

KPA

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Kentucky Press

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Website gets new look, more information

It's got a new look and it's easier to use. The KPA website, www.kypress.com, has been revamped and updated by New Media Administrator David Spencer.

Spencer redesigned the site to make it easier to navigate. He also incorporated additional information to make the site more useful to member papers and to the general public seeking information about Kentucky's newspapers.

The new site allows users to navigate using the menu bars to go straight to a newspaper's profile. It also allows users to have direct access to a newspaper's website.

All the information in the 2001 KPA Yearbook and Directory has been added to the website. The site also has a redesigned look for articles from The Kentucky Press. "KyPress Online" includes key stories from the most recent issue as well as an archive of past articles.

"The redesign makes it a lot easy to navigate through the web-

See WEBSITE, page 16

Pett entertains convention crowd

By JACINTA FELDMAN
KPA News Bureau

Holding a large black marker, Lexington Herald-Leader editorial cartoonist Joel Pett transformed a quick sketch of former governor Wallace Wilkinson into a weasel.

Kind of.

"Not only does that not look like Wilkinson, it does not look like a weasel and somehow that doesn't matter," Pett said.

Pett, who won the 2000
See PETT, page 16

Backus to lead KPA in 2001

By LISA CARNAHAN
KPA Member Services Director

Another winter convention is behind us, but the memories are still fresh in our mind: Marty Backus began his reign as KPA president; Teresa Revlett passed the gavel over to Backus and became a past-president; Mary Schurz was honored with the Lewis E. Owens Award; Tom Caudill was awarded KPA's Most Valuable Member Award — all this among some of the most intensive training for newspaper employees that KPA has ever offered.

Backus, publisher of the Appalachian News-Express in Pikeville, said he was honored to be at KPA's helm.

"It's a great honor to have the privilege of being the first president of the Kentucky Press Association in the beginning of a new century, the 21st century," said Backus.

He noted the fast-paced changes in the newspaper industry of recent years and said he wants KPA to be ready to deal with those changes.

"KPA started 132 years ago last week and I doubt in any time in our history have we have seen so many changes coming at us so fast," he said.

Backus said KPA is there to help every newspaper in Kentucky, and he wants to see the organization do that. But in order to offer help, KPA needs information from its member newspapers.

KPA sent out surveys asking newspapers what are the biggest issues they currently face. Only 20 percent have been returned.

Backus encouraged members to take the time to respond to the survey.

"You're protecting yourself," he said.

Backus paid tribute to former KPA president Guy Hatfield, owner and publisher of Hatfield Newspapers, Inc., who was at the convention despite the fact he had recently undergone quintuple bypass

See BACKUS, page 16



Top: Marty Backus, publisher of the Appalachian News-Express in Pikeville, was inducted as KPA President for 2001. Above: Past President Teresa Revlett, publisher of the McLean County News, gives Lexington Herald-Leader assistant managing editor Tom Caudill, his past president's clock.

Hurst to chair KPA's New Media Division

Tim Hurst, publisher of the Benton Tribune-Courier, has been named chairman of the KPA New Media Division.

Hurst, a state at-large member of the KPA Board in 2000, becomes the fourth chairman of the division that was founded in May.

See HURST, page 16



Joel Pett drew sketches of past presidents and local leaders.

What's Ahead

- March 22: KHSJA State Convention Galt House East, Louisville
- June 21-23: 2001 KPA Summer Convention, Covington

Inside

- Pg. 2: Kentucky People, Papers in the News
- Pg. 7: Viers lauds Illustrator as best for ad design
- Pg. 8 & 9: Convention highlights
- Pg. 10: Bills to watch, applaud in the General Assembly

Kentucky people, papers in the news

Peace promoted to GM at Corbin Times-Tribune

After four years as the business manager at the Times-Tribune in Corbin, Esther Peace was named the newspaper's general manager last month.

"I think it's a big responsibility," Peace said. "Because I consider the people and this paper as my family, I decided to take on that responsibility."

Peace is a 1985 Cumberland College graduate with a degree in business and accounting. She joined the Times-Tribune staff in 1997 as business manager after opening a fitness gym and running it for four years. During her time at the newspaper, she has also served as circulation manager, worked with advertis-

ing and acted briefly as general manager under the previous publisher.

Peace will oversee the day-to-day business of the Times-Tribune, including working with each of the departments and the employees throughout the building.

Foutz named publisher at Paintsville Herald

Fred Foutz was named publisher of The Paintsville Herald. He replaces Scott Perry, who resigned Jan. 8.

Foutz, 54, brings more than 23 years of newspaper experience to the paper.

Most recently, he was the circulation director at News-Press, a newspaper in Fort Myers, Fla. Before that, he worked at newspapers in several

states, including his native Ohio.

"My wife and I are very excited about moving to Paintsville and meeting the people here," he said. "It is truly a privilege to be the publisher of such a fine newspaper as the Herald as it enters its second century."

Gleaner names new advertising director

Ron Obermeier is the new advertising director of The Gleaner in Henderson, Publisher Steve Austin announced.

Obermeier, 40, will manage The Gleaner's entire advertising operation, including the ad production/design department.

Obermeier is a graduate of Ball State University with a degree in graphic design. He is also a veteran advertising sales manager.

Before coming to Henderson, he was the retail ad sales manager for the Evansville Courier & Press. He worked at the newspaper in various capacities since 1985.

Newman named editor of Kentucky Standard

Melissa Newman has been named editor of The Kentucky Standard in Bardstown. Newman is graduate of Union College with a major in business administration and a minor in journalism. She was the general manager of The Herald in Ada, Ohio. Before that, she was the managing editor of the Barbourville Mountain Advocate.

Greenup County paper launches redesign

"Across Greenup County" is the new theme that spearheads the January reader-friendly redesign of The Greenup County News-Times.

The newspaper has added a

Commentary page on A-4. It encourages readers to participate in the open forum format by submitting letters to the editor, guest commentaries and rebuttals to published columnists.

The changes also include the addition of a new syndicated columnist, Jim Davidson and moving Sports to the front of the B-section. Managing Editor Mason Branham will continue coverage of local sporting events.

Messenger reporter wins Farm Bureau award

Madisonville Messenger reporter Garth Gamblin was selected as the 2000 recipient of Kentucky Farm Bureau's communications award for a writer.

The award has been presented annually since 1960 to a print journalist whose work generates a better public understanding of agriculture.

A native of Earlington and a graduate of Earlington High School, Gamblin has been at the Messenger for 20 years.

Contest judges said they were especially impressed with how Gamblin personalizes agricultural news.

Gamblin received a plaque and \$300 during a ceremony at Farm Bureau's 81st annual convention at the Galt House East Hotel

Winchester Sun donates to Operation Happiness

The Winchester Sun donated \$1,005 and 845 cans of food to the Winchester-Clark County Association of Churches for its Operation Happiness, a program that creates Christmas baskets for local families. The donation was a portion of the proceeds from a yearly subscription promotion by the Sun's Circulation Department. The canned food was

See PEOPLE, page 14

The Kentucky Press

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Deaths

Harry Spillman Bolser

Harry Spillman Bolser, a reporter and editor at The Courier-Journal for more than 40 years who shared in a 1967 Pulitzer Prize won by the newspaper, has died. He was 93.

Bolser, a native of Campbell County, also was a Marine Corps veteran of World War II who flew 32 missions in the South Pacific as a photographer, gunner and combat correspondent.

Bolser died Dec. 12 at Massac Memorial Hospital in Metropolis, Ill.

When he was still a teenager,

Bolser worked as a newspaper copy boy in Cincinnati, first on the old Commercial Tribune and then on the Enquirer.

Bolser joined The Courier-Journal in 1927 in the Lexington bureau after studying journalism at the University of Kentucky and working on the student newspaper. He later covered Indiana news and the Louisville police beat before moving to Paducah in 1933 to open a bureau for the newspaper there. He retired in 1969, with only his wartime service and a term as night city editor in Louisville interrupting his time in the Western

See DEATHS, page 15

Board election underway to fill District 5 seat

Newspapers in KPA's District 5 are in the process of electing a new member to the Board of Directors, following David Greer's election as vice president of KPA/KPS.

Greer, publisher of the Kentucky Standard in Bardstown, has served as District 5 representative as an elected Board member but gives up that seat in becoming vice president.

Nominations to fill Greer's unexpired term were due February 1. Individuals nominated will then be voted on by the members in that district. The current term ends in January 2002. There will be a new election held for a full three-year term on the Board.

NAA releases new technology recruiting info

The Newspaper Association of America has released a new brochure entitled "Producing Newspapers," designed to aid newspaper publishers in recruiting technical talent.

The four-color, six-panel brochure lays out types of jobs, educational requirements and career progression information about a variety of technical positions in the newspaper industry. It outlines entry-level, career-track and senior-level jobs in newspaper operations and technology and offers advice, from seasoned professionals in the business.

"Producing Newspapers" will be distributed to NAA members directly and will be available at upcoming NAA conferences. The brochure will also be sent to colleges and technical schools.

You can feel good about journalism again

On the Association Front

By Lisa Carnahan
KPA Member Services Director
KHSJA Administrator



If you've suffered from a case of burn out lately, I invite you to become invigorated about journalism again — a chance to rekindle that flame that caused you to pursue this thing we call newspapers in the first place.

It won't cost you anything either, nothing like the pricey motivational workshops we all get flooded with mail about.

All it will take is a visit to the Galt House East on March 21 and 22. That's when hundreds of high school journalists will descend upon the hotel eager to learn what Kentucky's newspaper professionals (that's you) have to offer them.

On that Wednesday, there's something for the kids that we call "Pizza with the Pros." It's a free pizza party where we bring in professional journalists (that's you again) to informally share with the students about their careers. The students ask questions and just spend some time talking with these pros who relate to them how they got where they are and what kinds of things the students should be thinking about if they want to pursue a journalism career.

After that (and most people think I've lost my mind when I tell them this part), we have a dance. Yes a dance, complete with a D.J. playing the latest music, lights and neon glow-in-the-dark necklaces. It was a blast last year and the kids were really well behaved. The nationally-acclaimed study that showed kids who took journalism classes in high school did better in whatever field they chose, could add another credit: they act better, too. We've received rave reviews from our hotel managements about how our KHSJA kids have conducted themselves in comparison to other high school groups.

These students haven't been tainted yet on all the negative aspects of a newspaper career — even though they're growing up in a far more cynical age than we did and despite the fact public perception of the media is at an all-time low. Of course, not all of the 700-plus students who come to the convention are aspiring newspaper or broadcast journalists, but enough are to make you look at your chosen profession in a way you may have forgotten — with encouragement.

KHSJA was formed by KPA four years ago, the brainchild of David Thompson, KPA's executive director. He had attended several meetings of high school journalism teachers, university representatives and other media organizations in which, without exception, the lack of a statewide organization for high school journalists and their teachers was always listed as the

number one concern. Kentucky was one of only a few states without a scholastic press association. We had one up until the early 1980s that was based at the University of Kentucky, but it died for lack of funding.

