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 UK School of Journalism

• Jan. 22-23
 1998 KPA Winter Convention
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November, 1997
 Volume 68, Number 11

The Official Publication
 of the Kentucky Press
 Service

THE KENTUCKY PRESS

New building is dream come true for State Journal

By LISA CARNAHAN
 KPA News Bureau

For many at the Frankfort State Journal, it might have just meant a nicer place to hang their hat — but for the Dix family, moving into a new building was a dream come true.

The dream started for Albert Dix several years ago. And after many failed attempts, some would have abandoned their dream. But not Dix.

The now retired publisher held fast and the newspaper moved from its old, undersized downtown location to brand new headquarters on the east end of town.

The move resulted in nearly twice the space for the staff, with room to grow, and modern, technologically-adaptable facilities.

Dix retired last year and handed over the reigns to his children, Troy Dix and Ann Dix Maenza. Troy and Ann act as co-publishers and share the responsibilities of running the newspaper equally.

"It really works out quite well," said Troy. "Ann's strengths are my weaknesses, her weaknesses are my strengths, so it really is a good combination."

The brother and sister aren't newcomers to the business. Troy has been with the State Journal for about six years, working primarily with the paper's computer systems. Ann joined the staff two years ago but came to the paper after 10 years of managing one of the company's radio stations in Virginia.

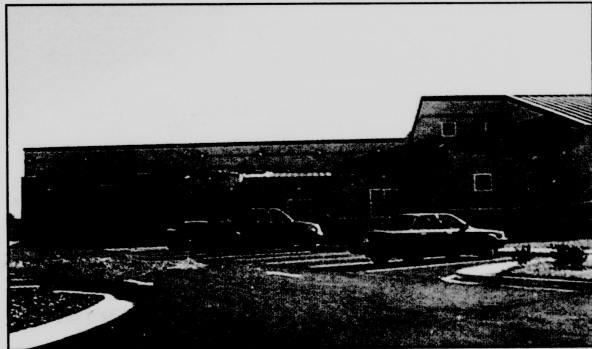
"I just wanted to get back home," said Ann. "I always told Dad of my desire to come back to Frankfort — I just had to convince my husband."

Troy focuses on the technical, production side of the newspaper while Ann's emphasis is marketing.

"We are very, very different. If I turn to the left, Ann will turn to the right," said Troy. "But the unique thing is, somehow we end up at the same place... we've just taken a different path to get there."

"We've only had one serious disagreement since we started this and that was over wallpaper," laughed Ann.

In addition to experience, Ann and Troy have ink in their blood. The brother and sister are fifth generation newspaper people. The Dix family owns newspapers and TV and radio stations in Maryland,



The Frankfort State Journal moved into a new building in September and nearly doubled its office space. The newspaper had been located in downtown Frankfort in the same building since 1916.

Ohio, Kentucky, Florida, and Montana.

Wooster Republican Printing Co., The State Journal's parent company, was started by Troy and Ann's great-grandfather.

Wooster Republican purchased the newspaper in 1962 from Perry Publishing Co., and Albert Dix served as publisher of the paper from that point until his retire-

ment.

The State Journal's new building is just shy of 20,000 square feet, nearly double what the staff had in two buildings downtown.

"We had about 9,800 square feet in the main building downtown but were forced to use an additional 1,200 square feet in the building next door," said Ann. "The

See BUILDING, page 16

Nominations sought for UK Journalism Hall of Fame

The University of Kentucky Journalism Alumni Association is soliciting nominations for the annual induction of outstanding journalists into the Kentucky Journalism Hall of Fame.

The Hall of Fame recognizes persons who have made significant contributions to journalism. Selection is made from individuals, living or dead, who are Kentucky natives or who have spent a substantial part of their journalism careers in Kentucky. Since the hall of fame was estab-

lished in 1980, 96 journalists have been inducted.

Plaques honoring them hang in the UK School of Journalism and Telecommunications building.

Deadline for nominations is Jan. 16, 1998.

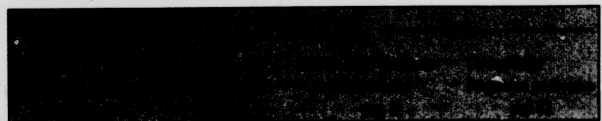
Further information may be obtained by writing the School of Journalism and Telecommunications, University of Kentucky, Lexington, Ky., 40506-0042, or by calling (606) 257-4360.

State-At-Large Directors to be chosen for KPA Board

Each year, the incoming president of the Kentucky Press Association can name up to four individuals to serve on the KPA/KPS Board of Directors. The terms are for one-year and begin at the conclusion of the January annual meeting.

State-at-large directors can be appointed for up to three consecutive years by the incoming president.

Individuals interested in serving as a State At-Large Director in 1998 are asked to contact Guy Hatfield, Hatfield Newspapers, (606) 723-5161, no later than Thursday, November 20.



Kentucky people, papers in the news

Leto named GM at Owensboro; Morgan to head ad staff

Frank Leto, advertising director at the Owensboro Messenger-Inquirer since joining the paper in 1994, was named general manager in September.

Elaine Morgan, a 12-year veteran of the paper's ad staff, was promoted to advertising director.

Leto, a native of Fort Wayne, Ind., was display advertising manager of that city's newspapers before coming to Owensboro. He has a bachelor's degree in business administration from Indiana Wesleyan University.

Morgan joined the Messenger-Inquirer in 1985 as an account executive. She was subsequently

promoted to national/co-op manager, classified manager, retail manager and display manager.

Before joining the Owensboro paper, Morgan worked in retail and real estate sales.

Carter retires; Hayes, Henderson take over top posts at Hopkinsville

Robert C. Carter has announced his retirement as publisher and president of the Kentucky New Era.

Taylor Wood Hayes has been chosen as publisher and chief executive officer of the Hopkinsville paper and Charles A. "Chuck" Henderson will be the president and general manager of the corporation. Carter will act as an adviser

to Hayes and Henderson until the end of the year and then will continue to serve as chairman of the newspaper's board of directors.

Carter came to the paper in 1953. He was 19 and thought the job selling ads would only be temporary, until he saved enough money to go to college to study architecture. Five years later he was running the ad department and in 1969 was named president and general manager.

Hayes, 34, will represent the fifth generation of his family with the newspaper. The Wood family has owned the newspaper for 124 years and Carter was the first executive outside the family to head the corporation.

Henderson joined the paper in 1976 as comptroller and under the new management, will oversee the day-to-day operations of the paper and its subsidiaries. The New Era's holdings include TV-43, The Times-Leader in Princeton, Pacesetter Printing, and Sign Pro. The paper also has a contract to print the Fort Campbell Courier.

gy, Finneseth will also serve as the paper's advertising manager.

Thomas named editor, GM at Jackson Times

Jack G. Thomas has been named editor and general manager of The Jackson Times.

A native of Pennsylvania, Thomas was publisher of The Hazard Herald for 16 years. He has owned, operated and published several papers in Kentucky for the past 40 years. He replaces Tim Cornett who resigned from the Jackson paper to pursue other business interests.

Carlton hired as lifestyles editor at Hopkinsville

Michele Carlton is the new lifestyles editor at the Kentucky New Era in Hopkinsville.

Carlton, who comes to the paper from The Crittenden Press, replaces S. Catherine Kanaday. A graduate of Murray State University, Carlton will be responsible for the Kentucky New Era's Lifestyles section and will also write feature stories. She worked at The Crittenden Press for four years and was in charge of the Lifestyles section and also wrote news and feature stories.

Rindahl, Taulbee named to top posts at Hazard

Mike Rindahl has been named editor and publisher of the Hazard Herald. Paul David Taulbee is the paper's new managing editor.

Rindahl comes to The Herald after 20 years in the newspaper business, working at weekly and daily newspapers as a reporter, sports writer, ad representative, ad director and editor and publisher.

A communications graduate from the University of Minnesota, Rindahl worked at newspapers in Minnesota, New Mexico, Texas, North Carolina and Florida.

Taulbee, a 40-year resident of Perry County, first began writing for The Herald in 1986 while he was teaching with the county school system. After 28 years of teaching, he retired in May to work

See PEOPLE, page 11

Glidewell assumes top ad job in Madisonville

Maureen Glidewell has been named advertising director of The Madisonville Messenger.

Glidewell previously worked at The Banner-Independent in Booneville, Miss., where she served as ad director. Prior to that, she served in the military as an Air Force financial services specialist. She majored in marketing at Northeast Mississippi Community College.

Finneseth named GM at News-Democrat

Brooks Finneseth has been named general manager of The News-Democrat in Carrollton.

Finneseth, a native of LaGrange, served as an advertising account executive for three years at The Cincinnati Enquirer. He also served as an ad rep at Advo, Inc., which specializes in direct mail marketing.

A graduate of Western Kentucky University with a dual major in advertising and psycholo-

State's recycling efforts praised

Kentucky's efforts to use recycled newsprint were lauded in the October issue of "Resource Recycling."

An article in the newsletter noted that in comparison to other states, where use of deinked newsprint has leveled off or is declining, Kentucky's printing

plants used record levels of newsprint containing recycled fiber.

The 42 plants in the state used 34.4 percent recycled fiber in 1996, up from 29.8 percent in 1995 and 18.2 percent in 1989.

Only 3.7 percent of the newsprint used in the state last year was all-virgin fiber.

—The Kentucky Press—

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Newspapers must get on the bandwagon for 2000

Time is now for planning; newspapers should take the lead to celebrate event

By WILLIAM W. CONE

This is hopefully a wake-up call for newspapers around the world. In just 15 short months, we enter the final year of the 20th century. What is your newspaper planning? What is our industry doing about it?

January 1999 starts the final countdown toward the millennium. Think about it for a moment. We are near the end of what has been the greatest century of change, progress, triumph and tragedy in the history of mankind. And we're moving into a century that will be driven by constant technological change. So what are we as information leaders doing to recount and pay tribute to a magnificent century and to point the way to a potentially even greater one?

Think about it! Newspapers have been around the entire 20th century. We have shared and documented the progress, the pain, the tragedy and the enormous hope of the past century for our communities. Our broadcast competitors can't say that. Most periodicals can't say that. The new world of cyberspace certainly can't say that.

Now is the time for newspapers to lead the way to a new millennium in a way that only newspapers can. Through your words and pictures, through your special ability to look at the world around us, you have not only the means but also the responsibility to mark the ending of the 20th century. And in so doing you can launch your communities and nations on the road to an exciting new millennium.

