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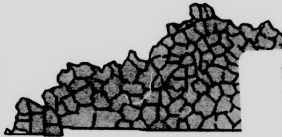
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PERIODICALS
COLLECTION

On the lookout

- Oct. 8-9
KPA/KPS Board of Directors
Retreat
Natural Bridge State Park
- Oct. 9
Entry deadline for KPA
Fall Newspaper Contest
- Jan. 21-22
1999 KPA Winter Convention
Galt House East
Louisville

THE KENTUCKY

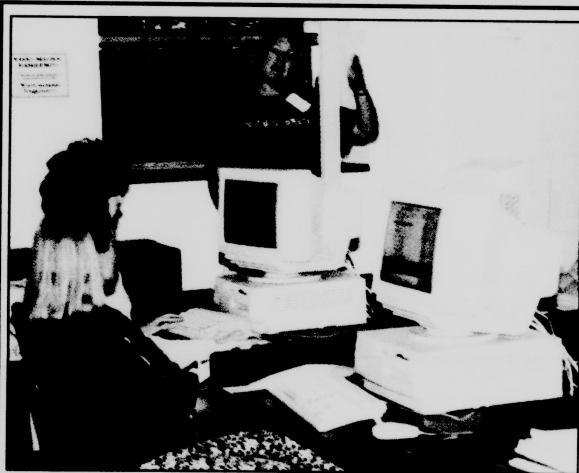
PRESS



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LEXINGTON KY 40506

August, 1998
Volume 69, Number 8

The Official Publication
of the Kentucky Press



The Kentucky High School Journalism Association sponsored a two-day workshop for beginning high school journalism teachers July 23-24 at the University of Kentucky. Teachers listened as UK journalism professor Scoobie Ryan explained how the Internet can be used in the classroom.

KHSJA holds workshop

High school journalism teachers from across Kentucky gathered in Lexington July 23-24 for an intense two-day training workshop.

The workshop, "A Basic Survival Course for Journalism Teachers and Advisers," was sponsored by the Kentucky High School Journalism Association.

Held at the University of Kentucky, the workshop was first

offered last summer just after KHSJA was formed. Because of the overwhelming response, it was determined the workshop would be offered yearly.

Topics covered included layout and design, basic photography, legal issues and advertising design and sales tips.

Thirty-five teachers partic-

See WORKSHOP, page 5

Caudill named president-elect after Powell steps down

15 take early retirement packages at Ashland

By LISA CARNAHAN
KPA News Bureau

Tom Caudill, vice president of the Kentucky Press Association and Kentucky Press Service, has moved into the position of president-elect. Caudill, assistant managing editor of the Lexington Herald-Leader, will assume the role of president in 1999.

Caudill's move was brought about by the retirement of Ashland Daily Independent Editor Russ Powell who, along with 14 fellow employees, accepted an early retirement package offered by the news-

paper's parent company as part of a corporate downsizing program.

Powell was president-elect and would have held the title of president in 1999.

Caudill's move leaves the vice president's position vacant and an election will be held during the Board of Directors' fall retreat in October. The person elected will serve as vice president for the remainder of this year, as president-elect in 1999 and president in 2000.

Powell, 51, retired with 24 years of service at the Ashland Daily Independent, working as a reporter, copy editor, city editor, assistant managing editor and edi-

See PRESIDENT-ELECT, page 11

Online staff launches one-of-a-kind golf site after seeking new venture

By LISA CARNAHAN
KPA News Bureau

The Internet Committee at the Danville Advocate-Messenger was looking for something new. Their web site had been up and running for a few years and they wanted another project.

What was born out of those discussions,

See ONLINE, page 12

golfky.com



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CNHI buys Kentucky publications

As part of a nationwide buying spree, Community Newspaper Holdings Inc. (CNHI) purchased 4 publications in Kentucky during the past month.

CNHI purchased The Times Journal and The Russell County

News from Albrecht Newspapers, Inc. The deal was completed July 15. Albrecht Newspapers had owned the operations since 1990 and Editor/Publisher Jay Albrecht said readers should see little

See CNHI, page 9

INSIDE

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'Snowbirds' have big delivery problems...pg. 3

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Chiquita incident holds lesson...pg. 10

Kentucky people, papers in the news

Kentucky Monthly to debut in September

Kentucky Monthly, a magazine focusing on the Bluegrass state, has opened its offices and announced the four-color publication will debut next month.

Stephen M. Vest, former news editor at The Blood-Horse in Lexington, is the publisher and editor of Kentucky Monthly. Vest has also worked for newspapers in Kentucky, Indiana and South Carolina the past 14 years.

Michael Embry, former Lexington correspondent for The Associated Press, is the executive editor. He has worked in Wisconsin and New York for the AP and at newspapers in Kentucky during his 23-year

career.

Kentucky Monthly will feature articles and photographs about people, places, culture and sports across the state.

Herald-Leader honored for online edition

The Lexington Herald-Leader was among the winners of the 1998 Digital Edge Awards. The competition, sponsored by the Newspaper Association of America, recognizes the achievements of the nation's top online newspapers.

The Herald-Leader won the award for Best Classified Use of New Media (medium market). The judges noted the Herald-Leader's online edition, Kentucky Connect, is "well organized, the interface

intuitive and the graphics bright and clean."

Heilman promoted at Spencer Magnet

Becky Heilman has been promoted to the position of general office assistant at the Spencer Magnet.

Heilman will be responsible for typesetting and help with the production of the newspaper. She will eventually be responsible for classified advertising. A recent graduate of Sullivan College in Louisville, Heilman is a resident of Spencer County.

Coffey promoted at Sentinel-News

Kim Coffey has been promoted to circulation clerk at the Sentinel-News in Shelbyville. She joined the staff in 1997 as office assistant and receptionist. In her new position Coffey will be responsible for tracking newspaper subscription sales and ensuring proper delivery of the newspaper.

Ball promoted to editor at Mountain Citizen

Gary Ball has been promoted to editor of The Mountain Citizen in Inez.

Ball joined the staff seven months ago as a reporter and was soon promoted to associate editor. A native of Logan County, W.Va., Ball is a former coal miner who started his journalism career writing for a United Mine Workers of America newsletter.

Moorehead joins staff at Kentucky New Era

Alicia Moorehead, 24, is the newest addition to the Kentucky New Era newsroom.

A native of Fayetteville, Tenn., Moorehead will serve as a general assignment reporter at the New Era. She previously worked as Leisure section editor for the Fort Campbell Courier newspaper. She is a journalism graduate from Austin Peay State University in Clarksville, Tenn., and is currently working on her master's in corporate communication.

Strong promoted at Breathitt Co. Voice

David Strong has been promoted at The Breathitt County Voice and will assume the role of assistant editor. He will also retain his title of sports editor.

Strong has worked for the newspaper since it was formed in 1992. He first covered sports for the paper on a part-time basis and was later hired as sports editor.

Whittington hired as news editor at J-E

Janet Whittington has joined the staff of The Journal-Enterprise in Providence as news editor.

Whittington replaces Mark Holloway, who resigned after serving over 10 years on the Providence staff. A native of Henderson, Whittington comes to the Journal-Enterprise from The Madisonville Messenger where she was a news reporter.

Senn named editor/GM at Spencer Magnet

Vicki Senn has been named editor/general manager of the Spencer Magnet. Before joining Landmark Community Newspapers Inc. (LCNI), the Spencer Magnet's parent company, Senn was managing editor of the Meade County Messenger in Brandenburg. Prior

See PEOPLE, page 11

Memorial service held for Isaacs

A memorial service was held recently at Columbia University for Norman E. Isaacs, the crusading editor of The Courier-Journal and a former president of the American Society of Newspaper Editors, who died in March.

Under his direction, the Courier-Journal won three Pulitzer Prizes. At the memorial service, Barry Bingham Jr., a former Courier-Journal owner, called Isaacs "the last of the great self directed editors — people who knew themselves what a newspaper ought to be."

Isaacs, who was 89, died of heart failure. Credited with intro-

ducing the six-column format to daily newspapers, appointing the first ombudsman, initiating an ethics code that banned junkets and gifts from news sources, Isaacs also hired the newspaper's first black reporter in 1961.

A native of Manchester, England, Isaacs began his career at the age of 17 at the Indianapolis Star. He became city editor of the Indianapolis Times at 24 and managing editor at 26. In his 20 years in Louisville, he rose from managing editor of the Louisville Times to executive editor of The Courier-Journal.

