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# THE KENTUCKY PRESS

OCTOBER 1992  
VOLUME 63 • NUMBER 10

The official publication of the  
Kentucky Press Service

## Legislators say newspapers need to practice what they preach

By BECKY L. MEADOWS  
News Bureau Director

Kentucky newspapers need to practice what they preach when it comes to recycling — and so far their efforts are not good enough, Sen. Ed Ford, D-Cynthiana, told members of an interim legislative committee during a committee meeting last month.

"For somebody who has been as critical as the news media has ... why are we walking so slowly?" Ford asked

David Thompson, KPA executive director.

Thompson had just given the committee a report on the recycling efforts of Kentucky newspapers.

"When you come down where it costs a penny more to use recycled paper over new paper, they're going to use new paper," Ford continued.

Ford and several of his fellow legislators criticized Kentucky newspapers for pointing fingers at the state General

Assembly for not doing enough to enhance state recycling efforts. Editorial pages across the state constantly barrage legislators for not doing enough about recycling, but neither are newspapers themselves doing enough, some of the committee members said.

"I think the news media does a very bad job misleading the public on these issues," Sen. Tom Smith, D-Sonora, said. "They work on emotions  
See LEGISLATORS, Page 20

## Coping with workers comp

Workers compensation costs continue to skyrocket, pinching newspapers where they can least afford it — the pocketbook.

Hit especially hard are those who rely on carrier delivery and who are paying workers compensation for contracted services.

To help publishers, financial officers and personnel directors better understand the regulations surrounding workers compensation, KPA is sponsoring a seminar on Friday, Oct. 23, in Lexington.

The free seminar is set for 9-11:30 a.m. at the French Quarter Suites Hotel, 2601 Richmond Rd., Lexington.

KPA counsel Mike Judy of Frankfort is planning the program.

For more information, call KPA at 800/264-5721.

## Pacemaker Award Winner



The Eastern Progress, Eastern Kentucky University's student-produced weekly newspaper, has received a regional Pacemaker award from the Associated Collegiate Press and the Newspaper Association of America. Pictured are the faculty adviser and some of the student journalists who played key roles during the 1991-92 contest period. From left, Dr. Elizabeth Fraas, adviser; Jerry Pennington, sports editor; Susan Gayle Reed, copy editor; Tim Blum arts director; and Tom Marshall, news editor and managing editor. This fall, Reed is editor, Blum is managing editor, and Pennington is arts director. Marshall is an intern with the Lexington Herald-Leader. The editors during the contest period were Terry Sebastian and Clint Riley. Fifteen regional Pacemaker winners are now in the running for national honors. Regional and national winners will be recognized in Chicago, Oct. 31.

## Clarion seeks 100th editions

To celebrate its 100th birthday in 1993, *The Hancock Clarion* is asking other Kentucky newspapers to share copies of their anniversary editions.

News Editor Sonya L. Dixon said *The Clarion* would like the anniversary issues to use as examples and ideas for its century celebration publication.

You can send a copy of your special edition to Dixon or Publisher Donn Wimmer, *The Hancock Clarion*, P.O. Box 39, Hawesville, Ky. 42348. Or if you have questions or want to share ideas, call 502/927-6945.

## Inside

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## W. David Brown Endowment Scholarship Dinner to be held at MSU, Saturday, Oct. 17

Morehead State University's Department of Communications, in cooperation with the MSU Foundation, will host an Endowment Scholarship Dinner on Saturday, Oct. 17, in honor of W. David Brown, founder of the journalism program.

Dr. Ira B. Harkey Jr., Pulitzer Prize winner in editorial writing and nationally-known journalist, will be the guest speaker at the testimonial gathering to be held in the Crager Room, Adron Doran University Center, beginning at 6:30 p.m. Reservations for the \$25-per-person dinner may be made by sending a check to the MSU Foundation, Palmer Development House, Morehead, Ky. 40351-1689.

Brown and Dr. Harkey worked together and have remained close friends over the years.

The dinner will kick off an endowment fund drive to provide scholarships for future journalism students, according to Dr. James Quisenberry, MSU professor of speech and chair of the Committee to Honor W. David Brown. "Our goal is to raise \$10,000 for an endowment with the interest to be used for journalism scholarships," he said.

"David started our journalism program and served as its only faculty member for several years," Quisenberry said. "He was been responsible for helping establish the careers of scores of young journalists who are now editors, bureau chiefs and reporters for a number of America's leading news-

papers, including the *Courier-Journal*, *Washington Post* and *New York Times*," he said.

"The committee believes that there is no more fitting way to honor a man who has dedicated his life to educating young people in the area of journalism," Quisenberry added.

Brown, who had been at the university for 26 years, retired earlier this year for health reasons. His career included serving as copy editor for the former *Louisville Times*, editor of the *Pascagoula* (Miss.) *Chronicle*, and managing editor and associate editor of the *Delta Democrat-Times* in Greenville, Miss.

He has written numerous features and news articles for The Associated Press, United Press International, *Memphis Press-Scimitar*, the *New Orleans Times Picayune*, the

*Jackson Daily News*, *Time* magazine, *Life* magazine, and *Sports Illustrated*. Listed in *Who's Who in the South*, he wrote articles on Mississippi for *Collier's Encyclopedia* for 20 years.

Brown received a bachelor of arts degree from Louisiana Polytechnic Institute, forerunner of Louisiana Tech University, in Ruston, La., and a master of arts degree from Louisiana State University in Baton Rouge, La.

The W. David Brown Endowment Scholarship Dinner is one of many activities being held on the MSU campus during Homecoming weekend, slated for Oct. 16-18. For those unable to attend, a gift to the scholarship fund will be accepted and appreciated, Quisenberry noted.

## Test scores illustrate how education reform starts

By BECKY L. MEADOWS  
News Bureau Director

State newspapers will play a key role in bringing about successful education reform in Kentucky, a group of newspaper editors and reporters heard during the Western Kentucky Press Association conference in September.

Public education is essential in ensuring the success of the Kentucky Education Reform Act, or KERA — and newspapers are part of public education, Steve Swift, a spokesman for the state Department of Education, told the group.

School superintendents across the state will be working hard to let the public know what is going on with education reform, Swift said.

"I'm hoping you all will be receptive when superintendents come to you and say, 'We want to run this in your newspaper,'" Swift said. "I'm hoping you can run it as a public service ad or at least give them some kind of a break."

Newspapers also need to rethink the way they cover education, he said.

"It's fine to cover school board meetings, but you need to cover the classrooms, too, because that's where the real reform is," he said.

Swift explained that classrooms across the state are not

the same as they used to be.

"You don't see classrooms that have rows of desks anymore. Now you may see a huge beanbag chair with two kids sitting there reading together.

"They share information," Swift said. "They teach each other, essentially."

Children working in groups is just part of the overall sweeping changes to come about in Kentucky's education system.

Another reform calls for the formation of school councils, which has caused some problems already, Swift said.

"Some principals call it the 'principal's council' and it does just what they want," he said.

### Correction

Teresa Revlett, general manager of *The McLean County News* in Calhoun, informs that the founding date of her newspaper is 1884 and not 1892 as was listed in the September edition of *The Press*.

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## In Memoriam

### John Dietrich

John Gordon Dietrich, retired copy editor and book reviewer for *The Louisville Times*, died of congestive heart failure in August. He was 72.

He began his newspaper career with the old United Press in Columbus, Ohio. He transferred to the Louisville bureau in 1945 and was appointed manager in 1948. He joined *The Louisville Times* in 1965 and retired in 1985.

He was a past president of the Louisville chapter of Sigma Delta Chi, national professional journalism society, and a literacy tutor, in addition to other community activities.

# Boy makes good in 'The Good Old Days'

By Tim Ballard, Editor  
*The Kentucky Standard*  
Bardstown

Mrs. John W. Muir of Bardstown dropped off for my perusal a copy of "The Good Old Days," an address delivered by Urey Woodson at the 62nd annual meeting of the Kentucky Press Association in Paducah in 1931.

During the course of his reminiscing, Woodson told about the Paducah boy who asked for a job when Woodson started a paper in Paducah in 1901.

The young man sent Woodson a letter in which he told Woodson that he was only making \$18 a week working on *The Louisville Post*.

"If you will give me \$22 a week (and you ought to because you are going to run a seven-day paper, whereas I am working on a six-day paper here), I will be glad to come back to Paducah," the young man wrote.

A few weeks later, the young man showed up at the Paducah paper. In less than three months, Woodson recalled, *The Post* was offering the young man \$24 a week to come back.

Woodson matched the offer. He matched one a few months later for \$26 a week.

When *The Post's* editor, Dick Knott, offered the young man \$28 a week while Woodson was in New York on business, Woodson wired back: "I am going to give you \$30 a week, but if Dick Knott or anybody else offers you \$30.25 a week, prepare to get out of town."

The \$30 silenced Knott, and Woodson kept the young man for four years.

Then the young man went to Woodson and said he wanted to try his luck in New

York, even though he didn't have any job waiting for him there.

A few weeks later, Woodson was in New York on business and looked the young man up.

Woodson tried to get him on *The New York World*, but managing editor Caleb Van Ham said he had no vacancies and a long waiting list.

"I warned [Van Ham] as I left that he would some day hear from this young fellow in the newspaper or literary field and would regret that he did not listen to me."

A day or two later, the young man got a job with another New York paper at \$35 a week.

A few months later, Van Ham hired the young man at \$80 a week, a hefty sum in those pre-World War I years, because of the young man's work at the Russian-Japanese peace conference in New Hampshire.

During Woodson's next trip to New York, he had dinner with the Paducah boy.

"When you got that note from Van Ham offering you \$80 a week, what did you do?"

"What did I do? I didn't wait to go down stairs. I just jumped through the fourth-story window of *The Sun*, taking the window sash on my neck and landed over in *The World*."

Somewhat exaggerated, I suppose, but Woodson does note that the two newspaper offices were separated by a street not more than 20 feet wide.

Some months later, at the 1908 Democratic national convention, a newspaper friend told Woodson that his former reporter was making \$7,500 a year.

Some three years later, Woodson told the KPA conven-

tion, he got off a streetcar about midnight at 32nd and Broadway in New York and ran into four Paducah people, including his former employee. After some chitchat, the Paducah boy pulled Woodson aside.

"I've got something to tell you. I am leaving *The World*."

"Why?" Woodson asked.  
"The *Saturday Evening Post* has offered me \$20,000 a year to write exclusively for them and with permission to print my stories in book form, and I get the royalties."

Younger readers may not

have figured out who the young Paducah boy Woodson was talking about was.

Older readers probably haven't had much trouble.

He was Irvin S. Cobb, who became one of Kentucky's best-known literary figures.

Cobb is probably best known for his Judge Priest stories, which provided the basis for a movie that starred Will Rogers.

Cobb himself took a turn at Hollywood, co-starring with Will Rogers in *Steamboat Round the Bend*.

## Welcome, Associates

Two organizations joined KPA as Associate members during September.

Blue Cross and Blue Shield of Kentucky is represented by Jill Joseph Bell, director of external affairs. For your directory, the address is 9901 Linn Station Rd., Louisville, Ky. 40223; phone 502/423-

5895.

*The Murray State News*, the student newspaper for Murray State University, is represented by adviser Dr. Ann Landini. The address is 2609 University Station, MSU, Murray, Ky. 42071; phone 502/762-4468.

Welcome, new members.

## WE'LL MAKE YOUR FRONT PAGE.

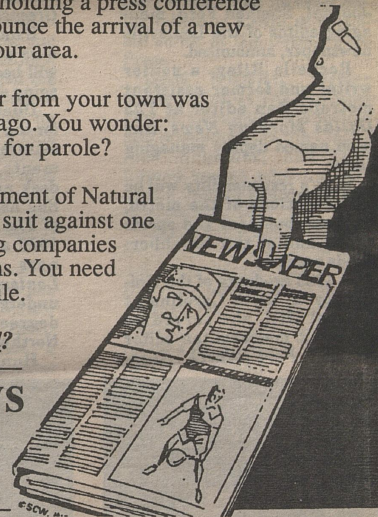
The governor is holding a press conference in Frankfort to announce the arrival of a new chemical plant in your area.

An axe-murderer from your town was convicted 20 years ago. You wonder: When will he be up for parole?

The state Department of Natural Resources has filed suit against one of your local mining companies for mining violations. You need a copy of the case file.

Who do you call?

The News Bureau of KPA.



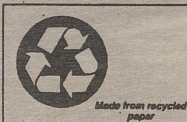
The News Bureau is designed to give KPA member newspapers an editorial employee based in Frankfort. The service includes checking records and other documents of state agencies; coverage of the Kentucky General Assembly; and any other assignments newspapers need.

Give us a call. Your readers will be glad you did.

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### Tips on using the "recycled" logo



To help printers guide customers through the confusion that often surrounds recycled paper, the National Association of Printers and Lithographers (NAPL) has come up with some tips on how to use the misunderstood "recycled" symbols correctly.

When symbol arrows appear in outline form, it means a product can be recycled.

When the arrows are enclosed within a solid circle, it means a product is made from recycled materials.

If you would like a copy of the NAPL guide, send \$25 to Customer Service, NAPL, 780 Palisade Ave., Teaneck, N.J. 07666.

— Ohio Newspaper Association

## Naming names

*The Daily Independent* in Ashland has a new general manager. E. JOE VANDERHOOF, who started with the paper in distribution in 1975, has served as assistant general manager since April 1990. He holds bachelor's and master's degrees from Marshall University in West Virginia and has worked as controller for the Free Press in Mankato, Minn., another Ottaway newspaper.

JANACE WALLER is the new general manager/advertising manager at *The Union County Advocate* in Morganfield. A graduate of Agnes Scott College in Georgia, she has a varied background in sales, marketing, promotion and publicity. She replaces CAMILLA BOX, who has taken over as general manager at *The Herald-Ledger* in Eddyville. Both papers are part of the Gleaner-Journal Publishing Co., based in Henderson.

After three months as assistant general manager, VICKIE CONN has been promoted to the top post at *The Morehead News*. She joined the newspaper staff in 1976.

DIANA HARRINGTON is the new advertising manager at *The Sentinel-News* in Shelbyville. A graduate of Indiana University Southeast Extension, she has worked in advertising at the Evansville, Ind., Courier and Press, has owned her own businesses and has been advertising promotion director for a sporting goods retail chain.