David asked our board if we might try an unusual approach, have the high school press association operated by KPA and based out of our central office in Frankfort. It would be the only such operation of its kind in the nation. (Since that time several other states have beefed up the connection to their scholastic associations and some are considering KPA's approach.)

Our board loved the idea and wholeheartedly supported it in our initial fundraising drive to launch the organization. The rest is history. We formed KHSJA with the 1997-1998 school year and that first convention in Lexington drew 720 people. It was the biggest group the Radisson has ever had crowded into its ballroom. The attendance overwhelmed everyone, but it was exciting.

Then the hard part really started. We've had to find convention space that's big enough and affordable, which is why we've been in Louisville the past two years and will return there in March. And talk about pressure — if we don't have at least 700 every year, it's a huge disappointment. If you think it's hard planning a meeting for your staff or for members of your newspaper group, try looking at a high school calendar. It's impossible. There is NO good time for a statewide meeting. So, we just drop back and punt and hope for the best.

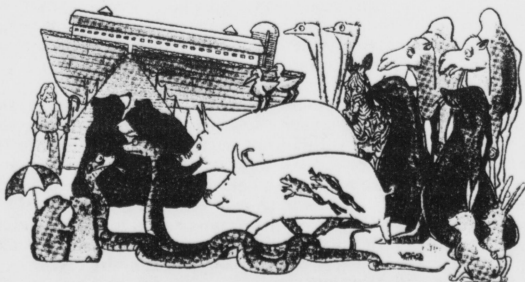
Where do you come in? How can you get involved in KHSJA and get excited about newspapers again? For one, we've invited every newspaper in the state to sponsor their local schools in KHSJA and many of you accepted that offer. It's not so much that the \$50 is too costly for the schools, it's just a headache for them to go through central office bookkeeping red tape (only to have their request sometimes misplaced). Plus, it's a great gesture of goodwill on your part.

That's not the only way to help your local programs. Sponsor them in the contest (something we implemented last year that's tripled in size) or pay their convention registration and let a staffer come with them to Louisville.

If you think presentation of the KPA awards is fun, you should watch these high schoolers. We modeled the contest much like KPA's, several categories, individual awards that are tallied toward General Excellence and plaques just like ours. When the name of those students or school is called, it's like they've won the Pulitzer, complete with cheering, whooping and hollering. You can't help but be excited!

Another way to get involved is to adopt a local school's journalism program and let a staff member act as a mentor to the students and a professional guide to the teacher. Most of these teachers have no journalism experience and would welcome any help offered. Or, you could donate computer equipment when you

See JOURNALISM, page 13



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Eugene Carnall: bathed in printer's ink for 50 years

By JIM TURNER
Editor

Russellville News Democrat & Leader

Eugene Carnall needed a good, steady job. He found one. It's lasted 50 years so far.

On Jan. 1, 1951, the U.S. Army veteran from Lewisburg went to work for the News-Democrat.

On Jan. 1, 2001, he didn't work at the News-Democrat & Leader. But he was back on the job Jan. 2. A half century later, newspaper people get holidays off. They just have to work harder the day before to make certain the news gets out.

Carnall is accustomed to hard work. He's set the standard for "by the sweat of his brow" ever since his first day on the job.

At one point in the history of Al Smith Communications he was in charge of a massive press operation that was printing in excess of 9 million pages a week.

He retired after Smith and Virginia Page sold the newspapers.

Yet he never really left. He agreed to work one day a week while filling out his retirement papers. Then it was two days a week. Later he was working so much that someone in corporate human relations told him he should go on full-time status. He did. He still is.

The newspaper's being part of a multi-state corporation has amounted to almost as much of a change as has the printing of newspapers. When he began his newspaper career, the News-Democrat was owned by one family, Mrs. Byrne Evans, her son, Byrne Allen, and her daughters, Dorothy Ann and Bede. Now it's part of Community Newspaper Holdings, Inc., which owns more newspapers than any other company. There have been five other corporate owners in between.

Back in the middle of the century, Mrs. Evans' son-in-law Dan Knotts — who was advertising manager — had become Carnall's friend as they joined other veterans of World War II at the American Legion gathering place, which was then on Main Street, upstairs near the newspaper office.

Carnall had spent 30 months in the service — eight of them in combat — after graduating from Lewisburg High School in 1943.

After returning home he had been farming with his father, Melvin H. Carnall, but was on the verge of getting married to Ruth "Cricket" Bagby and knew the farm couldn't support more than one family.

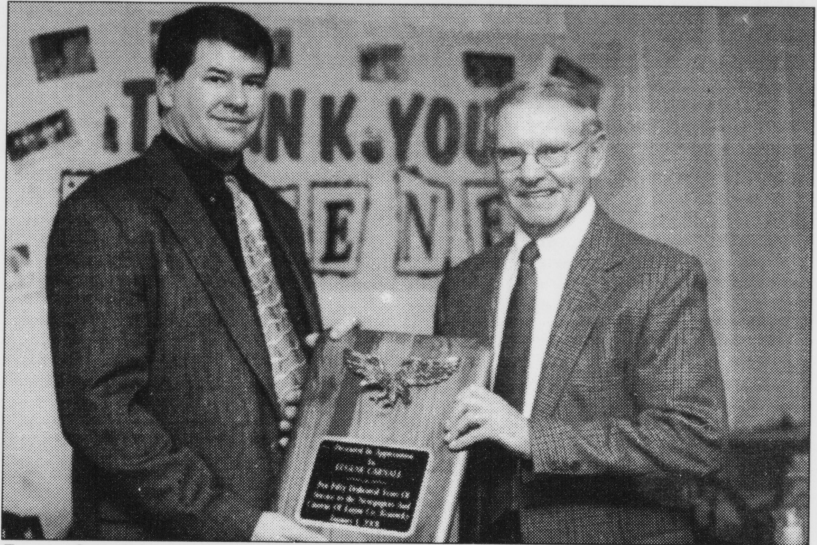
"I needed a steady job. I wasn't particularly interested in newspapering, but I knew that whatever job I took, I would give it all I had," he said. He always has.

The job was available because Bill Province had resigned to go to the Korean Conflict.

Because he was a veteran, the military paid his salary starting out, since this was a form of vocational education.

Eugene did whatever the Evans family asked him to try. He worked primarily in the pressroom, which was still using the old letter press style of printing. But he also sold ads, wrote sports and outdoors columns occasionally, operated the mailing machine, and learned to "mark up" advertisements as to how they would look in the newspaper.

The business was almost as involved in job printing as newspapering. When the newspaper had been "put to bed," Eugene helped John Roberts print everything from brochures to tax notices to handbills to ballots. The Evans fami-



Eugene Carnall is presented a plaque by News-Democrat & Leader Publisher Randy Fuqua in recognition of his fifty years of dedicated service to the newspapers and citizens of Logan county. (Photo submitted by the News-Democrat & Leader)

ly was conservative in business but strictly Democratic in politics. Lots of ballots were needed in the political hotbed of Logan County.

After Carnall became the "floor man," setting up the ads and overseeing the composition of the inside pages of the News-Democrat.

In 1968, some former N-D staffers, including chief writer Al Smith, business woman Tookey Kemp and hard-working Virginia Page, left to start their own newspaper.

"Al asked me to come with them, but I felt that I needed to stay with Mrs. Evans as long as she ran the News-Democrat," Carnall remembers.

Charlie Snyder, from whom the company had acquired the Adairville Enterprise, took over supervision of the composition and make-up of the paper.

Soon, Mrs. Evans sold the News-Democrat to Smith's group, and Carnall joined that staff.

The newspaper was being printed in Franklin through the offset style, which involves the use of photographic images. Eugene knew something about the process from a smaller machine the N-D had been using for job printing.

Smith told him to learn all he could, because he would soon be running a press in Russellville. In 1973, a large offset press was installed in the converted hardware store building on the Public Square which is still the home of the newspaper, and Carnall was in charge of printing.

"Al turned me loose to run the press and to get us customers to use it," he remembers. Not only would he talk with potential customers, but Carnall also figured out how much to charge them.

Publishers liked the price and the quality of the work.

By the late 70s, Carnall's crew was printing 18 big papers, including the two in Russellville and company-owned newspapers in Cadiz, Morgantown, Leitchfield and Brentwood, Tenn.

Carnall was also printing publications in Murray, Madisonville, Clarksville, Ohio

County, Cave City, Greenville, Fort Campbell and several from Bowling Green.

When the number of papers was multiplied by the number of pages in each, the pages printed on the Russellville press often approached 10 million per week.

The first employee Carnall hired was James Hightower, who also worked at Emerson. Hightower is still part of the pressroom crew after 30 years.

Carnall saw a young teen looking in the pressroom window and asked him if he was interested in a job. Steve Justice was indeed interested, and still is on the job about 25 years later. He succeeded Carnall as pressman or foreman when Eugene "retired."

Among the other youngsters he worked in those early days were James Hadden, Kerry Goodwin, (Smith's stepson) Carter Hancock, and his own son, Murray Carnall.

He also hired four women to work as inserters in the pressroom. One of them, sister-in-law Inez Bell, is in her 21st year on the job after having retired from Emerson Electric after 30 years of service there. Others were Barbara Wilkins, Lorene Rigsby and Wanda Ballard.

Over the years many other employees — both teens and adults — learned hard work, neatness and efficiency by being trained by Eugene Carnall.

Since giving up supervision of the pressroom a little over a decade ago, Carnall's role has been to determine how many pages a newspaper edition will have based on the advertising volume and then decide on which page the ads will go and where they will be placed.

He always tries to give advertisers every advantage possible, realizing how important they are for a newspaper to exist.

Carnall has been doing more work in the pressroom lately, trying to give Justice much-needed time off occasionally.

How long will he continue to work? "As long as I'm performing useful functions and my health continues to be good, I'll be here doing my job," the 75-year-old ball of fire says.

Technology Today



Networking Macs with PCs just became easier

By Kevin Slimp



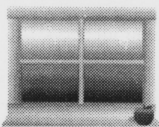
Some months I have to spend hours trying to think of something interesting to write about. Not this month. I moved into a new office recently and one of the first challenges I was faced with was getting the new Macs in my office to behave nicely with the PCs everyone else is using. To make matters even more difficult, most of the computers on our network are located in a different city.

I thought this would be relatively simple. Our server, based at the other location, runs an NT network. It seemed to me that it should be pretty simple to get an NT network engineer in here to get our Macs to work with the rest of the network. Not so simple, I was told. Several things about our network, coupled with the usual "we don't work on Mac networks" attitude, finally convinced me I was on my own. In the past I have faced similar problems getting PCs to run on Mac networks. MacLan, by Miramar Systems, provided just the solution I needed to get Windows-based systems to work on an AppleTalk network.

Two weeks before the move I received some software from Thursby Software Systems called DAVE. DAVE is advertised as the first cross-platform solution that uses TCP/IP protocol (instead of AppleTalk) to allow Macs to run on Windows networks. I decided to give DAVE a chance. I ran the installation software and was asked a couple of questions concerning the network type (Ethernet), IP address and subnet mask of the NT server. I was pretty proud of myself when I restarted the computer and double-clicked on the DAVE icon in the Chooser. There, on my screen, was the entire NT network. All the locations in both cities were listed. Some were password protected (as they should have been) and I was refused access. Others needed no password and I was able to move files easily to and from the folders.

