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Official Publication of the Kentucky Press Service - Vol. 62, No. 10 - October 1991

tion, photographers

Give it your best shot

KPA is offering photographers (or anyone who stands picture-taking duty) at member papers two chances to have their work displayed to a wide audience in 1992.

Deadline nears for VP nominations

Oct. 18 is the deadline for submission of nominations for vice president of Kentucky Press Association for 1992.

Reiterating an article in last month's issue of *The Kentucky Press*, any member of KPA can suggest to the nominating committee the name of a member who meets by-laws criteria. Eligible members wishing to serve may inform the committee of their interest.

Names of nominees for vice president are to be sent, along with a letter of interest or reasons for suggestions, to David T. Thompson, KPA, 332 Capitol Ave., Frankfort, KY 40601.

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

The nominating committee will interview all nominees who meet the eligibility requirements. The committee will then submit its recommendation to the KPA board and then to the membership at the Saturday business session during the winter convention.

The person elected vice president is in line to succeed to president-elect and then president of the association.

Requirements per KPA by-laws: "The only persons eligible for election to the office of Vice President are those who are currently serving as elected directors; those who have been elected to serve on the new board, provided they have previously served as either an elected or appointed director; or those persons who have served three consecutive years as an appointed director."

First, the association will run a color photo of a Kentucky scene by a Kentucky photographer on the front cover of its 1992 Yearbook and Directory.

Last year, Ron Garrison of the Lexington Herald-Leader had the honor with his Keeneland Race Track scene. Certainly, there are other scenes of note across the state.

Deadline for submitting the 8x10 color shot is Nov. 8. If yours is the photo selected to grace the cover, KPA will need the color separations in late November.

Second, you have the opportunity to have your work exhibited, first, during the 1992 KPA winter convention and, again, as the exhibit travels throughout the state.

You have some options with exhibit entries. Photographs may be black/white or color, 8x10 or 11x14, horizontal or vertical. And they may be news, feature, sports or scenic. There are no options, however, on two requirements: that they must have been published in 1991 and that you get them in the mail by Nov. 1.

KPA will frame the photos for exhibit during the Jan. 23-25 convention at the Holiday Inn Capital Plaza in Frankfort and at later stops.

Editors should have received information and entry forms for both photographic opportunities. If not, contact David T. Thompson, KPA executive director, at 1-800-866-1431.

Solve the financial report poser

For many reporters, the hard part is not getting access to a local government or school board financial statement. Rather, the real trouble comes in trying to understand the maze of numbers and then interpret them for readers.

That's why KPA, in conjunction with the Kentucky Society of Certified Public Accountants, is sponsoring "Understanding Financial Statements," Oct. 24 in Louisville, as the 1991 KPA News Editorial Division Seminar.

A team of KSCPA members will present the one-day program, with the following topics: "Introduction to Basic Financial Statements," "What is an Audit?" "Governmental Affairs — The New 'Yellow Book' Standards," and "Audited Financial Statements of a Municipality — A Case Study."

The seminar, at Hurstbourne Hotel from 8:30 a.m. to 4 p.m., is aimed at reporters who cover business and financial issues and those who cover city councils, fiscal courts, school boards and other public agencies.

A continental breakfast, lunch and handout materials are included in the registration fee of \$20. If you haven't received registration forms from KPA or if you need more information, call David T. Thompson at 1-800-866-1431.



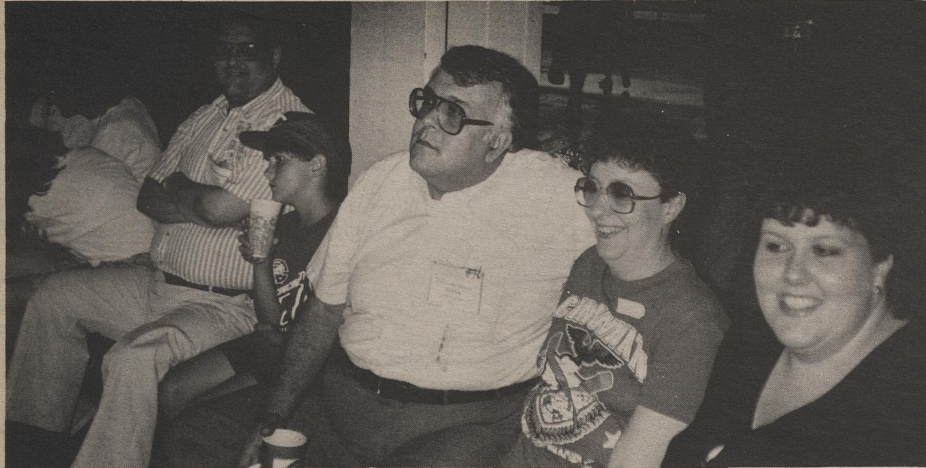
Anytown, Kentucky

Photographers stay busy this time of year -- actually year-round anymore -- as communities across the state find something to build a festival around. This one, however, is the Tobacco Festival and this shot is one of a series that won a first place award for *The Springfield Sun* in the 1991 KPA Better Newspaper Contest.

Inside

- Kristy Taylor of *The State Journal* profiles UK's David Dick, page 3
- Take a quick look at seven Western Kentucky newspapers, page 6
- Names, page 4

National Newspaper Week
October 6-12



Present and future

Always a family time, KPA's summer convention attracted the offspring of Kentucky publishers. At the Reds game were Guy Hatfield (left) of *The Citizen Voice & Times* in Irvine and son, along with Hank and Marilyn Bond and daughter, representing *The Carlisle Mercury*.

Survey message: Mamas, don't let your babies grow up to be journalists

A poll by two journalism educators shows that almost half of newspaper reporters and editors don't want their children following in their footsteps.

The journalists cited poor working conditions, chronic mismanagement and an uncertain future for newspapers as reasons for hoping their offspring would choose other careers.

Some minority journalists said race was an obstacle to advancement, and they were more likely than whites to have higher aspirations in management — a combination that has created a "deep reservoir of resentment" among minority journalists, the study said.

The polling was conducted last December and January with 1,328 journalists working for 27 newspapers with circulations greater than 50,000. The results were featured at the August convention in Boston of the Association for Education in Journalism and Mass Communication.

The polling was done by Ted Pease, chairman of the journalism department at St. Michael's College in Vermont, and J. Frazier Smith, assistant professor of journalism at Ohio University.

They said the newspapers were chosen to reflect the circulation and geography of the country's 1,545 daily newspapers.

"A lot of those people who didn't want their kids to follow them into the business are afraid that newspapers would not survive long enough to provide careers for them," Pease told

A California reporter was quoted as saying, "Most people leave the business because they feel they are treated like clerks. When you can make more money doing almost anything else, it's hard to stay under insensitive management."

the Boston Globe.

He said that "should be a significant signal that the rank and file don't think the industry is going to survive."

About half of those polled were reporters, who expressed widespread contempt about inept management and a fixation on corporate profits.

One-fifth said they were likely to leave the newspaper business for personal or financial reasons, and one-third said they would leave to find a greater personal challenge.

Older, more experienced reporters leave the business in frustration over the inept, poorly trained managers, low pay, cut-throat newsroom politics and lack of professional standards, Pease said.

"If there is a villain in the newspaper newsroom of the 1990s, journalists say it is the newsroom manager," the report said.

A California reporter was quoted as saying, "Most people leave the business because they feel they are treated like clerks. When you can make more money doing almost anything else, it's hard to stay under insensitive management."

The study found that 8.72 percent of journalists are black, Latino or Asian, compared with less than 1 percent in 1972.

The authors said between 44 and 150 employees were polled at each newspaper, depending on the size of the newspaper, and the sample pool was weighted to reflect the national work force of all daily newspapers.

White and Asian men were most likely to say merit was the most important factor in advancement, while minorities, especially minority women, said politics.

Only 33 percent of white men thought newsroom managers had doubts about the abilities of minorities to do their jobs adequately, but 83 percent of black men thought managers did.

"Minority journalists... see themselves battling doubtful managers and resentful and dubious white co-workers in a system in which their ethnicity is seen not as an asset but a necessary — or imposed — liability," the report said.

(From AP, in *ES&P* 9/7/91)

Life is a glass given us to fill. A busy life is filling it with as much as it can hold; a hurried life has had more poured into it than it can contain.

—William Adams Brown

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By Kristy Taylor
The State Journal, Frankfort

You'd never guess the man driving to work from his Bourbon County farm in "Old Blue," a 1979 blue Ford pick-up truck, was once a correspondent for CBS News or that he currently holds the position of director of the University of Kentucky School of Journalism. But perhaps, that's the way he wants it.

David Dick, whose career has taken him everywhere from Venezuela to Beirut, now says he is content to stay on his farm and teach an introductory journalism class at UK.

"I guess I do prefer life on the farm," but I'm not on the farm, am I?" he said. "The man who takes care of my cattle will be getting them up in the morning because we're going to be selling some, but I'm not going to help get them up because I'm going to be teaching in Room 114 of the (Whitehall) Classroom Building.

"I'm sure that my neighbors think I'm an imposter — that I'm really not a farmer," he continued. "I mean I don't know how to drive a tractor very well. I'm not a cowboy, but I'm a pretty good shepherd learning to be a better one."

I will not say that newspapers are more important than broadcast or the other way around. I want them both.

But foremost on Dick's mind right now is his first book, *Our Kentucky*.

"I'd like to believe that part of the reason for the name of the book is that I just love the state," he said. "I don't want to say 'My Kentucky' or 'Your Kentucky,' I like to say 'Our Kentucky.' We're in this together."

Dick, who was born in Cincinnati, still contends that Kentucky is his home.

"I would like to be able to say that I was born in Kentucky, but I was not," he said. "After my father died when I was 18 months old, my mother and my two older sisters and I went back to Bourbon County, where both of them had come from.

"Bourbon County has been my home and that's where I intend to stay for the rest of my life," he added. "The thing that has helped me keep my sanity was one green spot, which is Plum Lick (in Bourbon County).

"The big thing for me right now is getting this book over to the publisher by Sept. 30," he said. "It's going to be there and I'm hopeful they will like it; I don't have any guarantee they will, but I'm hoping

Former CBS newsman says people get too much of their news from television

David Dick, UK journalism director, would like to see more balance

it will be published next year.

"I'm a little nervous about it," he said. "I will not pay to have it published if it cannot stand on its own two feet. If it cannot compete, then it's going to be in this form." (He pats a manuscript). "It will be at my house on a shelf and anyone who wants to can come look at it.

I'm not going to do 'The Vanity Press.'

"I will rewrite, I will edit, I will shorten, I will lengthen, I will work in any way reasonable with an editor to get it published, but if six publishers tell me it's awful, obviously my feelings will be hurt, but I'll just put it on the shelf and keep

on writing.

"The book I'm writing has no fiction in it," he continued. "Right now it's about dogs and lambs and students and seasons."

Dick reads an excerpt from his book: "Before breakfast, feet moved through the wet grass, the dampness cutting through the sides of the shoes; the sheep shook their fleeces and lowered their heads against the steady rain.

"That happened," he assures.

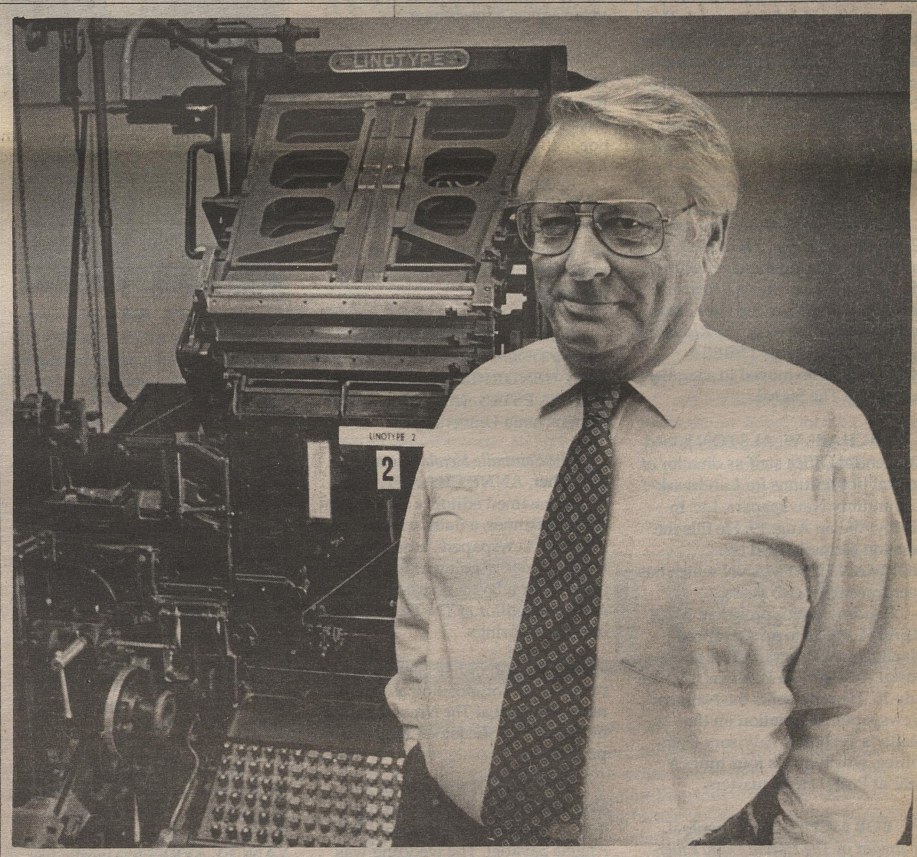
Dick said when he came to college he wanted to write poetry, short stories, novels and plays.

"For some reason or another, I couldn't seem to do it," he said. "It became very discouraging and ate away at my confidence. I think I wrote pretty lousy poetry, to tell you truth."

So Dick went to work as a correspondent for CBS News in 1966.