Two employees of *The Messenger-Inquirer* in Owensboro have been given additional responsibilities. LINDA HEATH, a Brescia College graduate who joined the company in 1987, has been promoted from assistant to the personnel manager to human resource director of Owensboro Publishing Co. SUE TRAUTWEIN, executive

assistant to the publisher, has been assigned the additional duties of community relations director. Trautwein, the paper's corporate secretary, is also on the editorial board and a director of Owensboro Broadcasting Co.

At *The Cadiz Record*, LISA G. DUNN was named managing editor on Aug. 3. The Murray State University alumnus had been editor since November 1991. DAVID SNOW, a senior journalism major at Murray, is the paper's new sports editor.

CHIMILA FRALEY has been promoted to accountant-business manager at Park Newspapers of Morehead Inc. Fraley, who attended Morehead State University, began work with the company in 1990. Her duties span eight newspapers printed at *The Morehead News* office.

Retired executive director of Kentucky Educational Television O. LEONARD PRESS

was the subject of the Oct. 6 segment of KET's "Distinguished Kentuckian" series. He headed the state's educational television operation, a KPA Associate, from its start in 1963 until his retirement in 1991.

TERRI L. STANFIELD is the newest sales representative at *The Georgetown News&Times*. She has experience on the ad staffs of *The Hardin County Independent* and *The News-Enterprise*, both in Elizabethtown, and KPA Associate, Inside the Turret. She is a Western Kentucky University graduate.

Joining the staff of *The Logan Leader/News-Democrat* in Russellville in July was SARAH CAITLIN NOE, a recent graduate of Vanderbilt University. The reporter/photographer is a granddaughter of Lillian Noe, an original stockholder in the papers.

DONNIE STEVENSON is  
See MORE NAMES, Page 5

## Courier-Journal names four to key posts

Four key appointments have been made in the news department of *The Courier-Journal*, Stephen Ford, managing editor of the Louisville newspaper, announced.

Rochelle Riley, a senior writer and former assistant metropolitan editor at *The Dallas Morning News*, has been named deputy managing editor.

Riley's responsibility will be for operations of the metro, regional, business and sports desks and of the Neighborhoods sections.

A 1983 graduate of the University of North Carolina at Chapel Hill, she served as assistant metropolitan editor at the *Fort Worth Star-*

*Telegram* and as a reporter for *The Washington Post*, the old *Dallas Times Herald* and the *Greensboro Daily News*.

Sandra Duerr, former business editor of the newspaper, will become an assistant managing editor.

Duerr will be responsible for the operations of the photo, features and news art departments, the photo-graphics desk and the systems editor. She has been business editor of *The Courier-Journal* since 1986 and was formerly business editor of the old *Louisville Times*. She holds undergraduate and graduate degrees in journalism from Northwestern University.

Hunt Helm, former acting

metro editor and assistant regional editor, was appointed metro editor.

Helm has acted as metro editor the past four months on an interim basis.

He is a graduate of Yale University and Indiana University. He worked as a reporter for the *Nashville Banner* before joining the copy desk staff at *The Courier-Journal*. He transferred to the city desk as a reporter, and was appointed assistant regional editor in 1989 and assistant metro editor last year.

Glenn Proctor, former assistant metro editor, has been named business editor.

Proctor, a Philadelphia

native, studied accounting at Brandywine University in Delaware and was an Institute of Journalism fellow at Northwestern University's Kellogg Graduate School of Management. Before joining *The Courier-Journal* as assistant metro editor in early 1991, he served 10 years on the staff of the *Akron Beacon Journal* as an assistant city editor, weekend city editor, Neighborhoods editor and reporter.

He was a member of the business desk which won a Pulitzer Prize for coverage of an attempted Goodyear takeover.

All of the appointments are effective this month.



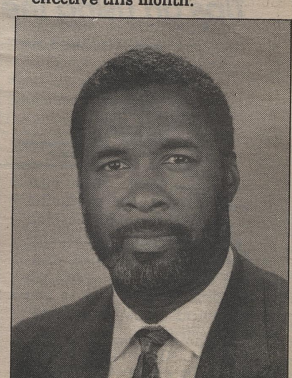
ROCHELLE RILEY



SANDRA DUERR



HUNT HELM



GLENN PROCTOR

## Pick ups

*The Harlan Daily Enterprise* was the only Kentucky newspaper to win awards in the 1992 National Better Newspaper Contest sponsored by the National Newspaper Association. In the under 5,000 daily circulation category, the Harlan paper won first place for community service and honorable mention for newspaper promotion. Awards were given during NNA's 107th annual convention in San Diego.

*The Lexington Herald-Leader* is the only Kentucky newspaper among 20 finalists in the Associated Press Managing Editors Association's 22nd annual Public Service Awards competition. *The Herald-Leader* was chosen for its reporting of sexual abuse of children. The winner will be announced at the group's annual convention in November.

*The Daily Independent* in Ashland, for the seventh year, sponsored essay and poster contests in observance of National Newspaper Week, Oct. 4-10. The essay contest is for public and private school students in grades seven through 12, and the poster contest is for grades one through six. A winner and runner-up is named in each of four grade-level categories. Top winners will receive \$150 and runners-up will get \$50. Each also receives a framed certificate and has his or her work published in the newspaper. The contest covers schools in Boyd, Carter, Elliott, Floyd, Greenup, Johnson, Lawrence, Lewis, Magoffin, Martin, Morgan and Rowan counties.

Landmark Community Newspapers Inc. of Shelbyville has bought *The Marion-Washington Shopper*, formerly distributed by the Adair County Progress Inc. in Columbia. Landmark is merging the newly-acquired, free publication with another free shopping paper, the Twin County Advantage, published jointly by *The Lebanon Enterprise* and *The Springfield Sun*, both Landmark weeklies. The merged publication is distributed on Mondays to 10,630 households in Marion and Washington counties.

*The Radcliff News-Enterprise* has been combined with its parent publication, *The News-Enterprise* in Elizabethtown. Publisher Mike Anders said Radcliff readers will see no change, except in the name of the publication. Aligned with efforts to unify

all of Hardin County, the change focuses on the county's attempt to combine the resources of all its cities and towns. "A united Hardin County has greater economic and political power," he said. "The newspaper has supported this movement, and we believe having one daily newspaper for the county is consistent."

*The Sentinel-News* in Shelbyville upped its single-copy price to 50 cents on Sept. 16. Home delivery subscription rates remain the same.

Also increasing its single-copy price recently was *The Henry County Local* in New Castle. Effective Sept. 16, the cost went from 35 cents to 50 cents.

Republic Newspapers Inc., owner of *The Jessamine Journal* in Nicholasville, has purchased the South Lake Press in Clermont, Fla. The Florida paper is the 13th paper in the Republic group, headquartered in Farragut, Tenn. The papers are in Tennessee, North Carolina, Florida, Texas and Kentucky.

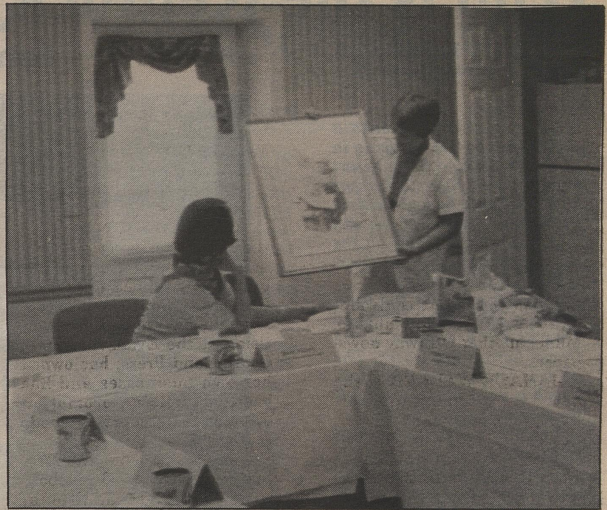
a new reporter at *The Grayson County News-Gazette* in Leitchfield. He attended Western Kentucky University.

Two veteran employees of *The News-Enterprise* in Elizabethtown have been promoted. **DARRELL BIRD**, former sports editor, has been named assistant editor, and **JEFF D'ALESSIO**, who has spent eight years with Landmark Community Newspapers, is the new sports editor. Bird has previously been the paper's copy editor and copy desk chief. D'Alessio is the former assistant sports editor.

**AMY HOGG**, a former staff member at *The Advocate-Messenger* in Danville, has joined *The Winchester Sun* as a general assignment reporter. She earned a bachelor degree at Eastern Kentucky University, where she was editor of *The Eastern Progress* and is now working on a master's degree.

*The News-Democrat* in Carrollton has hired **CAROL BREWER** as office manager, **SHEILA HONEYMAN** as office assistant, and **LORI HEDGES** as part-time staff writer. Honeyman is a student at the Carrollton campus of Jefferson Community College, and Hedges, a Bob Jones University graduate, is a former writer at the Madison, Ind.,

## Farewell



Press Photo by Sue Cammack  
Pam Shingler, former director of KPA's News Bureau, standing, was presented a framed print of Norman Rockwell's "Hometown News" at the August meeting of the KPA board. Shingler, who started the News Bureau two years ago, resigned at the end of August. Now executive editor of *The Appalachian News-Express* in Pikeville, she continues to edit *The Kentucky Press* under contract. Admiring the print is KPA President Mary Schurz, publisher of *The Advocate-Messenger* in Danville.

## More names

Courier.

*The Kentucky New Era* in Hopkinsville reports that one of its former staff members, **ANDY OPPMAN**, covered the Republican National Convention as deputy metro editor for the Houston Post. He is a University of Kentucky graduate.

**LEWIS OWENS**, publisher of *The Lexington Herald-Leader*, has been elected treasurer of the board of directors of Lexington United.

A former sports editor at *The Gleaner* in Henderson has been named managing editor of *The Associated Press*. **DARRELL L. CHRISTIAN**, a Henderson native, was most recently sports editor for the AP and has worked with the news organization's operations in West Virginia, Indiana and the District of Columbia.

Two former employees of *The Courier-Journal* have made the news. **PAUL NEELY**, who was once copy editor and assistant managing editor at the Louisville paper, is the new publisher of the Chattanooga (Tenn.) Times. He is the first person outside the Ochs-Sulzberger family to be named publisher since Adolph S. Ochs bought the paper in 1878. A former C-J associate editor, **JACQUELINE THOMAS**, has joined

the Detroit News as news editor, following a stint as associate editor at the Detroit Free Press.

**DAN WEBER**, former sports editor at *The Kentucky Post* in Covington and former sports columnist at the Cincinnati Enquirer, has been named sports editor at the Bucks County Courier Times in Levittown, Pa.

KPA President **MARY SCHURZ**, publisher of *The Advocate-Messenger* in Danville, was profiled in the August issue of *The Lane Report*, a magazine that reports on business news in Central Kentucky.

**WILLIAM WILSON**, deputy executive director for marketing for Kentucky Educational Television, a KPA Associate, is the recipient of *The Commissioner's Award for Excellence* given by the Kentucky Literacy Commission. The award recognizes efforts to improve literacy.

At KPA Associate, Jack Guthrie & Associates Inc. in Louisville, **LESA NICHOLS** has been named account group manager, **MIKE GOSS** has been promoted to senior account manager, and **JEAN GUINCHIGLIANI** has been promoted to business affairs manager.

# Who is the Kentucky Press Association?

By BECKY L. MEADOWS  
News Bureau Director

## Behind The Times-Journal

I saw deer.  
I had just driven onto a small area by the roadside in Lake Cumberland State Resort Park between Russell Springs and Monticello in southeastern Kentucky. I got out of the van and leaned my elbows on the cool, waist-high wall that overlooked Lake Cumberland.

I looked out over the lake, where a few boats scattered here and there made white tracks across the water. The air was brisk, almost like fall. I took a deep breath and felt my muscles begin to relax.

Then I looked down and saw them.

They were standing a few feet further down the hill from the wall, their white tails flipping as they grazed. They didn't see me or catch my scent. They heard me when I shifted, though, and with tails held high they bounded for the thick green grove of trees further over the hill.

Yes, southeastern Kentucky is probably one of the most beautiful regions of the state. I rode up and down mountains, saw green valleys and endless expanses of countryside as I journeyed to the four newspapers profiled here.

But I also saw people living in run-down shacks. I saw people chugging along in old jalopies for cars. I saw people rocking on front porches made of rotting boards waiting to collapse. I saw poverty.

And I realized why newspapers are so important to this isolated area. Each paper serves its community in a way that the major dailies in the state cannot. These smaller papers address the concerns of this specific area, where the crippled economy puts a black spot on the glorious nature scenes.

These people rely on their newspapers to let them know what's going on in their world.

### The Times-Journal

Follow narrow Main Street, lined with small shops and an occasional dark, vacant storefront. Take a left at a small street — almost any alley — and pull into the parking lot. If you don't miss taking the left, you can't miss the bright blue building that houses the Russell Springs Times-Journal.

David Cazalet Jr. is publisher and editor of the Times-Journal, a weekly newspaper with about 5,000 subscribers.

On the wall behind his desk



Press Photo courtesy The Times-Journal  
Here are the folks responsible for making sure The Times-Journal in Russell Springs covers Russell County each week. Back row, l-r, Marian Hudson, Pat Burgess, Carolyn Chrisman, Bonnie Miller, Beth Morgan, Michelle Lawson, Kathy Lancaster, Valton "Tex" Willis. Front row, l-r, David Blakey, Lucy Ponder, Mary Lou Willett, Cathy Hadley, Tamyron McDonald, Dave Cazalet and Ed Cahill.

is a portion of a newspaper front page. It cites David Cazalet Jr. for parking during snow-removal hours. The result: a \$10 fine.

"I got that in Kansas," Cazalet explained. "People call and say if their names are put in the paper, they'll be ruined. That shows my name gets put in the paper, too."

Despite its size, the Times-Journal seems not to back off from controversial issues. Headlines of "Investigation into ambulance service closed," "Local family copes with incurable disease" and "Adanta told to repay state \$2 million" adorn its front page.

It's a traditional newspaper in every sense.

Its sister newspaper, The Russell County News, is a total-market-coverage publication. The News and the Times-Journal are owned by the same company.

"They both have their places," Cazalet said.

Newspapers have more educated, wealthier readers in general than free, total-market-coverage publications, he said.

