

KPA

Volume 71, Number 12 - December 2000

F (UK) LEX 405
REPROGRAPHICS
UNIVERSITY OF KY.
211 KING LIBRARY SOUTH
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Kentucky
Press

PUBLISHED AS A MEMBER SERVICE OF THE KENTUCKY PRESS ASSOCIATION AND KENTUCKY PRESS SERVICE

Winter program offers 40 hours of sessions

2001 Convention set for Jan. 18, 19

By LISA CARNAHAN
KPA News Bureau

Just how much information and learning experience can you pack into a mere two days? Attend the 2001 KPA Winter Convention and Trade Show at the Galt House East in Louisville next month and find out.

We've restructured the program to allow for an optimum amount of training and at the same time, kept costs at a minimum. The only complaint we hope you'll have is "wish it could have been longer." We hope you'll leave Louisville with great new ideas and saying to yourself, "That's the best convention I've ever attended. Anywhere."

Over the course of the meeting, nearly 40 hours of instruction will be offered for all aspects of the newspaper business: editorial, advertising,

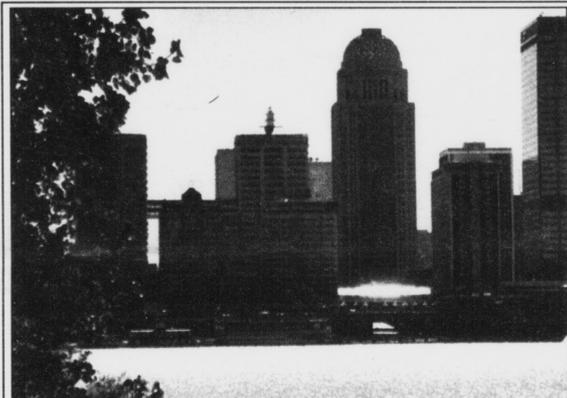
circulation and management.

The Galt House East is an all-suites hotel that overlooks the Ohio River in downtown Louisville. Rooms are available for \$83 which is well below the normal booking rate. The hotel has established a reservation deadline of Tuesday, Jan. 2 and after that, our room allotment will be available to the general public.

Expanded sessions aren't the only thing new to the 2001 convention. This year, in the back of the Trade Show area, we'll have "The Coffee House," where you can relax, enjoy refreshments and catch up with old acquaintances or get to know new friends. While there, join your friends in a game of Rook, Spades or Hearts.

Sessions get started earlier than usual - 10 a.m. on Thursday — and promise to get underway with a 'bang.' Certified Adobe Expert Russell Viers wowed a group of

See CONVENTION, page 12



Downtown Louisville awaits

Downtown Louisville and the Galt House East will be the site of the 2001 KPA Winter Convention and Trade Show. This year's convention features a heavy emphasis on training for newspaper staffs and management and an expanded Trade Show and Vendor Showcase.

M-I, weeklies added to Paxton Media Group

Paducah-based Paxton Media Group Inc., has announced it will buy the Owensboro Messenger-Inquirer and the remaining Kentucky weekly newspapers also owned by A.H. Belo Corp. — the McLean County News, Benton Tribune-Courier, Franklin Favorite, Cadiz Record and Eddyville Herald-Ledger.

Belo announced the sale of its other Kentucky daily, the Henderson Gleaner, and the Union County Advocate and Audubon Printers, to E.W. Scripps Co., last month. As of Nov. 1, the Gleaner became a division of the Evansville Courier & Press, another Scripps property.

The latest sale is expected to be

finalized by the end of the year, according to David Paxton, president and chief executive officer of Paxton Media Group.

Of the finalists seeking to buy the Messenger-Inquirer, Paxton offered the best fit, Messenger-Inquirer Publisher Ed Riney said.

"I'm looking forward to getting to know the Paxtons and working with them," Riney said later.

The Messenger-Inquirer will be the largest-circulation newspaper in the company.

In a simultaneous announcement, Belo officials confirmed that it had agreed to sell the Messenger-

See PAXTON, page 4

KPA Board Members re-elect-

KPA/KPS Board Members John Nelson, David Thornberry, Jerry Pennington and Stephen Bowling were re-elected to another three-year term on the board, beginning January 2001.

Nelson has been managing editor of the Danville Advocate-Messenger for the past four years. Prior to that, he was editor and publisher of

Pulaski Week for 10 years and editor of the Citizen Voice & Times for two years.

This marks Nelson's second term on the board of directors. He's also served as chairperson of the KPA News Editorial Division.

Pennington is a copy editor at

See BOARD, page 6

What's Ahead

Jan. 18-19: 2001 Winter Convention, Galt House East, Louisville

Inside

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Kentucky people, papers in the news

Mastrean picked to lead KBA



Ed Mastrean has been elected president of the Kentucky Broadcasters Association (KBA).

Mastrean, director of community relations at KET, spent part of his media career in newspapers, as an advertising manager at the Lexington Herald-Leader and advertising director of The Winchester Sun. He was also chairman of the KPA Associates Division and still serves on that board.

In his current position, Mastrean serves as a liaison between KET and the public, mar-

keting KET's programs and services and encouraging partnerships to enhance KET's mission as a statewide resource. He is a member of the Center for Creative Living Advisory Council, Kentucky Council on Economic Education Board, Kentucky High School Journalism Association Executive Committee, Lexington Area Sports Authority Board, Friends of McConnell Springs and is president of the Winchester Retirement Place Board.

Sams to head Corbin's circulation department

Pat Sams, a former district circulation manager at the Corbin Times-Tribune, has been named to the circulation manager's position

at the paper. Before the promotion, she also worked in the newspaper's ad department.

Kiger named editor at Grayson, Olive Hill

Tim Kiger has been named managing editor of the Grayson Journal Enquirer and Olive Hill Times.

Kiger began his journalism career at the Journal-Enquirer in 1991 after attending Morehead State University. In 1992, he became the first editor of the Triadelphia Tribune, a small weekly in the southern coalfields of West Virginia. Later that same year, he became a staff writer at the daily newspaper in Logan, W.Va. During his seven years there he worked his way up to news editor and worked for the first time with Journal-Enquirer Publisher Jack McNeely, who at the time was managing the newspaper's editorial department.

Month in February, and April when a creative writing competition is planned.

Butler said she has used newspapers in her classrooms in the past and is a real believer in their value as a teaching tool.

Former KPA president promoted by magazine

Jerry Lyles has been named vice president of publisher relations for American Profile, a national magazine with regional editorial content that celebrates hometown life.



Lyles has nearly 20 years of publishing, marketing, sales and advertising experience. Previously, he was American Profile's director of publisher relations.

Before joining American Profile, Lyles was publisher of the Marshall County Connection in Benton, Ky., where he developed and supervised the editorial and production staff, handled finances and worked with clients to develop their advertising and marketing strategies.

He was also general manager and publisher of The Tribune Courier in Benton.

Lyles is past president of the Kentucky Press Association and was named the organization's most valuable member. He is also a board member of Kentucky Democracy, Inc..

He has a degree in advertising from Murray State University and attended the American Press Institute, a privately funded institute dedicated to training general managers in the newspaper industry.

— The Kentucky Press —

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

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Ledger-Independent starts NIE program

The Maysville Ledger-Independent implemented a Newspapers in Education (NIE) program in late October. The new program placed nearly 1,000 newspapers in the hands of school children in the area each day for three weeks.

A retired school teacher, Ginny B. Butler, is serving as the paper's NIE coordinator and circulation manager Marsha Fritz heads up the newspaper's effort.

The timing of the program's start-up was designed to coordinate with the November General Election. Other NIE periods planned include Black History

Hatfield undergoes surgery

KPA Past President Guy Hatfield had emergency quintuple bypass surgery on Nov. 22 at Central Baptist Hospital in Lexington.

Hatfield had gone in for a checkup and doctors scheduled the emergency surgery. He recovered

nicely from the surgery and was released from the hospital on the 28th, but was readmitted on Dec. 3.

Anyone wishing to send him a card may do so by addressing the card to Guy Hatfield, Citizen Voice and Times, PO Box 660, Irvine, KY, 40336.

Deaths

E. Martin Jessee

E. Martin Jessee, former senior photographer for the Lexington Herald and the Lexington Herald-Leader, died in late October. He was 75.

Jessee has been plagued with

heart problems and Alzheimer's disease. His work included everything from horse races and basketball games to crime scenes. He retired from the Herald-Leader in 1984 after working for the papers since 1942.