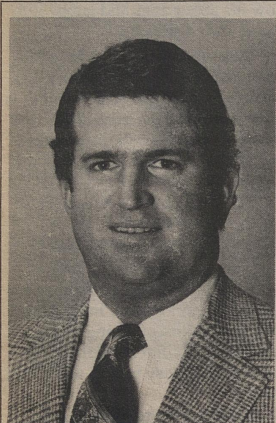
Working everything from natural disasters to politics, Dick found his career there exciting.

See **Former newsman**, back page



David Dick, director of UK's School of Journalism, poses with an important part of newspaper history. His career has involved print and broadcast media — both, he contends, important to an informed public. (Photo by Rob Carr, *The State Journal*)

Naming names



DAVID W. ELDRIDGE has returned to Kentucky to be general manager of *The Henry County Local* in New Castle. A former chairman of KPA's circulation division, the University of Kentucky graduate served as circulation director of *The Gleaner* in Henderson and *The Winchester Sun* during the 1970s and '80s. He most recently was circulation director of *The Potomac News* in Woodbridge, Va., and prior to that, he worked in circulation at papers in Iowa and South Dakota.

The new advertising manager at *The Berea Citizen* is **COOKIE ELY**, former advertising manager at *The Mt. Vernon Signal*. She is a former production manager for *The Citizen* and has also worked at *The Richmond Register*. She replaces **TERESA MULLINS**, who moved to a similar position at *The Signal*.

MICHAEL W. ALSTON joined the Central Office staff as director of special publications for Landmark Community Newspapers, Inc. in Shelbyville on Aug. 19. He fills the position formerly held by **NORMAN HOFFMANN** which has been vacant for two years.

Landmark vice president **MAX HEATH** spoke to an Advanced Management Program class at the Postal Academy in Potomac, MD, on July 15. He represents the National Newspaper Association on the Mailer's Technical Advisory Committee, which meets four times a year at Postal Headquarters.

BOB MCDONALD, general manager of *The Harlan Daily Enterprise*, was among speakers at the fourth annual Everts High School Career Day in August.

The Courier-Journal's associate editor for development, **MERV AUBESPIN**, is the 1991 recipient of the Distinguished Service to Journalism Award, given by the Association of Schools of Journalism and Mass Communications. According to a congratulatory house ad in the paper, Aubespain was "honored for his many efforts and successes in counseling hundreds of African-Americans for entry level and management jobs in the newspaper industry."

JAMES D. MARCHAL, former vice president of advertising at *The Courier-Journal*, has been promoted to vice president/advertising in the Newspaper Division of Gannett Co. Effective Sept. 1, he is the company's top corporate advertising executive and responsible for developing new advertising strategies, from his Arlington, Va., office. A University of Louisville graduate, he began his career with the Louisville paper 35 years ago as a messenger.

Another *Courier-Journal* staff member, **JOAN SALTER**, has been named a director of the Newspaper Purchasing Management Association.

Recent Duke University graduate **PHILIP ADAM POLEY** has joined the staff of *The Winchester Sun* as a general assignment reporter. He was a columnist for Duke's student newspaper.

New to the staff of *The Estill County Tribune* in Irvine is reporter **ANN HENDRICKS**. She replaces **FONDA ESTES**, who is attending Transylvania University.

The Paintsville Herald's former publisher, **ANNE CHANEY**, was recently named editor of *The Logan (W.Va.) Banner*, a daily which is part of *Smith Newspapers*, as is *The Herald*. Prior to going to Logan, she filled in for a few weeks as interim managing editor at *The Times-Journal* in Russell Springs.

JO PERKINS has been promoted from composition assistant to news assistant at *The News-Democrat* in Carrollton. She joined the newspaper in 1990.

KEN HARDIN, editor of *The New Voice* in Louisville, was married in August to medical student Angela Savatier. The wedding was accorded almost a full page by the paper's social columnist, **LUCIE BLODGETT**.

BOB LEWIS has been appointed Associated Press correspondent in Evansville, Ind., with responsibility for coverage of Southern Indiana and Western Kentucky. Formerly with the Columbus, Ohio, bureau, he succeeds **CONNIE CASS** who was named correspondent in San Diego.

Honorable mention awards in Kentucky Education Association's School Bell Awards went to **GUS SUBOTKY** and **GERALD LUSH** of the *Hardin County Independent* in Elizabethtown, **JOHN ROBERTS** of *The Pioneer News* in Shepherdsville and **SUE TEMPLETON** and **GARTH GAMBLIN** of the *Madisonville Messenger*.



SHARON PETERS, former features editor of USA Today's Life section, has been named managing editor of *The Lexington Herald-Leader*, effective Oct. 1. A graduate of the University of Missouri, she began her career as city government reporter for the Fort Lauderdale News, before moving to the Savannah Morning News as education reporter. She was later a political/general assignment reporter, then lifestyle editor, at the Jackson (Miss.) Clarion-Ledger and was home editor at the Cincinnati Enquirer. She joined USA Today in 1983. At the Herald-Leader, she is in charge of day-to-day operations of the newsroom, according to editor **TIM KELLY**.

The News-Herald in Owenton recognized one of its staff members with a feature story in August. Production manager **JANE YANCEY AYRES** has worked as receptionist, bookkeeper and advertising manager in her 30 years with the paper.

The Murray Ledger & Times promoted one and hired two during August. **KAREN COVERT**, who joined the staff last year, is the new classified manager. Her previous experience was in purchasing for Dictaphone Corp. **STEVE PARKER**, former sports editor of *The Tribune-Courier* in Benton, has become a staff reporter for the Murray daily. He is a 1989 graduate of Murray State University. Newly employed as an advertising sales representative is **ANGELA HALEY**, a 1990 graduate of Harding University in Arkansas. She was editor of her college newspaper and interned at the US Chamber of Commerce in Washington, DC.

DUANNE PUCKETT, editor of *The Sentinel-News*, is heading an oral history project as part of the bicentennial of Shelbyville and Shelby County to be celebrated next year, and she's enlisted the help of her colleagues. Assisting in the goal of interviewing 75 county residents are senior staff writer **VICTORIA SCHREINER**, Living writer **JEANIE WILLARD**, circulation clerk **PAULA FIRESTONE**, columnist **BENNETT ROACH**, LCNI ad director **BONNIE GRAY** and Landmark Web Press general manager **MARSHA JAMES**.

Meade County Messenger photographer **GLEN WILLIAMS** was the judge of a photography contest sponsored by Doe Valley Photography Group in August.

Former University of Kentucky journalism professor **DWIGHT TEETER**, now with the University of Tennessee, is the recipient of the Society of Professional Journalists' 1991 award for Distinguished Teaching in Journalism. The award was announced at the Aug. 7-10 meeting in Boston of the Association for Education in Journalism and Mass Communications. He was president of SPJ's Bluegrass professional chapter for 1975-76.

WALES HUNTER, a Western Kentucky University graduate, is the new sports writer/photographer at the *McLean County News*. He replaces **JOE IMEL**, who has joined the staff of the *Hardin County Independent*.

At the *Journal-Enterprise* in Providence, **TRACEY BROCK** is the new sports writer and darkroom technician, replacing **RICK BOURLAND** who has returned to the ministry.

In Memoriam

Belinda Mason

Journalist/author Belinda Mason, 33, died Sept. 9 at Vanderbilt University Medical Center of pneumonia related to AIDS, the disease for whose victims she had become a national spokesperson.

The daughter of state Rep. Paul Mason of Whitesburg, she studied journalism at the University of Kentucky and was a former writer for The Appalachian News-Express in Pikeville and The Hartford Times News.

The only person with the disease on the National Commission on AIDS, she was an outspoken critic of national AIDS policy. She was also a leader of the lobbying group, AIDS Action Council, former president of National Association of People With AIDS and founder of Kentuckiana People With AIDS.

An aspiring short story writer and playwright, she traveled extensively to increase understanding and spur legislation on behalf of AIDS victims after she contracted the virus in the late 1980s. Because of his daughter's experience, Rep. Mason spearheaded passage of state laws to help prevent the spread of AIDS and to fight discrimination against its victims.

She was originally scheduled to speak at KPA's 1991 winter convention on news coverage of AIDS, but had to cancel because of illness. Her replacement, Ron Jerrell, died of complications of the disease in August.

R.W. Wild

Former newspaperman, public relations professional and teacher, R.W. "Jack" Wild, 79, died Sept. 3 at his Lexington home.

He was former owner and operator of a newspaper and print shop in Independence and, at one time, wrote a column that appeared in about 100 weekly newspapers.

He headed the University of Kentucky's public relations efforts in the 1940s and 1950s and later taught advertising at the UK School of Journalism and was a visiting professor at Eastern Kentucky University. He was instrumental in starting a public information office at Central Baptist Hospital and retired in 1986 from Cardinal Hill Hospital, where he also was in public information, according to an obituary in the Lexington Herald-Leader.

A graduate of UK and the University of Wisconsin, he had also worked at universities in Ohio, West Virginia, Maryland and Michigan.

He had been active in KPA, Sigma Delta Chi, Lexington Advertising Club and American College Public Relations Association.

Pick ups

The Appalachian News-Express, Pikeville's thrice weekly, raised its newsstand price from 35 cents to 50 cents on Sept. 1. Publisher Marty Backus told readers that cost had remained the same for four years and "we held it as long as we could." Backus cited increased costs of paper and ink, office supplies, "outrageous" postal rates, wages and delivery. To offset the single copy increase, Backus offered a one-year subscription for \$20 in August.

Raising its home delivery rate by \$1 a month is *The Kentucky New Era* in Hopkinsville. Effective Oct. 1, the rate goes from \$6 to \$7 per month. Cost for mail subscriptions went up by \$2 per month in September. The paper allowed its customers to "lock in" current rates for a year, according to circulation director George McCouch, who reminded subscribers that the paper's rates remain among the lowest in the south central United States.

The Paducah Sun was the subject of a story in its own business section on Aug. 3. The story highlighted the paper's success in securing funding from local banks for its recent acquisitions. "We like the idea of doing business with local banks," the article quotes Fred Paxton, chairman of Paducah Newspapers Inc. "If we're going to pay interest, we want to pay it to local and regional people. And we feel the banks have given us excellent service."

The Gleaner in Henderson told its readers of its latest electronic innovation in an Aug. 11 story. *The Gleaner*, reportedly one of the first papers to do so, recently installed AP Leaf Picture Desk, making it possible for the paper to "offer its readers a wider variety of pictures, more color and more photos of late-breaking events." The article explains how the new system works

and ends with the reminder: "The new photo desk is another reminder that The Gleaner continues to seek the best technology available to provide the best newspaper possible for its readers."

The Courier-Journal is among 20 newspapers selected as finalists for Public Service Awards sponsored by the Associated Press Managing Editors Association. The Louisville paper was cited for reporting a pattern of awarding state contracts to contributors to the governor's campaign fund. Winners will be announced at the APME convention in Detroit this month.

A new management philosophy adopted by Landmark Communications highlights improved teamwork and cooperation. Patterned after Dr. W. Edwards Deming's "quality management" philosophy, which emphasizes continuous analysis and improvement of all work processes, Landmark's program is called "Continuous Improvement." Company vice president Randy Mast heads the effort, which is designed to encourage ideas, worker participation, and delegation of authority to each person.

At a July 4 ceremony in Shelbyville, *The Sentinel-News* received a plaque from the Operation We Care support group for its articles about the community's soldiers and support group events.

The Madisonville Messenger played host to a teenage journalist from Switzerland recently. Rotary International Exchange student Damian Meier, who toured the newspaper plant, is a general assignment reporter for Wolhuser-Bote in his hometown of Wolhuseren. Garth Gamblin wrote, in his column, about the student's experiences in this country.

The Knight Foundation has added \$50,000 to the John S. Carroll Endowment at Alice Lloyd College, making the total for the endowment to aid needy students from the 5th and 7th Congressional more than \$100,000. Named for the former *Lexington Herald-Leader* editor, the scholarship fund was started with \$26,500 in prize money received by the paper's reporters who worked on the award-winning series "Cheating Our Children."

Weeklies plan November meet

The Kentucky Weekly Newspaper Association's fall convention is Nov. 14-16 in Richmond, according to Guy Hatfield, president.

The general election, computers and advertising are among program topics, with some big guns lined up.

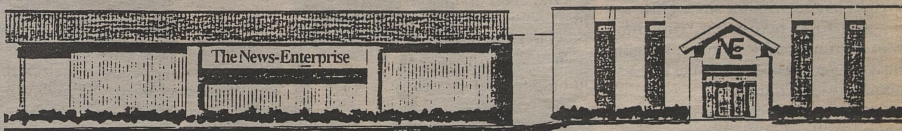
Hatfield has received commitments from both gubernatorial candidates that whoever wins will attend. Also on tap will be the campaign managers for both candidates and a panel made up of Al Cross, *The Courier-Journal*; Chuck Wolfe, Associated Press, and TV reporter Barry Peal.

Advertising consultant Arnold DeLuca and the district manager of Wal-Mart are to talk about advertising sales, and a session on Macintosh computers is also planned.

Syndicated columnist Earl Cox and Bill Bishop, *Lexington Herald-Leader*, are to speak on column writing.

Side trips are planned to Renfro Valley and Eastern Kentucky University's planetarium. The convention will be headquartered at the Holiday Inn, with programs at EKV.

All weekly papers should have received an initial mailing by now, said Hatfield, with more information to come. Contact him at *The Citizen Voice & Times* in Irvine, 606/723-5161.



Expansion proposed for E'town daily

An artist's drawing gives an exterior view of the proposed 7,200-square foot expansion to be built this winter at *The News-Enterprise* in Elizabethtown. The addition, according to an article by staff writer Dan Brandenburg, will "square off the Maple Street side of the building and extend about 15 feet closer to Dixie Avenue than the current main entrance." The metal extension will provide more room for mailing and printing. The building facade will feature an illuminated sign, gable roof and overhang. Expected to cost about \$200,000, the project will also nearly double the paper's loading dock. It is expected to be ready to move into by March 1992. "The expansion will be the 12th addition to the original building, which was constructed in 1948 as a grocery store and has housed a newspaper operation for nearly 30 years," Brandenburg's article said.