"The Russell County News reaches everyone, whether they can afford to subscribe or not," Cazalet said.

The papers share staffs, including Managing Editor Ed Cahill. Cahill writes more serious stories for the Times-Journal, and lighter pieces for the News. The front pages of both newspapers are speckled

by his bylines.

Cazalet has eight full-time employees and six part-time workers. Of his full-time employees, one is in advertising, one is in production, two are in news and one is the circulation manager.

The company that owns the Times-Journal and the News is interested in acquiring other newspapers in Kentucky, Cazalet said.

He realizes his company is not alone.

"That's OK," he said. "We don't mind competition. Competition is good."

### Clinton County News

Alan Gibson is one of a dying breed in the newspaper business.

His Clinton County News is family owned. It was founded in 1949 by Gibson's mother and father. He took over in 1978.

"I don't know that I ever thought of doing anything else," Gibson said. "I've been in here since I was in a crib staying in here."

The economy is struggling in this small town in southeastern Kentucky, about six miles from the Tennessee state line.

One of Clinton County's biggest employers is OshKosh, a clothing manufacturer. Thus, Albany goes as the garment industry goes.

Downtown, around the square, dark storefronts blot

the business landscape. A few people mill around, occasionally peering in store windows. On this day, it is not difficult to find a parking space.

Gibson explained in the last year, 200-300 people were laid off when two or three factories closed. Without people to spend money, the economy has remained stagnant.

"It didn't really affect our news coverage," Gibson said. "Of course, it did affect advertising."

His wife, Janie, is a one-person advertising department for the weekly newspaper with about a 3,600 circulation.

But when the going gets tough, everybody chips in to help, Gibson said.


"Everybody does everything," he said. "Whatever needs to be done, somebody jumps in and does it."

"It's never boring. You never know what's going to happen next," he said.

Yet Gibson admits he does not see himself running the newspaper when he reaches age 80, for instance. He said he would listen to an offer to buy the paper if the price were right.

### Wayne County Outlook

Kelda Stringer stood in the road in the middle of one side of the square in downtown Monticello, a soiled apron tied around her waist. In one arm



A continuing series about Kentucky newspapers and the people who produce them.

she held several copies of a newspaper.

She bent down when a car pulled up beside her. She put a newspaper in the car window, reached her hand inside her apron and pulled out some change.

Kelda Stringer has been selling the *Wayne County Outlook* in downtown Monticello for about 15 years. She is just a part of the weekly newspaper's community image.

"I've never seen a community so involved in the newspaper," Suzanne Dickerson, the newspaper's publisher, said.

Residents in the community often write columns for the weekly newspaper with about a 6,000 circulation. One 80-year-old woman writes a weekly column about what's happening in a community close to Monticello.

"No, it's not anything that'll win awards" Dickerson said. "But it's special."

Dickerson and her husband redesigned the *Wayne County Outlook* a few years ago. The paper, owned by Smith Newspapers, now uses a lot of color and graphics.

Pictures and graphics are necessary because nearly one-third of all Wayne Countians cannot read. The county has a 28 percent illiteracy rate, Dickerson said.

"Pictures have to tell a lot of our stories for us," Dickerson said.

She said she tried to start a program to get newspapers into the classroom, but the idea didn't catch on. Teachers are so busy with the new Kentucky education reforms they have little time to concentrate on anything else, she said.

As with most communities in southeastern Kentucky, Wayne County's economy is lacking. Sometimes advertising revenues are hard to come by in the county with the next-to-lowest per-capita income in the state.

To help boost the economy, Dickerson started a business page at the paper, and a different business is spotlighted each week.

"It makes it a very personal thing to shop," she said.

It's part of being part of a community.

#### McCreary County Record

The "flimflam man" was

caught here.

Jim Ferguson, a.k.a. Arthur Frankford, a.k.a. just about any other name, was profiled on NBC's *Unsolved Mysteries*. He was wanted for marrying more than 40 women across the country and taking them for all they had.

He was found in McCreary County.

Large — very large — marijuana crops are commonly found here. Police still find people using stills to make alcohol in this dry county in southeastern Kentucky.

McCreary County was one of the original counties to sue for school reform.

The largest meta-amphetamine lab discovered in history — a \$60 million operation — was uncovered here, about three miles from the *McCreary County Record* office.

There is no shortage of issues to keep the staff of the weekly newspaper busy.

"Sometimes Ken (the managing editor) will say to me, 'It's Thursday. What are we going to put on the front page?' and I'll say, 'It's early. Just wait until Monday,'" said Paula Vann, the newspaper's staff writer.

The managing editor, Ken Shmidheiser, also helps write stories. Ida Glose, Vann's mother, is the paper's sole advertising person.

The *McCreary County Record* is owned by Park Newspapers of the Cumberland, the company that also owns the *Somerset Commonwealth Journal*. The *Record* has a 4,500 circulation.

The paper is located up an incline in downtown Whitley City, a sleepy little town. It is hard to imagine the flimflam man walked these streets.

Shmidheiser has been working at the *Record* since 1985, when he was a news editor at the *Somerset C-J*. The man who assigned him to McCreary County died, and he has been at the *Record* ever since.

"Here I'm out in the field and nobody knows I'm here," he said with a laugh.

Calling the *Record* and its staff feisty would be an understatement. The paper goes after issues like a linebacker goes after a quarterback. Many of the front pages of past issues have six-column headlines across the top of the page — deservedly so because of the stories.

People looking for a nice, quiet place to settle down should probably steer clear of McCreary County. Knowing the *Record* is there to watch out for their interests must make these residents sleep more easily.

## PostScript . . .

Pam Shingler  
Editor, The Kentucky Press

Whew! First off, I have to apologize for this issue of The Kentucky Press getting to you so late. I had promised the board that I'd have it ready within five days of the first of each month. Here I am with the first edition, under my contract, going to the printer on Oct. 9.

This is not the way I like to operate. In fact, I'm always afraid the world will fall apart if I don't keep my word. I know it probably won't, but I don't like to be late with anything. I guess that comes from always living with deadlines.

Whether you want to know, I'll share with you some of the reasons for the lateness. Most are things I'll laugh about in a few months and maybe forget totally in a few years.

As you know I'm doing this long distance now — from Pikeville where I'm now with the *Appalachian News-Express*. The transition has not been smooth.

When I left KPA at the end of August, the sale was not complete on my house in Lawrenceburg, so I didn't move my belongings back east. I'd read that realtors advise that filled houses are more apt to sell than empty ones. Fearing the original, shaky offer would fall through, I came to this end of the state with several bags of clothes and odds and ends I had to have.

For two weeks I commuted from a cousin's house in Johnson County to Pikeville, an hour's drive one way. And you know what the hours are in this business. By the time I got home each evening I didn't feel much like doing any other kind of work, including The Press.

Complicating things even more, I had made an obligation before I accepted this job to teach a couple of classes for Prestonsburg Community College. Thankfully, the academic dean let me off the hook for one, but I'm still teaching English 101 one night a week. That's a lot of papers to grade — even for an editor.

When the sale of the house did become final, I got a half-day's notice of the signing. That meant I had to make a speedy trip back to Lawrenceburg to sign the papers and didn't have time to reserve a moving van and line up loading helpers.

For another week, I slept in a sleeping bag in a rented

house in Pikeville. That gave me two extra hours a day, but I couldn't get the Mac I bought from Guy Hatfield to work, so I handwrote Press items as I received them from KPA. (It wasn't Guy's fault, but mine.)

The last weekend in September I made the rushed trip back to Lawrenceburg to get my furnishings. It was a move made in hell for a number of reasons I won't go into. Just trust me.

This issue of The Press, then, has been put together hastily in bits and pieces, using what for me is a totally new computer system. You'll note that I don't fully understand it yet, so the design of this issue is quite bland, and, yes, the columns are broadsheet cumsums, not tab columns. This will get better. I promise. I hope.

To top it all, Becky Meadows, the new KPA News Bureau director, — bless her heart — had camera problems. So the stories she very ably wrote for this edition are noticeably lacking in illustration. Special thanks to her, though, for her help.

Thanks, too, to Sue Cammack at the Central Office for her weekly packages of more materials used in The Press. She is as capable and as faithful as they come.

And special thanks to the people here at the *Appalachian News-Express* who have helped me through this first off-site edition and for being more tolerant of me than I've perhaps deserved.

If it's true that the Chinese have an ancient curse that says, "May you have an exciting life," then I am cursed. But it will get better.

*The First Amendment does not speak equivocally. It prohibits any law abridging freedom of speech or of the press. It must be taken as a command of the broadest scope that explicit language, read in the context of a liberty-loving society, will allow.*

—Justice Hugo L. Black

*Paramount among the responsibilities of a free press is the duty to prevent any part of the government from deceiving the people and sending them off to distant lands to die of foreign fevers and foreign shot and shell.*

—Justice Hugo L. Black

## Communication fosters better newsroom relations

By Martin L. "Red" Gibson  
University of Texas, Austin

The biggest complaint I hear in visits with reporters has to do with a lack of communication.

Reporters see their edited copy and grudgingly agree with most of the changes. They see the improvements. They also see some changes that were made for no reason apparent to the writer. And no one has time to tell them why.

Sometimes no one *knows* why.

If editors were perfect, if all their keystrokes brightened, tightened and enlightened a story, we could get by with less intraoffice communication. I don't call for the coddling of reporters. They're adults. They're professionals. It's easy to say they should be able to fathom the reasons for changes. They shouldn't need help in writing.

But reality intrudes here. Every writer is a learner, as is every editor. We improve all the time — or go stale. Editors have an obligation to enhance the improvement of writers. Top editors have an obligation to enhance the improvement of lesser editors.

And that means we cannot accept communication troubles.

It means editors have to take the initiative and explain their changes. If that's asking too much, they must at least let writers know their questions are welcome. They must answer those questions fully and without being defensive.

Writers have an obligation to ask questions for information instead of an attack. You know: "What butcher cut out my six paragraphs on how butterflies spin cocoons?"

We would have happier newsrooms if we had questions asked and answered calmly. It wouldn't hurt for an editor to discuss trims beforehand. After all, reporters usually know more about their stories than copy editors do.

Copy editors, my favorite people, sometimes have a tough time subjugating their own egos. Too many of them enjoy the power their station gives them, and they aren't interested in responding to questions from people who obviously know less than they do about the world, the city and, especially, the language.

That's a broad brush, and most copy editors aren't guilty of such sins, except maybe in degree. But those sinners ought to reform. I once knew an editor who would jump up with a piece of copy and yell, "Jesus, —ing mother of

Christ? Who wrote this pile of (stuff)?" He was a good man, and kindly and knowledgeable. But reporters did not go to him for help. He never understood that he could help himself, the paper and reporters if he taught instead of attacked.

The writing coach movement is helping return civility to the newsroom. It has helped people realize that writers and editors are on the same side. Good coaches — they don't have to be called editors — help reporters learn how to quit repeating mistakes that drive editors crazy.

On the positive side, good coaches or editors teach reporters how to improve their own work. A good editor doesn't take stories away from reporters and recast them the way he or she would have written them.

Indeed, good editors guide

writers into suggesting and making their own improvements.

Hold everything: This passage does not refer to work done on deadline. When the deadline looms, collaboration goes out the window. Editors become fixers. They have to get the paper out. They can worry later about bruising the feelings of a reporter.

But in normal hours, the editor-coach ought to do a lot more listening than talking. He or she should ask questions, starting with "What happened?"

Writing involves these steps: Planning, gathering, assimilating, organizing, writing, rewriting, doing the housekeeping and doing the post-mortem. Good writing coaches get in at the beginning.

A one-minute conference can help in planning by mak-

ing sure the reporter knows what he or she is after, and what the city editor has in mind. That same minute can include a point or two about sources to see while gathering.

Afterward, the editor-coach helps in organizing by asking what happened and getting the writer to think. A story organized well, perhaps with an outline, will come faster than one done in other ways. The coach simply asks questions that will make the writer think of improvement, often better than those the coach had in mind.

Editors normally say they don't have enough time to go to the bathroom, much less to take on a job as a teacher. Maybe they would do more teaching if they realized they could save themselves time.

And maybe that would contribute to improved communication ... and happier newsrooms.

## Inland cost/revenue study released

One hundred eight companies and nearly 500 newspapers (by flag count) provided expense and revenue data for the Inland Press Association's 1991 Cost and Revenue Study for Weekly Newspapers, released recently to participants.

The study, which covers 178 columns of financial information, includes a wage and salary survey, with 83 percent of the newspapers contributing salary data for 12 jobs.

Participating newspapers submitted financial data on a simplified spreadsheet-type reporting form in strictest confidence. Individual newspapers are identified by a code number known only to them.

The analysis is based on groups of 12 newspapers of similar size and type of publication (single or multiple flag). Group averages reveal mean calculations, and each newspaper can further determine its position by its placement within the group.

Newspapers may order an IBM-compatible Lotus or Excel 4.0 disk to put their financial results into a workbook format for comparison to industry averages. Budget predictions can be handled by changing the equations.

The disk format is available in either 5.25- or 3.5-inch disks containing either single publications, multiple publications, or both. There is a charge for the disk.

Participants in the study received a bound volume of the

study, along with a workbook to analyze circulation group averages; revenue breakdowns by advertising, circulation, total newspaper, shopper, commercial printing, and other; advertising revenue breakdowns by local, national, classified, and legal; and department expense breakdowns by editorial, advertising, circulation, classified, prepress, administration, shopper, and commercial printing.

The 1991 Weekly Cost and Revenue Study was co-spon-

sored by Inland Press Association, National Newspaper Association, New England Newspaper Association, Suburban Newspapers of America, and 44 state, regional, and provincial associations, including the Kentucky Press Association.

The study is available to non-participants for \$170. Contact the Research Department at the Inland Press Association, 708/696-1140 for more information.

— Inland Press Association

## KPA looking for VP

Nominations and letters of application are being accepted until Nov. 2 for the office of vice president of the Kentucky Press Association for 1993.

Any KPA member can suggest to the nominating committee a member who meets the by-laws criteria. Eligible members who would like to serve should make it known they wish to be considered.

KPA by-laws state: "The only persons eligible for election to the office of Vice President are those who are currently serving as elected directors; those persons who have been 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."