I've created an alias which opens DAVE at startup. This means whenever my computer is on, I'm on the NT network. PC users see my computer as another computer in their Network Neighborhood. The other Mac in my office sees my computer on the

Network Your Macintosh
With Wintel PCs



DAVE

for Macintosh

DAVE, by Thursby Software Systems, allows Macs to interface with PC networks.

AppleTalk network. It's the perfect solution for me. In addition DAVE also allows sharing of Postscript printers across the network.

Thursby also has a program called MacSOHO which is similar to DAVE, but meant for the small office/home office environment. It allows for the sharing of text and graphic files quickly and efficiently between PCs and Macs. With the MacSOHO setup assistant, configuration is easy. There are no IP numbers to deal with, only a computer and workgroup name. A single user version of DAVE retails for \$149. A five-user version is available for \$599. MacSOHO retails for \$99. For more information see the Thursby Software Systems website at www.thursby.com.

Putting my money where my mouth is

Friends and colleagues like to give me a hard time because most of the products I review are furnished by the manufacturers. It's easy, they say, to recommend something when I don't have to spend my own budget for an item. As mentioned earlier, I recently moved to a new office and it was time to purchase hardware and software for my office. Thinking our readers might like to know what I actually buy when I'm spending my (at least my employer's) money, here's what I purchased:

Computer: I outfitted my office with two Dual-Processor G4s (dual 450 MHz version). MacConnection was offering 128 free megs of ram with the purchase, so I upgraded the machines to 256 megs of ram at no additional cost.

Printer: I purchased a Xante
See NETWORKING, page 13

File sharing prevents simple task of renaming hard drive

Dr. Tech
Hotline

By Tim Jones
Parts-Plus



The KPA Trade-Show is now history. I enjoyed meeting and talking with several of you while there. Congratulations the winner of the iMac drawing Brett Hurst with the Kentucky Department of Education in Frankfort.

A recent question may sound like a simple matter to some, but it may be one you need to know in the future. I want to change the name of the hard drive on my Macintosh but when I click on it nothing can be changed.

Usually this is caused by File Sharing. While your hard drive is being shared, the name cannot be changed. If you need to change it you must go to the Apple Menu, Control Panels, File Sharing and turn file sharing off. You will want to check with other users on the network before you do this.

After sharing is turned off, then you can change the name of the hard drive. Then you will need to go back and turn file sharing on. Now, it will be necessary to tell all other users who may be accessing your shared files, so they will know what hard drive name to look for. They will also need to update the names of alias or Apple Menu items that were used to access your shared files.

You may have heard that Apple will introduce a new operating system sometime this year. It will be called OS X. Operating System Ten

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is its name. There is a version available for trial and experimentation. I have tried it. You will not want to try it on any working Computer at this point. It is for those who want to experiment and try new things. The present product known as Mac OS X Public Beta is not a finished software. It does not handle USB and may be incompatible with other software.

I have opened Photoshop in the Classic OS9 mode with no problems except it will not print to a USB Printer. We will be using it someday when Apple ships new computers with it pre-installed and when software companies have updated. Until then, just enjoy OS 8 and OS 9.

If you are loading software such as PageMaker or Photoshop onto a Mac with OS 9, it is wise to choose custom install and prevent it from installing Adobe Type Manager. The reason is that OS 9 requires ATM version 4.5.2. If earlier versions are installed the computer may not start up or may give trouble. The update is available on the Adobe.com website if you need it.

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Newspapers must offer young readers what they want

By JACINTA FELDMAN
KPA News Bureau

If newspapers want to catch kids while they're young and make life time readers out of them the industry needs to realize they've come a long way since the days of the Beatles, said Mike Peterson, Educational Services Director for the Post-Star of Glens Falls, N.Y.

When the British band debuted on The Ed Sullivan Show in the 1960's, kids sat through a line-up that included acrobats, a magician and Two-Ton Tessie O'Shae before they got to hear the group's music.

Peterson said if the band debuted in the year 2000, the outcome probably would have been very different.

"They're not going to sit through Two-Ton Tessie O'Shae, they're going to go up to their room, they're going to throw in a DVD, they're going to log on," he said.

Peterson, along with David Pego and Michelle Knoebel, co-directors for Educational Services with the Austin American-Statesman, gave a three and half hour presentation about the importance of getting and keeping young readers, and how newspapers can go about doing that.

With so much electronic media competing for the attention of today's youth, the newspaper is quickly becoming a forgotten form, Peterson said. For the industry to survive, it is going to have to do something to appeal to the youth. If it doesn't, the current readership will die-off and there will be no

new readers to replace them.

"Are we losing just a bunch of Britney Spears fans? Well, where were you at 14? Did you own a car? Did you own a house? Did you own a bunch of suits? Were you running around being kids?" Peterson asked the audience of grown newspaper people.

"It is foolish to pass them by. We are just stupid to turn our backs on kids with that much spending power."

He said newspapers can't just expect parents to teach their children the importance of reading the newspaper. He has worked at newspapers for years, and he said his own three children don't subscribe.

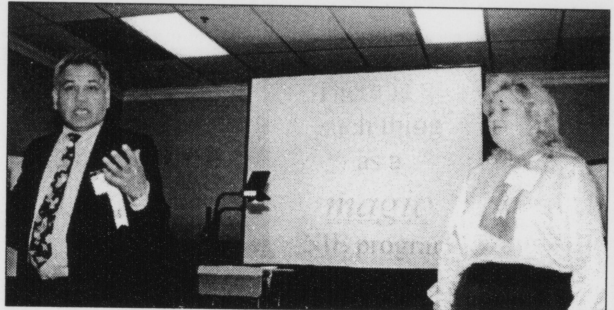
"They're literate, so they listen to NPR and get their news online, and that ought to scare the hell out of you," he said.

There are two keys things newspapers have to do to attract young readers: put something in the newspaper they want to read and make sure the newspaper is in front of them.

He said the best way to do that is to get newspapers into the local school systems. Once they are there, newspapers must make sure there are things that will appeal to the students every week.

At the Post-Star, where Peterson works, the paper offers a youth page every week, and on it they include things like fictional serial stories. If they run them only sporadically, the increase in cir-

See NEWSPAPERS, page 7



David Pego and Michelle Knoebel explained to Kentucky newspaper people how they made the NIE program at the Austin American-Statesman successful during a circulation division seminar at the winter convention.

Readers: Get them today, or they won't be there tomorrow

By JACINTA FELDMAN
KPA News Bureau

A Texas researcher has proved what many journalists have thought for years: Using the newspaper can make children better readers.

"What we found was newspapers do work as teaching tools," said Michelle Knoebel, a co-director for the Educational Services of the Austin American-Statesman, the newspaper used in the study. "They're perfect teaching tools."

The study, conducted by Nikki Ugel in the summer of 1999, used middle school students who read at least two grade levels below where they should, Knoebel said. They met half a day for four weeks, and used instructional strategies, newspapers and other reading materials that the children were interested in.

Students were given 30-minutes at the beginning of each class to read whatever they wanted to in the newspaper. Before the children

See READERS, page 7

Kaiser: 'Break away from the pack' for the really good stories

By JACINTA FELDMAN
KPA News Bureau

Sitting at an elderly woman's funeral, a thought occurred to Rob Kaiser, "What is going on at the Anchor Grill?"

The Anchor Grill was the tiny all-night restaurant the woman owned and turned into a northern Kentucky landmark over the past several years. Her death was big news in the area and Kaiser, then a reporter for the Cincinnati Enquirer, was covering her funeral.

But his mind was at the Anchor Grill, so he left the funeral - and the pack of reporters who were also there covering it - and went over to the small restaurant. It was closed, for the first time in a long time, and several of the employees were standing outside smoking cigarettes and waiting for the funeral procession to pass.

"It was a wonderful little scene that nobody else had," Kaiser said. "Sometimes you have to be a little fearless."

Being fearless and breaking away from the pack is how Kaiser

has found many interesting scenes for his stories, and he passed that advice on to college and professional journalists at a Friday session during the Winter Convention on narrative writing.

Kaiser is a reporter at the Chicago Tribune. He has also worked at the Cincinnati Enquirer, the Lexington Herald-Leader and The News Enterprise in Elizabethtown.

When covering a big media event, he said he tries to walk the opposite direction of the other reporters so he can give his readers something different.

At another highly publicized funeral for a young man who was missing for months before his body washed ashore in another state, Kaiser stopped to talk to the grave digger before he went into the service. He was the only reporter at the cemetery. That's where he found his lead.

He warned reporters not to pigeon hole stories into categories, like a meeting story or a speech story. That produces what he called "cookie-cutter" stories.



Chicago Tribune reporter Rob Kaiser showed college students and professionals examples of his work during a seminar on story telling techniques held during the two-day winter convention.

Instead, he urged them to look for the human element in every story and write about that.

He said even public officials are human beings and they have a story to tell too, if a reporter is willing to work at finding it.

He said sometimes taking a risk won't work out, but that shouldn't discourage anyone from trying again.

"Every now and then it's good to take risks," he said. "That's how you write the memorable stories."

Viers lauds Illustrator as best for ad designing

By JACINTA FELDMAN
KPA News Bureau

In the age of entertaining television commercials and interactive websites, newspaper advertisements need to take the leap from safe and predictable to exciting and fun if they want to survive, Certified Adobe Expert Russell Viers said.

Viers gave a Thursday morning session about how ad designers can use Adobe Illustrator to make their ads more appealing to the readers, and in turn more appealing to the advertisers.

When there is a sale at a local store, designers should do more than put a piece of clip art in the middle of an ad and slap on the headline "Big Sale."

He said using Adobe Illustrator, a vector-based program, is one way to make ads look more attractive.

In a vector-based program, every shape is made of anchors and lines. Because of that, the shapes

can be resized without any distortion to the actual picture or graphic.

"Vectors are nothing new to us, it's just in Quark we have some control, in PageMaker we have no control, but in Illustrator, we have total control," he said.

That total control is what makes it the best program to use for ad design, he said.

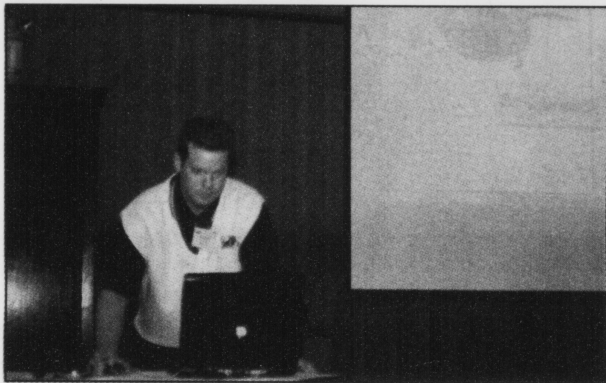
It lets you quickly manipulate clip art to fit your need, instead of having to fit your need to the piece of art you have, he said.