Local news

Who is the Kentucky Press Association?

KPA is best defined by its members, those newspaper staffs who serve to inform their local communities. Beginning with the seven newspapers featured here, *The Kentucky Press* hopes to present short profiles of member papers throughout the state. Let's see who we are.

Meade County Messenger

If your car brakes aren't up to snuff, you could easily run right past the *Meade County Messenger* office and into the Ohio River which lies at the bottom of the steep Main Street hill in Brandenburg.

That interesting historic layout has contributed to the tiny town's dispersion. Unlike most towns, the courthouse, city hall and other government offices are located in modern buildings outside of the out-of-the-way downtown. The locally owned newspaper remains a landmark in the old section, yet it keeps up to date in its coverage of the community.

The paper operates with 17 full and part-time staff members and still relies on five "community writers," who report from around the county.

Wright and his reporters cover three municipalities, an active fiscal court and large consolidated school system. But their workings are not generally sensational. "I never was out looking for stories to make a name for myself," he says, "but if one comes up, we'll tackle it."

The editor figures he "gets rid of" about 6,500 papers a week, each averaging 24 to 26 pages.

Advertising runs about 50 percent, and here the local restriction does not apply. Because Brandenburg, the county seat, has under 2,000 population, advertising director Linda Ridell has no qualms about selling ads to retailers out of the county, particularly in Radcliff and Elizabethtown where many Meade Countians shop.

The Hancock Clarion

There're probably enough feature stories on the staff of the *Hancock Clarion* to fill at least one issue.

For instance, publisher and editor Donn Wimmer bought the paper, with his mother Bernice Wimmer, when he

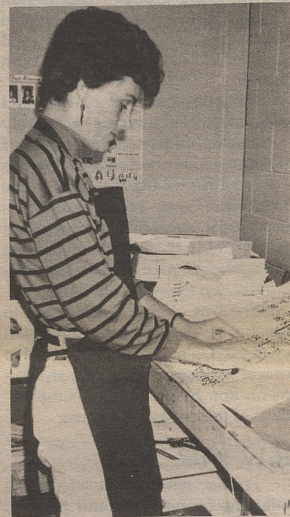
was just 21. But printer's ink already flowed freely in his veins.

Wimmer's grandfather, the late Roscoe I. Downs, recipient of KPA's Edwards M. Templin Award in 1971, had run the Hawesville paper for many years before selling it in the early 1950s. Not particularly happy with the out-of-family product, daughter and grandson repurchased it about three years later.

Wimmer's interest in flying and his skill in aerial photography would round out that story.



It's Wednesday. The pace is slowed and the full staff isn't here. But these *Meade County Messenger* staffers are willing to pose in front of their historic building; front (l-r) George Wright, Theresa Self, Linda Ridell; back (l-r) Glen Williams, Kay McGehee, Allan Clifford.



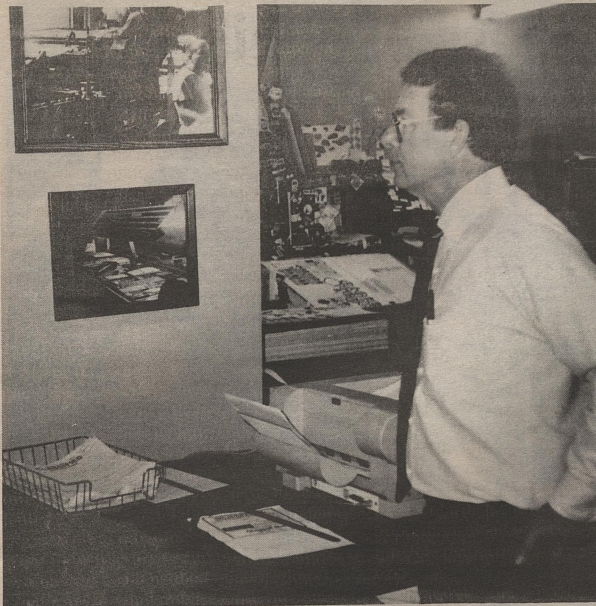
The *Clarion's* Cindi Spencer

Then there's news editor Sam Roberts, who began his career with the paper 35 years ago as a linotype operator. When the paper converted to offset, Wimmer, who knew Roberts was interested in writing, gave him a chance to switch to reporting.

Another story could focus on the development of a rather unusual feature page, called "Just Between Us." Hearing staffers Cindi Spencer, Sonya Dixon and Jamie Imel complain about the lack of a section of interest to women, the publisher simply said, "Do it." The three are now editors of the serendipitous page, which includes a rotating column, recipes, movie reviews, household hints, bloopers and "fun items" that strike the editors' collective fancy.

Even Wimmer's decision, before anyone else in the state, to charge 50 cents per single issue makes for interesting copy. "I was aggravated late on a press night six or seven years ago,

▷▷▷



Publisher Donn Wimmer keeps reminders of the *Hancock Clarion's* linotype days in photos on wall of the newspaper office.

and I put 50 cents in the Coke machine. And it hit me, if the paper wasn't worth the price of a Coke, it's not worth the trouble," he relates. "Heck, I might go to 75 cents. I'll watch the Coke prices. If people won't pay for it, we'll just stop putting it out."

You could probably even get a story out of the fully equipped photo studio housed in the newspaper office. It's there for Wimmer's photography business.

Those are just the story possibilities that cropped up during a 15-minute visit to the paper. Who knows what others could be discovered?

The office of the 4,000-circulation paper is located on the well-kept Main Street of the quaint Ohio River town of Hawesville. The *Clarion* has apparently been a vital part of the local scene since its establishment in 1893. Newsstand copies are scooped up within hours, staff members proclaim proudly.

In fact, Roberts remembers the linotype days when the loud thumping of the presses drew people to the front door late at night to await the first copies in the run.

With the de-tolling of the bridge to Tell City, Ind., the paper is looking to expand its reach in advertising and news, as the river towns grow closer.

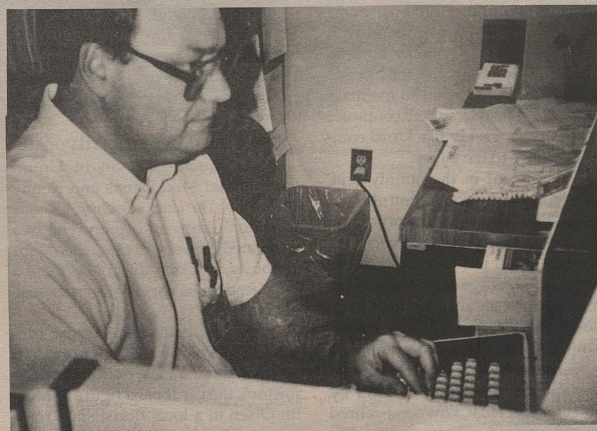
The *Clarion* has a history of progressiveness. It was among the first in the state to switch to offset printing and also among the first to computerize its newsroom, Wimmer says.

The Messenger-Inquirer

Reminiscent of school class pictures, large frames on the wall of the lobby of *The Messenger-Inquirer* in Owensboro contain mug shots of every staff member from publisher to mailroom clerk.

The visitor senses the display reflects the personal image of the paper both inside its walls and within the community.

Almost an anachronism in this day and time, *The Messenger-Inquirer* is the largest locally owned daily in Kentucky. It has been in the Hager family since 1909, with publisher John Hager representing the third generation of ownership.



Education writer Steve Vied pores over a story for *The Messenger-Inquirer*.

The paper, with a paid circulation of more than 32,000, has remarkable penetration in Daviess and surrounding counties. That's what impressed Dave Berry when he took over as editor in August. "As I drove around the area, I saw house after house after house with *Messenger-Inquirer* boxes," says Berry, who came to Owensboro from Dallas, Texas.

Still getting his feet wet and trying to learn the territory, Berry has nothing but praise for the paper's news staff, which concentrates on Daviess County, but also covers Hancock, Ohio, McLean, Muhlenberg and Breckinridge counties.

The paper's colorful and friendly design and its excellent writing have brought a host of KPA awards, including General Excellence in Daily Class 3 in the 1991 Better Newspaper Contest.

Operating in one of Kentucky's fastest growing industrial areas, the paper faces immense challenges in supporting that growth while maintaining its editorial integrity. One such challenge was met earlier this year as the paper sought access to secret negotiations among state and local governments and Scott Paper Co., which is building a plant in Daviess County.

The paper recently commissioned a study of the area and its coverage and is running the results, warts and all, in a Sunday series.

Right now, Berry and his editorial staff have given themselves the daunting task of forcing the gubernatorial candidates to stick to the issues the editors identify, rather than letting the politicians call the shots.

October should be interesting to readers of *The Messenger-Inquirer*.

The McLean County News

South of Owensboro, past miles of soybeans and corn fields, along roads slowed by farm vehicles, is the small town of Calhoun, home of *The McLean County News*.

The first reaction to the paper has to relate to its unusual flag. While most papers stick to a classical font, such as Times or Old English, the flag of *The McLean County News* is clean, crisp and breezy, exuding the open, friendly, homey feel of the rural landscape.

The nameplate with its narrow, scripted letters that remind of brush strokes, reputedly is the design of former owner Landon Wills, who sold the 107-year-old paper to Gleaner Publishing about 20 years ago. After all those years, the former owner, now living out of state, still drops in occasionally to check on the paper.

What also identifies *The McLean County News* as being appropriate to its locale is the contribution of nine correspondents, who report local happenings from such quaint-sounding communities as Island, Knobbs, Livia and Stringtown. Each covers a beat where who's in the hospital, who had dinner with whom and what the preacher talked about last Sunday are still important.

So important that when the correspondent from the community of Sacramento retired recently, editor Mark Chandler got calls and letters from subscribers in several states, demanding to know what happened to the Sacramento News. Chandler had to speed up his search for a new correspondent.

Besides the typical fare of school board and government meeting coverage, farming is obviously big news in the county, Chandler says. A recent

See *Local News*, page 8



Karen Dunlop, left, and Angela Pace greet classified customers with sunny smiles at the Owensboro paper.

Local News: Who is KPA? from page 8



Editor Mark Chandler, foreground, goes into graphic detail for new hire Wales Hunter at the *McLean County News*.

special section, observing Farm Safety Week, took a look at how the weather has affected local farm yields.

Six full-time and two part-time staff members, including Chandler and publisher Teresa Revlett, a KPA board member, produce the weekly which has a circulation of about 3,000.

The paper recently invested in a direct photographic print system, of which Chandler is particularly proud. "It gives us more control over how our pictures turn out," he says.

The Journal-Enterprise

The *Journal-Enterprise* in Providence is probably the only paper in Kentucky, perhaps in the country, with a community correspondent who's a millionaire.

Editor Mark Holloway laughingly

calls Beth Lewis "our millionaire correspondent" since her husband won megabucks in the Kentucky Lottery. Despite their good fortune, the Lewises shun publicity and want to maintain their simple lifestyle, so Beth continues to submit the weekly Blackford community news to the paper.

Though not in the county seat, Providence, with a population of about 4,000, is the largest of six incorporated towns in Webster County. The *Journal-Enterprise* staff has its job cut out in covering the goings on of the six local governments, county government, two school systems and the two main industries, farming and coal mining.

Very much a family enterprise, the paper was bought in 1963 by publisher Edd Hust, now semi-retired but still an avid column writer. His



At the *Journal-Enterprise* office on a recent Thursday are, seated, managing editor Charlie Hust (with a classic sun squint), and, standing (l-r), staff writer Audrey Norvell Roston, ad representative Susan Head, editor Mark Holloway and society editor Maggie Utley.

son Charlie Hust has been managing editor since 1988.

The paper traces its establishment to 1899 with the Dixon Journal. The present version is a consolidation of the *Journal*, the *Providence Enterprise*, established in 1902, and the *Clay Tribune*, 1936.

Employing eight full and part-time staff members, the paper draws its advertising not only from Webster County, but also from Madisonville, the area's shopping mecca.

The Union County Advocate

Not much goes on in Union County that Mike Banks and Kenny Barkley of *The Union County Advocate* staff don't keep an eye on. The two dedicated newsmen take their jobs seriously, enjoying the goings on of a local festival as eagerly as an expose on a landfill.

But they believe in having fun, too. Witness Barkley's story, in a recent edition, about a local policeman who mistook the cardboard figure of Merlin Olsen in a local florist shop for a burglar. Barkley's lead: "Former pro-

fessional football player and floral advocate Merlin Olsen won't be messing around with Detective Jeff Hart anymore."

Banks, Barkley, general manager Camilla Box and seven other full and part-time staffers carry on the tradition of the Munfords, Tyler, then John and Jerri, who operated the Morganfield paper for decades before selling it the Gleaner Publishing in 1987. (Both Tyler and John served as KPA presidents.)

Now 106 years old, the *Union County Advocate* is an amalgam of the Morganfield Sun, dating to 1885, and the *Advocate*, started in 1924.

The paper's spacious, airy offices are surely among the most modern and pleasant looking of Kentucky weekly newspapers.

In a county with four incorporated towns, the paper's staff takes pride in its coverage and penetration in the county. "We go out of our way to bring news from every part of the county," says Banks, who formerly worked with the *McLean County News*. "We like to do in-depth stories, trying

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Some of the members of *The Union County Advocate* staff spare a few moments before gearing up for the local Corn Festival, which promised to fill their weekend with picture-taking, event coverage and participation. They are, from left, Camilla Box, Linda Robison, Mike Banks and Kenny Barkley.



Although *The Gleaner* newsroom looks typical, it's anything but. A consistent award-winner, the paper boasts a news staff where more than half have been on board for a decade or more. Managing editor Dave Dixon, a 15-year veteran, is at far right.

not to stop at the surface. And we believe in follow up."

Working on a redesign, Barkley says the crew plans to "continue to make the paper look better," but he is aware of the need to go slowly so that readers can become accustomed to the changes.

The Advocate has a paid circulation of more than 5,000 and looks to

Henderson as well as Union County for its advertising base.

The Gleaner

With its crisp, clean look and sharp writing, *The Gleaner* is generally accepted as one of Kentucky's finest newspapers.