— The Kentucky Press —

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

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'Snowbirds' have biggest problem getting papers from home

By DAVID T. THOMPSON
KPA/KPS Executive Director

They're called "snowbirds," those Kentucky residents who spend the winter or sometime most of their retired life in Florida. And even though they're several hundred miles away, sunning on the beaches, playing golf or tennis or shuffleboard, they like to know what's going on "back home."

That is, when and if they get delivery of their local newspaper.

In preparation for an expected visit by postal officials, the Kentucky Press Association asked member newspapers about local, in-state and out-of-state mail delivery.

During a recent meeting with USPS officials, including new Postmaster General William Henderson, Max Heath and Ken Allen, of the National Newspaper Association, suggested postal personnel needed to talk personally with state press association executives who have their finger on the pulse of delivery problems within the state.

A few states have already reported discussions with USPS personnel and a meeting between several postal officials and KPA has been scheduled for August 12.

Seventy-two of the 164 newspapers, including 14 Associate Member Newspapers, returned the survey. And for the most part, newspapers and subscribers are dissatisfied with delivery of newspapers, or more specifically, the lack of delivery.

Only two of the 72 had any positive comment about postal service.

In-state delivery posed some problems for nearly every newspaper. Delivery took two days to a week in most areas and several noted the longest delay with newspapers going through either Louisville or Cincinnati.

But in-state problems paled to out-of-state with delivery times ranging from a few days to several weeks. Worse yet, duplicate delivery dates were noted in many cases when separate issues would be delivered at one time.

Perhaps Larry Lewis and Gerrald Chandler of the Hickman County Gazette said it best when asked about out-of-state delivery: "We had one subscriber say they can drive from Michigan to Clinton (KY), visit relatives for a week, return home and maybe the paper will be there."

They noted delivery times vary to other states: Michigan 9 days; Georgia and California, two weeks; Hawaii, three weeks; and North Carolina, "forever."

Of the 72 papers responding, 45 listed Florida as a problem area for out-of-state subscribers, many of them also noting delivery problems throughout the Southeast.

Alan Gibson and Jana Withson of the Clinton County News noted

New Postmaster General seeks USPS-newspaper partnership

United States Postmaster General William Henderson wants the United States Postal Service and community newspapers to build a partnership rather than a wall on competition. In an exclusive interview for Publishers' Auxiliary, Henderson told National Newspaper Association Executive Vice President and CEO Kenneth B. Allen that "targeting newspapers is like eating your offspring."

Henderson said he wants to redefine the role of the USPS. "Selling T-shirts and ties is not something we ought to be doing," he said. "We probably ought to go from promoting advertising mail to promoting print. We've got to have allies."

In responding to a question on the ill-fated Auto Day pilot project in Milwaukee, WI that would have guaranteed Friday delivery for automobile advertisements, Henderson said, "I cancelled it because I think our potential friends saw it as a threat that we didn't intend it to be." He added, "The net of it was negligible. It wasn't a positive. It wasn't going to make billions of dollars for the organization. And it was going to alienate and further distance the newspapers. I think that's a bad deal."

During the interview, Henderson said improving delivery of community newspapers is also a priority for the USPS. "We have a major effort going on right now," Henderson said. "I think we have to fix it."

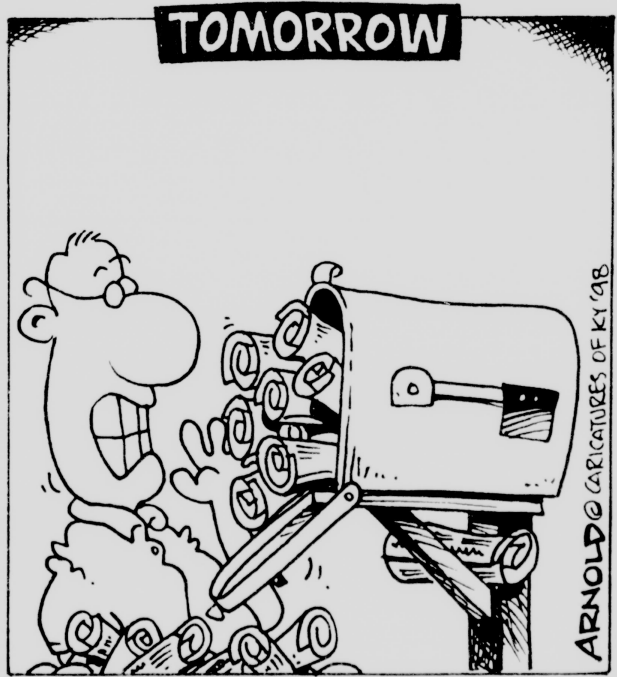
Henderson emphasized that in order to improve delivery, newspapers and the Postal Service need to work together to ensure employees are up-to-date with postal rules and regulations. "The Postal Service is going to have to take more of a pro-active role in helping newspapers stay current with their mailing lists and stay current with the way they bag mail and send mail," Henderson said. "We're committed to doing that."

that newspapers destined for delivery 15 miles (in Cumberland County) from Albany traveled "250 to 300 miles" because the newspaper is in a "different delivery zone."

And Earl Kinner, publisher of the Licking Valley Courier, Wolfe County News and Elliott County News, noted that on occasion the bags they've gotten from the post office to put newspapers in still had newspapers in them that were never delivered.

Kinner also noted success in straightening out delivery problems by

See SNOWBIRDS, page 12



Graduates of 'design schools' flunk the test

Design is Everything

By Edward F. Henninger



Throughout this country, there are great schools of graphic design. New York's Cooper Union; the Design School at the University of Chicago; Savannah, Ga., and others.

Unfortunately, we also suffer with the work of graduates from many other not-so-reputable schools of design. The students at these schools are young and enthusiastic, but receive little real design education. Most often they are self-taught and benefit from little or no evaluation.

Let me identify some of those schools for you:

1. The Cuzican School. The students here are prone to try something new just because they can. A new computer system or application offers them the capability to do things with color and type that they would not have imagined possible a week ago. Its students create bizarre mixed-color gradient screens and stretch or squeeze type beyond the limits of readability. School motto: "I can...therefore, I will."

2. The Idunno School. Students at this school rarely learn anything — but they'll try everything... at least a few times. They don't believe in research and they use the phrase "design creativity" as an excuse to do what they

"feel" on a page. None of the teachers here offer guidance. Instead, they provide a steady stream of motivational claptrap and positive feedback — whether student designs are valid or not. School motto: "If it feels good...do it."

3. The Smorgasbord School. Most of the students of this school are more mature and more traveled. They've been to conference after meeting after convention after workshop. From these they bring back to their newspapers a tidbit of typography, a cup or two of color, a smattering of structure. Unfortunately, none of it makes a meal. Instead, it's an agglomeration of thises and thatses, theses and thoses—none of which helps to make for better design. But the prevailing wisdom among the students of this school is that these elements must work. Somewhere. For someone. School motto: "See it, try it."

4. The BillyBobDid School. Students here tend to believe blindly. They do not seek to know, only to do. Years ago a free thinker, Billy Bob, slipped through stringent admission screening and was able to create some interesting design elements. Problem is: none of those elements fit in with anything else on the page. But they have remained over the years because no one bothered to remove them. So the only creative elements remaining are Billy Bob's — and he graduated decades ago. When asked about a stray element here or there, students of this school tend to respond: "Well...must'a been sumthin' Billy Bob did." School motto: "Seek not — for ye may find."

5. The Rapunzel School. Rapunzel Pfremlgarn was the daughter of Helmut Pfrederick Pfremlgarn, founder of this

school. Years ago, when Rapunzel was in her first year at the Ostentatious College for Young Ladies in Belgium, she took a course in art history. Upon her return home that summer, she convinced her father that she should be allowed to redesign the nameplate of The Telegraph, which he owned. That nameplate has never recovered from her largesse. To this day, it is characterized by typographic swooshes, swashes, sweeps and swings that continue to challenge the imagination. School motto: "At least...my daddy loves me."

Unfortunately for us — and for our readers — these schools continue to thrive merely because it is against the law to blow them all into the third millennium.

And their graduates are among us. Yes, I have worked with newspapers whose nameplate was designed by the publisher's daughter. I am the father of two daughters, and — while I would fight to the death to defend my right to dote on my daughters — I do not believe it is correct to allow a child who is visually brain-dead to touch a newspaper nameplate.

