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We've come along way in 20 years

Thanks for your role in the past 20 years. Monday, September 26, 1983, really seems like yesterday in some respects. That was the first day I walked into 332 Capitol Avenue as executive director of the Kentucky Press Association.

On Second Thought

By David T. Thompson
KPA Executive Director



Come that day later this month, I can say I've enjoyed a job for 20 years. Frankly, I can't imagine anyone enjoying a job as much as I have this one. If you're reading this, you've played a role in that — as a newspaper member, as a staff member, as an associate member, as a colleague at another state press association, or just as a friend. (I can't say I've enjoyed every minute of the past 20 years because part of this job involves lobbying the legislature. Take that part away and every minute has been fun.)

KPA and KPS have come a long way the last 20 years, from one that as Don Towles would tell you, didn't have two nickels to rub together, to one that's respected and admired.

I've only been riding shotgun in

its members. I've told you many times I'll put Kentucky newspapers up against any state press association's members, any day, any time, any where. You are that good. And because of that, you've made KPA/KPS good.

What am I proudest of? There's a lot, but one I wanted took 10 years to get and that's to be able to say "every newspaper in the state is a member of the Kentucky Press Association." The challenge the first 10 years was to make KPA an organization worthy of belonging to. The challenge from here on out is to make sure KPA remains

that time. You can't point to any one part of this organization as the key to making it what it is today.

An association can only be as good as the sum of

that kind of organization, while getting even better.

The executive committees and the boards over those years have been great. I've heard the horror stories from other associations, including other press associations, about conflicts. That's not the way it's been in Kentucky. All of those serving the

In celebration of 20 years as Executive Director of Kentucky Press Association, the staff at KPA and KPS will host a come and go reception on Sept. 26 from 10 a.m. - 4 p.m. Stop by the KPS ad staff building, located two doors down from the KPA building at 101 Consumer Lane, Frankfort. Cake and punch will be served. Everyone is asked to bring a favorite David Thompson story or share a photo from years past.

past 20 years have had one goal in mind: to strengthen KPA. To make it an organization that serves its member, provides the services needed to help newspapers, without a bias toward large dailies or small weeklies. For the most part, we just call you all "newspapers."

And just think of what those

See YEARS on Page 8

KPA seeks vice president nominations

Nominations and letters of applications are being accepted until Friday, Sept. 26 for the office of vice president of the Kentucky Press Association for 2004.

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

KPA bylaws state: "The only person eligible for election to the office of vice president are those who are currently serving as elected directors; those who

have been elected to serve on the board, provided they have previously served as either an elected or appointed director or those persons who have served three consecutive years as an appointed director."

Nominations must be sent to: David T. Thompson, Kentucky Press Association, 101 Consumer Lane, Frankfort, KY 40601.

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

Following the interview process, the Nominating Committee will recommend a candidate for vice president to the Kentucky Press Association and Kentucky Press Service Board of Directors.

Following action by the board the individual will be recommended for approval the the full membership of KPA during the business session of the 2004 Winter convention in Lexington.

The person elected vice president during the January business meeting will become President-Elect of KPA/KPS in 2005 and serve as President of the organization in 2006.

September News & Notes

Lewis Owens Community Service Award

Each year, the Lexington Herald-Leader honors a newspaper person, or a newspaper staff, by presenting its Community Service Award. The award was renamed the Lewis Owens Community Service Award in 1996.

Presented annually by the Lexington Herald-Leader, the award recognizes outstanding community service by a Kentucky newspaper person or staff.

The award was originally established in memory of Edwards M. Templin, promotion director of the Lexington Herald-Leader and president-elect of the Kentucky Press Association when he died in 1967.

It was later renamed to honor and memorialize Lewis Owens for his many years of service to community and service organizations and to Kentucky's newspaper industry.

The award will be presented in January at our 2004 Kentucky Press Association Winter Convention at the Embassy Suites in Lexington.

If you wish to nominate someone for this award, you can get a nomination form by contacting Tom Caudill at (859) 231-3301

Nomination deadline is Nov. 14.

KPA Photo Exhibit

At the 2004 KPA Winter Convention, (Jan. 22 - 23 at the Embassy Suites in Lexington), we

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Kentucky people, papers in the news

Herald-News welcomes new staff member

Craig Duncan joined The Edmonton Herald-News staff in July after career in insurance and advertising. He will serve as advertising director and will assume a leadership role at the Herald.

Duncan attended Towson University in Baltimore, but left for a

year to play professional soccer with the New England Tea Men and the Warner Communications Chiefs in Massachusetts. He returned to college and earned degrees in the social and political sciences. After graduation he went to work for Met Life Insurance in Maryland as a salesman and qualified for their Leaders Conferences and Million Dollar Round Table every year. He later transferred to Met's

Sarasota, Fla. office. He was promoted to a management position, regularly earning a management award.

Duncan left Met Life after 15 years to start his own insurance agency which he later sold.

The Duncans moved to the Nashville area in 1998. Duncan was hired by the Tennessean newspaper in the advertising department. He was declared Sales Person of the Year his first two years there and was promoted to Major Accounts Manager and transferred to an affiliate paper, the Montgomery Advertiser, in Montgomery, Ala. He then took a job at Cave Country Newspapers where he worked for a year primarily with the Metcalfe County Light and Monroe County Citizen.

Duncan is now living in Edmonton working with a group of papers which includes the Edmonton Herald-News, the Cumberland County News, the Celina Citizen-Statesman (Tenn.), the Tompkinsville News and the Russell Springs Times Journal.

Abernathy will be in charge of the day-to-day news operation.

A native of Slaughters, Turley received his journalism degree from Murray State University.

Glasgow Daily Times wins award for raising money for Relay For Life

In 2001, the Glasgow Daily Times in Glasgow, won the American Cancer Society Relay For Life Best Fundraising Team for Barren County's Relay event. And this year they've done it again by raising \$6,390. The community together raised a record breaking \$170,792.78

The "Best of Times" team included Lisa Simpson Strange, Alice Piper, Teresa Nunn, Stacy Neitzel, Layne Bruce, Debbie Roberts, Sharon Ponder, Patty Robinson, Connie Thomas and Katie Strange. Alice Piper won Best Fundraising Individual for collecting over \$2,000.

They raised money by hosting a yard sale, making Easter Bunny pictures, cooking a meal for the Times staff and various other projects.

The Daily Times was also honored at the Relay For Life Kick-off event with the American Cancer Society Mid-South Division Beacon of Hope Award 2001-2002. This award went to the media outlet that best promoted the Relay For Life through donated advertising.

The Relay For Life event in Barren County continues to grow and has won the Mid-South Division Relay For

See PEOPLE on Page 12

Turley retires after 30 years at the Mayfield Messenger

Mike Turley, who has served as the editor of the Mayfield Messenger for 21 years and worked at the newspaper for over 30 years, has retired.

Turley joined the paper in August 1973 as sports editor after working as news editor of the Weakley County Press in Martin, Tenn. He held the position of sports editor until he was promoted to editor in 1982.

Until a new editor is appointed, Jim

their coverage area.

In April 2002 with special recognition given to Perry, the newspaper was awarded the East Kentucky Leadership Foundation's Outstanding Media Award for outstanding achievement in the field of news publication.

The honor was one of countless awards Perry won throughout his distinguished career and for his involvement in civic affairs, which included serving on numerous local and regional boards and commissions.

Perry began his career at the age of 11, selling The Paintsville Herald on street corners for his father, Allan Scott "Bud" Perry II, publisher and editor of the paper.

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The Kentucky Press

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

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Staff members, Officers and Directors may be reached by e-mail using the individual's first initial, full last name@kypress.com. There is no space or punctuation in the e-mail address.

Grab your 2004 calendar and mark down these dates

Having just flipped my Star Trek calendar page over to September, my sense is that the rest of 2003 will now zoom by in warp 8. So it's a good thing that we're working well in advance on upcoming projects.

We have several speakers booked for the KPA convention on Jan. 22 and 23 at the Embassy Suites in Lexington. And we're in the discussion stage with others. By convention time, the new governor will have been in office several weeks. Invitations have already been mailed to the camps of the two major party candidates asking the winner of November's election to set aside time to speak at our convention on Jan. 23. For years, Kentucky

Oh, By The Way

By David Greer
KPA Member Services
Director



governors traditionally addressed the KPA convention. We want the tradition to continue.