Nominations being taken for Lewis E. Owens award, Hall of Fame

Herald-Leader moves deadline to Fri., Dec. 15

Nominations for the Lewis E. Owens are being accepted by the Lexington Herald-Leader.

Presented annually by the Herald-Leader, the award recognizes outstanding community service by a Kentucky newspaper person or staff.

The award was originally established in memory of Edwards M. Templin, promotion director of the Lexington Herald-Leader and president-elect of the Kentucky Press Association when he died in 1967.

It was renamed in 1997 to honor and memorialize Lewis Owens for his many years of service to community and service organizations and to Kentucky newspaper's industry.

A list of previous recipients is published in the KPA Yearbook and Directory.

The award will be presented in January at the 2001 Kentucky Press Association Winter Convention at the Galt House East in Louisville. The deadline for nominations is Friday, Dec. 15.

If you wish to nominate someone for this award, contact KPA for a nomination form, complete the form and mail before Friday, Dec. 15, to: Tom Caudill, Lexington Herald-Leader, 100 Midland Avenue, Lexington, KY 40508

Nominations are also currently being accepted by the University of Kentucky Journalism Alumni Association for inductees into the Kentucky Journalism Hall of Fame.

The Hall of Fame recognizes individuals who have made significant contributions to journalism. Selection is from persons, living or deceased, who are Kentucky natives or have spent a substantial part of their journalism careers in Kentucky.

The deadline for nominations is Jan. 3, 2001. Further information may be obtained by writing the School of Journalism and Telecommunications, 107 Grehan Building, University of Kentucky, Lexington, Ky. 40506-0042, or by calling (859) 257-1730.

History, trends provide success lessons

Marketing Insights

By Lisa Dixon
Ad Works



"To remain competitive and relevant, newspapers must build on their local information franchise and expand to multiple information platforms. 'New media' partnerships, once scorned, are now becoming more commonplace."

Lisa Dixon

History humbles would-be prophets and hindsight is always 20-20.

Think of it. Two computer nerds started a technological revolution from a Silicon Valley garage. A fast-food empire was started by a man trying to make a better milkshake. A student deemed "slow" by many of his teachers went on to become one of the greatest scientists in our time. A track coach who used a waffle iron to make the soles of running shoes was the inspiration for what is now a multi-billion dollar worldwide company.

The rest, as they say, is history.

In every industry and walk of life, great leaders are the ones who think outside the box. They are pro-active. They are visionaries. They are risk-takers. They "Think Different" as the Apple Macintosh slogan says.

What looked like monumental risks or crazy ideas at the time now stand as testimony to these visionaries far-reaching foresight.

In the early 80's a visionary in the newspaper industry, Al Neuarth, started a national newspaper, USA TODAY. It was a big new idea that many in the newspaper industry laughed at. Fast forward to 2000. Papers around the world have adopted many of the attributes in USA TODAY they laughed at twenty years ago. Success sells.

I have to admit I have a love-hate relationship with newspapers. I love the scramble to put together a new product every day, the charged atmosphere of a newsroom, the adrenaline rush of meeting next-to-impossible deadlines.

On the other hand, my frustrations stem from seeing an industry that has a tendency to be more reactive than pro-active, frustratingly slow to change, and one that tends to trade long-term vision and planning for short-term bottom-line profits.

I do believe traditional print journalism is here to stay for the foreseeable future. I also believe we're in the midst of a far-reaching technological and information revolution. What can we expect? How will it affect the way we receive our news and information? How will it affect the future of marketing our products and services?

It's far too soon to tell. However, some of the hot industry issues highlighted at the

Newspaper Association of America Conference in June of this year (2000) reveal how the traditional role of newspapers is evolving.

To remain competitive and relevant, newspapers must build on their local information franchise and expand to multiple information platforms. "New media" partnerships, once scorned, are now becoming more commonplace. For example, The Sacramento Bee has partnered with Verizon Communications to deliver local business news, sports and weather content to Verizons' wireless pager and cell-phone customers. The Portsmouth (NH) Herald offers free Internet service to subscribers.

In 1998, the power of "mass customization" became vividly apparent when Dell Computer began selling millions of dollars worth of customized PCs over the Internet. Their success led a mass movement of businesses, including newspapers, to look at their business in a different light.

The Knoxville News-Sentinel has begun delivering content to Palm Pilots, investing in bar-coding technology that links newspapers to related content on the Web, and exploring the possibilities of creating personalized newspapers.

The Miami Herald has found its database analysis and services can also be used to fortify the core newspaper product — they're using their database capabilities to develop a lucrative direct mail marketing and e-messaging business.

Newspapers still remain strong in their capacity to deliver an older, upscale, educated audience. As all 77 million baby boomers age and enter retirement over the next 30 years, this huge mass of consumers will continue to have an enormous impact on social and economic trends. Business opportunities to tap into this aging market are plentiful and growing. Our products, services, marketing programs and advertising messages targeting aging boomers will have to speak to their new needs...but in a manner and language they feel comfortable with.

In rapidly changing times, many people seek serenity of the familiar. We see a renewed interest in simpler times and simpler lives and a trend toward the nostalgic.

Mr. Whipple is back. The Anheiser Busch Clydesdale horses are back. Even Mikey is back. And just last month Campbell Soup Co. unveiled its newest ad campaign with an old tagline brought back after 16 years, "M'mm! M'mm! Good!"

Perhaps the newspaper industry should take stock of what the experts on Madison Avenue have found in working with these "mature products". Nostalgia sells.

campaign with an old tagline brought back after 16 years, "M'mm! M'mm! Good!"

Perhaps the newspaper industry should take stock of what the experts on Madison Avenue have found in working with these "mature products". Nostalgia sells.

Madison Avenue knows it. What can we learn from these marketing trends? How we can re-tool, re-introduce and have our current and potential customers "re-discover" the benefits of our products and services.

Future strategic issues in the newspaper industry include how to capture younger market share. The U.S. marketplace is undergoing a generational power shift. Long dominant boomers are yielding to aggressive, tech savvy youth.

To attract a younger audience, competitive newspapers must continue to experiment with interactive online sites, targeted print and online niche products, cross-promotion and linking of online and print products. Why? Because these 30.9 million kids between the ages of 12 and 19, the largest teen population in U.S. history, are our future customers.

Because of their huge spending power, their tastes and spending habits will shape a new business environment and culture, just as the baby boomers shaped the business, marketing and culture we know now.

According to American Demographics, a big difference between today's teens and preceding generations is that they're much more media savvy...using the Internet is second-nature to them. Is your newspaper a part of their world today? Will it be a part of their world tomorrow? What are you doing to tap into this growing market?

•Within the newspaper industry
See SUCCESS, page 6

Listen to readers' gripes about your newspaper

Design is Everything

By Edward F. Henninger



Many of our readers don't like us. And we're the reason why. This has little to do with their perceptions of media bias and much more to do with their continuing frustration with the way we fail to serve their needs as customers.

You don't agree? Ask your readers. And when you do, ask them about some of these specifics:

Inconsistencies: We look like one newspaper in one section, another in a second section, etc. We fail to weave our look into one piece of whole cloth.

Smaller size: In our recent economy, we're doing very well. Yet we decide to give our readers less of a product. Go figure.

Dull writing: We hire writers who are willing to work on our terms — not those who will help us offer readers a more readable paper.

Long stories: We take the material from those dull writers and fail to edit it. We edit to satisfy our writers and our sources — not our readers.

Immaterial content: Never before have so many written so much that matters so little.

Meetings stories: Even if there's a meeting we know is going to be dull and meaningless, we insist on covering it. Then we insist on writing about it. Why? Because we have to fill space.

Jumps: Readers continue to tell us they don't like jumps. But we continue to jump stories, sometimes even to another section. Jumping satisfies the needs of writers and editors — not readers.

Small text type: Our customers want to be able to read our content. It's a primary reason why they buy us. But if we make the type large enough for them read, it might mean we'll have to run less, write tighter and edit more.

Guess who gets the short end.
Poor typography: We use text type faces that are difficult to read (if not downright illegible at times). We indulge our compulsion for the creative by choosing display fonts that are bizarre. We fail to recognize when we're torturing type to make it fit a design that's too cute. We fail to see sloppiness in some type configurations. And some of us don't even know the difference between serif and sans serif faces. Readers have the right to expect us to be more informed about our craft — and more thoughtful in applying it.