Where do you begin? Start by forming an internal committee representing all areas of the newspaper. Involve staff of all ages and backgrounds and get the ideas flowing now. Find out what your community is planning — your chamber of commerce, visitors bureau, local universities and colleges, important civic groups, area sports teams, special attractions, and, of course, your broadcast competitors. Did you know that Time magazine and CBS have

already announced a major end-of-century project? It's called "People of the Century" and will consist of six special Time issues linked to six hour-long prime time CBS news specials starting in 1998 and continuing through 1999.

It's time for newspapers to get moving! If no group or company in your community has started to think about this, why not take the lead and form a community planning committee? Tie in your NIE program and other community relations activities. Everything you do promotionally in 1999 could be tied to this. Build a year-long theme for your 20th century/millennium activities. But don't delay. This is not a quickie special section project. It's the opportunity and challenge of a lifetime.

You can also help your advertisers get involved and participate. Most companies have not yet figured out what to do to mark this special time in history. But they're beginning to think about it. There are enormous sponsorship marketing opportunities for newspapers who create dynamic worthwhile projects.

A word of caution — don't over-commit. Come up with maybe four to eight great ideas that you can turn into real winner projects and then execute them well. Quality, reach and impact are much more important than quantity. Build your newspaper branding and positioning strategy into everything you launch.

This is my call to action. We as an industry can take the lead in our communities by remembering and summing up the 20th century and then helping to launch the new millennium. It's a challenge no other media can do as well. We've been here and seen it all. I implore you to push your publishers, editors and senior marketing managers to meet the challenge. Share your thoughts and ideas with INMA. Together we can make the most of this wonderful opportunity to stimulate public thinking and discourse. And we can chart a path to a new millennium.

Reprinted from the October issue of IDEAS Magazine. INMA member William W. Cone is director of promotions and event marketing at Miami-based Knight-Ridder Newspapers. He can be reached by telephone at (305) 376-3828 or by e-mail at wcone@knight-ridder.com.

Hiring the right webmaster is key to effective site

By MARY E.S. MORRIS

You want to hire a Web professional, not a webmaster wannabe. The big question is: How do you tell the difference? It's not easy, but there are a few things you can do to distinguish the real thing from the dreamer.

Don't look for certification, although it is becoming more available. While many universities are rushing to market such a thing, via weekend information training seminars and full-semester courses, practitioners argue that Web technologies are evolving so quickly that this year's certification standards are next year's historic documents.

Instead of looking for a sheepskin, consider demonstrated skills, keeping in mind that Web professionals must be multidisciplinary. Building an effective Web site takes some business knowledge, some artistic sensibility, and some inter-activity skills, and if the site moves beyond the simple publishing paradigm to databases and behind-the-scenes applications, a certain amount of technical savvy is also necessary.

Despite the avalanche of new HTML conversion programs, plain old HTML skills are still important. Then there are graphical skills. If the site needs custom graphics, the work can be outsourced to Web people who special-

"Building an effective Web site takes some business knowledge, some artistic sensibility, and some inter-activity skills."

Mary E.S. Morris
Internet and Intranet consultant

ize in it, but every Web professional needs some graphics manipulation skills, enough at least to tweak color maps and place images on low-byte diets. Those skills can be evaluated best by taking a close look at the use of graphics in a portfolio Web site, something that most experienced Web professionals should be happy to provide.

As with the hiring of anyone who will oversee a multifaceted endeavor, coordination skills, project management experience, and demonstrated leadership are also important.

The more tasks a site performs, the more important are technical capabilities for the person presiding over it. But while people often ask what programming language skills to require of their Web professionals, that question is becoming less pertinent. As rapid application development environments and modular components grow in importance, they will increasingly separate the developer from the

See WEBMASTER, page 7

Newspaper successful in getting coverage for its own big news

The Tribune-Review Publishing Company was preparing to break ground on a new \$43 million printing facility. The company wanted to hold a press conference where the actual ground-breaking would take place.

Staff sent out invitations within an envelope declaring, "This envelope contains ground-breaking news."

The event was a success.

Several notable political officials were in attendance to offer their support for the new business venture by the Tribune-Review Publishing Company. The attendance by the local press was overwhelming. All the major TV networks covered the event and local competing newspapers carried the story following the event.

Contact: Janet K. Corrinne is promotion assistant at the Tribune-Review, an INMA member newspaper at 3 Station Square, Pittsburgh, Pennsylvania, 15219. She can be reached by telephone at (412) 837-4050.

Want A Daily Challenge?

We're looking for a reporter who can cover government and breaking news stories for a prize-winning community daily. Two years experience preferred. Quark, photographic skills a plus.

Contact Editor:
The Winchester Sun, P.O. Box 4300, Winchester, Ky.
40392-4300.
Or call (606) 744-3123.

Don't be tempted by onslaught of type faces

It is a condition lurking in the shadows of many newsrooms across this country. It is insidious and perfidious. It weakens your newspaper with its slow but unrelenting onslaught.

It is type-du-jour syndrome. You'll usually find this syndrome active in features pages.

Sometimes it's a photo page or a sports front. Occasionally, it will broaden its attack all the way to page 1.

You can recognize this syndrome at your newspaper. If you're seeing type faces that are not part of the standard set of type faces at your paper, or if you see a type face whose name you can't remember (much less pronounce)...you're a victim of type-du-jour syndrome.

This syndrome carefully searches out its victims. It looks for those who are untrained in design. It looks for those who do not do a good job of planning their pages. It looks for those who fail to find other design options. It looks for those trapped by the lie that being different is all it takes to be creative.

Type-du-jour is a siren's song: beautiful and enchanting...and sure to put you on the rocks.

But there are steps you can take to ward off this condition:

1. Recognize type-du-jour for what it is—a danger to real creativity and good design at your newspaper.
2. Plan your pages better. Give

Design is everything

By Edward F. Henninger



yourself time to think through the design of that feature front. If you're designing the page on deadline, you haven't planned properly.

Even on a sports front (a deadline page), we can take the time to plan that feature on the high school girls soccer all-stars. Do we use mugs, or can we get the kids together for a group photo? Do we shoot the picture in the gym or out on the soccer field? Do we have them wear their uniforms? If we shoot it outside, do we try to show them in some kind of action (even if it's set up)? What's the headline going to say? Will it be one long story, or segments? Is there a sidebar? How about pics of the coaches? Think all of this through. Get together with others involved in getting the story and the photos.

3. Search for other options. Often, type-du-jour occurs because it is the last best hope for a page. The photos fell through. There is no sidebar. You've lost the four-color and you're left with only yellow.

There may be a creative way to arrange the story and an illustration

See TYPE, page 10

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

Assistant managing editor

The Kokomo (Ind.) Tribune is seeking an assistant managing editor. The assistant will help the managing editor in the day-to-day operations of the local news section by making story and photo assignments, and editing and designing local pages. The assistant edits and paginates local news pages Saturday nights, and is responsible for opinion page with assistance from managing editor and publisher. QuarkXpress a plus. Send cover letter, resume and references to Kokomo Tribune, John Wiles, managing editor, 300 N. Union St., P.O. Box 9014, Kokomo, Ind. 4690409014.

Circulation director

Immediate opening for experienced circulation director for The Courier, a 6-day, a.m., 11,000 circulation, award-winning newspaper. Expertise and results rewarded with full compensation program including MBO, profit sharing, productivity bonus, all others and a great community. Send resume and references to Circ. Director, P.O. Box 887, Russellville, AR. 72811-0887 or fax 501-968-2832.

Staff Writer

The Henry County Local, a newly-redesigned weekly located 25 miles north-east of Louisville, Ky., seeks a well-rounded journalist to help with writing, layout and photography. The person who fills this position will get to cover government meetings and report on sporting events, write appealing features, shoot photos, and produce issue-centered project pieces. This is the place for an aspiring writer/designer/photographer to have the freedom to help continue the paper's renaissance. Only leaders need apply. Qualifications include: 1) Journalism or related degree; 2) Professional experience, either full-time or internships. Sports experience preferred but not required; 3) Computer experience - Macintosh computers and QuarkXpress, Adobe Photoshop and Microsoft Word a plus but not required; 4) The ability to work in a small, agricultural community. Background in community journalism a plus but not required. Resumes should be sent to Matthew Tungate, editor, Henry County Local, P.O. Box 209, New Castle, Ky., 40050, (502) 845-2858.

Experienced reporter

The Winchester Sun, Winchester, Ky., seeks an experienced reporter who can cover government and breaking news stories for a prize-winning community daily. Two years of experience preferred. Quark, photographic skills a plus. Contact Editor, The Winchester Sun, P.O. Box 4300, Winchester, Ky., 40392-4300, or call (606) 744-3123.

Editor

The Daily Okeechobee News, located in Okeechobee, Florida is seeking a candidate to fill the position of editor of this 7-day morning daily. The position is open due to the creation of a new Regional position which our current editor will be moving to. The successful candidate will lead a staff of six and ideally is now an associate editor at a daily or has a number of years experience as a weekly editor. You will be working with an enthusiastic team of news folks operating the latest Macintosh equipment. Fax resume to Daily Okeechobee News at (941)763-5901, Attn: Katrina Eischen. Mailing address is 107 S.W. 17th Street, Suite D, Okeechobee, Florida 34974. Phone: (941) 763-3134.

Positions Wanted

Ad manager/GM

Individual with vast years of experience in advertising management, general management, circulation and commercial printing, seeking a position of advertising manager or general manager with a progressive publication. Phone 712-325-8462.

Editor

Award-winning veteran news leader with excellent reputation seeks position as managing editor, news editor, city editor, editorial page editor or personal columnist. Call Ted Truby at (417) 336-1145, or write to 124 Maplewood, Branson, MO 65616.

AD \$ENSE

Advertising slogans must be true to be effective

There are a lot of trite advertising slogans. Lately, I've noticed one that keeps popping up in different forms. It's one of the worst lines an advertiser could use. But like kudzu, our famous Southern plant growth, it seems to be everywhere you look.

No doubt, you've seen this line in dozens of newspaper ads: "For all your fill-in-the-blank needs."

There's only one explanation for its proliferation. I'm convinced that some advertisers study out-of-town newspapers and copy the ideas that strike their fancy. How else could we end up with so many variations of this theme? "For all your transportation needs"... "For all your floral needs"... "For all your painting needs"... "For all your clothing needs"... "For all your housing needs."

Ad-Libs©

By John Foust
Raleigh, N.C.



What do these lines have in common? None of them are true. The problem is caused by the little word "all." Take, for example, the auto dealer who boasts, "For all your transportation needs." In reality, there's no way a car dealer can provide ALL of a consumer's transportation needs. Sure, they may have a wide selection of cars and trucks. But what about other types of transportation? Do they sell airplane tickets? Or bicycles? Or antique foreign sports cars? Nope.

