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Board approves new building for central office

Out with the old, in with the new

It's charming, homey and in a prime location for keeping a symbolic eye on the state capitol. But it also floods from Kentucky River backwater and is hemmed in by neighbors and zoning regulations on expansion and remodeling.

That's why the KPA board of directors voted at its June meeting to sell the association's headquarters at 332 Capitol Ave. and build a new central office on the outskirts of Frankfort.

The new building, now under construction, is located on US 127, just south of the I-64 interchange, in a

professional office park called Burlington Center (away from the flooding river).

The 4,200-square foot structure will have three floors, including basement. An important addition for KPA members is space for a full-fledged conference room in the base- See **Board**, back page



The prototype

The new KPA building will closely resemble this already completed office in Burlington Center, just south of I-64 in Frankfort. Construction is underway, with relocation expected to take place in mid-fall.

EKU students will study KPA paper

After a University of North Carolina class spent last fall critiquing the *Georgetown Graphic*, the KPA board hoped a Kentucky collegiate program would follow suit. One has.

This fall the community journalism class at Eastern Kentucky University will focus on a yet-to-be-chosen independent weekly, giving it the same type of scrutiny as the North Carolina students did the *Graphic*.

EKU faculty member Liz Hansen approached KPA executive director David Thompson in June about the project. A former community journalist herself, Hansen said she read about the UNC project last fall and wanted her own students to have a similar experience.

She has taught Eastern's once-a-year community journalism course for four years. While she has had students study some of Kentucky's community papers, she said they've never had the opportunity to focus, as a class, on one specific paper.

This summer Hansen is busy outlining the course, while Thompson accepts applications from interested newspapers.

See **EKU students**, back page

Triple A buys Berea Citizen

Triple A Publishing Co. of Mount Vernon has become the third owner of *The Berea Citizen* in less than a year.

Chris Ottoway had bought the paper, which is nearly a century old, last winter from Dickson Media.

Triple A is owned by James and Perlina Anderkin and their son, Rick Anderkin, the Citizen's new general manager.

The Anderkins also own the *Mount Vernon Signal* and *Laurel County Weekly*.

Candidates bask in editorial warmth, give cold shoulder to print advertising

The advertising aces who help run political campaigns apparently believe in the power of the printed word.

Toward the end of the May primary, political commercials on television were chockfull of credits for Kentucky newspapers. The state's dailies and even some weeklies would have been hard pressed to buy the air time they got for free, compliments of the candidates.

Commercials for the candidates quite freely quoted newspaper endorsements. The candidates apparently saw a kind word from *The Daily Independent* or *The Tribune-Courier*, for instance, as lending credibility to their campaign and influencing the electorate.

In a confounding irony, the candidates used the free words of news-

papers to enhance the broadcast campaigns that cost them millions of dollars. And they spent comparatively little on advertising in the newspapers they perceived as giving them credence.

A very rough accounting, based on the limited information provided on campaign finance reports, reveals that the gubernatorial candidates this spring spent around \$7 million on radio and television commercials. The bulk of that figure is for television, not

only because of the cost of air time, but also because of the production expense.

How much did they spend on newspapers—the medium that many felt gave them credibility? A fourth of that amount? Nah. Ten percent? Nope. Five percent? Nada.

Try \$102,769. Or just over one percent of the amount spent on broadcast media. That's somewhere in the neighborhood of what the gubernatorial candidates spent on newspaper ads.

(Please note that these figures are not exact; they represent the total of the obvious media disbursements. Some candidates lumped expenditures together.)

See **Candidates**, back page

Inside

Who are these people??? Meet the KPA staff Pages 10-11
Convention lessons Page 4
Convention scenes ... Look around

Front page ads? Don't argue with success

Ken Blum's job was to throw out some ideas for increasing advertising revenue and he did so— rapid fire. Some of the ideas generated "ah" responses, others groans. All had been successful for the originating paper, and all deserved consideration.

Most of the groans came as Blum talked about The LaPeer County (Mich.) Press which uses ads in just about every conceivable way — including on the front page. But the speaker countered his audience's misgivings by reporting that the paper, though unorthodox in advertising, is noted for its award-winning news coverage and editorial stance.

The Michigan paper, as Blum's overhead transparencies showed, runs round ads smack-dab on its flag (\$150/week), puts coupons in the middle of the front page (\$21,000/year) and shamelessly places small ads at the bottom of the front.

The Press rakes in \$11,000 a year on "ear" ads on section pages. It also gets ad sponsors for some of its news copy, such as bowling scores, and gives the advertising department a prominent column, called "On the street," which carries short items on individual advertisers, such as a new line of merchandise at a particular store.

Blum showed page after page of directories in The Press, with small ads under such headings as Attorneys, Physicians, Hair Cutters, and even Churches. The paper also brings in about \$10,000 a year by charging around \$21 for each obituary.

The Ohio newspaper manager was keen on attractive rate-card promotions and showed several well-done examples.

One from a Washington paper is in tabloid form on high grade paper with color pictures. It includes a front section promoting the paper's history and place in the community, as well as its advertising advantages. One page is given over to pictures of the paper's staff, and another to its rates, simplified and easy to read, with information on ad policies and regulations, deadlines and circulation.

The center spread of the rate-card tab features the variety of sizes of ads available and their costs — designed to help the advertiser visualize what he/she is buying.

The tab also includes a page on classified deadlines, rates, etc.; a special sections page telling advertisers what promotions are scheduled for the next year with dates and rates; and a page of general information about the market area, with a map, key payroll times, circulation area, county growth, etc.

Blum distributed copies of a more modest version of the tab rate card

Convention coverage

done by his paper, The Courier-Crescent in Orrville, Ohio.

An advocate of simplified rate structures, Blum did, however, suggest that papers charge higher rates for special placement ads and that papers differentiate between camera ready ads and those that require special composing in determining rates. He also advised contract rates for color: more use, less cost.



Ken Blum

The Ohio manager stressed the importance of getting continuous feedback from subscribers. For instance, he sends out a reader questionnaire and a letter with each subscription renewal mailing.

He also sends personal letters to subscribers who have delivery complaints.

In an in-house exercise, Blum has his ad representatives make a list of six or seven reasons an advertiser should buy. (On every list, he said, is one reason: "because we need the money" — but that one is never presented to a client.)

For major targeted accounts, Blum has the ad rep fill out a Major Call Assignment Sheet. The page includes such information as date of the call, characteristics of the account, account needs, what the paper can offer, what approach is to be taken and results of

the call. The reference sheet is valuable for calls on similar accounts, as well as future calls on the same advertiser.

Among other advertising ideas offered by Blum:

- °Have a single advertiser foot the bill for a special section, such as an automobile dealership anniversary. Use old ads for the company, hire freelancers to write the copy and take pictures, and solicit small congratulatory ads from other businesses.

- °Get sponsors for local athletes' signed "poster" pictures, i.e., seniors on a football team.

- °When a new building opens in town, solicit a page of ads from the building owner, contractors, architect, electricians, etc.

- °Run testimonial ads about your paper from successful advertisers.

- °Have a group of advertisers in for donuts and coffee, take a group picture and run it as a promotion.

- °For local grocery ads, run small filler ads throughout the paper promoting the store's full ads.

- °Have a partial page section of business card ads.

- °Run regular, sponsored features on such things as kids' artwork, a school principal's column, a community service spotlight, an "It's my job" piece on jobs of different people in the community, or profiles of local citizens with information from a standard questionnaire.

Sample Ad Sizes

All prices shown are at the open rate. Even lower contract rates are available. Prices shown apply to the Courier or Lighter Side; add \$1.85 per column inch to appear in both publications.

4 columns by 6 inches
\$132

1/2 page (64.5 column inches) \$354.75
Three-quarters page (97 column inches) \$533.50
Full page (129 column inches) \$709.50

2 columns by 3 inches
\$33

1 column by 3 inches
\$16.50

1 column by 4 inches
\$27.50

3 columns by 3 inches
\$49.50

The rate card tabloid produced by Blum's paper has two pages devoted to ad sizes with prices to help advertisers visualize what they're buying. (This copy is obviously greatly reduced in size.)

I believe that the country weekly acts as a form of social cement in holding the community together.

—Lyndon B. Johnson

The Kentucky Press

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Ray: To improve, focus on readers, staff, processes

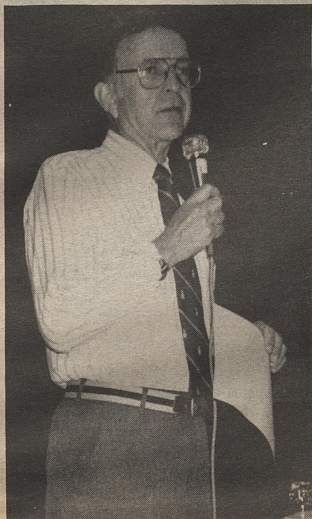
Garrett Ray, in typical professorial fashion, began his presentation by reminding newspaperpeople of what they should already know with four "useful, but true clichés."

√Short term pressures need long term thinking.

√Tough times are growing times.

√Everybody's in the customer service business.

√Listening beats talking.



Garrett Ray

Before setting up the audience into idea groups, the editor-turned-professor offered three directions newspapers should be taking.

• First, papers must reconnect with their readers, Ray said. "Restudy your community. Readers are changing, the economy is changing."

To do this, Ray offered several suggestions. For instance, invite to a meeting a dozen or so people who are "plugged into your community — people you don't see every day." Ask for their ideas on editorial decisions and community interests.

Ray also urged editors and publishers to take the opportunity to speak to Rotary and Kiwanis clubs and other community groups about editorial coverage and policies. He advised asking club members what they would do if faced with specific editorial decisions.

Another "reconnect" exercise is for the editor and reporting staff to spend an hour a week walking or driving around areas they don't usually frequent to "see things" that would make for good stories. Still another is to rethink the present beat system, perhaps starting a new beat, dropping an old one or combining some.

Above all, Ray said, editorial content should be focusing on *processes* that affect readers, rather than insti-

Convention coverage

tutions, i.e., coping, the environment or community health.

• A second direction in which papers should be going, he said, is building a staff team — in the truest sense. This should include the entire staff, not just reporters, but stringers, club publicity chairmen, everyone connected with the production of news.

This building process, Ray said, could take the form of an afternoon strategic planning retreat, with discussions of reporting beats, kinds of

stories that need to be done and where the paper is going.

Going even further, the teacher suggested involving the entire paper staff in a readership exercise. Have every employee pore over an issue of the paper and note what interests them; for instance, beside stories they read all the way through, have them mark an "R", for those they skim, an "S", etc.

He advised having at least two meetings a year with each stringer, to help them develop into better reporters and writers and to make them feel appreciated. Also suggested was a yearly "appreciation" meeting with editorial staff and community news sources.

• Ray said he could not overemphasize how important the third di-

rection is: "telling readers what it means." Newspapers, he said, need to translate everything in government issues stories — and they have to keep doing it, never assuming that readers remember the previous explanation.

Every local government story, he said, should have the question answered high up in the story: How is this going to affect the readers?

Simple graphs, he said, go a long way in helping readers understand the impact of government decisions. To assist editors in devising more effective graphs and charts, he highly recommended the book *Newspaper Designers Handbook* by Tim Harrower, published by Wm. C. Brown Co.

Picking KPA brains

For part of Garrett Ray's program during the summer convention, he put participants to work — devising and sharing ideas to "improve your editorial product in tough times."

The criteria were that the ideas be specific, practical, transferable, free or inexpensive, and relative to the three "directions" Ray outlined.

Here are those ideas from KPA's own as they were reported out of the sharing groups and insofar as the group reporter's writing could be deciphered.

Direction 1. Reconnect with readers.

ΔA readers' board, with a mixture of officials and "average" citizens to provide feedback on coverage and decisions.

ΔContinental breakfasts with advertisers and subscribers for feedback and input.

ΔOpen houses.

ΔTalks and outreach to civic groups.

ΔEditor talking with after-hours callers.

ΔInterview with mayor and other local officials.

ΔEditor's hot line.

ΔQuestionnaire on accuracy sent to random sources.

ΔPresent situations calling for tough editorial decisions to civic clubs and ask members what they would do.

ΔTelephone surveys done by local honor students; combined with subscription sales.

ΔNewcomers' column, with names from utility companies.

ΔWeekly profile of community member.

ΔProfiles of churches.

ΔSummary sentences on stories.

Δ"Loaner" camera for local groups.

ΔLocalize wire copy.

ΔEditor or publisher regularly takes a "stranger" to lunch.

ΔGuest columns.

ΔFun contests involving community.

ΔFocus groups — readers picked at random, no public officials.

ΔEditor's night in — advertise in house ads.

ΔStreet corner grabs — editors talk to readers on the street.

ΔUse all kinds of correspondents/stringers (community, sports, high school), even in a daily paper.

Direction 2.

Build a staff team.

√Frequent, regular staff meet-

ings, so different departments know what others are doing.

√Cross training of employees.

Have them "wear another's man's (or woman's) shoes" for a week, day, etc.

√Social and professional gatherings among departments.

√Cash awards for outstanding customer service.

√"Atta Boy/Girl" bulletin board.

√Encourage staff readers to provide news tips, and publish their names as the tipsters.

√Make staff members responsible for getting community people to attend open houses or events relative to Direction 1.

√Involve everyone in special projects.

Direction 3.

Tell readers what it means.

(Time was running out on this one.)