Weak headlines: They're passive and redundant and often don't tell the reader anything new. No wonder readers are disappointed when they see a headline that says: "Panel OKs bill."

Poor color use: Too many newspapers are still a carnival of colors. No plan. No design. No approach. If we have color, we'll use it. Wherever we can.

Poor sequencing: Our readers can't find what they're looking for because there's no plan for placement of pages and elements.

Poor photos: They may be digital, but that does not necessarily imply better quality, better composition, or better content. "Digital photography" at too many newspapers only implies an effort to cut expenses by eliminating the darkroom.

Poor photo use: We haven't taught those who assemble our pages how to make the best use of the good photos we do get. Lack of training is often the culprit here.

Few graphics: Lack of training — and software — also means we're giving our readers information in writing that is better carved out and presented in graphic form.

Weak design: For many, the term "design" is an oxymoron. Our papers may be paginated. They may be filled. They may be laid out. They may still be pasted up. They may be assembled. They may be...whatever. But they sure aren't designed. The word "design" implies a plan, a method, a

See READERS, page 11

Paxton

Continued from page 1

Inquirer to Paxton. The sale is subject to governmental regulatory approval and other customary approvals. Neither Belo nor Paxton would reveal the sale price.

Belo bought the Messenger-Inquirer in January 1996 from John Hager, whose family had owned the Inquirer since 1909 and the Messenger-Inquirer since 1929. Belo announced in June that it planned to sell the Messenger-Inquirer. The (Henderson) Gleaner and Bryan-College Station (Texas) Eagle in an effort to boost the value of its stock.

David Paxton said his company made overtures to Hager about purchasing the Messenger-Inquirer prior to its sale to Belo and is pleased to be able to add it to its lineup the second time around.

Paxton declined to predict what changes may be made to the Messenger-Inquirer.

"Obviously, we think the Messenger-Inquirer is a terrific newspaper," he said. "We have tremendous respect for the Messenger-Inquirer and for Belo. Our goal is to continue that tradition and build on that tradition."

Belo purchased the weekly newspapers being sold to Paxton in 1997 from Walt Dear, as part of the deal that included the Henderson Gleaner. The purchase ended 42 years of ownership by the Dear family.

"I am so encouraged that a company with 60 other community weeklies has bought our newspaper," said McLean County News General Manager and KPA President Teresa Revlett. "I think this shows a commitment to the industry that might not have been found in some of the other prospects. The Paxtons are very community oriented. They have already encouraged us to be the leaders in our communities so that is promising."

Other Kentucky publishers were also pleased by the

announcement.

"The Paxton Media Group is one of the fastest growing newspaper companies in the country for good reason... they know how to publish great newspapers that serve their communities to the fullest," said Benton Tribune-Courier Publisher Tim Hurst. "If we had the opportunity to hand-pick the new owner of our newspapers we could not have chosen a better company than Paxton Media."

Paxton Media Group is a fourth-generation, family-owned company, founded in 1896. It publishes eight daily papers in Indiana, five in North Carolina and four in Arkansas. In addition to its recent purchases, it owns NBC affiliate WPSD-TV in Paducah, the Madisonville Messenger and the Paducah Sun.

In a prepared release, Paxton Chairman Fred Paxton said his company has sought to combine the best elements of local, family ownership with the advantages and operating efficiencies of a larger organization.

"We have a philosophy about the role a newspaper should play in its community," he said, "but we rely on local managers to adapt that philosophy to each community in which we operate. Publishers and editors make the final decisions about news and editorial content, and virtually every key business decision is made at the local level."

In 1990, Paxton Media Group owned only the Paducah Sun, which it has owned for more than century. But during the past decade, Paxton bought 24 more dailies.

The Sun's circulation in March was 28,970 daily and 31,450 on Sunday. The Messenger-Inquirer's circulation was 31,917 daily and 34,824 on Sunday.

When asked in June, Riney said he expected more than five bidders for the Messenger-Inquirer and a sale price somewhere between \$50 million and \$100 million.

(Messenger-Inquirer reporter Steve Vied contributed to this article.)



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Technology Today

Acrobat users' prayers answered with Photoshop

By Kevin Slimp
UT/TPA Institute
of Newspaper
Technology



"By opening the (PDF) file in Photoshop, at a high resolution (I recommend 800 or higher), users can save the image as an EPS file and print or place in a page layout program without having to worry about font errors."

Kevin Slimp

Over the last two weeks I've been traveling quite a bit to work with newspapers and groups in New York and Florida. The questions I hear most often refer to fixing problem PDF files received from advertisers.

While newspapers have generally mastered the creation of quality PDF files, ad agencies and designers still seem to have problems with generating files which will work as intended for all newspapers. This seems like a good opportunity to remind folks that creating good PDF files depends on following a few important guidelines:

1) Use good quality fonts when possible. A cost-effective way to buy good fonts at a reasonable price is to purchase CorelDraw (if you don't already have a copy). CorelDraw comes with 1,250 quality fonts in both Type 1 and TrueType versions. For Mac users, the program can be purchased for approximately \$120. PC users will have to spend \$400 for the latest version.

2) Only use fonts that reside on your computer system. This means to be careful not to use Quark or PageMaker to bold fonts that you don't have. Designers mistakenly think they can click on the "b" or "i" buttons to change a font to bold or italics. This may produce acceptable results on a laser printer, but causes problems when sent to imagesetters or converted to PDF files.

3) Save photos as EPS files if they are going to be used in PDF files. Other formats can produce blurred results when converted to PDF.

4) Set Acrobat Distiller preferences to embed all fonts. Do not subset any fonts. This guarantees that the font that prints is the font that was used to create the file.

Over the past year I've written several reviews of programs which help with problem PDF files. You might remember that Quite a Box of Tricks is good for converting files with RGB colors to CMYK or Grayscale. Crackerjack is a must program for newspapers who print lots of pages from PDF files.

Enfocus' Pitstop allows end users to adjust photos, graphics and text elements from files provided from other sources.

When I teach Acrobat classes I remind users that they probably already have a program available that will fix many of the problems associated with PDF files.

Adobe Photoshop, beginning with version 5.0, allows users to open and adjust PDF files. As long as the fonts were embedded or subset Photoshop will open the file and allow users to change colors, adjust images, etc. This is especially handy when someone sends a PDF file that was created in an older version of Acrobat. Most newspapers use version 4 of Acrobat. Occasionally you will receive a PDF file created in version 3. The file may look fine on-screen, but text may end up scattered all over the page when printed.

By opening the file in Photoshop, at a high resolution (I recommend 800 or higher), users can save the image as an EPS file and print or place in a page layout program without having to worry about font errors. The resolution has to be set high so the text won't be pixelated as a result of converting the file from vector-based (eps, pdf) to pixel-based (Photoshop).

Photoshop is also handy for converting a file which contains RGB color instead of CMYK. Newspapers often receive PDF files that, when printed, result in photos or clipart which print out on all four plates. This is generally caused when a photo editor forgets to save a file in CMYK mode (as opposed to RGB) in Photoshop. Using Photoshop 5 (or later) users can open a PDF file and set the color to CMYK mode. The file can then be saved in EPS format and placed on the page with the rest of

See PHOTOSHOP, page 11

Group checking licenses of software at newspapers

Dr. Tech Hotline

By Tim Jones
Parts-Plus



The Business Software Alliance is mailing letters to businesses in the Cincinnati/ Northern Kentucky area. I received phone calls from one newspaper that had received a letter and later got a follow-up letter.

The nature of this is simply that the organization is giving 30 days for you to comply by purchasing software if you need to. The bottom line is that it would be wise for everyone to make sure you have licensed software that is owned by your company. This means that every computer must have a different license number for programs such as Windows, Microsoft Office, Pagemaker, Quark, Photoshop, etc.

Having a file of receipts to prove your purchase of each software package will be of help. You may never be checked but the only safe course is to make sure you are legal with all Mac or Windows software.

Adobe and Microsoft are members of the Business Software

Hotline Numbers

1-800-484-1181 code:7076

859-314-5146

859-623-3880

859-624-3767

e-mail: tjones9692@aol.com

FAX: 859-624-9893

Alliance. BSA posts the following statement on its website, "Our efforts include educating computer users about software copyrights; advocating public policy that fosters innovation and expands trade opportunities; and fighting software piracy."

