24-page newspaper filled with summer activities for locals and tourists of the Western Kentucky area.

With a circulation of over 12,000 readers in 10 counties, I realized on day one that this was going to be no small task facing me throughout my stay. But the staff welcomed me with open arms, reassuring me of their willingness to help out when deadlines were tight.

The first issue was a success, thanks to the help of everyone in the news department. With Elvis impersonations and bad punchlines relieving the tension from time-to-time, I began to feel more comfortable with my authority. Being an editor wasn't such a bad thing, after all.

By the middle of the summer, I felt completely at ease around my summer "family," voicing my opinion and ideas whenever possible. I had learned to use my assets to their fullest. If a story required a lake shot, why not take a boat out and get in the middle of the action? After all, my job was strictly based on leisure activity. We felt it was important to experience the things I wrote about.

But there was more to just experiencing the activities: I met the people behind the events. It became easier, as time went by, to spend hours with these individuals, listening to their stories. I have made some lasting friendships as the outcome.

Of course, there were times I would have liked to have been on the beach at Kentucky Lake with my friends, turning my skin into a brown leather suit, instead of inside an air-conditioned icebox full of computers unable to read my mind.

But overall, I could not have chosen a better place to spend my summer. Unlike other jobs, I was given the freedom to make my own decisions regarding my stories, the layout of my paper and overall daily activities. I learned more than just how to improve my writing skills. I was forced to learn every detail of the newspaper business, from receiving complaints to editing to deadline crunches.

This experience, however, has deepened my love for the written word. I know now that journalism is where I belong. Since I will be graduating in December of this year, I think this internship has helped confirm this passion, not to mention giving me exceptional experience which may help me find a job.

As I leave Benton, I will take with me many unforgettable memories. From cute little nicknames such as Sobe (in reference to the phrase, so be it, which I spoke often) and Little Miss Editor ... this has been the most valuable internship I have had, all thanks to the people I worked with.

Above it all, one particular occasion stands out. I decided to write a story on fireworks safety, in reference to the Ohio fireworks tragedy. I began by calling the local fire department. Strangely enough, there was no answer at the station. Perplexed by the absence of the fire department, I chose another nearby department to contact. Again, there was no answer. However, I did receive an answering machine which thanked me for calling. It became a joke around the news department, with everyone commenting about how lucky it was that this was not an emergency. Finally three days later, I made contact with a different fire department. The question: "As fire chief, what kind of advice can you give the readers in regard to fireworks safety?" The only response I could pull from the fire chief: "If you start a fire, put it out."

I guess it really does take all kinds.

Karin Lowe (WKU, Henderson Gleaner)

I found my internship at the Gleaner in Henderson to be very educational. It opened my eyes to the 'real' world of newspa-



pers, and helped me decide how I want to use my journalism degree.

Thank you for the chance to gain this experience.

Nancy Snyder (Morehead, Bath County News-Outlook)

When I started my internship at the Bath County News-Outlook, I had already been working for the paper for nearly a year on a part-time basis. I also attend Morehead State University, majoring in journalism.



I am a non-traditional student and have a family. We enjoy living in a small community and I love working for a weekly community newspaper. The work is very rewarding and my time here has only reinforced to me the values of living in a small town and my desire to work for a newspaper that means so much to its readers.

I truly enjoy the people that I meet as I write my weekly feature and I wish to continue with the newspaper for as long as I can. For me, the old saying that nothing ever happens in a small town is not true; there is always something going on. We never run out of news.

There has not been much that I consider strange or unusual, except for the city council meetings, but they are actually also normal for here.

Unfortunately, the low point of my internship was during my last week: the death of my boss, Russ Metz. Mr. Metz was a great man to work for and he knew the newspaper business inside and out and I learned much from him and I will miss him. He had great integrity and above all wanted his newspaper to report news fairly and accurately. I will always remember what he taught me.

David Gross (Morehead, Appalachian News-Express)

My summer internship experience at the Appalachian News-Express certainly has been enjoyable, but of more importance to my journalistic future, it has provided me another chance to work in a "real" newspaper environment.

In the first seven weeks of my internship, I have covered topics ranging from the primary election to school board meetings to lawsuits. I've had to typeset copy, proof



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Interns

Continued from page 4

submitted articles and various other tasks that go with the trade.

Also, two stories I wrote for this newspaper about a local sex offender treatment program were picked up by the Associated Press and ran statewide through their wire services.

Next week, I likely will travel to Frankfort to work on a "Day in the Life" feature on Gov. Paul Patton, formerly judge-executive of Pike County.

I've not really had any experiences that I would call "strange or unusual." I've had normal experiences — like leaving my lights on at the movies and coming back to a dead battery, and I've run out of money a few times.

One assignment that I found interesting was my work on the newspaper's annual Progress Edition. The theme this year was the 1960s, and my section was War and Peace.

I had to go back through old issues of the paper to find articles printed during the Vietnam War era and the hippie movement. I also had the chance to interview Vietnam veterans and go through pictures they had taken during their stints in service.

The experiences I've had here indeed have strengthened my already strong desire to work in the newspaper industry.

I still think there is no other career thrill quite like writing a front page story on deadline, or uncovering a scandal that certain people would rather have go undiscovered.

Jason Dattilo (UK, Oldham Era)

It's been an interesting summer to say the least. At the Oldham Era I've covered a wide variety of stories and worked with pagination and photography — not the workload some other interns who may get to cover a couple meetings a week. The entire weekly newspaper experience was different than I expected — actually more difficult than I expected. I guarantee editors and reporters at weekly newspapers consistently put in more hours than their counterparts at the large metro dailies. But the experience you glean and people you meet in small towns far outweighs the consequences of sleepless nights on deadline.

The most interesting experience of my internship was actually the week I filled in for Mark



Cooper at The Spencer Magnet. Suddenly I was editor, reporter, photographer, etc., at a professional newspaper. I made editorial decisions, edited copy, considered photos and just tried to keep the paper afloat. Things were complicated by the tornadoes that ripped through the area a week earlier, but when the dust cleared, there was a professional product on the newsstands. How many other summer interns get to take on that kind of responsibility. My thanks to KPA for the opportunity.

Scott Nanny (Murray, Murray Ledger & Times)

My summer as a reporter with the Murray Ledger & Times has been a very gratifying experience. After having worked with the newspaper during an internship the previous summer, I was familiar with the employees here and the newspaper itself. Being a journalism major at Murray State University, I also had a pretty good perspective of the city of Murray.

However, nothing could have prepared me for what I encountered. Throughout most of the summer, the paper's top reporter was off on maternity leave with a new baby boy. This gave me an outstanding opportunity to make sure this was the field that I really wanted to enter.

And after my experience, I am pleased to say that it has exceeded my expectations. I have had the opportunity to reconfirm the love of my chosen profession.

I have not only enjoyed the work, but have also enjoyed the companionship of my co-workers. I don't think anyone could have been as fortunate as I have been to work with such a fine group of people. The position offered me the opportunity to contribute to the Murray Ledger & Times' strength as a daily newspaper.

It is with the utmost appreciation that I say thank you for affording me this luxury.

Lisa Tolliver (WKU, Mt. Sterling Advocate)

My internship at the Mt. Sterling Advocate was a nine-week adventure in community journalism. Every day there was a different lesson, sometimes stemming from a flaw but mostly from successes.

I learned that no matter how much you learn in school and how much you think you are prepared, there is no true test other than actual experience.

I was only in Mt. Sterling for a



short period of time, but I learned a tremendous amount. I learned it's not a good idea to wear white shoes to a cow farm, the smell from a pay lake can and will stay with you for hours, heels aren't usually the best choice for sensible shoes and when a crazy man speaks, just smile and nod.

But seriously, I learned a good edit can make an ordinary story come to life. It's good to have a couple of fights as long as you keep working on a solution. And an angle for a story can change in front of your eyes.

I had a great time at the Mt. Sterling Advocate. It reinforced my feeling of wanting to be a journalist. It was a great experience and I want to thank them for the chance to be a part of the family.

Oh, Travis, I'm still looking into those albino werewolves. Glen, I didn't see any buffaloes in Montgomery County but keep on looking. Deanna, there is a ping pong ball on my desk just in case you need more ammunition. I'll miss you guys.

Jamie Neal (EKU, Winchester Sun)

I could not imagine entering into a journalism career without the internship experience I gained at The Winchester Sun newspaper. It proved to be a very valuable and educational experience for me, one I will always be thankful for and one I know has helped me to become a better journalist.

Although a write for my school newspaper, the internship gave me a chance to view what being a journalist on a daily basis — without classes, homework or tests — was really like. Since the Sun is a daily, it also provided me the opportunity to see how a paper operates and how work is divided, such as paste-up and design as opposed to writing stories.

When I began my job at the newspaper, not knowing what to expect, I had the attitude that if my end of my internship I wasn't happy with the career I had selected or if I didn't feel I could cut it as a journalist, I wouldn't continue with journalism. I would change my major at school and find a new goal. That, thankfully, was far from the case.

The paper's editor, Mr. Blakeman and the staff of the Sun welcomed me and treated me like one of their own from the day I arrived. I went on interviews and wrote stories at least once a day, as well as learning how to do "the rounds" at the police station, sheriff's office and by calling the fire department and hospital.