◊Use specific examples for news story impact; i.e., find a person whose sewage has backed up for a story on new sewerage construction or the need for it.

◊Use sidebars and graphics to explain complicated issues.

◊Document coverage of stories.

◊Have readers write on subjects involving them.

From David Hawpe, editor of *The Courier-Journal* in Louisville came this idea that could be done by any size newspaper.

"Hold a seminar for local groups and leaders on the topic, 'Getting In, So Your Message Gets Out' — GISYMOG.

"The seminar would be a one-day introduction to the newspaper and its facilities and personnel. It would tell folks how to get into the paper. It would be for officers or public relations chairs of local civic clubs, PTAs, church groups and others.

"Explain deadlines; give them a sample press release; answer their questions.

"Do a Page 1 exercise with sample stories and make folks go through the Page 1 decision-making processes you have to go through every day."

We (the media) tell them about the socioeconomic implications of a debate in Botswana; what they really want to know is what the guy next door sold his house for. We feed them quiche and Evian water. They want hamburgers and a Coke.
—Frank McCulloch, San Francisco Examiner (ret.)

Naming names

TAMARA VONINSKI thrust Western Kentucky University into the bigtime collegiate journalism scene when she won the National Photojournalism Championship in competition sponsored this summer by the William Randolph Hearst Foundation. She received a \$2,000 scholarship for her skill. The WKU student also won a \$350 award for Best Picture Story/Series in the contest, dubbed the National Writing, Photojournalism and Broadcast News Championships.

Morehead State University graduate **GLEN HOBBS** has been named general manager of the *Pineville Sun-Courier*. He has 10 years experience in newspaper and shopper advertising. Also at the Pineville paper, **EDD SAYLOR** has been appointed news editor. A Navy veteran and graduate of Clay County High School, he was previously with *The Manchester Enterprise*. Also new to the staff are **MARTI BOATRIGHT**, composition and production supervisor, and **PAUL SAYLOR**, sales representative. Boatright formerly worked for *The*

Harlan Daily Enterprise and the *Cumberland Trading Post*. The new ad salesman is a student at Southeast Community College.

THERESA SAPP, former editor of *The Cumberland County News* in Burkesville, has taken the helm at *The Green River Republican* in Morgantown, where former KPA president **LARRY CRAIG** has been subbing for the last few months. She has also worked at the *Greensburg Record-Herald* and *Adair County News-Statesman* and is completing a journalism degree at Western Kentucky University. In introducing the new editor in his regular column, Craig said, "Theresa is a likable sort, as country as cornbread and cow butter. She'll fit in fine here."

VIRGINIA GAINES FOX will succeed **LEN PRESS** who is slated to retire next year as executive director of Kentucky Educational Television, a KPA Associate. She has served in a variety of roles since joining KET in 1968.

TINA KUNKLER is the new editor of the *LaRue County Herald News* in Hodgenville. A recent graduate of Marion College in Indianapolis, she has interned at three papers owned by Landmark Community Newspapers. With her appointment in May, **JULIAN SHIPP**, who had been assisting with editing the paper, returned to his desk at sister paper, *The News-Enterprise* in Elizabethtown.

LAURA CALVERT-SMITH, former graphic artist at *The Kentucky Standard* in Bardstow, has moved up to circulation manager of the thrice-weekly. She is a graduate of Spencerian College in Louisville.

New to the staff of *The Todd County Standard* are photographer **ELIZABETH GILLUM** and screen printer **JUDY ROPER**. Both are graduates of Todd Central High School. Gillum also farms more than 500 acres in Todd and Christian counties. University of Kentucky student **JULIE HARPER** is a summer intern at the Elkton paper.

After a brief stint at the sports desk of *The Gleaner* in Henderson, **CHRIS ALDRIDGE** has reclaimed his former post as sports editor of *The Sentinel-News* in Shelbyville. In a column announcing his return, the UK graduate said, "You don't know what ya' got 'til it's gone."

Recent Western Kentucky University graduate **TRAVIS GREEN** has joined the reporting staff of *The Crittenden Press*. At WKU, he was on the staff of *College Heights Herald* and interned with TVA's *Land Between the Lakes*.

New to the staff of *The Spencer Magnet* in Taylorsville is advertising representative **MICHELLE COTTON**.

LARRY VAUGHT, assistant sports editor at *The Advocate-Messenger* in Danville, was recently honored for his leadership in the Kentucky Associated Press Sports Editors Association. AP bureau chief **ED STAATS**, a KPA Associate, presented a plaque to Vaught for his six years of service as president of the sports group.

At *The Lake News*, **DORA L. LUMMUS** has been promoted to advertising manager. She has worked at the Calvert City paper for five years and has experience in all facets of its production.

STEVE PAUL has been promoted from reporter to copy desk chief at *The News-Enterprise*. He has been with the Elizabethtown paper since 1987.

Elected



Jo-Ann Huff Albers, head of Western Kentucky University's journalism department, has been elected vice president of the Association for Schools of Journalism and Mass Communication for 1991-92. She will automatically ascend to president-elect in 1992-93 and to the presidency in 1993-94. She will be the first person to follow this ascension pattern since it was adopted by the membership last year, according to a release from the WKU university relations office. Albers' role as vice president will begin Oct. 1. This month she will attend the annual ASJMC meeting in Boston where she will chair the publications committee.

MARY JO DUKE, publisher of *The Hickman County Gazette*, proved her acumen recently in a field outside newspapering. She was recognized as Entrepreneur of the Year for Kentucky and southern Indiana for her success as head of Edwards Trucking Co. in Clinton. More than 1,100 businesspeople were nominated for the award, sponsored by, among others, Merrill Lynch, Ernst & Young and Louisville's Business First.

Cynthiana Democrat publisher **GEORGE JACOBS** was given the Honorary Chapter Farmer Award recently by the local chapter of Future Farmers of America.

FLOE BOWLES, publisher emeritus of *The News-Enterprise* and publisher of KPA Associate, *Inside the Turret*, and his wife, Margaret, celebrated their 59th wedding anniversary on May 28.



C-J wins DeDi

David Hawpe, editor of *The Courier-Journal*, accepted the top DeDi Award, presented by **Donna Straus** of the Developmental Disabilities Planning Council during KPA's summer convention. The plaque cited articles on disabilities by writer **Dick Kaukas**. DeDis for 1990 writing also went to **Ken Schmidheiser** and **Caroline Anderson** of *The McCreary County Record* in Whitley City; **Brenda Maschino** of *The Breckinridge County Herald-News* in Hardinsburg, and **Mary Kissle** of *The Commonwealth-Journal* in Somerset.

In Memoriam

Albert Colegrove

Albert M. "Bud" Colegrove, 73, died June 15 at Miami Haven Nursing Home near Oxford, Ohio. He was a former staff member at *The Kentucky Post* in Covington.

He had worked for newspapers in San Diego, El Paso, Houston and San Francisco and was described by an associate as one of Scripps Howard's brightest stars until injuries from a traffic accident in 1961 curtailed his career. He had been on assignment in the Dominican Republic when the taxi in which he was riding was involved in a crash.

He retired from *The Post* in the early 1970s.

Everett K. Davis Jr.

Everett K. Davis Jr., retired managing editor of *The Harlan Daily Enterprise*, died July 5 at his home, following a long bout with cancer. He was 63.

Joining the newspaper staff in 1961, he worked as a sports columnist, advertising representative, news and feature writer, and copy editor. He was promoted to managing editor in 1986, but had to retire less than a year later because of illness.

Davis, a 1950 graduate of Centre College, was a public information officer while a member of the US Air Force from 1951 to 1954.

Anna Hawkins

Former owner of *The Pioneer News*, Anna Hawkins, died June 10 at her home in Shepherdsville. She was 78.

The former Anna Barrall took over her family's paper in 1951 and ran it until 1966, when it was sold to James Lanham. She then served as postmaster in Shepherdsville until 1974.

"She was one of the finest persons I ever knew," said Lanham, who worked with the publisher from 1951 to 1965. "She ran a good paper and was always thinking of others. You just couldn't beat her."

On tap . . .

- Aug. 22-23, Inland Press Association, Special Section Conference
- Sept. 11-13, Inland Press Group Executives Conference
- Sept. 13-14, Inland PA Family & Independent Ownership Conference
- Sept. 25-28, NNA convention, Little Rock. 202/466-7200.



Brainstorming

Great journalistic minds converged at KPA's summer convention in Ft. Mitchell to discuss ways to improve their products. These two groups mulled over ideas following a presentation by Garrett Ray, professor of journalism at Colorado State University and former newspaperman. The results of the brainstorming are summarized on page 3.

Louisville-area SPJ taps top writers

The Louisville chapter of the Society of Professional Journalists handed out 46 awards for outstanding journalism work done in 1990 during the chapter's 10th anniversary awards night in June.

Among the winners in print media were several KPA members. Category, author and paper, with community papers listed first and metropolitan paper next, are:

- Deadline reporting: Kit Millay, Mickey Patterson, Nancy Wiedman, *The Oldham Era*; Calvin Miller, *The Courier-Journal*.
- Continuing coverage: Ninie Glasscock, *The Springfield Sun*; Patrick Howington, *The Courier-Journal*.
- Enterprisereporting: Terry Boyd, *The News-Enterprise*, Elizabethtown; Bill Wolfe, *The Courier-Journal*.
- Business reporting: Ninie Glasscock; Eric Benmour, Business First (Associate)
- Feature writing/reporting: Ilona Burdette, *The Lebanon Enterprise*; Diane

Aprile, *The Courier-Journal*.

•Photography: John Bramel, *The Lebanon Enterprise*; Ron Bath, Business First.

•Sports writing/reporting: Rachael Kamuf, Business First.

•Service reporting: Linda Stahl, *The Courier-Journal*.

•Criticism: John Roberts, *The Pioneer News*, Shepherdsville; Andrew Adler, *The Courier-Journal*.

•Printeditorial writing: Kit Millay; Business First.

•Column writing: Ilona Burdett; Tom Dorsey, *The Courier-Journal*.

I've been hectoring newsrooms about this for years, telling anyone who would listen, and a lot who wouldn't, that we're all sitting in a cocoon -- that this newsroom is so far removed from real life that we couldn't find our way to it with guide dogs.
--Frank McCulloch, San Francisco Examiner (ret.)

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Pick ups

The Harlan Daily Enterprise and The Middlesboro Daily News, have added Monday editions, taking the papers to six days a week. Publishers Celia McDonald (Harlan) and J.T. Hurst (Middlesboro) made the announcement in June, prior to the July 1 publication. No increase in subscription price was added. Said Daily News managing editor Wayne Knuckles, "By adding a Monday paper, we will be able to bring (readers) the weekend news, sports and obituary information in a much more timely manner." Monday editions at both papers were discontinued in 1988 when they were owned by the New York Times Co.; they were sold last winter to American Publishing. McDonald, KPA president, made her announcement during a lawn party for readers on June 24. About 500 people attended the gathering, which she said was a way of "thanking" the community for welcoming her and husband Bob McDonald, who is general manager.

The Sentinel-News, Landmark Community Newspapers and Landmark Web Press, all in Shelbyville, were honored for their commitment to protecting the state's environment by the Environmental Quality Commission during Earth Day ceremonies in Louisville.

The Daily News in Bowling Green announced June 25 that it has gone entirely to recycled newsprint. For two weeks prior to the switchover date, the daily had printed some of its pages, along with the local shopper, on recycled paper. Publisher Pipes Gaines informed readers that the paper has been using soy based ink for its color work for the past several years and that it recycles all waste ink.

The Casey County News selected local graduate David Luster to receive its \$700 Burkhard Berea Scholarship, named for Esther Burkhard and the late Fred Burkhard, who owned the paper for 28 years.

The News-Enterprise in Elizabethtown installed in May a new Cheshire 596/569 labeling machine which can run heat activated labels or regular paper labels with glue in 1,3,4 or 5 up format with automatic change by the shift of a lever. • The daily also had 14 employees participating in the local March of Dimes Walk-America recently. Walking the 6.5-mile route were Pam Hill, Mike Anders, Judy Martin, Lydia Leasor, Debbie Warren, Jeannie Hornback, Gidget Madden, Johanna Hudson, Monica Willis, Carmen Avila, Pete Frederick, Jade Butler, Carol Underdonk and Lisa Pearman.

The Grant County News in Williamstown recently co-sponsored a cook-off for home economics students from two local high schools. Food judges from the paper

were general manager Ken Stone, advertising representative John Hurston, composition manager Nancy Gaston and staff writer Jon Paul McKinney.

The News-Democrat in Carrollton was recognized recently by the state 4-H Council for its news coverage of local youth activities.

The staff of the Henry County Local manned a booth, selling subscriptions and displaying old copies of the paper, during New Castle's recent Spring Fling.

Cynthiana Publishing co-sponsored, with the city commission, the Harrison County Fabulous Fourth celebration. Pressman Daryl Moore chaired the music/entertainment committee.

The Pioneer-News, Shepherdsville, sponsored a lip sync contest at Mt. Washington's spring festival.

Items

NNA convention update

Businessman Ross Perot is among speakers lined up for the National Newspaper Association convention in Little Rock, Sept. 25-28. Participants will hear talks on promotions, "fiscal" fitness, designing to attract the baby-boomer population and revenue sources. For details, call 202/466-7200.

Plants for the plant?