If you are checked and found with illegal software, you could be charged with huge fines.

If you want more information on this check the website: www.bsa.org or you can call them at 1-888.NO.PIRACY (1-888-667-4722).

I will be at the KPA Trade show in January. As we did last year, I will conduct a drawing for a free Apple iMac Computer. Be sure to visit my booth and sign up.

Looking for an employee?
Check out www.kypress.com for the latest resumes or to post available jobs at your newspaper



(click on Members' Area, then Job and Resume Bank. You can post your Help Wanted under the Job Bank, or see current resumes under Job Bank.)

Success

Continued from page 3

try these days, media acquisition announcements are an almost daily occurrence. Consolidation is creating giants in the media business and it looks like this will continue to be the case. "Convergence consolidation", or combining newspaper companies, broadcast companies and online companies, is a future trend cited by a panel of newspaper business leaders who are predicting huge industry changes within the next five-to-10 years.

"Convergence consolidation" is also about the widespread adoption of common digital protocol, making it more affordable and convenient to combine all forms of information on portable information devices.

The use of pagers, assistants like the Palm Pilot, cell phones and the improvement in the technology supporting them is booming. AOL and Alcatel are introducing a Web phone that offers touch-screen access to the Internet, voice mail, e-mail and fax.

The result of all this? A strong movement from PC's to portables. We're entering the era of the "post PC" world. The challenge for newspapers? Traditional ways of delivering information are evolving so rapidly we need to continually monitor, assess and adapt quickly in order to keep up, let alone stay ahead, of competitors.

•Creating more value to readers and advertisers. Although newspapers have played and continue to play an integral role in our democracy, they are similar to any other product. That is, if readers or advertisers don't perceive a real value, they won't buy you.

Again, the explosion of information on demand and technological advances have contributed to accelerating demands and intensified expectations on the part of both business and consumers. Today businesses have access to an array of marketing options and advertising methods and consumers have access to an ever expanding well of information and shopping resources.

•How are the dot-coms affecting newspaper advertising? Interestingly enough, they've been a huge boost to newspapers' bottom line as they strive to build recognition offline in traditional media. And it's not all-smooth sailing for dot-coms, as has been recently reported in several business publications.

Yahoo, one of the few dot.com's that has turned a profit, is suddenly finding it has less clout as consumer response to banner ads has crashed. Advertisers estimate that the percentage of people who click on Web banner ads, once as high as 4% to 5% of those who look at a page, now stands at a miniscule 0.3% to 0.5%.

Yahoo, although still a leader in online advertising attracting 61% of the country's Internet audience, faces a broader question which goes to the very nature of Web advertising. It is: Is the Web a useful medium for brand-building and creating a lasting impression, like the Budweiser lizard, or is it a medium that lends itself more to the momentary impulse to buy a product, like a coupon in the mail? It's a question that we, in the newspaper industry, can learn from, as well.

Advertisers are bringing new scrutiny to this new medium. Petstore.com spent \$150,000 a month last year advertising on various parts on Yahoo's sites, finding it was costing them about \$200 to acquire a single customer on Yahoo. Yahoo, along with everyone else, is working to "crack the code" on this evolving media.

Let's face it, no one has the future figured out and nailed down. We live in an exciting time where "change" is the constant. No business or individual who wants to succeed can afford to "let the future happen" around them without actively participating. As the saying goes, "you're either a part of history...or you are history".

My prediction? Our future success as an industry depends on leaders who think outside the box, who are pro-active, who are visionary, who are willing to plan for the long-term - even at the expense of short-term bottom-line

profits, and who are willing to invest the time and resources necessary to be active competitors for future customers.

"Think different."

(Lisa Dixon, AdWorks, is a speaker and marketing consultant based in Dallas, TX. She conducts seminars nationally on behalf of newspapers for their small business advertisers and has spoken nationally and internationally at press association conferences, API and NNA. Newspapers nationwide customize and use her Basic Business Builders small business advertiser newsletters. Call today for your free newsletter copy and for information on her small business advertiser seminars. She can be reached at 972-818-5472 or by e-mail at LADixon@aol.com.)

Young writer fascinated with election process

By CAMPBELL REVLETT

(Editor's note: Campbell Revlett is a second-grader at Calhoun Elementary and the son of KPA President Teresa Revlett. He wrote this for the McLean County News and it was published in the issue immediately preceding the November General Election.)

I think I want to be a reporter. When I was little, I wanted to be a doctor. I even had a costume and would play dress up. Now that I am seven, I have changed my mind.

For my first reporting assignment I want to tell you about the election. I was out of school on Monday and Tuesday and spent some time at work with my Mom, Teresa Revlett. She's the publisher at the McLean County News.

My class elected George Bush as president of the United States. We wrote down who we thought

would be the best president and put the name in an envelope and sealed it. That way it would be private.

I voted for Bush. I thought he was the best man.

Laura Coleman just turned 18 and voted in her first election this year.

"I voted for Al Gore. I think that Gore is best qualified for the job and I agree with his stand on most of the issues. I am a Democrat and for my first election I am supporting my party," said Coleman.

Janice Miller liked Bush. "I agree with his views on most of the issues," said Miller.

Angie Gilbert also liked Bush. "It's time for a change. He has some great points on several important issues, such as educa-

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Board

Continued from page 1

the Ashland Daily Independent, a position he's held since October of last year. Before that he was editor of the Big Sandy News in Louisa for five years.



Nelson

Thornberry is publisher of the The Commonwealth-Journal in



Pennington



Thornberry

Somerset, a position he's held for the past two years.

Bowling's been editor of The Jackson Times for the past three years and has been associated with the newspaper as a writer since 1995.

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AD \$ENSE

Web taking more and more personal ads from papers

By MATT KEMPER

Atlanta Journal-Constitution
SWMs, GBFs and other abbreviations for lonely hearts are leaving the classified pages of the nation's newspapers for the Internet. The question is, will newspapers lose more than love?

The Association of Alternative Newsweeklies says that in its latest survey, members reported revenue from personal ads dropped more than 13 percent in just one year.

The Los Angeles Times, the nation's fourth-largest newspaper, dropped personal ads altogether as revenue sank. At The Atlanta Journal-Constitution, where money from personal ads has plummeted 90 percent in five years, executives plan to stop publishing print versions of the ads early next year.

Newspapers are finding it hard to compete with Web sites that let prospective companions post photos and give lengthy descriptions of themselves without cost. They can also respond to other ads for free.

For most big newspapers, elimination of personal ads wouldn't be a major blow. Even at their height, they accounted for 1 percent or less of all classified revenue at some newspapers.

Beyond personal ads, print classified may be particularly vulnerable because of the Internet's advantages insorting and searching big databases of information. With 40 percent of newspaper revenue coming from classifieds, the risks are great.

So far, though, revenue from all print classifieds is up, not down, according to the Newspaper Association of America. The booming economy has filled the biggest sections of classified pages—jobs, real estate automotive—with ads mostly placed by businesses.

Dean Welch, Journal-Constitution classified advertising director, who plans to drop personal ads in printing editions of the newspaper but continue to offer them online, says he doesn't think Web sites are making all the money the newspapers are losing.

A lot of classified advertising on the Internet is free, with Web sites instead hoping to make money by selling banner advertisements.

At first in the early 1990s, personal ads were largely a product of alternative newspapers, which sometimes got 10 percent of their total revenue from the ads. At bigger newspapers, personal ads were always a niche business, but they were easy money. Many newspapers contracted with other companies to handle the business and then pocketed a percentage of the revenue.

But for Bill Offill, at the Houston Chronicle, newspapers never had a franchise on the personals ad market that they have enjoyed with employment ads. "If you are looking for a job, even if you are not a newspaper reader, you go out and buy the newspaper," he says. "I don't think if you wanted a date you went out and bought the newspaper."

Ad spending in newspapers up 4.3 percent last quarter

Newspaper advertising expenditures for the third quarter of 2000 totaled \$11.8 billion, an increase of 4.3 percent over the same period last year, according to the Newspaper Association of America.

National advertising continued to surge in the third quarter, with a gain of 14.5 percent, reaching \$1.9 billion. Third-quarter numbers show retail up 0.7 percent to \$5.1 billion and classified up 4.8 percent to \$4.8 billion.