By writing different stories, usually news features or features, on a daily basis, my writing began



to improve and I began to feel more confident that journalism was the right career choice for me. I also was reinforced that journalism was something I wanted to excel at and that it was worth working for, especially when I saw my stories in the paper and actually felt I was contributing something.

Besides writing every day, watching my stories being edited also was important to my learning experience. Each time I wrote a story, I stood over Mr. Blakeman's shoulder as he edited it and when a story needed help, he showed me what the problems were, but at the same time he praised me when I was on the right track. Watching him edit my stories and seeing what I need to work on and what I was doing right was vital to my learning more about writing.

During my work at the paper, I met many people and learned a great deal about them and their jobs, as well as about many different things that were happening in the community and in Kentucky. Of the many people I met, a few included a NASA astronaut, a woman whose home had been torn apart by a storm and a breast cancer victim and advocate. I also got the chance to interview a stained glass artist who taught me her trade and let me create the art myself. I learned about how diesel fuel had accidentally been put in regular gas pumps in a few Kentucky cities, and I got to experience controversy when the co-valedictorian of the high school's graduating class condemned the school's administration.

My experiences further emphasized one of the reasons I decided on a career in journalism in the first place. Journalism is, first and foremost, getting information out to people, but as a reporter journalism adds to your knowledge of everything that surrounds you and offers the chance to learn about someone or something every day.

I plan to take by invaluable internship experience with me as I return to my college newspaper and as I enter my future career in journalism.

John Abbott III (UK, Jessamine Journal)

I spent my summer in sunny Nicholasville, fighting the journalistic good fight as part of the Jessamine Journal. I was extremely fortunate to get an internship so close (a 25-minute drive) to my current residence; instead of having to contend with the hassles of moving, and the isolation of moving to a place where I didn't know anyone, I could stay in familiar surroundings. I feel pretty good about my time with the



See INTERNS, page 14

AD \$ENSE

There's no time like the present to pursue those TV ad dollars

For many newspapers, competing with local TV stations for advertising dollars isn't new, yet as the number of advertisers decreases, the drive for a bigger piece of the ad pie increases, motivating newspapers to go after TV advertisers more aggressively.

Another reason TV customers have become more attractive is that many daily newspapers face no direct competition from other dailies. So as revenue growth flattens and newsprint costs increase, newspapers find TV advertisers an attractive target for increasing revenue.

Research tools and software are now available to help newspapers tap into the buying schedules of local advertisers. Proactive newspapers around the country are not only using technology to go after revenue that would normally go to broadcast, but also to help advertisers devise the best media buy to fit their needs.

David Thompson, advertising director and a 21-year veteran of the Daily Oklahoman in Oklahoma City, said, "As long as I've been with the company, we've always had a conscious awareness of broadcast dollars." But he adds that the same awareness is not typical of most newspapers.

If an advertiser spends a lot on broadcast media, Thompson's sales staff tries to show the advertiser how print can make better use of the money.

"We assume that if the advertiser has the money, we feel the print vehicle provides the greatest reach, particularly with the upscale audience," Thompson stated.

For a single insertion, newspapers have the broadest reach, he said. TV builds reach with heavy

frequency, whereas newspaper can reach 62 percent of adults, 18 years old and older, with just one insert.

Thompson explained that when small businesses don't use an agency to buy TV or radio, their buys are often ineffective. His staff tries to demonstrate to such businesses how to rework their ad to get the most for their money.

Reworking may include a combination of print and TV, or no TV at all, though the newspaper rarely suggests giving up TV completely. It all depends on the advertiser's needs and budget.

"We don't take a generic approach on selling advertising. We want to be problem solvers, and not all problems are the same. Once we understand (advertisers') problems, we can do a better job," Thompson said.

Bill Slaughter, project director of marketing research at the Kansas City Star in Missouri, said newspapers can't afford to sit back because there are limited ad dollars in the market. Everyone is out to "get their piece," which means generating new accounts or taking money from other media, he said.

Slaughter said his paper has become more "customer friendly" and now acts as a sort of ad agency, by helping advertisers make better choices for their money, and by offering overall media planning.

Slaughter said the Star's heavy investment in marketing and research allows the newspaper to give advertisers more impact for their money.

The Star has been aggressively competing for broadcast dollars for about a year, Slaughter said, and while revenue has increased in

See DOLLARS, page 13

If you're catching rabbits, ... don't move the box

Ad-libs©
By John Foust
Raleigh, NC

Henry publishes a small paper in North Carolina. Even though he employs a sales staff, he still devotes a lot of time to selling. He simply loves people too much to stay cooped up in the office.



Henry is one of the best sales people I know. You see, he understands that his advertisers care more about results than anything else. They appreciate his down-to-earth concern for making their cash registers ring.

Results are a big part of Henry's philosophy. On the golf course, he'll use a putter for short chip shots if he thinks a putter will put the ball close to the hole. He doesn't care if "the proper club" is a wedge. And it doesn't matter to him that a bouncing grounder is not as picturesque as a high arching shot. In Henry's practical opinion, results are more important than anesthetics.

One of Henry's favorite sayings is, "If you're catching rabbits, don't move the box." He's referring to an old-fashioned rabbit trap, which consists of a wooden box with a door which is propped open. After the bait (usually lettuce or some other delicacy) lures the rabbit into the box, the door closes-and presto! you've got yourself a rabbit.

When Henry mentions rabbit boxes to his advertisers, he's not talking about rabbits at all. He's commenting on change. He knows that some advertisers tire of their ads long before their readers do. So he cautions them not to change, just for the sake of change alone. If an ad is working, keep running it. Don't move the box!

Due to the nature of the newspaper business, a large part of an ad department's day is spent on change. Retail stores constantly change the products they advertise. Merchants change their advertised prices. Car dealers introduce new models at least once a year. Real estate firms add new listings and delete old ones. And so it goes. Every day brings more change.

With all of this activity, it is human nature for sales people to devote less time to those advertisers who have been running the same ads for a long period of time. We reason that their ads must be working and that they are catching plenty of customers.

"If you're catching rabbits, don't move the box." That's good advice for sales people who are tempted to press their advertisers into making frequent changes. But this is only the first part of Henry's little saying. He adds, "Just get a bigger box."

Ah ha! Change is good, after all — as long as it is purposeful change. In other words, don't become complacent. Keep in touch with those steady clients who have been running the same ads for weeks or months. Praise them for their wisdom in staying with an effective strategy. Then show them how a larger ad - or more ads - can give them the equivalent of a bigger rabbit box.

The bigger the box, the more rabbits it can hold.

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



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Ads Reaching Kentuckians
KPA's 2x2 ad program
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1-800-264-5721

What do judges look for in newspaper contests?

By DAVID T. THOMPSON
KPA Executive Director

Right now, you're probably thinking about all those tearsheets you have to look through, from the last 15 months, to decide what to enter in the 1996 Kentucky Press Association Fall Newspaper Contest.

Okay, so it's not a priority at the present. You've got until October 7 to mull over some 65 weeks of issues. And you'll wait until just about the last minute to gather all the tearsheets, fill out the forms and get them in the mail.

Whether it's now or later, maybe a few entry tips can help. There are the usual problems: only one or two tearsheets sent when the category rules require three; no entry is marked (we ask for the entry to be indicated with a red check to help the judges know what to judge but some newspapers forget to mark the story, column or photo(s); an entry appears in another category. Now that seldom happens, maybe once every two or

Warning: A simple error or omission can result in your entry being disqualified

"Judges are looking for good writing, sentence and paragraph, a lead that makes them want to read the story and a good headline, especially one that has all the words spelled correctly." — David T. Thompson



three years. But it does disqualify both entries from consideration.

And like the old saying goes, there's an exception to every rule. In this case, the exception could be in either some writing or photography categories. You could have a story entered in Best Spot News Story that's also a part of the entry for Best Story Series. Or on the picture side, the Best Sports Picture you have could also be part of a Best Sports Picture Series. But only in those cases is the multi-entry acceptable. What the rule means is that you cannot enter a story as Best Spot News Story and

double your chances of winning by also entering it in Best General News Story.

Confused? Keep this in mind. A single story cannot be entered in another category unless it's Category 11 (Best Story Series) or Category 12 (Best On-Going/Extended Coverage Story).

Same for the photographers. A single photograph cannot be entered as both a General and a Spot News Picture, for instance, but it could be entered as part of the Best News Picture Essay.

And it also means that if your newspaper has a sister newspaper,

the entry can come from only one, not both. So if you write a story for the Podunk News and Sleepy Hollow Press, don't enter it for both. It will be disqualified.

So much for that. Now about what judges are looking for. The entry information is pretty inclusive. Judges are looking for good writing, sentence and paragraph, a lead that makes them want to read the story and a good headline, especially one that has all the words spelled correctly. (When I was at Georgetown, we learned that a mistake in a headline -- homicide instead of homicide -- didn't impress the judges too much.