Research has shown that a workplace full of stale air is not healthy. Buildings are filled with air contaminants, not only from the obvious culprit, cigarette smoke, but also from the furniture, drapes, insulation, carpet and equipment. The contaminants cause a variety of ills, including respiratory irritation, dizziness, headaches, skin rashes and nausea. Now NASA scientists say that you can improve the health environment in your shop by adding live, green plants throughout. Among the best decontaminating plants are gerbera daisy, bamboo palm, spider plant, marginata, mass cane, spathiphyllum, Janet Craig and English ivy. They can reduce the levels of a number of noxious gases found in nearly every building. Check with your local greenhouse.

Smaller dailies invited

The 1991 Workshop for Smaller (daily) Newspapers, sponsored by Southern Newspaper Publishers Association on Sept. 15-17 in Memphis, will focus on alternative sources of revenues, databases and market research, financial benchmarks, budgeting and forecasting,

cost cutting ideas and other coping ideas. Mike Anders, publisher of the E'town News-Enterprise, is collecting cost cutters for one segment of the program. Registration is \$200 (after July 1). For information, call SNPA, 404/256-0444.

Inland conferences planned

Inland Press Association has slated conferences for group executives and family/independent owners next month. "Group tactics through added value" is the theme of the group executives session, Sept. 11-13 in Chicago. The family ownership seminar, Sept. 13-14, also in Chicago, will look at financial and family business topics. •• Inland is also sponsoring a workshop on special sections, Aug. 22-23 in Itasca, Ill. The program will feature future trends, advertiser's point of view, determining rates and costs, planning strategies, copy content and advertising resources. To take advantage of either of these, call IPA at 708/696-1140.

Another reminder

Be very careful about the wording of classified ads you accept. Newspapers in Wisconsin and Nevada reportedly have come under attack for publishing alleged discriminatory housing ads. And whether it's fair or not, newspapers, not the advertisers, are being charged with violations. Ad takers need to be trained to word housing ads properly; look out for such potentially discriminating phrases as "single," "couples only," "mature person," etc.



Whites on Reds

The Don White family (The Anderson News) had a front row seat to watch the Reds at Riverfront Stadium during the summer convention.

June meeting

Post, Standard editors appeal to task force

The biggest crowd to date attended the June meeting of the Legislative Task Force on Open Meetings and Open Records, and just about all of the audience had a vocal, vested interest in the proceedings.

The reason just could have been that the task force met during the first day of KPA's annual summer convention at the Drawbridge Inn in Ft. Mitchell.

Most of the morning session focused on testimony by editors of two KPA papers, Mike Farrell of *The Kentucky Post* in nearby Covington and Tim Ballard of *The Kentucky Standard* in Bardstown.

The two discussed concerns over open records — the section of the bill draft now under consideration by the task force.



Mike Farrell

Farrell's prime complaint is that the present law on open records "doesn't work as it was intended to work." The revision, he said, must have "teeth to bite those that ignore it."

Relating problems his paper has had, the managing editor of Northern Kentucky's largest daily expressed concern over the time delays in getting responses from agencies in question, from the attorney general's office and from the court system. If a paper takes an open records violator to court, Farrell said, it's generally "for the sake of precedent" since the time lapse has devalued the newsworthiness of the record sought.

Farrell urged the committee to bring the law into the computer age, insuring that state recordkeepers know that putting information into a computer doesn't make it private. He also told the members that the bill needs language forbidding public agencies to be involved in sealed settlements and forbidding public bodies to hide documents in non-public agencies.

Assistant AG Ann Sheadel acknowledged the time problem in getting opinions out of the state's legal office, citing lack of staff to address quickly the thousands of requests that arrive.

Rep. Raymond Overstreet of Liberty suggested the designation of a judge who would hear an open records appeal within 48 hours, and James Nelson, head of the state Library and Archives division, proposed an organization along the lines of Connecticut's Freedom of Information Commission. But no concrete proposal was added to the bill in this discussion.

Saying his paper has more problems with open meetings violations than open records, Ballard admonished the task force to think of open records laws as involving the rights of the general public, rather than merely the press.

"We've found that when the newspaper asks for something (from a public agency), it's forthcoming, but when Joe Public asks, he can't get it,"

Ballard said. He added that he often hears from citizens who have been denied access to public records that he is subsequently able to get because he has the clout of the newspaper.

Open records law needs "teeth to bite" those that ignore it.
—Mike Farrell

Another concern, Ballard said, is the question of who can release public records and legal protection for public officials who do release them. Especially when rights of privacy may be an issue, recordkeepers are sometimes reluctant to release records, out of fear they'll be sued.

In the discussion that followed the testimony, Rep. Albert Jones of Paducah suggested the AG's office sponsor a hotline for citizen questions on standard open records issues. Rep. Bill Donnemeyer of Bellevue, task force chairman, proposed the re-creation of the post of state ombudsman to act as a liaison between the public

open meetings & open records task force

and government.

Off the subject at hand, media people in the audience raised the issue of open meetings. Of particular concern was the perception of frequent misuse of the executive session privilege. Jones said minutes should have to be kept of closed session proceedings. Though not open to the public, having a record of the meeting would help to keep members honest, he said.

Responding to a flurry of suggestions, Overstreet gave some practical advice. "We may want to pull some of these out into separate bills," he said, explaining that the more complex the present bill proposal the less likely it is to find support in the General Assembly.

The short afternoon session (proving one can take only so much of a good thing) focused on the open records revision itself. The major change involved making this section of the bill correspond to the open meetings section on the impact of AG's opinions. Task force members agreed that an AG's opinion should have "the force of law" in the particular case in question when open records violations are alleged.

July meeting

UK, KCC officials take aim at open records bill

The draft of the revision of Kentucky's Open Meetings and Open Records laws will not be ready by its original August deadline. That reality was acknowledged at the legislative task force's July 18 meeting.

Rep. Bill Donnemeyer, task force chairman, announced he had received permission from the Legislative Research Commission to extend the deadline for submitting the draft to Nov. 1.

I wonder how much of this is needed. Are we dealing with something that ain't broke and don't need fixing?
—UK legal counsel John Darsie

Concentrating now on revisions to the open records bill, the task force heard from representatives of two organizations that question the need for changing the present bill.

Tony Sholar, vice president/government affairs for the Kentucky Chamber of Commerce, insisted his organization is not opposed to the concept of open records, but does seek

a better understanding of proposed changes.

"We wonder to what extent does the public have a right to know," said Sholar, "and at what point does it hamper growth."

He was particularly concerned over the requirement — already in the law — that businesses receiving 25 percent of revenue from state money be subject to open records. "We get mixed signals. We are encouraged to contract for services, but do we create disincentives?"

Sholar also advised the task force to consider the fiscal impact of open records legislation on governments.

"I find it difficult to believe that many businesses would refuse to do business with the government (because of this). I don't find any problem with some information being public if taxpayers are the reason for that business to exist," responded Rep. Albert Jones of Paducah. "It's time we started looking behind these people who are living off taxpayers' money."

Agreed state library head James Nelson, "Government ought not be

able to sell the right to know to private business."

John Darsie, legal counsel for the University of Kentucky, followed Sholar. "The point of view of the press is that public or open equals good, but that's not necessarily so," he opened.

"I wonder how much of this is needed," he said of the revisions. "Are we dealing with something that ain't broke and don't need fixing?"

Darsie contended that the defini-

I do think the wheel is broken and needs to be fixed, at least some of it.
—Rep. Albert Jones

tions of public agency and public records were too broad. "Some things just can't be done in public," he said, adding that decision makers tend to take stands that will be popular when meetings and records are public.

"I do think the wheel is broken and needs to be fixed, at least some of it," countered Jones, who brought up the example that he can't get infor-

See July meeting, page 8

Legalese

Recent happenings on the legal scene for Kentucky newspapers:

• A state attorney general's opinion supported the Hardin County Schools Superintendent in his refusal to release financial records to *The News-Enterprise* in Elizabethtown. But publisher Mike Anders isn't giving up; he has filed suit in Hardin Circuit Court against the superintendent and school board. Assistant AG Amye Majors classified the records as "preliminary" data, despite the paper's contention that the information is used in board of education decision making. When he first got the AG's opinion, Anders said, "We have an assistant attorney general who believes school districts have the right to keep taxpayers completely in the dark while they make crucial decisions and spend unlimited amounts of money. That's scary." After filing the suit, Anders said that the local school system has refused reasonable requests for information before.

• The *Lexington Herald-Leader* filed a motion in June protesting a restraining order placed on the case of a Richmond mother suing a man who was convicted of sodomizing her son eight years ago and who later won the Kentucky Lottery. An order by a Madison Circuit judge inhibits public access to trial records, places a gag order on all involved parties and prohibits the media from publishing names of the victim and his mother, according to the newspaper. Though the Lexington paper does not normally publish names of sexual abuse victims, editor Timothy Kelly characterized the situation as "a highly unusual attempt to restrict publication of public information" and "cannot go unchallenged. To do so would only encourage such attempts in the future and could set a precedent for litigating other disputes in secrecy." Kelly said decisions to publish "should be ours, not come from the bench."

• The Kentucky Court of Appeals has reinstated a formerly dismissed defamation lawsuit against *The Daily Independent* in Ashland. The court now says a jury should decide whether a 1985 series of articles about the Big Sandy Water District contained libelous information about an Ashland consulting engineer, his company and a local lawyer. An earlier decision in Boyd Circuit Court declared the attorney and engineers to be public figures and the stories "substantially true."

And elsewhere . . .

• Effective July 1 in Georgia, state law requires that the clerk of court publish photos of anyone convicted for the third time of DUI. Similar to legal notices, the DUI notices are specified by law to be one column wide by two inches long and contain picture of the convicted person, his/her name and address, date, time and place of arrest, and disposition of the case. The law specifies publication in the legal organ of the defendant's home county in the second week following conviction; if the defendant is a non-Georgian, publication is in the county of conviction. Further, part of the defendant's fine goes toward a mandated \$25 publication fee, and the law releases newspapers from liability for any good faith errors in publication.

• The Iowa state legislature recently passed a law that requires all public settlements of insurance claims against governmental bodies are public records.

• Florida's open meetings/records laws have resulted in the awarding of more than \$280,000 in attorneys fees to the media and individuals since 1981, according to an article in *Southern Newspapers Publishers Association Bulletin*. The article cites a survey of newspaper accounts by the Brechner Center for Freedom of Information at the University of Florida. State courts have ordered governments to pay fees in at least 21 cases in which plaintiffs sought access to public meetings and records. The awards, said Florida Press Association executive director Dick Shelton, are beginning to be an effective deterrent to public officials who try to ignore the OM/OR laws.

• A revised version of the state's open meetings law never got out of the Illinois senate's executive committee. The bill had come through the Illinois house minus a provision that would require taping of closed sessions. The Senate committee reportedly did not like the bill's setting of fines up to \$500 for individual members of a public body who knowingly violated the law. Members of the senate executive committee allegedly were also concerned that the state press association would fight to amend the taping provision back onto the bill if it reached the senate floor.

• On a governmental regulation note, Arizona newspapers had to begin to use at least 25 percent recycled content newsprint on July 1, by legislative decree. Percentages must increase to 30 percent in 1994, 40 percent in 1998 and 50 percent by 2000. The legislation does, however, take supply into account.

July OM/OR Task Force meeting hears from opposition, from page 7

mation on how safe the UK campus is for his granddaughter because the university's crime statistics are not public.

Darsie expressed concern over unreasonable requests for records from people in the "nut category." He showed an example of an 11-page, single-spaced letter requesting detailed records. Because of this, the law, he said, should include adequate recovery of costs by the agency that must furnish records.

The UK attorney also said public agencies "should have the privilege of self-critical analysis." He said that when institutions research a problem and try to solve it, they "get pilloried by the press" once the problem becomes public.

Another concern identified by Darsie results from the proposal that when a document leaves its agency of origin, it becomes "final" and thus public. Darsie said the provision would "keep agencies from helping each other" and would "hurt coordination."

Darsie accused the media of sometimes setting a double standard on matters of openness. He pointed to a recent lawsuit settlement involving the *Lexington Herald-Leader*, the terms of which, he said, are confidential.

Other task force members present were Stephen Dooley, Rep. Clayton Little, Ann Sheadel, Steve Lowery, Sen. Walter Baker and Sen. Fred Bradley. The next meeting is tentatively set for Aug. 29.

The top court

• The US Supreme Court recently ruled that a newspaper can be forced to pay damages for revealing the names of a news source who had been promised confidentiality. The case involved a Minnesota paper that exposed political activist Dan Cohen, the plaintiff, as the source of a damaging news leak. Editors said they chose to name Cohen because of his political motivation in furnishing the information about a candidate for public office from another party.

• In a second case, one that has generated considerable debate among newspeople, the country's high court held that altered quotes are not necessarily libelous. The majority opinion said that changing quotes is not proof of malice if the meaning is not changed. With the decision, the court would not set a precedent to determine how much editing is allowable and returned the case to a US Court of Appeals. The original suit was brought by a psychoanalyst who claimed that an article in *The New Yorker* magazine attributed quotes to him that were false and libelous.

What we have here . . . Failing to communicate

By Edward H. Moore, North Dakota Newspaper Association

Employee involvement has become the rage in US companies. But now there's evidence that many of the managers praising the benefits of employee involvement are speaking with forked tongues.