"All" turns the line of copy into a lie. But leaving out this word results in a watered-down message ("For your transportation needs."). And using qualifiers produces a weak statement ("For most of your automotive transportation needs.").

The only sensible way to handle this copy line is to get rid of it — and replace it with something better. You might want to try this:

1. Recognize the problem. This line is a sign of the times. It's not unusual for people to make unsubstantiated, blanket statements. Teenagers say to their parents, "Everybody else is staying out late. Why can't I?" And salespeople tell prospects that their product is "the best on the market."

Most advertisers who use shallow claims

See SLOGANS, page 10

Advertising VP named at NAA

Julie Johnson has been promoted to vice president of advertising and creative services for the Newspaper Association of America (NAA).

"Julie's background, enthusiasm and talents have propelled NAA's advertising and conference sales department to a record-breaking year in 1996," said Judith Burrell, NAA senior vice president of communications.

"Her advertising and marketing experience and drive will help prepare NNA's talented creative staff for the challenges of next year's promotional efforts and conference season."

Johnson will have overall responsibility for the day-to-day management of NAA's in-house ad

agency/creative department. She will also oversee the marketing of NAA's core publications: Presstime, TechNews, the Federation newsletters and sponsorship sales of NAA's industry conferences.

Prior to joining NAA in 1996, Johnson accumulated 15 years of marketing and sales experience in a variety of positions including: vice president of marketing for the Texas Restaurant Association; manager of the marketing/development department of the Texas Special Olympics, and account supervisor for Moroch & Associates Advertising Agency.

Information about NAA and the industry may also be found at the Association's World Wide Web site on the Internet, (www.naa.org).

Halloween safety, image theme of money-making classified page

An easy way to promote classified advertising often is by using it in this case, a message to children about Halloween safety.

By putting advertisers' messages within the page, which stressed Halloween safety in a fun and easy-to-read manner for children, staff at the Providence Journal-Bulletin drew attention to the section.

"We got a very good response from both readers and advertisers in that it was a very unique idea," said

Maura Brodeur, senior sales director at the newspaper. "It was really more of an image ad for the customer's that participated."

The ads cost advertisers \$100 each.

Contact: Maura Brodeur is senior sales director at the Providence Journal-Bulletin, an INMA member newspaper located at 75 Fountain Street, Providence, Rhode Island, 02902-0500. She can be reached by telephone at (401) 277-7761 or by fax at (401) 331-7361.



Can your staff pass this test? If not, staff training is needed

Some advertisers don't buy newspaper space because of the difficulty, time and frustration associated with the buy, according to media buyers.

Have someone call your newspaper for advertising rate information. Ask these questions and monitor how long it takes to get the information:

- **What is your circulation?**
- **What are your rates for (retail) display and classified ads?**
- **How much would it cost to run a 3-column by 10-inch (retail) display ad one time?**
- **Is this cost net or gross?**

The first person speaking should take no longer than a few seconds to answer. If your newspaper does not pass this test, you need to do some staff training. Do you like to do business with people who don't seem to know what they are doing?

Media buyers don't either.

(Reprinted from September issue of IDEAS Magazine.)

Video workshop can help your staff create better ads



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

It's a workshop, not a lecture. Your staff will be involved from the start—working on layouts, getting ad ideas and writing more effective headlines.

Find out how to train your staff the quick and easy way. Write today for free brochure.

John Foust Advertising Seminars
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LEGAL NEWS & VIEWS

Monitoring of driver's privacy protection law a must

By KIM GREENE
KPA Legal Counsel
Dinsmore & Shohl



You will remember the widespread anxiety we experienced back in 1994 when the United States Congress enacted the Driver's Privacy Protection Act of 1994 ("DPPA"), commonly known as the Boxer Amendment.

The DPPA regulates the dissemination and use of certain information contained in state motor vehicle records. After long hours of serious consideration of the options (that is, challenge the law, live with the law, or wait and see what actual effect it would have), the KPA Board of Directors determined that its most prudent course at that time would be to wait to see exactly what experience newspapers around the state would have once the DPPA went into effect.

The September 13, 1997 effective date for the DPPA has arrived. That means that the department of motor vehicles ("DMV") for Kentucky and all other states, along with any officer, employee or contractor of the DMV are prohibit-

ed from knowingly disclosing or otherwise making available to anyone, personal information about any individual which the DMV obtained in connection with a motor vehicle record.

The DPPA contains a list of exceptions when personal information contained in a DMV record may be obtained and it permits the DMV to establish a policy of releasing personal information from the motor vehicle records unless an individual motorist affirmatively chooses to prohibit the disclosure. To take advantage of that provision of the DPPA, a state would have to create a procedure which would notify all motorists of the disclosure policy and give them an easy means of prohibiting the disclosure. Kentucky has not done that to date.

The DPPA contains no exceptions which would allow the release of personal information to reporters for bona fide newsgathering purposes. Moreover, the DPPA created a criminal fine and a civil cause of action against any individual, organization or entity that knowingly violates its provisions. Presumably, that would include any reporters who happened to receive the information after the DPPA's effective date. To give the state DMVs incentive to comply with the law, the DPPA provides for a civil

penalty imposed by the U.S. Attorney General of up to \$5,000 a day for each day of substantial noncompliance.

The particular information affected by the DPPA, and defined as "personal information," is: information that identifies an individual, including an individual's photograph, social security number, driver identification number, name, address (but not the 5-digit zip code), telephone number, and medical or disability information, but does not include information on vehicular accidents, driving violations, and driver's status.

Now that the DPPA is in effect, it will be extremely important for us to monitor its enforcement by the Kentucky DMV and the practical effect it has upon KPA member newspapers' ability to gather and report news. Your Hotline attorneys will serve as a clearing house for this information if each member newspaper will make the effort to notify us about your experiences. We will report to KPA sometime down the road about the members' collective experience.

To help with this project, please mail or telephone us each time you are reporting a story for

See PRIVACY, page 7

AG Opinions

Can a school board appoint an acting superintendent to fill the office of superintendent of that district?

This opinion was requested by the attorney for the McCracken County Board of Education because of confusion from a state statute outlining the procedure.

Assistant Attorney General Ross T. Carter, manager of the AG's Opinions Branch, issued an opinion Sept. 23 and advised the school district that an acting superintendent could not be appointed to fill the office.

Carter said KRS 160.350(1) describes two situations in which a school board may appoint an acting superintendent. The situation applies to vacancies that occur in the period between a school board election and the qualification of the newly-elected members.

"When a vacancy occurs during this period," the statute says, "the position shall not be filled until the new members take office, but the board may appoint an acting superintendent to serve a term not to exceed six months. This appointment may be renewed once for a period not to exceed three months."

The same subsection also provides for an acting superintendent to be appointed while the applicants are being screened. "If a vacancy occurs, a local board may also appoint an acting superintendent during the period the screening committee pursuant to KRS 160.352 conducts its business and prior to the actual appointment

of the new superintendent."

In between these excerpts is the provision which has lent itself to two interpretations. It reads, "The person appointed to serve as acting superintendent shall not be an applicant for, nor be appointed to, the position of superintendent."

Carter said in determining whether this applied to both types of appointments of acting superintendents, or only to the first, had to be determined by examining legislative history.

"We can discern no purpose or objective that would be served by disqualifying one set of acting superintendents from serving as superintendent while allowing another set to serve, with the only distinction between the two groups being the time of year in which the superintendent's office became vacant," Carter wrote.

William Buck/City of Hawesville

Buck requested copies of all the certificates of deposit of the city in the lock box at the local bank. He made his request July 18, 1997.

He notified the AG's office on July 31 that he had received no formal reply from the city. He said he had been advised by the city clerk that she did not have copies of or access to the documents.

On Aug. 8, he sent the AG's office a letter and attached copies of the certificates of deposit the city supplied him on July 22. He said all the certificates had expired, and he had asked

See OPINIONS, page 14

Court: Pathologist not a public figure

Following the apparent suicide of a young woman from Minnesota, a CBS-owned Minneapolis television station broadcast a news report that was critical of the investigation into the death and, in particular, of a pathologist who performed the autopsy on the woman. The station reported, "We tried to talk with the doctor about her qualifications to handle a suspicious case like this one. She hung up on us. Twice."

The doctor was a coroner in one Minnesota county. The autopsy she performed for this suicide, however, was in another county in which she was merely serving as a privately-employed doctor assisting the county coroner.

The doctor claimed that the television report was false, and she filed a libel suit in the United States District Court for Minnesota. The district court concluded that the doctor was a public official who had failed to prove that the statements were made with actual malice and dismissed the case.

The doctor appealed, arguing that she was a private figure who was not subject to the heightened constitutional scrutiny of actual malice that applies to public officials.

Initially, the appellate court ruled that when considering the statement within the context of the entire report, the broadcasted statement (that the reporter tried to talk with the doctor but that she hung up on the reporter) contained a defamatory implication which could injure the doctor's professional reputation.


Also, the court of appeals

observed that the doctor had no position of government employment with respect to the county in which the autopsy was performed.

The court believed that the doctor's position was a coroner in another county was of little relevance to the autopsy in this case because she had a rather limited role in assisting the coroner of that county.

Accordingly, the court of appeals found that the doctor lacked the degree of responsibility for, or control over, governmental affairs that would qualify her as a public official. Therefore, the court of appeals concluded that the district court incorrectly dismissed the case by applying the actual malice standard to a person who was merely a private figure.

(Reprinted from *October's First Amendment COMMENT*.)



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First Amendment doesn't hold 'wholesale defamation exemption'

A physician recommended that her patient undergo a hysterectomy to remove a tumor but suggested that the patient get a second opinion. The patient did get a second opinion, and the second physician removed the tumor without a hysterectomy.

The patient then sought to warn others, through the news media, about doctors prescribing unnecessary procedures for their patients solely for monetary gain. Additionally, the patient filed a formal complaint with the county medical society alleging that the first physician had engaged in malpractice by recommending unnecessary surgery for financial gain.

Before the medical society could rule on the complaint, a Delaware newspaper published an article titled "Patient Feels Betrayed, Says Proposed Hysterectomy Wasn't Needed."

In the article the patient was quoted as stating, "I can only conclude" that the doctor "chose the treatment plan that was most prof-

itable for her with no concern for me."

Shortly after the medical society exonerated the doctor, the physician sued the newspaper in Delaware state court. The trial court dismissed the lawsuit on the grounds that the article's statement that the physician acted for financial gain was merely an expression of opinion. The Delaware Supreme Court, however, disagreed.

The court noted that the First Amendment does not provide a "wholesale defamation exemption for anything that might be labeled opinion."