Names of those meeting requirements to serve as vice president must be sent, along with a letter of interest or reasons for suggestion, to David T. Thompson, KPA, 101 Consumer Lane, Frankfort, KY 40601.

No one will be nominated without being interviewed and consenting to the nomination.

All persons who meet the eligibility requirements will be interviewed by the nominating committee. The recommendation of the committee will be submitted to the board of directors and then to KPA membership at the business session on Saturday of the winter convention.

The person elected vice president is in line to succeed to the position of president-elect and then president, as by-laws require.



## Small space ads sell

From the *Cushing Daily Citizen* comes this anecdote for selling ads:

A persistent young lady selling advertising for the local newspaper made her weekly visit to the Jones Motel.

"Mr. Jones," she said, "I've been here to see you weekly for several months and you've yet to buy an advertisement from me. I'd like to suggest to you a small ad (1 col. by 2 inch) to run every day in the newspaper and weekly in our shopper. With this program, you'll be asking readers all over this trade area to think of you when they or their friends are looking for the service you provide. Would you be interested in this idea?"

"No, young lady," Mr. Jones replied, "I cannot afford a large ad as you know, and nobody reads the small ones."

"Then Mr. Jones," the sales lady said, "I would appreciate it if you'd allow me to place a 1x1 ad for you at my expense. Would you approve of that?"

Mr. Jones nodded with somewhat hesitant approval.

"There's only one condition, Mr. Jones," she said.

"And what might that be?" asked Mr. Jones.

"That I get to write the ad copy for you," she said.

"That sounds OK! What are you going to say?" asked Mr. Jones.

"Jones Motel has the Biggest Bedbugs in town!" she said.

"Why, that will ruin my business," said Mr. Jones.

The sales lady responded, "I thought you said people didn't read small ads!"

— *Oklahoma Press Assn. Bulletin*



## You be the judge

Nov. 12  
Marriott Hotel  
Lexington

Virginia Press  
Association

Call Sue Cammack,  
1-800-264-5721



# The number one reason for delayed sales calls is fear

That's what advertising sales experts say, noting that most sales reps are accustomed to this situation: A potential client doesn't return phone calls, delays meetings and tells you time and time again, "I'll get back to you." Nobody wants to call this person first thing in the morning.

Or there's the client whose ad ran with a typo, and a make-good won't calm her down.

Fear is a powerful deterrent. For instance, a successful Oklahoma City billboard salesman claims he never made a call before noon during his first sale job for fear of failure.

However, the Mouser Institute School of Advertising names this fear "call reluctance" and identifies 12 different types:

1. **Doomsayer** - Always worries about worst-case scenarios.
  2. **Over-Preparer** - Spends too much time over-analyzing prospects, preparing what to say and how to say it, and too little time prospecting.
  3. **Hyper-Pro** - Considers prospecting "demeaning." Thinks ads should come to him or her.
  4. **Stage Fright** - Fears making group presentations.
  5. **Role Rejection** - Feels guilt or shame over having a career in sales.
  6. **Yielder** - Fears appearing "too pushy."
  7. **Social Self-Consciousness** - Feels intimidated by person of wealth, prestige, or power.
  8. **Separationist** - Fears losing friends, so doesn't initiate contacts or discuss business with them.
  9. **Emotionally Un-Emanipated** - Fears losing family approval, so doesn't initiate contacts or discuss business with family.
  10. **Referral Aversion** - Fears emotional discomfort when asking existing clients for referrals for fear of disturbing relationships.
  11. **Telephobia** - Fears using the telephone for prospecting purposes.
  12. **Oppositional Reflex** - Has compulsive need to argue, make excuses, blame others. Rebuffs coaching attempts.
- Ask yourself these questions to determine if you suffer from "call reluctance." Do you continually make excuses? Do you avoid making prospecting

phone calls? Do you fear directly contacting advertising decision makers? Do you spend too much time planning rather than making calls? If you answered yes to any of these questions, you show symptoms of "call reluctance."

As with all problems, many remedies exist. Mouser suggests first realizing that bad habits are unlearnable. By having positive, constructive, confident thinking and behavior, you change self-limiting behavior patterns.

You can also practice self-talk in a negative situation by being aware of the problem and controlling your feelings. Then apply positive images and thoughts, ignoring negative ones.

A system used at the Oklahoma Press Association involves listing clients and potential clients for next-day prospecting. This should be done every day before leaving

the office.

The next morning, rank-order the clients using appropriate criteria such as time, amount of service needed or importance.

Call the most important client, then go down the list. If a client isn't in or doesn't respond, go immediately to the next in line.

In a short time, you will have contacted each existing or potential client. The rest of your day is free for servicing, calls and daily duties.

The biggest reason for fear, however, is not usually fear of the client but fear of failure.

Lack of self-confidence severely hampers selling. Several commercial books and tapes are available as motivational cures to fight this malady. It is a sickness. After all, your job and lifestyle depends on your performance.

— *The Oklahoma Publisher*

## Lake Sun Leader defends letter-editing policy

The First Amendment is a precious thing. It is the foremost bulwark against an assault on our liberties.

Without the freedom to express opinion openly and without fear of consequences political debate comes to a standstill. When debate stops, democracy dies.

All too often the right to speak out is overcome by something akin to peer pressure. Americans hesitate to voice views out of the mainstream because their friends, neighbors or employers will look with disfavor on such behavior.

For that reason, if no other, we must applaud the woman picketing our newspaper.

An outspoken critic of abortion, our picketer is disturbed that we have chosen to edit a letter to the editor submitted by her.

She promised to picket us if we did not run the letter as written and she has been as good as her word.

It is this dedication to causes of all stripes which makes democracy work.

However, our admiration for her dedication will not change the rules.

As readers and letter writers alike will note, we are not shy about running letters with opinions that differ from our

own.

Our picketer's opinions on a woman's right to make her own choices and on Vince Schoemehl's gubernatorial run differ with those of this newspaper. We are glad to present her opinion on those issues. Her letter appears below. It is being printed in a timely fashion as are all letters, without regard to the discussions between the writer and the newspaper.

However, her letter appears without references to certain events which we consider to be inappropriate and not germane to a serious discussion of the issues at hand.

That is, and will remain, our decision.

The picketer has also taken exception to our rules regarding the endorsement of political candidates in letters to the editor.

Our reasoning is this: Letters of that nature are essentially political advertising and as such are inappropriate for the opinion page.

That is, and will remain, our policy.

Difference of opinion is not now, nor will ever be, a factor in decisions related to this newspaper's editorial policies.

— *Camdenton Lake (Missouri) Sun Leader editorial, July 22, 1992*

## Newspaper celebrates anniversary

By DON ESTEP, Publisher  
The Whitley Republican  
Williamsburg

Five years! It seems like yesterday I sat down with Terry Forcht and discussed starting a Corbin newspaper to complement *The Whitley Republican*.

On August 12, 1987, the first issue of *Corbin! This Week* rolled off the presses. It was the most thrilling event in my professional career.

I had never worked so hard in my life. I'll never forget that experience.

Now, as we celebrate our fifth anniversary, we have cause for rejoicing. It has been a successful five years.

None of our successes, however, would have been possible without you, our subscribers and advertisers. We thank you.

When we started the paper Terry gave me a copy of the book, *The Making of McPaper*, an inside story of *USA Today*. The book was written by Peter Prichard, a column editor who had been with the paper for five years.

As I read that book I better understood how difficult our task would be. Success in the newspaper field would not come overnight.

It took *USA Today* five years before they made a profit on a single issue. Thank

### Kentucky views

Editorials  
from  
across  
the  
commonwealth

goodness, it was not as difficult for us.

The best thing for us was *The Whitley Republican*. It was an established newspaper and had a good circulation base.

Just over a year ago, because of postal regulations, we merged the two newspapers under one name, *News Journal*. Now, the combined paid circulation makes us one of the largest weekly newspapers in the state.

I came to this newspaper from another weekly operation, *The Sentinel-Echo*, in London. It was there I developed my appreciation for a weekly.

Having worked only for a daily operation, I had no idea a weekly newspaper received such devotion from its readers.

Now, 11 years later, I know why the backbone of American journalism lies in weekly operations. There are over 7,500 weeklies which constitute the

essence of local news.

Little has changed in five years. The top story in our first edition was about garbage. We are still writing about that same issue on the front page of this edition.

Another story quoted Gene Hunt as saying road access was the main thing holding back the development in the industrial park. Today, construction is progressing on that road.

Like that road, it takes time to build a newspaper. In five years we have doubled our mail circulation. Now, our subscription rate is accelerating at an all-time high.

Again, thanks. Thanks to Terry Forcht and Nelda Barton for the support and leadership they have given.

Thanks to Linda Carpenter. She is the sole survivor of the original staff. Her talents are super.

Thanks to the current staff. All are hard workers, willing to pay the price to deliver the best local news possible.

Five years! Maybe we could throw a party. Or better still, when we finish the paper at about 3 a.m. we will go to Jerry's and have a cup of coffee. That is where Willie Sawyers and I brainstormed the idea of two operations on our way to the first edition of *Corbin! This Week*.

## Public court nixes privacy preference

By DANA KEETON  
*The Daily News*  
Bowling Green

Few relish the thought of having details of their private lives spread in print and available to anyone who cares to read them.

However, that is something you face if you become involved in a lawsuit. Most judges require compelling reasons to close court records.

"I operate from the assumption that courts are public institutions and that therefore, all court records are open for public scrutiny. For that reason, I am reluctant in any case to seal the record," Warren Circuit Judge John Minton said.

Some court proceedings are kept confidential by order of state law, such as adoption proceedings and juvenile records. Anyone involved in a civil or criminal action can file a written request asking that their proceedings be kept out of the public's reach.

That means that courts can

seal the records, however, not that news organizations cannot publish or broadcast them if they obtain access to them. Prior restraint of what news organizations publish or broadcast generally has been held unconstitutional.

But even sealing of court records in Warren County is rare, according to Circuit Court Clerk Pat Howell Goad.

Out of the cases filed in Warren Circuit Court — 1,806 cases were filed in the 1990-91 fiscal year — perhaps one file a year is ordered sealed, Goad said.

"It's a very infrequent situation. There's not enough volume to even form a statistic," she said.

Minton said he will sometimes order that parts of a case record be sealed. Usually, it involves a psychological report or mental evaluation of a criminal defendant, he said.

"Most of the time, it involves psychological reports, things of that nature. There is occasionally a concern that

discussion of it in the media will make it hard for the person to have a fair trial in the community. You have to consider the defendant's absolute right to a fair trial against the public's right to know," Minton said.

Minton said he ordered one divorce case sealed since he was elected to the bench in January. However, he later rescinded that order, he said.

Civil suits involving children and matters of "a sensitive nature" are among the most common for which parties to the action request that files be sealed, Minton said.

"Sometimes, there are matters of such a sensitive nature that the prejudice to the party greatly outweighs the relevance of it. I have done it but if someone comes along and gives me a reason why they want to see the record, I consider that as well," Minton said.

When cases are ordered sealed, they are placed in a numbered order along with

other cases, but are physically sealed so that even court personnel cannot look at them, Goad said.

"If they are small enough to go into a manila envelope, they would be put into the envelope, usually with a copy of the order sealing them attached. They are sealed so that the office staff or no one else can get into them. It would take another order from the court before they could be reopened," she said.

Minton said most people involved in lawsuits do not ask that their files be sealed. Requests for sealed cases are infrequent because people either don't worry about their files being sought out among hundreds of others or they accept the fact that public proceedings are a part of the American court system, he said.

KPA's new toll-free number:  
800-264-5721 (KPA1)

Face facts: Racing panel broke the law

# Open embarrassment

**Lexington Herald-Leader**

Someday, some public official, caught in an intentional or unintentional embarrassment, is going to cause mass heart failure by throwing up his or her hands and saying, "You got me; I just goofed."

Someday, but not this week. And it won't be the Kentucky Racing Commission, or that panel's chief apologist, Gov. Brereton Jones, who inflict coronaries on a shocked populace. They keep trying to rationalize the commission's recent foul-ups by flinging excuses left and right.

The governor wielded the shovel on Monday, when he said the commission's admitted, and apparent, violations of the state Open Meetings Law were "unintentional and resulted from confusion over

the new and more stringent provisions of the Open Meetings Law." On Tuesday, members of the commission's staff took their turn.

Although the General Assembly did strengthen the Open Meetings Law this year, everything the commission did wrong would have been wrong last year, the year before and umpteen years before that.

It wasn't the 1992 revisions that made the secret, closed meetings of the commission's Dates Committee illegal. It wasn't the 1992 revisions that made polling the commission members by telephone a violation. It wasn't the 1992 revisions that applied the law to "informational or casual gatherings held in anticipation of ... a regular or special meeting." All of these situations

have been addressed in court cases or attorney general's opinions dating back to the 1970s.

Commission members could have learned all of this from even the briefest consultation with a lawyer. So, the new law didn't confuse them.

What did happen? Well, perhaps commission members didn't even bother to check with a lawyer. Or maybe they didn't know there was such a thing as an Open Meetings Law, new or old. In either case, such ignorance is inexcusable from members of a state commission.

There is a third alternative, of course. That is that the commission members willfully chose to violate the law. If that was the case, they are too untrustworthy to serve the public in this capacity.

# Stonewalled

AG's ruling is victory for Magoffin residents' right to know

**The Daily Independent Ashland**

An attorney general's opinion has given Magoffin County residents a major victory in gaining access to their government.

The opinion, written by Assistant Attorney General Amye B. Majors, sustains Patty Arnett's allegation that Magoffin County employees stonewalled her efforts to get county records and overcharged her for the few records she did receive. It was just another of many attempts by county officials to deny the people's right to know.

The records requested by Arnett, president of Magoffin Countians for a Better Environment, should not have been difficult for county employees to find. She requested the county's last eight quarterly financial reports and last four budgets. After a month, she received only one requested item — the county's current budget — and was charged \$1 a page for it.

Majors said the law requires public records to be made available in a reasonable time. "We believe that under the facts presented in the present appeal, a delay of some 28 working days is clearly unreasonable," she wrote.

The law makes clear — and the courts have ruled — that government agencies cannot overcharge for requested pub-

lic records. Majors says unless the county can "establish that its actual cost for providing the copies is \$1 per page," the charge is excessive.

The state normally charges 10 cents a page for copies of government records, and Arnett claims other Magoffin County residents have been given copies of county records at no charge.