Bearing witness to that fact is the

paper's consistently fine showing in KPA competition.

The quality is not contest driven, contends editor Ron Jenkins, a 25-year veteran of *The Gleaner* staff. "This staff just wants to do a good job. They're not contest-minded. I have a hard time getting them to enter every time."

Jenkins is quick to give credit for the paper's success to two individu-

als. Of managing editor Dave Dixon, who's been with the paper for 15 years, Jenkins says: "There's not another in the state who can compare to him."

Of Walt Dear, owner of *The Gleaner* and Journal Publishing Co., the editor states: "Walt is committed to putting out a good paper first, and he hopes to make a dime at it, too." Apparently, Dear has been able to do both.

Jenkins is particularly proud that *The Gleaner* has been able to maintain an "adequate staff" when others have been consistently pared. The 11,000-circulation paper employs 15 persons in its newsroom, which is more than an industry rule of thumb of one news person per 1,000 circulation.

Jenkins is also proud of the longevity of the staff, another oddity in newsrooms. Eight of the 15 newspeople have been with the paper for at least 10 years. "And it's not because they couldn't go elsewhere," he quickly adds.

"We have a good group of people who want to practice community journalism," Dixon contributes. "We try to hire people who are flexible and adaptable, rather than specialists."

The 106-year-old paper, with a total full-time staff of 70, was bought by the Dear family in 1957. It is the flagship paper for the company, which also owns papers in Cadiz, Calhoun, Benton, Morganfield, Franklin and Eddyville (the latest acquisition). Also under the Gleaner banner are a radio station in Franklin and the Portland, Tenn., Leader.

On tap . . .

- Oct. 3-4: KPA Ad Composition Seminar & Workshop, Springs Inn, Lexington.
- Oct. 3: NAB Spec. Sect. & Fashion/Lifestyle Symposium, 212/704-4536.
- Oct. 6-11: API, Journalism Educators.
- Oct. 6-12: API, News Editors & Copy Desk Chiefs.
- Oct. 13-19: API, Classified Mgrs.
- Oct. 15-16: SPJ annual convention, Cleveland; 317/653-3333.
- Oct. 20-23: International Newspaper Financial Execs convention.
- Oct. 24: KPA News Editorial Seminar, "Understanding Financial Statements," Louisville Hursibourne
- Oct. 25: KPA Judges Mississippi Ad Contest, Lexington Springs Inn
- Oct. 27-30: API, New Product Development.
- Nov. 1: Deadline for submission of photos for KPA exhibit.
- Nov. 8: Deadline for submission of cover photo for KPA 1992 Yearbook & Directory.
- Nov. 14-16: KY Weekly Newspaper Assn., Richmond; 606/723-5161

Here shall the Press the People's right maintain unawed by influence and unbribed by gain. -Joseph Story

Does the public trust us?

By Kit Millay
The Oldham Era

So, you don't trust us. That's what 1,002 adults told the Gallup Organization when it conducted a recent poll rating the honesty and ethical standards of 24 professions.

Only 24 percent of the respondents said they rated the honesty and ethical standards of newspaper reporters as "very high" or "high." That means 76 percent of you have some doubt about the way we conduct ourselves and write our stories.

Whom do you trust? Your druggist, clergyman or woman, doctor, dentist, college teacher, engineer, policeman, funeral director, banker, TV reporter or commentator — at least, you trust them much more than the print media.

Print reporters fell about half-way down (or up, depending upon your perspective) the list. Fortunately, we weren't number one on the list of "trust bandits," but that isn't of much comfort.

The survey results are disappointing, but not shocking.

Most people have their first encounter with a reporter at a low time in their lives — they've been arrested, sued or are in some other sort of trouble. While the situation's not the reporter's fault, and may not even be the fault of the person involved, it can be easy to connect the reporter with that bad experience. After all, wouldn't your life have been easier if that item had never appeared in the newspaper?

Then, there's the error factor. Just like all other human beings, reporters make mistakes. But when a reporter makes a mistake in an article about you, or that affects you personally, it's only natural to feel wronged. You wanted it right. The reporter wanted it right. But, somehow, it came out all wrong — maybe a misspelled name, an incorrect date,

or even (heaven forbid) the story was messed up from top to bottom and missed the point entirely.

There are plenty of other factors which may figure into your distrust of the print media. Maybe you don't like the editorial stands your newspaper takes. Or, maybe you just didn't like the attitude of the reporter, or photographer. Maybe you feel the reporter or photographer invaded your personal privacy.

Let's interject some questions here. If you felt you were wronged by the newspaper, did you call or stop by and talk to someone about it? Did you ask for a correction? A clarification? A new story?

That's your part of the trust equation. We can't fix something if we don't know it's broke. Yes, we will listen. Yes, we are willing to discuss matters with you.

Our part of the trust equation is to keep striving to be as fair and accurate as possible.

Is there a double standard here?

By Merlene Davis
The Lexington Herald-Leader

Juan Palomo's name isn't a familiar one and probably is not one that will be the answer to a question on "Jeopardy!" any time soon.

But Palomo's name more than likely will become a glaring example of journalistic hypocrisy.

Palomo, a columnist with The Houston Post, was fired Aug. 30 for doing something reporters ask business, political and world leaders to do all the time: frankly discuss the inner workings of an organization during some interviews.

It's the "you show me yours but I won't show you mine" syndrome.

Palomo, you see, decided about a month ago to go public with his homosexuality in a column. The column was about the tragic death of a young man who was beaten by 10 assailants in July after leaving a homosexual bar.

But that's not why Palomo was fired.

Palomo and his editors agreed to delete the reference to his homosexuality because the column was submitted on deadline and there was no time to consider the consequences.

Well, a weekly paper, The Houston Press, publicized the manner in which the column had been handled. Other news organizations picked up the article. Palomo was quoted extensively.

Post editor Charles Cooper didn't like that too much, so he asked Palomo

Paper offers lesson in access

Under the Lexington Herald-Leader's regular heading of "News to use", Jack Brammer of the paper's Frankfort bureau, filed this piece of advice.

Are you trying to find out how your local school board spends your tax money? Do you want to know who your county judge-executive is hiring?

Answers to these questions and many others can be found in public records that are available to citizens for the asking under the state's Open Records Law.

The law requires that documents in the possession of a public agency — even those on computer — be made available to the public.

Some records are exempt from the law, such as confidential business information or trade secrets and records of ongoing investigations.

The law applies to all state and local officers and government agencies, including school boards, and any other body which is created by the state or local government or

which gets more than 25 percent of its funding from state or local authorities.

To obtain such records, it is always best to make your request in writing to the public agency involved.

Keep a copy of your request for your records in case a dispute arises later about whether the agency showed you all the documents you sought. The agency is required to allow you to inspect and copy the records if they are not exempt from inspection. It is to respond to your request within three working days of receiving it.

You may have to go to the agency's office to get the records, and it can also make a reasonable charge for the cost of copying documents.

If your request is denied, the public agency must say in writing what section of the law gives it the right to withhold the records. You can ask the state attorney general to review the denial.

to keep quiet about the matter. Palomo agreed not to talk about the way the column had been edited but reserved the right to talk about his homosexuality and his feelings about his treatment by newspaper officials.

That was before Palomo received a scathing letter from David Burgin, a former Post editor.

In it, Burgin said that Palomo didn't have a clue as to what column writing was about and that he had established himself as a "shrill, arrogant, humorless voice."

Copies of that letter mysteriously found their way onto the pages of the Houston Chronicle, a rival newspaper, and other publications.

That's what got Palomo fired.

Sixty-eight Post staff members signed a petition protesting the firing. Hours after that, Palomo was offered a job writing editorials and a column on the Op-Ed page, he said. He turned it down.

Cooper, editor of the Post, said nothing to staff members until they gathered outside his door and demanded an explanation. Only then did he issue a memo saying that "the best interests of the Post come before the personal agenda of an individual."

Bull.

I wonder how many inches Post officials devoted to the Procter & Gamble Co. controversy, the one in which officials of that company are

trying to uncover the internal source who has been giving a newspaper reporter inside information about that company?

And did the Post devote any space to the leaks that led to the resignation of a US president?

What makes those articles any different than the one generating controversy at the Post now?

Even if we ignore the possibility that Palomo was fired because of his homosexuality, we cannot ignore the fact that he was fired because he did what we reporters ask sources to do every day.

That's not right. The news industry is not above the public's right to know.

We are cautioned not to accept gifts from people for fear of the perception that we are on the take. We are told to avoid political associations so that we can be virtuous when we point the finger at others.

Houston Post officials don't seem to believe in that, especially when it's their turn to be in the spotlight.

I can't see why anybody would talk to that paper again.

(Since this column appeared, Palomo has reportedly been rehired by the Houston Post.)

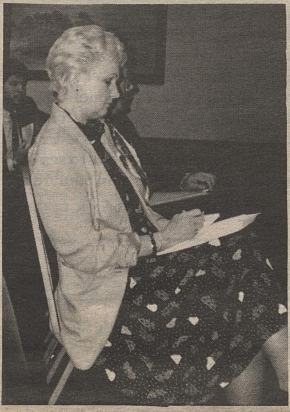
It is the rare fortune of these days that you may think what you like and say what you think. —Tacitus

Kentucky views

Editorials from across the commonwealth



Work and play
KPA conventions are not all fun and ball games. Witness these folks. Sharing ideas, left, are (l-r) Betty Berryman, *Winchester Sun*; Max Heath and Larry Coffey, *Landmark Community Newspapers*; Russ Powell, *Ashland Daily Independent*, and William Mitchell, *Fulton Leader*. Taking notes, bottom left, is Jerlene Rose, *Clay City Times*.



Are women ignored by newspapers?

by Jody Fraleigh
Editor, Ripon (Wis.) Commonwealth Press and Express

Who finds time to read a newspaper anymore?

The husband and wife work, pick up their children from day care, worry about preparing a balanced meal while wondering if the child ate any green vegetables at all that month.

Television news offers a quick fix of the day's events. While the TV is on, the couple washes dishes, straightens bedrooms and living room, bathes the kids, reads them a bedtime story and then collapse.

Space is all farmers, papers have to sell

By Merle Loftre
McLaughlin (SD) Messenger

Farmers and newspaper people have something in common. They both have to make a living off space. The farmer has land and the newspaper owner space on newspaper pages from which to make a living.

That's all they have. A farmer has to produce crops on his land or livestock on his space to make a living. If the farmer produces nothing on the land he goes broke. He can't let people plant crops on his fields, or run cattle in his pastures, without his getting some return.

We have only space on our pages to sell -- 80 column inches on a page. It costs about as much to produce a page whether it has advertising on it which produces revenue or other material which does not.

Of course, we have to have news and other things people want to read or we can't sell newspapers. Newspapers have to go into homes and mail boxes or there would be no point in people advertising in them. The charge made for subscriptions does little more than pay for the cost

of mailing the papers.

Newspapers can't give all their space away. That's why it sometimes disturbs us when people come to us with, or send us, information they are going to have, like a club or church supper, with which they want to raise money for their club.

"How big of an advertisement do you want," asks the newspaper.

"Oh, we don't want an ad," they often say. "All we want is a story on the front page."

Equally disturbing are purported news releases from government entities supported by tax dollars asking for free space.

The line between what we should print free because it is news, information the public needs or material that is simply interesting is a fine one. In general, we, like most newspapers, say, "If you are going to make money, or charge for whatever you are publicizing through our paper, we expect you to pay for the space."

(From Montana Newspaper Association)

Freedom of the press translates into freedom of the people. --Helen Thomas, UPI

At 9:30 p.m. That used to be the time our parents went to bed. Suddenly, it's us, trying to get prepared for an early start, when we get the kids ready for the baby-sitter and begin the busy day again.

Newspapers are important. They always have been to me. My parents placed a high value on keeping informed, on learning more than the one minute's worth of information that television or radio offers.

How do you convince readers, though, that they need to take time to read the newspaper? And how do you convince women that this is an important part of their routine?

A conference on "The New Realities of Women's Power" studied that topic in late October at Columbia University in Missouri.

Panelists said that there is a gender gap in newspaper readership. Between 1982-87, regular readership among women dropped 25-26 percent. Male readership declined 16 percent.

Why? There is an overall decline in newspaper readership. But women are also being ignored by newspapers, the conference speakers pointed out.

Sports reporting focuses on men, business news concentrates on running large corporations, education stories focus on the superintendent rather than the classroom.

Panelists at the conference also pointed out that women spend as much time as men reading, but women are reading magazines and books, instead.

With the need to do more in less time, women must begin to sit down, take a deep breath, relax -- and read.

While magazines may tell how to make sure a child-care provider is doing a good job or tell what kids are wearing this winter so a child won't be

mortified while at school, magazines can't tell the details of hometown life.

Women need to know that sewer bills will be increasing and why, that recycling efforts are paying off in the city, that Satanism is a possibility in their hometown.

Newspapers need to meet women more than halfway, though, if they are to attract women as readers, the panelists indicated.

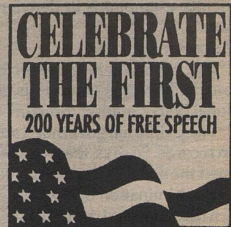
Give women information they can use in their own life in the next 24 hours. Cover women's sports, workplace issues, women entrepreneurs.

Both men and women need to be aware of politics and world news. However, Max Frankel, executive editor of the New York Times, said "I think the danger . . . is the presumption that all women and all men have one set of values."

He added that some people call stories that deal with issues such as the rights of women and medical care as soft news: "I call it the vitals," Frankel said.

Women's pages used to be filled with syrupy social news. Today there are almost no women's sections in newspapers. In between those two extremes needs to be news coverage of social issues written in plain language, short and to the point, listing ways to get more information.

When women and newspapers work together, both will benefit.



AG says Estill meeting did not violate the law

By H.B. Elkins, Editor
The Citizen Voice & Times, Irvine

The state attorney general's office has ruled that the Estill County Board of Education acted properly when it closed a portion of its March 14 meeting to the public.