Some two-thirds of the senior managers in a recent Wyatt Co. survey said their companies offer an open communication environment. But only one-third of the middle managers and supervisors surveyed agreed. The same study, however, found that 75 percent of senior managers believe that success depends on employee involvement. Unfortunately, the findings don't surprise us.

Good employees — never as stupid as some managers like to consider them — quickly spot the double talk. And they promptly take their skill elsewhere.

Some senior managers might claim that true changes to foster employee involvement take much time and money. They're wrong. It takes only a commitment to making the changes happen.

To get started, ask yourself if the managers in your organization could truthfully respond "yes" or "no" to these statements.

• I'm available when employees need me. I follow up on all of their requests — even the minor ones. I'm a responsive, open-minded listener.

• I communicate with employees as adults and I make communicating with employees a priority whenever I have news about important changes.

• I collect employee advice and counsel before making major decisions and then I thoroughly explain the reasons behind final actions.

• I use the words "we" and "our" more than the words "me" and "my" when talking with — and thinking about — employees.

• I always request and never demand things from employees. My requests are clear and to-the-point.



Needle Park -- A dramatic photo of a needle among debris illustrated a story on drug abuse and helped the *Lexington Herald-Leader* take a first prize in the 1991 KPA Better Newspaper Contest.

Working with worms

A recent University of Wisconsin Master Gardener's seminar showed an interesting, clean, ecological way to convert newspapers into compost, even in the kitchen. It's a process called "vermicomposting," -- using earthworms and microorganisms to convert organic waste into humus.

A demonstration at the seminar featured an attractive new recycling box, perhaps 2 ft. square, sitting on a waterproof tray, with torn strips of newspaper showing.

Exploration revealed that the box had a number of small holes in the bottom, a bit of leafmold, a pound of redworms hidden in its depths, and kitchen waste and strips of newspaper, 'fed' daily to the worms, who very efficiently worked it into the best sort of garden or houseplant material.

This resulting humus can be used for mulch, seed sowing, working into houseplants that need a little boost, or just turned into the garden.

This method does not give off a bad aroma as long as meat scraps are not used. The whole container was suitable to keep in a kitchen, handy to waste scraps, if there is room -- or it can be put on a back porch or just outside.

(From Wisconsin Newspaper Association)

Verbing the nouns

By Martin "Red" Gibson
University of Texas
at Austin

Let's motor through the countryside. Maybe we can find a few examples of verbing the noun.

The trip would be easier if we helicoptered, but our chopper is being used by a man who wanted to golf at a mountaintop course.

I have weekendened at the resort he namedropped, and the golf layout there seems like an obstacle course to me. I had to belly-crawl through the briars to get a ball I had out-of-bounded.

But I'm wandering from the point.

All of us access our terminals. We input our data. We network our computers, and we get them thoroughly fonted. We can download information almost instantly. Our advances have wildfired.

I would never argue that nouns must not be turned into verbs. The conversion often enriches the language,

I have seen ships homeported, Padre Island condoed, women marginalized, windows alarmed, hourly pay annualized, a town cabled and, once, a valley sewered.

both in straight verbs and in past participles, another verb form.

However, we ought to boggle a little at some terms. I have newspapered long enough to know that ranchers sometimes say they partnered each other. You can get away with that one in a West Texas saloon, but it won't fly in a Dallas salon.

Actually, we help readers and help our prose sometimes when we use verbs that carry the same meaning as sets of verbs and nouns. We could say the cannon went off with a roar and be understood. But we get a little more power with "The cannon roared."

We run into trouble when we get out ahead of our readers. Our generals in the Mideast first talked

about collateral damage from bombs. Before long we had civilian areas being collateralized. The four-starred boys out-quickened us on that one. They got the illegitimate form, collateralized, into print as a verb while we were still debating the legitimacy of the parent, the adjective collateral.

I don't know who acts as the arbiter on this sort of thing (arbites it?). You just have to use your own reading and listening to help you find the point at which a usage becomes acceptable.

Caution seems worthwhile here. We do no harm if we wait six months before using some new, oddball term. If it's purely oddball, it will go away. If it's not, we can let people get comfort-

able with it; then they will understand us when we spring it on them.

Here's one: He said he *didn't want women to feel tokenized*. The context shows that we refer to hiring female law professors just because they are women; so we understand the word. But we don't have to like it. I would give that one another year on the vine; it doesn't fill a burning need yet.

The worst I have seen came in an ad. (Why do I want to say "of course"?) It praised "an abundantly featured watch." The language abuser who wrote that was referring to a watch with a lot of features.

You can't do that. The word *features* is already spoken for. It's the same with *jarred*. A couple of

years ago a spaghetti sauce maker produced "the best jarred sauce you'll ever taste." That jarred me, for the word already had a meaning.

In other places, I have mentioned the New Zealand habit of farewelling people who retire and souveniring hotel soap and restaurant matchbooks. Those go fine there, where they are understood. They won't do the job here.

I have also seen ships homeported, Padre Island condoed, women marginalized, windows alarmed, hourly pay annualized, a town cabled and, once, a valley sewered.

We can start a new policy of not verbing the nouns, as of today.

I am not an editor of a newspaper and shall always try to do right and be good so that God will not make me one.
-- Mark Twain

Kentucky Press Association

At your service

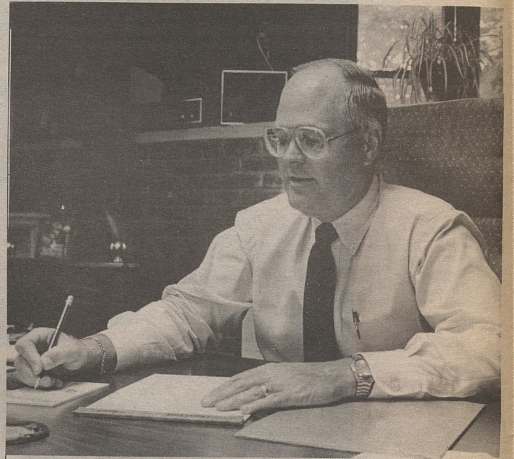
Advertising Service

The KPS Advertising Service chalks up more than \$1 million in sales a year. The service, besides helping to operate the KPA/KPS central office, sends dollars directly to member newspapers without any expenditure or effort from the individual ad departments. Advertising agencies and large retailers like the centralization of the service, which helps them reach the audience they want while streamlining their bookkeeping and other clerical work. Everyone - advertiser, agency and newspaper - comes out ahead.



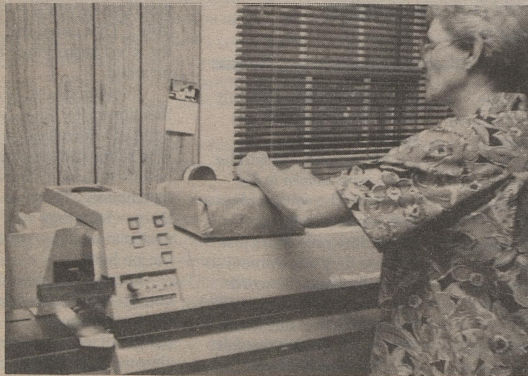
Reba Lewis' voice and name are familiar to ad representatives at all KPA papers. As advertising assistant, she handles the paperwork for the ad services and coordinates the statewide classifieds service. The Scott County native has been with the organization for about three years. When not on the job, she and husband Jimbo spent a lot of time on their boat at Laurel River Lake.

Gloria Davis has boosted KPS advertising sales to more than a million each year since she took over as director of advertising in 1988. She came to KPS after a brief stint in television advertising and after 19 years in the advertising department at the Central Kentucky News-Journal in Campbellsville. She spends a good bit of time on the road, servicing accounts and drumming up new business for newspaper advertising. She is active in the national organization of state press association ad directors and will host the group's annual meeting here next March. The mother of two enjoys playing golf, crafts and reading.



Executive Director

David T. Thompson took the helm of KPA in 1983, following a tour as publisher of The Georgetown News & Times. He oversees the total operation of KPA and KPS and all their branches. His job also includes arranging all training programs, conventions and contests, as well as coordinating government relations on behalf of the press. With a newspaper heritage, the University of Kentucky graduate has also worked for the Lexington Herald-Leader and in public relations. He and wife Marilyn live in Georgetown with their two daughters. He's known to friends as a fanatical golfer.



Mailing/News Release Service

For government agencies, corporations and other organizations, KPS offers the service of sending out their news releases without their staff having the bother of duplication, stuffing envelopes and maintaining media address files. They just bring their prepared release to Nancy Peyton and she takes care of the rest. Peyton started as a news release worker in 1985, switched to the clipping service and returned to mailing last spring. Her job also includes sorting newspapers for the clipping service, pulling tear sheets for the advertising service and handling all office mailing. An Anderson County native, Peyton, who has one grown daughter, and her husband Hollie raise a few horses. She also likes to read, try her hand at crafts and is an avid crossword puzzle solver.



Business services

Bonnie Howard, left, is business manager for KPA, KPS and the Journalism Foundation. With the association for five years, she handles all financial accounts, including investments, works with the financial planner, coordinates the business angle of trade shows and conventions, and keeps track of the payroll. Her biggest job, the office manager says, is "to put up with David (Thompson)." A Sunday School teacher, Howard and husband Wayne recently moved into a new house in Frankfort. She has three children of her own and two stepchildren. Her assistant is Buffy Johnson, and yes, that's her real name. Johnson sends advertising checks to KPA member papers, calls them about past due accounts, and does the billing for clipping, news release and news bureau services. She joined the association staff three years ago shortly after her graduation from Frankfort High School. Shopping, she says, is her primary hobby.

Reception

Chance through little over-retry to the photo mailings dance a billies. C-band D. She has reading.

service

Kentucky Press Service

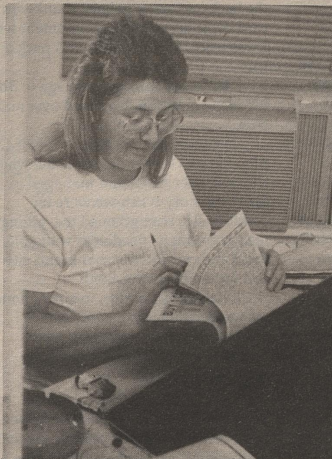


Clipping Service

Their clients range from congressmen to multi-national corporations and number generally about 142 -- many more around statewide elections. In an average week, the KPS Clipping Service crew reads more than 250 newspapers and cuts out some 5,000 clippings. The job takes incredible concentration, a good memory, intelligence and excellent reading skills.



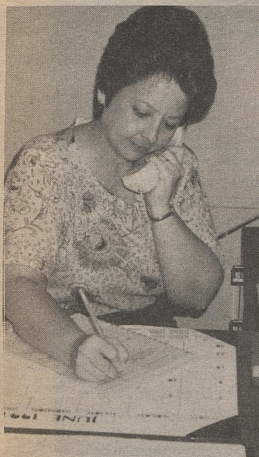
Faye Chapman wears two hats at 332 Capitol. A little over two years ago, the Tennessee native became a reader/clipper, after having worked as a monitor of television for an Arizona clipping service. Last spring, the mother of six -- all grown -- began to split her time between clipping and serving as an assistant in the KPA News Bureau. She earned an Associate of Arts degree at Elizabethtown Community College.



Kim Cox admits she's become a newsjunkie since joining the clipping service three years ago. An Anderson County native, Cox had experience in several different areas before becoming a reader/clipper. At home with husband Bobby and two children, she enjoys crocheting and horseback riding.



"You're going to laugh," warns **Rachel McCarty**, "but reading is one of my hobbies." The Ironists that McCarty, clipping service coordinator, reads all day at work. She joined the association in 1984, shortly after graduating from Shelby County High School, and has the second longest tenure in the office. She and her husband Jeff have two children.



Receptionist/Secretary

Chances are your first contact with KPA/KPS is through **Sue Cammack**, who began work a little over a year ago as receptionist and secretary to the executive director. She answers the phones, greets visitors, types, coordinates mailings, reviews and sorts official correspondence and juggles a myriad of other responsibilities. Originally from Versailles, she and husband Dennis are both accomplished cooks. She has one child and enjoys fishing and reading.



News Bureau

Not quite a year old, KPA's one of a kind editorial service, the News Bureau, provides a liaison between community newspapers and Frankfort agencies. It represents local papers in the capital, providing them with specific requested government records, covering state events and informing of state issues that affect them. **Pam Shingler**, former editor of *The Floyd County Times*, was hired last September to create and head the News Bureau. She brings more than 20 years experience in journalism and public relations to the position, which also includes editing *The Kentucky Press*. A native of Paintsville, Shingler has worked in four other states and now lives in Lawrenceburg where most of her spare time is taken by yard work. Faye Chapman (see Clipping) is the new part-time assistant in the News Bureau.