And, you can easily create your own art work using the shapes or freehand tools in Illustrator, he said.

He said it takes away some of the restrictions designers are placed under using other programs, and allows them to be more creative.

"I think you guys could have a lot of fun with this building ads," he said.

The program costs about \$350,



Russell Viers demonstrated ways that Adobe Illustrator can do to make ads more appealing to readers and to advertisers in a session during this year's KPA winter convention.

and Viers said it is a very good investment for any newspaper that designs ads.

"I don't work for Adobe, I don't

own stock in Adobe, I don't even get free stuff from Adobe," he said. "I'm just a user like you who wants to get done as fast as I can."

Newspapers

Continued from page 6

tion they see when they do run them, drops off when they stop. Newspapers must make a time and space commitment to running these kind of stories every week to get sustainable numbers, he said.

When newspapers commit themselves to running pages aimed at a younger audience, they should include things that truly appeal to them and not rely on stereotypes, he said.

"If we are going to court them as an audience, we need to court them where they are, not where we think they are," Peterson said.

He likened it to the "Woman's Page" of the 1950s and 1960s. He

said the only thing that ran on those pages were dress patterns and recipes, but women were interested in much more complex topics than just those.

"I think we're still in the cake mixes, we're still selling them dress patterns, and cake mixes and patting them on the head saying 'yo kids,'" he said.

Knoebel and Pego raised the daily circulation of the Austin-American Statesman by 2,000 by doing just that. The two produce a weekly section for the Newspapers in Education (NIE) section of the Statesman.

They make their section very interactive with contests and giveaways. When the rodeo was in town, they produced a section that was about the history of the rodeo, and then they arranged to have a special

rodeo for the school children.

Once they even gave Knoebel away. The newspaper sponsored a contest where the children wrote in and answered the question, "Why my teacher deserves the day off." Then Knoebel, who was a teacher before she began working in newspapers, substituted teaching - using the newspaper - the whole day for the winning entrant.

She said doing things like this gets the children interested in the newspaper, and excited about reading. And it gets teachers aware of what you are doing, and they too will want to become involved.

And all three agreed that getting people involved is the only way that newspapers will survive.

"The kids belong in the newspaper," Peterson said. "It's their newspaper too."

Readers

Continued from page 6

actually read any text, they talked about what they thought the stories would be about based on the physical attributes of the paper, like headlines, pictures and other graphics. Then they read out loud to each other and discussed the stories again.

Each day they marked the words they did not understand, and charted them. As time went on the students showed improvement in word comprehension. They were able to infer difficult words' meanings by using the rest of the story, and children could see their progress on the chart.

The program made reading a group project, instead of an isolated

exercise, said David Pego, Knoebel's partner in Educational Services at the Austin American Statesman. Students were encouraged to ask questions about what they didn't understand and to ask themselves "Does this make sense?"

At the end of the program, all the students improved at least one grade level, Knoebel said. The average was two grade levels and some improved as much as four grade levels.

The newspaper's low reading level, photos and other graphics helped the students improve, but mostly it was the children's high interest in it that kept them reading, Knoebel said.

"If you put a stack of newspapers there and a stack of biology books here, what do you think they are going to go for?" she asked.

Knoebel said the research was

very important to the future of newspapers and Newspapers In Education programs because it is proof that they actually work.

"It was not a newspaper study," she said. "It was a study that showed the use of newspapers is useful."

Since the study was done two years ago, the Austin American Statesman's school circulation has increased 50 percent. But for Knoebel, who is a former teacher, the best part of the program is not an increase in circulation, but seeing children who are reading better.

The program and its success have received national attention, and other places are showing interest in repeating Ugel's work.

"The exciting part is this has started to mushroom and different cities are starting to do this," Pego said.

Getting Back to the Basics Photography

By JACINTA FELDMAN
KPA News Bureau

It only took one picture for a room full of people to remember the shootings at Columbine High School. Another photo took them back to the day Elian Gonzalez was taken from his Miami relatives. And another jarred the memory of a violent war.

"Isn't it amazing that you can look at one picture and be reminded of a war? That's pretty powerful," said James Kenney as he flashed through a series of slides.

Kenney, who teaches photography at Western Kentucky University, was showing the slides as part of a Friday session at the Winter Convention giving pointers on the basics of good photography. He said strong photos can become cultural icons.

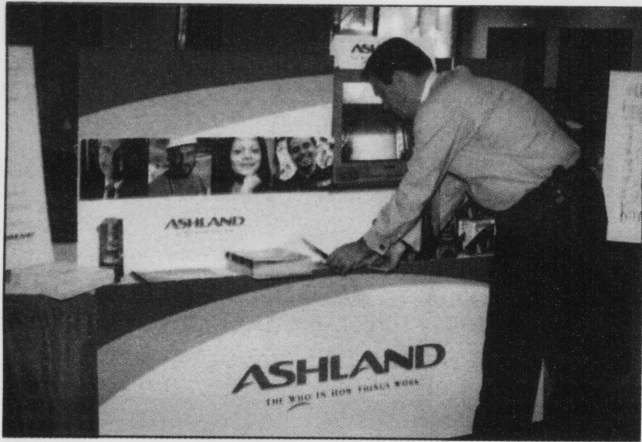
"I'm a strong believer in photography, not only as something that ends up on the bottom of the bird cage, we have the potential to make history," he said.

When he sees a good photo, he said he often asks himself if he would have seen the opportunity that photographer did. He said good photographers have to be ready whenever the opportunity arises.

"Not every moment, not every photograph screams at you, sometimes it whispers," he said.

Kenney gave the group some

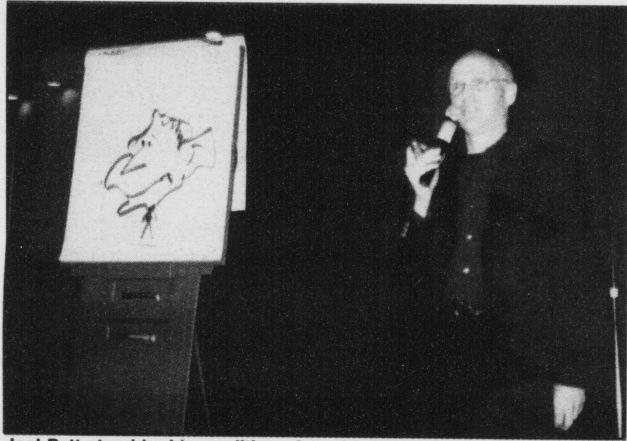
See PHOTOGRAPHY, page 13



Stan Lampe of Ashland, Inc., set up the company's Trade Show booth. Lampe was also a presenter during the convention, leading a session on how to set up and maintain a corporate web "newsroom."



KPA General Counsel Kim Greene led a session on legal issues and the internet.



Joel Pett stood by his rendition of newly-elected George W. Bush during his presentation. Pett was the featured speaker during the Changing of the Guard luncheon.

KPA 2001 Winter Convention — something for everyone



The star of Public Television's "Reading Between the Lions" made a guest appearance at Friday's lunch.



One of the different things offered during the 2001 Winter Convention was the "Coffee House," a break area where you could mingle with friends and play cards. Above, left to right: Clay Scott, Edmonton Herald-News, KPA President-Elect Dave Eldridge, News Bureau Director Jacinta Feldman, District 15A Board member John Nelson, Executive Director David T. Thompson and Administrative Assistant Sue Cammack took their turn at a game of Hearts.



1999 KPA President Tom Caudill, left, talked with Kentucky New Era Publisher Taylor Hayes (right) and Princeton Times Leader Publisher Chip Hutcheson during the opening reception.



Lexington Herald-Leader editor Pam Luecke introduced Pulitzer-Prize winning cartoonist Joel Pett Friday afternoon. Luecke said Pett is "an occasional thorn in my side," but described him as "the conscious for his profession."



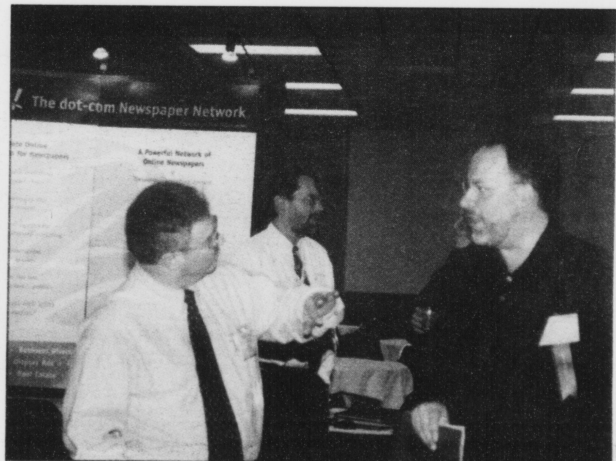
Outgoing president Teresa Revlett presented Lexington Herald-Leader assistant managing editor Tom Caudill with the Russ Metz Memorial Most Valuable Member Award. Revlett said she choose Caudill for his work with KPA's Legal Defense Fund.



There was no complaint about the food from the Galt House East. This year's convention featured an opening reception that nearly qualified for a full-course meal.



Owensboro Messenger-Inquirer Ad Director Elaine Nelson talked with Roger Lee of PowerAdz.com during the Trade Show.



David Brown, left, of Townnews.com spoke with convention-goers during the 2001 KPA Winter Convention and Trade Show.

LEGAL NEWS & VIEWS

'Good, bad and ugly' has been filed this session

By KIM GREENE
KPA General Counsel
Dinsmore & Shohl



As you read this, the first ever annual session of the Kentucky General Assembly will be fully underway. Legislators met in early January to organize the session and committees have been meeting during the three week interim. But the full contingent is just now assembling.

A number of bills have been prefiled, some of which have some bearing on the public's interest in access to its government. So far, it's not too bad. Here's a brief list for you of the good, the bad and the ugly:

Bills with Troublesome Language:

• HB 36: An act relating to law enforcement activities.

Sponsor: Rep. Perry Clark

This bill requires law enforcement officers to obtain a court order before conducting a traffic checkpoint or road block. The law requires that law enforcement officers notify local media outlets serving the public in the checkpoint's geographic area one week in advance of the day of the checkpoint's operation and the general, but not necessarily specific, location of the checkpoint. Another section of the bill, however, says that the court order authorizing the traffic checkpoint may be made confidential until noon of the day after the checkpoint's initial operation. It

can't be both ways.

• HB 6: An act relating to the protection of newborns and declaring an emergency.

Sponsor: Rep. Jodie Haydon

This bill provide immunity from prosecution for any parent who voluntarily delivers a live newborn to a hospital or other entity listed in the act. It's a reaction to stories of abandoned newborns. The bill provides that all records relating to the leaving of the newborn shall be confidential and not subject to production under the Open Records Act. This is problematic. Certainly, some information (for example, the identity of the mother) can be legitimately kept confidential, but this language is broad enough to prevent the public from obtaining any information about how this law is administered.