Magoffin Countians for a Better Environment has filed a lawsuit against the fiscal court and the Florida-based developer of a proposed 300-acre landfill. From the beginning of the landfill controversy, fiscal court members have denied opponents of the project the right to be heard.

The 1992 General Assembly amended the Open Meetings and Open Records laws to give attorney general's opinions the force of law unless overturned by the courts on appeal. That means Magoffin County officials simply cannot ignore Majors' ruling. Unless the fiscal court successfully appeals the decision, it will have to obey the law and provide the requested records to Arnett at a reasonable cost.

Maybe someday public officials in Magoffin County who ignore the reasonable requests of county residents will realize that government is for the people — all the people, not just those who support their views. But don't count on it. Some have shown repeatedly

that they do not deserve to be in office. Next time their names are on the ballot, Magoffin Countians should vote to keep them out of the courthouse.

Paris Pike is a public issue; discuss it in public

# Wrong reaction

**Lexington Herald-Leader**

It doesn't seem to matter what the topic is, or who is considering it. Whenever a group pondering a serious public question hits a tough decision in Kentucky, the reaction is the same: Let's talk about this in private.

A case in point: Some members of the committee now seeking a solution to the Paris Pike problem want to meet in private next week.

Deciding to meet in private about public matters is almost always the wrong way to do things. It's certainly the wrong way to figure out a compromise on Paris Pike.

As Mayor Scotty Baesler noted when he organized the committee, the question of how to improve travel between Lexington and Paris is surely a public matter. It has been debated, fought over, litigated in public view for more than a decade. At this point, private meetings can only make everybody more suspicious about

# Just do the right thing

**Harrodsburg Herald**

The Kentucky Racing Commission did the right thing this week by admitting it held an illegal meeting earlier this summer.

The decision Monday to award harness racing dates to Riverside Downs in Henderson was correct, overturning the previous decision.

Now it's time for the commission to continue to "do the right thing" by resigning, en masse, and calling on Gov. Brereton Jones to refrain from appointing new members. Gov. Jones is a thoroughbred owner and breeder, and his appointees to the Racing Commission created the first mess by, in effect, killing off the competition (harness racing).

Gov. Jones is caught in a classic conflict of interest, which is illegal in most state business dealings, and should move to have a new Racing Commission appointed by a non-partisan body.

There has always been room in this state of horses for both harness and thoroughbred racing, and should be now.

Do the right thing, Gov. Jones, and work to dispel some of the dark clouds that have surrounded your administration's first year.

what's going on.

They also would just be silly. Any plan to improve U.S. 68 or to build a new road will be subject to public review and criticism; just look at what happened to the plan put forward by Gov. Brereton Jones earlier this year.

The public will ultimately have a say in what, if anything, gets done. It might as well be in at the beginning. Doing so will save everybody trouble.

Beyond that, meeting in private might be illegal. It's not clear whether the committee qualifies as a public agency under the state's Open Meetings Law, but you can make a good case that it does. The group is, after all, trying to come up with a plan that will entail spending millions in public funds.

But legality isn't the strongest argument for keeping the committee's workings open. The best argument is

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## Reaction

(Continued From Page 11)

the simplest one. This committee is pursuing the public's business. That's work best done in the open. If the committee's members can't agree about that, they have little chance of agreeing on anything else.

## Ad seminar participants

KPA's fall advertising seminar in Louisville last month attracted a number of advertising and composing staff members from newspapers across the state.

Attending were Janie Buntain and Dwain Harris, *Anderson News*, Lawrenceburg; Ken Metz, *Bath County News-Outlook*, Owingsville; Jerry Lyles, *Tribune-Courier*, Benton; Cheryl Wilcher and Suzy Houk, *Central Kentucky News-Journal*, Campbellsville; Kim Akers and Darlene Thorpe, *Clay City Times*; Scott Dillingham, *Dawson Springs Progress*; Weinell Elizabeth Peden and Martha Thomas, *Glasgow Daily Times*.

Also, Sharon Perkins and Gary Moyers, *Harrodsburg Herald*; Celeste Wilson, Linda Wiley and Ron Bridgeman, *Jessamine Journal*; Teresa Revlett and Stacy Kassinger, *McLean County News*, Calhoun; Dorothy Abernathy, Gina Bennett, Connie Jones and Cecile Farrell, *Oldham Era*, LaGrange; Tony Maddox and Tim Thompson, *Messenger-Inquirer*, Owensboro.

Marjie Hale and Sheila Whitt, *Paintsville Herald*; Diana Harrington, *Sentinel-News*, Shelbyville; Jamie Norris and Donna Howlett, *Pioneer-News*, Shepherdsville; Sharon Tuminski, Karen Combs and Carol Parker, *Winchester Sun*; Lucy VanHook, *Cynthiana Democrat*; George McIlveen, *Kentucky Post/Inquirer*, Covington; Larry Stewart, *Courier-Journal*; Doug Taylor, *Mt. Sterling Advocate*; and Lelia Graham and Debrah Moon, *Farmer's Pride*.

KPA staff members present were executive director David Thompson, advertising director Gloria Davis and secretary Sue Cammack.

Representing the sponsoring Ad Steering Committee were Wilcher, VanHook, Abernathy, Lyles, McIlveen, Stewart, Taylor, Revlett and Tuminski.

## Reading history

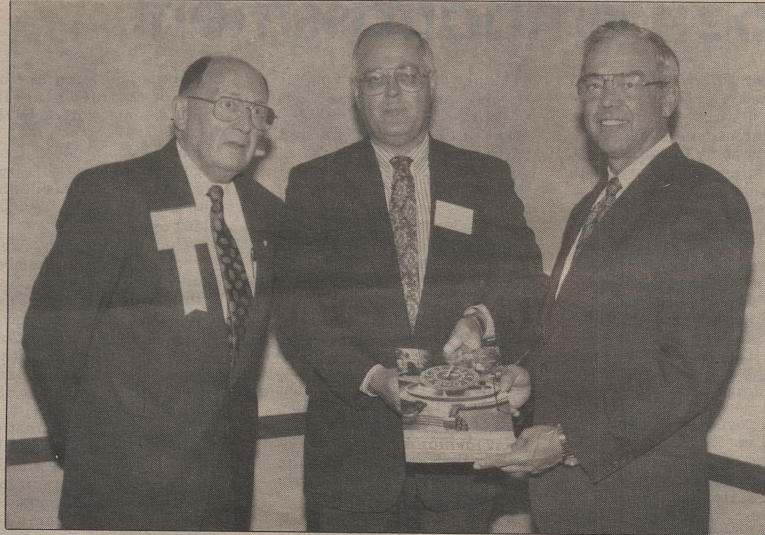


Photo courtesy Economic Development Cabinet  
A History of Kentucky newspapers was among the features of Kentucky 200 — Business and Industry Highlights 1792-1992 published by the Kentucky Cabinet for Economic Development in conjunction with Industry Appreciation Week. KPA Executive Director David Thompson, center, joins Lieutenant Governor/Secretary of Economic Development Paul E. Patton, right, and Fred Trouman, public information director for the cabinet, in displaying a copy of the publication with its full-color photograph of the floral clock on the cover. To order, send \$2 for the first copy and 25 cents for each additional copy, with check or money order payable to the Kentucky State Treasurer, Economic Development, Maps and Publications Office, 133 Holmes St., Frankfort, Ky. 40601. Pam Shingler, former KPA news director, wrote the feature, which also included a list of Kentucky newspapers over 100 years old.

## Good weekly paper compared to old friend who stops by

The president of the Minnesota Newspaper Foundation, Dave Simpkins, said he made many changes at the weekly paper he bought during his first year there.

Dave Simpkins said he dropped rural correspondents, canceled poetry contributions, redesigned the flag and even refused to run a month-old wedding.

He established a long list of similar policies.

He won awards.

And Simpkins was almost run out of town by irate women and by some angry merchants.

"You would have thought I threw a mud pie at the homecoming queen or put vinegar in the city well," he said. "I couldn't understand why these people wouldn't want a more professional, up-to-date newspaper."

Simpkins said he then remembered a lesson from a journalism professor at the University of Minnesota, a professor who compared a community newspaper "to an

old friend that regularly stops by with all kinds of interesting tidbits on your friends and family.

"When you make changes in your newspaper, you're making changes in that old friend. If those changes get too drastic, the readers just might not invite the old friend back."

After a while, he said he mellowed and developed a user-friendly policy.

"I'll print just about everything with a local angle that doesn't sell a product or slander the innocent," he said. He even runs late wedding announcements, but he said he won't publish an engagement announcement after a wedding.

He said his user-friendly policies were put to the test recently when a popular farmer's wife had an accident and was pinned under a car for 20 minutes. Her husband chased the paper's photographer from the accident, saying he didn't want any gruesome pictures of his wife in the paper.

Later that night, the farmer called Simpkins pleading not to publish any pictures of the accident. He said his family had subscribed to the paper for three generations, and that should mean something.

Simpkins told the farmer that he wouldn't run photos of his wife, but would run photos of the rescue squad working to rescue her.

Readers supported the paper and told Simpkins they thought that he'd show restraint.

"They said it was important to know how the woman was doing and how dangerous our local highways can be," he said.

But readers, aware of the farmer's call, backed the publisher mainly because they thought that no one, no matter how prominent in a community, should be allowed to block the flow of information.

"From this experience, I've changed my understanding of newspaper ownership," he said. "It's a partnership."

See PAPER, Page 13



Shoot ... Another 1992 award-winning photo by John Bramel recalls the Gulf War.

## Bash journalists; it's your right

By Jon Margolis  
The Chicago Tribune

How lovely it is to be hated, for it grants the license to engage in America's favorite pastime — whining.

This was the gift bestowed by the Republican National Convention upon the agents of American journalism. Who loved it.

Though the practice starts at the very top — the president of the United States alibied his acceptance speech — someone ought to resist this temptation to revel in one's outcast status. Let's start here. If Republicans want to hate the folks in the news business, it's not just their constitutional right. It comes with the territory.

Nor is it entirely unjustified. Whoever writes a column or a news analysis, or does the interpretation on the network news, is either telling people how to think, telling them what to think, or — worse yet — telling them what they think.

To which there is only one red-blooded American response: Oh, yeah? And just what makes you so all-fired smart, big shot?

Not a bad question, espe-

cially to members of a "profession" that isn't one. You don't have to pass an exam to get into this racket, or even have a college diploma.

Most people spend little time pondering public affairs. In a democracy, "most people" is the society, a society analyzed by a small group of people who do spend their time pondering public affairs, putting them out of touch with the society they presume to explain.

There is some truth to the cliché about every reporter having an unfinished (and probably very bad) novel in his desk drawer. If they are not themselves failed or aspiring artistes, journalists at least sympathize with the writers and scholars who comprise what a critic once called "the adversary culture."

This culture, in turn, is interested in those who are offbeat, outcast or somehow different. It has to be. Those are the folks who make for good plots. "Happy families are all alike," wrote Tolstoy, at the start of his great novel about an unhappy family. He knew how difficult it would be to write a good book about a happy one.

Besides, writers are supposed to tell us what's wrong, just as journalism should focus on problems.

The conservative commentators who, despite all the gripes from the right wing, dominate the American media these days, object to this. Why don't you write about the good things, they ask. How come there are not more movies and books about normal people instead of all these weirdos?

A reasonable question. Take a look at the books, movies, plays and art exhibitions that are all the rage. From them alone, one would conclude that this is a country made up entirely of angry blacks, drug addicts, corrupt cops, divorced hedonists and gays dying of AIDS.

This is not unprecedented. Probably back in 1605, a late Renaissance counterpart of Michael Medved, the conservative critic who attacks Hollywood for being out of touch with the mainstream, wondered why Shakespeare couldn't write a play about a normal king instead of some loon who gets so upset at this daughter that he wanders around shouting into the wind.

It's a healthy dispute. At

any rate, it's inevitable. The Republicans at the convention, not representative of their own rank and file, went too far, especially when members of the Republican Youth Coalition, who do not understand what democracy is, ran through the working press area shouting slogans and being mildly disruptive.

They stopped just short of interfering. Interfering would have been totalitarian and intolerable. Complaining is just fine.

—Lexington Herald-Leader

## Paper

(Continued From Page 12)

"A newspaper isn't my property to do with whatever I want," he added.

"On the other hand, I can't always let my readers make professional decisions for me. Ultimately, if I'm fair with people and listen to their concerns, most will accept my stewardship of our newspaper."

As one retired long-time Alabama publisher told a new publisher, readers also own your paper.

—Alabama Press Association

## Card of thanks suggestions

We offer the following as suggested phrases, sentences and complete thoughts to help you write a card of thanks. Feel free to combine any parts of these as well as to write your own original thoughts.

**1. OUR HEARTS OVERFLOW** with sincere appreciation for all who expressed their love and sympathy in so many comforting ways during our recent sorrow. We are deeply grateful to all of you.

**2. FOR THE TRUE BROTHERLY LOVE** shown us by so many of our friends and neighbors during our recent loss, we take this way of saying we are extremely grateful.

**3. WE ARE THANKFUL** beyond measure for all of our good friends who helped us so much during our recent sadness. May we offer our humble thanks for your comfort and love.

**4. WITH GRATEFUL HEARTS**, we thank all those who did so much to help us in our time of grief. The kindness and thoughtfulness shown us was indeed helpful.

**5. WE EXTEND DEEP APPRECIATION** to all our friends who did so much for us during our recent bereavement. The many beautiful expressions of sympathy were most helpful.

**6. THE EXTREME KINDNESS** and thoughtfulness shown us by our friends and neighbors during our recent sadness helped so much to comfort us. We are sincerely appreciative.

**7. OUR THANKS TO EACH ONE** of the many friends whose loving expressions of sympathy helped us so much during our recent sorrow. We are especially grateful.

**8. OUR HEARTS ARE FILLED** with humility and appreciation for our many friends whose comfort during our recent sadness meant so much to us. We thank each of you from the bottom of our hearts.

**9. WE ARE TRULY GRATEFUL** to the good friends who did so much for us during our recent sorrow. May we take this means of saying thank you for the many comforting expressions of your friendship and affection.

**10. FOR THOSE WHOSE COMFORT** meant so much to us in our time of grief, we offer heartfelt thanks. We were truly helped by the many kindnesses shown us.