Other Services

- **Freedom of Information Hotline.** Since 1986, the hotline has been available to all member newspapers free of charge. Attorneys Jon Fleischaker, Kim Greene and Bill Hollander answer callers' questions about libel, open meetings and records and other legal issues. 502/589-5235
- **Business Insurance.** Because of its alignment with other media groups, KPA can offer low-cost, best-coverage health, property, casualty and libel insurance to members.
- **Press Passes.** These identification cards for reporters, editors and photographers at member papers are approved by the Kentucky State Police.
- **Postal Assistance.** Max Heath, past postal chairman for National Newspaper Association, keeps KPA members apprised of US Postal Service regulations and interpretations.
- **Collection Service.** This service offers members access to a collection service when problems arise with collecting accounts.
- **Lending Library.** Books, films and videotapes covering a variety of newspaper industry issues are available on loan to members.
- **Surveys.** KPA conducts numerous surveys of and for member papers, including research on retail shopping habits, public notice advertising, recycling, and staff salaries.
- **Government relations.** KPA monitors state regulations that affect the industry and pleads the industry's case before the legislature and government agencies.
- **Kentucky Statewide Classified Program.** This program gives small advertisers a way to use a number of newspapers for classified ad placement, helping both papers and advertisers.
- **Contests.** Two editorial and one advertising contest are open to members who want to gauge their product against their peers.
- **Conventions and Seminars.** Two conventions per year are scheduled to give member personnel the chance to learn and to socialize. Opportunities to learn more about the industry are provided through regular seminars on all phases of the business.
- **The Kentucky Press.** The monthly tabloid contains news about members and the industry.
- **Yearbook and Directory.** Published annually, this publication contains information about member newspapers.
- **Resume Service.** KPA maintains resumes of persons interested in jobs in the newspaper field, given free to member papers with positions to fill.

Kentucky Press Association
 332 Capitol Ave., Frankfort, KY 40601
 502/223-8821 or 1-800/866-1431 FAX 502/875-2624

Weekly experience registers with daily staffer

Last goodbye, I'm outta here!

By Julian Shipp

LaRue County Herald-News

That's it. I'm outta here. Adios.

Goodbye. Farewell. Peace. Ciao.

Nice try, but it looks like saying goodbye to you faithful Herald-News readers isn't going to be that easy.

It'll be interesting to see if history remembers this brief chapter in the Herald-News history: when a tall, wiry black man from Hodgenville volunteered to staff his hometown newspaper full-time until editor Tina Kunkler took the reigns in May.

Nonetheless, the memories you have given me will last a lifetime.

Nothing could have prepared me for the immense responsibilities I've had to take on since assuming the tasks of

the paper's editorial department.

There's no amount of college preparation or classroom work or degree that could have completely trained me to bear all the journalistic hats I've worn here.

Often in the same day, I covered beats for which many papers have specific reporters. Education, police and courts, features, community meetings, county and city government, just to name a few.

Now add to those tasks the responsibility of taking and coordinating development of photographs and reviewing dozens of press releases and newspapers weekly and you may grasp a tenth of what I'm talking about. During my stay here, I was one busy camper.

A friend of mine and veteran journalist at college once told me that I might never have the opportunity to feel more alive, powerful and important in my entire existence than by assuming life as a reporter in a small town.

She was right. I was the ultimate gatekeeper. Deciding largely what stories you would and would not see before your eyes — what a rush!

There were times I raced behind county emergency vehicles at breakneck speeds aboard "Miko," my trusty Acura sports sedan, to a site where a house fire or car crash awaited me.

There were late nights when I sifted through my notes and tape recordings trying to decipher the proceedings of a city council or school board meeting

while fighting Morpheus, the god of dreams, and the growlings of an empty stomach.

And there were times when the toothy grin of a child, a friendly slap on the back and an occasional thank-you card came at just the right moment when I was ready to call it quits and pack it all in.

"How did you ever manage to do it?" is the question I've heard over and over.

Looking back I'd have to credit God first. He was there to comfort me when the computer failed and managed to abort my story when we were on deadline. He strengthened me, giving me the courage I needed to walk into the fiscal and circuit courtrooms and city hall for the first time alone.

I thank my parents, too, for giving me the encouragement and advice I needed. Especially my mom who tolerated my gripes and shared my frustrations.

I also thank my "family" at the office. That wonderful chemistry we have here of manager Jennifer Vincent; bookkeeper Sue Farmer; editor Tina Kunkler; sports editors Jim and Scott Boley, and production assistant Melissa Jackson.

We've weathered the storms of past and present and I know I leave the paper in competent, capable hands. These ladies and gentlemen are the real unsung heroes of the paper. They're all dedicated to making the Herald-News

the best it can be and with an attitude like that, I know they'll succeed.

As I close, I save my final kudos for the most important part of the paper. You, dear readers! Without your help, I could not have made it at all. You were there with story ideas and information I needed. I appreciate all the photos and articles you submitted, too. This is your paper and we're committed to having you voice your opinions and submit items of interest to us.

And now as I reach for the power switch on this computer for what may very well be the last time, I sign off confident in the knowledge that I have driven this paper with all the fairness, objectivity, sensitivity and dedication I could muster. Thank you.

Milo's secret garden

Lexington Herald-Leader

Psst! Wanna know a state secret? One more closely guarded than all the gold in Fort Knox? Wanna know what wildflowers the Kentucky Transportation Cabinet uses to adorn the state's highways, and where you might see these natural beauties?

We'd love to tell you; but the impenetrable security on the 10th floor of the State Office Building in Frankfort stymied our best efforts at obtaining this highly classified material.

Oddly enough, it was easy getting the information out of other states. Our expert in floral espionage and weekend gardening just picked up the phone, dialed a few numbers in places like North and South Carolina and asked.

Security is obviously lax in these states. Bureaucrats there began spitting out forbidden words faster than a rap master: black-eyed Susans, oxeye daisy, toad flax, lance-leaf coreopsis, catchfly, drummond phlox, red corn poppy, California poppy, crimson clover. They couldn't tell their secrets fast enough.

But not in Kentucky, where this information is stamped Top Secret and protected by Angie Siegel, mouthpiece for Transportation Secretary Milo "Mow 'em, Don't Sow 'em" Bryant. (The secretary earned his nickname because he never met a flower, tree or blade of grass he considered unfit to be cut down.)

Siegel apparently trained at the G. Gordon Liddy school of steely eyed, tight-lipped secrecy. Every question about the state's wildflower program drew the same terse name-rank-and-serial-number response: "Submit a written request under the Open Records Law."

Well, we can get tough, too. So we have dispatched a letter making just such a request.

What great and unrepeatable secrets will it reveal? What unknowable terrors await those who delve too deeply into the wonderful world of roadside wildflowers?

Like you, dear reader, we await the answers with trembling hand and quickened pulse. Stay tuned. We'll get to the bottom of this yet, danger be damned.

Newspaper 101: An introduction

Unknown policies can create problems

By Mark Chandler
McLean County News

I was recently reading an article in a newspaper magazine that we as newspaper people should do our best to explain to you, the newspaper readers, just what a newspaper is all about.

So here goes.

Let's take a look at some of our basic newspaper policies that often come into question across the telephone lines on Thursday mornings.

First of all, we do not print everything we receive. We can't. We don't have enough space. Therefore, we have to decide what is most newsworthy and timely and print it. Inevitably, some type of news that someone thinks is important isn't going to make it in each week. In the newspaper business, editors are referred to as "gatekeepers." That means we control the flow of information released through the gateway (newspaper) to our readers. Unfortunately, only so much information can be squeezed through the gate.

The size of the paper is determined by the amount of ads sold in a week. Obviously, the more ads that are sold, the larger the paper. We try to stay in the 60 percent advertising to 40 percent news range to

remain profitable. That's right, profitable. As much as we don't like to admit it sometimes, we are a self-supporting business.

The advertising department and the news department are two separate entities. Often an ad representative will give the editorial staff a story idea, but we do not do stories based on advertising sales.

There are certain events we do not cover. Reunions, birthdays and anniversaries are three events we are most frequently asked to cover. Unfortunately, we don't have time to go to every reunion, birthday party and anniversary reception in the county. However, if a photo and write-up of the event are submitted to our office we will make an effort to run it.

We are happy to run the announcement of an upcoming event for a non-profit organization or an event of community interest. Churches and similar organizations are excluded because they are so numerous around the county. If you want to announce something for your business — buy an ad.

If you know of an event coming up that we might be interested in covering, please call us a couple of days in advance. That doesn't mean that if you just discovered a glowing meteor in your backyard

you need to wait two days to let us know, but if there's something you know is coming up call us as soon as possible.

Don't bother asking us to withhold something that is a matter of public record (arrests, court news, real estate transactions, etc.); we won't do it. That's what we're here for. If you think we made a mistake about something concerning court news, police arrests, etc., give us a call. We'll recheck our information. If not, it will have to be changed at the courthouse before we can correct it.

So much for the policy questions. A few other thoughts:

In the article I referred to above, the writer talked about newspaper readers viewing newspapers as non-human mediums that are run by sub-human people with a partialness for bad news.

If you don't think we're live, eating, breathing creatures down here at the News office, stop by here and see us. You can chew on my ear for a while, tell me what's going on in your life, give me a story idea, slap me upside the head, whatever it takes to make you believe I'm a human.

We do report bad news, but if you look a little closer, there's some good news in here, too.

Kentucky views

Editorials from across the commonwealth

Saying goodbye to a leader

By Martha Comer
The Maysville Ledger-Independent

Coming up today is a family newspaper party — a farewell to Gary and Patty Quinn. With their two children, they will be moving to Freeport, Ill., where Quinn already is proving his leadership skills at a larger newspaper than the Ledger-Independent.

It is my conviction that no other "newcomer" to the Maysville area has had the impact on this area that Gary Quinn has. And I use "newcomer" advisedly because Quinn always felt he was on probation here and "not one of us." Truth is he was often far ahead of the rest of us.

The first cause is that he was publisher of the newspaper at a time of great technological and environmental change in the printing business. Such is his flexibility that he guided the staff in converting from hot lead and linotype to cold type, then tapes and on to the world of computers. His message in essence was: "Learn or leave." And so we have entered this fascinating world with its enormously expanding horizons of opportunity.

The other specific publishing contribution attributable to Quinn is the way he reshaped the newspaper from its emphasis on making money to a medium in which news and editorial content came first.

This is significant. He provided the staff to get the job done. Sometimes, the newspaper may lack the homey little details of 25 years ago, but *The Ledger-Independent* today is recognized as a regional newspaper. Under Quinn's guidance, the paper has become compartmentalized and coordinated. The news it emphasizes reflects the changing social conditions — for example, so many new faces that the "old guard" loses focus.

In a word, Gary Quinn has been good for the

newspaper and it has been good for him, as he stretched that excellent intelligence and determination to make changes.

Why else did he work with the leadership of the chamber of commerce to bring new industry and jobs here? He is past president of this organization. Again, he proved his interest in education as reflected in the Distinguished Service Award given him by Maysville Community College.

Gary had a profound influence upon me. While I may have tired of hearing him say the 7th Congressional District ranked next to the bottom educationally among the 335 congressional districts, I came to realize that it will take more dollars to pull the educational status of this area up by its bootstraps. And it is being done.

Quinn became the first president of the Mason County Literacy Commission, and the program got off to a flourishing start. He unflinchingly supported the Older Americans Program and had served as a member of the RSVP board. He was treasurer of the Mason County chapter of the American Red Cross.

This intellectually gifted and well read man was stalwart in the constancy of his faith, holding membership at the First Baptist Church. Sharing this devotion to the church was his wife, Patty, herself a church leader and steadfast worker.

When good people, great friends and persons of leadership leave Maysville, they are irreplaceable. What I hope they will take with them is the knowledge that they forever became "one of us" and that we are the richer for their presence among us.

(Editor's note: Quinn was also a member of the KPA board of directors.)

Death of a newspaper

From "American Journal" by Pete Hamill, *Esquire*, February 1991

... But it wasn't just editorial people swelling the payroll of the (New York) Daily News or even the men who got the product off presses and on to newsstands. By 1977, when I was working there... management toadies were everywhere. I'd get off the elevator at the wrong floor and walk into a nest of them, all studying charts and graphs and computer printouts, croaking in boss-speak. Teams of them would walk purposefully down the halls, frowning brows importantly, carrying clipboards like shields. They had no idea what I did or who (Jimmy) Breslin was or what a reporter actually did; they talked as if they were dealing with a tool-and-die company. At another point, consultants arrived to study the work habits of reporters. Their very presence was a hilarious monument to human folly. They obviously didn't understand that when a writer is staring out a window he could be working; they didn't know that much of a reporter's time might be consumed by what others would describe as bullshitting.



Freedom of speech and freedom of press will be effectively preserved in this country only if people themselves value these vital civil liberties and demand that they be protected. — Robert E. Cushman

Standard sends garbage (bill)

(Reprinted from Publishers' Auxillary, July 22, 1991)

Finding the local newspaper the only business with a complete county mailing list, a judge decided to use the weekly to deliver a registration form for a new garbage collection ordinance, and the first garbage bills.

In May, the three-times-a-week Kentucky Standard and its total market coverage product, Extra, included a registration form and a garbage bill for the first four months of the year as an insert. Publisher Steve Lowery said the project was a huge success for the county.

He estimates 80 percent of the county's residents sent in the registration form in the first week. "Nelson County Judge Executive Mike Abell wanted a complete list of all the property owners in the county. The circuit court approved an ordinance making it mandatory to have garbage pick up." The court didn't need a referendum, it just approved the ordinance itself.

No one but the paper had a consolidated record of every household outside the unincorporated limits in the county, said Abell. "They get a publication into every mailbox."

Now the bills will be sent out first-class mail, Abell said.

Those who did not register and pay will be sought out by the court, Lowery said.

The weekly goes to about 8,000

residents and the TMC product goes to about 9,000 non-subscribers. Using the newspaper, Lowery said, the county saved a lot of money over what it would have cost to send out the information by first-class mail. And now that it has a complete list of homeowners, it no longer needs the weekly for bill delivery.