The court had little difficulty concluding that an accusation that a physician would recommend unnecessary surgery for her own financial gain is defamatory. The Delaware Supreme Court concluded that it was inappropriate to dismiss the case without allowing a jury to hear the case.

(Reprinted from the October issue of LawLight.)

Privacy

Continued from page 6

which information defined as "personal" by the DPPA would be important to you. Please let us know the nature of the news story, whether you attempted to get the "personal" information, what the result was, and any other related information. Our address and telecopy number are listed for you at the end of this column.

In the meantime, there is another development to report. The United States District Court for the District of South Carolina ruled on September 11, 1997 that the DPPA is unconstitutional. The Attorney General of South Carolina and the State of South Carolina sued the United States of America and Attorney General Janet Reno, claiming that the DPPA violates the Tenth and Eleventh Amendments to the United States Constitution.

In addition to the South Carolina Attorney General's claims, various news media associations intervened in the action and challenged the DPPA's constitutionality under the First Amendment. The court, however, did not decide whether the DPPA violates the First Amendment, since it held that the DPPA violates the Tenth Amendment.

The Tenth Amendment reads: "The powers are not delegated to the United States by the Constitution, nor prohibited by it to the states, are reserved to the states respectively, or to the people." In other words, if a power is delegated to Congress in the Constitution, the Tenth Amendment expressly disclaims any

reservation of that power to the states. However, if the Constitution neither delegates a power to the United States nor prohibits the states from acting on a particular power, then that power belongs to the states.

In this case, the federal court in South Carolina noted that the licensing of drivers has traditionally been a function of state government and, therefore, is an activity reserved to the states by the Tenth Amendment. Therefore, the Congress had no authority to instruct the states on how to exercise their power to license drivers. Since the DPPA related to driver licensing, it violates the Tenth Amendment.

The time for the United States to appeal to the Fourth Circuit Court of Appeals expired on October 16, 1997, so this decision stands, although the court clerk suggested a late appeal might be accepted. We will watch the case carefully. If the decision stands as is, then states in other judicial circuits may follow with their own lawsuits challenging the DPPA's constitutionality. Even as we monitor this, it will be important for us to gather information about your experiences with requests for information from the DMV. So, please let us know.

If you have any questions about this or other subjects covered by the KPA hotline, don't hesitate to call. Your hotline attorneys are standing by and eager to help.

Hotline Attorneys

Jon L. Fleischaker (502) 540-2319
 Kimberly K. Greene (502) 540-2350
 Switchboard (502) 585-2450,
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 2000 Meidinger Tower
 Louisville, KY 40202.

Webmaster

Continued from page 3

bulk of code creation. Nonetheless, while programming experience need not be a job requirement, some knowledge of C, C++, Java, JavaScript and Visual Basic is not bad to have.

In addition, large-scale Web endeavors benefit from real administration knowledge. Find someone who knows the meaning of "automated operations" and "production environment." It can be difficult for a designer or developer to change gears and function well in a production mode.

Finally, there are design skills--the toughest skills for a potential employer to assess. HTML skills can be tested and graphical skills are plain to see, but Web site design sense is sometimes best judged by asking how well a site does what it sets out to do. And the best way to answer that question is to carefully study the candidate's portfolio.

A Web portfolio consists of a Web site and a business analysis of that site's goals and results. Ideally, the portfolio will also include an evaluation of audience characteristics such as comfort level with computers and the Internet, expected stimulation level, common client system configuration (i.e., common browsers, plugins and video capabilities) and relevant demographic information.

It doesn't take a rocket scientist, or even a garden-variety techno-weenie, to evaluate a Web site. First, look at the business goals provided by the candidate. They will most likely include informing, entertaining and communicating with a target audience; providing a positive, intuitive surfing experience; and motivating a particular course of action. For example, a publisher's Web site devoted to a new book will announce its existence, reveal something about its contents, entertain users sufficiently to create a positive association with the product and motivate them to purchase a copy.

As the evaluator, put yourself in the shoes of the target audience. Then, using the goals listed in the portfolio, evaluate your experience with the site by asking these questions:

- Is the message received, recognized and understood as soon as you see the home page? Do the visual elements augment the message?
- Do attention-getting items focus you on the key points, or do they lead your eyes away from them?
- Does it take more than a few clicks to get to an informative page?
- Do you spend more time looking for something than you do reading it?
- Are there quick shortcuts to key places on the site, or must you take the long route to everything?
- Is there sufficient color and contrast to make the text easily readable?

- Does the font size and page density tire your eyes?
- Is there enough white space for the message to be readable?
- Is the background so loud that you can scarcely make out the words?

- Is it clear what are links and what aren't?

- Is the structure of the site sufficiently intuitive that you can find the most important things without relying on the search engine?

- Are the icons obvious?
- Can you be sure what will be at the other end of a link when you click on it?

- Does the use of technology add value, or is it just technology for technology's sake?

- Does the requirement for plugins disenfranchise a significant portion of the audience?

- Is there a lot of Web jargon?
- Are acronyms used and not explained?

- Was the application of multimedia appropriate to the audience?

(Teenage and twenty-something surfers often want more stimulation than their parents do.)

After you have formed your own answers to these questions, ask the job candidate how effective the site has been in meeting his or her goals. Request supporting evidence, including log reviews, click-stream evaluations and, where they apply, such hard business metrics as lead generation numbers, lead-to-sales conversion ratios and figures on reduced customer service calls. That is a key part of the evaluation process; the candidate, after all, is asking to become a part of your business and should be able to demonstrate that he or she understands basic business rules. Some key questions to ask: What did you learn from reviewing the logs of your site after it went online? Did you find that the audience you got was the audience you expected? Did you meet or exceed your business goals for the site? If not, why not?

Experience, of course, is not unimportant, but experience as a webmaster should be considered in a slightly different light than experience in some other professions. When it comes to the Web, experience may be best measured in terms of significant learning experiences, or experience with projects that required new and different skill sets. Bear in mind that the Web candidate with three widely diverse projects under his or her belt is in some important ways more experienced than the candidate with 10 projects all cut from the same cloth.

Finally, the evaluator should ask the candidate to sit back and talk about what he or she has learned about the Web. After all, the more people have learned, the more they know.

(Mary E.S. Morris, an Internet and intranet consultant, can be contacted at marym@finesse.com. Reprinted from SNA Suburban Publisher.)

JOURNALISM EDUCATION

Murray State News, Eastern Progress named Pacemaker finalists

Editor: Redesigned MSU paper was key to national honor

The Murray State News has been named one of the top 20 non-daily university newspapers in the country.

The student-produced newspaper has been notified that it is a 1996-97 national Pacemaker finalist.

The Pacemaker contest is sponsored by the Associated Collegiate Press and the Newspaper Association of America Foundation.

From the group of 20 finalists, 10 newspapers were named Pacemaker winners at the Associated Collegiate Press/College Media Advisers National College Media Convention in Chicago.

The Murray State News is produced weekly during the fall and spring semesters by a student staff. Each week, 7,000 copies of the newspaper are distributed on campus and to off-campus subscribers.

Jonathan Oliver, a senior print journalism and political science double major from Eddyville, served as editor-in-chief for the 1995-96 and 1996-97 school years.

"Being named a finalist in this competition is one of the greatest honors that I can imagine," Oliver said. "The staff made a concentrated effort to be the very best it could be."

Oliver was a freshman when the newspaper last recognized in the Pacemaker competition.

"Being named a finalist in this prestigious competition is the culmination of a year of hard work by our students," said newspaper adviser

Joe Hedges. "The staff worked throughout the fall semester and Christmas holiday redesigning the newspaper. The extra effort was obviously recognized by judges."

Several members of the staff took part of their holiday during January to return to campus early to work on the redesign of the newspaper, Oliver said.

"They were committed to see that happen. That's what it takes to be one of the best. This award is a testament to their hard work and dedication. I am very pleased to see their efforts recognized nationally."

"The award proves that we have some of the best students and faculty anywhere," Oliver said. "An award like this has to be shared with our adviser and faculty members who provide guidance on a daily basis."

Other finalists include student-produced newspapers from Auburn University, California State University, University of San Francisco, University of Santa Clara, Emory University, Eastern Kentucky University, Johns Hopkins University, Loyola University, Saint Louis University, Wake Forest University and the University of South Dakota.

"We are obviously in very good company," Hedges said. "The distinction speaks well for our students, our journalism department and our uni-

See MURRAY, page 14



Eastern Progress staffers were honored with a Pacemaker award recognizing outstanding college newspapers. Lee Potter, ad manager; Tim Mollette, editor; Brian Simms, sports editor; and Jamie Neal, managing editor, attended the National Media Conference in Chicago Nov. 1.

EKU paper benefits from editor's KPA internship experiences

The student newspaper at EKU picked up its second national Pacemaker finalist award in Chicago Nov. 1 at the National College Media Convention.

Editor of the 1996-1997 paper was Mary Ann Lawrence, a journalism major from Carlisle who worked her way up from section to section to become editor.

Her faculty adviser Libby Fraas said the experience Lawrence gained during her internships with the Grant County News and the Owensboro Messenger-Inquirer during the summers contributed to her performance in a variety of positions at the student newspaper.

"You could see the gleam in her eye when she walked into the office as a freshman and started con-

tributing," Fraas said. "I had a feeling she'd end up as editor and go on to star as a professional."

Lawrence, now 22, is lead sports page designer for the Kansas City Star. She credits the Progress for preparing her for the job, which includes designing the special sections before and after every Kansas City Chiefs game.

"This job requires me to be able to think on my feet and able to come up with creative ideas fast with breaking news or little notice," Lawrence said.

Lawrence also praised the students who worked on the staff during her stint, especially then-managing editor Tim Mollette, from Paintsville who is the 97-98 editor.

See EKU, page 14

Scripps-Howard Foundation funds University Press intern

Nicole Barnum of Bowling Green is the first University of Kentucky journalism intern at the University Press of Kentucky to be sponsored by a grant from the Scripps-Howard foundation.

According to University Press Director Ken Cherry, the grant will allow three or four students from the UK School of Journalism to work part-time at the publishing house each year.

"This internship grant is a real benefit for everyone involved," said Cherry. "The intern will gain experience in the publishing business, which will allow them to get their foot in the door of any newspaper or publishing house. The School of

Journalism and UK can offer another benefit to journalism students and the Scripps Howard Foundation solidifies their role of encouraging journalistic excellence."

Each intern will work from 10-20 hours per week in different areas at University Press to gain experience in all aspects of the publishing business.

Barnum is a junior majoring in integrated strategic communications.

The University Press is the non-profit, statewide scholarly publishing house for Kentucky, serving eight public universities, five private colleges and universities, and Kentucky's two main historical societies.