**11. OUR SINCEREST THANKS** for the many ways our friends helped us during

our recent loss. The kindness and genuine neighborliness meant so much to us.

**12. FOR LOVING HELP** and sympathy shown us by so many friends during our time of grief, we would like to express our gratitude. We are comforted by your kindness.

**13. WE DESIRE TO EXPRESS** to our kind neighbors and thoughtful friends our heartfelt thanks for their many expressions of sympathy. The beautiful floral offerings were especially appreciated.

**14. WORDS CANNOT ADEQUATELY EXPRESS** our deep appreciation for the many kind and sympathetic acts that came to us at the time of our recent bereavement.

**15. WE WISH TO THANK** our many friends and neighbors for the beautiful flowers, use of cars and many other kindnesses shown us during the death of \_\_\_\_\_.

**16. WE WISH TO THANK** our many friends and neighbors for the kindness and sympathy shown to us during the illness and death of our dear mother. We appreciate the beautiful floral offerings, food, cards and other acts of kindness. We especially thank Rev. \_\_\_\_\_ May God's blessings be with each and every one of you.

**17. THE RECENT BEREAVEMENT** which has visited our home has brought to us a greater appreciation of our friends. Such kindnesses and neighborly thoughtfulness can never be forgotten.

**18. WITH DEEPEST GRATITUDE** we extend this word of thanks for the many kind acts of sympathy expressed by thoughtful friends. These kindnesses have meant so much to us.

**19. WE ARE SINCERELY GRATEFUL** to friends and neighbors for their many kind acts of sympathy during our sad bereavement. Our appreciation cannot be adequately appreciated.

**20. MAY WE TAKE THIS METHOD** of thanking our neighbors and friends for their kind expressions of sympathy in our bereavement. These are deeply appreciated.

**21. TO THOSE WHO EXPRESSED** their sympathy in so many beautiful and practical ways during our recent bereavement, we extend our heartfelt thanks.

**22. OUR RECENT SAD LOSS** leaves us with grateful hearts toward neighbors and friends. Their comforting expressions of sympathy and

thoughtfulness will always be remembered.

**23. OUR HEARTFELT THANKS** to all who extend comforting sympathy and help in our recent sorrow. For the beautiful service, floral offerings and other kindnesses, we are deeply grateful.

**24. WE CANNOT ADEQUATELY** express our deep appreciation for the many kind and sympathetic acts that came to us in the time of our recent bereavement.

**25. WHEN THE DARKNESS** of death's desolation falls across the pathway of life, those left behind face a deep loneliness. But we have found that when that time comes, good friends come to lighten the burden of grief, and dispel the lonely feelings. To each of you who came to us when we were bereaved, with flowers, food, and comforting strength of your presence, we are sincerely thankful and grateful.

—Arkansas Press Association

### Preston joins international firm

The Preston Group Inc., a Lexington public relations firm, has joined the affiliate network of Manning, Selvage & Lee, an international organization headquartered in New York.

"Autonomy is retained," said Tommy Preston, president of the KPA Associate. "Our mission, established in 1968, not only continues, it expands into new ventures."

Preston said that with the affiliation his company can "offer an even broader range of services as well as immediate access to diverse talents and facilities throughout the globe."

MS&L has offices in Atlanta, Chicago, Detroit, Los Angeles, Washington, D.C., Germany, England, Italy, Japan, the Netherlands, France, Australia and Hong Kong/China.

## Databank

### The ed beat

The Prichard Committee has some new publications that could help you understand and cover education reform in your county. They are: *A School Budget Primer: Citizens' Guide to School Finance*, *School-Based Decision Making: A Guide for School Council Members and Others*, and *The School Answer Book: Citizens' Guide to Kentucky School Law*. Each is \$6 and available by writing The Prichard Committee, Box 1658, Lexington, Ky. 40592-1658. Or call 800/928-2111.

### Kids' stuff

Kids Copy is a new publication you can use to hit the youth market. It's a full-color, monthly newspaper for children in grades 4-8 and contains news; features on sports, science and entertainment; advice on health and personal relationships; puzzles; reviews, and reader-submitted creative writing. Some papers purchase Kids Copy already printed at 15 cents per copy; others purchase the negatives for a flat fee and print it in-house. It's published in Wyn-cote, Pa. For information, call 800/352-5444. (*Publishers' Auxiliary*)

### What's coming?

Television is increasingly defining the significance of world events, and newspapers must counter the trend while

maintaining their general appeal, particularly in local markets, writes Leo Bogart in the chapter on newspapers in *The Future of News*. A couple dozen media professionals and academics answer critical questions about the future of newsgathering and reporting in the paperback published by The Johns Hopkins University Press. \$13.95. Call 800/537-5487. (*presstime*)

### Promoting literacy

Looking for ideas to promote literacy in your area? The Newspaper Association of America Foundation has recently published *A Showcase of Newspaper Adult Literacy Projects*. Available for \$10, the publication features 165 programs. Order from NAA Foundation, 11600 Sunrise Valley Dr., Reston, Va. 22091.

## Need legal advice?

KPA FOI Hotline can help

Jon Fleischaker  
Kim Greene  
Bill Hollander  
502/589-5235

## Legalese

### Recent situations involving legal issues and Kentucky newspapers:

•• The state attorney general last month ordered the Bullitt County Board of Education to release its evaluation of the superintendent, finding that it is "of considerable public interest." *The Courier-Journal* requested the AG's opinion when the superintendent refused to allow a reporter to view the document. The opinion by assistant AG Amye Majors found that public interest in parts of the document outweighs the fear of an unwarranted invasion of privacy. (*The Courier-Journal*)

•• The Boston Site-Based Decision Making Council apparently broke the law last month when it talked about more than the hiring of a new principal for the Nelson County elementary school during a closed session. A parent member reported the lapse and later resigned from the council. (*The Kentucky Standard*)

•• An attempted closed meeting of the Franklin-Simpson County Planning Commission remained open recently after a reporter for *The Daily News* in Bowling Green reminded the commission that discussion of a subdivision plat is not a valid reason for executive session under the state Open Meetings Law. (*The Daily News*)

•• Jefferson County Public Schools were ordered by the state attorney general to release the superintendent's performance evaluation following a request by *The Courier-Journal*. The AG ruled the disclosure would

serve the public interest, except for sections constituting "information of a personal nature." (*The Courier-Journal*)

•• A parent of a Shelby County student alleged her son's constitutional rights and the Family Educational Rights and Privacy Act were violated when the superintendent gave *The Sentinel-News* in Shelbyville a copy of a report that contained names of students allegedly involved in a vandalism incident. The parent filed a complaint with the U.S. Department of Education. (*The Sentinel-News*)

•• The state Commission on Human Rights scheduled a re-vote on the hiring of its executive director after *The Courier-Journal* and civil rights leaders filed complaints alleging the initial vote took place in a meeting held without public notice. (*The Courier-Journal*)

•• The governor's chief attorney concluded Sept. 14 that the state Racing Commission violated the Open Meetings Law when it discussed in an informal August meeting the awarding of 1993 racing dates to a Henderson harness track. (*The Lexington Herald-Leader*)

•• The Franklin-Simpson County Planning and Zoning Commission violated the Open Meetings Law by refusing to give advance notice of special meetings to *The Daily News* in Bowling Green, the attorney general's office recently ruled. (*The Associated Press*)

•• *The Daily Independent* in Ashland petitioned U.S. District Judge Henry Wilhoit to open files in a pending drug

case that he sealed without notice on July 17. The newspaper argued that closing criminal trials and pretrial proceedings without a hearing and without notice of a hearing violates the First Amendment. (*The Daily Independent*)

•• *The Kentucky New Era* in Hopkinsville filed a lawsuit Aug. 19 in Christian Circuit Court seeking a court order to require the school board to release a state agency's report on the local school system. The school board released the report on Sept. 8 before any court action had been taken in the lawsuit. However, the newspaper continued to seek a legal opinion to determine whether the board violated the state Open Records Law. (*Kentucky New Era*)

•• In a good news item, the Bardstown City Council set meeting schedules for five committees so they will be in compliance with the new Open Meetings Law. (*The Kentucky Standard*)

### And elsewhere:

•• A federal appeals court has upheld a ruling that Soldier of Fortune magazine was liable in the contract murder of a man whose killers were hired through a "sinister" and suggestive classified ad in the Boulder, Colo., magazine. The ruling upheld a \$4.3 million damage award to the sons of the victim. (E&P)

•• Jury awards to libel plaintiffs are soaring into outer space, says a report by the Libel Defense Resource Center. Juries raised the average libel award to \$9 million in 1990-91, while the mean verdict rose to \$1.5 million, LDRC said in a study of libel awards over the last decade. Median jury awards soared 750% to \$1.5 million, from the decade average of \$200,000. More than one in four jury verdicts exceeded \$10 million, compared with two percent in the 1980s; three of five awards exceeded \$1 million, compared with one in four earlier; the median punitive award jumped 1,250% to \$2.5 million. (E&P)

•• A jury in early September awarded \$52,500 to a state judge in Missouri who alleged that a newspaper reporter conspired to defame him in reporting stories about a land dispute involving the judge. (Publishers' Auxiliary)

•• A federal judge refused to allow the Duluth (Minn.) News-Tribune to sue a sheriff's deputy for damages for confiscating documents from a

reporter during a murder trial, but kept alive the paper's bid to compel the return of the documents. (Publishers' Auxiliary)

## Liability danger abounds

There is all kinds of black humor out there about the litigious society in which we live and operate businesses. One of the better examples of this kind of tongue-in-cheek about liability laws came from a reader to a commentary in the *San Jose (Calif.) Mercury News*.

The unfortunate part of the response is that it doesn't seem as farfetched or ridiculous as we might like:

"I was turning the page after reading Joanne Jacobs' column 'Liability laws reward stupidity' when my finger was ripped open by a horrifying paper cut. I hardly had time to dial my attorney before it almost bled.

"My attorney scoured your newspaper, but could find no consumer label warning of paper cuts or other accidental mutilations. How can you deliver such an obviously dangerous publication to my doorstep without any indication of the perils that lurk within? Have you no conscience?"

"Because the intense pain from the paper cut precluded my holding a pencil to write, I have lost my job. My wife has left me because the Band-Aid that I wear 'is a big turnoff.' I am very depressed.

"My attorney and I feel that \$1 million is a just settlement for your ruining my professional and personal life. That might sound like a lot of money, but remember, my attorney keeps half. My occupational therapy at Tahiti Rehab is \$250,000 and my physician-prescribed vacation home at Tahiti will run \$149,000. I am left with only \$1,000.

"But don't forget: The money you and I pay our attorneys will trickle down throughout the economy as they buy new Porsches and car phones! Who says reading the newspaper doesn't pay off?"

— *Montana Newspaper Association*

## Awards & Such

• The J.C. Penney-Missouri Newspaper Awards program — offering cash prizes — is taking entries from across the country through Oct. 31. Overall excellence awards in five circulation categories are offered for General Interest Feature/Lifestyle Package and Regularly Scheduled Special Feature Section. Reporting awards are presented for single story, series/special section, arts/entertainment, consumer, fashion/design, food/nutrition, health/fitness, multicultural journalism, and short feature. For an entry form and information, call Nancy Beth Jackson at

314/882-9494 or write her at University of Missouri School of Journalism, Box 838, Columbia, Mo. 65203.

• Southern Newspaper Publishers Association Literacy Contest is on us again. Deadline is Oct. 19 for SNPA members to submit their best efforts to promote literacy. Categories include news/editorial, community service/programming, and best new idea, with a \$300 first prize, \$200 for second. Also, a \$500 prize will recognize the "Judges' Choice for Best Overall Program." Circulation categories are those under 75,000 and those over. Call SNPA, 404/256-0444.

**For the little sprouts**

It's too late for this year, but a good idea nonetheless. The Camrose (Alberta, Canada) Booster has a Halloween contest that runs from spring to October. The paper inserts a package of pumpkin seeds in the flyer section of its Sunday edition at the beginning of planting season. A full-page ad describing the contest runs the same day. Readers plant the seeds and watch them grow. Pumpkins are then judged at the Harvest Spooktacular the last weekend before Halloween. Prizes are given for the largest pumpkin, roundest pumpkin, most creative use, best pumpkin pie and the pumpkin that most resembles a famous rock star. Sales manager Ron Pilger, 403/672-3142. (Plus Business)

**Deposit = subscription**

The Kane County Chronicle in Geneva, Ill., picked up 120 new subscriptions in three weeks by offering free subscriptions to readers who opened new accounts at participating banks. The paper published a full-page ad with a coupon twice a week to promote the opportunity. Chris Cudworth, 708/232-9255. (Suburban Publisher Bulletin)

**Print promotion**

"Hot Off the Web" is the name of the Gazette Press Ltd. (St. Albert, Alberta, Canada) promotional flier for printing and advertising sales. The colorful, four-page tab shows pictures of newspaper staff, circulation maps, pie charts with reader demographics, information on the owners, profiles of the company's papers, and an update on technology and equipment. Ad manager Mary Jamison, 403/459-2240. (Suburban Publisher Bulletin)

**Morgue data**

The Hutchinson (Kan.) News developed its own computer program to organize its content for the morgue, making it easier for reporters to search the files. In addition, the paper works with the local library to get volunteers to index the newspaper from microfilm. Volunteers include members of local genealogical, history, preservation and senior citizen groups. The morgue file of each day's edition is linked with the indexing. Eventually, all the information will be available at the library and local history museum. Roger Verdon, editor. (Kansas Press This Week)

**Puzzle your readers**

The County Journal in Percy, Ill., carefully cut up a picture of a regional attraction

# Idea exchange

jigsaw-puzzle style, started a contest to discover who would be the first to name the site, and published bits of the picture throughout several editions. The winner collected a cash prize, advertising increased, circulation went up and the paper repeated the process because of reader demand. (South Dakota Newspaper AD-itorial)

**Checkbook promotion**

The Herald Telegram in Chippewa Falls, Wisc., is promoting advertising through the "Checks for Success" program, in which advertisers buy the "checks" for \$125. A checkbook contains 28 checks the advertiser can use to buy advertising deals; ex., one check allows an advertiser to take 50 percent off a repeat ad that runs on Tuesday and Friday. Savings to the advertiser who takes advantage of all the checks could amount to \$5,000. The program gives upfront income to the paper and gives the advertiser an incentive to place more advertising with the paper. Publisher Brian Harrison. (Wisconsin Newspaper Association Bulletin)