Before the ordinance was passed, Lowery said, people could contract for garbage pick up on their own, or "find some hillside to dump their trash on, or bring it into town and throw it in a dumpster."

Now that people have to pay for the service, Lowery believes residents will start using it.

Abell said that while the response was favorable, the people were not happy about paying another bill. "Some of them complained about why we chose that way for delivery. After I told them it was cheaper and saved them money, they could see my point," he said.

Lowery said some people called him to complain about a government body using the local paper to bill them. "They didn't think it was proper. As for me, I said, 'Why not?'"

Any person that don't read at least one well-written country newspaper is not truly informed. —Will Rogers



The mouths of babes

When Tim Ballard, editor of *The Kentucky Standard* in Bardstown, went to the Friday luncheon during the KPA summer convention, he didn't expect to be part of the entertainment. But he was, thanks to ventriloquist Mark Wade. Wonder what Ballard's readers would have thought.



Glen Kleine (Eastern Kentucky University) quizzically examines gift shop wares at Cincy museum.



Betsy Del Santo (Ashland), left, and Beth Bond (Carlisle) ham it up at the Friday night social.



Bernie Vonderheide (University of Kentucky) and Louise Hatmaker (Jackson & Beattyville) burn up the dance floor at Oldenberg Brewery.

Convention capers

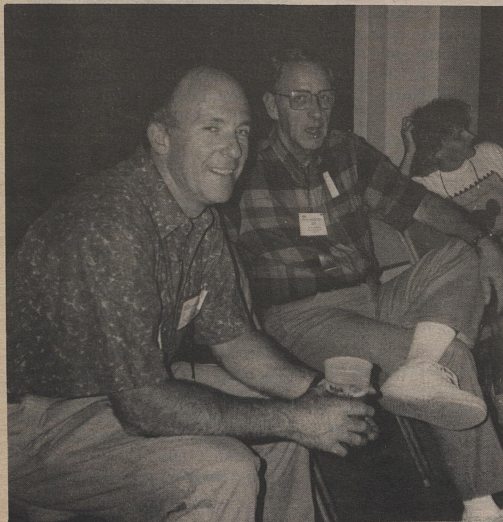
Scenes from the 1991 KPA summer convention, June 20-22, Drawbridge Inn, Ft. Mitchell (More next month)



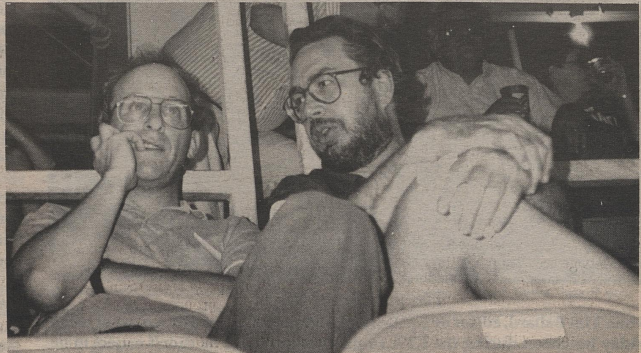
Ed (AP) and Charlene Staats stretch their legs at ball game.



Jo-Ann Huff Albers (Western Kentucky University) makes a joyful noise at Oldenberg Brewery festivities.



Gary Huddleston (Kentucky Farm Bureau), left, and Ed Van Hook (Kentucky Utilities) take in the Reds game Thursday.



Jon Fleischaker (FOI Hotline), left, and David Hawpe (Courier-Journal) analyze Reds strategy during Thursday night game in Cincinnati.

Idea exchange

Be a research source

The St. Petersburg (Fla.) Times has instituted the Information Station, a research sideline that's both a service and a revenue producer. Businesspersons, lawyers, private investigators, students and others who seek information from the paper's files pay for the service. Few start up costs were incurred because the paper already had the equipment, staff and databases. Advertisers are also able to get limited free research through their account reps. In addition, the paper operates a free Answer Desk for those who want only a few back articles or general information.

Texas daily looks to stars

Recognizing readers' insatiable appetite for celebrity news, the Fort Worth Evening Star-Telegram runs a daily section front called "Star People." The page is full of items on famous names and features a centerpiece article on a specific celebrity each day. Elizabeth Taylor inaugurated the spotlight in the first edition, followed on day two by Michael Jackson.

Taking problem to the cleaners

The Newport News (Va.) Daily Press and Times-Herald cooperate with two local dry cleaners on a plastic bag recycling program to divert their product packaging from overcrowded landfills. Specially marked containers at the cleaning operations allow customers to return dry cleaning bags and the plastic bags that protect newspapers on rainy days. House ads in the papers promote the effort.

Paper loves letters

A Washington paper shows its appreciation to writers of letters to the editor by an annual Star Letter Luncheon. Journal of the San Juan Islands hosts a luncheon for authors of what the staff believes are the best letters of the year. This year, 16 letter writers were invited, along with five authors of the best guest columns. Also on the guest list are persons deemed "Citizens of the Year," based on their service to the community (seven this year). At the end of the luncheon, publisher Frank Leeming opens the floor to a "discussion of current events," reportedly a lively exchange. The promotion points up the paper's community involvement and ensures a continual flow of interesting letters.

Make selling a fund-raiser

The LaSalle (Ill.) News-Tribune uses extra-curricular groups, such as bands, cheerleaders, etc., from local schools to sell subscriptions. The paper gives the sellers \$3 per subscription order and \$2 more if the subscription continues after 13 weeks. Booth Newspapers in Michigan uses church groups in a similar way. Booth also sets up deals with apartment owners to have subscriptions built in to apartment rent and offers credit on classified ad bills and other incentives to the building owner.

Healthy idea

Kenosha (Wis.) News has a weekly, three-page section on health issues. Editorial content includes the Los Angeles Times weekly health package and materials from wire services and other sources, with advertising from medical and health-related businesses.

Promoting yourself

An advertiser newsletter that promotes your paper's advertising capabilities is the suggestion of Metro-Creative Graphics. The piece could alert advertisers to upcoming specials, promote co-op advertising opportunities and include spec ad layouts. Designed letter size, the newsletter could be sent with monthly statements to advertisers.

Letting off steam

The weekly Manhattan Pennysaver provides a classified vent for frustrated New Yorkers. The paper's "Anti-Personals" page gives readers the chance to air their gripes about public officials, ex-husbands, bosses or whatever. First and last names cannot be used in the ads, and the paper keeps a close watch on tastefulness. Other than that, some real zingers get in. For example, one worker wrote to his/her boss, "...you're not fit to be a dog's boss." In another, a woman tells her ex husband: "Guess what? I have a new life now. . . Thanks for showing me how much of a jerk you really are."

Let the people speak

Coming up on the 200th anniversary of the Bill of Rights, the St. Joseph (Mo.) News-Press/Gazette developed a month-long series to highlight the freedoms. Articles based on current news events have focused on each amendment. For instance, background on the Fifth Amendment was a natural element of a story on a prison inmate's appeal. In another, a minister and an art museum director squared off on questions of the First Amendment and moral standards. The paper also solicited essays from government officials on the Bill of Rights. In one of those, a judge wrote, "The Bill of Rights remains as the strongest shield against the loss of our most precious liberties. . ."

Let George (or Jane) do it

The Winsted (Minn.) Journal will have a community person as "Editor for a Week" this summer. The person selected will write headlines, lay out pages, do reporting and photography and as much of the work "as is comfortable," according to an announcement in the paper. The regular staff will assist, but the volunteer will get a better idea of what it takes to put out a paper. The guest editor will write a column about his/her experience, afterward. Hmmm.

Cash for carols

A Christmas song book, published in conjunction with the downtown retail organization, was a money maker last year for the Naperville (Ill.) Sun. Ads were sprinkled throughout the tab and a signature list appeared on the back, along with a calendar of events for the downtown merchants.

Soupy sales

Promoting advertising in the stale sales month of January, The Medina (Ohio) Gazette publishes a special section called "Soup's On!" It is filled with soup recipes. A reader contest features packs of recipe cards for the first 20 contributors, and all names are put in a soup kettle for a drawing for a new soup pot and gift certificates to a local meat market. The section brings in more than \$3,000.

More promotion ideas

• These ideas for "profitable promotions" were in the June 30 edition of Inland Press Association's Inlander: (1) An electronics showcase section, featuring the best of high-tech gear, sound systems, security systems, home entertainment centers, computers, etc. (2) A summer section on the small gardener and how to preserve backyard crops. (3) A giveaway of free trips based on the increase in advertising dollars spent with the newspaper during August and September, with the paper trading out the trips with local travel agencies.

Going to the dogs

The Paradise (Cal.) Post works in conjunction with the local animal shelter on adopt-a-pet pages. The regular piece features pictures of the adoptable pets on the top half and 24 business card type ads on the bottom half. Sold as a package, advertisers get a discount based on number of times the ad is run. The idea has resulted not only in increased revenues, but also in finding homes for most of the animals featured. Among attention-getting designs has been photographs of dogs inside line drawings of dog houses, with the headline, "A House Without a Dog is Just a House." Another seasonal page featured the animals' letter to Santa Claus.

Helping youth

Free employment ads for area students are offered during the summer months by The Dodge County (Minn.) Independent. Available to high school and college-age students looking for part-time summer work, the ads run in the classified section under the heading "Student Employment."

Collecting on art

A quarterly tabloid highlighting the local arts earns \$18,000 in new revenues for the Bismarck (ND) Tribune. With an events calendar and profiles of organizations and people, the tabloid is pitched to advertisers as a way to target affluent community members. Arts groups are given a special rate to participate in all four tabloids.

Three hostile newspapers are more to be feared than a thousand bayonets.
—Napoleon Bonaparte

More ad ideas

• From the Oklahoma Press Association come these advertising ideas: (1) Many regularly run features could be sponsored, thus converting already-tight newshole space to advertising; for example, sell sponsorship of the public school menus. (2) Review last year's issues (or even earlier) to make a list of all events, occasions and ads that could be today's leads. (3) Gang ads together to form "promotion power" — such as beauty shops, barber shops, plumbers, etc. (4) Reproduce old front pages and sell strip ads at the bottom.

• From the Louisiana Press Association, these ideas: (1) Review your ad rates to see which have not been used in the last three months; then eliminate them. Don't make the rate card confusing for the customer. (2) Have someone outside the paper, such as a spouse or relative, try to place an ad in the classified section to sell a car. Have them find out what it will cost, how many times it can be run, what happens if the car does or does not sell and what the ad should say. This can tell you how courteous the sales person is and how confusing the process is for a non-newspaper person.

• An Inland Press Association revenue workshop shared these ad ideas: (1) Pull old ads from as far back as the '50s and take them to those retailers who are still in business with an offer to run the old ad free if they'll run the same size modern ad next to it. The ads, grouped in a special edition or run in a series, are said to have excellent readership and get people talking about the paper and the advertisers. (2) For special sections or promotions where a potential advertiser feels he/she can't afford the heavy expense, offer an easy payment plan, spreading the billing over three to six months. (3) Have an ongoing "customer appreciation sale" in which every inch over what the account ran the same month of the previous year is run at half price.

Environmental tab

The Athens (Texas) Daily Review developed a 12-page color and activity book designed to promote benefits of recycling and litter control, in cooperation with the organization Keep Athens Beautiful. The tab featured coloring pages that emphasized things children can do to improve the environment and puzzles dealing with environmental issues. It also contained \$2,000+ in local advertising. In addition to being inserted in an edition of the newspaper, it was distributed to children in kindergarten through fifth grade.

Bor-ing

News skills consultant Jim Milliken suggests that editors compare the leads of the last 10 stories in any subject area. If they all read alike, he says, you have a problem — called dullness. "If they compare poorly with real reader interest, that should tell you something," Milliken adds. "If you have no idea how stories and readers match up, you have fundamental work to do."

Count the day lost when your newspaper . . . has not done something to benefit the community it serves.

—Oscar S. Stauffer

WKU photographers record student shenanigans at Daytona Beach

By Jim Highland
Western Kentucky University

As the band blared at more than concert volume in a dimly-lit Daytona Beach, Fla., nightclub, Dallas Morning News photographer Catharine Krueger took picture after picture of college students and others drinking and dancing to RAP, R and B, and rock.

The competition between two of the dancers got serious, and as Krueger stood ready to take yet another photograph, the dancer kicked, his foot striking her flash.

"The wires were sticking out, and the flash came down and hit the bouncer on the head," Krueger said. "The guy was thrown out before his feet could hit the ground."

Krueger, one-time Florida photographer of the year, was in Daytona Beach to participate with 21 other professional news photographers, audio visual technicians and student helpers in a project that came to be known as the "Rites of Spring."

The project was conceived three years ago in the middle of the winter, partly because of the nasty, snowy weather and partly because of stress related to those conditions.

The idea, the brainchild of Mike Morse, was to get some really top notch photographers together and "do a documentary shoot, record something that had significance and have a good time doing it."

Morse, National Press Photographers Association vice president and head of the Western Kentucky University photo journalism program, happened to be near Daytona two years earlier for the start of spring break.

"I went into town and drove around, and I thought it was the most unbelievable scene," he said. Thousands of college students were there "doing their thing," and it was "visually most interesting."

His idea became a reality this spring when he, the photographers and student helpers arrived in Daytona March 11 to begin documenting college students' break.

Morse, who organized the shoot, saw the Rites of Spring as the kind "of thing that happens all over the world. It's a time when the students can pretty much do anything they want. And the job was to record the moments."