And...I have met Billy Bob. And...I have washed the dishes after a smorgasbord.

And...I have visited Cuzican and observed at Idunno.

No wonder I'm warped.

(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)

Ad reps: Watch out for the 'quality trap'

Ad-libs

By John Foust
Raleigh, N.C.



I believe that "quality" is the most overused word in advertising. It's everywhere. Advertisers boast of "quality products," "quality service" and "quality people." And they act as though consumers will automatically understand what they are talking about. But in reality, the word "quality" holds little meaning in today's marketplace. It has become trite.

One afternoon I decided to take a walk, while attending a winter convention in Myrtle Beach. The beach was nearly deserted, which explained the large number of undiscovered shells at the water's edge. I'm not a seashell collector, but as I walked I saw something that serious shell seekers would not have missed. It was a perfectly intact sand dollar.

I picked it up, only to have it crumble into three pieces. "Well," I thought, "I guess it wasn't so perfect, after all." As I dropped the remnants, another shell

caught my eye, glistening in a small puddle of water. I don't know what kind of shell it was, but it was even more beautiful than the sand dollar. And I wouldn't have found it if I hadn't knelt to discard the broken shell.

I mention this to illustrate what often happens when a salesperson meets with an advertiser. Opening a notebook, the salesperson asks, "We need an idea for your next ad. What do you want to emphasize?"

The client replies, "Quality! We have to let people know that we believe in quality."

The salesperson nods and dutifully writes "we believe in quality" in the notebook.

Watch out! This claim is too brittle to survive in the marketplace. It simply cannot stand without support.

"Quality" is not the answer to a question. It's another question. When one of your clients says, "Tell 'em we believe in quality," it's time to dig for information. If you don't make the effort to discard a bad idea, you won't find a better one. So pretend you're a lawyer on a search for evidence to prove your point.

Generally speaking, there are two

See QUALITY, page 12

Video workshop can help your staff create better ads



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

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Obituary styles aren't chiseled in stone

Pressing Issues

By Jerry Hilliard and Randy Hines
East Tennessee State University

He wasn't a world-famous performer, but many country music fans in the area knew him well. He even made it into the price guides with a highly collectible rockabilly record from the 1950s.

But when he died recently, all he received in the local newspaper was a standard, fill-in-the-blanks obituary: (Name) of (address) died (day) at (location). He was (age).

Near the bottom was a short paragraph saying, "He was a musician and songwriter."

A cross-country drive this spring provided a chance to see whether newspapers were finding ways to put life into their obituaries.

Although more than half of the papers we read presented the same old stuff in about the same old order, we were pleasantly surprised to see that the others were at least trying to add some personal touches.

Lessons learned from these publications include:

- Obituary leads can be personalized by including ways people will be most remembered.

This advice is nothing new, but it seems to have been largely ignored in recent years.

For decades, journalism students followed guidelines established by Curtis MacDougall in the many editions of his textbook "Interpretative Reporting."

In discussing ways to write obituary leads, MacDougall said, "A man's importance or the achievement by which he will be longest remembered ordinarily should be used in identifying him."

Proof that the advice still is useful can be found each day in The Denver Post.

The Post's typical lead reads this way: "Rose Barbara Griffiths of Denver, a Realtor and former teacher, died May 3. She was 84."

Including the identification is a simple matter of applying editorial judgment to facts provided by funeral homes or families.

Because a free obituary is published for any Colorado resident, cover-

age in The Post is extensive. The May 13 issue, for example, contained 18 obits. Identifications in the leads included "elevator installer," "steel worker," "service manager," "homemaker," "heavy equipment operator," "retired mining engineer," "machinist," "foreman," "business owner" and "appliance repairman."

Annette Espinoza, an editorial assistant who has been handling obits for eight years, explained that The Post's format is a matter of tradition that was established long before her arrival.

Espinoza is one of three people who share the main responsibility for preparing obituaries.

"They are very important to our readers," she said. "We treat them with a great deal of care."

- Mentioning hobbies and other interests can be very helpful in painting word pictures of people's lives.

Lists of jobs are important in recounting people's histories, but the things they did in their spare time may be just as important.

Obits containing descriptions such as these can bring smiles to faces of readers:

"Mabel had a green thumb and enjoyed gardening."

"He loved birdwatching and bluegrass music."

"She enjoyed friends, fishing, family, jigsaw puzzles and country music."

Many newspapers are using this type of information in obituaries, and getting it usually involves no more than adding an item to information forms.

- Used judiciously, personal comments can add a nice touch to obituaries.

Discovered in a box of family treasures recently was a clipping from a 1902 newspaper. It told of the death of a 26-year-old woman, and we couldn't help being touched by descriptive phrasing such as:

"Naturally bright and vivacious, with all of youth's enthusiasm and freedom, and possessing a kind, lovable disposition, Mayme was a favorite with all who knew her and the breaking of life's thread just as its noontide was ushered in, has brought naught but keenest sorrow to the hearts of her large circle of friends."

The flowery obituaries of days gone by are unlikely to return, but some newspapers still see value in including a limited amount of extreme-

See OBITUARIES, page 11

Spell check can't be trusted

Use column as quiz
for newsroom staff

Here are some reporters' bloopers collected by an editor at the Vail (CO) Daily. They're funny. They're also instructive. In fact, you can use this column as a quiz for your reporters and copy editors. Some are simply typos; others show a clear misunderstanding of the language. Let's hope that your staff can easily correct the damage.

- "We'd have to double the breath of Vail Mountain," she said.

- The photo shows a mayor and foal standing in the mist.

- The 70 holiday vendors will pedal unique items in the Marriott ballroom.

- "In our busy lies we often don't take time for intellectual conversations," she said.

- Each bedroom has a full private bath, and the lover level of each home can be furnished according to the owner's tastes.

- Because of illegal immigration problems, the congressman said he has met with Immunization and Naturalization Service officials.

- She was charged with carless driving.

- For dessert I had an orange mouse, a light cream concoction.

Sentence organizations and misplaced modifiers can also change the meaning of a sentence:

- At least 15 teams have signed up to battle their way through an eight-stage obstacle course decked out in crazy costumes and alpine ski boots.

- The colonel said the foundation has arranged to have carnations put on every gravesite of every member killed at the cemetery in Italy.

- The ski federation canceled the 1995 downhill race won by U.S. ski team star A.J. Kitt due to poor weather.

- The teacher and her students created a huge banner for the newcomers who hung in the entryway as they arrived at the middle school.

Every editor values a fresh metaphor. These are certainly fresh, from the mixed-salad department:

- "It we get one good result, it's going to steamroll like a chain reac-

See SPELL, page 9

Grants available to help school papers

High school newspapers seem to serve as the cornerstone of newspaper recruitment. After all, surveys show that 65 percent of journalists began their careers out of a passion that developed while working on their school newspaper.

Unfortunately, the ominous fact is that most high school newspapers are becoming endangered species—especially in schools with high numbers of minority students.

The Newspaper Association of

America (NAA), in a joint effort with Junior Achievement (JA), is offering the NAA's Advance Journalism: Running a High School Newspaper and Start-up Grant.

Advance Journalism is a year-long program aimed at reviving and improving high school newspapers by providing a \$3,000 grant to each school.

For more information about Advance Journalism, please contact the NAA at (703) 902-1725.

Workshop

Continued from page 1

ped in the workshop.

Even though the program was much the same as the '97 session, several teachers made the return trip to UK.

"I really enjoyed last year's workshop, but this year I understood what the instructors were saying much better. It really opened my eyes," said Neysa Barbour Jones.

Jones completed her first year as a journalism adviser at J. Graham Brown School in Louisville during the 1997-98 school year.



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Interns learn value of experience

Editor's note: Through the Kentucky Journalism Foundation internships were awarded this summer to 16 college students.

The students worked at various newspapers across the state for a nine- to 10-week period and were paid \$3,000.

We asked the students to submit a photo and comment on their internships, specifically if the experience had affected their career choice.

The intern's name is listed first, followed by the school they attend and the newspaper where they completed their internship.

Alyssa Bramlage
Senior, EKU
Georgetown News-Graphic



I have been working this summer at the Georgetown News-Graphic in Scott County as a reporting intern covering a general area beat.

I am doing the same kind of work that I did last summer at the Recorder Newspapers in Northern Kentucky and at my school newspaper, The Eastern Progress. I cover features, news and community-based stories.