Length isn't important. They're going to have to read the story whether it's long or short. If the story should have been shorter, your editor is responsible for that decision, not the judge. But judges will point out when a longer story could have been divided into a main story and sidebar. That's all a part of the learning process and

See JUDGES, page 9

NAA says record number of papers recycled in '95

Americans recycled a record number of newspapers in 1995, continuing a success story that finds fewer and fewer papers headed for landfills. According to the Newspaper Association of America (NAA), 63 percent of all old newspapers were recovered in 1995, representing more than 8.1 million tons of newsprint out of a total supply of 13.1 million tons.

Statistics show that the average amount of recycled fiber in newspapers has more than doubled, from 10 percent in 1989 to over 25 percent in 1995. Other statistics also show the positive trend in newspaper recycling:

- Newsprint makes up 14 per-

cent of total paper products recycled.

- Newsprint makes up only 4.6 percent of total waste in the nation's landfills, down from 5.8 percent in 1980

- 35.7 percent of recycled newspaper went into the production of new newsprint

Newspapers are recycled into a wide variety of products that include cereal boxes, egg cartons, pencil barrels, grocery bags, tissue paper and paperboard. Old newspapers are also exported. In 1994, the United States exported 800,000 tons of old newsprint to Canada, primarily for the production of new newsprint.

New York Times launches contest to find slogan for its web site

NEW YORK (AP) — All the News That's Fit to Download?"

The New York Times announced Aug. 18 it is looking for a slogan for its Web site on the Internet. The contest coincides with the 100th anniversary of Adolph S. Ochs' purchase of the newspaper.

Ochs coined the now famous slogan that appears on the masthead of the newspaper.

"When my great-grandfather Adolph Ochs created the slogan 'All the News That's Fit to Print' a century ago, it was his way of declaring the newspaper's intention to report the news impartially during

a time when yellow journalism prevailed," said Arthur Ochs Sulzberger Jr., publisher of The New York Times.

The contest asks Times readers, both print and online, to summarize, in 10 words or less, the news mission of The New York Times on the World Wide Web. Entries will be accepted until midnight Oct. 1.

The winner gets \$100.

(The New York Times on the Web (<http://www.nytimes.com>). Entries can also be sent to Web Slogan Contest, P.O. Box 957, New York, N.Y., 10036.)

Winners of NNA's Economic Development Award announced

The daily News-Star of Monroe, LA, and the weekly Reporter & Farmer in Webster, SD, have been named winners of NNA's first Economic Development Award.

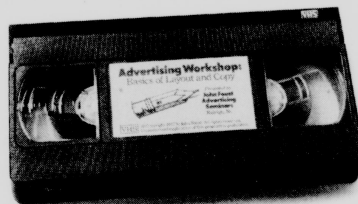
The newspapers were cited for their successful involvement in a project that expanded the economic base of their communities.

The News-Star won among

daily newspapers for initiating and leading a successful effort that enticed State Farm Insurance Corp., to locate a regional headquarters - and between 150-300 executive-level jobs — to its community.

The Reporter & Farmer worked long and tirelessly to bring about a \$3 million medical complex expansion project.

Video workshop can help your staff create better ads



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

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Stress: Is it controlling your newsroom?

Although a low level is productive, high levels day after day destroy morale; the problem may be the way editors handle and delegate tasks (or fail to)

By GENE FOREMAN

Make no mistake about it: our newsrooms are cauldrons of stress. The technological revolution, with its cellular phones, computers, voicemail and beepers, adds exponentially to the stress that has characterized the newspaper business since time immemorial.

Moderator David Zeeck, executive editor of the News Tribune in Tacoma, Wash., and a panel of three experts explored the phenomenon during the American Society of Newspaper Editors' recent conference. They considered the title question "Is the problem really us?"

Pete Meyer, president of MDA Consultants in San Francisco, said normal stress motivates people to do their jobs better by stimulating creativity and interaction. But the unrelenting pressure of deadlines and heavy workloads has the opposite effect. Also destructive are anger and hostility in the workplace, and limited autonomy for the people who do the work. Middle managers, Meyer said, feel this negative stress the most.

A more appropriate question for newsroom leaders, Meyer said, is "how can we help control stress?"

To that question Meyer offered his own answers including:

- Develop a sense of humor.
- Set realistic and achievable goals.
- Find opportunities for positive reinforcement.
- Be respectful and dignified in leadership.
- Operate in a predictable manner even in a time of change.
- Describe in specific, concrete terms why change is necessary.

"Let other people be a part of the solution instead of bearing the brunt of the manager's personal style," Meyer said. He urged editors to involve everyone across the newsroom in setting the paper's direction. "Get their ideas," he said.

Sharon L. Peters, formerly in the newspaper business and now a consultant, reported on her study of introverts and extroverts among journalists. Fifty-seven percent of reporters are introverts, she said, while introverts

Vice-president nominations sought by KPA for 1997 term

Nominations and letters of application are being accepted until Sept. 9 for the office of vice-president of the Kentucky Press Association for 1997.

Any KPA member may nominate any individual who meets the criteria set forth in the KPA by-laws for that position. Additionally, individuals interested in holding office in the Kentucky Press Association may submit a letter of application.

KPA by-laws state: "The only person eligible for election to the office of Vice-President are those who are currently serving as elected directors; those who have been elected to serve on the new board, provided they have previously served as either an elected or appointed director; or those persons who have served three consecutive years as an appointed director."

Nominations must be sent,

along with a letter of interest or reasons for suggestion to: David T. Thompson, Kentucky Press Association, 101 Consumer Lane, Frankfort, KY., 40601.

All nominees consenting to the nomination and agreeing to serve if elected will be interviewed by the Nominating Committee once it has been determined that the nominee meets by-law requirements.

Following the interview process, the nominating committee will recommend a candidate for vice-president to the Kentucky Press Association/Kentucky Press Service Board of Directors.

Following action by the board, the individual will be recommended for approval to the full membership of the Kentucky Press Association during the business session of the 1997 Winter Convention.

**The National Classification reform
hotline has been set up
for inquiries at:
1-800/THE USPS, ext. 2006.**

Stress or burnout named as a leading cause of illness, injury on the job

In today's world of downsizing, which has affected the newspaper industry just as it has several other fields, stress levels are at an all-time high.

According to the National Institute for Occupational Safety and Health, work-related stress or burnout is a leading cause of work-related illness and injury.

"People feel stress from all areas of their lives, even when it's something positive like a vacation or promotion," said Edward Maxwell, M.D., clinical director of Kentucky's Department for Mental Health and Mental Retardation Services.

"Stress is not always a bad thing, but a stress overload takes a toll on your physical and mental health, as well as on your family life. Getting rid of stress shouldn't be your goal, because that's impossible and you need some stress to function properly. The goal should be to manage stress and strike a balance in your life," said Maxwell.

Maxwell, an associate professor of psychiatry at the University of Kentucky, says more people seem to be feeling the pinch of downsizing and restructuring.

Obviously, people who are laid-off feel stressed, but so do ones left on

See STRESS, page 10

make up only 30 percent of the general population.

She said introverted reporters experience stress just by doing their jobs — for example, asking questions of news subjects, something they would not think of doing in their private persona. She said the extroverted duties of the job were something that introverts can do, but only by putting pressure on themselves. "It's like a right-hander writing with

See NEWSROOM, page 10

Newspaper Week kits available

The Kentucky Press Association, in conjunction with the national Newspaper Association Managers organization, is offering free National Newspaper Week promotional packages.

The event is being observed Oct. 6-12 this year and the theme of this year's promotion is "Newspapers: Your link to your community." The focus for the first time will be on the strengths of newspapers and how newspapers link people to their communities.

The kits will include house ads, short articles, editorial cartoons and logo sheets.

For more information and to order your promotional package, contact KPA secretary Sue Cammack at 1-800-264-5721.

Web

Continued from page 1

need to be able to advise them or tell them where to go for help."

Research and Marketing Coordinator Reba Lewis has been designated as the KPA staff member who will maintain the site once its online. Lewis will post the Statewide Classifieds on the Internet weekly as well as make any other information changes necessary.

In addition to Greer, the Internet Committee includes Maysville Ledger-Independent editor Matt Stahl, Kentucky Connect Marketing Director Tom Cawood and Ashland Daily Independent editor Russ Powell.

In addition to working with KPA, Grant is serving as assistant managing editor of WKU's newspaper, The College Heights Herald. He graduates in August.

A native of Brandenburg, Grant

is interested in pursuing a career as a technology consultant for newspapers.

"With this Internet site, we want to allow people outside of Kentucky to see what Kentucky newspapers have to offer," said Grant. "As far as design, we've tried several concepts. What we're searching for, and I think we've finally arrived at, is a clean, professional-looking web page."

Grant says he's enjoyed working on the KPA site, noting it's been a challenge to try and meet the goals of a committee of newspaper professionals.

"I really like the idea of working on a project that covers the whole newspaper industry, especially in this new medium," said Grant, who also had an internship at the Wall Street Journal this summer working on their online edition. "I think publishing newspapers electronically on the Internet is a great way for newspapers to take what they already have and add to it."

Convention

Continued from page 1

focuses on deadline writing. He shows writers how to organize a story so they can write it tightly, thus speeding the reader on to other stories. "The Average Story" shows writers how easy it is to fall into the trap of writing mediocre, acceptable stories. Stasiowski will demonstrate techniques for turning an average story into something above average.