The closed session was called so the board could discuss the salary and contract length of Roger Kirby, who was hired as the school district's superintendent on March 11.

The Citizen Voice & Times sought the attorney general's opinion on the legality of the March 14 closed session. The newspaper contended that Kirby had actually been hired on March 11, and the March 14 closed session to discuss Kirby's salary and contract length did not meet the requirements for a closed session in accordance with Kentucky's Open Meetings Act because it did not pertain to "the appointment, discipline or dismissal of an individual employee" as specified in KRS 61.810.

The opinion, written by Assistant

Attorney General Thomas R. Emerson, cites several instances of contract law in establishing that Kirby was not actually hired on March 11 because no contract terms had been agreed to.

"There is no evidence that the board's offer of employment was accepted on March 11, 1991," the opinion states. "It seems doubtful that the offer would have been accepted then since it did not include provisions as to salary and the length of employment. It seems more likely that the offer was accepted on or after March 14, 1991, which was the date the board and Mr. Kirby discussed the matters of salary and length of the contract.

"The evidence you submitted, a copy of the board's minutes from the meeting of March 11, indicates that the board desired to employ Mr. Kirby. There is no evidence as to when or if Mr. Kirby accepted the board's offer of employment. Since you admit that the board did not, at its meeting of

March 11, 1991, establish a salary or the length of the contract relative to Mr. Kirby's proposed role as superintendent, it would seem doubtful that the board's offer was accepted at that time under those conditions," Emerson's opinion states.

"If the offer was not accepted prior to the meeting on March 14, then there was no contract in effect at that time. In absence of a contract between the parties, discussions between the school board and Mr. Kirby, involving his specific salary and the length of his contract, were factors involved in his possible appointment as the superintendent of the school system and subject to the exceptions to open meetings," the opinion states.

The opinion did state that the terms of Kirby's contract are public records, and that discussions of salary increases for public employees cannot be held in private.

When the board attempted to go into a closed session on March 14, the CV&T representative present objected. Peter J. Flaherty III, the board's attorney, contended the board's actions were legal because the salary and contract length had not been established.

A Kentucky Press Association attorney disputed that claim, however, saying what was being discussed was an expenditure of public funds and the discussion should have been conducted in public.

The CV&T also asked the attorney general's office if the actions taken at the March 14 meeting could be voidable in court under terms of KRS 61.830 if the Open Meetings Act had been violated. Emerson's opinion termed this question "moot based upon the conclusions reached in this letter."

After the March 14 closed session, which lasted for nearly an hour, Kirby

See Estill, page 13

Legalese

Recent legal issues involving Kentucky newspapers.

•The state attorney general ruled in August that the McCracken County Board of Education violated the Open Meetings law in March by meeting in private to discuss a letter from the US Office of Civil Rights. Board members contended, according to the *Paducah Sun*, that the subject of the letter could lead to litigation against the school board. The AG's office, however, said that threat of litigation is not a justifiable reason to hold a closed session.

•Hardin County Board of Education members deny they withheld public information from *News-Enterprise* reporter Laurie Ogle who claims she was denied access to materials "used and referred to by board members during the meetings for purposes of their discussions and votes". The newspaper asks in a suit filed against the board that the records be declared public records and made available for inspection.

•A Pike County woman has named the *Appalachian News-Express*, as well as the Pikeville mayor, in a libel suit, filed Aug. 10. The suit claims Mayor Walter Maylibeled former Pikeville Housing Authority Director Patsy Wagner in his quotes to the newspaper and that the paper "repeatedly published defamatory and misleading statements." Wagner was fired last winter following a controversy which included an alleged negative report by the US Department of Housing and Urban Development in Louisville. Publisher Marty Backus contends that Wagner "got fair coverage, more than fair coverage" and cites a two-part series in February that detailed Wagner's response to the charges against her.

•The state attorney general in August refused to rule on media challenges to the City of Springfield's denial in May of access to complaints against city police officers. The issue, said the AG's office, is moot because the city subsequently did release the records. Assistant AG William Pettus, in a letter to *Springfield Sun* managing editor Ninie Glasscock, said, "... it is the opinion of this office that the issue of whether the initial response properly relied upon particular exemptions in denying inspection is mooted by the subsequent release."

And elsewhere:

•The American Newspaper Publishers Association has filed an appeal before the US Court of Appeals to overturn the July 25 decision to allow the regional Bell operating companies to provide information services.

•The California governor's appointment calendars and schedules are not open records. So says that state's Supreme Court. The four-member majority likened the governor's documents to federal "executive privilege." The case was the culmination of a suit started in 1988 by the *Los Angeles Times*, which had requested copies of any documents that listed the current governor's daily activities since his 1983 inauguration.

•Canada's ban on tobacco advertising was found by Quebec's Superior Court to violate free speech and was overturned. The Canadian government is appealing the high court's decision. Government sources say they may prosecute any company advertising tobacco while the appeals are pending. Many Canadian publishers believe the manufacturers of any legal product should be permitted to advertise. (presstime)

•In a recent ruling, a National Labor Relations Board panel cited "right to control" factors, finding that drivers and droppers had the right to set their own retail rates for newspapers they delivered, collect money directly from customers, be responsible for bad debts, and decide on their own whether to extend credit to customers.

•School officials in Winlock, Wash., fought for months to conceal details of their investigation and dismissal of superintendent Dale Cummins, who, it was learned, was fired from the school system for inappropriately touching female pupils. The *Longview Daily News* argued that the public's right to know the cause of the firing is more important than Cummins' right to privacy. A Superior Court Judge ruled in favor of the *Daily News* and a story was then published containing details of complaints against Cummins.

•The *Journal-Gazette* of Fort Wayne, Ind., must face a jury in a libel suit filed by Bandido's Inc. The newspaper published a story reporting reasons the chain restaurant had been closed by the health department. Bandido's has demanded a full retraction. The newspaper has refused.

•Heritage Newspapers, a Detroit area group, must face a jury in determining if the company is liable because a witness changed her testimony in court. The question is whether the publisher abused the privilege by reporting substantially inaccurate information that had been corrected in later testimony.

•The Society of Professional Journalists has urged Cincinnati law enforcement officials to call off efforts to use private citizens' telephone records to track the source of a story in the *Wall Street Journal*. SPJ criticized the subpoenaing of telephone records of former and current employees of Procter & Gamble and of a Journal reporter's home and office. The action stemmed from a story about problems in one of P&G's divisions, after which the company asked Cincinnati officials to investigate possible violation of state law against disclosing confidential business information.

•Montana Senator Max Baucus has introduced legislation in US Congress which establishes mandatory recycling content standards for newsprint. The standards, which would apply to newspapers and commercial printers using more than 2,000 tons of newsprint a year, include reporting and publishing of usage.

Estill, from page 12

was given a four-year contract as superintendent with a starting annual salary of \$61,500. The vote was 3-2, the same margin by which the board voted to hire Kirby three days earlier.

Except for opinions sought concerning the state's Open Records Act, opinions of the attorney general do not carry the force of law.

(Editor's note: *The Citizen Voice & Times* sought the attorney general's opinion in March, soon after the meeting in question. The response from assistant AG Emerson was dated Sept. 6.)

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Taking a break

Representing close to a century of newspaper experience, Judy Magee Stone and Larry Stone have earned this break for a baseball game, during KPA's summer convention. She publishes the *Livingston Ledger*, *The Advance Yeoman* and other Western Kentucky publications. A former KPA president, he has long been affiliated with the *Times-Argus* in Central City.

August OM/OR agenda: Issues on hold

The normally agreeable members of the Task Force on Open Meetings and Open Records disagreed on a critical component of the legislation at their Aug. 29 meeting.

The issue concerned whether "every court or judicial agency" should remain under the definition of public agency. The courts are included in the present law, though a court case has apparently held they are exempt.

Sen. Walter Baker and Ann Sheadel, at her last meeting before leaving the Attorney General's office to enter private practice, argued to delete the courts from the law. But Rep. Albert Jones led the opposition, which won in a voice vote. The courts will remain subject to open records requests — at least for now.

Faced with a November deadline for completing the revision, the task force nonetheless put off making hard decisions on several other points.

On hold for now is defining at what point private corporations that perform government functions should be subject to the Open Records Law. Both current law and the proposed revision use the arbitrary figure of 25 percent; that is, if one quarter of an entity's income comes from state monies, its records are open.

Among the hard questions surrounding this or any set figure are: (1) Are all the company's records then open? and (2) How do you reconcile the impact on a small corporation where \$50,000 in state funds equals 25 percent of its budget versus a mammoth corporation that might take in

millions of state dollars with little effect on its total operating budget?

Sheadel contended the law should cover records relating to *any* money taken from the government, rather than a set percentage.

Baker, however, charged that such a broad definition could include suppliers or new businesses given start up monies by the state, an effect he termed "intrusive and improperly so."

Also on hold is a new aspect of the bill proposal that would allow members of the public to request and receive government records by mail.

Sheadel said the provision would place a burden on agencies in terms of staff time and money. She said that people have been known to ask for 100 pages or "a whole file cabinet (of records)." Most often, she added, they really only want three (pages)."

The present law which requires that people view records in person and select what they want copied, Sheadel said, saves unnecessary copying and staff time.

(Note: Many agencies do service mail requests.)

Sheadel's concerns were shared by representatives of Lexington/Fayette Urban County Government and the state Justice Cabinet.

Task force member Stan Macdonald of *The Courier-Journal* responded that the present law puts a burden on the person requesting information. "If someone in Western Kentucky requests information from an agency in Eastern Kentucky, he has to drive all day to get it," he said.

Baker suggested adding a statement to the bill revision. "You could say that if the request is voluminous, the agency should contact the requestor, asking if it can be pared down. If they still insist, then do it."

Varland proposed including a page limit, "plus some additional language to clear up some problems."

A third point put off until the next meeting relates to a section of KPA's proposal that would allow intra-agency communications used in decision-making to remain closed, but would open communication records between agencies (inter-agency).

Sheadel argued that "there are times when the decision-making process should be confidential" if agencies are to work together.

However, attorney Phil Shepherd, representing KPA, contended that openness facilitates better decisions. He also said that the public has a right to know how decisions that affect the state are made.

James Nelson, head of the state's Libraries and Archives, suggested that Kentucky establish a legislative body to deal with open records requests and decisions. This is the second time Nelson has made the suggestion, which is based on a Connecticut program.

Still another point left for further discussion concerns the 10-day requirement for the Attorney General's office to respond to open records challenges. Sheadel said she believes the staff attorneys could live with a 20-day limit, but that the present stipula-

Thieves, beware

The Miami Republican, Paola, Kan.

Critics may say our newspaper is worthless, but that doesn't mean it is free.

Twice in the past week, people have been seen stealing newspapers from the newspaper vending machine outside our office.

In broad daylight. Right across the street from the sheriff's office.

Seems some people can't figure out that 50 cents doesn't entitle a buyer to a handful of newspapers. The price is 50 cents each.

This little thievery may seem insignificant to them, but not to us. We lost about \$1,000 in newspapers stolen last year from our four remaining vending machines. And that is down from in the past, when we had more machines to pilfer.

Well, we have news for the thieves. Somebody is watching. We have car descriptions and license plate numbers, thanks to some watchful newspaper readers.

If we can identify newspaper thieves, we intend to prosecute. Fifty cents is a lot cheaper than a fine or jail time.

tion cannot be met with current staff.

Rep. Bill Donnermeyer, task force chairman, instructed Varland to work on each of the deferred points to find acceptable alternatives for discussion at the next meeting, tentatively set for Wednesday, Sept. 25.

Also attending the August meeting were Rep. Clayton Little and Steve Lowery, publisher of *The Kentucky Standard* in Bardstown. Absent from the task force meeting were Rep. Raymond Overstreet, Sen. Fred Bradley and Stephen Dooley, director of Information Systems for the state.

The brilliant mission of the newspaper is . . . to be the high priest of history, the vitalizer of society, the world's great informer.

—Eugene Fitch



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PostScript . . .

Pam Shingler
Editor, The Kentucky Press

Taking part in the Sept. 20 meeting of the Western Kentucky Press Association was the impetus to begin something I've wanted to do for several months: meet some of the newspaperpeople across the state.

For the KPA News Bureau, I frequently speak with editors and reporters on the phone or communicate with them by mail or fax. Unfortunately, these people don't generally have the opportunity to attend KPA conventions, so I haven't met most of them face to face. Only by going to them can I put voices with faces, learn what they contend with daily, and provide the News Bureau.

Using Owensboro, where WKPA met, as a base, I stopped by papers in Brandenburg, Hawesville, Owensboro, Calhoun, Providence, Morganfield and Henderson.

Every mile was enjoy-

able. I saw a part of Kentucky I'd never seen. Being a mountaineer, I was surprised to see coal mines on what I consider flat land. I was intrigued by the countless side roads, each — even when unpaved — bearing the name of an individual; I meant to remember some of the more colorful ones, but Gooch Jones Road is the only one that stuck. Each road sign made me want to know more about its namesake. Being a feature lover, I saw each as a potential feature story for the local paper.

I already knew Kentucky newspapers were a cut above the average. Meeting some of the people who produce them was a special pleasure. To a person, all are dedicated to serving their communities, and all are committed to putting out the best newspaper possible. That's good to know.

Eugene Goss, Republican candidate for lieutenant governor, made an interesting point during the candidates' forum at the WKPA meeting.

"When the lesser candidates attend a forum, as soon as the gubernatorial candidates finish speaking, the notebooks shut, and the TV cameras are dismantled," he said. And as he spoke these words, the reporters who had come to hear Brereton Jones and Larry Hopkins (a no-show) closed their notebooks, shut down their cameras and loudly left.

Hmmm. I believe Mr. Goss is on to something.

Can you name the candidates below lieutenant governor and the offices they're running for? Do you know their qualifications and public stands on issues relevant to those offices? Do you know what the responsibilities of those offices are? And, importantly, do your readers know or care?

There were some scary moments as these "lesser" candidates spoke. Perhaps we need to know more about them.