And though I haven't learned a whole lot of new things, this summer internship has taught me one very important thing — I don't want to be a reporter for a newspaper, I want to copy edit.

As a senior at Eastern Kentucky University, I am glad that I decided this before I graduated and am locked into a job.

My internship has been valuable in allowing me to realize what I truly want to do after graduation.

Even if it hasn't been the greatest summer of my life, it has helped make me think of the future in a positive way. I no longer dread finding a job that I may or may not like. Now that I know what direction I want to take, I know I will like the job.

This summer has been good for meeting people and keeping my skills sharp which is all I really looked for going into an internship. I didn't want to set my expectations too high because I didn't want to be disappointed and I haven't been.

Amy McDaniel
Senior, University of Missouri
The Courier-Journal

My first assignment as an intern at the Courier-Journal was to help with one of the biggest stories of the summer. Humana Inc. - one of Louisville's largest employers and a longtime presence in the city - was merging with another company and moving its headquarters to Minneapolis. I was sent to Humana's office on Main Street to ask employees for their reaction. Because reporters were not allowed to interview employees inside the building, I had to approach people on the sidewalk. Although I had permission to talk to people outside, several times during the afternoon, a security guard came up to me and asked, "Are you sure you're supposed to be here?"

I told him, 'yes', and, as the summer went on, I was sure that I was right. That day, I talked to more than a dozen employees, and my first story was in the A section of the paper. Every day after that, I faced a new challenge. Although I had a previous internship at a small magazine and had worked for my school paper, I worked at a faster pace this summer than every before. I wrote an average of one story per day. Some of my assign-

ments were straight, hard news stories, such as a lawsuit against the school district or a nursing home in trouble with the state. Others were bizarre. I'll always remember the day I had to buy a thermometer and measure the temperature in the women's wing of the jail because the air conditioner was broken.

This summer, I learned that I love the excitement of coming to work not knowing what I'll be doing that day. I had the chance to write a variety of types of stories and got valuable experience that will help me for the rest of my life. I also enjoyed working with the staff members at the Courier Journal, who were all very nice to the interns and helped us however they could. I made some great friends. With the experiences I had this summer, I'm sure that journalism is the right career for me.

I'm grateful to the Kentucky Press Association for giving me this wonderful opportunity to learn.

Ann Denham
Senior, WKU
Photo intern
The Ledger-Independent
Maysville



The most interesting thing that happened to me during this internship was going to Riverbend to cover Rosemary Clooney's concert.

I felt privileged to meet her and listen to her sing. My pictures of this event made the front page. Also, I wrote a story on the concert and the story was published next to my pictures on the front page. It was a great experience and I finally met the "Woman of Song", a native of Maysville.

I covered many events including fairs, festivals, the Miss Kentucky pageant, and the NASCAR ground breaking at Turfway Park.

The photographs that were my responsibility were feature pages such as food/health, home/garden, and lifestyle. This internship enabled me to have the opportunity to work with wonderful people and exceeded my expectations. I have many photos to add to my portfolio.

What impressed me the most about the media is that media are treated like royalty at some events — free admission, food, and parking near the location of the event which I was covering.

I really enjoyed working at the newspaper and I learned many things about the newspaper business, especially how each department works together to create a publication.

After this experience, I know that photojournalism is the career for me.

Thank you for giving me this great opportunity.

James S. Edelen
Senior, WKU
Anderson News



My internship under Don White and Janie Buntain at the Anderson News has been every bit of a learning experience. The "real" world of journalism at a small circulation weekly boils down to ads, and lots of them.

But being a part of the community, and a visible one, is something I didn't truly consider. At a larger paper in a larger city you could very easily remain anonymous. But when you must work accurately and without bias, people will undoubtedly be harmed. And when news breaks,

people sometimes suffer, friends and enemies.

My most exciting or memorable task will be my trip to the Fancy Farm picnic July 31 — August 1. I will cover the political rally and festival for the Anderson County voters. Photos and a story will run and include candidate-specific info.

• I will earn a degree in print journalism this December, but technically I am not an undergraduate.

• I hold a BS in Public Affairs from Indiana University in Bloomington

• I am the great-grandson of the late J.S. Moran, the well-known and well-respected Hall of Fame journalist who owned and later wrote for the Springfield Sun.

• I am the son of long-time Sentinel-News publisher Jim Edelen

Justin Willis
UK graduate, May
Lexington Herald-Leader
Kentucky Connect



The offer to become a summer intern couldn't have arrived at a better time. I was three months away from graduating with a B.A. in English from the University of Kentucky and,

as most students in my situation, life after graduation seemed as exciting as it was frightening.

Although my computer knowledge was of the bare minimum and my complete journalism experience spanned an entire nine months, I began a 10-week internship with Kentucky Connect, the Lexington Herald-Leader website, two weeks after graduation.

My weekly schedule involved working on three long-term journalism projects and learning how to get stories from the newsroom onto our website. It made for an incredible summer.

I traveled to Nashville and interviewed backstage at the Ryman, received a personalized tour at the Maker's Mark Distillery and chatted on George Clinton's tour bus with his son.

Reporting for a website is different than a newsroom because it includes writing stories, taking photographs, and filming and editing videos. If you enjoy the subject variety and spontaneity of a newsroom, then you would love the opportunity to work with a website.

Ten weeks ago I wasn't sure what to expect of this internship or a news website, but I've become fascinated with all the possibilities of new media. I've enjoyed using video and photography to enhance my stories and it's exciting to get an edge on what may become the future of journalism.

Most of all my computer skills and ability as a journalist have made me marketable. The internship was great: the staff was helpful in training me, the work was different and challenging and it was fun.

Donald Lawson
Junior, Murray State
The Herald-News
Hardinsburg



This is my first time as a KPA intern. As far as the internship has gone, it has had it's ups and downs. I was nervous when I first started because I didn't know what to expect. I have been working for The Herald-News in Hardinsburg.

Intern

Continued from page 6

It is a small paper with only three writers including myself. Since it is so small, I have been exposed to many things such as reporting, photography and layout. I have also been working on my copy editing skills.

Since working for THN, I have worked on stories ranging from features on churches to stories about blue mold affecting local farmers. The most exciting thing to happen this summer was the chance to interview NASCAR Winston Cup drivers Darrell Waltrip and Jeremy Mayfield for a three week series I did on the origins of racing in the Ohio Valley area. For my last installment, I got to do a full page layout about NASCAR and the influence Owensboro had on the sport by being home to six drivers now racing in it.

I also got my first taste of photography this summer thanks to THN's camera they let me borrow. I've never used a camera like it before but enjoyed doing it. I hope to take more pictures when I get my own camera in the future.

The experience has opened my eyes to what it takes to be a reporter. I learned that this is not a nine to five job like most jobs are. If a story pops up, you have to cover it. The fact there were only three writers did not help this any. But the experience has not changed my mind about being a journalist.

The things I've learned this summer will no doubt help me with my new job at The Murray State News as assistant news editor when I return for the fall semester.

Thanks to KPA for giving me the opportunity to participate in this internship and The Herald-News for hiring me for the summer.

**B. Caycee Spears
Senior, WKU
Franklin Favorite**

The summer internship that I took part in at the Franklin Favorite gave me the opportunity to see the other side of my future profession.

I have one semester left at Western Kentucky University, where I am majoring in Public Relations with a minor in Business Administration.

The internship gave me the opportunity to gather information and interact with people to produce a story that interests other people. I was given the chance to cover everything from sports to features to news.

I went into the job thinking that I could learn what a newspaper wanted in a public relations practitioner and add to my portfolio. I found out that covering the day-to-day operations of a small town can be just as interesting as public relations.

Whether or not I work for a newspaper again, the internship broadened my perspective and gave me a new respect for print journalists.

**Christine Hall
Junior, Murray State
The Madisonville Messenger**

The internship at The Messenger is a 12-week one, so I still have three weeks to go, but the experience so far has been very interesting.

Instead of shadowing someone, or being a beat reporter, my assignment is to work on the the Progress Edition which is a special section published in September.

The theme for this year's section is "Stages of Life in Hopkins County."

The progress Edition will be in four sections spanning time from 1900 to the present. My job is to interview the people of Hopkins County who have lived in each time period. I have

researched much about the history of Hopkins County during the century. The publisher of the paper joked that I will probably know more about the county by the end of the summer than anyone else.