A former reporter, columnist, editor and writing coach at several newspapers, Stasiowski has been a full-time writing coach since 1989. He is now a regular columnist for The Kentucky Press.

On Friday morning, attendees will be able to hear from John Hansen, Oklahoma City assistant fire chief. Hansen handled media relations during the Oklahoma City bombing and will discuss "Terrorism and the Media."

Hansen has traveled the country, talking about not only the bombing and the effects it had on the community, but the role of the media in such devastating acts of terrorism.

"We're thrilled Hansen will be a part of our convention," said KPA Executive Director David Thompson. "The Oklahoma City bombing touched the lives of all Americans and we believe hearing from someone who was there will be a moving and informative session for Kentucky newsmen."

KPA is also planning an Internet seminar for the first day of the convention. Although the program is still in the preliminary stages, it is expected to feature a media consultant who has assisted several newspapers in their online endeavor.

Judges

Continued from page 7

part of the reason we do contests — to offer help from colleagues to make you a better reporter or better photographer.

If you're entering one of the column categories — #5 for Best Column One Subject, #6 for Best Column Variety of Subjects or #7 Best Sports Column — pick out three good columns. Judges are looking for continuity in your writing so pick out the best three columns.

On the photographer's side, bigger isn't necessarily better. Just because a photograph is four columns doesn't mean it's going to beat out one that's two columns. Judges are looking at the impact of the photo, cropping, balance and lighting.

(Okay another personal note going back to the early 1980s at Georgetown. I only won one photography award in my life and that was second place in a KPA sports picture category. It was really a good photo. A two-column shot of a basketball player. His long hair was standing straight up as he came down from a rebound and lost the ball. What made it finish second? The judge gave us a demerit for cropping. Of the two-column width, the player took up less than half the space, leaving a lot of dead space on both sides. The judge wrote something like, "had it been cropped tighter, it would have won first place." Oh well, second place was better than not entering at all I guess.) So watch the cropping.

Many of you have judged contests from other states and you

know what the process is like, what you're looking for in a good story or good photograph. Those are the same things the judges from the Illinois Press Association will be looking for in this year's contest.

Here's what we ask of the judges. Look over all the entries before you start awarding any places. Make notes of each story or photograph then go back and pick the first, second, third and honorable mentions (optional). We ask for the comments to be constructive — what made an entry win first place or if an entry finished third, what could the writer or photographer have done to make the entry finish higher. Only through those constructive comments can you learn to be a better writer or photographer.

I've said it before, I'll say it again. Every state that has judged any of our contests — and this will be my 39th contest with at least 20 states doing the judging — have been most complimentary of the quality of Kentucky newspapers. Particularly the photographers. I don't know what impression they had of Kentuckians but by the time the judging is over, they are singing your praises.

(P.S. Remember, this contest entry period includes any issues between July 1, 1995 and September 30, 1996. For future years, the Fall entry period will be October 1 through the following September 30. So start planning now for next year.)

Classified:
Successful publisher wishes to buy newspaper in Kentucky. Send inquiries to Jim Herring, 524 Chatham, Belton, TX 76513.

Murray State News goes online; separate from school

By Orville Herndon

The Murray State News began its web operation Dec. 1, 1995. This move followed The News' earlier entry into the electronic arena on the Kentucky Press Association's CommonNet.

The Murray State Newsight is the name for the electronic version of the 69-year-old student newspaper. The Murray State Newsight contains the complete text of each weekly issue of the printed paper and an expanded campus calendar of events.

The online edition is organized into sections comparable to the printed version. The Murray State Newsight's address is <http://www.thenews.org>.

Previous issues move to the archive section of the web site as fresh material is added each Friday afternoon during the school year.

The archive section is arranged by issue and by section within each issue. Using one of the World Wide Web search engines such as Altavista readers can search the contents of the web site by key words.

Outside the 28-week per year publication schedule, The Murray State Newsight posts news releases prepared by Murray State University's News Bureau.

Future plans for The Murray State Newsight include adding photos and MSU sports coverage.

The Murray State Newsight is unique among college newspapers. It is independent of the

University's web site. Although each web site maintains a link to the other site, this arrangement allows the student newspaper staff to be free of any attempts by University administrators to edit the content presented on the web site.

The Murray State Newsight established its web site in cooperation with Long Distance Discount of Cape Girardeau, Mo. The ongoing maintenance of the site is handled by The Murray State News.

The Murray State News received a separate domain name for its web site. Thenews.org was selected by the student staff. Thenews corresponds with the abbreviated name of the newspaper. The .org extension designates that the paper is a non-profit organization.



An innovative XTension designed to save time and increase productivity when creating ads in QuarkXPress!

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Valerie's Edge

Metro Creative Graphics, Inc. 55 West 54th Street, New York, NY 10019

The Job Shop



Press foreman

Wanted: Third shift press foreman for daily newspaper. Minimum two years experience with single width web offset required. Good benefits, shift premium. Call Steve Berryman, Winchester Sun, 606-744-3123.

Reporter

Harlan Daily Enterprise seeks two general assignment reporters, one with a strong background in photography. Send resume, clips to John Henson, P.O. Box E, Harlan, KY. 40831.

Take advantage of KPA's "The Job Shop." List your newspaper's job opening for just \$10. Or, if you are a newspaper professional seeking new opportunities, send us that information!

Newspapers No. 1 source of information for travel planners

Newspapers — not TV, magazines, radio or online services — were cited as the No. 1 media source for trip planning by a vast majority of business (58 percent) and leisure (53 percent) travelers.

This finding and other highlights of "Moving Targets: Today's Travel Market and Newspapers' Vital Role," were announced recently at the Newspaper Association of America (NAA) Marketing Conference, attended by more than 1,400 senior-level newspaper advertising, marketing and circulation executives.

The NAA Moving Targets Travel Study, which was previewed by Rick Tippett, director of national sales for The Washington Post, and Rhetta Vinson, NAA director of marketing projects, provides an in-depth look at travel behavior, media usage, and attitudes among both business and pleasure travelers in the top 20 DMAs.

The study was conducted in January/February 1996 by NFO Research, Inc., which regularly surveys travel consumers.

The study was conducted first,

to provide travel marketers with information on how their targets interact with media, and second, to provide newspaper executives with data on how their medium delivers major travel segments in today's competitive market.

The study offers insights on travelers' media attitudes and travel-product usage, including airlines, hotels/motels, cruise lines, travel agents, and rental cars, and foreign versus domestic travel habits.

"Given the evolving media landscape and rapidly changing travel marketplace, we believe this research initiative will go a long way toward helping our industry better serve its travel advertisers and their agency marketing partners," said Tippett.

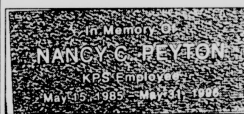
Copies of the complete report can be ordered from the NAA fulfillment services by calling 1-800-651-4622 and requesting item #90243.

For additional information or to discuss the travel advertising category, contact Rhetta Vinson, NAA director of marketing projects at (212) 856-6319.

Memorial dedication



A maple tree was planted at the KPA central office in memory of long-time KPS employee Nancy Peyton. A plaque (shown at left) was erected at the base of the tree. KPA/KPS employees, pictured left to right include, (front) Carol Payton, Linda Slem, Holly Stigers, Rachel McCarty, (back) Sue Cammack, Reba Lewis, Gloria Davis, Bonnie Howard, Sherry Harper, Buffy Sams, and David T. Thompson.



Park Foundation pledges large grant to North Carolina journalism school

(AP) — The Park Foundation of Ithaca, N.Y., has pledged more than \$5.5 million to create fellowships for graduate students at the UNC-CH School of Journalism and Mass Communication.

The pledge is the largest grant ever to the journalism school. The money will be spread over the next five years and will support 120 graduate students at the University of North Carolina at Chapel Hill. The result will be the richest graduate program in journalism in the country.

Roy H. Park, who died in 1993, was founder, chairman and chief executive officer of Park Communications Inc., a multimedia company with broadcast and print properties throughout the United States.

Newsroom

Continued from page 8

the left hand," she said.

She suspects that introverts are the staffers who rely on computer messaging instead of talking with their colleagues.

Peters hastened to note that this is not a mental-health issue. Introverts are no less mentally healthy than extroverts, she said, and both groups exhibit traits that help make them good journalists. Introverts are good listeners and concentrate better. Extroverts, though better suited for face-to-face reporting, tend to talk too much in interviews and require high maintenance from editors because they interrupt their writing to talk about their stories.

She said introverted reporters could improve if they understood their own tendencies and learned to deal with them. Editors can help, too, by giving introverted staff members the privacy they prefer and by allowing them extra time to make suggestions on newsroom issues instead of pressing them to speak out at brainstorming sessions.

Edward Miller, former editor of the Allentown (Pa.) Morning Call and now an associate at the Poynter Institute, marveled that editors are able to do their job at all in the increasingly complex environment. "But you do it at a price — your own stress," he said. "You work too hard and too long. Families pay the price at home."

So, Miller said, the editor should change the culture by first changing the editor. His advice: "Distribute power while maintaining control.

Effect change, but make the workplace stable. Encourage high productivity, but also creativity."

Miller lamented that "a 19th century model of organization governs newsrooms and doesn't work anymore." He said editors should redefine

newsroom jobs, creating collaborative relationships that "raise satisfaction levels and reduce stress levels."