Nicole Barnum of Bowling Green is the first UK journalism intern at the University Press of Kentucky. The internship is sponsored through a grant from the Scripps-Howard Foundation. Looking on is Dennis Lloyd, marketing manager for University Press, left, and Buck Ryan, chair of the UK School of Journalism and Telecommunications.

Paper incorporates student publications into its own

The Herald of Sharon, Pa., (circulation 25,000) has found a way to take an old idea — publishing high school journalists' work — and make into something new. During the school year, the paper plans to publish an 8-page tabloid twice each month. Each will be an extension of a high school's existing school newspaper. The Herald started the program last year and has expanded it — and invited all area school districts to participate.

John Zavinski, director of graphics and technology for the paper, is the primary school contact. Before each edition, he visits the young journalists and outlines publishing procedures. He asks for copy in basic electronic form that is ready for publication. That means that any editing made by school officials or advisers is done before he sees it. That makes for happy administrators, he said, but can mean bland copy.

After getting the stories, Zavinski puts them into tabloid columns and asks students for suggested headlines and story order. He then lays the pages out on a Quark template. It usually took 15 to 20 hours per issue last year, he said. But since some underclassmen are required to be part of the newsroom editing team, Zavinski said, "we will build on experience," and it may take less time this year.

And the journalism? If there is criticism, Zavinski said, it's that writers haven't commented on events from students' or schools' points of view — like a revealing prom dress that was banned. "In some of the schools, it's more of a newsletter than a newspaper."

Regardless, the community reaction has been very positive. The schools love it and the students are thrilled.

(Reprinted from *The Editors' Exchange*.)

Student reporters win access to previously secret records

Student journalists at Miami University of Ohio have won access to records of previously secret campus-court proceedings, thanks to a recent ruling by the Ohio Supreme Court.

Jennifer Markiewicz and Emily Herbert, former editors of *The Miami Student*, filed suit against the university to obtain disciplinary records that the school claimed were protected from disclosure by the Federal Educational Rights and Privacy Act (FERPA), commonly known as the Buckley Amendment. That law allows the government to impose penalties on schools that release a student's "education records" without permission.

Supreme Court justices ruled 5-2 that university disciplinary records are not "education records"

as defined by FERPA. The court ordered university officials to release copies of records from its University Disciplinary Board to the student newspaper.

"Congress never intended for records that deal with criminal offenses such as rape, assault or arson to be considered 'education records.' It's unfortunate that it requires such costly and time-consuming litigation to set these schools straight," said Student Press Law Center Executive Director Mark Goodman.

The court also ordered the school to pay about \$70,000 in attorneys' fees.

(Reprinted from *First Amendment News*, a publication of the *First Amendment Center*, Nashville, Tenn.)

California high school newspaper scores First Amendment victory

Despite attempts at censorship, a Northern California high school newspaper published an ad purchased by Planned Parenthood of Golden Gate in San Francisco in its original form.

A review board of school administrators, students and members of the PTSA had originally deleted a reference to the "morning after" pill, a line reading "Mention this ad and receive 10 free condoms," and a condom cartoon figure.

According to Sarah Lenigan of the Foothills High School newspaper in

Pleasanton, review board members "feared advocating teen sex and pro-choice ideal" and claimed to be upholding "current community standards" in accordance with the school district's publication policy. Local media and community attention led the school district to reconsider that policy.

California law grants high school publications First Amendment protections similar to those for commercial newspapers.

(Reprinted from *Freedom of Expression Quarterly*.)

Commentary

Student journalists deserve First Amendment protection

By KENNETH A. PAULSON

"Public high school students have freedom of expression through speech and press."

That doesn't sound particularly revolutionary, does it? And yet, that is the precise wording of a bill vetoed by Gov. Jim Edgar of Illinois, despite unanimous support in the state Senate and a 109-4 favorable vote in the House.

I thought about that veto as I spent some time with high school students in a workshop at the California First Amendment Assembly Sept. 26-27. The student journalists gave up a beautiful San Francisco afternoon to learn more about their rights and responsibilities. These students are actually pretty fortunate. California has a law affirming First Amendment rights for public high school students.

Students in 44 other states don't enjoy that right. Instead, their rights are governed by *Hazelwood School District v. Kuhlmeir*, a 1988 U.S. Supreme Court decision.

In essence, the court decided that working on a school newspaper is more an exercise in education than free expression and held that administrators can routinely censor student newspapers anytime they find the content likely to be "disruptive."

This was a troubling decision. Many of us who have had careers

as newspaper editors and reporters got our first taste of a free press by writing editorials and articles as high school students. As the editor of a school newspaper in suburban Chicago, I had the freedom to write about what I wished, but also learned in the process that candid commentary was most effective when it was constructive. The lesson goes unlearned when a student editor is admonished to publish nothing that might prove "disruptive."

California's and several other states' lawmakers recognize the best way to encourage a responsible and responsive press is to give young people the latitude to make their own news decisions. In vetoing the bill in Illinois, Gov. Edgar said the school board should have "full control over the paper's content."

Full control? Edgar mistakes a free student press for a public relations vehicle. Telling students they can publish anything they wish unless it offends the board isn't a lesson in democracy. Illinois' young people deserve better.

(Kenneth A. Paulson is executive director of the *First Amendment Center* in Nashville, Tenn. The bill Edgar vetoed would have protected students who work on school-sponsored student publications from arbitrary censorship.)

See STUDENT, page 10

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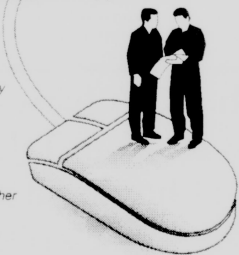
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Slogans

Continued from page 5

aren't really trying to mislead consumers. They simply can't think of other ways to say how good they are. And since they have seen and heard this kind of statement before, they see nothing wrong with it.

2. Find the real message. Is "For all your fill-in-the-blank needs" a throwaway line to take up space ... or is it a high-profile theme? If it's incidental, it should be easy to convince the advertiser to pitch it out. But if it's being used as a central theme, you need to help the advertiser narrow it down.

What one thing is most important ... wide selection, customer

service, low prices, etc.? Ask plenty of questions to get to the heart of the matter.

3. Look for alternatives. Let's say your advertiser decides to emphasize customer service. There are plenty of ways to make that point. Look beyond words. Shoot for human interest. You could feature customer testimonials ... or ads with photos and stories of service heroes.

The right choice will help you create advertising with depth.

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

Type

Continued from page 4

tion on the page. Maybe you can use a scanner to do something with a muddy soccer shoe to go with your all-star story. The page may be even more striking in black and white, if it's done properly. Think through your options.

This is an opportunity for you to challenge yourself to be truly creative.

4. Commit to the type faces you already have available. If your headline face is Times, for example, try Times italic or bold italic. Times italic is an excellent face for a softer story.

If your accent face is Helvetica, you can use Helvetica black where you need a strong, bold font on a football feature on the sports front. On features pages (or feature stories on news pages), try setting the headline in all-caps...or small caps. Try mixing italics and roman. The more you stay with those fonts that are part of your standard family of type faces, the more consistent and planned your newspaper appears

as a whole. I can't think of a good argument against that.

5. Commit to yourself. You become a better designer by demanding better design from yourself. The type-du-jour syndrome weakens you. It saps your creativity by offering you a quick and easy way out. Quick-and-easy is not creativity—it's a cop-out. We both know you're better than that, but you have to prove it by sharing better pages with your readers.

One of the best ways I know for you to improve your design is to turn your back on type-du-jour.

Type companies nowadays make it easy for us to access different type faces. Some are striking — but most are silly. Some are gorgeous — but most are gawdy.

Readers depend upon us to know the difference and to maintain a level of distinction in our design. If we cure ourselves of type-du-jour syndrome, we are well on our way.

(Edward F. Henninger is an independent newspaper consultant and the director of OMNIA Consulting in Rock Hill, S.C. You can reach him at 803-327-3322, fax: 803-327-3323, e-mail: omnia@charlotte.infi.net)

Olympic education package now available for newspapers

The United States Olympic Committee, in cooperation with the Newspaper Association of America Foundation, is pleased to announce the availability of Olympic education materials for publication by newspapers. The package consists of:

- A series of 10 quarter-page features with NIE activities and content specific to the 1998 Olympic Winter Games.
- A 16-page student supplement addressing themes and concepts such as how to get involved in Olympic sports. Olympism, support of parents and family and sportsmanship
- Welcome to the 1998 Olympic Winter Games Kit including games-ready information for teachers, welcome letters from USOC officials and a preliminary list of sponsors and guidelines for working with sponsors
- Quarter-page NIE advertisement announcing the project in your newspaper or to use as a direct-mail piece or newsletter insert

The materials are subject to provisions for printing as specified by the USOC. To request the materials and USOC guidelines relating to their use, contact Betty Sullivan at (415) 641-0611 or fax your request to Sullivan at (415) 641-0884.

Student

Continued from page 9

House Bill 154 declared that Illinois high school students have the right of freedom of the press and makes student editors solely responsible for the news, opinion and advertising content of their publications. Under the bill, no student publication would have been subject to prior restraint, though publications remain under the supervision of a faculty advisor.

Certain types of expression

were not protected from censorship under HB 154: libel, obscenity and speech harmful to minors, as defined by state law. Illinois law defines material harmful to minors as that which goes beyond customary limits of candor in description of nudity, sex or excretion, when the average person applies contemporary standards. "Unwarranted invasions of privacy" are also subject to censorship.

Six other states — Arkansas, California, Colorado, Iowa, Kansas and Massachusetts — have student press laws similar to Illinois HB 154.)

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Creativity requires patience first

Coach's corner

By Jim Stasiowski



From the back of the room came the "Deep Blue" question.

The seminar was on creativity, and the sportswriter in the back said, "I try innovative ideas and approaches, but what do you do when your editor shoots you down every time?"

I call it a "Deep Blue" question in honor of the chess-champion IBM computer. The sportswriter had backed me into a corner: If the editor always shoots down a creative idea or approach, then obviously the writer can never do anything creative.

Writers prefer a black-white world. If a writer tries five creative things, and the editor shoots down all five, the writer says, "I never get anything creative past my editor."

Maybe the sixth will be the one the editor loves. But the writer, depressed at five failures, never again tries. Besides, writing predictable stuff is easy, comfortable.

But comfort is the enemy. When a story doesn't excite the writer or editor, it's a sedative to the reader, too. Every edition needs a story or two that make people in the newsroom squirm.

Writers need to become better advocates for their creativity. Here

are some ideas for cultivating editors' respect:

The editor-reporter relationship is like the parent-child relationship: When you turned 13, your mom and dad didn't say, "OK, you may date, and you may stay out late until 1 a.m. on weekends." They waited until you gradually won their trust.