Three similar bills have been introduced in the house and the senate:

• HB 45, Sponsor: Rep. Tom Burch; SB 21, Sponsor: Sen. Tom Buford and SB 25, Sponsors: Sen. David Boswell and Sen. Bob Jackson

These bills are identical to each other. Their language is preferable to the language in HB 6. The only provision in these bills that limits public access says that the identity of a person placing a newborn infant with an emergency medical services provider, police station, fire station or hospital shall remain confidential.

The bill calls for guidelines and protocols to be devised which include methods to preserve the confidentiality of a parent who places a newborn

infant in the care of any emergency medical services provider.

Bills to Applaud:

• HB 117: An act relating to the criminal justice system.

Sponsor: Rep. Paul Bather

This bill deals with complaints from members of the public against police officers. It would require all police departments to use a standardized complaint form. Once the complaint is filed with the police department, it is considered a public record.

• SB 50: An act relating to boards of education.

Sponsor: Sen. Tom Buford

This bill would amend existing law to require discussions conducted by the Kentucky Commissioner of Education regarding the appointment of a prospective member to fill a vacancy on a local board of education to be open meetings. The bill specifically states that, notwithstanding the provisions of KRS 61.810 (which contains the so-called "personnel exemption"), interviews conducted by the Commissioner of Education that lead to the appointment of a member to a vacancy shall be public meetings, open to the public at all times and shall be held in accordance with the Kentucky Open Meetings Act. Not only that, but the commissioner must provide an opportunity for the community to question the prospective candidates in a public

See SESSION, page 11

Hearing set for March 7 on release of ex-chief's charges

The Bardstown community may know next month what type of charges led to the dismissal of its former police chief Michael Shain.

During a Nelson Circuit Court proceeding in January, Judge Larry Raikes set a hearing date for 9 a.m. March 7 to decide whether a temporary order to prevent the release of the charges will become permanent.

Shain's attorney, Doug Hubbard, filed the temporary order in December after The Kentucky Standard filed an open records request with the city of Bardstown to release the information.

The city was willing to release the charges it has filed against Shain which led to his dismissal and ultimately his firing in December.

However, the motion filed by Hubbard stopped that from happening.

After the temporary order was filed, The Standard hired the Louisville law firm of Dinsmore & Shohl to intervene in the proceedings.

The law firm also represents the Kentucky Press Association and The Courier-Journal in press

matters.

Raikes has allowed each side - the Standard and Hubbard - 45 days to file arguments at the courthouse representing their beliefs. Then each side will have 15 days to respond to the other arguments.

Dinsmore & Shohl attorney Kenyon Meyer is representing the newspaper in the proceedings.

He said his main arguments will be Shain was a high-level government employee at the time of the charges. Since he was being paid with tax dollars and also received a severance pay from the city with tax dollars, the community has a right to know the charges against him.

In previous interviews, Hubbard said releasing the charges will violate the privacy of Shain and others listed in the charges. However, Meyer said the fact Shain was a government employee overrules any privacy issue that may be argued.

Bardstown City Attorney Craig Maffett was at the court proceeding, but left after announcing the city had no further action in the case.

AG: Agencies can't demand to know why you're looking

By MARK CHELLGREN
Associated Press

Public agencies cannot demand to know the reason for inspecting public records or base their decision to release documents on whether they like the reason, according to an attorney general's opinion.

The Open Records Law "does not authorize public agencies to inquire into a requester's motives in seeking access to public records, or to consider those motives in determining whether the records should be released," said Assistant Attorney General Amye Bensenhaver.

Chris Henson of Covington asked the Covington Police Department for reports on a number of crimes. Henson said Assistant Chief Tom Schoneker asked why he wanted the documents.

Henson said he was researching crime patterns in the city.

Schoneker said he turned down the requests also because providing the documents would have been a burden on the department.

Bensenhaver said public agencies can ask only for a signature from someone asking to inspect public records, a legibly printed name, and a description of the records. Anyone

seeking records for a commercial purpose may also be required to sign a statement, but access to the records cannot be denied even if it is for a commercial purpose.

The department also must prove that making the records available would be an unreasonable burden, not merely say that it would be.

Bensenhaver said the courts also have ruled that the reason for seeking access to records is immaterial to whether the records must be provided.

"We think the legislature clearly intended to grant any member of the public as much right to access to information as the next," the Court of Appeals said in one decision.

Bensenhaver sided with the police department on one issue: whether it can require Henson to inspect the records at department headquarters during ordinary business hours.

Henson said he wanted the records sent to him.

But if the person requesting the records is in the same county as the records, Bensenhaver said it is appropriate to require inspection, rather than sending the records to the person.

Legal briefs

Kentucky Standard challenges Kentucky Bourbon Festival

The Kentucky Standard has asked the Kentucky attorney general to rule whether the Kentucky Bourbon Festival Board of Directors is subject to the state's open meetings law.

"After conferring with legal counsel, we believe there is a possibility that the bourbon festival board qualifies as a public agency on at least two counts," Standard Publisher David Greer said.

First, the state's open meetings law says an organization is defined as being a public agency when it is created by another public agency. The Bourbon Festival was under the jurisdiction of the Bardstown-Nelson County Tourism & Convention Commission, a public agency, until September 1997 when it was spun off to be a separate, nonprofit organization. But the festival's articles of incorporation were signed by Dineene Bradley, the then-executive director of the tourism commission.

Secondly, the newspaper's request for a ruling points out the Bourbon Festival board's membership make-up. State law says a body qualifies as a public agency if its members are appointed by public

agencies or public officials.

The Bourbon Festival's by-laws sets the board at 11 members. The first seven board appointees are comprised of five appointees from public agencies or public officials — Nelson Fiscal Court, the county judge executive and Bardstown mayor — while only two of the first seven are from the private sector — the Kentucky Distillers Association. The seven then appoint four at-large members.

"Clearly, of the 11 KBF board members, the majority is appointed either directly or indirectly by public agencies or public officials," the Standard's letter to the attorney general said.

It's not immediately known how long it might take for the attorney general to render a decision. In Kentucky, the attorney general's opinion in open meetings and open records cases carry the force of law.

"Research showed no previous cases in the state exactly like this one," Greer said. "It will be interesting to see how the attorney general rules."

Herald-Leader sued over withdrawn job offer

A man who claims the Lexington Herald-Leader withdrew a job offer after it discovered he had the virus that causes AIDS has sued the news-

See BRIEFS, page 12

Newspapers want access to AG's files on Downey, 'Doe' scandal

By CHARLES WOLFE
Associated Press

Arguments about opening the attorney general's files on the scandal involving Kent Downey — files that would embarrass one of Downey's presumably prominent friends if they became public — were put before the Kentucky Court of Appeals in January.

Downey, a high-ranking legislative employee before he was caught in a sex and gambling scandal, had sued to keep the files sealed. So has the friend, whose name has been kept secret and who is identified in the lawsuit as John Doe.

At issue for the appeals court is whether it should uphold or overturn a circuit court's interpretation of the Kentucky Open Records Act.

Local prosecutors' files are exempted from public disclosure under the law, so the attorney general's files should be exempted too, Franklin Circuit Judge William L. Graham ruled in September 1999.

Three newspapers — The Courier-Journal in Louisville, the Lexington Herald-Leader and The State Journal in Frankfort — want access to the files. Attorney General Ben Chandler wants to hand the files over. That alone makes it an unusual open-records case, newspaper attorney Kimberly Greene told a three-judge appellate panel.

The case "does not put a disappointed records seeker against a

public agency," Greene said. "What we have here is an agency that is willing to, and interested in, releasing its records."

Downey was operations manager for the state House of Representatives. He also ran a side business sometimes from his office in the Capitol. The business, Entertainment Outings Limited, organized golf and gambling events, complete with exotic dangers. Public officials and lobbyists, among others, attended. Illegal sexual activities took place.

Only Downey and his former business partner, Witt Wisman, were charged.

John Doe's attorney, William E. Johnson of Frankfort, argued that the General Assembly wanted to exempt all prosecutors' records, though the Open Records Act does not specifically mention the attorney general's records.

Greene, the newspapers' attorney, argued that the appeals courts should send the case back to Franklin Circuit Court and require Downey and John Doe to seek a different exemption on privacy grounds.

Judges on the hearing panel were Daniel T. Guidugli of Newport, William E. McNulty of Louisville and Julia Tackett of Lexington. Guidugli, who presided, said the panel would try to have a ruling in four to six weeks.

Session

Continued from page 8

forum.

• HB 2: A bill relating to solid waste and making an appropriation therefore.

Sponsor: Rep. Greg Stumbo

This bill creates a container recycling program. To administer the program, the bill would create the Container Recycling Authority. Section 11 of the bill specifies that the Authority shall be deemed a public agency for purposes of the Open Meetings and Open Records Acts.

• HB 86: An act relating to reorganization.

Sponsor: Rep. Greg Stumbo

This act would establish the Eastern Kentucky Exposition Center Corporation, which would develop, operate and manage an exposition center. The act specifies that all minutes, records and orders of the corporation shall be public records under the Kentucky Open Records Act.

• HB 104: An act relating to pollution.

Sponsors: Rep. Paul Bather and Rep. Greg Stumbo

This act concerns the voluntary clean-up of contaminated areas, creates the Clean-up Scientific Standards Advisory Board and empowers the Natural Resources and Environmental Protection Cabinet to issue regulations.

The act would require the Cabinet to keep a mailing list of persons interested in receiving notice of the meetings and the activities of the Clean-up Standards Scientific Advisory Board. The Cabinet must also name a contact person to be responsible for board meetings and to serve as a contact for the public to ask questions and receive information about the Board.

Whenever someone submits to the Cabinet a remedial investigation report, a risk assessment report, a clean-up plan or a final report demonstrating compliance, the Cabinet must publish a notice of submission in a newspaper of general circulation serving the area in which the site is located. The Cabinet must also publish a summary of the findings and recommendations of the report or plan.

Another section of the bill requires businesses or persons using site-specific standards to develop a public involvement plan which involves the public in the clean-up and use of the property in some cases.

The plan must also propose ways to involve the public in the development and review of the remedial investigation report, risk assessment report, clean-up plan and final report.

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• SB 2: An act relating to environmental protection.

Sponsors: Sen. Robert Leeper & Sen. David Karem

This bill is very similar to HB 104. It would promote voluntary clean-up and redevelopment of property contaminated by hazardous substances.

When a company submits a voluntary remediation work plan (which must include "meaningful public comment") to the Natural Resources and Environmental Protection Cabinet, the company must publish a notice requesting public comment on the plan. This notice must be published in a newspaper of general circulation in the county or counties where the property is located.

This bill creates the Clean-up Standards Science Advisory Board and requires the Cabinet to keep a contact list of persons interested in receiving notice of the Board's meetings and other activities. The Cabinet must also designate a person to be responsible for distribution of notices and agendas of Board meetings and to serve as the provider of information to the public about the Board and its activities.

Of course, new bills can still be filed. The KPA will continue monitoring those for you. During this session, you may receive a request from the KPA for assistance with one or more of these bills. You can often help an effort to defeat or modify a troublesome bill (or support a favorable one) through contacts with your local legislators and by your editorial comments about the bills. Anyone who can help with HB 36 and HB 6 should contact David Thompson or Lisa Carnahan now.