Speaking of the January convention, it's been awhile since we had an Internet session. So, recently I e-mailed publishers, editors and ad managers and asked for their input on possible Internet sessions. Not surprisingly, no clear consensus emerged in the responses received. Although all who replied agreed it was time to tackle the

Some mentioned wanting to hear about successful business models and how to curb advertiser churn. Others would like to hear more about free vs. paid or subscriber-only access to their sites. If you have suggestions, e-mail me at dgreer@kypress.com.

This year's KPA convention will "unofficially" kick off the day before on Jan. 21 with a newspaper software training session for Kentucky high school journalism teachers.

Internet again at a KPA convention, respondents were evenly split between revenue vs. content issues.

Sponsored by the Kentucky High School Journalism Association, which is administered by KPA, the workshop will be presented at the Embassy Suites by noted software trainer Russell Viers. Traditionally, KHSJA has organized a summer workshop for high school teachers but it's gotten more difficult to get teachers to attend because of personal and professional obligations, in addition to the ever-shrinking summer break as more school districts convert to alternate calendars. So, it was decided we would try a January workshop instead and use Russell Viers since he would be here anyway for the KPA convention.

About a week after

January 2004 begins, the state's General Assembly session will be gavelled to order. Already, a number of bills have been prefiled for the 2004 session and the KPA staff has been busily reading them for any newspaper or First Amendment issues that ought to be red flagged for further attention.

Looking even further ahead, the 2004 KHSJA convention has been scheduled for April 21 at the Clarion Hotel & Conference Center in Louisville. That's the same location as the 2003 KPA and KHSJA conventions except then the facility was known as the Hurstbourne Hotel & Conference Center. It's the same facility but with new owners and a

new name.

In recent years, the KHSJA convention has grown by leaps and bounds. Registration for the 2003 convention was about 900 and with about 950 at the awards luncheon. Frankly, we have outgrown all but a few hotel and convention facilities in the state. That, along with competitive room rates from the Clarion, kept us there another year.

Somewhere about the midpoint of the General Assembly, it will be time to again begin organizing and promoting the 2004 KPA Journalism Boot Camp tentatively scheduled for July 12-30, 2004.

We will keep you posted as each of these events draws nearer.

KPS staff striving to reach \$6 million mark

Quarterly updates for the final quarter of 2003 are being prepared and should be at your newspaper by the second week in September. I hope that everyone will take the time to fill out the sheet and either fax the form back to us or drop it in the mail.

If you know that an increase in rates will not take place for the final quarter of this year and you don't have time to drop the information in the mail just drop me an email at trevlett@kypress.com and tell me that you are not planning an increase. This will help Rachel, Holly and me schedule your ads correctly and get you the money that you expect.

The ad staff will be looking under every bush to get all the advertising we can by the end of the year. What's in store for us, you ask? Not a cruise, not a hefty bonus, not a new vehicle...no it's much better than that! We

Advertising Plus

By Teresa Revlett
KPS Director of Sales



get to shave/ witness the shaving of our Executive Director's head.

That's not much incentive you say...well yes it is! We are excited about hitting the \$6 million mark

and look forward to David Thompson sporting a Kojak look for a little while.

And speaking of David Thompson, make plans now to attend his 20th anniversary celebration Sept. 26 from 10 a.m. - 4 p.m. at the KPS ad staff building located just two doors down from central office headquarters at 101 Consumer Lane, Frankfort. We will have an informal, come and go, cake and punch reception for David to celebrate the past 20 years. It would be great if you could come and share a special David T. story or photo from years past. We will look forward to celebrating with all of our newspapers.

Worthy Cause

On November 8, the United States Marine Corps Birthday Ball will be held for Military Police Company Alpha in Lexington. An associate of mine, Brigid Shea, is a Key Volunteer for the program and is raising funds to help offset the cost of individual Marines and their families to be able to attend the event.

Any money donated is fully tax deductible. Brigid is working through the Key Wives in support of the Marine Corps Ball for this Command. Even though this is an official USMC event all expenses must be paid by the unit or through outside sources.

In January of this year these Marines were activated to serve under Operation Enduring Freedom. They are currently serving in Iraq but plan to return to the United States soon. Brigid's team goal is to raise enough money to have each Marine's ticket paid for so they will not incur any personal expense to attend the ball.

Sponsorship options are: Platinum

Sponsor - \$300 which includes recognition on table and listing in program; Gold Sponsor - \$200 which includes gold listing in program; Silver Sponsor - \$100 which includes silver listing in program; Bronze Sponsor - \$50 and bronze listing in program.

If you cannot donate cash, they are also accepting donations for door prizes. Any item would be appreciated. To donate an item, call me and I will arrange to pick it up or you can mail it to me at 101 Consumer Lane, Frankfort, KY 40601 and I will deliver the items to Brigid.

For verification of the validity of this event contact Major Tony Weckerling or 1st Sergeant Woodard at the Marine Corps Reserve Center at 859-254-8704. If you have any questions about the ball or the fund-raising efforts, call Cindy Ladner at 270-234-8899 or Brigid Shea at 502-458-5496.

Send all monetary donations to:

Marine Corps Ball
c/o Brigid Shea
3643 Johnston Way
Louisville, KY 40220

Annual NIE literacy project begins in October

The third annual "Rockin' Readin' Revolution" 2003 begins once again in October with the next series of stories published weekly in newspapers across the state as part of KPA's Kentucky Network for Newspapers in Education literacy project.

It's free to all KPA member newspapers—so don't be shut out. This year's story is for middle and high school students and your subscribers should love it too.

Synopsis: What is Ben's place in the world: winner or loser? He's going to find out in Jennifer Armstrong's exciting Breakfast Serials story, "The Winner's Circle." With his mother no longer alive, and his father in prison for arson, teenage Ben is lucky to have been taken on at Wind Rider Farms in Lexington where other kinds of winners and losers—thoroughbred racehorses—are bred and trained. But the stakes are high for both Ben and the racehorses.

The story, running 18 chapters, is rich in moral dilemmas and chapter-by-chapter high adventure, full of the sights, sounds, and smells of horse country. It's a winner. Find out more in this Kentucky based 18-week chapter story beginning in 37 Kentucky newspapers the week of Oct. 20.

Newspapers can also turn their teachers on to online learning activities for each chapter at www.kypress.com. These activities are being written by former NIE Manager Reta Broadway and will be available online the middle of October.

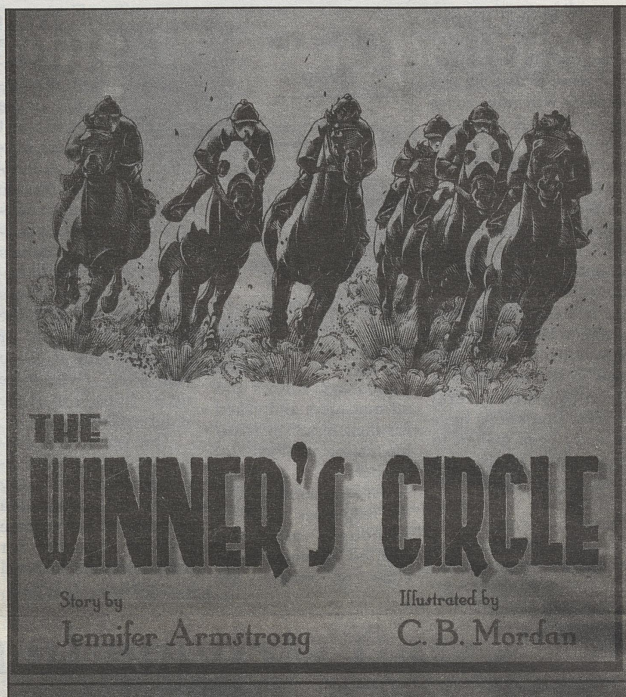
LG&E Energy Foundation will once again provide all Kentucky newspapers that join the project 1,000 scrap-

books to use to collect each chapter as it runs. A fun way to collect an entire novel.