For the first nine months of 2000, national increased 15.8 percent to \$5.7 billion, retail grew 2.2 percent to \$15.1 billion and classified gained 5.6 percent to \$13.9 billion. Total advertising spending in

newspapers for the first nine months was \$34.7 billion, an increase of 5.6 percent.

"These numbers are right in line with what we were expecting as the economy cooled a little," said NAA President and CEO John F. Sturm. "National continues to be our star performer, reflecting a long-term growth in the category."

Within the classified category for the third quarter, recruitment advertising grew 7.9 percent over the same period last year to \$2.1 billion, automotive gained 1 percent to \$1.2 billion, real estate increased 2.8 percent to \$782 million and all other classified increased 4.5 percent to \$692 million.

'Celebrating victories' part of good customer service

Ad-libs®

By John Foust
Raleigh, N.C.



In October, Business Week magazine ran a feature on the state of customer service. The cover screamed, "Why Service Stinks," in type that measured close to 100 points. The subtext read, "Companies know just how good a customer you are — and unless you're a high roller, they would rather lose you than fix your problem."

In short, Business Week said that, for the chosen few, customer service is just dandy. But for the rest of us, it's bad. And getting worse.

With today's technology, a business can gather and organize vast amounts of information. When you give them a code number, they have instant access to the particulars of your car or your insurance policy or your refrigerator.

That's good. But there's a dark side. Thanks to data mining, many companies are creating service tiers. They direct big spenders to personal reps, special phone numbers and shorter wait times. And they rele-

gate the masses to long lines, telephone trees and frayed nerves. People on the A-list are told, "Yes, of course, I'll take care of that right away." For everyone else it's "Press 1 to be ignored, press 2 to be transferred to the wrong department and press 3 to be cut off."

Customer service ain't what it used to be. Unless you go to a certain orthodontist.

I was still pondering the Business Week feature when some friends told me about their son's recent appointment with Dr. H. They described his new-fangled office, where the patient chairs are in a large open area. As their son waited, Dr. H was working with a patient named Tracy. He said, "Hey everybody, Tracy's braces are coming off today!" The entire room applauded.

He escorted her to a large mirror and asked, "How do you like your new smile?" She smiled awkwardly at first, trying to get used to not having braces on her teeth. Then she broke into a big grin and hugged her mother and her boyfriend. As one of Dr. H's assistants presented Tracy with a huge bouquet of purple balloons, she shouted, "It was worth it!"

My friends said, "It gave our son a real lift to see someone so

See SERVICE, page 11

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LEGAL NEWS & VIEWS

Big legal trouble can come from 'small' ads

By KIM GREENE
KPA General Counsel
Dinsmore & Shohl



It was short. Only seven brief lines. It seemed innocuous. But, boy-oh-boy, did it pack a wallop! The ad copy read:

**WARNING:
TO ALL RESIDENTS OF WESTERN KENTUCKY — BEFORE CONTRACTING WITH OR PAYING ABC WIDGETS COMPANY**

Contact
John Smith
270-999-9999

(names and numbers have been changed)

The ad didn't come right out and overtly say anything bad about ABC Widgets Company. And John Smith wanted to publish it as a full page ad on six different dates. So, for very good reason, the newspaper was eager to accept the ad and run it. But, something didn't feel quite right to the publisher, so he forwarded the ad to us for review through the Hotline.

There are a few lessons we can all learn with this tiny ad. Lesson 1: ALWAYS listen to that voice in your head that says, "Wait just a minute. Think more about this." Don't be blinded by the prospect of a revenue windfall.

Lesson 2: Bad things can come in small packages. It's true enough that the words in the ad do not speak ill of ABC Widgets Company. There is,

however, definitely an implication here. And Kentucky recognizes defamation by implication.

How do you know if the implication contained in the ad copy is defamatory? Put yourself in the place of the "average reader." What thoughts pop into your head and what feelings arise when you read this ad?

It's clear that John Smith, the person placing the ad, wants to talk to customers or potential customers of ABC Widgets Company. The word "warning" at the beginning of the message implies that he himself has been a customer of ABC Widgets and had an experience he wants to help others avoid. Even though John Smith's ad doesn't spell out the particulars of his experience with ABC Widgets, a reader could reasonably assume from the tone of the ad that those details are going to be very unflattering to the company. It seems apparent he is not a satisfied customer hoping to help ABC Widgets drum up new business.

And what about the fact that John Smith wants to run this as a full page ad? In six different editions of the paper? Doesn't it suggest to you that Smith is pretty hot and, therefore, plans to give anyone who answers his ad a blistering earful about ABC Widgets Company? Again, I'll bet you've seen very few people who want to spend the kind of money we're talking about here simply to tell the readers of the newspaper how much they liked the Widgets ABC sold there.

Lesson 3: Even if the implication of the ad is

true, beware. Let's say you know John Smith and he had told you several times during the course of his dealings with ABC Widgets Company that he was displeased with their product and the way they did business with him. So you know for a fact that John Smith genuinely believes that ABC Widgets Company has behaved in a terrible way. You have known Smith for years and feel certain he would never deceive you. So if it's true, what's the big deal? Isn't truth an absolute defense to a defamation claim?

Yes, but don't get ahead of yourself. In a court of law there are always two sides to every story. And you'd better believe that ABC Widgets Company will see it differently. The fact that John Smith fervently believes his version of what happened in his transaction with the company does not mean that the court will accept his version over ABC Widgets'. The court will want to look at other evidence besides the testimony of John Smith and ABC Widgets.

For example, was there a written contract between them? Are there any other documents (letters, memos, invoices, etc.) which shed any light? Are there any disinterested parties with knowledge about the transaction who could testify about what transpired? All of that, and perhaps more, would go into the judge's or the jury's decision as to whether the implication in that ad that ABC Widgets Company engaged in unethical or illegal business practices with John Smith

See TROUBLE, page 9

AG Opinions

Somerset Commonwealth Journal/Pulaski Co. Fiscal Court

(AP) — A closed session of the Pulaski County Fiscal Court that preceded its decision to put copies of the Ten Commandments back on the courthouse wall was improper, the attorney general's office said yesterday.

The fiscal court allowed radio station executive David Carr to attend the closed session, which eliminated any legitimate reason for closing the meeting, the attorney general's office said.

"In inviting Mr. Carr into its closed session, the fiscal court improperly engaged in the practice of selective admission," Assistant Attorney General Amye Bensenhaver said in the opinion.

The Somerset Commonwealth Journal protested the executive session, held on Oct. 10. A reporter for the newspaper said that Carr, an executive with the King of Kings Radio Network, attended the closed session, reportedly to deliver a tape recording and transcript from an attorney with Liberty Counsel, which is representing Pulaski County, McCreary County and the Harlan County schools.

The American Civil Liberties Union of Kentucky won an order

from U.S. District Judge Jennifer Coffman that the posting of the Ten Commandments in courthouses and schools was a constitutional violation.

At its Oct. 10 meeting, after the executive session, magistrates voted to replace the Ten Commandments on the courthouse wall, in apparent defiance of Coffman's order.

The Courier-Journal/City of Shepherdsville

(AP) — Officials in Shepherdsville violated the Open Records Act in refusing to say how much was paid to settle a civil-rights suit against the city, the attorney general's office says.

The case involved the arrest in 1998 of a black minister from Chicago who had stopped for gas in Shepherdsville.

The Rev. Abraham Lincoln Washington contended in U.S. District Court that Shepherdsville police arrested him because he was black, not because he had done anything wrong.

Washington spent 10 hours in jail, charged with disorderly conduct, resisting arrest and domestic assault. Acquitted, he sued the police and other Shepherdsville offi-

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KSU president sues Frankfort newspaper, Web site detractor

By HOLLY E. STEPP Lexington Herald-Leader

Kentucky State University President George Reid has filed a libel and defamation lawsuit against a Frankfort newspaper and one of its detractors.

The lawsuit accuses The State Journal and University of Cincinnati history professor L.J. Andrew Villalon of publishing false information about Reid's academic credentials "with reckless disregard for whether the statements were false or not."

The suit, filed yesterday in U.S. District Court in Louisville, asks for unspecified punitive damages and attorneys' fees.

Reid's attorney, Thomas Clay of Louisville, said the legal action was the last resort in an effort to defend Reid's integrity.

"President Reid had no desire to take legal action to defend his reputation," Clay said.

"But The State Journal has refused to publish a retraction after we had proved the allegations to be false and Professor Villalon has refused to remove the libelous report from his Web site," he said.