Should you learn of any adverse language in other bills, please contact the KPA immediately. This session is shorter than usual, so we would need to act quickly.

If you have questions about any of these bills or other subjects covered by the Hotline, don't hesitate to give us a call.

Court: confiscation of yearbooks violated First Amendment

In a landmark ruling, a panel of federal appellate judges has ruled that Kentucky State University officials violated the First Amendment when they confiscated the student yearbook, the Thorobred, because of the book's content and quality. In doing so, the court rejected the lower court's application of a high school-based censorship standard to expression by American college students.

"KSU officials' confiscation of the yearbooks violates the First Amendment and the university has no constitutionally valid reason to withhold distribution of the 1992-94 Thorobred from KSU students from that era," wrote Judge R. Guy Cole for the majority.

The 10-3 ruling in *Kincaid v. Gibson* by a panel of judges of the U.S. Court of Appeals for the Sixth Circuit in Cincinnati was being watched closely by both school administrators and student media around the country. A contrary ruling could have given school officials significant leeway in censoring student news media and other forms of student expression on campus.

A coalition of civil rights associations, media organizations and journalism education groups, including every accredited journalism program in Kentucky, Michigan, Ohio and Tennessee — the states within the jurisdiction of the Sixth Circuit — had urged the court to strike down KSU's actions as unconstitutional.

The ruling follows a September

"KSU officials' confiscation of the yearbooks violates the First Amendment and the university has no constitutionally valid reason to withhold distribution of the 1992-94 Thorobred from KSU students from that era."

Judge R. Guy Cole
Sixth Circuit Court of Appeals

1999 decision by a divided three-judge panel of the Court of Appeals that found KSU officials had not violated student First Amendment rights when they confiscated the student yearbook and transferred the student publications adviser to a secretarial position after she refused to censor material critical of the university in the student newspaper. The yearbooks, which school officials objected to in part because the student editor chose to include a current events section and to make the cover purple instead of using the school colors, were never distributed and have been locked in a KSU storage room since their confiscation six years ago.

In that decision, the court had said that a high school-based censorship standard adopted by the U.S. Supreme Court in its 1988 *Hazelwood School District v. Kuhlmeier* decision should also guide judges when determining the amount of legal protection for expression on the country's public college and university campuses.

The decision — the first such ruling of its kind — was in stark

contrast to court decisions over the past 30 years that have provided strong First Amendment protection to college student media.

In a rarely exercised legal procedure, the Court of Appeals threw out its initial decision in November 1999 and agreed to rehear the case before a larger panel of judges.

In the recent decision, the majority noted a number of Supreme Court decisions that have found that the "university environment is the quintessential 'marketplace of ideas' which merits full, or indeed heightened, First Amendment protection" and rejected the court's application of *Hazelwood* to the college yearbook at issue.

"Nearly 13 years to the day after the Supreme Court allowed school officials greater censorship authority over the expression of many high school students, the court today has drawn a clear and strong line saying that such censorship must stop at the college gate," said Student Press Law Center Executive Director Mark Goodman when the decision was announced.

The court flatly rejected KSU's

argument that school officials were entitled to confiscate the yearbook because they were disappointed with the publication's quality and content.

Calling confiscation "amongst the purest forms of content alteration," Judge Cole wrote:

"We will not sanction a reading of the First Amendment that permits government officials to censor expression in a limited public forum in order to coerce speech that pleases the government.

"It took some time, but this court finally got this case right," Goodman said. "As this court's decision indicates, the very idea that books have been locked away by government officials on a public university campus for the past six years so that students cannot read them is more reminiscent of a third-world dictatorship than our American democracy. Kentucky State University will now have to live down its reputation as the university that attempted to bring an end to the free expression rights of college students.

"I can only hope that this ruling will serve as a wake-up call to other colleges and universities in the country that are inclined to censor the student press," he said. "This is a resounding endorsement of the free-press rights of college journalists."

Kentucky State University officials have not yet said whether they will appeal the case or when or how they will distribute the yearbooks.

Briefs

Continued from page 11

paper.

In the discrimination suit, Dwayne Coates, 37, alleges that the Herald-Leader systematically excludes disabled people from its ranks.

Coates has previously taken his complaint to the Lexington Human Rights Commission and the Equal Employment Opportunity Commission — to no avail.

The suit says that on March 6, Coates was offered a job putting inserts in the paper, contingent upon his passing a drug test. He said he warned the paper that he would have a false positive because of a drug he was taking.

The test indeed did come up positive, and the lab reported back to the newspaper that the positive was due to Coates taking Marinol, a drug derived from marijuana that is prescribed to stimulate AIDS patients' appetites, said his attorney, James Morris.

By knowing he was taking Marinol, the paper could easily deduce that Coates carried HIV; the drug is used primarily for such

patients and, less often, for cancer patients undergoing chemotherapy, Morris said. The Herald-Leader illegally withdrew its offer, the suit says, because the test positive was excused under the newspaper's policy.

Coates is seeking actual and punitive damages.

Carriers' suit against The Daily Independent dismissed

A federal judge has dismissed a suit by two newspaper carriers against The Daily Independent, in Ashland.

The suit, which named both the newspaper and its parent company, Dow Jones & Co., as defendants, claimed the paper violated the terms of its contract with them when it demanded they sign a new contract that was "substantially different" from the existing one.

The plaintiffs, H.L. Roberts and J.J. Roberts, had asked for \$310,000 in damages.

U.S. District Judge Henry R. Wilhoit Jr. ruled Dec. 29 that the existing oral contract was primarily for the sale of goods in excess of \$500, not for the provision of services.

Therefore, it was not enforceable under Kentucky law, which mandates that such contracts be in writ-

ing, Wilhoit ruled.

Carriers for The Daily Independent are independent contractors who pay a wholesale price for papers and resell them at a profit.

Reporter fined for striking Letcher County magistrate

(AP) - A reporter for The Whitesburg Mountain Eagle was fined \$50 for striking a Letcher County magistrate during a recess in an Aug. 21 fiscal court meeting.

Sam Adams could have been fined \$500 and sentenced to a year in jail for the misdemeanor fourth-degree assault charge.

A second charge of disrupting a public meeting was dropped.

In testimony in Letcher District Court, Adams admitted slapping Robert Lewis. Lewis, according to testimony, then struck Adams with his fist. Adams retaliated by kicking the magistrate.

"This has dragged on for five months now, and I'm just glad it's over," Adams said Jan. 25.

Ben Gish, editor of the weekly, said he was disappointed in the guilty verdict but pleased with the light penalty.

"I think the evidence clearly showed that Sam was provoked," he said.

Fiscal court, paper find resolution

The Pulaski County Fiscal Court re-voted at the end of December to hang historical documents, including the Ten Commandments, in the County Courthouse after the attorney general issued an opinion saying the court conducted an improper executive session concerning the issue.

In the opinion, the attorney general said the court was wrong at its Oct. 10 meeting, when it allowed King of Kings Radio Network owner David Carr into its closed session, but banned other members of the media and the public.

Carr delivered a transcript to the court that contained legal strategy from the county's attorney in the American Civil Liberties Union case, and the historical display that now adorns the courthouse wall.

Following the executive session, the court voted five to two to rehang the historical display
See COURT, page 13

Networking

Continued from page 5

Accel-a-Writer 3G and upgraded the memory to 128 megs. It sits next to my desk and runs quietly and produces beautiful results.

Scanner: Was there any doubt? I ordered an Epson 1240U and have been very happy with the results.

CD Writer: I ordered the LaCie 1394 Firewire CD-RW drive. It writes CDs at a 12x speed.

Pagination Software: Adobe InDesign 1.52. We produce a newspaper as well as lots of other printed materials. InDesign fits the bill for what we want in layout software.

Photo Scanning & Editing: Adobe Photoshop 6.0. I'm enjoying the new features, especially the text capabilities.

Word-Processing: Microsoft Word. Our editor was used to Microsoft Office on the PC platform, so we chose the Office 2001 release for Mac.

Illustration: Adobe Illustrator 6.02. It was a close call between Illustrator and Macromedia FreeHand. I chose Illustrator because the tools are similar to those in Photoshop and InDesign, making the learning curve easier for my staff.

There you have it. That's what I selected when it came from my own budget. The most amazing part of this, when all the boxes were delivered, everything worked! Nothing had to be returned. I must be living right.

(Sлимп served as director of the Institute of Newspaper Technology from 1997-2000. He has been active with newspapers of all sizes as a consultant and trainer since 1993. He serves as Director of Communications for the Holston Conference and Adjunct Professor of the University of Tennessee School of Journalism. He can be reached by email at kslimp@tnpress.com.)

Court

Continued from page 12

despite a U. S. District Court injunction that required the documents be removed.

The measure also passed in the December re-vote.

The Commonwealth Journal, First Radio and the Somerset-Pulaski News Journal all filed a complaint following the meeting objecting to the session based on Carr's presence.

Commonwealth Journal Managing editor Jeff Neal and news editor Carol Coffey met with County Judge-executive Darrell BeShears and 7th District Magistrate Ralph Troxell in December to discuss the opinion and possible remedies.

BeShears and Troxell both said that they were open to a revote, which the newspaper and other local media asked for initially.

Determination key to investigative stories

By JACINTA FELDMAN
KPA News Bureau

A panel of journalists from newspapers around the state discussed techniques they used to report and write investigative stories and series — articles that in some cases helped change public life in their coverage area and all around Kentucky — in a session at the winter convention.

"It's the kind of thing they created the First Amendment for and it's the kind of thing that invigorates our profession ... but I think the most important thing they are going to convey to you today is it ain't rocket science," said Lexington Herald-Leader Projects Editor John Voskuhl.

Voskuhl moderated the discussion, which included panelists from the Herald-Leader, The Courier-Journal and The Kentucky Standard in Bardstown. Each had authored investigative stories and shared with the audience how they reported such large projects.

Mary Meehan, a reporter at the Herald-Leader, talked about a series she and some other staff members worked on about substandard living conditions in some Lexington areas.

Meehan, who said she never worked on an investigative story before she came to Lexington, was originally assigned a different story. The newspaper got a tip that

"You can never be too wedded to your original thesis because something much better might come up."

Mary Meehan

Lexington Herald-Leader reporter

several of the worst rental properties in Lexington were owned by some of the town's most elite citizens. Meehan checked into that tip, and found out it wasn't necessarily true. But what she did find was a much better story.

"You can never be too wedded to your original thesis because something much better might come up," Meehan said.

The Kentucky Open Records Law and the Freedom of Information Act were instrumental to all the reporters' stories. They said they used the laws to obtain documents that provided facts and statics to their stories. They didn't just stop at common records, they used everything from divorce papers to civil and criminal lawsuit to glean potential information for their stories.

"You should have a specific question you want to answer, but don't limit your research to that question," said Herald-Leader reporter John Cheeves.