The most interesting thing that happened to me was one day when I was the only reporter in the newsroom. A call came in from the police department dispatch that two men had been crushed by some rocks in a mine. Since I was the only person available, the editor sent me out there. On top of all that, I was going out to a coal mine area in a short skirt and sandals. You can imagine the surprise of the miners when I pulled up. No one was able to tell me anything, but they told me if the inspector caught me out there without a hard hat or steel-toed boots, the mine could be written up. I had to drive back without a story and the memory of the miners faces when I got out of the car.

The experience so far has strengthened my attitude toward journalism. The internship did live up to my expectations, although sometimes I spent days just sitting at my desk waiting or constantly on the telephone. Now that I know what goes on at a real newspaper, I think it is something I will not have a problem doing for the rest of my life.

It has been a huge responsibility, but I will be glad to see the result. I have enjoyed it because I get to give my input, and in the end, I can say I did this all by myself, including most of the photography.

**Elizabeth A. Manley
Senior, WKU
Owenton News-Herald**

This was my first internship experience and I was pleasantly surprised. I expected my job to be very specific, but I found with the smaller newspaper I got to learn how to do many things. The small staff gave me a chance to get close to my fellow employees quickly and I felt comfortable asking questions or telling my opinion. I got a chance to write various types of stories and attended several different meetings. I learned how to cover court and how to handle myself in formal settings. I also learned how to do pagination by hand. While that may never come in handy again, it was an experience that I greatly enjoyed.

I guess if I had one complaint it would be that I wanted to learn to use QuarkXpress for layout design. While I've had classes in college, I have no experience designing page layout. I would have liked to learn how. But that's something for the future I suppose.

Overall, I feel that my internship experience has prepared me for life after college. I feel more confident in my ability to get a job and I know where to focus my skills. I have decided that I would rather work at a small publication where my job will not be specialized. I think this would be more fulfilling for me personally and much more rewarding occupationally.

**Jake Burgess
Senior, Murray State
Lebanon Enterprise
Central Kentucky News-Journal
Casey County News**

Working for three different papers is a 10 week period makes you feel like a nomad. Moving from newspaper to newspaper, trying to remember the different way the three newspapers ran. Remembering how each editor wanted the story. It was confusing at times, but easy after a period of adjustment.

I came into this internship nervous, but ready. Working at the Murray State News for the last three years, I was ready to work for a real newspaper. Prepared for any story they threw at me. It exceeded what I was expecting and gave me experience that helped me improve my writing.

The most interesting thing I did during my internship was the story about a nun who returned to Vietnam with orphans she took care of as infants. She left Saigon 23 years ago before the North Vietnamese took control. She relived many emotions she had not felt in a while. To interview someone who was there interested me. I also toured the Makers Mark Distillery one Saturday.

Seeing a newspaper come out once a week and twice a week, on time, was impressive. Everybody had their own job to do and it got completed on time. I did many jobs at the university newspaper. Scheduling time to write stories, layout pages and still find time to go to classes was difficult. Here, other people did these jobs and allowed me to focus more time on my stories.

The three Landmark chain newspapers in Central Kentucky gave me different experience for each location. They showed me that not all newspapers run in the same way. The 10-week internship showed me that I made the right decision four years ago.

**Kevin Hall
Senior, UK
LaRue Co. Herald News**

I had mixed feelings about taking this internship when it was offered in March. I needed the experience, but I wasn't sure about working for a small newspaper in a tiny community. Now, though, I'm extremely happy LaRue County offered me the position, since I've gained valuable experience in all aspects of the field.

My editor, Debbie Polly, was absent for two weeks attending business conferences. During that time, I assumed control as editor of the paper. This was an unbelievable experience for a "fresh kid," still learning the ropes. I eagerly dove into this chance, making the most of my opportunity. When the smoke finally cleared, I was pleased with the results.

The highlight of my summer was finding out I was the grand prize winner in a photography contest sponsored by the Central Kentucky News Journal. When I snapped the winning shot, I had only been working with a camera for one week.

Another exciting moment came when an angry family threatened me for running a story about their son. They said they would sue me for libel, but I was more concerned about being shot in the back. My sources stood by my story, and I was positive my facts were straight, so I knew I could be defended in court. These defenses, however, would prove useless when staring down the barrel of a shotgun.

This internship has left me confident that I can survive in the journalism world once I graduate in December. I've gained experience in editing, writing and photography this summer. I still need to work on my self defense.

**Natalie Groves
Sophomore, Murray State
McLean County News**

This past summer I have worked at the McLean County News as an intern. Following are some duties I have undertaken during my 10 weeks at the News office.



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Intern

Continued from page 7

layout and design of the newspaper, layout of advertisements, specs of ads for customers, coverage of news events, photography, developing film, circulation promotion and updating.

One of my primary responsibilities was updating business directory information for our "All About McLean County" magazine, which is our largest publication in 1998. It was my duty to call each business listed in the 1996 directory to see if their information needed updating. I also canvassed, by vehicle and phone, to see if there were any new businesses that were not included in previous magazines.

My internship at McLean County News definitely lived up to my expectations. When I started my internship I was planning to major in business, but after working at the News office for a week, I decided to change my major to Journalism. I really enjoyed my job and the people I worked with.

The most interesting thing that happened to me during my 10-week internship was the opportunities that I received. I had the chance to work on a baby contest we ran during the month of June, graduation tab, senior tab, back to school tab and our All About McLean County Magazine.

I feel that my internship was a positive experience and cannot wait to get into the "real" world of journalism.

**Don White
Junior, EKV
Citizen
Voice & Times
Clay City Times**



My stomach was full of butterflies driving into Irvine on my first day. I wasn't sure what to expect coming to work this summer at the Citizen Voice and Times.

In my experience at other papers I was free to concentrate on getting photos, but in Irvine I would have to get the story in words and photos.

I wondered if I was up to the job. Thankfully once I got to work on my first assignment my stomach settled down and I discovered I had nothing to worry about. I also noticed that my photos got better when I was concentrating on both words and pictures.

My confidence grew each week when I saw the finished product in the rack with photos, stories, and pages I had crafted. It takes more time to handle all the elements of a story, but the gratification from the job completed makes it all worth while.

Knowing that my internship is almost over I am anxious to return to school and get a little closer to

graduation. I know I will always remember the lessons I learned about journalism and myself this summer.

The experience has enforced my desire to become a journalist and it has made me a better storyteller.

**Karen Grigsby
Senior, WKU
Shelbyville
Sentinel-News**



As far as expectations, I'm not sure I had any coming into my internship here at The Sentinel-News. Last summer I interned at The Evansville Courier, a relatively large daily, and I knew my experience in Shelbyville would be different.

I was right. The Sentinel-News hasn't had an editor since February, and there are only two full-time reporters. There are no photographers, either, so I've had to learn to take my own pictures. The small staff and my unfamiliarity with Shelby County has forced me to be dependent on my co-workers for story ideas, sources and other information. They've been extremely helpful. (Quite different from a large daily, where I think reporters could get by working alone. At a small community newspaper, communication is essential.)

Meeting the people in this area has been wonderful. I truly believe everyone has a story to share (granted, some are more fascinating than others). A few weeks ago, I spent an hour at my favorite radio station interviewing a Louisville disc jockey who lives in Shelbyville. I had a great time. It's not often that people get a chance to do something that combines their two loves (for me, music and writing) and get paid for it, too!

I've known for quite some time that I wanted to go into a career in journalism, and my internship here hasn't changed that. If anything, it has helped me to see journalism from an angle I hadn't seen it from before.

**Ronnie McDowell
Senior, Murray State
Crittenden Press**

I have gotten to know many nice, friendly people during the 10 weeks I have spent here in Marion. I am originally from Mt. Carmel, Ill., but have spent most of the past year as a student at Murray State University.

The thing that surprises me the most about Kentucky is the friendliness of many people here. Being from southern Illinois, I'm used to walking by people on the street without speaking. I will be honest, we northerners are not quite as friendly to strangers as southerners. It's not that we're unfriendly, it's just the way we are.

Marion is a nice little town, I like it a lot. However, to be honest, I find it to be a little boring when

I'm not working for The Press. I guess that's because, Marion is the smallest town I've ever lived in.

Mt. Carmel is a bigger town, with a population of approximately 9,000. It's located along the banks of the Wabash River, on the Illinois-Indiana border. It's about 45 miles northwest of Evansville, Ind.

Marion and Mt. Carmel are alike in several ways. Both towns are quiet retirement towns located near large rivers and state lines.