State Journal Editor Carl West said the paper has no com-

ment on the suit. Villalon did not return calls to his office.

The legal action is another volley in nearly three months of allegations over the veracity of Reid's resume.

At issue is a report written by Villalon in 1995, when Reid was dean of University College, a community college within the University of Cincinnati.

Villalon, who was denied tenure by Reid, accused him of falsifying his credentials by taking more credit for academic publications than he deserved. The report, which was not sanctioned or requested by the University of Cincinnati, was later published on the Internet.

The State Journal in October published a story detailing Villalon's allegations.

Clay said he provided both the newspaper and Villalon with letters refuting the claims.

Villalon, however, continued to assert his charges against Reid, Clay said.

"In fact the letter I received from him was a 'damn the torpedoes and full speed ahead' response," Clay said.

See KSU, page 9

Americans 'selective' in support of First Amendment

By **KENNETH A. PAULSON**
Executive Director
First Amendment Center

The First Amendment, written and ratified at the close of the 18th century, may face its greatest test as we enter the 21st.

While the 45 words of the First Amendment have gone unchanged since their adoption, unchanged does not mean unchallenged.

Responses to the "State of the First Amendment 2000" survey, conducted by the First Amendment Center, suggest that Americans respect the First Amendment as an ideal but are ambivalent when it protects offensive ideas or troubling speech.

In fact, most survey respondents were highly selective in their appreciation of the rights guaranteed by the First Amendment. While they applauded freedom of speech, they were concerned about freedom of the press and knew little about the rights of petition and

assembly.

Candidates looking for public consensus on First Amendment issues in this election won't find one.

But First Amendment issues will play a major role in campaigns nationwide. Debates over campaign finance reform, prayers in public schools, vouchers for religious schools, regulation of the Internet and even the burning of the American flag -- all will come into play this political season.

Here are some key findings from the "State of the First Amendment 2000" survey:

- A majority of respondents favored government-imposed restrictions on the amount of money that can be contributed to a candidate's election campaign, even though a majority also agreed that "contributing money to a political candidate is an expression of free speech that should be protected by the Constitution."

- An increasing number of survey respondents said there is too little religious freedom in the United States. At the same time, a majority indicated that government should be more involved in religion, with teacher-led prayer allowed in public schools and government funded vouchers for students attending private religious schools.

- Almost three-quarters of all respondents believed that violence in the media contributes to violence in real life. Violence on television, in video games and in music was seen as a factor contributing to violence in society -- a perception that may explain increasing calls for limitations on certain kinds of expression.

- Freedom of the press was far less popular with respondents than freedom of speech or religion, with 51 percent of those surveyed saying the press in America has too much freedom to do what it wants.

- Even as survey respondents

were concerned over the traditional press' exercise of its First Amendment rights, there was significant support for free speech on the Internet. Seventy-four percent of respondents agreed that "material on the Internet should have the same First Amendment protections as printed material such as books and newspapers."

The survey was based on telephone interviews with a random national sample of 1,015 adults, conducted April 13-26, 2000, by the Center for Survey Research and Analysis at the University of Connecticut. The survey is conducted annually.

Among emerging issues:

Freedom of the Press

The headline grabbing finding of the "State of the First Amendment Survey 1999" was that 53 percent of Americans felt the press has too much freedom to do

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KSU

Continued from page 8

from him was a 'damn the torpedoes and full speed ahead' response," Clay said.

The State Journal has neither retracted the story nor corrected it, Clay said.

Earlier this month, an independent consultant hired by KSU's board of regents reported that the publications in question were written by Reid.

Margaret Miller, past president of the American Association of Higher Education, wrote in a Nov. 14 letter to the board that Reid "did indeed write all the items contained in the 'Articles' and 'Book Reviews' section" of his resume.

Bill Wilson, KSU's board chairman, said he requested the outside review only to protect the interests of the university. He had no comment on the new legal action.

AG

Continued from page 8

cials for \$5 million. The suit was settled in August.

When asked by The Courier-Journal, city officials turned over documents revealing the settlement but denied access to the agreement itself. They said the settlement was paid by the city's insurance carrier, not with tax money, making the agreement exempt from disclosure. They also said the paperwork was in the insurer's possession, not in city records.

The attorney general ruled that insurance premiums are paid with tax dollars, and the carrier holds the settlement agreement on the city's behalf.

"The city's position that it cannot compel the insurance carrier to disclose the agreement is without merit," the opinion by Assistant Attorney General Amye L. Bensenhaver said.

Trouble

Continued from page 8

is true.

Even though the newspaper had nothing whatsoever to do with the transaction between John Smith and ABC Widgets Company, it is the newspaper which will have the burden of proving that the implication of wrongdoing by ABC Widgets is true. Of course, ABC Widgets could also sue John Smith because he wrote the ad the newspaper published. But the fact that the newspaper published the ad makes it legally responsible, as well. And as between the newspaper and John Smith, which one has the greater resources to pay off a judgment in a defamation case?

Therefore, Lesson 4: Always remember, it doesn't matter who first wrote or uttered the words. If you publish those words you own them. If those words are defamatory you can be held legally liable and required to pay money damages to the subject.

Lesson 5: There is no buffer between you and a judgment for defamation in this case. Because this ad is not (to our knowledge, anyway) based upon any official public record, it is not protected by the First Amendment privilege for fairly and accurately reporting on public records, court proceedings, etc. Therefore, there's no way to ask the court to dismiss a defamation lawsuit on this basis promptly after it's filed. Likely, the newspaper's only avenue to success in the case would be trying to prove the implication is true. And that wouldn't happen until trial. That means a lengthy, time-consuming

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and expensive process for the newspaper to defend itself.

Would this point be different if John Smith had also filed a complaint with the Consumer Affairs Division of the Kentucky Attorney General's Office? Very possibly. If that complaint were available to the public through an open records request, then a fair and accurate summary of the complaint file (which would include any response ABC Widgets Company had lodged) would be a privileged publication. You probably still wouldn't want to publish the ad exactly in its current form, but you could revise the ad to reduce the legal risks.

Lesson 6: Repeat lesson one. Never ignore your instinct when it tells you that an ad (or letter to the editor) just doesn't smell right. Always look a little deeper. Always ponder a little longer. And don't hesitate to call your Hotline lawyers for help.

Got legal questions about
a story or ad?

Call the KPA FOI Hotline
(502) 540-2300

Writer

Continued from page 6

tion and looking at what he has done for Texas. I think he would be a good president," said Gilbert.

Hiawana Chambers voted for Al Gore. "I like Gore because he answers questions direct, and I agree with his views on women's issues, and most other programs," said Chambers.

Dana Ehlschide also liked Al Gore. "I like Gore because I think he has experience in leadership and I think his views on social security and education are the best of the two candidates," said Ehlschide.

Tina Dame was a fan of Bush. "The country needs a change from what we've had the past eight years. He has implemented some good policies in Texas and will be for the American people," said Dame.

Joy Campbell selected Gore for president. "I think Al Gore would make the best president because he has the best plans for our country. He especially understands what's best for older people and for women. He knows that it's best not to spend too much money if you already have a lot of bills to pay. He has a lot more experience than Bush does, too," said Campbell.

The important part of the election was for each person to vote.

Audit bureau approves new paid circulation rules

(AP) — Newspapers will be allowed to include heavily discounted copies in their totals for paid circulation under rule changes given preliminary approval by the Audit Bureau of Circulations.

The changes reflect several months of consideration by a committee set up in July by the Schaumburg, Ill.-based organization, which is the main tabulator of circulation figures for the newspaper industry.

ABC's board of directors passed the measures at a Nov. 18 meeting in Toronto and will consider them for final approval in March.

Mary Jacobus, co-chair of the ABC committee and president and publisher of the Duluth (Minn.) News-Tribune, said the changes marked the first significant revision in newspaper circulation reporting practices in 86 years.

"Newspapers wanted to be able to do and different types of promotions and get papers in the hands of readers and still count them as paid circulation," Jacobus said. "At the same time, advertisers wanted specific information."

Under current rules, newspapers may only report as paid circulation any copies that are sold for at least half the set price, either on newsstands or by subscription. The size of a newspaper's paid circulation helps determine its advertising rates.

Several publishers wanted flexibility in making promotional efforts, while others wanted to keep the longstanding 50 percent rule in place, concerned that a revision could decrease the value of paid circulation figures to advertisers.