But to turn a good story into a great one, they said they didn't just report the facts. They found people

who were affected by those facts, and told their stories — which wasn't always easy.

Courier-Journal reporter Ralph Duvall said for his series on the inadequacy of the mining board in Kentucky, he made several trips to meet with sources that had been affected by the board's lack of involvement. Sometimes he would drive hours to meet with the people, and they would not be there when he showed up. But when he was able to meet with people, their stories made his a much better one.

The main thing to investigative reporting is not to get discouraged, with either the amount of work that goes into it before, or the lack of response that comes about after the story or series is published, the reporters said.

"My first few experiences with investigative reporting went over like a lead balloon, they had no results at all. In fact, the people I was writing about even laughed they had such little results, but you can't get discouraged by that," Cheeves said.

NNA announces newspaper contest deadline

The deadline to submit entries to the National Newspaper Association's 2001 Better Newspaper Contest is March 31.

Official rules and entry form for the contest were included in the January issue of Publishers' Auxiliary.

The contest includes 38 categories. The entry fee for each category is \$15 with the exception of category eight, Public Notice, which may be entered at no additional cost.

Participation in the contest is limited to NNA member newspa-

pers published between Jan. 1 and Dec. 31, 2000.

The awards will be presented during NNA's 116th annual convention in Milwaukee, Sept. 12-15.

For more information, call Gini Nelson at 1-800-829-4662, ext. 927; or send e-mail to gnelson@nna.org.

Journalism

Continued from page 3

upgrade — but be ready to show them how to operate it.

Or, all of the above.

Yes, it'll cost a little money and yes, it takes time that you really don't have. But ask yourself: "Do I have the time *not* to invest in these

young journalists?"

How much time do you spend trying to fill vacancies at your paper? How much time do you spend training people who aren't really qualified and have no interest in your community? If you can form these bonds now, while these young people are still in high school, there's a good chance that "bonding" could pay off when they enter the work force and think

about where they want to start their newspaper career.

It's no guarantee. But I think it's worth the gamble. What have you got to lose? Heck, you might even discover that you still enjoy this thing we all do.

(For more information about how to become involved with KHSJA, or to become more involved with your local schools, e-mail carnahan:lcarnahan@kypress.com.)

Photography

Continued from page 7

tips on turning what could be an ordinary photo into something much more:

- Use light not only to expose your film, but to add context to a picture.

- Don't stop shooting just because the action is over — some of the best emotion can be captured once things are done, he said.

- Know your community, and what will be of interest to them.

- Know when to step back and when to get in close. "As photographers, we need to recognize every times we point our cameras, what's important," he said.

- Don't put the focal point of

the picture in the middle of the frame.

The main way to improve your photos is to take more than just the shots you are comfortable with and challenge yourself. Change lenses, move angels, do something different to make the picture different.

"What photography really comes down to is telling a story and that's really the challenge," he said.

People

Continued from page 2

donated by the public to the newspaper in exchange for classified advertising. The program delivered about 200 baskets before Christmas.

Paxton purchase of Belo papers complete; seven other properties sold

Belo announced at the end of December that it has completed the sale of the Messenger-Inquirer in Owensboro, and its other Kentucky properties - the Benton Tribune-Courier, the McLean County News, Franklin Favorite, Eddyville Herald-Ledger and Cadiz Record - to Paxton media Group Inc. of Paducah as the companies previously announced. Terms of the transaction were not disclosed.

Paxton, meanwhile, has sold seven newspapers, including The Brazil (Ind.) Times, to Rust Communications of Cape Girardeau, Mo. Rust will acquire one other daily, the State Gazette in Dyersburg, Tenn., and five weeklies: The News in Salem, Ark., The South Missourian News in Thayer, MO., and three shoppers serving Fulton, Izard and Sharp counties in Arkansas and Oregon County, Mo.

Advocate-Messenger honored by American Cancer Society

The Advocate-Messenger in Danville received two media awards at the regional level for its support of the American Cancer Society.

The awards, Best Print Services Award and Best Print Photograph Award, are given once a year to outstanding media outlets. They recognize the most outstanding examples of a series of stories and photojournalism which provide a comprehensive portrayal and spirit of the work of the American Cancer Society.

The awards were presented to Jennifer Brummett of The Advocate-Messenger during the American Cancer Society's Partnering for Progress Conference held in October.

Madisonville Messenger announces staff changes

Brandi Williams, a Murray State University graduate who majored in journalism, was hired as a staff reporter at the Madisonville Messenger. She will handle general assignments and some copy editing.

Another recent addition to the Messenger newsroom is Ryan Lantrip who covers the news clerk desk each evening. Lantrip handles obituaries and community news for the Pennyrite Plus edition.

Lantrip filled the position vacated by former clerk Brian Lovvorn,

who was recently promoted to the position of sports writer.

Dooley hired as reporter on business beat at Herald-Leader

Karla Dooley was recently hired at the Lexington Herald-Leader as a business reporter, covering health and aging, along with retailing.

Before joining the Herald-Leader staff, Dooley, a December 1999 graduate of the University of Kentucky School of Journalism and Telecommunications, was a reporter at the Richmond Register.

She has also interned at the Kentucky Press Association News Bureau and the Lexington Herald-Leader. While at UK, she was an honors student and worked as a staff writer and assistant news editor for the campus newspaper, the Kentucky Kernel. She also spent two summers as a reporter for the News-Democrat & Leader in Russellville.

Messenger-Inquirer drops Indiana edition

Citing financial factors, the Messenger-Inquirer in Owensboro stopped its Southern Indiana edition at the beginning of this year.

Messenger-Inquirer publisher and president Ed Riney broke the news to Southern Indiana subscribers in a letter dated Dec. 19.

In the letter, Riney said the edition was launched on June 1, 1997.

He cited the rising cost of newsprint, "increased profit expectations" from investors and lower-than-anticipated subscription numbers.

The paper's bureaus in Rockport and Tell City were also closed.

Adair Progress, Columbia News hires Clark

The Adair Progress and Columbia News has hired Sue Clark as a writer and photographer.

A native of Taylor County, Clark is a graduate of Campbellsville University, where she earned a degree in communications, specializing in journalism.

While in college, she served as staff writer, photographer and editor of the Campus Times newspaper.

Brammer recognized in House and Senate

The House of Representatives and The Senate adjourned Jan. 3 in honor of Herald-Leader reporter Jack Brammer's 50th birthday.

Resolutions were sponsored and passed in both houses that day to adjourn in honor of Brammer, referring to him as the "Dean of the Capitol Press Corps."

"Jack Brammer has awakened the public conscience for many years as a journalist for the Lexington Herald-Leader," the resolution read.

Brammer turned 50 on Jan. 5.

The best in the business know how, when to listen

Coach's corner

By Jim Stasiowski



In a novel whose name I have forgotten, I met a very wise newspaper editor.

The protagonist of the novel was a reporter interviewing for a new job, and he told the editor he had experience covering politics.

"Do you consider yourself," the crusty old editor asked, "a political expert?"

Taken aback, the reporter stammered a little, then said, "Well, um, no sir, I don't."

The editor smiled faintly and said, "Good. I don't hire experts. Experts don't listen."

Poor listening causes many newsroom mistakes, and editors and reporters share the blame. As we start the new year, I humbly propose that all of us resolve to listen better.

Reporters must learn to listen to their sources.

Fred, a solid beat reporter, goes to a meeting. Everyone knows the city council is going to vote to build a new park downtown. The community is 100 percent in favor of the park. Fred for months has followed the story, so the 7-0 vote to buy the land and build didn't surprise him.

After the meeting, Fred corners the councilwoman who is the park's biggest proponent. He is asking all the predictable questions, and she is saying all the predictable things: "... wonderful opportunity ... children are the city's legacy ... rebirth of downtown ... ect."

Toward the end of the interview, she drops in a couple of little clauses, "... and the tax revenue we lose will be almost nothing at all."

Fred hears it, writes it in his notebook, but really doesn't pay

attention to it. In his brain, he already has written the standard, gonna-build-a-park euphoria story, and he's not about to let some tidbit about losing tax revenue screw up his plans.

Late in his story, Fred uses, without explanation, her quotation about "the tax revenue we lose." Readers look at it and say, "Losing tax revenue? What's that all about?"

I see it all the time. Reporters miss something unusual because they are so focused on writing the predictable, mediocre story they envisioned.

Reporters: Listen closely for the fact or opinion that steers you some place you hadn't thought of going. Follow the path no one else has gone down. When a city buys private land to build a park, the city loses forever the property taxes the landowners otherwise would pay.

That idea offers a creative approach for writing the gonna-build-a-park story. All the time I find such fascinating, unexplained ideas late in stories.

Reporters' listening shouldn't stop with sources. Dozens of reporters have told me they improved their interviewing by listening to skilled colleagues work the telephones.

Loud reporters (I confess, that describes me) learned how to be subtle and sensitive from quiet ones. Timid reporters listened to aggressive colleagues and realized they could ask tough questions and not have sources hang up on them.

And for story ideas, listen to your readers. Listen to what your neighbors are talking about, listen to what local businesses are advertising, read every single day the letters to the editor. If you're trying to avoid those lousy assignments editors give, come up with your own story ideas by paying attention to what you read, see and hear in your community.

See LISTEN, page 15

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Listen

Continued from page 14

Editors, too, must learn to listen. Most importantly, they should listen to what their reporters are saying.

Sally, a reporter, gets a story assignment from her editor, Joe: Track down the rumor that lots of kids are dropping out of the Central School District's high schools.

After a half-day of research, Sally finds that the Central School District's dropout problems are not worse than any other district's in the area.

By the time Sally tells him, however, Joe mentally has built up the story to award-winner status. Although he hears Sally's words, he isn't listening to her logic. He thinks Sally just isn't pushing hard enough for the best stuff. He insists she do the story, and reluctantly, she complies.

The story turns out to be a desperate and disappointing attempt to spin gold out of dog hair.

Joe got caught up in his ego. It was his story, he bragged about it in news meetings, he was sure he was a good enough editor to inspire Sally to do it well.

Editors: You hired reporters not to make your dreams come true, but rather to use their best judgment. If a trustworthy reporter says she can't find a story, believe her. Kill the story. I've read way to many weak stories that editors forced into the newspaper.

And editors, if you really want a reporter to listen, try starting a conversation with, "Sally, I was wrong."

THE FINAL WORD: In probably 10 percent of the stories I read, I will find this sentence: "The project is expected to cost \$40 million."

Hello? Are we in the news business here, or are we in the rumor business? Can't someone at this newspaper tell me who in the heck expects the project to cost \$40 million?

Uses of the passive voice almost always means the reporter is cutting corners, i.e., he either doesn't know who did something, or he doesn't want to pin an action on a source unwilling to be pinned.

Someone had to come up with the estimate of \$40 million. As long as we are in the news business, we should take seriously the idea our readers want to know who that is: Public Works Director Arnold Voss expects the project to cost \$40 million."

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

'Full Page Mania' strikes BG Daily News

Promotion results in record sales for Bowling Green newspaper

During the last seven days in January, the Daily News published 102 full page ads.