Most folks would probably agree that the widely touted Kentucky Education Reform Act is not perfect — even the legislators who drafted it admit that. It has some kinks that need to be ironed out, and it will take years for the results to be fully noted. But we'd be hard pressed to find someone who says reform isn't needed.

Be advised, however, that there is a movement afoot to undermine virtually every aspect of KERA. Its leaders are using inuendo and outright misinterpretation to change significantly, or stop altogether, the reform.

And they're using a tried and true tactic to stir opposition: assail the act as a threat to democracy and God.

I sat through testimony at a meeting of the legislature's Interim Committee on Education, where I heard the stripping of duties of the superintendent of public instruction labeled "communistic." I heard accusations that KERA's family resource centers are usurping the role of the family and that they're

dispensing birth control.

The legislators were able to refute the speaker's rabble-rousing contentions. But we all know how swiftly half-baked notions are digested by the uninformed.

If we believe one of the functions of a newspaper is to educate, then we need to be doing more to interpret the aspects of KERA correctly. Too many readers — including educators — regard the act as a nebulous, incomprehensible concept, probably because it is complex and multi-faceted. Newspapers have the power to make it more understandable.

That doesn't mean we need to paint it as perfect. But we do need to make it clearer. Most of us have attended enough school board meetings, have been involved in enough fruitless economic development projects and have hired enough graduates of Kentucky high schools to know that education reform is critical. We need to make that point to our readers.

What an ugly beast is the ape, and how like us. -- Cicero

Harlan woman is ANPA fellow



The American Newspaper Publishers Association has named Wanda Cottrell, circulation supervisor at the Harlan Daily Enterprise, one of 13 minority fellows. She will attend a circulation management seminar in Reston, Va., in June. Cottrell has been with the Harlan paper for six years. The ANPA program, which pays all expenses, was started in 1981 to widen opportunities for racial and ethnic minorities to move into or advance in management.

Staff members can coach each other

With tight budgets being the standard these days, newspapers may not have funds available to hire outside writing coaches. Professor Carole Rich suggests letting staffers coach themselves during brown-bag lunchtime seminars.

Rich, journalism professor at the University of Kansas, offered the following suggestions in a recent issue of the Scripps Howard Editors Newsletter:

- Limit the number of participants to less than 10. Larger groups discourage full participation.
- Invite staffers from several different departments. Include copy editors.
- Conduct the first session on general writing problems. Select specific topics — leads, organization, finding story ideas, etc. — for subsequent sessions. Or ask your staffers to submit a list of topics they want to discuss.
- Ask staff members to discuss a writing technique that worked for them and one that didn't work. To get started, you might pass out 3 by 5 cards and have staffers jot down these techniques. Then ask them to share

their thoughts.

• Let staffers help each other. Make them suggest solutions as each writer presents a problem with a specific story or with the process.

• Select staff members to conduct seminars about how they wrote a project or developed a beat. Ask them to share tips, problems and successes they experienced on a specific project. But make sure they involve the group by asking other staffers for sugges-

tions, problems and questions.

Rich said, "Any topic is fair game except one — complaining about the newspaper. Don't let them find excuses for bad writing. Help them share ways to make it good."

(South Carolina Press Association)

A free press stands as one of the great interpreters between men and government and the people. To allow it to be fettered is to fetter ourselves. --Justice George Sutherland

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ASNE bookshelf

The American Society of Newspaper Editors offers a number of resources for improving your product and understanding the industry. • *Constructing the Future: A Self-Test for Editors* is a 37-page report with a series of questions editors can ask themselves concerning their newspapers and their markets. Clarifying your mission, meeting the competition, knowing your audience, reaching the illiterate and the poor are a few of the topics. \$2.50. • *Journalism Education: Facing Up to the Challenge of Change* probes editors' views on journalism education. \$2.50. • *Minorities and Newspapers: A Survey of Readership Research* summarizes readership patterns of minority readers and gives tips on meeting their needs. \$2.25. • *Love Us and Leave Us: New Subscribers One Year Later* (\$7.50) and *Love 'Em and Keep 'Em* (\$2) are two publications that address the needs of subscribers and how to meet them. • *Alternatives: Gays and Lesbians in the Newsroom*, a sequel to ASNE's *The Changing Face of the Newsroom*, features a survey of gay and lesbian journalists with their views on what it's like to work in today's newsrooms. \$3.95. • *Newspaper Credibility: 206 practical approaches to heighten reader trust* focuses on everyday ethical problems faced by editors. \$2.50. • *Reporting on People with Disabilities* explains philosophy of recent efforts to update reporting on people with disabilities. Free. • *Recruiting minority high school and college students to newspaper career* is the subject of a 12-minute videotape, called *Making a Difference in the Newsroom*. \$10. Contact ASNE Foundation, Box 17004, Washington, DC 20041.

KERA video

If you still feel unsure of the different aspects of the Kentucky Education Reform Act, the Legislative Research Commission has produced a new 24-minute video on the subject. It can be checked out and copied at no charge or bought for \$10. Contact the LRC public information office, 502/564-8100, or the Education Reform Hotline, 1-800-242-0520.

Libel books updated

Two books by attorney Bruce W. Sanford of Baker and Hostetler in Washington, DC, have been revised and reissued. *Synopsis of Libel and Privacy* includes a summary of the law. *Libel and Privacy* adds more than 1,700 new cases and citation to the 1985 edition. (presstime)

'Half-armed'

The *Columbia Knight-Bagehot Guide to Business and Economics Journalism* says that many reporters enter "the highstakes arena" of business and economics "half-armed." The program seeks to equip business journalists with practical knowledge. \$39.50 from Columbia University Press, 136 S. Broadway, Irvington, NY 10533; 914/591-9111. (presstime)

All sizes

Louis Silverstein, former New York Times art director, discusses common design concerns in his new book, *Newspaper Design for the Times*. He lays out these common denominators and offers solutions he tested for the Times and other newspapers in the New York area. The 229-page book has over 400 graphics. \$39.95 from Van

Nostrand Reinhold, 115 Fifth Ave., New York, NY 10003 (presstime)

No lawsuits

A 147-page book published by The Media Institute suggests ways to resolve disputes in libel cases without lawsuits. In *Beyond the Courtroom: Alternatives for Resolving Press Disputes*, various professors and press directors relate how alternative dispute resolution has worked. \$12.95 plus \$1 shipping from the institute's Publication Department, 3017 M St. NW, Washington, DC 20007. (presstime)

Rhythm of the language

Good science writers need to pay attention to novels, stories and poetry, says Robert Gannon, Pennsylvania State University professor and contributing editor of *Popular Science*. *Best Science Writing: Readings and Insights* cites such writers as Carl Sagan and Arthur Fisher.

'To every season...'

Looking for specific dates, people, places and events for story background? *The New York Public Library Book of Chronologies* connects events into categories, such as "Fads & Craze Since 1900" and "Historic Assassinations," according to a mention by Colin Preston in *News Library News*.

Help with Mac

For those who feel they need help with their Macintosh, training tapes are available through National Newspaper Association in either beginning, intermediate, or advanced levels. The tapes, covering 26 different software packages, are priced at \$39 each plus \$1 shipping and handling. Contact NNA 202-466-7200 for an order form listing the video tapes available.

Know your rights

The American Bar Association's Public Education Division's new book, *You and the Law*, uses question-and-answer format to provide up-to-date information about the laws that affect people in their daily lives. Chapter topics include law in the workplace, family law and when and how to use a lawyer. Also included is an overview of the US legal system. \$19.95. ABA Order Fulfillment, 750 N. Lake Shore Dr., Chicago, IL 60611. Specify product code 235-0019; add \$3.95 for shipping/handling.

BOR resource book

The Bill of Rights Bicentennial Resource Book, published by the American Bar Association and the American Library Association,

contains brief descriptions of 75 major contemporary cases defining individual's rights. Included along with the Bill of Rights is a listing of quotes on civil liberties and the American system of justice. A complete package can be purchased containing the Bill of Rights, US Constitution Bicentennial Resource Book and a set of three posters for \$14 (PC#468-0027). The Bill of Rights Bicentennial Book alone is \$6.95 (PC#468-0029). Shipping/handling is \$2 for orders under \$10 and \$3.95 for orders over \$10. Call 312/988-5555 or make check or money order to ABA, ABA Order Fulfillment, 750 N. Lake Shore Dr., Chicago, IL 60611.

Got an ad question?

Newspaper Key Facts '91: Pocket Edition for Advertisers, a new publication of Newspaper Advertising Bureau, gives answers to common questions about newspapers and newspaper advertising. The booklet, according to SNPA, also demonstrates the appeal of newspaper sections to targeted readers and emphasizes classifieds. Call NAB's Sue Harellick at 212/704-4574.

High tech photos

Adobe Photoshop 2.0, a new electronic photo program for newspapers, is getting rave reviews from computer trade magazines, according to *Macnewspaper News*.

The second generation program does much more than its predecessor Adobe Photoshop and is more closely integrated with the drawing program Adobe Illustrator. It is said to be especially good for high-end color editing and for production of duotone images. Contact Adobe Systems Inc., 1585 Charleston Rd., Mountain View, CA 94039-7900; 415/961-4400.

Keeping readers

Behind the scenes in the Newspaper Readership Project of 1977-83, which researched the decline in national readership and ways to stem it, is the subject of *Preserving the Press: How Daily Newspapers Mobilized to Keep Their Readers*. Leo Bogart, who played a major role in the project, is the author. The book is available from Columbia University Press for \$40. (E&P)

Advertising in the '90s

Pat Taylor has published a new sales training manual for community newspapers. Topics include marketing and the marketplace, retail sales, consumer behavior, newspaper readership, the act of selling, making a presentation, overcoming objections, time management, writing copy and headlines and creative strategy. To order the loose-leaf manual, send \$34 to *Selling Newspaper Advertising in the '90s*, Box 4215, Roanoke, VA 24015; (703)981-3183.



Getting ready for the judges

For several days recently, KPA's central office kitchen table was filled with entries in the Fall Newspaper Contest. Secretary Sue Cammack sorted the 2,575 entries into categories in preparation for judging by members of the Mississippi Press Association.

No big deal

So you lost or forgot an ad placed by KPS? So what's the big deal?

It's a big deal because not only did you lose revenue for your own paper, but you also lost revenue for other papers across Kentucky. Plus, you lost potential revenue for the advertiser. And quite possibly you lost your credibility and the credibility of all other newspapers.

DNRs (did not runs) cost money every month for you, KPS and other KPA newspapers -- **\$6,000 in July alone.**

It is a big deal!

Intangible assets

The International Newspaper Financial Executives board of directors urges its members to support legislation that allows intangible assets to be amortized by writing letters to their congressmen. Two recent bills to come before Congress would, if passed, settle the age-old dispute with the IRS on whether or not intangible assets can be amortized. Both bills allow intangibles to be amortized over their useful lives.

Read and explore

The Library of Congress' 1992 national reading promotion campaign will follow a geographic theme: "Explore New Worlds — READ!" First Lady Barbara Bush will be honorary chairperson. A promotional brochure, *Explore New Worlds*, contains specific suggestions for projects that can be done by organizations, individuals and businesses. Mary Ann Gentile (404/256-0444) of the Southern Newspaper Publishers Association has copies.

Items

A family affair

The New England Newspaper Association's annual Family Newspaper Conference is Oct. 11-13 in Newport, RI, and is open on a limited basis to independently owned newspaper families from outside the area. Topics include dealing with the family business in hard times, succession planning, estate planning, handling family conflict, fair compensation for family members, and avoiding pitfalls. For information, call NENA, 508/744-8940.

Literacy, anyone?

You just have until Oct. 10 to submit entries in the third annual Literacy Awards program of Southern Newspaper Publishers Association. The competition, among SNPA members, covers literacy promotions between Oct. 1, 1990, and Sept. 30, 1991. For details, call 404/256-0444.

Make it pretty

More than 50 separate sessions and a 20-booth trade show will highlight the Society of Newspaper Design's 13th annual workshop and exhibition Oct. 10-12 in Boston. Cost efficiency is the central theme of the "Boston Team Party," designed to help participants learn how to work smarter and more productively by turning the newsroom into a more cohesive working unit. Sessions on team-building, cross-training, color, management, typography, photo-journalism and information graphics are slated. Registration is \$225 for members, \$275 for nonmembers and \$115 for students. Contact SND executive director Ray Chattman, 703/620-1083; fax 703/620-4557.

UPI's Thomas is UK speaker

The venerable Helen Thomas, who has covered the White House

for UPI since before most of us were born, has been tapped to give the Joe Creason Lecture at the University of Kentucky next April. A native of Winchester and a member of the Kentucky Journalism Hall of Fame, Thomas joined the Washington press corps in 1941. Look for more details as the time nears.

Sampling samples

Fifty-thousand readers of the Chicago Tribune will get their first look at samples of liquids and powders inserted in their newspapers beginning in October. The samples will be contained in a recyclable container known as Newspac. Makers of consumer products spent \$18.5 billion on promotional sampling last year. Ad spending in newspapers was \$32.3 billion. Newspac will not be cheap. It will cost \$283,000 to \$339,000 — manufacturing and insertion costs for 1.13 million Newspacs versus \$52,000 for one full-page, black and white ad. Newspac is believed to be very cost competitive with direct-mail sampling.

Coping with Mac

Data-Tech Institute has scheduled two-day demonstration workshops around the country on troubleshooting and data recovery techniques for the Macintosh computer. The company promises to show you how to recover lost or damaged files and folders, diagnose system error messages, establish data security procedures, troubleshoot typical problems and more. Dates and locations within a reasonable distance of Kentucky papers are: Oct. 31-Nov. 1, Kansas City; Nov. 18-19, Chicago and Cleveland; Nov. 20-21, St. Louis; Nov. 25-26, Detroit; Dec. 2-3, Cincinnati; Dec. 2-3, Greensboro, NC. For information, call 201/478-5400.