As one of those photographers, Krueger said she was given very few assignments and instead had pretty much free rein to shoot what she saw and follow her instincts.

"I covered some pool deck activities, like a wet tee shirt contest," she said. "It gave me a different idea of the type of person who would participate in that sort of thing."

"It wasn't just bimbos," she said. "There was a girl who was a journalism major at Indiana University. Her friends talked her into it. It really changed my point of view."

"Some parts of it were kind of sad, what a high value was placed on drinking and sex. There was a



very youthful impulse to do things ordinarily forbidden."

Krueger who is 32 years old said she grew up in California and went to college at Berkeley so she didn't have the same need to do the kinds of things she saw students doing in Florida.

The one thing that shocked her was "the bouncers in the clubs. They seemed very intense," she said. At the same time, she said she was in several bars every night and only saw what she considered to be two instances of overreaction by bouncers.

Originally, I didn't want to be a part of it because I thought it was kinky. I was a little afraid of getting some of it on me.

--Dave LaBelle, WKU photojournalist

One of the photo stories shot by another photographer focused on a couple making out in a motel room. It "was tastefully and journalistically done," Krueger said. "It wasn't pornographic. It looked like journalism."

For Dave LaBelle, Western Kentucky University photojournalist-in-residence who preaches at the Simpson County Church of Christ, the experience was disturbing. But he also found it interesting.

"Originally, I didn't want to be a part of it because I thought it was kinky," he said. "I was a little afraid of getting some of it on me."

LaBelle, who most recently wrote *The Great Picture Hunt*, said it was "depressing because of the lack of morality," but it was "interesting because it was very alive."

He went to Daytona to shoot the religious aspects, LaBelle said, but on one roll of film, half of the frames were of people "making out in bed" and the other half were on the Campus Crusade for Christ.

The experience turned out to be about people getting drunk, about people getting naked and "people selling goods."

"The whole thing was a bad scam," he said. "The kids were baited in. PA systems at the motels and on the beach advertised topless contests, how tight the girls' crotches were."

LaBelle said the community tolerates spring break for the money, and when the students "do what they advertise for them to do, they throw them in jail."

"I left thinking the whole thing was Mafia-run," he said. "I didn't like it, but I probably would go back."

Morse, who organized the shoot, saw the Rites of Spring as the kind "of thing that happens all over

the world. It's a time when the students can pretty much do anything they want. And the job was to record the moments."

But between the time he came up with the idea three years ago and its accomplishment was the development of the marketing concept and lots of discussions with photographic companies.

"The first year we really tried to do anything about it was last year," he said, and "we only had two or three weeks to try to sell it. Europe was coming out from under Communism and we couldn't raise the money to bring in the shooter on this project."

However, this year was an entirely different situation.

"We developed a prospectus about the purpose and why it would produce some really neat results," he said. Eastman Kodak, Nikon Inc., Duggal Labs of New York and ShowTek Audiovisual Productions of Louisville joined the project as major sponsors. A group of hotel owners in Florida donated rooms for the photographers.

We wanted to bring in some of the top most up-and-coming shooters in the country.

--Mike Morse, WKU photojournalism head

"I was amazed at how many people" — photographers, photo editors and companies — "would jump in and help out," he said. "We wanted to bring in some of the top most up-and-coming shooters in the country."

Larry Nighswander, illustrations editor for National Geographic magazine, signed on as photo editor, and directed the work of:

- LaBelle and Krueger.
- Joe Cavaretta of the San Jose (Calif.) Mercury News, a Kodak Crystal Eagle Award winner.
- Bill Greene of the Boston Globe, a Pulitzer Prize winner.
- Jim Gensheimer of the San Jose Mercury News, and last year's California Photographer of the Year.
- Dan Dry, corporate photographer of Dan Dry Associates of Louisville.
- Robin Layton Kinsley of the Norfolk Virginian Pilot-Ledger.
- Carol Guzy of the Washington Post.
- Judy Griesedieck, Minneapolis, Minn., freelance photojournalist.

See WKU photographers, page 17

Databank

Defining the jargon

• More than 30,000 definitions from "interacting fields" that do not always speak each others' languages are in *Webster's New World Dictionary of Media and Communications* by Richard Weiner, published by Prentice Hall Trade. Included are technical terms and jargon from journalism, advertising, book production, broadcasting, film, graphic arts, marketing, photography, printing, public relations and other communications fields.

Design study published

• *Eyes on the News* is the published result of the recent Poynter Institute study of reader eye movement across newspaper pages. It records how and what readers read and should be helpful to those considering a redesign or investment in press and prepress color equipment. The book is by Mario Garcia and Pegie Stark and is available from Poynter Institute for Media Studies, St. Petersburg, Fla.

Two from INAME

• International Newspaper Advertising and Marketing Executives has published two books of interest to the industry. • *Sales and Idea Book*, winter 1991 edition, features more than 100 top revenue-producing ads from newspapers in all circulation categories from retail, in house, classifieds and special sections. • The annual *Newspaper Advertising Student Competition Ad Book* is a 65-page compilation of award winning student work on what life would be like without the Bill of Rights. For information on ordering, write INAME, Box 17210, Washington, DC 20041; phone 703/648-1168.

VDT relief

• A training package about VDT safety is being made available to all newspapers by the Gannett Company. It includes an eight-minute videotape that demonstrates correct and incorrect VDT workstation techniques and printed materials with a leader's guide, questions and answers about repetitive strain injuries and guidelines for managers. The package, which gives newspapers the right to reproduce and revise handouts, costs \$395. For information, call training specialist Angela Lusk at 703/284-6221.

Murray has design help

• Top-notch videos on paste up, layout/design, line photography and other production skills are available from Kentucky's own Murray State University. Base cost for a video is \$40. Call Thomas E. Gray in Murray's graphic arts technology program at 502/762-3394.



Who can resist?

This tot was a winner from the get-go. *The Glasgow Daily Times* took a first place for local feature pictures, with this among its entries, in the 1991 KPA Better Newspaper Contest.

WKU-assembled photography team captures "Rites of Spring" ... from page 16

• Larry Powell, Western Kentucky University freelance photojournalist who is gaining regional and national recognition for his photographic work surrounding the Vietnam Veterans Memorial.

• Michael Rondou of the San Jose Mercury News. C.J. Pressma, ShowTek Productions president, signed on as audio visual producer, and he sent two members of his staff, Dennie Kirtley and Kristen Martin, to do live sound.

Fred Sisson of Nikon Inc. provided equipment support, and Robert Pope, a Western Kentucky University graduate student, directed the work of the other WKU students involved: Tamara Voninski, who just finished first in the nation in the William Randolph Hearst Foundation photojournalism competition, Rick Loomis, Chuck Wing, David Stephenson and Kim Mann.

The photographers all worked for the fun of it, Morse said, and everything else was donated, in-

cluding the use of the River Bridges Meeting House at 1 Beach St., Ormond Beach, which served as the location for headquarters operations.

Sponsors included Eastman Kodak, Nikon, Duggal Labs and Show Tek Audiovisual Productions. Students shot alongside a National Geographic editor and a Pulitzer Prize winner.

"We developed the story lines ahead of time," including MTV, the Hawaiian Tropic contest, nightlife, religion, clubs, beachtime, the A1A beach highway and what happens in rooms," Morse said.

"It turned out to be a lot more work than we thought it would," he said. "It turns out no one ever goes to bed, and we didn't either."

The earliest the photographers ever saw bed was 3:30 a.m. and they were up by 7 a.m. In the process they shot more than 1,000 rolls of film or 36,000 pictures.

While the photographers were taking pictures the technicians from ShowTek spent their time interviewing those on spring break and recording sound. The pictures and sound will be put together for an audio visual show to be completed by September.

Morse said the presentation, complete with music, will involve a wide screen with 500 to 600 images on 9 to 12 projectors. In addition, he said he and the producers hope to complete a book on the project.

Voices from the past

Excerpts from the September 1937 edition of The Kentucky Press

Students to study state papers . . . University of Kentucky is establishing a reading and file room for the use of students in journalism. The department hopes to have thus available every community newspaper in Kentucky.

AG upholds itemized publication law. . . . A complaint made by Editor J. M. Alverson, Harlan Daily Enterprise, against the Harlan city board of education for publishing its financial statement in condensed form instead of itemizing it, according to the publication law, was upheld by the assistant attorney general.

Leader-Herald together . . . John Stoll, editor-publisher of the Lexington Leader, purchased the Lexington Herald and moved it to the Leader building. The Herald is continuing as the leading Democratic morning daily of the Bluegrass under popular editor Thomas R. Underwood. The Leader continues as the afternoon Republican daily. The combined newspapers are issued as the Sunday Herald-Leader.

Recent anniversaries of Kentucky newspapers . . . The West Liberty Courier, F.S. Brong, editor, volume 28; Morganfield Advocate, R.M. Munford, publisher, Tyler Munford, editor, and J. Earle Bell, associate editor, 51; Greenup News, H. Ward, editor, 4; Elkton Todd County Standard,

R.D. Petrie, editor, 18; Campbellsville News-Journal, KPA President J.P. Gozder, editor, 28; Jefferson town Jeffersonian, C.A. Hummel, editor, 31; Cynthiana Democrat, Joe Costello, editor, 70; Owingsville News-Outlook, H.J. Lacy, editor, 59, and Burkesville News, Mrs. Annie Shannon and Ben Jones, publishers, and J.R. Shannon, editor, 16.

Lovett sells Murray weekly . . . The sale of the Murray Ledger & Times, weekly newspaper, by Joe T. Lovett to R.R. Meloan of Murray and John S. Neal, advertising manager of the Evening World at Bloomington, Ind., is to become effective Oct. 1. No sale price was named.

Crawfords buy Harlan Daily . . . J.M. Alverson Sr. climaxed 44 years of outstanding newspaper work with the sale of the Harlan Daily Enterprise to the Enterprise Publishing Co., Sept. 2. Mr. Alverson acquired the Enterprise in 1922 and with a great deal of notable work made it a daily in 1928. Members of the new firm are J. Springer Robinson, James O. Crawford and John L. Crawford (all connected with the Corbin Daily Tribune).

Augusta editor dies . . . James A. Thompson, 62, editor and publisher of the Bracken Chronicle, died Aug. 9. Born in Falmouth, he went west and published The Jerome Reporter in what was to become the state of Arizona. He later worked for a Bangor, Maine, newspaper be-

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Remember when?

This house ad appeared in The Kentucky Press in 1937.

fore returning to Kentucky. He joined the Chronicle staff in 1892, becoming editor-owner in 1911. He published the Ripley, Ohio, Bee from 1921 to 1925.

Limes . . . When the press on the Auburn Times broke down recently, the edition was printed on the press of the Citizen-Times at Scottsville. . . When the new press of the University Kernel refused to behave properly for the initial run, the first issue of The Kernel was printed on the press of the Danville Messenger, thanks to J. Curtis. . . Roy R. Pitchford Jr. resigned from the Scottsville Citizen-Times and joined the staff of the Hart County News, Munfordville. . . The

London Sentinel-Echo is now a seven-column, 12 em paper, having made this modern change in August. . . Harry Clayborne Winston, formerly of the Munfordville Hart County News, is now connected with the advertising department of the Louisville Courier-Journal. . . Among the special editions issued the past month by state editors are included the Fulton News on the occasion of the opening of a new theater; the Fulton Daily Leader for the same event; the Hardin Tribune-Democrat on the acquisition of a new and modern school building; the Irvine Herald for the Labor Day celebration; and the Lancaster Central Record in a special real estate edition. . . The Campton Herald, J.C. Koppenol, editor, has moved into larger and more efficient quarters on the ground floor. . . The Manchester Guardian is now printing eight pages. . . Editor Murray K. Rogers, Paducah Press, secretary of the West Kentucky Press Association, was recently married to Miss Alma Louis Seaton. . . The Russell Springs Banner is now comfortably settled in its new building to the satisfaction of Editor J.R. Bernard. . . Editor Paul M. Runyon has purchased a part of the equipment of the former Bath County World and added it to his plant at Millersburg. . . The office building of the Berea Citizen was recently decorated with a new coat of paint. . . Editors Joe Lovett, Murray, and James T. Norris,

Ashland, were honored by the state department of American Legion, by their election as national committeemen. . . A new line-casting machine has been added to the equipment of the Prestonsburg Times plant, Mrs. C.B. Latta, editor. . . September 14 was editor's day at the Kentucky State Fair. . . Editor and Mrs. J.P. Gozder, Campbellsville, entertained their correspondents at the annual fish fry at their beautiful lodge, Laurel Crest, on the Green River. . . Editor J.C. Koppenol, Campton, recently entertained his correspondents at a social and business meeting at Pine Ridge. . . Harold Parks, a newspaperman from Cincinnati, has joined the staff of the Kenton-Campbell Courier, Independence. . . Dr. O.F. Hume, Richmond surgeon who for the past few months has been publisher of the Madison Post at Richmond, has purchased the Richmond Observer from Dr. C.L. Breland. The Post was formerly known as the Pantagraph and was printed in the Richmond Register office. . . Jack Wilson, editor of the Morehead News, recently remodeled his plant to provide additional working space. . . A new automatic job and book press has been installed in the Inez Herald plant by Editor Sherman Gullett. . . A new mailing machine, folding machine and other equipment has been added by the Russell Banner, Editor J.R. Bernard, making his plant modern in every respect.