(Gene Foreman is deputy editor of the Philadelphia Inquirer. This article is reprinted from the June issue of The American Editor.)

Stress

Continued from page 8

the job, according to Maxwell. They often take on the duties of the people who have left in addition to their regular jobs. In some companies, downsizing is accomplished by not filling positions when someone retires or quits. That often means experience and knowledge goes with those people and the remaining workers take on duties without training or experience in those areas.

Restructuring woes are also plaguing workers. While trying to continue their regular work load, employees are being shifted to other duties or workplaces and may feel disconnected and disorganized. Leaving a routine causes added stress, Maxwell said.

Other major areas of work-related stress include failure to meet your own expectations; failure to meet your employer's expectations; conflict with co-workers or supervisor; fear of layoffs or job loss; and inadequate resources or time to do a job.

So how do you get work-related stress to a manageable level? Talk it out, exercise, find ways to relax, organize your work, get enough sleep and eat right. Even thinking about that

list may stress out some people.

If you're overwhelmed, improve one area at a time. Take an inventory of your life and pick an area that you can get a handle on, then develop a plan to deal with stressors, Maxwell advises. Getting a sense of control in your life will improve your outlook. A good support system of family and friends is important, too. Avoid using drugs or alcohol to cope with problems, he said. If you feel anxious, depressed or physically ill, consult your physician.

Employers can help workers deal with stress better by creating an environment of open communication, giving employees a role in decision making and an outlet to express their feelings and resolve conflict.

"Employers have to cultivate a feeling of honesty so that they have credibility with their employees. That trust and openness makes a difference when you're dealing with a worker's future. Employees have to feel they are on the inside and important," said Maxwell. He noted employees should hear about something pertaining to their jobs directly from their employer.

If you need help managing stress, Maxwell advises people to go to their family doctor, clergy, employee assistance program or mental health center for a referral. For more information on work stress, contact your local mental health center.

Survive

Continued from page 3

This past summer, two Western Kentucky University journalism professors, Harry Allen and Wilma King Jones, were the first selected for the KPA program, and they, as well as their host newspapers report positive results.

Allen, associate professor of journalism, spent a number of years working at newspapers in the United States and New Zealand, but he learned a great deal from his internship at the (Shelbyville) Sentinel News.

"It put me back in the news-room and let me know what the trends are there, plus it enabled me to take first-hand knowledge back to my students and let them know the opportunities in community journalism," he said.

Jim Edelen, publisher of the Sentinel-News, also gave the program high marks. "Harry was excellent with our people. He was well-accepted. We all got something out of it. I enjoyed working with him."

Jones, a graphics specialist, was a positive force at the Fulton Leader according to editor and publisher William Mitchell.

"We both felt we got a lot out of the program. She helped us get a different viewpoint on things; she also helped us redesign our banner," he said.

Mitchell plans to keep in touch with her. "She represents a professional contact that I can go to for advice," he said.

Jones plans to take her experiences back to the classroom and let students know how important a small weekly could be in their career development.

So, what has been a first step for the Kentucky Press Association has also been the beginning of a positive relationship between academe and the newsrooms around the Commonwealth.

The KPA Board is to be commended for taking this step to improve the relationship between educators and practitioners. We need each other to survive, and the key to that survival rests in our willingness to learn from each other.

(Dr. Wolfe also serves as the Journalism Education Representative on the KPA Board of Directors)

So, what has been a first step for the Kentucky Press Association has also been the beginning of a positive relationship between academe and the newsrooms around the Commonwealth.
— Dr. Ron G. Wolfe, EKU

'Little' grammar, useage problems can add up to big writing headache

By JIM STASIOWSKI

Which is a more important event: The first time man split the atom, or the first time man split the infinitive?

It isn't even close. With nuclear fission, all we can do is blow up the world. But who wants to live in a world in which the grammar rules are like the no-fault divorce? As long as two adults agree, anything goes, right?

When I was a kid, we didn't have this problem. Eisenhower was in the White House, and we could count on him always to do the right thing. Not to always do the right thing.

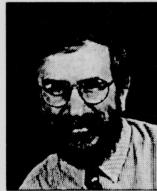
Actually, the rule against splitting infinitives was always bunk. Sometimes splitting is necessary. But writers today don't even know grammar and usage rules exist. I'll bet lots of writers reading this column are saying, "Infinitive, isn't that one of those expensive luxury cars?"

Here are three little grammar and usage problems I see all the time. These problems show how far our standards have dropped.

The misplaced "because" clause: Whenever you use a "because" clause or phrase after a "not" clause, you are in danger of misleading readers. Notice: "Mayor Jackson won't run for re-election because of the scandal."

That can mean either: (1) The scandal is the reason Jackson won't run; or (2) Jackson will run, but the reason he is running has nothing to with the scandal.

The rule: When you use a "not" clause with a "because" clause or phrase, you probably want "because" first: "Because of the scandal, Mayor



Jackson won't run for re-election."

It's simple, really: A cause comes before an effect. **The gradual first reference:** Mrs. Cohee, my third-grade teacher, would have crushed my knuckles with her yardstick if I had written this combination of sentences I saw recently:

"School policy states that the first offense," said B. Roy Kendall, "must result in a suspension."

The leader of the state chapter of the American Civil Liberties Union said, "What the board must do is reopen the case and determine whether the student has a right to appeal, given the mitigating circumstances."

Why make the reader connect "B. Roy Kendall" and "The leader of the state chapter of the American Civil Liberties?" For all any reader knows, "The leader ... etc." is someone different from B. Roy Kendall.

Identify people right away, not gradually. Add Kendall's title to the first reference, even if it's unwieldy: "B. Roy Kendall, leader of the state chapter of the American Civil Liberties Union, said 'School policy states ... etc.'"

The ubiquitous dash: I was at a paper recently, and a writer asked the copy-desk chief, "Can you explain when to use a dash? This writing coach says I overuse it."

"Real briefly," he answered, "use dashes to set off a series within a sentence," a perfectly correct answer. But he continued: "And use them when you want to show emphasis."

Wrong. That's the heresy of the neo-trendoid.

The dash is not — repeat not — to be used solely for emphasis. Granted, as in the sentence I just wrote, the dash sometimes does emphasize, but the

See GRAMMAR, page 15

Educator

Continued from page 3

•A Shelbyville woman who was 50 feet from the bomb that exploded in Atlanta's Centennial Park during the Olympics.

Christi got a year's worth of good clips in less than a month. They were all good stories, important and interesting to Sentinel-News readers.

While she was doing those stories, she also covered the pet show


at the county fair, and the big annual horse show, and the death of the 90-year old woman who fell down her basement steps.

When she wasn't reporting and writing, she took pictures, processed her film and made prints. On production days, we proofed pages while they were still in the computer, which meant she was learning QuarkXpress.


For years, I've passed along the conventional wisdom: Interns and young reporters can learn more at small papers, and have more opportunities for big stories.

But now I know Christi, and it's no longer just conventional wisdom. It's true.


(Harry Allen is an associate professor of journalism at Western Kentucky University. He was city editor of The Ledger, an 85,000-circulation daily in Lakeland, Fla., before joining the WKU faculty in 1992. He has worked at other daily newspapers in Florida, Kentucky, Connecticut, and New Zealand, but the 1996 KPA Faculty-in Residence Fellowship provided his first experience with weekly or semi-weekly newspapers.)





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LEGAL NEWS & VIEWS

Ads that seem too good to be true, just may be

By KIM GREENE
KPA General Counsel
Wyatt, Tarrant & Combs

The advertiser, a business which regularly advertises in your newspaper, presents your ad department with a camera-ready advertisement and plunks down his money to run a full page display ad in every edition of your newspaper for three weeks.

The ad is an eye-catching arrangement of well done graphics and clever copy. There's nothing for you to create or compose. It looks like the easiest money you'll earn all day.

Is this too good to be true? It may be. When an advertiser brings you a camera-ready ad, there are questions you need to ask to ensure that you are not stepping into legal trouble by running the ad. This is particularly true when the ad was previously published in another newspaper or other publication.

First, for any ad that you do not create on



behalf of the advertiser, always scrutinize the ad for an indication as to the identity of the owner of the copyright in the ad. This is generally designated by either the word copyright or the symbol followed by the date and the name of the copyright owner (e.g., "Copyright 1996 Smith Jones Company, Inc." or "© 1996 Smith Jones Company, Inc.").

The absence of the copyright notice should not end your exploration. Someone owns the copyright to that ad regardless of whether the notice is printed on it. If your newspaper is not the copyright owner (because your staff didn't create the ad) and you publish the ad without permission of the copyright owner, you can be liable under federal law for copyright infringement.

The copyright owner can sue you in federal court and, if successful, can win an award of his or her actual damages or damages provided by the Copyright Act. The amount of the statutory damages award is up to the discretion of the judge, but can range between \$500 and \$20,000 per infringing publication.

In addition to these damages, the Act allows the court to require an infringer to pay the copy-

right owner's attorney fees. Obviously, the question of potential copyright infringement is not a trifle!