As of Aug. 22 the following papers have registered to run the series:

Sentinel-Echo
Cadiz Record
Shelbyville Sentinel News
Messenger-Inquirer
Lebanon Enterprise
The Daily News
The Times Leader
LaRue County Herald News
Oldham Era
The News-Enterprise
Hancock Clarion
Owenton News Herald
The Gleaner
Kentucky Standard
Central Kentucky News Journal
The Commonwealth-Journal
Berea Citizen
Ashland Independent
Hickman Courier
Leitchfield Record
Lexington Herald Leader
The Ledger Independent
The Jessamine Journal
Georgetown News-Graphic
The Messenger
The Winchester Sun
Tompkinsville News
Henry County Local
Gallatin County News
The Courier-Journal
The Advocate-Messenger
Dawson Springs Progress
Meade County Messenger
Shepherdsville Pioneer News
Casey Co News
Appalachian News-Express
Trimble Banner

Those newspapers that have



already signed up should have received their CD with the story.

Want to join the fun and encourage reading in your community? Contact Jill Scott at Breakfast Serials for a contract at jill.scott@breakfastserials.com.

She'll fax it to you, and you read it and sign it and fax it back.

For basic information or to chat with other newspapers that have participated in the past contact the Kentucky Network for Newspaper in Education chairperson, Kriss Johnson, kjohnson@kypress.com.

Last year over 50 newspapers participated publishing "Noodles Makes a Boo Boo for seven weeks."

FCC postpones date of enactment of new fax rules

The FCC announced Aug. 21 that it has stayed enactment of its new rules concerning unsolicited faxes. Newspapers are not required to obtain signed, written consents before sending faxes to entities with which they have an established business relationship. Although the requirement is set to go into effect on Jan. 1, 2005 (instead of August 25, 2003 as required before the announcement), NNA recommends that newspapers hold on collecting consent forms until further guidance is issued.

Background: In its July 3, 2003 Report and Order, in which the FCC

mandated the national Do-Not-Call Registry, it also changed several of its other telemarketing restrictions, including restrictions on unsolicited faxes. In 1992, the FCC established rules under the Telephone Consumer Protection Act, which prohibited companies from faxing unsolicited advertisements unless there was an established business relationship. This relationship was defined as any voluntary two-way communication between the company and customer. The July 2003 rules, set to go into effect August 25, 2003, required newspapers to obtain a signed consent form from any cus-

tomers that clearly states the customer is willing to accept advertisements and lists the fax number(s) to which any fax advertising the "commercial availability or quality of any property, goods, or services" may be sent.

In response to several petitions, including one by NNA and Newspaper Association of America, the FCC reinstated the established business relationship exemption and has delayed the enactment of the signed consent requirement until January 1, 2005. The stay will allow companies more time to collect the needed documentation required

under the new rule. The FCC has also stated that it will consider petitions for reconsideration of the rules before they are implemented, leading NNA to conclude that further change in the rules may occur before 2005. This stay only affects the enforcement date of the requirement to obtain written permission to send faxes. Faxes to entities with which there is no established business relationship still require written consent. Also, changes in the definition of established business relationship are in the offing.

The stay does not affect the Do Not Call rules.

KPA fall ad seminar set for Sept. 18-19

The Kentucky Press Association's 2003 fall advertising seminar will be held Sept. 18-19 at the Marriott East Hotel in Louisville.

Those wishing to attend the two-day event still have time to register before the Sept. 11 deadline, although the deadline to reserve a room at the seminar rate was Sept. 1.

If you are looking to spice up your advertising layout and design, or thinking about how to boost ad sales in "good times and bad," you need to get your staff registered.

There are four different registration options. It is \$90 to register for lunch and the session for both days. You can also register for just the session and lunch for \$50 each day if you are just interested in attending one day's sessions. To register for the sessions only it is \$75.

Many of you have heard of the ATHENA Awards. Lynne Meena, former Creative Vice President of the Newspaper Association of America and the Newspaper Advertising Bureau, co-created the ATHENA Awards while with NAB, and directed them until 1992 before forming her own agency. For the past two decades, she's been the newspaper industry's top spokesperson on creativity.

She will offer two sessions on Thursday, beginning at 9:30 a.m. with "150 Ad Campaign Ideas in 150 Minutes" and "Layouts: The Good, The Bad and The Ugly" in the afternoon beginning at 1:30. Sandwiched between the two sessions, Meena will

present her current version of the ATHENA Awards during lunch, through her "Creative Concepts in Newspaper Advertising," entertaining you with more than 100 award-winning ads.

On Friday, Robert Wilson, ad sales trainer and humorist, returns to Kentucky. His morning session hits home with "Boosting Ad Sales in Good Times and Bad." Wilson is a full-time professional speaker and marketing consultant. He served as senior copywriter for Target market Team one of the nation's top direct response advertising agencies, and his ad copy has earned eight SouthStar awards from the American Marketing association. Wilson is also a humorist. He has won 10 humorous speaking contests and was proclaimed the second funniest person in the Georgia by Toastmasters International.

At lunch on Friday you get an added session with Wilson. Have your staff bring along some ads they've done and he'll do an "Ad Clinic," especially for them with instant feedback on ideas that would have made the ad better and more attractive to the client.

Wilson's afternoon session is titled "Sell More Ads...With Spec Ads That Sell!" Wilson shows how taking spec ads with them increase the likelihood of making a successful sales call.

For more information about the seminar or to obtain a registration form call the KPA office at (800) 264-5721.

NEWS

Continued from page 1

will display photos from Kentucky newspaper photographers that were taken in 2003. These are on display during our Trade Show and the exhibit is available for local use, at public libraries for instance, after the convention ends on Jan. 23.

Kentucky is known for having some of the best newspaper photographers in the country and this is our way of displaying the work of those photographers.

This is not a contest and most all photos are used in the exhibit, depending on space available. Photos may be in color or black and white; should be no larger than 11 x 14; and should be mounted, preferably on black poster board. The photo should be affixed to the poster board along with the name of the newspaper and the photographer's name and a cutline, if appropriate. These do NOT have to be photographs that were published in the newspaper.

The deadline for sending photos for the KPA Photo Exhibit is Dec. 12.

If your newspaper would be interested in displaying this exhibit after the convention, please contact Sue Cammack at (800) 264-5721.

Please indicate on a cover memo that the photographs are being submitted to use in the KPA Photo Exhibit.

2004 KPA Yearbook and Directory Front Cover

What better way to show a photographer's talent than on the front cover of the KPA Yearbook and Directory? Each year, we select one four-color photograph or a montage from a photographer at a Kentucky newspaper and publish that on the front cover of the directory with appropriate credit given inside the directory.

Any photograph depicting life in Kentucky or a recent event in Kentucky is considered and the photo does not have to have been published in a newspaper to be used on the directory's cover.

The deadline for submitting a four-color photograph for the front cover is Nov. 15. The photographer whose photo is selected will then be notified and asked to send KPA a four-color separation of the photo-

graph by Friday, Nov. 21.

Please indicate on a cover memo that the photo is being sent for consideration for the front cover of the KPA Yearbook and Directory, and include the newspaper and the photographer's name.

Please mail your 2004 Yearbook and Directory front cover photographs (photo deadline is November 15) to:

David T. Thompson
Kentucky Press Association
101 Consumer Lane
Frankfort, KY. 40601

Statement of Ownership due at post office Oct. 1

Just a reminder that Statement of Ownerships are due to be completed and returned to the post office on or before Oct. 1.

The information provided on PS form 3526 will allow the USPS to determine whether the publication meets the standards for Periodicals mailing privileges. Therefore, all items must be completed including those not applicable to your publication.

The information must be published in an issue of the publication to which the statement relates. The deadline for publishing is:

•If your frequency falls between daily but more than weekly - publish no later than Oct. 10.

•If your frequency are being submitted weekly and monthly - publish no later than Oct. 31.

•If your frequency falls between monthly and quarterly - publish in the first issue past Oct. 1.

Job openings/Resumes posted on-line

If you have a job opening, we invite you to post that opening on the KPA web site. Go to www.kypress.com and click on Help Wanted. Fill out the form and submit it to KPA and we'll post it on the web site.