The ABC reached a compromise allowing publishers to count as paid circulation any copy sold for at least 25 percent of the established price. However, publishers also will be required to provide data on how many copies are sold at which price levels.

Under a proposed new report-

ing format, publishers will say how many copies were sold to individuals for at least 50 percent of the established price, and they will report how many copies were sold for 25 percent to 50 percent.

Publishers also will be able to report newspaper copies distributed to hotel guests as paid circulation, rather than in a separate category of bulk circulation as in the past. But in keeping with the new guidelines, those copies will have to be purchased by the hotel for at least 25 percent of their retail price.

Under the current rules, newspapers distributed at hotels could be included in paid circulation totals only if they were paid for and charged as a separate item on a guest's bill.

The change could provide a boost in the overall paid circulation figures of Gannett Co.'s flagship newspaper, USA Today, said John Morton, an independent newspaper industry analyst. The newspaper had the lead in daily circulation in the ABC's most recent national survey.

"USA Today has been very aggressive in that area," Morton said. "The circulation you can claim legitimately, the imposing you are."

USA Today reported 379,804 copies delivered to hotel guests Monday through Thursday during the six-month period ending March 26, according to the most recent publisher's statement filed with the ABC, in addition to 1.76 million average paid copies for the same period.

The new reporting measures, if approved, would go into effect in the six-month reporting period ending next September.

The ABC also monitors circulation for magazines, business publications and farm publications. Those divisions are also considering changes to their reporting practices, but so far the newspaper proposal is the only one that has been passed.

Taking, giving criticism a learning experience

Coach's corner

By Jim Stasiowski



Everything I know about humility, I taught myself.

Even though I am in the criticism business, I am terrible at taking criticism. I struggled to learn how to do it, and although my way is odd, it works for me.

Whenever an editor criticized my writing, I yelled at him or her. Loudly. Reflexively. At length. My message was that the editor, no matter how wise or experienced, was a cluck.

Then time would pass. Sometimes minutes, sometimes hours. I would think over the criticism. I invariably would realize the editor was correct. I would apologize. And I would learn from that criticism, I would remember it. I just had to be a jerk first.

I know, I'm not very mature. Arrest me for immaturity. But recognize, every human being has to come to his or her own way of accepting criticism. Here are ways both editors and writers can make criticism work.

For editors:

1. Give criticism for Christmas. The No. 1 complaint I hear from reporters is, "I don't get any criticism around here, I'm dying to have an editor point out my mistakes." Frankly, editors are scared. They don't want confrontations with reporters, so they back off. They change stories without any consultation with reporters, or they approve bad writing simply because they don't want the argument. Noise in a newsroom is good, it means ideas are competing with each other.

2. Every reporter will listen to criticism if he or she believes the editor has the best interests of the newspaper at heart. Reporters dis-

like and distrust editors who edit selfishly, who change stories solely to make their own lives easier. Show reporters you're willing to take a risk as long as it is a risk that might pay off for readers. Then, when you have to criticize, the reporters probably will listen.

3. Learn what a reporter's dreams and goals are. Help that reporter reach those goals, even if one of them is: "Get hired by a bigger paper." The most successful teachers are those who care equally about the story and the writer of it. When you criticize, be sure the writer knows you are helping him or her improve.

4. You don't have to win every argument. The goal is not winning, but making stories and writers better. When writers are right, give in. When they're wrong, allow them time to be angry, then insist they live up to your high standards.

For writers:

1. When most writers hear criticism, they put all their effort into trying to refute it. That's my natural tendency, too. But I didn't become a good writer until I stopped trying so hard to refute criticism, and instead I examined whether that old fuddy-duddy of an editor actually might be right. Amazing how much some fuddy-duddies know. Arguing can make you feel better, but it is often a huge waste of time.

Heed the wise words of writing guru William Zinsser: "Writing can only be learned when a writer coldly separates himself from what he has written and looks at it with the objectivity of a plumber examining a newly piped bathroom to see if he got all the joints right."

2. Don't just fix stories, learn lessons. When an editor demands a fix on a story, don't merely grumble and fix it. Fit it, grumble, but ask the editor to explain why his or her way is better. Then evaluate: Does what the editor said make sense? If it doesn't, forget it. That editor was

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Business meeting set

The KPA Business Meeting will be at 8:30 a.m. on Friday, Jan. 19, 2001, at the Galt House East, during the 2001 KPA Winter Convention.

The agenda includes approval of the 2001 KPA and KPS budget and election of vice-president for KPA for 2001.

Criticism

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having a bad day. If it does, apply it the next time you're in the same spot.

3. The best editors are like great middle linebackers who attack the weakest point of an offense. If you want the editor to accept your creative story structure, make sure you spell all the names correctly. When editors see sloppy mistakes — misspellings, grammar or usage errors — they think, "Why should I trust this writer with big things when he or she can't take care of little things?" Remove all the little excuses editors have for criticizing you. Give your editors the chance to criticize only the big stuff.

4. Use criticism as an incentive. When an editor changes your lead because it's too soft for a hard-news story, don't give up. The next time you're in that situation, try to come up with a lead that combines hard news with an anecdotal approach. Look at the criticism as if the editor were saying, "I don't think you can do it."

5. Thank an editor for criticizing you. You might detest the criticism, but it's good for you, and if you show you appreciate it, you'll get more.

6. If you don't like this column, keep your opinion to yourself. I said I'm humble, not perfect.

THE FINAL WORD: If I compared you with Shakespeare, would you be happy?

Probably not. When you use the word "compared," you have two choices for a preposition to follow: "to" and "with."

If you use "to," you are showing that two things are in the same category: "She compared the car's ride to floating on a cloud."

If you use "with," you are putting two things side-by-side to explore their similarities or differences: "Compared with Shakespeare's works, Frobisher's stories lack depth."

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

Support

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what it wants.

The First Amendment Center followed up on the initial finding by convening focus groups, which suggested that the President Clinton/Monica Lewinsky scandal was the driving force behind the high level of dissatisfaction with America's news media. A follow-up survey in September 1999 indicated that the discontent had abated, leaving just 42 percent of Americans saying there was too much freedom of the press.

The current survey was conducted in the spring of 2000, at a time when there was extensive coverage of the custody battle over Elian Gonzalez. Once again, the number of survey respondents who felt there was too much freedom in the press had risen, this time to 51 percent.

State of the First Amendment

Despite the title of this report, there clearly is no single "state of

the First Amendment." While some freedoms have enthusiastic public support, others are at risk.

Concern about society's challenges -- stemming violence, protecting children and addressing racial intolerance -- can undercut support for freedom of expression.

Free speech is widely supported in theory, but survey results suggest that a significant number of Americans are willing to sacrifice some freedom in order to curb ugly speech.

Americans generally support freedom of the press, but are tempted to limit news-media rights when newscasts and newspapers offend or disappoint.

The ambivalence Americans seem to feel toward their fundamental freedoms is somewhat disappointing, but not surprising. After all, the First Amendment was designed to protect minority viewpoints. By its nature, the American political process -- and legislation that targets free expression -- are driven by majority vote.

Can we as a nation more fully embrace the First Amendment and not be tempted to chip away at it?

Photoshop

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the newspaper layout. Photoshop can also open PDF files with "Color Space" and other errors that cause problems when you try to export them from Acrobat.

My recommendation, when asked, is that most newspapers don't need any additional software (other than the full version of Acrobat 4) to create PDF files which should work 100 percent of the time.

I'd recommend that all larger newspapers have, at a minimum, either Quite a Box or Tricks or Enfocus Pitstop to help with correcting the large number of problem PDF files that come in. In addition, newspapers who print a lot of

PDF pages (especially those who print entire newspapers as PDF files) should have a copy of Crackerjack on hand. With Crackerjack even the most problematic color files can be output as intended.

Excellent Design Book Available

Did you ever wonder where those big ad agencies get their ideas for all the new designs they're always coming up with? I don't think things have changed too much in the 10 years since I spent most of my time designing ads for major clients. In those days I got most of my good ideas from — you guessed it — other designers. I was glad to spend \$50 for a book that would make it a lot easier for me to come up with "fresh" ideas for my designs.

The answer may lie in education. Many Americans acknowledge that they don't know as much about the First Amendment as they should.

Most respondents to this Year 2000 survey were able to name only a single freedom contained in the First Amendment. Sixty-five percent of those polled said America's schools do only a fair or poor job of teaching students about First Amendment freedoms.