Ode to a personal style

From the Russell (Kan.) Daily News (May 25, 1991).

This is probably of interest only to those in the newspaper and assorted businesses, but the Emporia Gazette has finally broken with tradition this past month by adopting Associated Press style for the first time in the newspaper's 101-year history.

The 11,000 circulation afternoon paper had used New York Times style since 1975.

Before that it adhered to its own stylebook written in the 1890s by then-editor William Allen White's city editor, Laura French.

"In order to stay alive, we have to be a more lively paper and more attractive to our readers," Executive Director Ray Call said.

In the old days of newspapering, each paper had its own distinctive style and its own style book, written

by a publisher, editor or distinguished member of its staff.

In the newspaper business, the stylebooks of various papers were always a chance for amusement as well as learning.

Some of the great Kansas editors of the past were as known for their stylebooks as for their stylistic idiosyncrasies.

Laura French was famous for her insistence that the old elegant style of the Whites be maintained.

The Russell Daily News has for some years used the Associated Press Stylebook though with nods to local conventions.

Without being folksy a stylebook is a necessity, but should never get in the way of expression and never alienate the reader.

At times the old AP book that sits on most editors' desks gets a little out

of hand with its modernizations of the language and draws fire from the writers.

Aside from that, it is handy to settle office arguments.

Having worked under many different editors and copy editors, the stylebook at times, especially for a young writer, becomes a straight jacket of expression. Unfortunately, as age sets in you accept it more and more fully.

It is sad however to see the Gazette, the last holdout, go over to full AP style. It was a refreshing anachronism.

If I ever write a book, it will be called "Is it too late?" and will be dedicated to all those people who bring me copy on press day.

--Robert S. Earle, Weston (WV) Democrat

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Report of June MTAC meeting

Unions, USPS agree

By Max Heath

Labor Arbitration Decision Favorable

The biggest news was the signing of an arbitration agreement between the Postal Service and its two main unions, the American Postal Worker Union and the National Association of Letter Carriers.

The arbitrator agreed there is a postal wage premium that must be shrunk. The decision is very close to labor costs projected in the 1991 rate case (estimated at \$3.1 billion over three years versus \$2.9 billion projected). 1992 Test Year costs are \$1.3 versus \$1.2 billion. This doesn't include, though, two unquantifiable items to be subtracted for the \$1.3 billion: new transition work force to temporarily replace retiring workers on jobs being phased out by automation and savings on out-of-control health care costs the arbitrator insisted USPS work harder to reduce. The decision is a victory for the Service and mailers, maximizing time until the next rate case.

In addition note these pluses:

- A no-layoff pact has not been reinstated, meaning layoffs can occur, if needed, of employees with under six years of employment.
- There is more flexibility to transfer employees.
- There are no limitations on contracting out for work by the private sector.

2C Subcommittee Report

After July 1, orders for sack labels on internal Postal Form 1578B must list the appropriate "Content Identifier Number" (See DMM 446.1 and 646.1) or the order will be returned.

The Topeka printing center is trying to speed up turnaround to 10 days. I have urged all newspapers to order barcoded pink sack labels. MTAC and NNA opposed making their use mandatory, for various reasons.

Cheryl Beller of classification shared a new policy for small papers on a shortcut to plant-verified drop shipment for small papers. This is as close as we'll

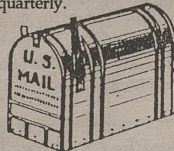
get to exceptional dispatch with the DU rate, allowing delivery overnight to small offices without any verification under prescribed conditions. That keeps all postage payment and paperwork at your original entry office, but a new Form 8125 would accompany each dropped shipment.

Efforts at improving 2C service are underway and we got a hint at them. The surface preferential network is being reviewed by the Transportation Management Sectional Centers and divisions. BMC managers were to be called in June for discussions to verify 2C mail is being handled right.

The possibility of developing a second class service measurement system similar to one in third class (that one paid for partially by USPS and partially by mailers) was discussed.

NNA had placed on the agenda the issue of post office boxes being broken down into sections, which virtually denies the 125-piece W-S Discount in PO Box sections. It appears local offices have discretion to decide how to divide their boxes into sections. Generally, it was thought to be two four-foot-wide modular units of boxes, or the span workable by a clerk standing in place. While we mailers don't like this situation, nothing was resolved and we are not optimistic. We think it should be made available for 125 within all boxes in an office as a delivery route.

At the subcommittee's request, USPS has issued a booklet of the 471 SCFs showing which zip codes are delivered out of each SCF and thereby qualify for DU discount. Those entering mail at an SCF can ask in their area. Check with me if you have questions. But be aware you can get DU entry on some SCF pieces. Call 1-800-238-3150 for a free copy of SCF Sites for Drop Shipments. It will be updated quarterly.



Glenn Hanna, our new MTAC rep from Journal Newspapers, brought up a good point about delays in computing and returning postal forms. Others agreed with his observations, and Ernie Collins promised to ask marketing to advise acceptance units to improve. More complexity since Feb. 3 no doubt is causing the slowdown as postal clerks learn slowly.

The idea of requiring minimum quantities in 2C sacks was floated, and opposition was quick and firm. More on this next meeting. The idea floated was to save handling costs (said to be \$2 per sack) and eliminate "skin sacks" with under six papers. But efforts to improve delivery require we have the capability to make up occasional direct sacks with 1-5 papers, as Harry Stanley has advised. We'll help fight this long and hard.

Addressing and zip+4 subcommittee

Military zip codes changed July 15. New designations are APO or FPO, then AE (Europe), AA (Miami), AP (San Francisco) then the 5-digit code. The redesign is for automation and improved delivery. Info is in the AIS products file 7-15-91.

Third class subcommittee

One important item for us here: USPS has agreed to refund postage wherever plant-verified drop shipment mail does not get to the DDU office due to some accident or transportation failure. Documentation will be required. But if a company truck wrecked in route to DDU drops and shoppers (or papers) were destroyed, you could get refund of postage.

MTAC general session

PMG Frank talked about the arbitration decision as a last-minute walk-on. He pointed out that the four-year contract carries USPS through the automation conversion in 1995. Next enhancement being worked on is handwriting recognition technology. He also indicated that the arbitrator may make decisions affecting health benefits if USPS did not. He said new employees would get no COLA during the first year.

RATE CASE: Frank said, "The figures we are seeing mirror our projections." Translation: higher 3C rates are affecting volume more than the PRC thought. He said, "The figure on '91 profits could be remedied by a 30-cent stamp. We could send the case back to the PRC, but it took them 110 days last time. Clearly, then and only then, could the Board modify rates." Since each governor has, in effect, a veto on the override, Frank said he had "no idea" of the option of the rates changing. He stood firm that with a 30-cent stamp USPS would only require one more rate increase within the decade. Pressed on the subject, he said, "my own guess is the odds are against" changed rates.

QUALITY PROGRAM: Ed Hogan, associate PMG, talked about a Quality program under development. Top managers had just spent time at Motorola in Chicago looking at their program. Pam Gilbert, new deputy PMG for Automation, spoke of desire for communication with small and medium-sized mailers regarding automation.

FINANCES: Asst. PMG Richard Porras showed a weaker than planned financial picture due to volume weakness from the recession, rate case, and costs added by Congress in the last budget-balancing act. In Accounting Period (AP) 7, 3C volume was down 7%, in AP8, 3C revenue was only up 11.9% against a 25% average rate increase, about 13% short; AP9 current is projected at 11% shortfall. 2C volume has been down all year (starting last October). 2C volume was down 1% in the first quarter, 8% the second, 6% in AP7 (April), 2% in May. Porras still predicts the revenue plan will be made the rest of the year, although it is \$415 million (1.5%) below plan YTD.



Old Soldier & Old Glory

This emotional scene was among feature pictures that won a first place award in the 1991 KPA Better Newspaper Contest for *The Central Kentucky News-Journal* in Campbellsville.

Board, from page 1

ment, which will allow for board and division meetings, some training seminars and the like — things not feasible in the present location.

The building offers much more organized and efficient storage space and comes with its own parking lot (no more park-on-the-street-at-your-own-risk).

The developer has guaranteed the building will be ready to move into by the first week in November. Good construction weather will make for a much earlier moving date.

Cost of the new central office is \$205,000 — considerably less than those in most other Frankfort-area developments. A realtor is showing the present office to several potential buyers each week.

The new office will be owned by the Kentucky Journalism Foundation, and space will be leased to KPA and KPS.

Pikeville is 1992 site

Pikeville, in the far eastern part of the state, will be the site of the 1992 KPA summer convention.

The association board of directors approved the recommendation of the site selection committee during its June meeting.

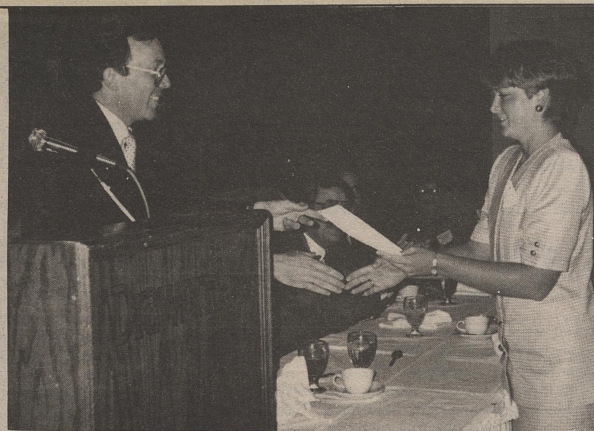
"The involvement of the chamber of commerce, the mayor, all the people there" tipped the scales for the committee, said chairman Coleman Love of *The News-Enterprise* in Elizabethtown. "The people really rolled out the red carpet. They wanted us to come so bad, to show us the hospitality of the area," he said.

The Landmark Inn, located on US 23 just north of Pikeville, will be the meeting site, said Love. The convention is set for June 18-20.

Marty Backus, publisher of *The Appalachian News-Express* in Pikeville, spearheaded the site proposal, along with his area's chamber of commerce.

Love urges publishers from other areas to submit proposals for future summer meeting sites. "We try to move all around the state for the summer convention," he said. "I'd like for other areas to ask us (site selection committee) to come, to give us something to look at."

Love said the committee looks at two primary criteria: (1) a hotel large enough to accommodate the conventioners and with several large meeting rooms and (2) sights of interest for families that are within a close driving distance of the convention.



Dollars for KPA scholars

Keith Elkins, above left, of Transylvania University presented \$500 scholarships to Krista Shartzter of Glasgow and Tim Webb of Stanton (not pictured) on behalf of KPA's Associates Division, during the annual summer convention in June. The two students plan to study public relations, Shartzter at Western Kentucky University and Webb at Eastern Kentucky University.

Dana Michelle Fife, below right, of Philpot was among six students awarded \$1000 scholarships from Kentucky Journalism Education Foundation, represented by KPA past president David Hawpe of *The Courier-Journal*. Fife plans to attend WKU. Also receiving scholarships were Kelley Suzanne Popham of Louisville, University of Kentucky; Christopher Wayne Lawrence of Owensboro, Murray State University; Brandi Shaye Jackson of Sedalia, Murray; Jennifer Beth Howard of Radcliff, Eastern Kentucky University, and Chad Ratliff of Jeffersonville, Morehead State University.



Bluperz, anyone?

We know you've got 'em, so hand 'em over. The newspaper hasn't been printed that doesn't run an occasional blooper. Bet you've had some good ones. For a special program during the winter convention, send a copy of some of your prize mistakes in print to David Thompson, Executive Director, KPA, 332 Capitol Ave., Frankfort 40601; Fax 502/875-2624

Candidates,

from page 1

Lt. Gov. Brereton Jones, who won the Democratic primary, put out the most money for broadcast commercials, but he also was one of the top spenders for newspapers. Unofficial figures show Jones' campaign spending well over \$2 million on air time and production, with about \$36,000 committed to newspapers.

Larry Hopkins, his Republican counterpart, apparently spent less than \$500 on newspaper advertising, including an in-kind contribution. His expenditures on broadcast media amount to more than a half-million dollars.

Dr. Floyd Poore spent the most money of any candidate on newspaper advertising — about \$56,000. However, he also spent well over \$1 million on radio and TV.

Virtually all of Martha Wilkinson's advertising budget went to television, more than \$1.6 million. Only a \$91 listing among her disbursements is apparently directed at a newspaper.

Scotty Baesler recorded expenditures of more than half a million dollars for broadcast and under \$2,000 for newspapers.

Larry Forgy's figures were hard to distinguish because his treasurer put most media expenses together under a general advertising heading. About \$160,000 are clearly labeled for broadcast, and in-kind contributions worth \$1,588 clearly are for newspapers.

Gatewood Galbraith, whose campaign coffers never filled, spent more than \$5,000 on newspapers and none on broadcast.

What rankles most in the newspaper industry is that survey after survey profiles newspaper readers as the types of people political candidates most want and need to influence: literate, thinking, and more likely to vote.

EKU students, from page 1

The professor said this fall's class will follow a format similar to the one at UNC. Students will read and study regular editions of the selected paper and then spend several days on site, working with the newspaper staff and interviewing community members. A final report will provide a broad critique of the paper.

Welcome, Associate

Lindsey Wilson College in Columbia is KPA's newest Associate member. Representing the college is Duane Bonifer, public relations manager.

Mailing address is 210 Lindsey Wilson St., Columbia 42728. Telephone: 502/384-8043.