**Pack it**

Don't throw away the perforated edges from computer paper. Toss them in a box under your desk and save them for packaging material, rather than using plastic foam. (Arkansas Press Association Bulletin)

**Consistent sigs**

Column sigs in a paper should be consistent, says designer Ed Henninger, who has these rules: keep sig use consistent throughout the paper; place sigs at the top of a second leg in multi-column layouts; don't make readers bounce around by placing the sig in the middle of a leg of type; verticle sigs tend to be too small and create letter-spacing problems in the text type that runs next to them. Henninger, ReadDesign, 3429 Hickory Ct., Xenia, Ohio 45385. (Alabama Press Association)

**Voting aids**

The Merced (Calif.) Sun-Star and two other Leshner

Newspapers Inc. papers inserted 10,000 postcard voter registration forms in their Aug. 19 issues. The program was done in cooperation with the state's secretary of state and several local civic organizations. The inserts were in conjunction with a publicity campaign, neighborhood canvass and cable television voter instruction show. (Editor&Publisher)

**From survey to series**

The Wichita Eagle, in its ongoing voter project, interviewed 500 local residents about state problems and then picked a set of issues on which coverage would center. Some of the survey findings led to a series on people's frustrations. (Editor&Publisher)

**Single sheeters**

Single-sheet insert programs have generated 90 percent plus business in most newspaper markets. Only 10 percent is switch business. Political candidates are an ideal target market for single-sheet advertising. About 95 percent of single sheets in most markets use subscriber and non-subscriber products. (Florida Press Association Bulletin)

**Everybody can do it**

USA Weekend is sponsoring a "Make a Difference Day" on Nov. 14. Americans are encouraged to spend all or part of a Saturday doing community service projects, as individuals, families or groups. Winners will receive \$1,000 for their charitable cause. The publication sponsored a similar activity day in February. (Editor&Publisher)

**Advertising TV**

The Aberdeen (Wash.) Daily World increased advertising in its weekly television magazine by selling ads at a premium rate and placing them in the middle of the television programming grids. Ad manager Theresa Company, 206/532-4000. (INMA Ideas)

**Banking on it**

The Okmulgee (Okla.) Daily Times turned a local bank's 75th anniversary into an ad sales event. Other advertisers were asked to support a spe-

cial section honoring the bank. Editorial copy was done by the editorial staff with bank employees, and the paper's photographer took pictures of each bank employee for promos and for the 12-page broadsheet. Ad manager Bob Phillips, 918/756-3600. (INMA Ideas)

**Giving readers a voice**

The Sun-Sentinel in Fort Lauderdale, Fla., sponsored a reader awareness poll last May, titled "Tell it to the Legislature," in which readers were quizzed on their views on a tax proposal through questionnaire coupons in the paper. The accuracy of the response was checked by a random telephone survey. Then, from the in-paper respondents, the paper chose representatives from three groups of readers, balanced by age, occupation and demographics, to participate in live debate/forums with their respective legislators. Editors served as moderators. Marketing/senior copy writer Linda Feigay, 305/356-4346. (INMA Ideas)

**Report card**

Florida Today in Melbourne last fall initiated "The State of Our Schools," an editorial project to address problems with education. First, the paper ran a series of stories that outlined various components of the education issue. Then it asked readers for their views, and published a page of readers' observations. Finally, a columnist and education reporter hosted a cable TV forum in which parents, teachers, administrators and students shared concerns and solutions. Executive editor Ken Paulson, 407/242-3500. (INMA Ideas)

**Oh, mother!**

In a Mother's Day promotion, The Sacramento (Calif.) Bee sponsored the "Mother of All Quizzes," an opportunity for readers to learn more about factual and fictional moms as they competed to win a family weekend in Monterey. Sample questions: "Who was Mother Goose?" and "Who was the voice of My Mother the Car?" Promotion copywriter Tanya Houseman, 916/321-1771. (INMA Ideas)

*The people shall not be deprived or abridged of their rights to speak, to write, or to publish their sentiments; and the freedom of the press, as one of the great bulwarks of liberty, shall be inviolable.*  
—James Madison

KPA's new toll-free number:  
800-264-5721 (KPA1)



# New Haven newspaper was founded 'for fun'

## The Kentucky Standard Bardstown

Only two papers in Nelson County have ever lasted longer than 50 years. *The Kentucky Standard*, which will celebrate its 92nd anniversary this year, is one.

The other wasn't published in the county seat. It was published in New Haven.

*The New Haven Echo*, later called *The Rolling Fork Echo*, was published from Dec. 25, 1886, until at least Jan. 7, 1937, according to John B. Thomas Jr., who wrote *180 Years of Printer's Ink: A History of Nelson County Newspapers*.

*The Echo* was also unusual in that, from start to finish, it was the child of one man: John J. Barry.

Barry founded the newspaper at Christmas 1886, "partly for fun," according to its founder.

He published five issues between then and the next Christmas. Thomas wrote that Barry called the paper's publication intermittent, "which is something of an understatement for a rate of five issues per year."

According to Thomas, Barry also said the newspaper's office moved twice that first year - once in a wheelbarrow, once in a spring wagon.

Barry got serious about the newspaper business in December 1888, going to a regular weekly publication schedule.

He sold subscriptions for 60 cents a year.

*The Nelson County Record*, which was then the newspaper in Bardstown, wished the new paper great success, according to Thomas.

At other times, though, the Bardstown newspaper was inclined to take a few swipes at John J. Barry's brainchild. Thomas wrote in a Feb. 27, 1985, article.

From some of the various statements made in various issues of *The Record*, it seems that Barry had his newspaper printed outside Nelson County. *The Record* on at least two occasions proclaimed itself the only newspaper printed in Nelson County.

The interesting thing about the competition between the Bardstown paper and the New Haven paper is that Barry apparently got some or all of his newspaper training by working on *The Record*. Thomas writes that *The Record* announced in its Jan. 24, 1884, issue that John J. Barry was connected with the Bardstown paper.

Former *Standard* editor

Elizabeth Spalding (now Elizabeth W. Walls) recalled Barry in a column she wrote in 1976:

"He chose only to publish the pleasant happenings. John Barry was happy to record a birth, wedding, business success, and say something complimentary about the deceased, but of failures and problems he wrote nothing."

Residents of New Haven and other parts of Southern Nelson County also have a big debt to pay to Barry, according to Spalding's column.

Barry, she wrote, also worked for 40 years, using all

the columns of his newspaper to call for a waterworks in New Haven.

He was successful "and had the pleasure of digging the first dirt in 1936," Spalding wrote.

The last known issue of Barry's paper, which was renamed *The Rolling Fork Echo* in April 1928, came on Jan. 7, 1937, just more than 50 years after the first issue.

That issue reported the death of John J. Barry from a heart attack.

"Whether there were more issues I do not know," Thomas

writes, "but it seems as a practical matter at any rate to have died with its founder."

How many issues are preserved is uncertain, according to Thomas. Former New Haven Mayor and current City Commissioner George Barry has a collection of issues from 1889. George Barry, now 89, is the nephew of John J. Barry.

Thomas wrote in 1985 that "another good collection is known to have existed, but its status is unknown at the present time."

U.S. Postal Service STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION <small>Required by 39 U.S.C. 3685</small>		
1A. Title of Publication <b>The Kentucky Press</b>	1B. PUBLICATION NO. 0 1 0 2 3 0 3 2 4	2. Date of Filing 9/9/92
3. Frequency of Issue Monthly	3A. No. of Issues Published Annually 12	3B. Annual Subscription Price \$4
4. Complete Mailing Address of Known Office of Publication (Street, City, County, State and ZIP+4 Code) (Not printers) 101 Consumer Lane, Frankfort, KY 40601		
5. Complete Mailing Address of the Headquarters of General Business Offices of the Publisher (Not printer) Kentucky Press Service, 101 Consumer Lane, Frankfort, KY 40601		
6. Full Names and Complete Mailing Address of Publisher, Editor, and Managing Editor (This item MUST NOT be blank)		
Publisher (Name and Complete Mailing Address) KENTUCKY PRESS SERVICE - SAME		
Editor (Name and Complete Mailing Address) Pam Shingler - Same		
Managing Editor (Name and Complete Mailing Address) Becky L. Meadows - Same		
7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given. If the publication is published by a nonprofit organization, its name and address must be stated.) (Item must be completed.)		
Full Name	Complete Mailing Address	
Kentucky Press Service	101 Consumer Lane, Frankfort, KY 40601	
8. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities (If there are none, so state)		
Full Name	Complete Mailing Address	
9. For Completion by Nonprofit Organizations Authorized to Mail at Special Rates (DMM Section 423.12 only) The purpose, function, and nonprofit status of this organization and the exempt status for Federal income tax purposes (Check one)		
(1) <input checked="" type="checkbox"/> Has Not Changed During Preceding 12 Months		(2) <input type="checkbox"/> Has Changed During Preceding 12 Months <small>(If changed, publisher must submit explanation of change with this statement.)</small>
10. Extent and Nature of Circulation <small>(See instructions on reverse side)</small>	Average No. Copies Each Issue During Preceding 12 Months	Actual No. Copies of Single Issue Published Nearest to Filing Date
A. Total No. Copies (Net Press Run)	700	700
B. Paid and/or Requested Circulation 1. Sales through dealers and carriers, street vendors and counter sales	n/a	n/a
2. Mail Subscription (Paid and/or requested)	580	625
C. Total Paid and/or Requested Circulation (Sum of 10B1 and 10B2)	580	625
D. Free Distribution by Mail, Carrier or Other Means Samples, Complimentary, and Other Free Copies	50	50
E. Total Distribution (Sum of C and D)	630	675
F. Copies Not Distributed 1. Office use, left over, unaccounted, spoiled after printing	70	25
2. Return from News Agents	n/a	n/a
G. TOTAL (Sum of E, F1 and 2—should equal net press run shown in A)	700	700
11. I certify that the statements made by me above are correct and complete	Signature and Title of Editor, Publisher, Business Manager, or Owner <i>Darville Thomas</i>	

## Items

### Minority jobs

Akron, Ohio, is the nearest site for Kentuckians who want to attend one of eight minority job fairs sponsored by Newspaper Association of America and American Society of Newspaper Editors. The date is Oct. 22-24. Contact John Greenman, The Beacon Journal, 216/996-3505.

### Readership up

Adult readership of daily and Sunday newspapers registered gains in both percentage and numbers in 1992, according to a recent survey of more than 22,000 households. The survey, conducted by Simmons Market Research Bureau, found that 62.6 percent of American adults, more than 115 million, read a daily newspaper on an average weekday, compared with 62.1 percent, or 113 million, in 1991. Sunday newspaper readership went to 68.4 percent, compared with 66.9 in 1991.

### Journalists available

The Tulsa Tribune, formerly Oklahoma's second largest daily, published its last edition Sept. 30, putting editors, writers, photographers, page designers and graphic artists out of work. Oklahoma Press Association has information on those available: 918/587-4624.

### Satellite News

The Newspaper Satellite Netwok has signed the Newspaper Division of the Gannett Co., which includes The Courier-Journal in Louisville, to a subscriber agreement. NSN is a direct-broadcast satellite operation providing training, education and information to newspapers throughout North America. NSN will provide videoconferencing services and programming to Gannett papers and enable executives to communicate with each other through an internal network called

### Gannettlink.

### Recycling bits

A new building material, called "NewStone," is being made from old newspapers and soybeans. "NewStone" reportedly has the look of natural granite or decorative-colored stone, but can be treated like wood. It can be milled, glued, sanded, fastened or shaped with conventional equipment used in traditional woodworking processes. But it also has the ability to be molded, similar to plastic, into various shapes and forms, according to Minnesota Newspaper Association.

From Publishers' Auxiliary come these facts: •Old newspapers are estimated to take up only 4.5 percent of landfill space. •More than 50 percent of old newspapers in the U.S. are recovered for recycling. •Newsprint recovered for recycling increased 90 percent from 1983 to 1991. •Capacity to produce recycled newsprint is growing in North America with five new mills added this year to the 22 existing mills. •Since last year, Faber-Castell has produced 120 million pencils using material from old newspapers.

### Old reliable

A study involving 255 retail

advertisers in two cities ranked newspapers first in "reliability of keeping promises." The survey found, too, that newspaper advertising also generated the most store traffic. (E&P)

### New NNA chiefs

Frank W. Garred, publisher of the Port Townsend (Wash.) Jefferson County Leader, was named chairman of the National Newspaper Association at the group's annual convention in September in San Diego. Other officers are Sam M. Griffin Jr., publisher and editor of the Bainbridge (Ga.) Post-Searchlight, vice president, and Michael Parta, publisher of the New York Mills (Minn.) Herald, secretary.

### We've all been there

Matt Storin, executive editor of the Boston Globe, was accused recently of trying to choke a photographer for the rival Boston Herald. Photographer Mike Adaskaveg reportedly tricked Storin into posing with a sign for the Herald's lottery game. The Herald reported the editor lunged at and attempted to choke the photographer when he realized what had happened. Storin denied the allegations. (E&P)

## HUD regs encourage use of equal housing logo



A seminar held earlier in May in Wisconsin for real estate people and bankers instructed attendees that the "Equal Housing Opportunity Logotype" is to be used in all real estate advertising. A booklet prepared in 1989 by the ANPA, Association of Newspaper Classified Advertising Managers, and the International Newspaper Advertising and Marketing Executives says this on page 13 about the use of the logo:

All advertising of residential real estate for sale, rent or financing should contain an Equal Housing Opportunity logotype, statement or slogan as a means of educating prospective buyers or tenants that the property is available to all persons regardless of race, color, religion, sex, handicap, familial status or national origin. The choice of logotype, statement or slogan will depend on the type of media used [visual or auditory] and, in space advertising, on the size of the advertisement.

Where the Equal Housing Opportunity statement is

used, the advertisement also may include a statement regarding the coverage of any local fair housing or human rights ordinance, prohibiting discrimination in the sale, rental or financing of dwellings.

HUD's regulations provide the following guidance for the use of the Equal Housing Opportunity logotype, statement slogan and publisher's notice of advertising.