Likewise, if you have a job opening and need some resumes, click on Resumes and there's a list of resumes available on-line.

We also had a very successful 2003 Journalism Boot Camp and David Greer reports several of them are ready to step into a newsroom. If you'd like to know more about any of the Boot Camp participants, call David Greer at (800) 264-5721 or e-mail him at dgreer@kypress.com.

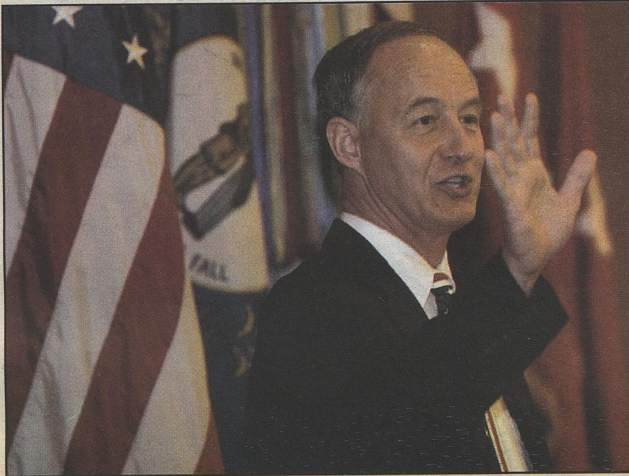
DON'T MISS OUT!

Don't miss out on news from the state's capital.

Make sure the KPA News Bureau has your updated e-mail address so we can notify you when a story is filed on AccessKPA.com.

Send your name and e-mail address to dehlschide@kypress.com

Hopkinsville New Era general manager installed as civilian aide to Army secretary



Chuck Henderson, newly installed civilian aide to the Army secretary, speaks during a ceremony July 31 at Fort Campbell. NEW ERA/Danny Vowell photo

Reprinted with permission
By MARY D. FERGUSON
NEW ERA staff writer

In a formal ceremony at Fort Campbell July 31, Charles A. "Chuck" Henderson, the president and general manager of the Kentucky New Era, was installed as civilian aide to acting Army Secretary Les Brownlee.

Henderson, who has been active in the Association of the United States Army (AUSA) for many years, will represent Kentucky for the top Army civilian.

Saying he had become active in

AUSA out of a desire to "make a difference in the United States Army," Henderson said that while he had not served in the military, he had chosen to become a volunteer and through AUSA had worked to promote and support the soldiers of Fort Campbell.

"I am humbled to have the opportunity to serve and honored to tell the Army story," said Henderson. "It is imperative that civilians speak well of the Army and their love for the Army."

Henderson called for continued civilian commitment to the Army and to America.

In paying tribute to the young men and women who served in today's Army, Henderson told of a young volunteer who recently arrived at Fort Knox.

A college graduate with a lucrative career in the computer industry in California, the man said he left all that to join the Army so he could tell his children that he had served his country.

"These soldiers have earned our respect and admiration," Henderson said.

The certificate designating him as civilian aide was presented by Lt. Gen. Joseph R. Inge, commanding general of the First United States Army.

Calling himself "fortunate to be able to serve our country," Inge said, "I don't feel like it is a sacrifice to serve, I would say it is a great honor."

He went on to call for citizens to continue to keep "those who serve to make this country great in your thoughts and prayers."

Citizens who care and are recognized as community leaders, people who are confident and willing to serve are the type of citizens selected to be civilian aides.

"I think that describes Chuck," Inge said.

Henderson had words of appreciation for members of his family, friends and Robert Carter, chairman of the board of the Kentucky New Era and one of those who had encouraged him to become active in AUSA.

In addition, he praised fellow Army secretary civilian aide Anna

Caryl Guffey who also served from Kentucky.

"She is a true patriot and served in the finest fashion," Henderson said.

There are currently 91 citizens who serve throughout the nation as civilian aides.

Their primary mission is to promote good relations between the Army and the public by acting as spokespersons for and advisers to the Army.

They serve without pay. In his new post Henderson will represent, not only Fort Campbell, but Fort Knox, the Bluegrass Army Depot, the Reserve and Guard in Kentucky.

Henderson is a life member of AUSA, having been an active member since 1978. He has served in several key leadership positions, including director, treasurer, vice president and president of the Tennessee-Kentucky Chapter.

During his tenure as president the chapter had the highest level of membership (10,578) in its history.

In addition, he has served as 2nd Region AUSA president and for two years as a member of the Council of Trustees.

He is founding member of the Hopkinsville-Christian County Military Affairs Council and continues to serve on its executive committee.

He is a member of the Association of Military Independent Contract Newspapers, the Kentucky Press Association, the Southern Newspaper Publishers Association and the International Newspaper Financial Executives.

National advertisement growth up double digits

Vienna, Va. - Newspaper advertising expenditures for the second quarter of 2003 totaled \$11.1 billion, an increase of 1.6 percent over the same period last year, according to preliminary estimates from the Newspaper Association of America. Overall, the results are good news for newspapers heading into the second half of 2003.

The national advertising category led the way with a 12.8 percent gain, to \$2.1 billion in the second quarter, boosted by gains in telecommunications, factory automotive, and coupon marketing. Retail advertising spending edged up 1.7 percent to \$5.3 bil-

lion, helped along by increases in food store and building material store ads. Classified slipped 3.9 percent to \$3.6 billion. Within the classified category in the second quarter, real estate ad spending had the largest percentage gain, up 9.0 percent to \$904 million. Automotive advertising continued to grow, gaining 1.7 percent to \$1.2 billion. Recruitment advertising dropped 15.0 percent to \$956 million as the U.S. economy continued to lose jobs during the quarter, and all other classifieds slipped 11.2 percent to \$594 million.

"Advertisers are re-discovering the

effectiveness of newspapers as a highly effective national advertising platform, and this strong second quarter growth continues that trend," said NAA President and CEO John F. Sturm. "We're also encouraged by overall industry advertising revenue growth, including growth in a number of key categories."

For the first half of 2003, retail advertising expenditures gained 2.1 percent to \$10.0 billion, national rose 8.4 percent to \$3.8 billion and classifieds dropped 2.2 percent to \$7.1 billion. Total ad spending in newspapers for the first six months was \$20.9 bil-

lion, up 1.7 percent from the same period last year.

For the first half of the year, automotive grew 1.8 percent to \$2.3 billion, real estate increased 8.8 percent to \$1.7 billion, recruitment declined 13.0 percent to \$1.9 billion and all other classifieds dropped 4.6 percent to \$1.2 billion.

"With economic growth poised to accelerate in the second half of the year, we expect to see larger ad spending increases in the third and fourth quarters" said NAA Vice President of Business Analysis and Research Jim Conaghan.

WKPA meeting is Sept. 26 in Gilbertsville

The West Kentucky Press Association will hold its annual fall meeting on Friday, Sept. 26 at The Inn at Kentucky Dam. This is the same location as in years past, the former Ramada Inn near Kentucky Dam Village in Gilbertsville, only with a different name.

Registration for the meeting will begin at 9 a.m. with the first session kicking off at 9:15 a.m. The first session is titled "New Kid on the Block: Understanding the role of the new community/technical colleges in our communities." Sherry Anderson, dean of academic affairs of WKCTC, and Janett Blythe, vice president of marketing of WKCTC will speak to those in attendance to help them better understand the system in relation to the community.

Registration is \$20 per person which includes lunch and

coffee/doughnuts during the breaks.

Bill Bartleman, political reporter from the Paducah Sun, will conduct the second morning session titled "From the Trenches." He will discuss the challenges of covering politics in a state that's known for strange happenings as well as his experiences over the years.

David Rowell, CEO of the Four Rivers Center for the Performing Arts in Paducah will be the luncheon speaker. He will give a preview of the first season of the soon-to-open facility.

The meeting will conclude with a business meeting from 1 to 1:30 p.m.

For additional information contact Leigh Landini Wright, WKPA president at 270-575-8658, Dr. Bob McGaughey, co-executive director, at 270-762-6874 or Dr. Ann Landini, co-executive director, at 270-762-4479.

DEATHS

Continued from page 2

A couple of years later, he became part-time sports photographer and later branched out into other areas of the newspaper business.