Both communities also value their historical identities very much. Marion takes great pride in its former fluorspar mining industry. Mt. Carmel takes great pride in the fact that it was a booming river town before Illinois became a state. The town also took pride in its coal mining industry before the Cyprus-Amox mine closed a couple of years ago. Mt. Carmel was also home to Brace Beemer, the original Lone Ranger from the old radio show.

I realize Marion has a great deal more history behind it than I've mentioned, but I've only had 10 weeks to learn it.

Murray State University will soon put its satellite campus in the old school building. Mt. Carmel has its own community college, Wabash Valley College, located on the edge of town.

I attended Wabash for two years after graduating Mt. Carmel High School in 1995. I earned an Associate in Arts degree at WVC before transferring to Murray State in 1997.

I worked for the community newspaper, The Daily Republican Register while taking classes at WVC. Working at The Crittenden Press is similar to that experience in many ways. The major difference is that the DRR is a daily paper and the Press is a weekly.

I really enjoyed working at both places. Chris Evans and Allison Mick have been great people to work for. They have taught me many useful things. It took some time to get used to it because they run the Press differently than the Republican Register Co. ran the DRR.

That's life, though — not everything can be the same everywhere you go. Different experiences are vital for personal growth.

The rest of the Press staff has been great to me too. I have enjoyed working with all of them. In fact, I have enjoyed working with everyone I have met in Marion, since I met most of them through work.

All in all, I have to say that Marion has been a nice place to live.

Even though I'll miss Marion and the Crittenden Press, I am looking forward to starting my senior year at Murray State University. I'm looking forward to finishing my education and getting my bachelor's degree in journalism and advertising. I'm also looking forward to seeing my friends at Murray once again.

Newspapers still source for broadcast journalists

A study by the Newspaper Association of America has shown that newspapers remain a valuable source of information for television anchors, reporters, producers, assignment editors and news directors.

Here are a list of the findings:

- More than half (53 percent) of American TV journalists at all positions read at least three newspapers daily.

- Seventy percent of TV news assignment editors across the country read three or more newspapers daily. Nearly half (47 percent) read four or more newspapers each day.

- More than one-third of TV news reporters (36 percent) and assignment editors (34 percent) use newspaper stories often, very often or all of the time to decide what topics or which stories will be used on television.

- American TV journalists mention newspapers and the AP wire as their primary source for new (47 percent) above any other news source, including national or local television (four percent), and personal contacts for sources (29 percent).

- Among television journalists looking for world and national news, 54 percent turn to both newspaper stories and television programs; 27 percent rely on CNN. Among TV news anchors looking for world and national news, 66 percent turn to newspapers. Among television reporters, 48 percent turn to newspapers; 43 percent turn to television.

- For local news, a majority (52 percent) of TV journalists today choose newspaper stories as the source they use most frequently. For local and state news, 23 percent of TV news reporters say that turn to the local newspaper.

Here is a breakdown of how the different job titles that were surveyed.

- TV News Anchors are more likely to read only one or two papers daily. They are more likely to use newspapers for world and national news. Overall, they use newspapers the least of all positions surveyed.

- TV reporters are more likely than anchors to read several papers daily, but half read just one or two. They are more likely to use newspapers often, very

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Reporters: Computers can't replace personal contact

Coach's corner

By Jim Stasiowski



The obituary I needed to read was in a newspaper several states away.

It was early Sunday afternoon, and a male voice in the newsroom answered the phone.

I was wondering, "I said, 'could you check an obituary in Saturday's paper for me?'"

"Can't," he said. "I can't use the computer right now because I have it running some pages for tomorrow's paper."

I was dumbfounded. "Well," I said, struggling to keep the sarcasm from my voice, "could you just look in the newspaper?"

I could tell he hadn't even thought

of that. To look up something, he assumed, he needed his computer. He was gone a minute, came back and gave me the information I'd called for.

Computers are an excellent tool. If you took away my computer and put a typewriter in front of me, I'd quit my job and go sell major appliances at Sears.

But computers have a huge drawback. They can do so much, we sometimes forget that to make our work really valuable, we have to make an effort.

I know reporters who do only this to edit their stories: run them through spell-check.

Before computers, reporters had to go through a story's every word, look carefully at each to make sure it was: (a) spelled correctly; (b) the correct word; (c) a good fit in the sentence. Today, if it's spelled correctly, it's perfect.

Stasiowski's First Rule: No reporter may use spell-check. Spell-check is for editors only.

Pagination, a brilliant technological advancement, has turned copy editors into copy handlers, as connected to the average story as a stevedore is to the cargo he's tossing about.

I used to sit with copy editors and banter about the language. Now, as page designers, they fume at me and tell me I'm a fool for thinking they can have an effect on stories.

Stasiowski's Second Rule: Hire copy editors who can diagram a sentence, not design a page. You can teach them page design.

Computer-assisted reporting is a breakthrough, a giant step for news gathering. With it we find critical information in minutes; without it, we might never know that information existed.

But we still have to tell a story. A reporter handed me his story and

asked me to read it. He had done it through computer-assisted reporting. It had a wealth of facts and stats, but it failed to make a point. He didn't show me why I should care about his pretty information.

At a convention last year, I came across a seminar called "Computer-assisted reporting: The future of reporting."

I disagree. The future of reporting is ringing a doorbell and saying, "Hi. Do you mind if I ask you a few questions?"

Stasiowski's Third Rule: Focus on the middle word in "computer-assisted reporting."

Last summer I heard an editor say, "I've told my reporters, 'You can't do every interview by e-mail.'"

Interviews by e-mail? I thought doing interviews by telephone was the ultimate in evil, and now

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CNHI

Continued from page 9

change with the new ownership.

The Glasgow Daily Times' purchase by CNHI was announced in late July. The Glasgow buy was part of a 28 newspaper deal in which CNHI purchased publications in Indiana, Iowa, Kentucky, Mississippi,

Missouri, New Mexico, Oklahoma and Texas owned by Donrey Media Group.

The purchase also included the Glasgow Daily Times' shopper, the Glasgow Republican.

The Donrey sale is expected to close by Sept. 1.

CNHI was formed in 1997 and now owns more than 124 community newspapers in 20 states. Several months ago, CNHI purchased the

publications in Kentucky that were owned by Park Newspapers and then purchased by Media General.

Those papers include the Somerset Commonwealth Journal and 17 weekly, tri-weekly and free distribution papers in 10 Kentucky counties. The weekly papers are: The Carlisle Mercury; Menfee County News; Grayson Journal Enquirer; The Greenup County News-Times; Grayson County News-Gazette; The

Sentinel Echo; London; The Morehead News; Olive Hill Times; News Democrat & Leader; Russellville; and the McCreary County Record.

The Floyd County Times was also purchased by CNHI in mid March.

The company is headed by former Thomson Newspapers executive Ralph Martin.

Newspapers

Continued from page 8

often, or all the time in determining what to cover. They use newspapers most often for state and local news, thus relying on local newspapers in their area.

- TV news executive producers are the most likely to consider newspapers as a primary source for gathering news content or stories. They tend to read one to two newspapers daily. They are least likely to turn to newspapers for additional information for a story.

- TV news directors are more likely to read at least three papers daily. They are the most likely to

turn to newspapers for additional information for a story. They are least likely to consider newspapers as the primary news source.

- TV assignment editors are the most likely to read several papers daily. They are more likely to use newspapers often in deciding what to cover. They turn to newspapers equally for world/national news and for state/local news.

The survey polled a national random sample of 250 television news directors, executive producers, assignment editors, anchors and reporters. The respondents were asked questions in an open-ended format, thus allowing TV journalists to nominate sources without choosing from a list.

(Reprinted from the Texas Press Association Bulletin)

Spell

Continued from page 9

tion," the coach said.

- In September the light at the end of the tunnel will be on the horizon as construction moves ahead.

OK, OK, maybe that's enough. But let's save room for dessert, from the category called "just goofy

stuff":

- If you are an elementary or middle-aged child and have always dreamed of being a cheerleader, now is your change.

- However, for all intensive purposes, free skiing seems to be a successful gamble.

- After the group dismembered, he turned to teaching music at the University of Denver.

(Reprinted from the Florida Press Association.)