For the 23,000 daily this was an unprecedented event. Sunday, January 28 had a 32 page classified section which was a record, and total pages for the issue was also a record for any day.

Full Page Mania was the idea of Advertising Director Kent O'Toole.

Facing daily lineage losses because of cutbacks from a large advertiser and the general slowdown in business, O'Toole drew on his success of Full Page Mania at another newspaper.

"When the production manager questioned the 100 proofs, he thought I was talking about Maker's Mark," O'Toole said,

tongue planted firmly in cheek.

Full Page ads were substantially discounted, but the promotion brought in \$51,000 to give January a substantial revenue boost.

"January R.O.P. no longer stands for Real Open Pages," said Mark Mahagan, Assistant Advertising Director.

Here's how Full Page Mania worked: starting at 1 p.m. on Friday January 19, the seven Retail Advertising Representatives accepted reservations for full page ads at the lowest discounted price. At 1:30 p.m. the price increased 25 percent, at 2 p.m. the price increased 47 percent.

One hundred and one ads were sold at the lowest price.

There was a \$100 cancellation fee, a limit of two pages per day per advertiser, ad copy had to be in one day earlier than normal deadlines and color was available on a first come, first served basis.

Since this was the first year for the promotion, O'Toole allowed

ad reps to pre-sell the event. The ad was promoted by using full page ads (naturally) the four days prior to the Friday deadline.

O'Toole said at least half the ads ran more than once — one repeated five times and some normally small space advertisers bought full pages.

Full Page Mania had other benefit besides increase ad revenue.

"Full Page Mania gave us some hefty papers at a time of year when our papers normally are the thinnest. This had to have a positive impact on our subscribers," said Mark Van Patten, General Manager. He also said it created some excitement in the ad department during a normally "blah" time of year.

Van Patten added that newspapers who choose to use this promotion need to give advance notice to every department in the newspaper because of the increased workload in a compressed timetable.

WKPA meeting set for March 30

The West Kentucky Press Association will hold its spring meeting on March 30 at the Ramada Inn in Gilbertsville. The meeting lasts from 9 a.m. to 1:30 p.m., and includes sessions and speakers.

During the meeting, Bob Valentine and Lee Ann Mullen will describe the challenges of starting a local magazine, both hard copy and online. Valentine is the managing editor for Murray Life magazine and Mullen is the web master.

The second session will be a panel of everyone who is present about ways to cut costs and increase revenues, moderated by President Johnny Jones and

WKPA Executive Director Dr. Bob McGaughey. Everyone is asked to bring at least one tip on reducing costs or increasing revenue in some aspect of the newspaper.

KPA Executive Director David T. Thompson is the luncheon speaker. He will talk about the future of Kentucky newspapers.

There will also be a business meeting and the election of new officers.

Registration is \$20 and includes the buffet lunch and breaks. For more information call Jones at 270-236-2726 or McGaughey at 270-762-6874.

Deaths

Continued from page 2

Kentucky post.

In 1967, the newspaper won a Pulitzer Prize for public service, for a campaign to control Kentucky's strip mining industry, and Bolser was among the staff writers. Earlier this year, Bolser donated his award to UK.

Bolser also reported on a 1956 effort by whites to prevent eight black students from entering the all-white Sturgis High School.

James Ausenbaugh, who was Bolser's editor at The Courier-Journal for several years, said Bolser — who took his own photographs — was threatened during the school-desegregation protest. He responded by putting his camera down, facing the angry crowd and saying, "Who's first?"

"That was the end of that,"

Ausenbaugh said. "He was a tough guy. He didn't shy away from any assignment."

Bolser also covered 22 executions and a 1952 riot at Eddyville Penitentiary. He later delivered the commencement address to the first prisoners in state history to get the equivalent of a high school diploma.

Bolser is survived by his wife, Tommasina Gallo Bolser; four grandchildren; nine great-grandchildren; and one nephew.

His body was bequeathed to the University of Kentucky College of Medicine.

Lewis Milward

Lewis William Burton Milward, a long time newspaperman and author of several books of Lexington history, died Dec. 30. He was 89.

He was the author of A History of Lexington Cemetery, as well as

several other books and numerous articles about Lexington history.

In 1934, he was hired by the Lexington Leader, where he served as a sports writer, reporter, state editor and city editor. From 1946 through 1966 he was editor of the editorial page and an editorial writer.

In 1967, he became assistant editor and senior research assistant of the Henry Clay Papers project at the University of Kentucky.

Milward served as president of the Blue Grass Trust for Historic Preservation in 1968 and 1969.

He also was a charter member of the Lexington-Fayette County Historic Commission.

The family requests that donations be made to the University of Kentucky Library Associates, Young Library, University of Kentucky, Lexington, Ky., 40506, or the Henry Clay Memorial Foundation, 120 Sycamore Road, Lexington, Ky., 40502.

Backus

Continued from page 1

heart surgery. Other officers inducted at the 2001 Winter Convention were President-Elect Dave Eldridge, publisher of The Jessamine Journal; David Greer, publisher of The Kentucky Standard in Bardstow, vice president; and Sharon Tuminski, financial manager at The Winchester Sun, treasurer.

Schurz, publisher of The Advocate-Messenger, Danville, received the award that's presented annually by the Lexington Herald-Leader to the Kentucky newspaper person performing outstanding community service. It was originally established in 1967 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 1996, the award was renamed the Lewis E. Owens Community Service Award to honor the publisher emeritus of the Herald-Leader for his many years of

service to the community, service organizations and to Kentucky's newspaper industry. Owens died in 1998.

Publisher of the Advocate Messenger since 1978, Schurz has served on the Boards of Directors of the Associated Press, Southern Newspaper Publishers Association, Newspaper Association of America, as treasurer of the SNPA Foundation, and as President of the Kentucky Press Association and Kentucky AP Editors.

Schurz has been very active in the Danville community as well. She is a trustee at Centre College, a trustee of Shakertown in Pleasant Hill and secretary and executive committee member of The Great American Brass Band Festival. She was also a member of the Vice-Presidential Debate Host Committee at Centre.

Tom Caudill, assistant managing editor of the Lexington Herald-Leader, was presented the Russ Metz Most Valuable Member Award during the convention. The award is presented annually by the KPA president to an individual who has performed the most outstanding service to the Kentucky Press Association/Kentucky Press Service.

Hurst

Continued from page 1

"Tim has expressed continued interest in serving on the New Media Division and we're glad to have him on board," said KPA Executive Director David T. Thompson. "He'll be working regularly with David Spencer on the KPA websites and giving us direc-

tion on seminars and convention programs."

"We really want to put an emphasis on New Media because it's become such a part of the industry," said Hurst. "The board has given its support to the division and to the importance it plays in our business."

Ideas for seminars and convention programs can be shared with Hurst by e-mailing him at thurst@kypress.com.

Pett

Continued from page 1

Pulitzer Prize for editorial cartooning, was the keynote speaker at Friday's lunch at the Winter Convention. His presentation, much like his editorial cartoons, was a mixture of comedy and comment on society.

Over the years, Pett's depiction of Wilkinson, as well as several other local leaders and issues, have made his work both popular and controversial.

Darting from one large sketch pad to another, Pett quickly drew pictures of some of his more famous characters including former president Bill Clinton and President George W. Bush.

"Part and parcel with this is you're going to offend somebody sometime, so what we do at the Herald-Leader is we offend everybody," he said.

The newspaper's editorial page often has letters from angry readers about one of Pett's cartoons.

Pett said the letters don't bother him, and he always tries to contact the people who took the time to write and explain what he meant by his cartoons.

Pett said one of the reasons he enjoys working at the Herald-Leader is that the newspaper has given him free reign to draw whatever cartoon he chooses.

Most of the time. Pett ended his presentation the same way he ends all of speaking engagements, he said. He planted a question in the audience asking if there was any cartoons he drew that didn't make it into print.

Editor and Vice President Pam Luecke thought a cartoon about elf-inflicted suicide that Pett drew at Christmas time one year was in bad taste, and she wouldn't let it run, Pett said.

It was a picture of Santa's workshop with an assembly line of busy elves. At the end was just a picture of elf feet dangling from the ceiling.

So Pett published the cartoon to a room full of journalists at the lunch.

"The new format offered a lot of extra sessions and the convention survey comments show that members liked the change"

David T. Thompson
KPA Executive Director

Revlett said she chose Caudill for the award because of his dedicated work on KPA's Legal Defense Fund. The fund was started in August 1996, as a way to help newspapers of any size battle legal actions where the final decision would have an effect on the industry in Kentucky.

"Throughout its first four years, Tom Caudill has served as chairman of the Legal Defense Fund and has been committed to this program and done all that he could to make sure assistance is given to any newspaper involved in a legal issue when the final decision might well affect us all," Revlett said.

The convention featured a change in the program's format — doing away with a general session and replacing it with several concurrent sessions. The change proved to be hit with convention-goers. Sessions were offered in all of the different divisions: News Editorial,

Advertising, Circulation, New Media and Associates — with more than 40 hours of training during the two-day convention.

"The new format offered a lot of extra sessions and the convention survey comments show that members liked the change," said KPA Executive Director David T. Thompson. "We were especially pleased to see so many new faces."

Of the 591 who attended, KPA estimates that 40 percent had never attended a KPA convention. One of the biggest attractions wasn't a speaker but a massage therapist who set up shop in the Trade Show.

"With so many programs going on during the convention, we felt our members might tense up. So we came up with the idea of offering free massages. The therapist was busy all day," Thompson said.

The screenshot shows the Netscape browser window for the Kentucky Press Association website. The header features the KPA logo with the tagline "Bringing Together Kentucky's Newspapers". Below the header is a navigation bar with two buttons: "Click Here to See a Member's Website" and "Click Here to See a Member's Profile". The main content area is divided into several sections:

- ABOUT KPA**: A link to learn more about the association.
- ADVERTISE WITH US**: A section for advertising opportunities, including "ARK 2X2", "CALENDAR", "CLASSIFIEDS", "CONTACT US", "DIRECTORY", "FIRST AMENDMENT", "HELP WANTED", "RESUMES", and "SUGGESTED LINKS".
- KPA SALUTES**: A section highlighting member newspapers, including "The Campbell Co. Recorder" (Fayette County, 1707 Paid Circulation), "The Murray Ledger & Times" (Murray, Calloway County, 7500 Paid Circulation), "Murray State News" (Murray, Calloway County, Associate Member), and "The Square Banner" (Shelby County, 3475 Paid Circulation).
- advertisements**: A section for advertising, featuring a "Learn More!" button and a link to "Visit Kentucky University".
- Fall Newspaper**: A section for the fall newspaper, featuring a "Learn More!" button.

Website

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site," said KPA Executive Director David T. Thompson. "Rather than hiding most of the information in sections, David Spencer was able to incorporate changes suggested

by the board to make it more useful. One of the best additions is the ability to go straight to a member's website or go directly to the directory information about any particular newspaper."

The new site offers more direct access to First Amendment information and better, easier access to the Help Wanted and Job Bank sections.