Reporters, like teen-agers, are by nature impatient, insecure and likely to turn a slight into a massive argument. (That's often a plus. Rebellious reporters have, through sheer determination, persuaded a lot of cautious editors to use risky, valuable stories.)

Reporters have to realize if they turn in weakly reported stories with grammatical, spelling or word-usage errors, editor's aren't going to trust them with innovative ideas or approaches. I've heard more than one editor say, "Hell, John can't even spell the mayor's name, why should I trust him with more responsibility."

To try something innovative, make sure your reporting is innovative and complete: A lot of writers get a good idea for a story, then think the idea itself is enough. Sometimes, we get so caught up in the idea, we make a couple of phone calls, ask a couple of quick questions, then start writing.

Readers don't care about the writer's brilliant ideas; readers care about a story because it has good information presented in an appealing way.

I tell lots of reporters they had excellent ideas, then didn't push

their sources far enough to make the ideas worthwhile.

If you want to show how a homeless shelter works, for example, don't merely interview a handful of homeless people; spend the night there, capture their attitudes, their dreams or the lack thereof. Even if the story is short, make your writing rich with detail.

Don't cram all your innovative stuff in the lead: Look for a colorful lead, but look for a lead that sets up an entire story. A well-written obituary often starts with a strong anecdote that illustrates the person's personality, and that personality develops as the obituary progresses.

Far too many writers think a colorful lead will persuade a reader to read the whole story. Wrong. A colorful lead persuades the reader to read the second paragraph. Each paragraph has to persuade readers all over again.

Learn your editor's tendencies: Just as most writers put maximum effort into the lead, most editors pay maximum attention to the lead. Therefore, the editor is more likely to change the lead than any other part of the story.

When the editor changes a creative lead, often the editor is saying, "This doesn't work as the lead. It might work elsewhere in the story, but I don't have time to weave it in."

If your editor changes innovative leads, don't set yourself up to fail. Use creative ideas deeper in

See CREATIVITY, page 12

Fight against high-cost records must continue

As more and more state and local governments shift to electronic storage of documents, journalists' organizations have had to push for changes in public records laws to ensure access isn't denied because of cost.

The trend is examined in Government for Sale, a report of the National Newspaper Association and American Court and Commercial Newspapers. The study examines what information is available electronically in all 50 states and the District of Columbia - court files, bills and other legislative actions, state corporation records, and motor vehicle licenses and registrations. It summarizes each state's open records laws and includes essays from groups that have dealt with them.

In the wake of the federal Paperwork Reduction Act of 1995, many state and local governments have gone to electronic storage of records, and some have begun to post materials on the Internet. But because of the costs of such computer systems, some municipalities find it appealing to contact with private firms to manage the databases.

Steve Key, counsel for governmental affairs of the

Hoosier State Press Association in Indianapolis, said politicians are wary of the costs. The story goes around, he said, that all the officials in Raleigh, N.C., who approved a \$1 million expenditure for an electronic records system were voted out of office.

But such contracts bring other problems, among them are concerns that contractors demand exclusivity; that they seek to bring in more money than it costs to build and run the systems; and that newspapers may be defined as commercial users, subjecting them to higher fees than citizens.

The records being collected and made available have already been paid for by the taxpayers, and there shouldn't be profit making on those records," Key said.

The Indianapolis/Marion County area was the first site where CivicLink, an electronic public records retrieval service was offered. The now-defunct service began in 1994, a venture of Ameritech Information Access, a subsidiary of Ameritech, the Chicago-based regional telephone company. Ameritech got contracts to

See FIGHT, page 12

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People

Continued from page 2

full-time at the newspaper.

A graduate of Berea College with a major in history, Taubee taught at several Perry County schools.

Plunkett joins news staff at Providence

Kristie Plunkett has joined the staff of The Journal-Enterprise as a reporter.

Plunkett is working on a English degree and is attending Madisonville Community College. A native of Providence, Plunkett's beat includes Webster Fiscal Court, Dixon City Commission and Sebree City Council.

Arnold returns to take marketing job at Danville

Stuart Arnold has returned to the Danville Advocate-Messenger in the newly-created position of marketing director.

Arnold returns to the paper after a two-year stint as director of community relations at Ephraim McDowell Regional Medical Center. He worked as director of special services at the paper from 1985-1995.

One of Arnold's duties will be to do research needed to define a marketing area. His goal is to fit newspaper services to the needs of a particular customer. He will also work with advertisers to identify their needs and develop projects to meet those needs.

Ritchie newest addition to Bardstown newsroom

Christa Ritchie is the new reporter/photographer for The Kentucky Standard in Bardstown.

A native of Louisville, Ritchie graduated from Western Kentucky University in August. She interned at a paper in Fort Knox and while in school, worked for the college newspaper, the College Heights Herald. She also worked as a reporter for The Crittenden Press in Marion and did free-lance work for The Courier-Journal.

Pickens to head sports staff in Owensboro

Jim Pickens has been named sports editor of the Owensboro Messenger-Inquirer.

Pickens replaces Bob Schaller who resigned in August.

A native of Bowling Green, Pickens is a 1982 graduate of Western Kentucky University. He worked four years with the WKU sports information office and has won numerous awards for his sports writing. He has covered the Owensboro paper's high school beat for the past six years.

Fight

Continued from page 11

offer CivicLink in Los Angeles County, Calif.; Prince Georges County, Md.; and DeKalb, DuPage, Kane and Kendall counties in Illinois and hoped to put it in other major cities across the country.

The contracts gave Ameritech exclusive control over the databases it would create and maintain for the governments. Users were required to open accounts with CivicLink and pay transaction fees that were split between CivicLink and the government.

However, CivicLink established itself in Marion County after Indianapolis city officials got a bill passed in 1993 that changed Indiana's open records law. The changes, allowing "reasonable" fee for electronic access to public records, removed barriers to the kind of deal Marion County struck with CivicLink.

The Illinois Press Association quickly moved to replace the barriers. "We, first of all, took this very seriously. We are aware that some states did not," said John Foreman, IPA vice president.

"The concern that we had — I suppose it's a concern that's reflected elsewhere in the industry — is that no one should be in a position to monopolize government information," Foreman said. The IPA challenged the exclusivity contracts in court, tried to discourage counties from signing with Ameritech, and lobbied for a bill, passed in April, barring any branch of state government from signing exclusive contracts to distribute public information.

The Iowa Newspaper Association is another group that has actively defended open access. In 1996, it helped win a change in the state records law forbidding the government from charging more than the actual cost of producing a record.

Bill Monroe, INA's executive

director, said the language is modeled after North Carolina's law, which requires government to be available free or at "minimal cost," specified as the actual cost of making the copy, not counting the agency's existing expenses.

That hasn't been the case everywhere.

"We're seeing a rash of attempts from local entities that are raising their copying costs," said Key. And Foreman said the IPA sought to exclude newspapers as commercial users because they use the data to write articles. Opponents argued that newspapers do use information for commercial purposes — for example, using driving records to sell automotive advertising.

"I think it was kind of a red herring," Foreman said.

CivicLink was pulled out of Maryland because of low demand in December 1996, and then discontinued altogether in 1997, said Rob Lanese, Ameritech's media relations manager. Ameritech is transferring control of the CivicLink databases to the municipalities.

But the telephone giant "leaves behind an unfortunate legacy," complains Mark W.C. Stodder of the Daily Reporter Publishing Co., in Milwaukee, Wis., another place CivicLink tried to get established. "The idea that government agencies can and should profit from the sale of public information has taken hold in government offices throughout the state."

He writes in Government for Sale that a reporter working on a story about the University of Wisconsin was charged \$500 for a computerized records search that took 13 minutes — a rate of \$39 per minute.

Copies of Government for Sale are available at a cost of \$25 for NNA members and \$50 for non-members by calling NNA's government regulations department at (703) 907-7900.

(Reprinted from the Oct. 18 issue of Editor & Publisher.)

Creativity

Continued from page 11

he story. Gradually win the editor's trust, and he or she will accept creative leads.

Don't ambush the editor: Deadline is in 20 minutes, and the editor is pleading for your 15-inch-er on the city council. You're trying to tell the story from the perspective of an 8-year-old who was at the meeting to receive an award for reading 800 books in a month.

The editor's going to love that one.

To try something creative, early in the process enlist your editor as a collaborator. As soon as you have enough material to make the creative idea work, discuss it with your editor.

If the editor likes the idea, he or she will work with you to pull it off. If the editor hates it, you won't spend hours on it, only to watch the editor send it to the bottom of the Deep Blue sea.

The final word: The adverb "automatically" does not necessarily mean "quickly" or "at once." Rather, "automatically" means an action takes place without thought or by some kind of machine.

This might be technically correct, but it's not what the writer means: "With his guilty plea, Williams automatically lost his job." The writer meant "immediately."

Something "automatic" might still take time.

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

Hometown photographers not in the same league as notorious 'paparazzi'

As they filed into the stadium in Tampa the day after Princess Diana's death to cover a football game, the photographers heard it.

"Here comes the paparazzi!" fans jeered.

It was, perhaps, inevitable that local news photographers in Central Florida would be blackened with the brush that painted that ugly scene in Paris. All of us, journalists and non-journalists, were devastated by the reports that she was being chased by free-lance photographers known as paparazzi.

The photographers at The Ledger felt the same way.

These photographers, who have lived and worked in our area for many years, are realistic. They know that anybody with a camera will be considered sub-human now by some.

That would be a shame. Because these folks are not paparazzi.

They are the people who take pictures every week in area classrooms, who cover the high school ball games, who show the beauty of the birds swimming in area lakes. They are the people who give us portraits of spring training and who help raise money for the needy in the newspaper's annual giving campaign. They are the people who shoot the photos for the lifestyle feature that helps civic groups carry out their programs for the community.

They also shoot crime and accidents and other incidents of misfortune in which human beings are hurt, by themselves or by their fellow human beings.

These things are part of our community, too, and thus they are part of the professional lives of our photographers. The photographers, like most of us, are uncomfortable seeing human misery. But they record it because it is real and it is part of life in our area.

We have some policies about such coverage. We don't publish photos of uncovered bodies because we know that such photos of local residents are especially sensitive. We also are sensitive to pictures of covered bodies, for that matter.

When a newsworthy person dies and we cover the funeral, we try to be sensitive in our choice of pictures. Inevitably, we will not please every reader.

Even if we had the money, we wouldn't buy the pictures that the paparazzi sell to the European tabloids and to the National Enquirer.

Most American newspapers don't pay people to tell a tale. They do pay local free-lancers to help cover school sports and community news, but

People who watch "Hard Copy" on television are doing their part to sustain the cult of celebrity that feeds the paparazzi.