He was later named editor of the Herald when his father relinquished those duties and concentrated on the publishing end. When the elder Perry retired as Herald publisher in 1989, the younger Perry became publisher.

In 1990, when the Herald was sold to Alabama-based Smith Newspapers, Perry accepted the jobs of publisher and editor of the company's Floyd County Times.

He remained at the Times until the summer of 1998, when he returned to Paintsville to oversee the merger of two competing newspaper - The Paintsville Herald and The Weekly Progress - a project that resulted in the Herald becoming a twice-weekly publication.

He left the Herald in January 2001 and soon after purchased The Martin County Sun, eventually resulting in the expanded Big Sandy News.

The new paper published its first issue on May 16, 2001, and in September of that year, began publishing twice a week.

Former News-Democrat publisher dies at 76

Paul E. Meadows, a former publisher of The Carrollton News-Democrat, died Thursday, July 24 of cancer. He was 76.

Meadows served in the U.S. Army in the South Pacific during World War II, and joined The News-Democrat through a program sponsored by the GI Bill.

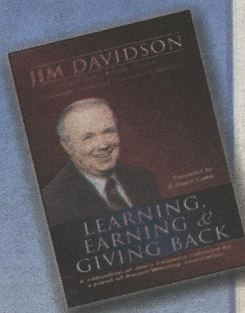
He was hired by then publisher N.A. Perry Jr., whose parents had bought and merged the Carrollton News and the Carrollton Democrat into The News-Democrat. He became general manager in 1962.

In 1964, he helped to pass a tax levy that aided in consolidation of the city and county schools. In 1968, he was key in the push to pass a tax to help expand the hospital.

In 1971, he was named publisher of the newspaper. As publisher, he oversaw the transition of Newspapers, Inc., the company that owned the News-Democrat. It was bought in 1973 by Landmark Community Newspapers, Inc.

In 1983, Meadows developed The River City Trading Post, a shopper still produced by The News-Democrat. He retired as publisher of the newspaper in 1988.

This could be
THE MOST VALUABLE COUPON
you ever clip



Aptly called a "manual for Successful Daily Living," the 224-page book is full of stories, ideas, quotes and concepts that will lift your spirits, make you think, make you laugh and make you cry. Most of all it will give you hope and encouragement to face an unstable and uncertain world.

GIVING BACK

To express his deep appreciation to educators and newspaper people who have been so supportive over the past 30 plus years, Author Jim Davidson is "Giving Back" \$6 for every book sold to our local Newspaper in Education program. An additional \$3 will provide journalism scholarships through the Arkansas Press Association Education Foundation.

WARNING

DON'T LOAN THIS BOOK TO ANYONE. YOU MAY NOT GET IT BACK.

For information about the book, contact the author:

Jim Davidson
2 Bently Drive
Conway, AR 72032
jimdavidson@conwaycorp.net

Jim Davidson's book is being offered as a Special Premium to newspapers. Market the book to your readers at \$15.95 for each copy and you'll receive \$6 to benefit your own Newspapers in Education Program.

For a pdf of this ad to use in your newspaper, contact KPA at 800-264-5721 or e-mail David T. Thompson at dthompson@kypress.com

Murray Ledger & Times pulls fraudulent ads

Reprinted with permission

By EDWARD SHERIDAN
Murray Ledger & Times

The Murray Ledger & Times joined newspapers across the country in pulling advertisements that fraudulently mimic a St. Louis-based credit union.

Ads for a company billing itself as Century Credit Union have appeared in newspapers in California, Colorado, Missouri, Ohio and Pennsylvania, and have attracted the attention of the National Credit Union Association, which is now running a fraud alert on its Web site at www.ncus.gov.

The legitimate Century Credit Union is a state-chartered credit union based in St. Louis. Its president, Bob Eike, said the matter had been turned over to federal authorities.

"They're ripping people off like crazy," Eike told the Ledger & Times. "They've copied our logo and name, and even copied over our Web site. It's been with the FBI and all the federal authorities for about a month now."

Ledger & Times Advertising Manager Slone Hutchison said the fraudulent company claims to be based in Lakeland, Fla. It has run \$400

worth of advertising with the Ledger, all of which Publisher Alice Rouse said would be credited to the false company's credit card. The ads in the Ledger were pulled July 31 and did not run again.

The ads claim the company offers auto, personal and home equity loans, as well as debt consolidation loss services. They list an 866-toll-free telephone number.

According to the NCUS Web site, those who call the number are directed to make an advance payment via wire transfer through Western Union. In addition, as part of the loan process, the victim receives what appears to be a valid loan application that requests personal and financial information. Eike said the supposed loans never arrive, though.

Eike also said newspapers have been unable to collect their advertising costs because the fraudulent company is giving them a false credit card number. The Daily Independent in Ridgecrest, Calif., for example, wrote that the credit card number it received from the company was for a stolen card.

Hutchison said that the Paducah Sun, who was also running the ads, pulled them as well.

YEARS

Continued from page 1

boards have come up with along the way, many of them "firsts" among press associations:

- a Freedom of Information Hotline that's worth a lot more to newspapers than what KPA pays for the service (we didn't have the first FOI Hotline, but I do think we were the first to make it available at no cost to our members);
- an internship program that's gone from a scholarship idea (when 4 of 58 recipients in 10 years had actually worked for a newspaper) to an internship program that's resulting in nearly 85 percent of the recipients working in newspapers after graduation (we were the first with this extensive program, one that's been mirrored by several press associations);
- a high school journalism association, the first of its kind in the country where the state press association was responsible for its operation. Want to be impressed? Walk into the KHSJA

convention luncheon next spring and see 950 high school kids (we were the first state association to operate a high school association and others have followed suit);

- the journalism boot camp. David Greer used experiences from Thomson Newspapers to make it work for Kentucky newspapers through the state press association. The boot camp enjoyed good success, with several "graduates" landing jobs in the industry after completing the three-week course (some refer to two or three day sessions as "boot camps" but none have gone for three weeks);

- the Legal Defense Fund, a program that's paid newspapers more than \$175,000 for legal situations where the outcome could affect the industry across the state. Without the Legal Defense Fund, I know several of those cases would have been dropped by newspapers because of funds not being available to continue the fight (I think only Illinois and Kentucky offer this service);

I can't say enough about the staff,

NNA lauds Congress support for new media ownership rules

Vienna, Va. - The Newspaper Association of America applauds members of the U.S. House of Representatives in late July for rejecting the Hinchey-Price-Inslee Amendment to the Commerce-Justice-State Appropriations bill (H.R. 2799) that sought to reverse the FCC's well-reasoned June 2 decision to ease the newspaper-broadcast cross-ownership ban. The vote was 254-174 against the amendment. It was the second time in a week that an amendment to roll back the Federal Communications Commission's new cross-ownership rules was defeated in the House.

"Newspapers around the country are encouraged by the bipartisan rejection of an effort to reinstate antiquated and discriminatory rules that prohibited only newspapers from owning broadcast outlets in their markets," said NAA President and CEO John F. Sturm. "The FCC rule changes on newspaper-broadcast cross-ownership are based on solid evidence and will greatly serve the

public interest in a way that is consistent with the commission's competition, localism and diversity goals. The record showed clearly that newspaper-owned TV stations around the country that were 'grandfathered' when the rules went into effect do more and better local news than any other stations. That's conclusive proof of unmistakable benefits for the public.

"Congress directed the FCC to review the ownership rules, first promulgated in the 1970s, and consider changes consistent with competition in the new media marketplace. After six years of review and public comments, the FCC acted, and we are delighted that the House decided to uphold those changes," Sturm said.

During consideration of the same appropriations measure a week prior, the House Appropriations Committee voted down a similar amendment that would have prohibited the FCC from expending funds to implement the relaxed newspaper-broadcast cross-ownership rule.

including those from previous years. But as for the present one, looking down the list of those here to serve you, consider that together, we have more than 200 (200, that's not a typo) years of experience in the media or press association work. With 12 staff members, that's better than 16 years on average. I think that's impressive. And four of us total more than 108 years of "media" experience. Now it's not an old staff, it's just that we love our jobs in newspapers so much, we can't think of doing anything else.