What if there's no copyright notice on the ad but the advertiser tells you, "It's our ad. One of our employees is a really good artist and another thought up the message for us. We're lucky to have such talented employees, don't you think?" If an employee of the advertiser creates the ad as part of her job, than the advertiser/employer owns the copyright to the ad.

That means that the advertiser has the right to authorize your newspaper to publish the ad and you can do so without fear of legal ramifications.

On the other hand, what if the advertiser tells you, "It's our ad, all right, we paid Wilma White over at Brown & White Advertising Agency to draw it up for us." This response requires a follow up question from you: Is there an agreement between Smith Jones Company and Brown & White Advertising Agency making the ad a work-for-hire? It has to be a written agreement

See ADS, page 15

AG opinions

The following is a summary of recent attorney general opinions regarding open meetings and open records. The full decisions are available by calling the KPA News Bureau.

1) James L. Thomerson/Mountain Area Drug Task Force

Lexington Herald Leader reporter Karen Samples petitioned the attorney general's office after her request to the Mountain Area Drug Task Force to inspect records relating to cases worked and arrests made by the task force was denied.

Samples asked for the following records:

- A list of all cases worked by the Mountain Area Drug Task Force since its inception, either by case number and county or by defendant's name and county.

- For those cases, a list of all charges against the defendants and the disposition of the cases, if your office keeps such information.

- Copies of any subpoenas you, your office or any other members of the MADTF have received from any federal grand juries.

By letter, the director of the task force denied Samples' request claiming release of the list of cases could "jeopardize ongoing investigations, endanger both police officers and confidential informants and prematurely release information to be used during the prosecution of many of our cases ..." He claimed that because of these reasons, KRS 61.878 (g) and KRS 17.150(2) "specifically exempt our records from public inspection."

The director further stated previously prosecuted cases could be locat-

ed at the circuit of district court clerk in each county, but noted his office did not maintain records pertaining to disposition of cases.

Regarding the subpoenas, the director replied that copies of any subpoenas would be maintained by the appropriate federal agency or prosecutor.

Samples then modified her request to state: "We assume MATDF is required to report periodically to the state on the number of arrests made. We merely wanted the names of those defendants. We are not asking for the names of people currently under investigation — only those who have already been arrested or summoned to court through the work of the task force. We realize these records already are made available at various courthouses. However, we know the MATDF has been very active and we didn't want to overlook any cases. Hence the open records request to you. We are certain your list of defendants is public record and subject to open records law."

The director again denied Samples' request by again citing 61.878(2)(g) and claiming the agency was exempt.

On behalf of Samples and her employer, The Lexington Herald-Leader, an attorney for the newspaper, James L. Thomerson appealed the denial to the attorney general's office.

The AG's office determined the task force's denial of Samples request was "consistent in part and inconsistent in part with the Open Records

See OPINIONS, page 13

NAA urges ITC not to impose duties on foreign printing presses

The Newspaper Association of America filed a post-hearing statement with the U.S. International Trade Commission urging them not to impose antidumping duties on large newspaper printing presses from Germany and Japan.

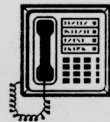
In its statement, NAA indicated concern that the proposed duties would discourage continued innovation by overseas suppliers and restrict the range of products and services essential to the economic well-being of the domestic newspaper industry.

The ITC will issue its final determination on this matter later this month.

Rockwell Graphics Systems filed a petition in July 1995 alleging that four Japanese and German press manufacturers had "dumped" or sold large newspaper printing presses, press additions and press components in the United States at less than fair value, causing injury to the domestic printing press industry. If the ITC determines that the "dumping" caused such injury, the U.S. Department of Commerce will impose antidumping duties on the imported presses and components ranging from 31 to 63 percent.

NAA says competition among press manufacturers for improved press design is essential to the welfare of the newspaper industry because advertisers and readers are demanding more from newspapers, especially full-color capacity, improved color resolution and a level of tailored content that exceeds the capability of most installed presses.

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Opinions

Continued from page 12

Act."

According to the AG's opinion, although the task force erroneously cited a portion of the open records law, a section does allow for law enforcement agencies involved in administrative adjudications to withhold records. It further stated, however, that the task force had failed "to make the requisite showing relative to its blanket denial of the requested information ..."

The legislation is designed to allow law enforcement agencies to withhold investigative files while the case is ongoing. KRS 17.150(2) provides for the nondisclosure of intelligence and investigative reports maintained by criminal justice agencies prior to the completion of the prosecution or the decision not to prosecute.

The assistant attorney general who issued an opinion in this case, James M. Ringo, wrote that if confidential information existed in the completed case files of the task force, the task force could redact that portion of the record and make the nonexempt portions available.

"The Task Force could not, in our view, reasonably assert that all of its closed case files are exempt," stated the AG opinion. "... By failing to articulate the basis for nondisclosure of those portions which could properly be excluded with any degree of specificity, and by failing to release the nonexempt portions per KRS 61.878(4), the Task Force violated the Open Records Act.

The assistant attorney general wrote that Samples' request for a list of all cases worked by the task force, either by case number and county or by defendant's name and county and a list of charges against the defendants need not be honored because the Open Records Act does not require a list to be made from public records if the list does not already exist. Regarding the federal subpoenas, the task force should make available for inspection any subpoenas in

cases which have already been completed, according to the AG opinion.

2) Allen G. Breed/Pike County School System

Breed (an Associated Press reporter) requested a list of the students taking part in the school system's Summer Youth Educational Training Program, a federally-funded summer work program. His request was denied and he appealed to the attorney general's office.

The director of communications for the school system denied the request, stating "... we are not permitted to disclose income levels of students or any other such information that would be considered an invasion of privacy ..."

Breed wrote in his letter of appeal that he did not request a list of the students' income levels or specific financial information. He indicated that he requested a list of the students taking part in the program in which the students are being paid with public dollars to perform work for a public agency.

The assistant attorney general ruled the school system had improperly denied Breed's request and wrote: "This office has dealt with the privacy exception to the public inspection of documents on many occasions. While we have recognized that many things about public employees may be withheld, we have consistently said that many names of public employees are matters of public record. Probably the least private thing about any particular person is his name. Thus we believe that the names of persons attending a public elementary school are matters of public record. This would also apply to those schools receiving federal funds as we find nothing in 20 USCA Sec. 1232g (Family educational and privacy rights) which prevents the disclosure of such information.

The opinion further stated the school system should provide Breed with a list if available, prepare one, or allow Breed to prepare his own from system records in which excepted materials have been masked or separated.

Dollars

Continued from page 6

that time, he's certain the increase is not entirely because of media conversions.

The Star's goal is to help advertisers' media plans work better — not to take business away from TV, Slaughter said.

"If they're successful, we're successful," he declared.

As the retail ad market became tighter for the Sacramento Bee, the paper looked for ways to compete more efficiently, explained Daryl Kunken, research manager. Last year, the Bee began approaching TV advertisers more aggressively. It purchased computer software that allowed its sales staff to look at advertisers' schedules more closely. Staffers learned to find such weaknesses as overbuying so they could put together a strategy showing the newspaper to be more effective and efficient.

Newspapers have more research and market information than other media, Kunken said, and they can use it to give advertisers a clearer insight into the market, to show them how effectively they're reaching their target market, and to help them reach potential customers through the paper.

So far no advertisers have abandoned TV altogether for the newspaper — but that's in keeping with the Bee's goal. Instead, the newspaper stresses that by including the paper, along with TV in the media mix, ad advertiser can become more efficient.

"A lot of advertisers who are heavy TV users will continue to use TV, as they should," Kunken stated.

Alan Truax, advertising director for the Fresno Bee, said that his paper has always competed with TV, but stepped up

"We have to get better at getting a slice of someone else's pie to grow our revenue."

Alan Truax

Ad manager, the Fresno Bee

efforts to attract TV advertisers about two years ago, after acquiring a new software system that allows the paper to analyze an advertiser's ad schedule for efficiency.

Truax said he often find advertisers are overbuying broadcast. In his isolated market, broadcast is relatively inexpensive. And since economic growth is still slow, the market's advertising pie is shrinking.

"We have to be better at getting a slice of someone else's pie to grow our revenue," explained Truax.

He said the Bee has "the strongest reach in the marketplace," beyond that of the top radio stations combined. As a result, the newspaper can offer the TV advertiser immediate sales results, compared with TV's more institutional approach, which informs people over a long period of time.

"We can help (advertisers) be more successful than anyone else," Truax stated.

He thinks a media mix is the best solution for most advertisers. That means a selective TV or radio but combined with the Fresno Bee. The mix depends on the advertiser's budget and needs. The paper's software system helps to show what kind of buy would be most effective and cost efficient.

This approach has helped the Fresno Bee raise ad revenue. In the first half of this year, the paper has generated over \$500,000 in revenue from media conversions, stated Truax.

(Reprinted from the Aug. 17 issue of Editor & Publisher)

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Interns

Continued from page 5

Journal, I feel like I turned myself into a reasonably attractive job candidate.

A lot of the stories I was assigned were incredibly boring, but I couldn't let that get in the way. This was my job, and whether or not I was personally excited about the school board meeting or the new jailer's transportation bill or whatever, I still had to pay attention, do my research and write a good, solid story. I didn't mind; I knew it would be good for me to do them. Given that my career at the college newspaper, the Kentucky Kernel, was almost devoid of news stories until last semester, I needed to get all of the news experience I could lay my hands on — the duller the subject, the better, because it would demonstrate to potential employers that I had the strength of character to sit through a four-hour city planning meeting and not go completely insane.