Hunter George

Managing editor, The Lakeland Ledger

they don't pay the newsmakers to give them a story.

The photographers who follow celebrities are quite unlike the photographers you see at community events. In Europe, they are especially aggressive. There are, to be sure, such people in the United States, even here in Florida, I am told.

A few years ago, when Diana visited Walt Disney World with her sons, there were all sorts of photographers present. The Ledger's Tony Ranze took pictures of the royal family as they walked the streets of the Magic Kingdom. Other photographers — real paparazzi — did more than that. They took furtive shots with long distance lenses, showing the princess on a balcony in her nightgown.

I asked Tony whether, in his 13 years here, he had ever been the first person on the scene of an accident in which someone was injured. He said he had not.

Then he asked, "I can tell you what I think every one of our guys would do. He'd help the victim."

I'd like to think that's what any of us would do.

We don't have anything like The Sun or the Daily Mirror in this country. The Globe and Enquirer are pale imitations. I don't think I've ever bought a copy, although I do read the provocative headlines on the front pages as I go through the grocery checkout line. Millions of Americans buy those publications. That's why the tabs pay so much to the paparazzi for their pictures.

People who watch "Hard Copy" on television are doing their part to sustain the cult of celebrity that feeds the paparazzi. Is that wrong? I don't know. I'm not qualified to judge.

To me, Diana was the most fascinating woman in the world. I watched her wedding on television, enchanted with the real-life fantasy. I watched her grow from a young bride to a mother. I watched her deal with her misery. And I was happy that she seemed to be coming out of it.

I know why she was on more magazine covers than anybody else. She had that beguiling smile, the head

See PAPAZZI, page 15

Washington Post editor gives tips for running top paper

The executive editor of The Washington Post recently gave about 150 Newseum visitors his formula for running a top newspaper:

- Strive for "completely unbiased, but aggressive, coverage."
- "Hold everybody ... accountable."
- "Try to get everybody on the record about everything."
- "Be of service to the community by providing information ... not by being boosterish."
- Encourage "lively debate" in the newsroom, but the editor — the "benevolent dictator" — makes the final decision.

As the Journalist of the Day in the Newseum August 13, Leonard Downie Jr. was one in a series of news professionals who have talked publicly about their work. The Program has featured nationally prominent journalists as well as professionals from smaller news organizations. Well-known or little-known, these journalists all find themselves in an unusual situation: They must answer questions, not ask them. Visitors often use the Q&A to voice complaints.

Among those Downie heard:

- Why isn't there more international news in the Post?
- Why does the Post seem biased toward Israelis in stories about the Middle East?
- Why doesn't the Post do more to boost the Washington area?

On whether the Post is "liberal":

That idea is left over from history — [in the past] the editorial page and Herb Lock, our great editorial cartoonist, were clearly liberal. But as time has gone by, our editorial page has become more middle of the road.

On covering the private lives of public people:

I have two criteria for publishing stories about the private lives of public people. One — is it true? There are lots of things people pass rumors about that make it into print [but] are not provable and turn out not to be true. The second is, is it relevant to their conduct in office, is it relevant to their candidacy for high office?

On the Post's use of anonymous sources:

Our policy is to try to get everybody on the record about everything. Sometimes it's impossible to get people on the record. [One instance is

the] rules of government -- people who insist on dealing with the press in certain circumstances only on a background basis. The second is where people would be in danger of losing their lives, losing their jobs ... if people knew they were the source of some very important information. Watergate is a good example. I know who all the sources of all our stories are — except for Deep Throat.

We don't explain [this policy] often enough for readers. We're trying to do this more.

On the Post's relationship with the African-American community:

Our newsroom has become much more diverse than ever before. At the same time ... only in recent years have we become sophisticated about our reporting in minority communities, and we're not nearly as sophisticated ... as we need to be. There was a tendency in the past for our coverage to be skewed toward extraordinary, which usually meant celebrities and ... poverty or crime.

On fairness in the media:

Fairness is often in the eye of the beholder — the same story on the Middle East would be criticized by some people as being too kind to the Israelis and criticized by others as being too kind to the Palestinians. Fairness to me is in the attempt — that we work hard to present every way of looking at a particular issue (and try) to keep an open mind in presenting the information.

On civic journalism:

I love Washington, but I don't think I should edit the newspaper in order to booster for the Washington area. Civic journalism says that editors and publishers ought to work harder to be of service to their communities. I believe the service we provide is information about everything.

On the amount of international news in the Post:

We've actually increased the number of foreign correspondents and enlarged the space devoted to international news. I've measured the amount of space we have vs. competing newspapers — only The New York Times has more space devoted to international news than we have.

(Reprinted from September issue of The Freedom Forum and Newseum NEWS.)

Long-term coverage played role in decision to open warrants

A federal district court in Pennsylvania held that a newspaper could intervene in a criminal action to obtain access to search warrant documents in a case that it covered for nearly 10 years.

The court held that the public's right to be informed about governmental affairs outweighed the government's interest in maintaining secrecy.

The subject of the inquiry and of the newspaper's coverage was a man alleged to have been significantly involved in the Aryan Republic Army, which was described as a white separatist

organization that supported itself through bank robberies. The subject recruited individuals on behalf of the Army to conduct these bank robberies and to commit other crimes for the purpose of purchasing weapons to commit additional crimes and to foster the purposes of the Army.

While the investigation was pending, the government applied for several search warrants for various locations, including the subject's home.

The government was willing to produce redacted versions of the affidavits in support of the search

warrants in order to protect the identities and privacy of witnesses who provided information.

The newspaper, however, sought access to the unredacted versions of these documents based on First Amendment concerns. According to the traditional First Amendment analysis, the government would have to prove: 1) that access to the documents should be denied due to a compelling governmental interest in maintaining their secrecy, and 2) the least restrictive way to limit the right of access and to protect the governmental interest is by producing the

documents in their redacted forms.

The court ruled in favor of the newspaper, concluding that the public had a greater need to be fully informed than the government had in maintaining secrecy. Although the government's interest was substantial, the fact that the newspaper covered the issues for 10 years lead to the court's conclusion that the secrecy that the government desired to protect was no longer a secret to the newspaper anyway.

(Reprinted from the October issue of First Amendment COMMENT.)



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Children should be focus of education reporting

Editor's note: Randy Hines and Jerry Hilliard, faculty members at East Tennessee State University, are providing their column, Pressing Issues, for our readers beginning with this issue. Former newspapermen, now with doctorates, they have more than 50 years of combined experience as reporters, editors and journalism educators. They are available to consult with newspapers and media groups on a variety of topics.

The education beat can be a learning experience for any reporter. Often involving thousands of sources, this large assignment is a tough one for even seasoned journalists.

Newspapers are always searching for ways to improve this important beat. For example, "Covering Education in Your Community," was a successful weeklong Poynter Institute seminar this year for 19 education writers.

An article in the September issue of Poynter's Interest summarized the seminar this way: "Reporters were urged to expand the frame of their beat, to recognize the interdependence of schools and community, and to look at schools as mirrors of society."

Roy Peter Clark, associate director of the institute, said, "This is an area of concern to the

Pressing Issues

By Randy Hines & Jerry Hilliard
East Tennessee State University

public. We'll do this seminar again."

One such beat reporter who could guest lecture for Poynter is Sam Watson, winner of the Tennessee Education Association award for editorial excellence five times in a row. On staff with the Johnson City Press, Watson has also received the annual award of excellence from the Tennessee School Boards Association.

Watson, a 1988 graduate of Tennessee Tech University, has specialized in education coverage since 1990.

"Teachers are not the only sources for good education stories," Watson said. "Even small children can lend quality commentary to a story." He admits, however, that you can't shove a tape recorder in a child's face and expect a printable response.

Instead, as Watson did for an award-winning kindergarten series, a reporter needs to get down on the floor and crawl around with young

children.

"You can always find a way to get a child in the story," he said.

One of the unpopular aspects of a beat assignment is to reveal negative information about an individual. This school year, for example, Watson has had to write stories about teachers who were dismissed for illegal and unethical activities.

"It's easy to enjoy the beat," Watson admitted. "But a reporter must recognize where the lines are for objectivity." He says that he tries to highlight successes as often as possible. "Creating a balance of coverage is the key to the relationship."

"You can't be afraid to get in there and do hard stories that don't reflect positively on the school system," Watson said. "You hope that you've built up enough positive relationships with the schools."

For reporters who would like specific coverage tips, he gave a simple answer: "Visit every school as often as you can. Walk around the schools. Visit with the principals, teachers and especially the secretaries. Make sure people know who you are. You can't wait for the

See EDUCATION, page 15

EKU

Continued from page 8

"When we started out last fall, Tim and I had a pretty strong vision of what we wanted to do and how we wanted it to look," Lawrence said. "It changed somewhat as the year went on, and we had a lot of people who worked really hard on each section to make the paper readable and visually interesting."



Last year's Progress editor Mary Ann Lawrence, a former KPA intern, is now designing sports pages for The Kansas City Star.

Murray

Continued from page 8

versity. The Murray State News was one of only two Kentucky university newspapers recognized in the competition."

The Associated Collegiate Press began the awards in 1925. Judges select Pacemakers based on coverage and content, quality of writing and reporting, leadership on the opinion page, evidence of in-depth reporting, design, photography, art and graphics, Hedges said.

"The Murray State University community should be extremely proud of its student journalists," said Dr. Jeanne Scafella, new chair of the department of journalism and mass communication. "The ACP competition awards only the best."

Media invited to sign on for Newspaper Fund interns

12 interns will work as business reporters at daily newspapers

Newspapers, online publications and news services can elect now to hire 1998 summer interns through the Dow Jones Newspaper Fund's internship programs for sophomores, juniors, seniors and graduate students.

The Fund expects to recruit 130 interns as newspaper copy editors, online editors and real-time financial information editors for the summer of 1998. Twelve internships will be offered to minority college sophomores and juniors who will work as business reporters at daily newspapers.

Application forms will be available on campuses and from

the Fund through Nov. 1. The application deadline for all programs is Nov. 15.

Each program offers a \$1,000 scholarship to students returning to college or graduate school full-time after their internships.

Participating newspapers agree to pay regular wage and provide meaningful work for the interns. They support the cost of training interns through grants for \$900 to \$1,500 per intern hired.

Newspaper editors may request an intern by completing an enrollment form sent to editors this summer or by calling the Fund at 609-452-2820 or by sending an e-mail message to newsfund@wsj.dowjones.com.

Program information also is available on the Fund's web site: www.dowjones.com/newsfund.

Opinions

Continued from page 6

for current certificates but the city would not supply them.