Community Newspapers in the 21st Century:

- Strategies
- Tactics
- Technologies

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LEGAL NEWS & VIEWS

Chiquita lesson: Lawful newsgathering always best

By KIM GREENE
KPA General Counsel
Dinsmore & Shohl



Forgive me for personalizing this, but I'll bet many of you had a similar experience. I almost spit toothpaste all over the bathroom on the morning of June 28, 1998, when I read the Cincinnati Enquirer had just paid Chiquita Brands International, Inc. \$10 million to settle Chiquita's complaints about a series published a few months ago. And had published a front-page, above-the-fold apology inside a thick black border. And had done all of this before Chiquita had even filed suit against the paper. Whew!

I wouldn't say the dust has settled just yet. But more information has become available. Such as, the amount the Enquirer paid to Chiquita, evidently, was significantly higher than \$10 million (and the overall "price" to the Enquirer of this episode can't begin to be measured in dollars). And from published reports, we have learned more about how the Enquirer came to publish these stories which have cost them so dearly.

What combination of factors led the Enquirer to agree to this extraordinary settle-

ment package? An apology is one thing, but most newspapers could not survive monetary exposure of this magnitude. So let's talk about how you might avoid a similar predicament.

Chiquita filed no lawsuit against the Enquirer, but this settlement does not appear to relate to a defamation claim. Despite the Enquirer's general apology, Chiquita's primary challenge was not to the truth or accuracy of the articles. Instead, the challenge is to the manner in which the Enquirer obtained the information used for the series. Mike Gallagher, the seasoned and well thought of principal reporter for the series, allegedly stole hundreds of voicemail messages from the telephone system at Chiquita's corporate offices in Cincinnati. Consequently, he has lost his job and he is facing criminal prosecution.

Rule Number One, of course, is don't steal documents or information for your news story. But the analysis is not quite that easy because the Chiquita settlement, along with the Food Lion verdict (remember the hidden cameras in the food store?), are going to encourage more litigation by disgruntled subjects of news stories. Chiquita and Food Lion complained about the manner in which the media defendants gathered the news about them, rather than the substance of the news reported. Since news gathering activities are protected by the First Amendment only if those activities were lawful,

the usual measures which protect a newspaper in a libel suit (for example, the public figure status of the story's subject and the heightened burden of proof) are not available in a suit over the alleged way the newspaper illegally obtained its information.

"... if a reporter arguably has participated in or encouraged illegal activity to obtain information, she and her newspaper employer are more vulnerable than ever to legal challenges."

That means these suits for trespass or conversion or misappropriation can be easier for the plaintiff to win. And, because punitive damages are available, truly egregious newsgathering conduct can result in very high monetary penalties. So, if a reporter arguably has participated in or encouraged illegal activity to obtain information, she and her newspaper employer are more vulnerable than ever to legal challenges.

That means there are many shades of gray you have to deal with. If there is any way that a news story subject could argue that you stole your source materials from them, they are going to be more likely to sue. Does that mean that

See LESSON, page 11

Court rules false statements don't support defamation claim

A court of appeals in Washington state recently determined that false information and falsely-attributed statements contained in a newspaper article did not give rise to a claim for defamation. In this case, developers of a battered women's shelter brought suit against the newspaper, alleging that an article about the shelter that appeared on the paper's front page was defamatory.

In essence, the article suggested that the shelter, which had been promoted as a model resource for battered women and their children, was a disappointment. The article reported that the shelter afforded little protection against abusive husbands and boyfriends, that the residents were exposed to drugs and violence, that the rent was higher than its low-income residents could afford, and that it failed to supply adequate resources such as counseling and day care for the children.

In addition, the article indicated that the shelter had lost support from the YWCA even before it opened. Several statements in the article were attributed to either governmental or YWCA "officials." Two individuals, to whom statements had been attributed, denied that they had made the statements. Nonetheless, the trial court concluded

that "the 'true' statements in the article were so damaging ... that the additional untrue statements and fabricated quotations did not change the sting of the story." As a consequence, the court granted judgment in favor of the newspaper.

On appeal, the court of appeals first considered whether the false portions of the article could have caused damage that would not have resulted from the true portions of the story.

Although the court recognized that a reasonable person might conclude that some minor portions of the article were false, it concluded that any damage that might have resulted from such falsity would have resulted anyway because the gist of the article was true.

Secondly, the court turned its attention to the statements which the developers contended were falsely attributed. It concluded that these attributions could not have caused damage that would not have already resulted from the truth in the article. As a result, the court of appeals found that the developers could not prevail on their defamation claim.

(Reprinted from First Amendment COMMENT, June 1998, Schmalengerg v. Tacoma News, Inc.)

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Obituaries

Continued from page 5

ly personal description.

Obituaries we read during our recent trip included the following:

"He loved his family, but his greatest love remained his sweet-heart of 63 years, his wife."

"Jordan had a special personality and was a very lovable little boy. He will be missed by all who knew him."

"She had an unselfish love and lived for her family."

"She had a radiant smile and will be missed by all who knew and loved her."

Among newspapers that routinely run these kinds of comments in obituaries is the Cody (Wyo.) Enterprise.

News Editor Mark Bagne explained that the personal descriptions are gathered with the help of funeral directors and are published "to allow the family to get important remembrances out" in its time of sorrow.

"We know these people and want to help," Bagne said. "So we're pretty liberal about what goes in the obituary."

Laurie Quade, who is also the Enterprise's society editor, has handled obituaries for about five years.

"I think of an obit as a person's last hoorah," she said. "We try to include everything the family wants, but we draw the line when it comes to what I would describe as overly religious material."

• Obituary headlines can be put to better use than merely nam-

ing people.

Although the vast majority of newspapers in this country stick with people's names as labels above obituaries, a few are taking other approaches.

For example, The Denver Post's obituaries have two-line headlines containing the following information:

Richard L. Wimmer
Gates Rubber employee, 71

A different approach is used by the St. Joseph (Mo.) News-Press. The typical News-Press obituary headline, which resembles an inscription on a tombstone, reads:

Archie L. Anderson
1919-1998

The importance of obituaries to readers everywhere is undeniable. Research has shown that one-third to one-half of newspaper readers turn to them regularly, and they're the first things read by many people.

Given the importance of the material and the amount of space devoted to it, the lack of imagination exhibited in many obituary sections is almost as sad as the deaths themselves.

We would like to share your suggestions for obituary improvements with others around the country. Please send them to ETSU Box 70667, Johnson City, TN 37614-0667. Our phone number is (423) 439-4167.

Madisonville and Henderson areas.

New staff members announced at Cynthiana

Randi Burton has been hired as an advertising representative at the Cynthiana Democrat and Harrison Shopper.

Suzanne Fryman and Joyce Wilson joined the newspaper's staff as graphic artists.

Carrollton manager starts Crime Stoppers program

Becky Reynolds, Carrollton News-Democrat compositor and circulation manager, started Carrollton's first Crime Stoppers program.

Within a few months, the Crime Stoppers program paid out its first reward. Reynolds became interested in the Crime Stoppers program when her sister was assaulted in her own home and police were unable to find the assailant.

Reynolds is on a 12-member board of directors and News-Democrat office manager Lucille Schmucker is the treasurer.

Lesson

Continued from page 10

you must refuse documents offered to you if you don't know with certainty that your source obtained them lawfully? No. The law has always recognized that, so long as the reporter did nothing illegal, he could accept documents from a source even if the source got them illegally. So far, the law remains the same on that point, at least where your source brought you those documents out of the blue. But outside of that, be careful.

If your source has access in the ordinary course of his business to documents needed for your news story, and offers to send you copies of those documents, there should be no problem. An example of this might be a document your source authorized or which was sent to him because of his job within the company.

On the other hand, if your source tells you he can obtain the documents which will back-up the information he gave you by going into his boss' file cabinet after hours, then the issue gets murkier. You now have the reason to believe that he is offering to provide you with documents to which he does not have routine access, and in some cases, no access at all.

Arguably, then, you are encouraging your source to do something illegal to obtain the documents, and your encouragement itself could be

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seen as participation in the unlawful activity. At least, that's what the subject of your news story will claim and that's what the issue will be in the lawsuit.

Any of you who have called the Hotline about a news story, letter to the editor or editorial that might contain defamatory material know that we analyze those things on two different levels. One level is, if we get sued, can we win? The other level has us asking: How can we reduce the possibility of being sued in the first place? In cases like Chiquita or Food Lion, the second analysts becomes crucial. If you have questions about specific newsgathering situations, don't hesitate to contact your hotline attorneys. We are standing by to help.