I enjoyed the internship's flexibility. I wrote, took photographs (another area where I needed the experience), edited copy and even helped prepare printing plates. Though I was primarily a columnist at the Kernel, I only wrote one column for the Journal. I enjoyed the opportunity to do a column beyond the college level, but I didn't mind only getting one shot; the weekly column routine can be exhausting, and I was ready for a break.

I learned that I really like copy editing, that I could make a career out of it. Sometimes I was a little imperious ("Do you dare challenge ME? That IS how you spell 'Jell-O,' you vermin. Let's look it up in the Stylebook, shall we?"), but that was only because I took it seriously and really wanted to put out a clean paper. About 75 percent of the resumes I've been sending out recently have been in response to copy editing jobs.

It's funny to note that, even though going from the Kernel to the Journal was definitely a step up in performance, the Journal's circulation is barely a third of the Kernel's. I might have been intimidated had my first newspaper job beyond college been at some mammoth publication, but I didn't feel any pressure here; I'd faced much bigger crowds at UK and lived to tell.

Early on in the internship, I drove to the Kentucky River to cover the reopening of the Valley View Ferry. Not 10 minutes after that, Bill Bryant from Channel 27 showed up to cover the reopening, too. Not 15 minutes after that, a crew from Channel 36 showed up as well. I imagine the ferry opera-

tors were quite amused at the media cluster they now faced. I was initially worried about being shoved aside, but it instead occurred to me that the two reporters' arrival would make my job easier; being much more seasoned than I, they would ask the ferry operator any good questions I might have missed, and I could leech off them. It worked out fine.

I spent about 10 minutes afterward talking to Bryant, which was kind of neat; it's always a little change to meet someone you see on TV every night. Even though I was an intern at a tiny weekly in a small town, and he was the news anchor of a TV station in a reasonably big city, we were equals at that point — two news guys just doing their jobs. That was pretty cool. I felt like I had finally arrived.

Tim Mollette (EKU, The Kentucky Standard, Bardstown)

A 600-pound fugitive, a near-miss tornado and controversial grave movers — and that was just my first week as a KPA Intern.



After serving on the staff of my college paper for three semesters, I felt I entered the KPA's intern program with some solid skills. The summer months, however, taught me that what knowledge I had was only scratching the surface of what it means to be a community journalist.

Working for 10 weeks with true professionals helped better my perception of journalism as a career, and my respect for the dedication and persistence of reporters, editors and publishers.

Although I learned my share of technical and writing skills, the art of dealing with people may prove to be the most important aspect of my summer of learning.

Knowing how to approach a public official and ask a question he or she really doesn't want to answer is an essential skill a reporter needs, but that student journalists often lack. Through my internship, I've begun to polish the skills the classroom can make you aware of, but only practical experience can teach you.

Don Perry (EKU, Citizen Voice & Times, Clay City Times)

After serving more than three years on the staff of our campus newspaper and completing an internship at the Lexington-Herald Leader, I thought



I was ready for anything I would encounter at a Kentucky weekly

newspaper, but that wasn't the case.

Until working at a weekly, I never had to worry about getting wedding and birth announcements in the newspaper. I didn't have to take phone calls about an obituary or have to make sure the community calendar was up to date.

Working at a weekly newspaper is a whole different world than a young aspiring journalist may expect, but an experience and work I have come to love and want to make my career in. Sure, there may be more work — taking photos, writing stories, laying out the entire paper — but it's fun as well.

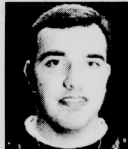
While working at The Clay City Times, I met some very interesting people, logged several hours at school board and fiscal court meetings and spent some long evenings over a light table, but also spent most of my time learning what people like to see from their local newspaper.

This experience gives me a newfound respect for people working in and around community journalism and is something I plan on doing for a long time.

After the completion of the internship I was hired to work full time at the Clay City Times.

Matt McCarty (EKU, Elizabethtown News-Enterprise)

As a Kentucky Press Association intern with the News-Enterprise in Elizabethtown, I learned quite a bit this summer. But not about writing or interviewing, but about journalism.



I was introduced for the first time to a newsroom on the move, changing from the days when one person writes and another person edits to a day when everyone will be expected to know everything — from design to photography.

The News-Enterprise was just beginning a massive redesign of its newsroom when I arrived in May and I watched as my co-workers wondered and guessed about what they'd be doing in six months.

I could see they were scared and excited about the upcoming changes, not knowing what challenges lied ahead, but knowing it would be worth it.

I am grateful to KPA and the News-Enterprise for allowing me to see firsthand the importance of being cross-trained. Being able to write a brilliant 18-inch story in 45 minutes will no longer stand out on a resume.

The Kentucky Press Association internship program is a valuable opportunity for journalism students across the state to learn and grow beyond the classroom.

Papers show good earnings in early 1996

Bolstered by stronger advertising and circulation income and lower expenses, most public U.S. newspaper companies reported healthy gains in profits and revenues during the second quarter and first six months of 1996.

Higher newsprint prices continued to dampen earnings growth, although most companies offset higher expenses by reducing consumption. And a number of CEOs predicted that softening paper costs would improve second-half earnings.

Gray Communications Systems Inc., Times Mirror Co. and Media General Inc. lifted earnings sharply. Also achieving double-digit growth were A.H. Belo Corp., E.W. Scripps Co., Harte-Hanks Communications Inc., Pulitzer Publishing Co. and Washington Post Co.

At A.H. Belo, earnings shot up 43 percent to \$25.7 million, on 20 percent greater revenues of \$121.7 million. The results were buoyed by the recent addition of the Bryan-College Station (Texas) Eagle and Owensboro, Ky., Messenger-Inquirer.

Georgia-based Gray Communications, which went public last year and owns daily newspapers, shoppers and TV stations throughout the South, said its profits advanced a staggering 87 percent in part because of higher classified and retail ad revenues and circulation income but mainly due to substantially better broadcast performance. Significant cost cutting aided results, as well.

At the much-downsized Times Mirror, which has eliminated newspapers as well as scores of employees over the last couple of years, profits soared 77 percent. Meanwhile, Virginia's Media General, which has been busily building its stable of newspapers, enjoyed 58 percent greater net income in the quarter.

Cowles Media Co., Dow Jones & Co. Inc., Gannett Co. Inc., Knight-Ridder Inc., Lee Enterprises Inc., New York Times Co., and Tribune Co. all reported net earnings gains in the single digits.

Central Newspapers Inc. and McClatchy Newspapers Inc. suffered slightly lower earnings. Providence Journal Co., which made its first public stock offering in the second quarter, recorded a net loss of more than half a billion dollars.

(Reprinted from the Aug. 17 issue of Editor & Publisher)

Cost and Revenue Study now available

The 1995 Cost and Revenue Study for Weekly Newspapers is now available on a loan basis from KPA.

The study, which is produced by the Inland Press Association, covers the 1995 financial performance of the industry. It is intended to help papers in budgeting for the coming year.

According to Inland, 335 newspapers owned by 83 companies are included in the study, an increase over 1995 participation.

New to the 1995 study is an additional comparison, with newspapers sorted by revenue in addition to the comparisons based on circulation categories.

The study also includes its regular component, a salary survey for 12 common positions in the newspaper business.

The study can be obtained by contacting KPA secretary Sue Cammack at 1-800-264-5721.

Grammar

Continued from page 11

emphasis is an accident.

Use a dash only when another punctuation won't work. The dash points out that something doesn't fit neatly in the structure of a sentence, so the writer is in essence lifting it from the sentence and giving it a special place. My truncated clause, "repeat, not: has no logical place in that sentence, and commas around it complicate things. So by lifting it out, I allow the rest of the sentence to flow gracefully. Here's a bad example: "Sheila Wilson — who got her start in Cleveland — will appear on the telethon."

No dashes. Commas work perfectly there.

Lots of writers think they're Michael Jordan and the dash is like the Nike trademark, the swoosh: They write as if they're getting paid a royalty every time one of their stories shows up wearing a dash.

And of course, now that I've mentioned it, I'm sure the swoosh will be the next neo-trendoid punctuation mark.

The final word: When you use the verb "to average," you should use just one number, not a range of numbers. This is wrong: "The price averages between \$4,500 and \$6,000."

An average is a single number. "The price averages \$5,250." When you use two numbers you want a different verb, such as "The price is usually between \$4,500 and \$6,000."

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

Segmenting: An alternative to jumps

By EDWARD F. HENNINGER

In my last column, I preached the gospel against jumps. I stated my belief that jumps only serve the person who's assembling the page, not the reader.

I appreciate the arguments of those who contend that a no-jump policy can be arbitrary and can sometimes cause worse problems for readers. One of the negatives of a no-jump policy can be a front page or a section front that becomes gray because there are only three or four long stories on the page.

There is a way out — segmenting. Segmenting a story can create a result much like jumping it — but without forcing readers to go to the inside page. Instead, we give them choices.