#### I. Size Standards

Size of Advertisement, Size of Logotype

1/2 page or larger, 2x2 inches

1/8 page to 1/2 page, 1x1 inches

4 column inches to 1/2 page, 1/2x1/2 inches

Less than four col. inches, Do not use logo

In space advertising which is less than 4 column inches (one column 4 inches long or two columns 2 inches long) of a page in size, the Equal Housing Opportunity slogan should be used. Such advertisements may be grouped with other advertisements under a caption which states that the housing is available to all without regard to race, color, religion, sex, handicap, familial status or national origin.

— Wisconsin Newspaper Association Bulletin

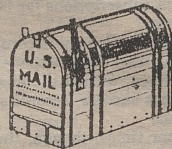
## Free classifieds 'not ads'

A U.S. Postal Service official has ruled that classified advertisements published free of charge do not need to be counted as advertising for postal purposes.

In a letter to the Pennsylvania Newspaper Publishers Association, Ernest J. Collins, general manager of the Business Requirements Division of the U.S.P.S. said, "Section 423.132a of the Domestic Mail Manual states that the term 'advertising' includes all material for the publication of which a valuable consideration is paid, accepted or promised, which calls attention to something for the purpose of getting people to buy it, sell it, or support it.

"If classified advertisements are published totally free of charge, and a valuable consideration is not accepted or promised for publishing the classified advertisements, they are not considered to be advertising within the meaning of section 432.132, Domestic Mail Manual, for postal purposes.

— West Virginia Press Association Newsletter



## Classifieds

### Position Wanted

MARKETING DIRECTOR/AD DIRECTOR for daily, with strong record of success in competitive markets, seeking similar position (or position with group of weeklies). Had 40% increase in paid lineage for one year. P. Lewis, 901/767-7002.

### Service

Does your weekly/bi-weekly/any size daily newspaper cover Western Kentucky University football, but only at home? Award-winning journalist wants to bring you coverage of WKU football game Nov. 7 against Illinois State University. Rate negotiable. Call Steve, 309/664-0900.

## Voices from the past

*Excerpts from The Kentucky Press, November and December 1929, Volume 1, Nos. 10 and 11.*

The program committee of the KPA met in the Hotel Phoenix, Lexington, Friday, Nov. 15, and drew up a tentative program for the coming winter meeting to be held at the Kentucky Hotel, Louisville, Jan. 17-18. Members present were President Jim Allen, Cynthia; R.L. Elkin, Lancaster; A.S. Thompson, Paris; Secretary J. Curtis Acock, Danville, and the editor of the Press (Victor Portmann).

Frances L. Holliday, previously recognized as the youngest editor in the state (Jackson Times), was listed on the Press masthead as assistant to Editor Victor Portmann in the December 1929 edition.

Holliday's byline appears on a story on subscription rates. Among her findings: Subscription prices for newspapers range from 25 cents to \$4 for weekly and semi-weekly papers and from \$1.80 to \$18 for daily papers. The greater number of weekly and semi-weekly papers sell for \$1.50 (109 of 187). One paper sells

for 25 cents per year, The Beacon Light of Pippapass, Knott County. Its constituency is the local people and it is owned by the Caney Creek Community Center. Pippapass is 12 miles from the nearest railroad station, which is Wayland. The Beacon Light's circulation is 1,700. Three papers sell for 50 cents per year: the Thursday edition of the daily Mayfield Messenger, the Greenville Record and the Journal of Labor in Louisville.

New old news: If you get one of those questionnaires from the post office department about your subscription list, don't disregard it. Uncle Sam is apt to get fussy if his demands fail to meet with prompt response. There is considerable curiosity as to the purpose of this inquiry. The National Editorial Association has asked for information. It may be just a desire to gather information, it may be the start of a movement toward drastic enforcement of second class laws and regulations.

### Press tidbits:

The Edmonson County News, published by Meloan & Meloan at Brownsville, entered its third year with the issue of Sept. 26. The news

was established two years ago and at first one page at a time was printed on a job press. The equipment now includes a cylinder press, typesetting machine, and other up-to-date machinery. The paper will be moved soon into a new home of its own, which is now under construction.

Recent reports announce the sale of the Paducah Evening Sun and News-Democrat to Fred W. Woodward of Dubuque, Iowa. Edwin J. Paxton, former president of Paducah Newspapers Inc., retired from the publishing field after having been identified with the Evening Sun for more than 25 years. Mr. Woodward is connected with the Telegraph-Herald and Times-Journal at Dubuque.

Jack Wilson and Mrs. Grace Ford, publishers of the Morehead News, have recently returned from an extended motor trip through the West. They were accompanied by their mother, Mrs. Ellen Wilson, and their sister, Miss Mary Griffith.

James M. Ross has resigned his position as managing editor of the Lexington Leader after a service of more than 20

years and has moved to New York City, where he is engaged in the syndicate and feature field. Charles G. Dickerson, city editor of the Leader for the past six years, assumed the position of managing editor and A.B. Guthrie Jr. is now city editor.

The Corbin Times-Tribune is putting on a subscription contest this month.

George F. Middendorf, composing room superintendent of the Louisville Courier-Journal and Times, and Mrs. Middendorf, with Mr. and Mrs. Edward Krekel, recently made an extended automobile trip in the East.

Keen Johnson of the Richmond Register has been named state vice president for the NEA by L.C. Hall, president of the national organization.

George A. Joplin Jr., editor of the Somerset Commonwealth, has been elected to the executive committee of the Pulaski Post No. 38, American Legion.

Editor Joe P. Gozder, Campbellsville News-Journal, was undergoing medical treatment at Louisville the first part of the month (December). We are glad to report that he is convalescing.

## Newspapers will rub off — on your life

Differences between the print and electronic media hit home the other day.

Not through something in writing, but via the radio air waves.

Just as photographs catch a reader's eyes, this radio promotion caught a listener's ear — which, of course, is what it was intended to do.

The gist of the message went something like this: "Radio stays on your mind — it doesn't rub off on your hands."

An obvious reference to the sometimes annoying problem of ink rub-off — visible evidence, though, that a newspaper has been picked up, handled, and, yes, read by somebody who had a keen interest in what went on around him.

But, there is something comforting about knowledge we can get in a form that allows us to peruse it quickly or study it thoroughly, to look at it once, put it away, look at it again — days, months, even decades later.

There is something good about being able to fold a newspaper just so to work the

morning crossword puzzle; there's something nice about seeing the expressions on the faces of those who just won a relay race in the Special Olympics.

A radio broadcast of someone's birth and death can't be cut out and kept in the family Bible; a commentator's mention of local polling places can't be taped to the refrigerator as a handy reminder.

A comic strip has to be seen to be appreciated; a favorite recipe will be copied and shared; a good column will be saved and mailed to friends and family who live elsewhere.

What a neighbor, a businessman, a public official says in the newspaper becomes part of a permanent record, a reflection of the times and tensions that gave the words context and meaning.

How a community reacts to disaster, to challenge, to achievements and setbacks can be kept close for all time in a news clipping.

The follies and foibles of human beings, the shining moments of a high school athlete, the productions of a

drama class, the civic pride of a scout troop, the resilience of senior citizens last forever when recorded in black and white.

The search for a missing child, the reunion of sisters earlier separated by tragic circumstances, the progress of a heart transplant patient, the keen competition for a state math and science school — stories that can't be told in a few, brief sound bites.

Arbor Day tree plantings, a table that shows the "catch of the day" on area lakes, the progression of a highway improvement project, the debate about forms of government, the decisions of planning commissioners — important happenings described in terms everyone can recognize, review and understand.

A newspaper may not always have the last word, but its words always last.

Print journalism may rub off, but its influence is something that can never be erased.

— Hot Springs (Arkansas) Sentinel-Record

## Execs read papers

A survey of the lifestyles of the CEOs of trade associations across the country found that the vast majority work 50-60 hours a week, enjoy their jobs, keep their checkbooks balanced and read a lot.

Seventy-five percent said they get most of their news from newspapers.

Their favorite comics were "Doonesbury," "The Far Side," "Calvin and Hobbes" and "Cathy."

The respondents were about equally divided between male and female and more than half were in the 30-49 age group. Income and education were above average.

— West Virginia Press Association Newsletter

*It is farcical to talk about freedom of the press, unless by it we mean the right ... of freely expressing our opinions, be they what they may, respecting the character and conduct of men in power; and of stating anything, no matter what, if we can prove the truth of the statement.*

—William Cobbett

## Legislators

(Continued from Page 1)

instead of facts most of the time."

Thompson weathered the blows, however, and defended the recycling efforts of the state's newspapers.

"I can't answer for the editorial writers of the newspapers," Thompson said. "I can only tell you what the industry as a whole in Kentucky has done."

Thompson said that of about 91,047 tons of total newsprint used by state newspapers in a year, 41,778 tons — or about 46 percent — is recycled newsprint. That figure is up from 27.6 percent in fiscal year 1991.

"Much has been printed about the need to recycle and the need to save landfill space," Thompson said. "When it comes to recycling and saving our environment, this is truly an area in which we practice what we preach."

Thompson explained that late last year, KPA and its member newspapers adopted a proposed voluntary agreement on using recycled newsprint. The agreement proposed increasing amounts of recycled newsprint to be used by Kentucky newspapers between the time the agreement was pre-

pared and the year 2000.

"This agreement goes as far, if not further, than any voluntary agreement or any piece of legislation already in place in a number of other states," Thompson said. "And without the state's signature, Kentucky newspapers continue to do all that's possible to use recycled newsprint."

"I dare any other state to match its newspapers against Kentucky," he added. "Gentlemen, we take this subject seriously and we're doing everything possible in this area."

Some legislators, however, remain unappeased. Ford said KPA owes Kentucky because earlier, a user tax was passed on industries which produce the most waste — including newspapers. The tax was declared unconstitutional, but Ford said KPA did not recommend any other solutions.

Ford asked why newspaper recycling was not 100 percent.

He then held up a publication about newspaper recycling distributed by the National Newspaper Association and asked if it was printed on recycled newsprint. Thompson replied it was.

"It seems like the news media would see that a publication is labeled as recycled. They need some identifying mark on recycled newspaper," Ford said.

## Greenup papers merge

An agreement has been reached between the board of directors of The Carlisle Mercury Inc., owners and operators of *The Times* in Flatwoods and Park Newspapers of Morehead Inc. for sale of the Flatwoods newspaper.

The transaction was effective Sept. 1.

"We have signed the final documents for the purchase agreement," said Hank Bond, co-publisher, with his wife Marilyn, of *The Times* since 1991.

"The staff of *The Times* has

endeavored to bring the best possible package of news and advertising to our readership, concentrating on Eastern Greenup County," Bond said.

"Now, the entire Greenup County market will be served by one newspaper, covering county line to county line with the best possible publication each week."

"Park Newspapers has a tradition of long standing in the media around the country," he added.

"This change will be of benefit to both the readership and advertisers of the publication to bring a continuing, well-orchestrated newspaper each week."

The final edition of *The Times* was published Aug. 26.

Beginning with the Sept. 3 edition of *The Greenup County News*, the circulation lists and news and advertising will be merged into the one edition.

—*The Morehead News*

## Thompson updates WKPA

By BECKY L. MEADOWS  
News Bureau Director

Kentucky newspapers "take a back seat to no other state," but they need to keep their eyes on the actions of the Kentucky General Assembly, some members of the Western Kentucky Press Association heard at the group's late-September conference.

"I'll put you up against the rest," David Thompson, executive director of the Kentucky Press Association, told a group of about 25, Sept. 11 in Owensboro.

"When we have a contest judged by another state, it's hard for you to imagine the positive comments that come from those other states about the quality of our newspapers," Thompson told the group. "I guess they think we're still barefooted, hick-talking, coverall-wearing Americans."

But after his praises of Kentucky newspapers, Thompson told the group how KPA has helped Kentucky print media dodge several bullets thrown at them by the Kentucky legislature.

The legislature has tried in the past to specify how much newsprint must be recycled by the newspaper industry in Kentucky, he said.

"We've had legislation tried before and have been able to keep it bottled up in committee," Thompson said.

KPA has also helped newspapers dodge the financial bullet of having to use soybean ink. Soybean ink is more expensive than traditional newspaper ink, and, in most cases, is not as consistent.

"We have to watch for environmental legislation affecting the newspapers," Thompson said. "I think we can stave off any requirement on how much recycled newsprint has to be used and hopefully we can fight off ... attempts to require use of soybean ink by newspapers."

In addition, during the 1992 General Assembly KPA saw a successful end to its efforts to strengthen Kentucky's Open Records-Open Meetings law.

"The 1992 General Assembly was a long process for us, what with the battle to revise the state's Open Meetings and Open Records laws, while watching our rear flanks for

attacks on public notice advertising," Thompson said. "After three years of trying, we escaped with an acceptable and improved Open Meetings/Open Records law."

"We didn't get all we wanted, necessarily," Thompson said. "But it's like making out your Christmas list: put down a variety of things you'd like to have and be happy with what you get. We're more than happy, we're ecstatic."

Highlights of the new law are tightened exemptions for closed meetings of judicial and quasi-judicial bodies and prohibition of a series of meetings with less than a quorum held for the purpose of avoiding requirements for openness.

Newspapers took a blow, however, with new laws regarding public notice advertising. Now it is permissible for all cities, regardless of size, to send public notices by first-class mail instead of newspapers if the costs for sending notices by mail are cheaper than newspaper advertising. In the past, only fifth- and sixth-class cities could send notices by mail.

Thompson explained the right to send public notices by mail has been used in the past only one time, by one city.

"So it wasn't a good or useful idea to begin with," he said. "Now it's even more unreasonable."

The law specifies before a city can mail notices, it must first go to the local newspaper and show it can mail notices cheaper than it can advertise.

In other KPA news, Thompson expressed concern about the number of journalism students who receive scholarships from the Kentucky Journalism Foundation who go on to pursue journalism careers.

Of 53 graduates surveyed, only four are now in the newspaper business — and only two of those are in Kentucky, Thompson said. Others are working in state government, public relations or going to law school, he said.

One possibility to increase the number of journalism scholarship recipients who go into the profession is to develop an internship program for KPA member newspapers, Thompson explained.

The program was discussed at the Aug. 27 meeting of the KPA Board of Directors meeting, and sent to the Kentucky Journalism Foundation Committee for further study.

Newspapers serve to carry off noxious vapors and smoke.  
—Thomas Jefferson



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