The strength of this staff shows up every time I'm out of the office. I know when I return, whether it's just a couple of days or a couple of weeks, that things will have been handled, handled properly, and that there won't be a lot of things stacked up that have waited for action. Of course, it helps to have e-mail and cell phone technology, but even prior to that, few things lingered or simmered until I returned to work.

Just as I've told newspapers I'd put them up against any newspapers

anywhere else, I'd put this staff up against any other association staff. Without hesitation.

And I have to thank "murderer's row," also known as the 1983 KPA/KPS Executive Committee for having the confidence to give me this chance. Lewis Owens, Betty Berryman, John Munford, Don Towles and Floe Bowles.

Even my heart attack on October 29, 1997, I don't think scared me as much as the two interviews I had with that group.

And then there's Marilyn. My wife of now 33 years. She knew my one dream in life was to be the editor of the Georgetown News and Times. And in 1979, she let me take a huge pay cut from the public relations side to fulfill that dream. Had I not made that move, had I not fulfilled that dream, I wouldn't be here today.

So to each of you, friend, colleague, member, board member, officer, staff member, let me just say "Thanks!" for 20 wonderful years. And I'm looking forward to 20 more!

NNA sponsors best political ad contest

The Newspaper Association of America (NAA) wants to know if you've produced one of the best political ads of all times?

As a political professional, you know that newspapers have long played a pivotal role in our democracy. Not only do they shape public opinion, they provide a forum for candidates to introduce themselves to the voting public - either through interviews with editorial boards or, more importantly, through paid political advertising.

There is little doubt about the influence such ads have had on the outcome of many elections.

Newspaper readers are voters. Even with the rise of new technologies, in the time old tradition, voters still rely on their local newspaper for the information that's most important to them ... information they often can't get on the six o'clock news.

If you have produced a political newspaper ad - for a candidate or on behalf of an issue advocacy group - that you believe to be one of the best, we'd love to consider it for our compilation.

The rules are simple:

- Entries will be judged on creativity and effectiveness

- You may submit as many entries as you'd like.

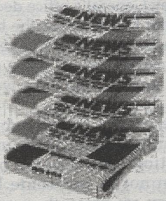
- Winning submissions will be featured in a special NAA publication that we will distribute to the political, media, academic, and consulting communities.

There is no fee to enter. It's a terrific opportunity for you to put your best work on display for these important audiences, and get national recognition for your firm's excellence. Winners will also receive a certificate.

Entry forms can be downloaded at www.newspaper-awards.us

What's happening at your newspaper?

Are you doing anything fun, exciting or different?
Have you recently added to your staff?
Has someone retired?
Have you won an award?
Let us know so we can tell others about it!



E-mail your stories to Dana Ehlschide, KPA News Bureau Director, at dehlschide@kypress.com by the 20th of each month.

Calendar of Upcoming Events

Mark these important dates on your calendar

September 18-19
KPA Fall Advertising Seminar - Louisville Marriott East

October 2 - 4
Southeast Region Newspaper Association Managers Advertising Conference, Embassy Suites, Lexington (hosted by Kentucky Press Association)

October 2 - 4
Newspaper Association Managers National Classified Conference, Sacramento, CA

October 5 - 11
National Newspaper Week (link to materials available at www.kypress.com/nnwkit)

October 18 - 21
Southeast Region Newspaper Association Managers Conference, Hershey, PA

October 23-24
KPA/KPS Fall Board Retreat, Hilton Suites, Nashville, Tennessee

November 6 (Tentative)
Administrative Office of the Courts Bench/Media Regional Program, Paducah

November 7 (Tentative)
Administrative Office of the Courts Bench/Media Regional Program, Bowling Green

Mid-November
Mississippi Press Association judges Excellence in Kentucky Newspapers competition, Jackson, MS

November 9 - 11
Newspaper Association Managers Legislative Conference, Keybridge

Marriott, Arlington, VA

December 18 (Tentative)
Administrative Office of the Courts Bench/Media Regional Program, Somerset

January 22-23, 2004
2004 KPA Winter Convention and Trade Show, Embassy Suites Hotel, Lexington

February 5, 2004 (Tentative)
Administrative Office of the Courts Bench/Media Regional Program, Ashland

February 19, 2004 (Tentative)
Administrative Office of the Courts Bench/Media Regional Program, Louisville

March 2 - 4
Southern Newspaper Publishers Association Traveling Campus, Hopkinsville

March 4 (Tentative)
Administrative Office of the Courts Bench/Media Regional Program, Lexington

March 18 (Tentative)
Administrative Office of the Courts Bench/Media Regional Program, Florence

April 21, 2004
Kentucky High School Journalism Association Convention, The Clarion (formerly the Hurstbourne Hotel and Conference Center)

May 11 - 13, 2004
Southern Newspaper Publishers Association Traveling Campus, UK/Lexington

January 20-21, 2005
2005 KPA Winter Convention, Hyatt Regency Louisville

AG Opinions

Glasgow Daily Times/Barren County Board of Education

The Attorney General's office was asked to rule whether the Barren County Board of Education violated the Open Records Act in denying Glasgow Daily Times reporter Ronnie Ellis' and editor Layne Bruce's April 14, 2003, request for "a list of all students currently on the waiting list to enroll in Red Cross Elementary School, including the names of the students, their guardian, and legal mailing address who are on the waiting list but currently enrolled in another Barren County School." Ellis and Bruce indicated that it was their "understanding that those students or their guardians have signed a waiver to release information about enrollment."

Superintendent Jerry Ralston denied their request for information because "it contains information of personal nature where public disclosure would constitute a clearly unwarranted invasion of personal privacy pursuant to KRS 61.878(1)(a)." The request was also denied because the information sought "constitutes a student record which is protected from disclosure pursuant to the Family Education Rights and Privacy Act."

Ralston said that while Ellis and Bruce indicated that students' parents had signed a waiver releasing their information, he did not have a copy of those waivers.

After being denied their request, Ellis and Bruce initiated an appeal with the Attorney General's office. In their appeal they indicated they were "seeking to determine whether students from the Barren county attendance district are being denied enrollment in ... Red Cross while students from outside the district are enrolled in the school."

The newspaper noted that the Board honored a previous request for a list of out-of-district contract students who live in other school districts but attend Barren County schools by providing a list that included names, mailing addresses, the districts in which they reside, and the Barren County schools in which they are enrolled, and that an unidentified Board representative indicated at that time that "all Barren County students sign a waiver upon enrollment that allows the district to provide such information."

It was the newspaper's position that "the requested names are not exempt from public disclosure because (a) those students have signed the same waiver regarding disclosure that the out-of-district students signed" and that

"the Board's real reason for denying the request is to prevent the paper from disclosing that the Board is in violation of its own attendance policies."

Board attorney Regina A. Jackson maintained that the information requested does not fall under the directory information exception because that information is harmless, generic information and this information constitutes a formal process by which parents have indicated their desire to move their child from one school to another. She said that the requested list implicates "both student and family privacy interests in which directory information, by its nature, does not implicate."

She also maintained that the list requested by the Glasgow Daily Times is also protected from disclosure based on the privacy exception contained in KRS 61.878(1)(a). She said the list is different from the district contract list previously provided because the other list merely contains a list of students who are actually attending the Barren County School District. The current request of the Glasgow Daily Times seeks a list of students who are on a waiting list to attend a particular school.

The AG found that the Board's reliance on KRS 61.878(1)(k) and KRS 160.700 in denying the request was misplaced.

The Barren County Board of Education's argument that the list is protected from disclosure by KRS 61.878(1)(a) is misplaced the AG's office ruled because privacy interests implicated against the significant public interest in monitoring the Board's compliance with its own school attendance area policy tips the balance in favor of disclosure.

The Kentucky Enquirer/Jailer, Grant County Detention Center

The Kentucky Enquirer asked the Kentucky Attorney General's office to rule whether the jailer of the Grant County Detention Center violated the Open Records Act when it withheld records requested by the newspaper.

The records contained information on detention center personnel and on formal complaints or grievances filed by inmates or their relatives. The newspaper made the request on April 11 and the jailer responded on May 23 after the newspaper initiated the appeal to the AG's office.