The Hawesville city attorney John M. McCarty notified the AG's office on Aug. 8, that the city had complied with Buck's request. McCarty said a copy of the certificates had been delivered to Buck on July 21, three days after his request.

Assistant Attorney General Thomas R. Emerson, who wrote the opinion which favored the city, noted that several of the certificates specifically stated that were renewed automatically.

Emerson wrote, "The Open Records Act ... is not intended to serve as a comprehensive audit tool or as a means of commanding the compilation and production of specific information. In addition, this office has recognized that a public agency cannot afford a requester access to records which do not exist and it is not our duty to investigate in order to locate documents which do not exist."

Got legal questions about a story or advertisement?

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Small newspapers spending money on technology

A recent national study by a University of Central Oklahoma professor indicated that community newspapers are competitive with larger papers in their knowledge of technology and in their efforts to stay current.

The 1997 study, conducted by Dr. Sherri Massey, assistant professor of journalism, was based on the responses of 148 community newspaper managers from across the United States. The purpose was to find out how community newspapers are using technology and how managers make their decisions about investing in new technology. Eighty-four percent of the respondents represented weekly newspapers with circulations under 10,000.

According to the findings, the managers make their purchases when technology will:

- Make production of the newspaper easier
- Make a better product for readers

"... smaller newspapers are willing to spend money on computers and other expensive equipment when they can justify the reason as a return on the investment or as meeting the needs of readers."

Dr. Sherri Massey

University of Oklahoma, assistant journalism professor

- When equipment breaks down. Only 8 percent said they would spend money to keep up with other papers.

Massey, who presented her findings to the National Newspaper Association's annual convention in September, said the smaller newspapers are willing to spend money on computers and other expensive equipment when they can justify the reason as a return on the investment or as meeting the needs of readers.

"Community newspapers are very practical in their decision-making," Massey said. "They have to be. They don't have extra money to spend on unproven technology."

"But in the race for advancement, they are not going to be left behind."

The study's results indicate that:

- 93 percent use computers in the editorial and advertising areas.

See TECHNOLOGY, page 16

Study: Papers cite lack of profits in giving up the web

While online newspapers are being launched at a phenomenal rate worldwide, a significant number of sites are folding due to a lack of profit, a new study reports.

While a Cowles/Simba Information research study estimates advertising on the Internet should reach \$2.46 billion by the year 2000, some newspapers obviously aren't feeling the benefit yet. Of the estimated 3,622 newspapers with Web sites worldwide, about 100 sites have closed in the past six months, reports Illinois-based NewsLink Associates, an online research firm.

The closings are small compared to the 1,702 online newspapers that started up in the same time frame, a rate nearly quadruple the 471 that started between March and August in 1996.

These days, growth in online newspapers is coming largely from small publications. Among U.S. non-dailies, about 700 community weeklies publish an online news product, while only 152 did one year ago.

(Reprinted from the September issue of IDEAS Magazine.)

Paparazzi

Continued from page 12

tilted down, the big eyes looking up. This is going to turn out to be the world's most notorious drunk-driving accident. And if any of the photographers inhibited the rescue effort, I hope are put away for a long time.

Meanwhile, we're going to send out photographers to the stadium in Tampa, and to the schools and to the serious accidents. We're going to do the best job we can covering the news in our area. Pictures and everything.

(Reprinted from the September issue of The American Editor.)

Education

Continued from page 14

schools to send you information." Watson also suggested some stories to write and others to avoid.

"Lots of curriculum-oriented stories and human-interest features are being missed by newspapers," he said. "For example, something a teacher did for a day that's unique and that helps students or the school system."

National issues, usually carried by the wire services, are not as important to local readers, in Watson's opinion. "Local statistics are good to use," he added, "but just to quote national stats is not valid."

For those who might think the education beat is a simple one, Watson pointed out that his coverage responsibilities include East Tennessee State University, the Johnson City schools, Milligan College, Northeast State Technical Community College, Tusculum College, private schools and home schools.

To keep abreast of what's going on, he reads Phi Delta Kappan magazine, Tennessee Education Association publications, Tennessee School Boards Journal, newsletters from all schools and bulletin boards in individual buildings.

Reading material available to

you at the schools and the university level is valuable," Watson reminded reporters. "Lots of reports are issued in education that you have to wade through." Some of them are from education think tanks, he said, so you have to take them with a grain of salt.

What about the downside of the education beat?

"Headache No. 1 would have to be parents," Watson said. "Public education is hard to cover because everyone wants kids to succeed. Parents' expectations are different. They want you to cover everything that their child has accomplished. But they're also great sources."

"The second big problem is educationese—the specialized jargon used by educators."

To help schools assist the beat reporter, many newspapers have developed a brochure or booklet with tips. Watson has created "Working with the Johnson City Press: An Educator's Guide." The brochure provides practical guidelines—many of which could apply to other community organizations—such as:

- Call well ahead.
- Provide plenty of details.
- Think visual.
- Think children.
- Be prepared.
- Think brief.
- Be helpful.
- Be gracious.
- Be truthful.

- Read the newspaper
- Be patient.
- Be consistent.

Watson listed some examples of events the newspaper would not cover: groundbreaking ceremonies, check presentations, ribbon-cutting ceremonies, class parties, class and high school graduations, and DARE presentations and graduations.

Ideas that might receive photographic coverage or stories, depending on the freshness of the angle, include: costumes, holiday plays, school plays, field days, class pets, speakers, a week's theme and field trips.

"There are no sure-fire winners, but the newspaper is most interested in innovative, fresh ideas that tell the reader more than routine or familiar information," the brochure reminds educators.

It also tells sources about the paper's photo policy, and deadlines for its Monday education page.

Next month: Just Like Christmas.

(Hines and Hilliard always welcome your comments and questions. You can provide feedback or suggest future topics to us at ETSU Box 70667, Johnson City, TN 37614-0667. Fax us at (423) 439-4308 or call (423) 439-4169 or 4167.)

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Technology

Continued from page 15

- 82 percent use computers in circulation and in accounting/business areas.
- 78 percent offer a fax line.
- 29 percent offer e-mail addresses; 26 percent plan to offer these in the next five years.
- 18 percent have a home page on the World Wide Web; 34 percent plan to have one in the next five years.
- 36 percent have invested in Internet access for their employees.

One question asked respondents to offer their "wish list" of technology. Sixty-four percent of them chose "better computers" among their top three selection, with 20 percent selecting it No. 1. Fifty-seven percent chose digital cameras among their top three, with 16 percent choosing it No. 1. Since 1990, 42 percent have spent more than \$20,000 on computers and related expenses; 18 percent plan to spend that much over the next five years.

When asked his strategy for purchasing new equipment, one manager responded, "We try to get the most out of our 'old' equipment, at the same time making decisions which will cut production costs and make our production reader-appealing."

The questionnaire was mailed to 300 community newspaper managers, for a response rate of 49 percent.

(Reprinted from the Oklahoma Publisher, the publication of the Oklahoma Press Association.)

Billing administrator changes for group health insurance

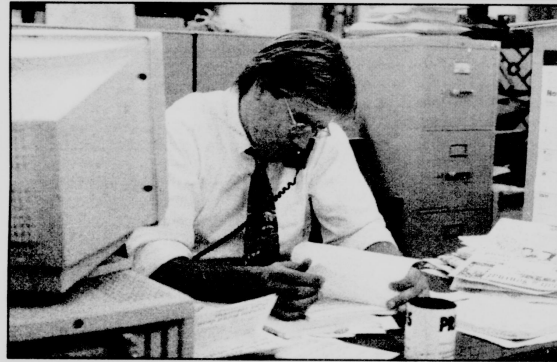
Beginning immediately, the billing administration for the group employee benefit plan offered to KPA members will be handled by Administrative Services Group, Inc. (ASG).

ASG is an independent company that provides employee benefit administration and consulting services. ASG was formed because of the recent consolidation of Acordia of Lexington, Inc., the prior administrator, and Anthem Blue Cross Blue Shield.

The Acordia of Lexington, Inc., employees who provided billing administration to KPA members are now employees of ASG.

This change will have no effect on premiums or renewal, nor does it require any changes in payment.

For questions regarding enrollment or billing information, please contact Administrative Services Group, Inc., at (606) 226-1700 or 1-888-640-1700.



Above: Editor Carl West sat in his new office shortly after moving into the spacious headquarters of The State Journal in September. West has been the paper's editor since 1979. Left: Reporter Dave Baker has been with the newspaper for six years. Baker said the best thing about the new building was a security system that includes a separate entrance for the newsroom.

Building

Continued from page 1

circulation department was separated from the rest of the staff, so one of the best things about the building is we're all under one roof. It was very inconvenient, being split like that. Now we're in a situation of having to get to know each other again."

"We probably outgrew that building 20 years ago," said Troy. "This location was the best in terms of compromise. We miss being downtown, close the courthouse, but out here we're right beside the post office. People find it convenient to stop by here where they're stopping by the post office. There were a couple of other sites that were possibilities, but this was the best choice."

Albert Dix said the move from downtown was hard, but was in the best interest of the paper.

"It's nice to walk to the bank and to the doughnut shop," Dix said in a story published in the State Journal the day the newspaper relocated its offices. "But the area we had was just not suitable for all the

changes that have taken place in publishing today. We had gotten to the point where we had run out of room."

Ann noted the added space at the new location would allow for expansion. She said in the near future, plans called for additional printing units to be added to the press. The addition would make it possible for four-color photos to be used on all section fronts.

The State Journal is a product of the Kentucky State Journal, founded in 1900, and a later merger of that paper with the The Frankfort News. After the merger, the paper became the Frankfort News-Journal and was later changed to the State Journal.

The newspaper currently employs 41 full-time employees.

There are two main community service projects carried out by The State Journal and its staff, the annual Kentucky Book Fair and the All-Academics Banquet.

Editor Carl West is one of the founders of the book fair which has grown into a huge event that attracts well-known authors from across the country. Recent guests

have included Rosalyn Carter and Andy Rooney.

The banquet is for Frankfort area high school students who have achieved academic excellence.

The idea for the banquet was first suggested to Albert Dix by a former school superintendent who felt academic achievement was not recognized in the school system and community as much as athletic achievement. The banquet became one of Dix's fondest endeavors and will be continued by his children.

West said the new building was a welcome change.

"It's remarkable how much easier it is to work and accomplish things in an office where there is plenty of breathing space and views of the outside — both of which were noticeably lacking in the old main street address.

Reporter David Baker said the new building was great.

"We have windows, we have light... we're not in a bunker anymore," he said. "I really like it. It's light and airy. It's unfortunate we had to move out of downtown, but the switch to a bigger, better designed building was worth it."