In the end, embracing the First Amendment and all it protects may depend on knowing it more fully. With knowledge come perspective, as well as respect and a greater appreciation for the Founding Fathers' greatest gift.

(This article is excerpted from Kenneth A. Paulson's overview to the "State of the First Amendment 2000." The survey was conducted by the First Amendment Center which works to preserve and protect First Amendment freedoms through information and education. The center is an operating program of The Freedom Forum. Paulson is the Center's executive director.)

Peachpit Press recently released a great book for readers who are interested in learning theories behind great ad and page layout. The book is called Robyn Williams Design Workshop by Robin Williams and John Tollett. You may remember some of Robyn's other books including The Non-Designer's Design Book, The Little Mac Book, among many others.

Chapters include topics such as Working with Photographs, Taking Advantage of Clipart, Creating Visual Impact, and more. There are lots of examples to provide inspiration for your own design projects.

The MSRP for Robin Williams Design Workshop is \$39.99. It can be purchased from most larger bookstores or on the web at www.peachpit.com.

Service

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happy with the end result."

It's no wonder that Dr. H is so popular. In addition to his technical competence (a lot of dentists send their kids to him), he sincerely cares about his patients. In reality, Dr. H lost a customer when Tracy's braces came off. But he realized that it was a big day in her life, so he turned it into a special event.

The point is simple: In a world that is cutting back on service, why not take a cue from Dr. H?

Celebrate your customers' victories.

Celebrate when they open a new office.

Or when they reach an important goal.

Or when they introduce a new product.

You don't have to throw a party. Little recognitions mean a lot. Write a note or send balloons. Just let 'em know you care.

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

Readers

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an approach. For far too many of our newspapers, that's just not the case.

What's disappointing is that too many of us are only fooling ourselves if we think we're delivering a quality product with each issue. One thing's for sure — we're not fooling our readers.

(Edward F. Henninger is an independent newspaper consultant and the director of OMNIA Consulting in Rock Hill, S.C. You can reach him at 803-327-3322, fax: 803-327-3323, e-mail: go2omnia@aol.com.)

Convention

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Kentucky newspaper people with his seminars this fall on Photoshop and InDesign and they begged us to bring him back. We obliged and are giving you almost two full days of Russell. On Thursday he begins with a two-hour session on Adobe Illustrator and from 1 p.m. to 5 p.m. that day, his session is called "Creating and Using Portable Document Formats...Better Known as PDFs."

Also on Thursday, beginning at 1:30 p.m., David Brown will lead a session on "Key Strategies for Selling Ads on Your Newspaper's Web Page." Brown, former ad director of the Arkansas Press Service, is now Regional Affiliates Manager of the International Newspaper Network and townnews.com. He'll take ad staffs through the strategies for selling ads for a website - what works and what doesn't and how to position your website with your newspaper to attract advertisers.

Brown will do another session on Thursday, "Newspapers and the Internet: What's Ahead?" that takes a look at where newspapers are in relation to the Internet and what the future holds for newspaper who are website ready — and especially for those who aren't. The hour-long session begins at 2:45 p.m.

The KPA Circulation Division will present a session on Thursday from 1:30 p.m. to 4:30 p.m. called "What If You Could Increase Your Circulation by at Least 2.5%?"

The day wraps up with the KPA Opening Reception and Vendor Showcase. This year's Trade Show features a record number of exhibitors — everything from newspaper software companies to web-based firms.

On Friday, things get underway with the KPA Annual Business Meeting and election of officers for 2001 at 8:30 a.m. The Trade Show opens at 8 a.m. and The Coffee House opens at 9.

The day's sessions begin at 9:30 a.m. They include:

- "Creating Ads that Sell!" from Robert Wilson. Wilson is an award-winning ad writer and this day-long session will cover a variety of topics including, The Nuts and Bolts of Advertising Copy, The 'Three' Most Important Words in Any Headline, and What Causes Ads to Fail, and How to Avoid It.

- Investigative Reporting - Reporters from papers big and small who know how to dig up the good stories will share their secrets and tips on how their stories developed.

At 10 a.m. Russell Viers is back with "The New Photoshop Version 6.0. — Is it Worth Your Investment?"

Postal guru Max Heath will guide newspapers through the new USPS rate increase and postal reform issues. That session gets underway at 10:30 a.m.

Also at 10:30, some of the state's leading sports writers and columnists will share their expertise.

Everyone comes together at 11:45 a.m. for the annual KPA Luncheon and Changing of the Guard. 2000 President Teresa Revlett will pass the gavel to 2001 KPA President Marty Backus.

The luncheon will have a featured speaker — another new twist to the convention — as Pulitzer Prize-winning editorial cartoonist Joel Pett entertains us. Pett, a finalist in years past for the coveted award, won the 2000 Pulitzer for his editorial cartoons in the Lexington Herald-Leader.

The training resumes at 1:45 with Wilson's sessions continued; a circulation workshop

called "Dueling Readership: How Can Newspapers Compete with Other Media" that looks at helping newspapers retain and grow subscribers despite the competition of other media; and a session entitled "Legal Issues and the Net: Do the Same Rules Apply?"

Also at 1:45 p.m., the KPA Associates Division will present a session called "E-mail, Fax, U.S. Mail or How?" that focuses on the best delivery method for news releases — for both the newspaper and the source.

The Associates will present a second session at 3:15, "You Can Do It, Too: Creating Your Company's Newsroom," with Associates Division members Barbara McDaniel, Toyota North America, and Stan Lampe, Ashland, Inc., discussing their company's website "newsroom," and explaining how to use and create one even on a shoestring budget.

The Associates final session of the day is a look at PR Newswire and PRofNet. PR Newswire offers services that help newspapers with archive retrieval of stories and through the company's PRofNET, helps PR professionals work better with the media through technology.

Issues that are of continued importance for

newspapers, open meetings/open records and libel and privacy, will be explored in a session at 2:45 p.m.

College students from journalism programs across the state will again join us on Friday for sessions and lunch.

The students are encouraged to bring their resume and talk with newspaper representatives in a Job Fair at 4:30 p.m.

The KPA President's Reception, honoring 2000 President Teresa Revlett begins at 7 p.m. and is followed by the highlight of the convention, the awards banquet.

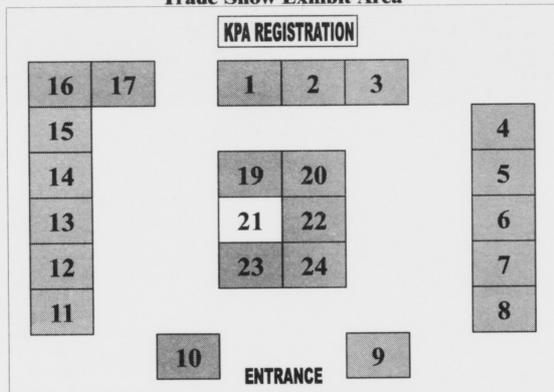
The awards are for the 2000 Fall Newspaper Contest in which 84 newspapers entered over 4,160 entries. The contest was judged by the Louisiana Press Association.

At 9:30 p.m., KPA's incoming president, Appalachian News-Express Publisher Marty Backus, will be honored in a reception sponsored by the parent company of the Pikeville paper, Lancaster Management, Inc. The company also owns the Georgetown News-Graphic, Paintsville Herald and Murray Ledger & Times.

The convention registration deadline is Thursday, Jan. 11.

2001 KPA Winter Convention & Trade Show January 18 & 19 The Galt House East, Louisville

Trade Show Exhibit Area



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|----------------------|-------------------------|-------------------------------|
| 1. KET | 9. American Profile | 17. Liberty Telephone |
| 2. Ashland Inc. | 10. Multi-Ad Services | 18. KPA |
| 3. Layne & Assoc. | 11. KY League of Cities | 19. Newz Data |
| 4. Linear Publishing | 12. KASPAR Sho-Rack | 20. Vertis Newspaper Promedia |
| 5. Poweradz.com | 13. Inewz.com | 21. |
| 6. Commonwealth Copy | 14. Trust for Life | 22. David Brown |
| 7. NPC | 15. Parts Plus | 23. Kentucky.Com |
| 8. Web Press | 16. Managing Editor | 24. KY Press Clipping |

DON'T FORGET TO SIGN UP FOR THE DRAWING!!!

To be eligible for the drawing you must visit all booths