The jailer contends that the records withheld are exempt from disclosure based on KRS 61.878(1)(a) and KRS

61.878(1)(h). KRS 61.878(1)(a) exempts records if their disclosure would cause a clearly unwarranted invasion of personal privacy. KRS 61.878(1)(h) exempts records if their disclosure would cause a law enforcement agency harm by identifying informants not otherwise known by a premature release of information that is to be used in a prosecution.

The request of the newspaper described the records sought as follows:

1. Deputy Powell's, Sgt. Sydnor's and Deputy Coleman's prior work history, date of hire, salary, photography, educational qualifications, on-the-job misconduct complaints and charges of misconduct, any documents showing final action taken.

2. Any disciplinary actions taken against any jail employees since January 2002.

3. Any formal complaints or grievances made by an inmate or their relatives since January 2002.

According to the written opinion on the case written by Assistant Attorney General Ryan H. Halloran, the jailer makes no explanation as to how the right to privacy applies to the records or how the public employees' rights to privacy will be violated by disclosure. "Without the explanation required by the Act we decide the privacy exemption does not apply to the records described in item one. For the same reason, we decide that the exemption does not apply to the records described in item 2," Halloran wrote.

The jailer pointed out that there is litigation in the Federal District Court pending and cites exemption for law enforcement agencies contained in KRS 61.878(1)(h) as further grounds to withhold the records described in item 1. Halloran said he does not explain how KRS 61.878(1)(h) applies to him or to the civil litigation in federal court. "No mention is made of a prospective law enforcement action or an administrative adjudication by the jailer. Again, without an explanation from the jailer he cannot rely on the exemption. It should be pointed out that this office has previously decided that educational and training backgrounds of public employees, their disciplinary records, and complaints about their conduct on the public payroll must be disclosed under the Open Records Act," Halloran wrote.

Relating to the newspaper's request for formal complaints or grievances made by an inmate or their relatives since January 2002, Halloran wrote that the AG's office has not been given

good reason why complaints and grievances concerning the conduct of public employees in performing public duties should be exempt from public disclosure under the privacy exemption of the Open Records Act. The ruling is these records are not exempt.

The Attorney General's office ruled that the jailer violated the Open Records Act by failing to respond to the request of the newspaper within three days, and by failing to disclose the records sought by the newspaper.

The Kentucky Enquirer/Kentucky State Police

The Kentucky Enquirer asked the Kentucky Attorney General's office to decide if the Kentucky State Police violated the Open Records Act when it refused to disclose an in-car video of a traffic stop on Feb. 13 in Falmouth by a trooper assigned to Post 6 in Dry Ridge.

The newspaper made the request under the Open Records Act by letter dated April 11, 2003. The State Police denied the request by letter dated April 15, 2003 based on KRS 61.878(1)(h) and KRS 17.150(2).

The State Police contended that those two statutory provisions exempted the videotape from disclosure under the Open Records Act because it was in the file of a law enforcement agency and related to a case that had not been closed. KRS 17.150(2) subjects intelligence and investigative reports maintained by law enforcement agencies to public inspection when the prosecution is completed or a determination not to prosecute has been made. Whether the prosecution has been completed and whether there is still an open investigation is disputed. The newspaper pointed out that the traffic offense has been adjudicated in court and that the grand jury failed to take action on another matter related to the incident. The state police contended that there is still an open investigation on a broader issue, and the decision on whether to prosecute had yet to be made.

The Attorney General's office decided that the State Police are in the best position to know whether an investigation is still active and, in those circumstances, it needs to take the word of KSP.

Because the records are not subject to disclosure under KRS 17.150(2) until the investigation is completed or a determination not to prosecute has been made, they are presently exempt

National Newspaper Week web site is up

As summer comes to an end and fall nears, it is time for newspapers to begin thinking about how they will promote National Newspaper Week Oct. 5-11.

Since 1940, the Newspaper Association Managers have sponsored and financially supported National Newspaper Week, a week-long celebration showcasing the impact of newspapers on the everyday lives of our citizens.

This year, National Newspaper Week is Oct. 5 through 11. The theme is "The Newspaper ... A Nation Talking To Itself"

For the fourth year National Newspaper Week materials are available electronically to newspapers across the U.S. and Canada. The materials can be accessed through the Kentucky Press Association website at www.kypress.com/nnwkit. Additional materials are expected to be posted between now and October, so check out the website periodically to see what additional information has been added. If you have an article, editorial, editorial cartoon or



THE NEWSPAPER ...
A Nation Talking To Itself

other information to contribute to National Newspaper Week, you are invited to submit it.

The articles are in raw text so that you can download them and use your news font, point size and column width.

The website links contain:

1. Theme
2. Presidential Proclamation
3. The National Newspaper Week logo. This is available in various formats.
4. Editorial Cartoons emphasizing newspapers in democracy.
5. Things To Do During National Newspaper Week
6. Ideas you may use to "Make the Most of National Newspaper Week."
7. Article by Gene Policinski - The role of newspapers in U.S. society.
8. Article by Ronald Collins - Newspapers in a free society
9. Article by Charles C. Haynes and Sam Chalfain - School newspapers and freedom of the press
10. The Journalist's Creed
11. The Do's and Don'ts of Public Notice
12. "Read Public Notice" ads

OPINIONS

Continued from page 10

from disclosure under KRS 17.150(2).

The state police also relied on KRS 61.878(1)(h). That provision exempts from disclosure records of law enforcement agencies if disclosure of the records would harm the agency by revealing the identity of informants or by premature release of the information to be used in a prospective law enforcement action. The AG's office decided that the state police in their responses did not state how they would be harmed by the release of the videotape. "Without more of an explanation, the mere citing and parroting of the statute is not enough."

In response to the appeal, the state police also argued that the videotape is also exempt from disclosure under KRS 189A.100 and KRS 61.878(1)(k). KRS 189.100(2)(e)3 makes videotape recordings of field sobriety tests confi-

dential. The AG's office noted that neither the newspaper nor the state police mentioned a field sobriety test. "Again, without more, this is insufficient information upon which this office can affirm a denial of access to the videotape. The law places the duty to explain on the one who seeks to deny access to a public record."

Amye L. Bensenhaver wrote for the AG's office that records are exempt under KRS 61.878(1)(k) when disclosure is prohibited by federal law or regulation. She pointed out that no federal law or regulation is pointed out by the state police.

The Attorney General's office decided that the state police were justified in refusing to disclose an in-car videotape of a traffic stop based on KRS 17.150(2). "Because the state police failed to adequately explain withholding the videotape under KRS 61.878(1)(h), KRS 61.878(1)(k) and KRS 189A.100(2)(e)3 we limit the basis of our decision to KRS 17.150(2) alone," Bensenhaver wrote.

Syndicated columnist's latest book to benefit newspapers, communities

For many years, noted author, public speaker and nationally syndicated newspaper columnist Jim Davidson has been inspiring others through his columns, which stress the importance of hope, character, and a spirit of generosity.

His generosity extends far beyond spirit, however. The proceeds from his latest book, "Learning, Earning and Giving Back," will benefit children and adults all over the United States.

With the idea that the average American life span is 75 years, Davidson divides a person's life into three parts: The Learning Years; The Earning Years; and The Giving Back Years. Davidson explores these three periods of life through stories, ideas, quotes and concepts that will lift your spirits, make you think, make you laugh and make you cry. Aptly called a "Manual for Successful Daily Living," the 224-page book will give you hope and encouragement to face an unstable and uncertain world.

In a true demonstration of what the "Giving Back" years are all about, Davidson is donating \$9 of every \$15.95 book sold.

The local newspaper that sells the book will receive \$6 to be used in one of three ways: their Newspaper in Education program; another program organized and operated by the newspaper; or a community project the newspaper supports.

The additional \$3 of Davidson's donation will be given to the state press association of which the local newspaper is a member to provide journalism scholarships to students in their state.

Davidson selected NIE programs to receive these contributions to express his deep appreciation to educators and newspaper people who have been so supportive over the past 30 plus years. The author has been an NIE sponsor in his hometown of Conway, Ark., for the past five years, which means he personally pays for a classroom set of 25 papers throughout the school year.