Voices from the past

Excerpts from *The Kentucky Press*, November 1937

KPA Director Victor Portmann ran an article by Will W. Loomis, president of NEA (National Editors Association?), pointing out seven trends to watch and beware of. All have a familiar ring: (1) "Taxation. . . The Social Security tax is giving real concern for the higher rate each year will place a heavy burden on the country publisher. . .

(2) "Legislative threats. . . Of greatest concern right now is the proposed federal hour and wage bill for it is on the 'must' list for the special session of Congress.

(3) "Radio competition. . . Right now experiments are being made in the first illustrated radio news bulletins. . . The reception sets are crude but it is no time for smug complacency as one reflects on the development of radios since the ear-phone methods of the early 1920s. Television is likewise on the way and is approaching the experimental stage.

(4) "Other competition. The increasing number of shopping guides, free circulation newspapers and mimeograph sheets is something to be considered.

(5) "Attacks on advertising. The movement sponsored by the Consumers League . . . to spread the pernicious doctrine that all advertising is economic waste has gained a surprising number of followers.

(6) "Government sponsored co-ops. The rapid growth of co-operative stores, filling stations, coal yards and other retail establishments is a new cause for concern as (they) . . . contribute little to a community and many publishers complain of their influence. For the most

part they do not advertise and their members resent it when the papers do not devote columns of space to boost (them).

(7) "Are newspapers losing prestige? . . . when people begin to lose confidence in the accuracy and reliability of (dailies), it reflects on all of us."

••In another article, Portmann urged publishers to rethink their subscription rates. "On Nov. 1," he wrote, "only nine percent of the 157 weekly newspapers in this state received \$2 or more as their annual subscription price." He added the range of prices: \$2 a year, 15 papers; \$1.50 a year, 102 papers; \$1.25 a year, one paper; \$1 a year, 38 papers; 50 cents a year, one paper. He also noted that the Louisville Courier-Journal had raised its street-sale price to five cents and that others had announced rate increases or cash-in-advance policies: Millersburg Courier, Salyersville Independent, Whitesburg Eagle, Hazard Herald and Warsaw News.

••Items: In the final week before election day, the scramble for advertising prompted D.M. Hutton's Harrodsburg Herald to print 24 pages. . . The Glasgow Times, edited by Joseph Richardson, recently completed 42,685 ballots, the largest run in its history. . . The Scottsville News, edited by H.A. Ward, and the Irvington Herald, edited by J.W. Willis, sponsored cooking schools in their communities. . . The Vanceburg Herald issued over 22,000 copies after friends of a local candidate made arrangement for the extra coverage.

The Ballard Yeoman in Wickliffe, published by E.W. Wear, entered its 47th year of publication on Oct. 29. . . The

Flemingsburg Gazette, published by Ransom Todd and Charles E. Rankin, started its 57th year of publication on Nov. 4. . . The Cave City Progress, edited by W.B. Evans and owned by Embury Newspapers, uses promotional advertising to every advantage, including new "ears" on the front page that read: "Eight Pages This Week; 56 columns; Best of Features and Local News and All Local, State and National News of Interest."

The Pikeville News, edited by Charles E. Grote and published by Cumberland Publishing, ran a 16-page tabloid of Pike County pictures, including several of its own attractive building and machinery. The plant has 5,000 feet of floor space and employs 20 people. . . J.R. Bernard, publisher of the Russell Springs Banner, has installed another new press, purchased from Mrs. J.C. Nelson of Sharpsburg, where it was formerly used in publishing the Sharpsburg World. . . The Marion Falcon, Lebanon, edited by D.B. Spragens, has recently installed a new Advance paper cutter, purchased through Bush-Krebs at Louisville.

The Shepherdsville Pioneer News, edited by J.W. Barrall, was 52 years old with the Nov. 5 edition. . . The Jeffersonian, Jeffersontown, edited by C.A. Hummel, has installed a No. 1 Miehle newspaper and book press. . . The Campton Herald, edited by J.C. Koppenol, recently moved into new and enlarged quarters. . . Edward Hamlett issued his Columbia News one day later last week to supply readers with election results. . . H.A. Somers, editor of the Elizabethtown News, is confined to a local hospital, suffering from a wrenched back which he received in a fall.

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Now, your newsroom has a bureau in the state capital. Use it to:

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- Other assignments you can dream up.

KPA News Bureau

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1-800-866-1431

Idea exchange

Color appeal

Lonnie King, retail supervisor of The Robesonian in North Carolina, made ad sales easy with a 20-page section of orange and black to celebrate Halloween. Participants of a costume contest had their photos printed in the newspaper. Advertisers were all for the section because they knew the photos would make for high readership. King hopes to improve on a winning formula again this year by adding more color. For information, contact Lonnie King, retail sales supervisor, Box 1028, Lumberton, NC 28359; 919/739-4322.

Small newspaper, big sales

Halloween promotions paid off big for the Washington (NC) Daily News. The theme was safety with lots of little tricks and advertisers responded enthusiastically. The Daily News also ran teaser ads that stimulated curiosity among both readers and advertisers. Contact ad director Gene King, 919/946-2144.

Eye-catcher

Color, editorial material and full-page messages were the highlights of a 24-page tabloid inserted in the York (Neb.) News-Times. The tabloid, in the form of a coloring book, targeted children from the age of eight. Entitled "Just Say No," it contained information concerning drugs in easy-to-understand form. Red spot color to highlight key words on the pages.

It pays to dream

For the past four years the Sacramento (Calif.) Bee has published a special editorial section as a fundraiser for needy individuals. The operation gets underway each September. Donations start pouring in around Thanksgiving, when the book is published. The follow up "Book of Dreams" features the dreamers and their dreams coming true. "Book of Dreams" donations consistently exceed the amount required to fund all of the needs. For information, contact features editor Ralph Frattura, 916/321-1152.

Hey, you're . . .

To boost reader involvement, editors at The Observer in La Grande, Ore., advertised in their classified section for readers who look like celebrities, or know someone who does. Coming forward were lookalikes for Mark Twain, Princess Di, George Burns, and Mickey Rooney.

Mall convenience

The Port Arthur News (TX) has opened a branch office in a local shopping mall. Customers and subscribers can place classified ads, drop off news releases and wedding announcements or pay their newspaper bill. They can also buy a newspaper or order a home subscription.

When it comes to this issue (hiring minority staff members), all of a sudden, editors become idiots. —Mike Hengel, Pine Bluff (Ark.) Commercial

Honor roll

The Tampa (Fla.) Tribune won acclaim from school officials for a program that generated more than \$20,000 for the local education foundation. The paper's Newspaper in Education department produced four issues of the SmartCard, a four-page publication distributed to all 95,000 students in the fall, winter, spring and summer. The publication includes newspaper activities demonstrating life skills, dropout prevention messages and coupons from theaters, fast food restaurants and video stores. (SNPA)

Off the rack

The Houston (Texas) Post made its own fashion news when it teamed with a local upscale menswear retailer. Post newsracks were on display in the store window and were filled with shirts and draped with ties, shoes and accessories. The display has increased store traffic, as well as awareness of the paper. (SNPA)

Readers help

The Statesman Journal in Salem, Ore., has asked its readers for help. Executive editor William Florence wanted to know what his readers thought about the paper and its contents. Representatives from the paper manned booths around the city and took suggestions. The paper also printed survey forms for five days and offered the option of phoning the staff or faxing a letter.

No news is bad news

Mark Heiden of the Watertown (Wis.) Daily Times made a dramatic point for subscribers in danger of letting their subscriptions run out. He sent them a special edition of the paper that had all the section headings with no news, crossword puzzle with no clues, columnists' photos with no columns, sports scoreboard with no scores, classified section with no listings and comics pages with blank spaces. Under the paper's front page banner were, in red letters, "The news didn't run out yesterday, but your subscription did! Call to renew."

Ideas from Inland

Reprinted from *The Inlander*, Newspaper of the Inland Press Association Inc., Aug. 21 and Sept. 6, 1991.

Jingle Bells—The Jefferson City (Mo.) News Tribune sold an idea to its Downtown Association to create a family Christmas event for the community and local merchants. On a Friday evening before the holiday with each store window decorated, participants got to see Santa, enjoy the community Christmas tree, take hay rides and listen to music. The paper published a special promotional section, with participating merchants buying sponsorships, earning \$8,000 in new revenues.

Looking good—A special section featuring local hair salons earned \$2,000 in new revenues for the Washington Missourian.

Family ties—The Los Angeles Daily News publishes a bi-weekly tabloid, called "Family Life" and aimed at parents, with themes important to families. A local discount department store sponsors the front and back pages in exchange for 5,000 extra copies which it distributes in seven of its local stores.

Bridal bouquet—The Blue Springs (Mo.) Examiner publishes a Wedding Services Directory brochure containing \$30 business card-sized ads. For their small investment, advertisers are given three 50 percent off coupons for display ads, any size, to run one Saturday a month for three months. Each participating business is given a supply of the brochures, which are also given out by the paper along with its engagement news form.

Show business—The Janesville (Wis.) Gazette earns extra revenue by sponsoring and producing local events, such as a Business Trade Show, Winter Show, Community Rummage Sale, etc. Space rental for the shows includes an ad in a special newspaper section on the show.

Cooking up profits—The Hannibal (Mo.) Courier-Post collected 10 years worth of reader submitted recipes, originally published in its weekly food and advice column, into a cookbook. The book, which cost \$1.43 to publish, sold for \$6.50 at its introduction at the spring homemakers cooking show and later for \$8.50. The idea earned \$4,550 in new revenues.

Change & charge—The Erie (Pa.) Daily Times/Morning News moved its business and repair ads from the regular classifieds, put a screen over them, put them at the top of a page and experienced a 30 percent increase, for a revenue gain of \$4,563 per month. The paper also began offering bold face in the classified section at an additional charge of 25 cents per line, for a revenue gain of almost \$800 in one month.

Tips on editing when you don't have a copy desk

Read your own stories, preferably aloud. Reporters should write one-sentence summaries of their stories. This will help editors to focus on the stories as they write headlines.

First, read through a story without making any changes. Then, during the second read, edit the story.

Fix obvious problems first, such as spelling and verb agreement. Then work on the more difficult editing tasks.

Share the job of editing the story, with one person making serious corrections, while another checks for flow and readability.

Involve everyone in the editing process. It gives them all a sense of the problems and responsibilities.

Don't be vindictive. And don't be a mutual admiration society.

The editor has final decision on how a story is edited. Come to that person for any questions.

Teamwork. Editors should work with reporters, and vice versa. (Georgia Press Association)

Make your rate card a strong selling tool

Have you reviewed your advertising rate sheet lately? If not, study it sometime soon from the perspective of an advertiser looking for information about your publication.

Your circulation, penetration and rate information should be easy to find and understand. Cost per thousand should be prominent. If your rate sheet focuses on column inch rates and line rates, many potential advertisers may not understand or be able to translate that into what they will get for their money. Many very good business people don't know advertising jargon and fundamentals.

Select some standard ad sizes—eighth, quarter, half, full page—and give the dollar prices for them for single insertion, pick-ups, or re-runs, etc. If your newspaper provides zone penetration, make sure that information is easy to understand.

Make spot color as affordable as possible. If you think of color as a service to the advertiser and not as a way for you to boost your profit on the sale of an ad, you will help your advertiser—you know color advertising is more effective. If you help your advertiser be successful, he will keep you successful.

Use your rate card to help the advertiser buy advertising. Make it a sales tool. Pay attention to its graphics. Make sure it will fax cleanly. You may not like fax machines, but they've changed the way many people do business. (Minnesota Newspaper Association)

In my judgment, the newspaper business has allowed a bunch of flashy guys (TV) in bright new uniforms to steal our game, use our field, and razzle-dazzle our fans. —Ray Gaulke, marketing executive, speaking at the International Newspaper Advertising and Marketing Executives convention.



Bobbie Foust(center, behind lectern), WKPA president, tries to get candidates settled down for forum.



Dr. Bob McGaughey communicates,



Dr. Ann Landini explains rationale of Murray State News' redesign, before audience critique and redesign of Dawson Springs Progress, with permission of the Dillinghams, Niles, Jed and Scott.

WKPA hosts varied sessions

Members of the Western Kentucky Press Association heard about communicating, campaigning, and composition during their fall convention, Sept. 19-20 in Owensboro.

Dr. Bob McGaughey, chairman of Murray State University's journalism department, started the Friday session with a lesson on the importance of good office communication.

"We need to reinforce whatever behavior we want people to do," he said. This includes telling employees when they're doing a good job, as well as "the bad things they do, so they won't keep doing them."

At a forum for candidates in the November election, Lt. Gov. Breton Jones stressed that he and his Democratic colleagues are "running as a team." Republican gubernatorial

candidate Larry Hopkins did not attend.

Other candidates who spoke were Eugene Goss, lieutenant governor; Chris Gorman and Tom Handy, attorney general; Bob Babbage and Dexter Wright, secretary of state; Ben Chandler and Betty Holmes, state auditor; Don Bell, treasurer; Donna Shedd and John Stephenson, Superintendent of Public Instruction, and Ed Logsdon, Agriculture Commissioner.

Bill Hollander, one of KPA's FOI Hotline attorneys, explained proposed changes in the Open Meetings/Open Records Law during the luncheon.

At the afternoon session, Dr. Ann Landini offered design tips, using the Murray State News and Dawson Springs Progress as examples.