President-elect

Continued from page 1

tor. He was promoted to the newsroom's top post in 1989.

Also accepting the early retirement package was Daily Independent Publisher John Del Santo. Del Santo was president of KPA in 1996. He spent 33 years at the newspaper, the last 19 as publisher.

The early retirement packages are part of a staff reduction plan announced in June by Dow Jones & Co. Inc. for its Ottaway Community Newspapers. The Ashland newspaper is one of 19 daily and 17 weekly newspapers in the Ottaway group.

Dow Jones wants the Ottaway group to raise its profit margin from just over 22 percent closer to the industry standard of around 27 percent. Ottaway's goal is to reduce its staff by 220, or 8.4 percent of its 2,534 employees.

The editorial and composing departments at Ashland were hit the hardest by the retirements.

In addition to Powell, the newsroom lost the following staff members:

• Malcolm Conley, copy editor, 45 years.

• George Wolford, senior news writer, 41 years.

• Jim Todd, weekend editor, 30 years.

• G. Sam Piatt, senior news

writer, 23 years.

• Virginia Stout, copy editor, 33 years

In the composing room, the following employees accepted the retirement packages:

• Sherman Baldrige, compositor, 31 years.

• Jim Colt, compositor, 32 years.

• Bob Armstrong, compositor, 35 years.

• Kenny Conn, compositor, 35 years.

Other employees included:

• Bill Allen, pressman, 39 years.

• Dale Smith, ad sales rep, 39 years.

• Roy French, ad sales rep, 36 years.

• Leann Poff, advertising services, 33 years.

Del Santo and Powell both plan to remain in the Ashland area. Del Santo, who planned to retire when he reached 55 years in 2000, said he doesn't anticipate another career, but doesn't rule one out either.

Powell would like to carry on his long record of community service, either as a volunteer or in a paid position. He is currently chairman of the board of directors of the Boyd and Greenup County Chamber of Commerce. He also serves on boards of River Cities Harvest, Leadership Tri-State and the Economic Development Corporation of Boyd and Greenup Counties.

People

Continued from page 2

to that she served as education and training coordinator for Mercantile Stores Corp., in Louisville.

Senn has a bachelor's in communications with a minor in journalism from Indiana University.

Carman named news editor at Casey Co. News

Donna Carman has been named news editor of the Casey County News.

Carman is a 17-year employee of the paper. She has served as circulation manager and various other roles at the paper and won awards for her writing and photography.

Miller named ad rep at Journal-Enterprise

Dawn Miller has joined the staff of The Journal-Enterprise in Providence as a retail advertising representative.

A resident of Dixon, Miller will work with clients in the



Newsracks abroad

Marilyn and Symmi Thompson, wife and daughter of KPA/KPS executive director David T. Thompson, toured Europe in late June with a group of Scott County High School students and found this newsrack for the local newspaper in Modling, Australia. The newsrack does not have a window like racks in the U.S. and the newspapers are dispensed at the bottom, completely wrapped in a plastic bag.

Golf

Continued from page 1

was the spring launching of www.golfky.com.

Golfky.com is a one-of-a-kind web site in the state dealing with golfing in the Commonwealth.

"The site is an E-zine, a web magazine on golf," said creator Kent Brown. Brown, a six-year employee of the paper, is the Advocate-Messenger's photographer.

"We were looking for a project outside of the website for our newspaper. We thought golf was growing in Kentucky and the use of the Internet was growing, so it was a good combination for our new venture. We also knew that there wasn't anything like this out there," said Brown, who happens to be an avid golfer.

Snowbirds

Continued from page 3

asking the post office to put a tracer on newspapers. "But when the tracer period runs out," said Kinner, delivery takes "up to eight days."

Kathy Bay, publisher of the Bracken County News, echoed the situation numerous newspapers reported: "Some subscribers tell us they may get three or four weeks of papers delivered the same day."

Dave Clevenger and Earletta Sparkman of the London Sentinel Echo reported subscribers have

not only received the paper two to three weeks late but some have reported "they receive a bundle of papers at one time (the address on the top of the bundle will get everyone else's papers)."

Newspapers who have not yet responded to the survey, mailed July 3, are encouraged to complete the information and return the form to KPA by August 10.

"We want to have some documentation of delivery problems," said KPA executive director David T. Thompson, "so that when the postal officials do visit they can see what the problems are and especially where the delivery problems are."

That ability made Brown a logical and likely candidate to serve as editor of the web site.

"We originally thought about it as a regional site, but the more involved we got into it, we decided to try it statewide," said Brown.

The site currently features information on men's amateur and women's amateur golf, Kentucky Pros, junior golf, tournament schedules and results, a list of all the courses in the state and how to reach them. There's also weather information so golfers will know whether to pack rain gear along with their clubs.

Brown said the main project in the coming months is to upgrade the site's course guide with maps and more information about each course.

"What we're looking for now is adding a few more bells and whistles," he said.

Reporters

Continued from page 9

Over the phone, a reporter at least can detect the clues in a source's voice. Is she hesitating to answer this question? Is she laughing when she says, "I'd like to kill that fat jerk?" Is there doubt or fear or enthusiasm in her voice? E-mail disguises all that.

Stasiowski's Fourth Rule: If the source has e-mail, he or she also has a telephone. Call.

E-mail is a symbol of what's wrong with the Electronic Age. First, we end up talking to only those people who have computers. We cut off many of the poor, the blue-collar, anyone who isn't plugged in. They are our readers. We should stay in touch with them.

Second, e-mail puts everyone at a distance. If I shake your hand, I know you; if I hear your voice, I sense your reliability. But if my electrons meet your electrons, you're a stranger.

For years we've done e-mail in the newsroom. Writer turns in story, editor sees problems, sends back story

with electronic questions.

That way, the editor and reporter don't actually have to talk.

How shortsighted. We teach best by personal contact, not electronic messages. If I sit with you and show you on a piece of paper why the quote you used in Paragraph 10 doesn't fit with the theme you stated in Paragraph 3, I'm not just teaching, I'm getting to know you. I see how you react, I'm learning from you as you learn from me.

Computers have a magnificent brain, a flawless memory, an efficiency unparalleled in the history of the planet. But they lack the one thing that makes a newspaper great: a heart.

THE FINAL WORD: We almost always err when we talk around a topic. A writer was describing a club that had "upwards of 86 to 90 members."

"Upwards of" means more than, "so giving a range makes no sense. If you must be imprecise, use "upwards of 85 members," but imprecision is usually a way of confessing you simply didn't pin down the number.

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

Quality

Continued from page 4

kinds of evidence:

1. Product proof. Where does the quality come from? Look for ingredients... manufacturing procedures... guarantees...customer surveys. English poet William Blake wrote of seeing "a world in a grain of sand." Let some small detail in the product (or store) represent the quality of the whole.

2. Human proof. When an advertiser says, "We believe in quality," it's just another ho hum line. But when a loyal customer says, "They believe in quality," it has credibility...especially in a testimonial ad which features a real photograph of a real person with a real name.

Another example of human proof is the advertiser who uses an employee to represent the company's philosophy. For instance...a mechanic to illustrate the commitment of a service department... or a gemologist to symbolize the expertise of a jewelry store.

When you hear the word "quality," that's your cue to move into action. Remember, if you don't make the effort to throw away a bad idea, you won't find a better one.

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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.)



The Job Shop

Reporter

Award-winning daily newspaper in growing community needs experienced general assignment reporter to cover news and features. Quark, photographic skills a plus. Send resumes and clips to Editor, The Winchester Sun, P.O. Box 4300, Winchester, Ky. 40392-4300, or call (606) 744-3123.

Reporter

Award-winning central Kentucky weekly newspaper seeks general assignment reporter. Bachelor's degree, basic photography and computer skills, and general knowledge of sports and government preferred. Full-time position includes standard benefits. Send letter, resume and clips to Randy Patrick, Editor, The Jessamine Journal, 507 N. Main St., Nicholasville, Ky. 40356.

Photojournalist

Photojournalist with over 7 years newspaper experience seeks to go to the next level. Five of those years have been daily experience. I am an award-winning photojournalist with a desire to achieve the best that can be done, and open to new ideas and growth. I am a team player and willing to go above and beyond what is expected of me. Phone calls are welcome as well as emails. (502) 782-3176; nfocus@mind-spring.com

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. Call 800-264-5721 or e-mail LCamahan1@aol.com