During a recent workshop, I offered segmenting as an alternative to jumps and someone asked: "Well, how do we do that?" I answered his question with a question: "What do we need to tell our readers in this story?" Our hypothetical situation was the indictment of a former mayor for his part in a multi-million dollar kickback scheme.

The group offered ideas:
 "How long did this go on?"
 "What are the specific charges?"
 "Who are the other players?"
 "What happens next?"
 "How did he get involved?"
 "Any connections to organized crime?"
 "What are the penalties if he's found guilty?"
 "How did this happen?"
 "How much money are we talking about?"
 ... the list went on.

Once we had listed all the parts of the story, I suggested that these were not all parts of one story. Instead, each was a separate topic for a separate piece.

Each of these is an important question, and they (and others) all need to be answered to make our



story complete. But they need not be answered in one long 42-inch story.

With graphics and photos that help to explain the stories, this would make a dynamite package — and it doesn't all need to be on page 1.

I'd place the breaking story on page 1, with refers to a package inside the A-section. And I would keep the page 1 story to no more than 12-to-15 inches. While directing the content and editing the page 1 story, I also would pay strong attention to the refers — that what will carry readers to the inside.

In those refers, I would be as specific as possible, perhaps including small pieces of art or graphics or a mug shot where it applies. And I would be sure to use writing that makes readers want to check the inside package.

Segmenting is a key to making your paper easier to read. Using the kickbacks story as an example, there may be pieces to the story which hold greater interest for readers than other pieces.

Some readers may be more interested in how it happened, rather than the penalties. Others may want to know more about how much money was involved. Still others may want to know about other players charged in the indictments. They won't have to read through all of those other topics to get to the material they want most to know about.

With segmenting, we give readers their information in smaller, more easily digested pieces. They don't have to work their way through the seven-course dinner if they don't want a salad or dessert.

Segmenting is still much like jumping. It allows us to get a higher story count on page 1 or a section front.

But segmenting gives readers more choices.

And what reader wouldn't appreciate that?

(Edward F. Henninger is an independent newspaper consultant and the director of Omni Consulting in Rock Hill, S.C. He can be reached at (803) 327-3323.)

Ads

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and it has to specifically say that Smith Jones Company and Brown & White Advertising Agency intend for this ad to be a work-for-hire. If there is such an agreement, than Smith Jones Company owns the copyright and, again, has the authority to permit you to publish it on their behalf.

If no such agreement exists (a verbal agreement is not enough), then Brown & White Advertising Agency owns the copyright to the ad because it created the ad. (As you can see, the theory under the Copyright Act is that the creator of the work owns the copyright except, in certain circumstances, where there is a written work-for-hire agreement or the work is created by an employee on behalf of her employer.)

In cases where the advertising agency — or anyone other than the advertiser or its employees — has created the ad and, therefore, owns the copyright to it, you must obtain permission from the advertising

agency (or other copyright owner) in order to publish the ad. This is, obviously, different from getting the permission of the advertiser. Generally, the advertiser's permission in this case is worthless to protect you from legal liability.

An example of this situation is when an advertiser brings you an ad that has run previously in another newspaper. If that newspaper's ad department created the ad and there is no work-for-hire agreement with the advertiser, then the other newspaper owns the copyright to the ad. It doesn't matter that the advertiser paid the newspaper to create the ad and run it. That means that to be safe legally your newspaper needs the permission of the copyright-owning newspaper before you can use the ad.

How likely is it in that situation that the copyright owner would sue you for infringement? The answer to that question will always depend upon the circumstances at hand. If, for example, the copyright owner is another newspaper which is your bitter rival, that newspaper may see this as an opportunity to make trouble for you.

On the other hand, perhaps the

Hotline Attorneys

- Jon Fleischaker 502/562-7310
- Kim Greene 502/562-7386
- Bill Hollander 502/562-7318
- Deborah Patterson 502/562-7364
- Wyatt, Tarrant & Combs switchboard 502-589-5235

newspapers in your community have usually cooperated in this situation.

In addition, there is less incentive to sue if the ad, as originally published, does not contain the copyright notice. The copyright owner would have to complete some preliminary registration steps before he could sue your newspaper for infringement and get the statutory damages and attorneys fee awards.

There may be a number of practical reasons why a copyright owner would not pursue a claim of copyright infringement against your newspaper. You need to know, however, that the possibility exists. Your caution when accepting prepared ads for publication will help protect you against that possibility.

If you have other questions about the copyright infringement issues, don't hesitate to call your hotline attorneys.

Minimum wage bill clarifies status of paper carriers and distributors

The signing of the Minimum Wage Bill August 20, marked the beginning of the end of costly legal action against newspapers concerning the tax status of newspaper carriers and distributors, according to NAA. Section 1116 of the Small Business Job Protection Act - a feature NAA lobbied intensely for - specifically identifies newspaper carriers and distributors as direct sellers, thus confirming their status as independent contractors.

"... By clarifying the law, it will provide publishers and newspaper distributors/carriers with immediate relief from unwarranted audits and fines from the IRS," said NAA President and CEO John F. Sturm.

"The law provides specific language classifying carriers and distributors as independent contractors if certain criteria are met," he said. "This will make it very difficult for the IRS to continue its effort to target publishers and distributors for audit, fines and litigation."

Deaths

John "Jack" Rogers

John "Jack" Clayton Rogers, 86, former Louisville Times reporter died Aug. 5 at Columbia Suburban Hospital after suffering a heart attack.

Rogers began working at The Times as a reporter in 1934 and worked the courthouse beat in the 1940s. His most celebrated project was a series he wrote in 1955 called "Louisville Neighborhoods" that was so popular with readers that a 40-page reprint in booklet form sold out in a few days.

After leaving the newspaper in the mid-1950s, Rogers went to work for the Kentucky Department of Economic Development where he was a research director and former assistant director of the division of industrial promotions.

He was a member of the University of Louisville Alumni Association and Highland Presbyterian Church.

His survivors include a daughter, Emily R. Abernathy; and a grandson.

A graveside service was held at Cave Hill Cemetery. Memorial gifts can be sent to the American Heart Association.

Ashland celebrates centennial birthday

By LISA CARNAHAN
KPA News Bureau

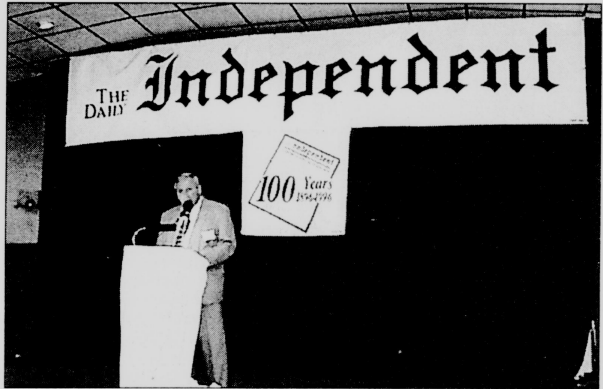
The Ashland Daily Independent continued its celebration of 100 years of service with a gala reception Aug. 29.

Among the invited guests were advertisers, contributors to the newspaper's editorial content as well as fellow industry representatives across the state. Over 400 attended the event.

The reception was part of a series of events and activities the newspaper has hosted and will continue to sponsor throughout 1996 to commemorate its 100th year of continuous operation as a daily newspaper.

"One hundred years is a milestone for any person or institution," said publisher John Del Santo. "If you've done nothing else of note, just being around for a century is remarkable. It's even more remarkable for businesses that are subject to the changing interests of their customers; to changes in technology; and to changes in the way commerce operates."

"In looking back over the last two decades that I have been associated with The Daily Independent, I think the reason our community



KPA President and publisher of the Ashland Daily Independent, John Del Santo, addressed the large crowd at a reception marking the paper's 100th birthday.

newspaper — and I stress the word our, since it belongs to all of us — has lasted a century is because we've been responsive to the changes in the world in which we operate. We put a premium on providing good service to our customers. We have adapted to — and are continuing to adapt to — our industry's new technology. And we're committed to staying

competitive in a world where there now are literally dozens of ways for people to circulate and get information."

Del Santo, who is also president of the Kentucky Press Association, was presented with several gifts and commemorative items from community leaders who thanked the newspaper for its years of service to the area.

People

Continued from page 2

A graduate of Cumberland College with a degree in English, she previously worked at the college library.

New editorial assistant hired at Oldham Era

Hal Morris joined the staff of The Oldham Era as an editorial assistant.

A graduate of Morehead University with a double major in journalism and history, Morris was editor of the college newspaper, The Trail Blazer. He also served on the Board of Student Media.

Marsh hired as reporter at Union Co. Advocate

Steve Marsh was recently hired by the Union County Advocate as a reporter and photographer.

Marsh has worked for several weekly and daily newspapers with experience in sports, local news and feature writing. He graduated from Illinois State University with a degree in education and a minor in English and journalism. In addition to newspaper work, he has also been a substitute teacher.

Attention photographers:

Photos for the 1997 Winter Convention Photo Display are needed. Send your best shots, 11x14 or 8 x 10, mounted with a cutline that must include photo identification, newspaper's name and photographer's name. Must be received at the KPA Office by December 9, 1996. Don't miss this opportunity to showcase your best work!