"Since having a good, practical and well-rounded education is vital in today's high-tech world, I see a way through the NIE program to give something back to help thousands of students in our nation's schools," Davidson said. "I know of no other teaching tool that cuts across all of

society, with its many challenges and opportunities, as does the local newspaper. The newspaper, in the hands of a gifted teacher, can expose and teach students about all manner of topics that apply to day-by-day successful living and this will impact them in a positive way for the rest of their lives."

If a newspaper does not have an NIE program, they may elect to use the funds for another program, such as adult literacy, that they administer. A third option the newspaper has is to in turn give back the proceeds they receive from the book to a community project, such as building a local library.

No one knows the needs of a community, regardless of its size, better than a member of that community and no one is more an integral part of a community than its newspaper.

Appearing in approximately 250 newspapers nationwide, Davidson's columns cut across generational lines, with ideas and insights that will inspire both young and old. Davidson stresses the rewards of living lives of value and the value of sharing those rewards with others.

"Jim Davidson and I have corresponded for several years now, and I find him to be genuine in his concern for others," said Carolyn Wilson, executive director of the Mississippi Press Association. "That shows in his columns, as well as in his gesture of financial aid from sales of his book of columns. What better way to give back than to contribute to Newspaper in Education programs and to journalism scholarship foundations. Jim Davidson is real. His columns are written for real, down-to-earth people, and his collection of columns will be a book that all readers of community newspapers would enjoy."

In addition to Davidson's columns, "Learning, Earning and Giving Back" includes a foreword by S. Truett Cathy, founder of the Chick-fil-A restaurant chain.

Books may be ordered through the local paper or by visiting the Mississippi Press Association's website at www.mspress.org.

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PEOPLE

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Life Community Excellence Award for 2001 and 2002.

News-Enterprise hires new ad coordinator

Stephanie Riggs has been hired as an advertising coordinator for The News-Enterprise in Elizabethtown.

She had worked at the newspaper since March through a temporary employment service.

She is a graduate of Central Hardin High School and lives in Upton.

Simpson takes over role of reporter in Leitchfield

Jason Simpson was recently hired as a full-time news reporter at The Record in Leitchfield.

Simpson is a 1999 graduate of Marion County High School and a 2003 graduate of Lindsey Wilson College where he earned an English degree with an emphasis in Journalism.

Simpson, 22, is from Gravel Switch in Marion County.

He served as a Landmark intern last year, splitting time between the Central Kentucky News-Journal, Springfield Sun, Lebanon Enterprise and the Casey County News.

Leader-News takes home ACS Award for story

The American Cancer Society recently awarded its 2003 State Best Practice - Event Promotion award to Muhlenberg County.

This award received competition from every county in the state of Kentucky. The Leader News was also awarded the Print - Best Single Story for the article written by Editor Rita Dukes about committee chairwoman Vicki Yonts, who was diagnosed with cancer a few weeks before the June 13-14 event. Both of these awards will now go on to compete at the division level.

Each year the Mid-South Division of the American Cancer Society recognizes volunteer leadership, media contributions and best practices in the areas of income development, cancer control, advocacy and patient support. The Event Promotion award recognizes outstanding promotion and demonstrates Best Practices in promotion of an event or project. Promotion must include various forms of media. The Print-Best Single Story recognizes

the best story among the state regarding Relay For Life.

Muhlenberg County's promotion of the Relay For Life was submitted to the awards committee because of the outstanding efforts of volunteers to ensure the entire county knew Relay was coming to town. Not only did the Relay For Life receive tremendous support and exposure from the Leader-News but it also utilized all other sources of media. Muhlenberg County's Relay was mentioned on radio, church bulletins, schools, banners, posters and marquees.

Hornback named general manager of The Record in Leitchfield

Stephanie Hornback was named general manager of The Record in Leitchfield in July. The Record is a weekly newspaper with a circulation of 2,622.

Hornback was most recently a copy editor for the News-Enterprise in Elizabethtown, a daily newspaper owned by Landmark. Prior to that she was a graphic designer for The LaRue County Herald in Hodgenville, also owned by Landmark.

Hornback graduated magna cum laude from Western Kentucky University with a degree in English and Allied Language Arts. In addition to her management duties, she will assist staff writer Jason Simpson with news coverage and photos.

News-Enterprise gets new graphic designer

Kimberly Morgan is the newest member of The News-Enterprise's graphic design team.

Morgan is originally from Cecilia and obtained her associate's degree in CIS-Programming from Elizabethtown Community College.

Nelson named sports editor at The Kentucky Standard

Jason Nelson has been promoted to sports editor of The Kentucky Standard in Bardstown.

He joined the newspaper in June 2001 as sports reporter. He is a graduate of Bellarmine University in Louisville.

Mason joins Springfield Sun staff as bookkeeper

Jennie Mason has been hired as The Springfield Sun's new bookkeeper and office manager.

Mason, of Lebanon, began work at

the newspaper in July. The position had been vacant since the June 15 death of Jane Bradshaw, who had worked at the newspaper for more than 30 years.

Mason most recently worked at Haydon Rentals in Springfield as manager of residential, commercial and motel properties. She worked there for six years.

Her work experience also includes a couple of years as bookkeeper and manager at Hill Brothers Supply in Lebanon and 10 years in a supervisory position at a bank in Sacramento, Calif.

After graduating from Marion County High School in 1971, Mason went on to study at Eastern Kentucky University before leaving Kentucky to live in several locations, including Germany, for more than 20 years. While out of state, she earned an associate's degree at the College of the Siskiyous in Weed, Calif.

News-Enterprise hires ad sales consultant

Allice Farstad has joined The News-Enterprise operation as an advertising sales consultant for Inside the Turret.

She was publisher/editor of the Lemmon (South Dakota) Leader from 1989-2001. She lives in Cecilia.

Hawkins joins the Leitchfield Record staff

Angelia R. Hawkins joined the staff of The Record in Leitchfield. She holds the bookkeeper/classified sales position and will also be filling the circulation and receptionist duties.

Hawkins recently moved back to Grayson County after living in Bowling Green for six years and attending Western Kentucky University where she studied mostly English and business.

Before moving, Hawkins was employed by The Record as a co-op student in high school, then kept the job for an additional two years. At the time she was the office manager and did some writing.

Hawkins hopes to contribute to the paper through photographs and stories as well as performing her other duties.

Boxley hired as reporter for Kentucky Standard

Mark Boxley was recently hired as a reporter/photographer at the Kentucky Standard.

A recent graduate of the University of Kentucky, Boxley, a native of Hopkinsville, was a staff writer and

photographer for the Kentucky Kernel, the student newspaper at UK. Boxley graduated with a degree in journalism and a minor in political science.

He will take over coverage of Nelson Fiscal Court, tourism, Bloomfield City Council and the court system.

Patrick named general manager of Oldham Era, regional sales manager for LCNI

James Patrick has been named general manager of the Oldham Era in LaGrange and regional advertising sales manager for Landmark Community Newspapers, Inc., in Shelbyville effective Aug. 29. The Era is a weekly newspaper with a circulation of 7,123.

He was most recently the regional director of advertising for the North Division, Brown Publishing Co., and publisher/advertising director for the Eaton Register-Herald in Eaton, Ohio. He served as district manager for Shastar, Inc. and operations manager for Lotsa dots Restaurants prior to that.

Rutherford joins Sun staff as sports editor

Forrest Rutherford has joined The Woodford Sun staff as sports editor, replacing Jenny Eldter.

A Woodford County resident for over 10 years, Rutherford is 2003 graduate of the University of Kentucky where he majored in journalism.

He was a contributing writer for the university's student newspaper and was a morning news producer on WRFL-FM, the campus radio station. He also was a reporter, writer and videographer for JAT News, the student-produced news program.

Blackburn hired as editor of The Paintsville Herald

Loretta Blackburn, a former Johnson County resident, was named to the post of editor of The Paintsville Herald. She replaces Joanna Mattingly, who left to pursue a degree in elementary education. Blackburn began her new duties Aug. 8.

Blackburn came to The Herald from sister newspaper, The Appalachian News Express in Pikeville where she served as a staff writer. Before working at the News Express she worked at The Floyd County Times in Prestonburg.

She earned her degree in communications from Pikeville College.