U.S. Postal Service STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION <small>Required by 39 U.S.C. 3685</small>		
1A. Title of Publication The Kentucky Press	1B. PUBLICATION NO.	2. Date of Filing Sept. 27, 1991
3. Frequency of Issue Monthly	3A. No. of Issues Published Annually 12	3B. Annual Subscription Price \$4.00
4. Complete Mailing Address of Known Office of Publication (Street, City, County, State and ZIP+4 Code) (Not printer) 332 Capitol Avenue, Frankfort, (Franklin) KY 40601		
5. Complete Mailing Address of the Headquarters of General Business Offices of the Publisher (Not printer) Kentucky Press Association, 332 Capitol Ave., Frankfort, KY 40601		
6. Full Names and Complete Mailing Address of Publisher, Editor, and Managing Editor (This item MUST NOT be blank) Publisher (Name and Complete Mailing Address) Kentucky Press Service, Address same as above Editor (Name and Complete Mailing Address) Pam Shingler, Address same as above Managing Editor (Name and Complete Mailing Address)		
7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given. If the publication is published by a nonprofit organization, its name and address must be stated.) (Item must be completed)		
8. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities (If there are none, so state)		
9. For Completion by Nonprofit Organizations Authorized to Mail at Special Rates (DOM Section 423.12 only) The purpose, function, and nonprofit status of this organization and the exempt status for Federal income tax purposes (Check one) <input type="checkbox"/> Has Not Changed During Preceding 12 Months <input type="checkbox"/> Has Changed During Preceding 12 Months (If changed, publisher must submit explanation of change with this statement.)		
10. Extent and Nature of Circulation (See instructions on reverse side)		
A. Total No. Copies (Net Press Run)	Average No. Copies Each Issue During Preceding 12 Months	Actual No. Copies of Single Issue Published Nearest to Filing Date
B. Paid and/or Requested Circulation 1. Sales through dealers and carriers, street vendors and counter sales 2. Mail Subscription (Paid and/or requested)	650	650
C. Total Paid and/or Requested Circulation (Sum of B.1 and B.2)	580	594
D. Free Distribution by Mail, Carrier or Other Means Samples, Complimentary, and Other Free Copies	30	30
E. Total Distribution (Sum of C and D)	610	624
F. Copies Not Distributed 1. Office use, left over, unaccounted, spoiled after printing 2. Return from News Agents	40	26
G. Total (Sum of E, F.1 and 2—should equal net press run shown in A.)	650	650
11. I certify that the statements made by me above are correct and complete		Signature and Title of Editor, Publisher, Business Manager, or Owner <i>David C. Young</i>

Same old same old

"I am truly wearied with lounging here, doing nothing but feeding on the public funds. We have done nothing yet — I see no national feeling in the majority of Congress — everyone appears to be engrossed with his interest in his own section of the country.

"So long as this feeling predominates, it will be unfortunate for our nation. We ought to meet with national feeling, and our legislation ought to be for the general good; and as far as practicable, equity and justice for all sections of our country. . .

"For nine weeks, the House of Representatives has been engaged in debating the tariff; that could have been decided in two."

—Senator Andrew Jackson, April 12, 1823

Drop shipment exception made for small newspapers

By Max Heath

Nearly 10 weeks after an NNA Task Force met with USPS Mail Classification about problems surrounding the new rates, one unresolved problem was given at least a partial solution.

Some of you may recall that we originally thought papers mailed under Exceptional Dispatch privileges would qualify for Delivery Unit (DU) discount. No dice, said the Postal Office.

NNA protested that we needed less costly and burdensome procedures than outlined in the Plant-Verified Drop Shipment regulations originally introduced.

We explained our members needed to be able to haul to other offices under additional entry with central paperwork filing and postage payment as under exceptional dispatch. In many cases we print overnight and deliver to offices when the

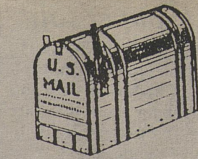
original entry office is not open for verification. Waiting to verify would make timely delivery impossible.

That has now been granted, in a fashion. Cheryl Beller of HQ Classification has drafted a policy that, as of now, will not be printed in the DMM. It will be printed in Classification Currents, at least, and it has been explained to Division personnel on a training teleconference May 7-8.

Let me try to explain it as simply as possible:

To enter mail at other offices under additional entry, apply for as many entries as you need on one form 3510 and pay one \$75 annual fee.

To haul papers to those offices, you need to be approved by the division for Plant-Verified Drop Shipment (PVDS). Presort verification under PVDS can also be performed inside



the postal facility of original entry.

And in cases where additional entry copies must be delivered when offices are not open, the mailer can bypass verification.

To be allowed this exception, your publication must (1) have met all requirements of annual verification, (2) signed a drop-shipment agreement, and (3) be approved for this alternative by the division.

The mailer must complete part 1 of new Form 8125, Drop Shipment Clearance Document, for each additional entry office. Your origin post office gets copy 1, the additional entry office copy 2, and you keep copy 3.

Your origin post office will reconcile the information on the mailing statement against the 8125 and periodically reconcile with the additional entry offices.

Here's why the paper's late, folks

Post office loses South Dakota paper four times

By Burl R. Cook, Publisher
The Rosholt (SD) Review

This is not the original July 17, 1991, edition of the Rosholt Review.

For the fourth time in five years, the US Postal Service "lost" the paper.

This is the third time the box containing our master sheets (the original copy of the paper, to be "photographed" on the offset press in Watertown), has been lost. Once, the printed newspapers themselves (1,400 of them) "disappeared."

We got lucky the first two times, when the postal service "found" the paper in time to get it printed a day late.

This time they can't find the approximately 24-inch wide, 1-inch thick, box of "priority mail."

Ironically, we are required—by the postal service—to publish SOMETHING. At our own expense, of course. (By the way, how many of you knew that you cannot sue the postal service?)

We have to print a "quick" substitute paper this week because we are obligated to publish 52 issues per year to keep our second class mailing rate privilege—a rate that just went up 20 percent.

We've been informed by personnel at Interstate Publishing Co., Watertown, printer of the Review, that many times we haven't even been aware the box containing the master sheets is lost. Interstate Publishing employees have gone to the

Watertown Post Office and "found" the box themselves.

Here are a few of the items that are missing in this edition: More than a full page of Rosholt School Board proceedings; the Rosholt and New Effington Town Board proceedings; the Jack and Jill Grocery ad; four obituaries; the Rosholt Nursing Home news which we can tell you is significant to many, many subscribers; ads from many area businesses, including the Wheaton, Minn., Crazy Days insert; the thank yous; the meeting notices—well, if you add it all up, everything that was typed, printed and pasted up was important to someone.

Every week at least one subscriber in good standing calls to ask why he or she didn't get the paper. Every week at least one newspaper has gone to "never, never land."

A couple of months ago, a regular advertiser mailed us about a \$90 advertisement on the same day she always mails it. It did not arrive by Monday, though we held space anticipating it. We were out the revenue. It showed up Tuesday, about the same time the Review was being printed in Watertown.

Many subscribers called or

Be good humored about it, you say? Why?

stopped in Wednesday questioning why they didn't receive their papers. In a very short time, we learned we certainly aren't alone when it comes to problems with the postal service. One family had a \$200 check "in the mail," which they never received. The check writer had to go to the expense of stopping payment on the original and issuing a second check. Well, that wasn't really a new horror story to us because we've mailed checks that apparently landed in the postal "never, never land."

Nowadays, you better believe it when someone says "the check is in the mail." Most of the time, we bet, they are telling the truth. After all, it took 13 days for a check mailed from Browns Valley, Minn., to reach us. Every week at least one subscriber in good standing calls to ask why he or she didn't get the paper. Every week at least one newspaper has gone to "never, never land."

Be good humored about it, you say? Why? This quick little substitute paper is costing us printing and mailing costs and if the original paper isn't found, all those proceedings and the rest of the news that was lost will

have to be retyped along with everything we receive for publication in the July 24 edition. Timely items, such as Wheaton's July 18 sales, are lost for good.

"It's just human error—four times in five years isn't really so bad," you say?

Considering it was never lost the first 73 years of publication, and considering we only mail it about half the time, we think it really is bad.

Small businesses rely on the Postal Service. Small businesses are hurt worse than larger ones by foul-ups. The next time the Postal Service seeks a rate increase (and they're going after that extra penny to make it a 30-cent stamp), the Rosholt Review is one little mouse that's going to roar.

Thanks, to all the subscribers who were so nice about their missing papers when they found out what happened.

I do not believe . . . that the ideas represented by 'freedom of thought,' 'freedom of speech,' 'freedom of press' and 'free assembly' are just rhetorical myths. I believe rather that they are among the most valuable realities that men have gained, and that if they are destroyed men will again fight to have them.
—Thomas Wolfe

Eddyville paper sold

The Herald-Ledger in Eddyville is under new ownership, as of Oct. 1.

Frances and Charles Baccus, who owned the paper for more than 30 years, sold to The Gleaner-Journal Publishing Co. of Henderson.

Frances Baccus had published The Herald-Ledger since her husband retired several years ago. They plan to travel and continue their involvement in community activities.

The weekly serves Lyon County, with a circulation of around 3,000.

The Gleaner-Journal is a family corporation, headed by Walt Dear. The company owns newspapers in Benton, Cadiz, Calhoun, Franklin and Henderson. It also owns a paper in Portland, Tenn., and a Franklin radio station.

Advertise caution

A red flag should flap briskly every time you deal with an ad about one of these: a 900 telephone number, housing, credit terms.

Many people still do not understand the difference between an "800" telephone number and a "900" number. 900 numbers are a perfect medium for scams. Make sure if you advertise one, that your readers know how much the call will cost before they dial. 900 numbers also can be used to provide valuable information. Some newspapers are using their own 900 numbers to provide instant, up-to-date information.

Abuses of 900 numbers include putting the caller on hold, asking unnecessary questions and simply providing "free" information. It doesn't take long to run up a large telephone bill.

On housing advertising, make sure the ads do not contain any racial preference.

In ads that mention credit terms, conditions of credit MUST be disclosed if any of the following "triggering" terms are used: the amount/percentage of down payment; amount of payments or period of repayment; amount of any payment or the amount of any finance charge. Credit terms that must be disclosed are: amount/percentage of the down payment; terms of repayment and annual percentage rate. (Missouri Press Association)

KPA to co-sponsor top candidates' debates

Kentucky Press Association is one of the sponsors of gubernatorial debates in Lexington on Oct. 8 and in Louisville on Oct. 21. Both are to be televised on KET.

KPA president Celia McDonald will offer opening and closing remarks at the Louisville debate.

The Lexington debate, at the Opera House, will feature questions from



All smiles

Dorothy Abernathy seems to be pleased as she picks up her paper's awards, following presentation of the 1991 KPA Better Newspaper Contest citations during the summer convention. She publishes The Oldham Era in LaGrange and is a KPA board member.

Job matches on SPJ agenda

Job seekers and recruiters can get together during two conferences, offered by Society of Professional Journalists, this month in Cleveland.

The Job Opportunity Conference for Minorities is Oct. 15-16, followed by an Open Jobs Conference, Oct. 17.

The special sessions precede SPJ's annual convention Oct. 17-20 at the Stouffer Tower City Plaza. Headlining the convention will be CNN correspondent Peter Arnett, American Newspaper Publishers Association president Cathleen Black; The Tennessean publisher John Seigenthaler, and Family Circle magazine editor Jacqueline Leo.

For details, call 317/653-3333.

Mark Chellgren of Associated Press, Bob Geiger of the Lexington Herald-Leader and Mindy Shannon of WLEX-TV. Representatives of KET and Kentucky Broadcasters Association will give opening and closing remarks.

The Bomhard Theatre at Louisville's Center for the Arts will be the scene of the Oct. 21 debate. Questioners will be Al Cross of The Courier-

Former CBS newsmen, David Dick, favors media mix for news, from page 3

"You reach a level where the adrenalin is flowing with such intensity that there's almost a calming effect," he said. "Your body and mind are capable of doing things you never thought possible."

Dick retired "with grace" from CBS in 1985 after 19 years.

"I was not a meteor," he said, "I was brought along slowly and I seasoned well. I think that the patience I have with myself is in my favor."

Dick's career has centered on broadcast journalism, but he has also been involved in print media.

As a shareholder and columnist for the Montgomery Times in Mt. Sterling from 1987-90 and publisher of the Bourbon Times in Paris from 1988-90, Dick says he has seen many facets of journalism.

"I think newspapers and broadcasting facilities play a complementary part in the gathering and dissemination of news," he said.

"Even if I were not the director of the School of Journalism, I would feel this way.

"I think that too many people get too much of their news from

body told me before I came here that higher education is not something you fall back into. You can imagine a class of 150 different personalities, agendas, desires, strengths, weaknesses and you try to deal with them the best way you know how. It's a real challenge."

Because of his visibility, he was contacted recently about running for public office.

"But I'm pretty sure I don't want to run for public office," he said. "I think I want to continue to be an observer. I want to be as thoughtful as I can possibly be and I want to communicate to a mass audience.

Being a politician is an art, it's extremely demanding. I don't think good politicians get enough credit for what they do. I don't think I could do it."

Dick plans to retire in the year 2000, when he turns 70.

"I would have been here 15 years by that time and I would like to be able to retire to my farm and be a better shepherd. I also want to be writing — writing about Kentucky."

Dick has lofty goals and hopes to complete 30 books after he retires.

I have come to have a love affair with the truth and I like to think of journalists, newsgatherers, as being truthseekers and truth-tellers.

television and they don't read enough," he continued. "I think that in order for people to be well-informed, they need to read not only newspapers and watch not only television, but they also should be reading books, they should be talking, they should be involving themselves — in many ways, to becoming students of their own environments.

"I will not say that newspapers are more important than broadcast or the other way around," he added. "I want them both."

Dick said, though, that he finds his work at UK as challenging as his days in the media.

"I never had any idea that it would be as interesting, exciting and challenging as it is," he said. "Some-

Dick attributes his success to several things.

"I think I am a very determined person and that I have a lot of patience," he said. "I have come to have a love affair with the truth and I like to think of journalists, newsgatherers, as being truthseekers and truth-tellers.

"The truth sometimes hurts, the truth sometimes embarrasses, but as long as you keep telling the truth, things will get better."

You be the judge

Your work is likely judged every day, so KPA is offering you the opportunity to judge the work of your counterparts in Mississippi.

KPA has agreed to furnish judges for the Mississippi Ad Contest on Oct. 25 at the Springs Inn in Lexington.

If you're interested, contact David T. Thompson, KPA executive director, at 1-800-866-1431.

You can see what folks in another state are doing in advertising and maybe even swipe a few ideas.

Three words sum up everything I have learned about life, "It goes on."
—Robert Frost