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The Kentucky Press

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Official Publication of the Kentucky Press Service - Volume 60, Number 8 - August, 1989

Kentuckians show strong allegiance to newspapers

A statewide retail shopping habits survey, sponsored by the Kentucky Press Association and Kentucky Press Service, reveals that Kentuckians are highly dependent upon Kentucky newspapers for shopping information.

The survey, conducted by The Preston Group, Inc., of Lexington, shows that nine out of every 10 Kentuckians read a daily or weekly newspaper on a regular basis while a similar number pay attention to newspaper advertising in Kentucky newspapers.

The survey was conducted March 14 - 31, 1989, with 1,000 households statewide participating in the survey. The results of the 1989 survey are similar to the last survey, done in 1987, which showed the strength of Kentucky newspapers over all other media.

"There has never been any doubt about the strength of Kentucky newspapers," said KPA executive director David T. Thompson. "Newspapers have long been the backbone of many Kentucky communities and the allegiance to the print media shows in the results of this survey." Thompson noted that readership had slightly increased over the past two years when the last survey was done.

On the question of where Kentuckians rely most for advertising information, newspapers outdistanced all other media in almost all 15 categories. In asking for specific media -- newspapers, television, radio and direct mail -- newspapers were the consistent winner. Newspapers' strength showed greatest in grocery adver-

Summary of Key Findings

- > Newspaper advertising continues to enjoy superiority over other media. However, some eroding of that strength is apparent. In virtually every instance when respondents were asked to cite their primary source of advertising information, newspaper was the clear winner. However, a portion of its share has been claimed by the "Other" category, which includes primarily yellow pages and other telephone directories, advice from friends and family, and loyalty in patronizing certain stores
- > The major media competition -- especially television -- suffers from an increasingly fragmented audience. Nearly 70 percent of shoppers surveyed have either cable, a satellite dish or both. More than two-thirds of this group spend half or more of their time watching cable channels instead of local stations only
- > VCRs serve to further erode the television audience. Overall, 70 percent of all television households have VCRs and the majority of VCR owners -- 52 percent -- use the equipment primarily to play rented movies
- > Among most likely buyers of specific merchandise mentioned in

(Continued on Page 7)

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www.stmuer/MICMRED
APR 19 1990
University of Kentucky
Library

Giving credit when credit is due, KPA changes contest points value

In past Kentucky Press Association contests, newspapers have sometimes been penalized by submitting the only entry for a given category.

In such circumstances, the newspaper was awarded an automatic honorable mention and no point value was given to that entry in the General Excellence competition.

The KPA Contest Committee is changing that policy and beginning with the Fall Newspaper Contest, newspapers submitting the sole entry for any given category will be presented a Certificate of Merit and two points in General Excellence competition, if the judges deem the entry worthy of the award.

Honorable mentions may still be given by judges in categories with a sufficient number of entries but no points will be awarded for an honorable mention. Other point values -- three points for a first place, two for a second and one for a third -- remain the same.

It's Lica Howard now

No, the Kentucky Press Association central office doesn't have a new staff member and no, the editor of The Kentucky Press didn't err in a cutline on summer convention photos.

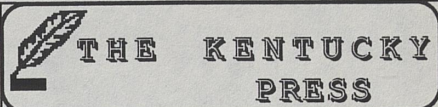
The KPA Member Services Director is Lica Howard, formerly Lica McCain.

If you noticed Lica was in a rush to get away from the Summer Convention activities, it's because she was getting ready for her wedding.

Lica married Ron (Opie) Howard on July 1 in Frankfort. And if the last name is familiar when thinking about the staff at KPA/KPS, she is now a sister-in-law of KPA/KPS business manager Bonnie Howard.

For a while Lica will probably answer to Lica McCain, until those calling or writing KPA correct their mailing address, but she'll always be used to the various pronunciations of her first name.

For the record, it's pronounced like Lisa.



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Green River Republican

David Hawpe
President Elect
Courier Journal & Times

Celia McDonald
Vice President
LaRue County Herald News

Mary Schurz
Treasurer
Danville Advocate Messenger

Steve Austin
Past President
Henderson Gleaner

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Benton Tribune-Courier

District 2
Jed Dillingham
Dawson Springs Progress

District 3
Richard Halicks
Owensboro Messenger-Inquirer

District 4
Mary Jane Smith
Logan Leader/News Democrat

District 5
Coleman Love
Elizabethtown News Enterprise

District 6
Dorothy Abernethy
Oldham Era

District 7
Kelley Warrick
Gallatin County News

District 8-9
Gary Quinn
Maysville Ledger Independent

Ken Metz
Bath County News Outlook

District 10-11
John Del Santo
Ashland Daily Independent

District 12
Louise Hatmaker
Jackson Times

District 13
Richard Anderkin
Mt. Vernon Signal

District 14
Stuart Simpson
Pulaski Week

District 15
Guy Hatfield
Citizen Voice & Times

State At-Large

Steve Lowary
Kentucky Standard

John Lucas
Crittenden Press

Kentucky Press Association/
Kentucky Press Service Staff

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Executive Director

Lica Howard
Members Services Director

Bonnie Howard
Business Manager

Gloria Davis
KPS Advertising Director

Reba Lewis
Secretary/Receptionist

Division Officers

Advertising Division
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Circulation Division
Ralph Henshaw
Danville Advocate Messenger

News Editorial
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Associates Division Chairman

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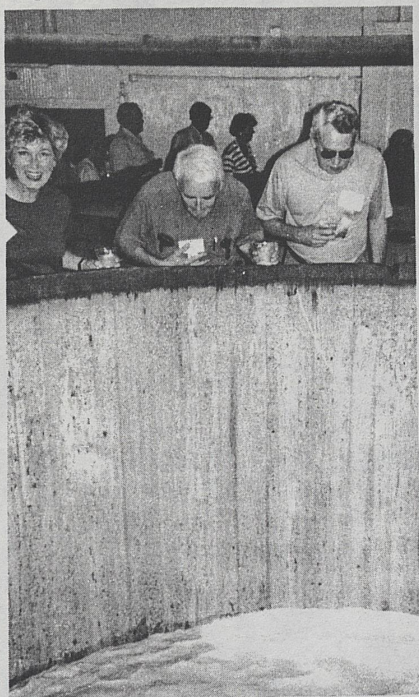
Summer Scenes

'89

KPA, Bardstown host entertaining, educational Summer Convention



KPA vice president Celia McDonald and board member Richard Anderkin study the thought of eating fresh pork barbecue while pig holds partially eaten apple

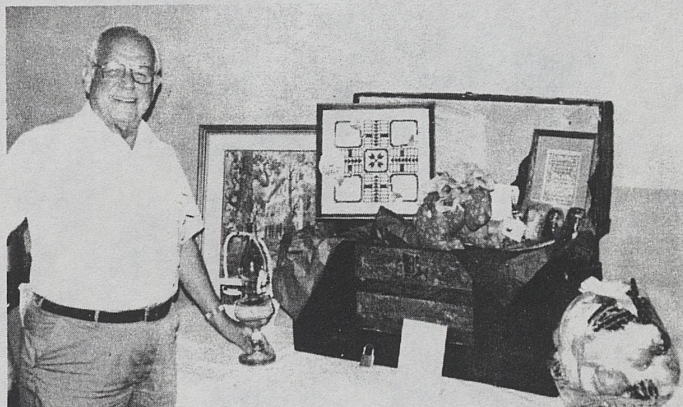


Judy and Don Towles and Bernie Vonderheide examine a vat of Maker's Mark whisky



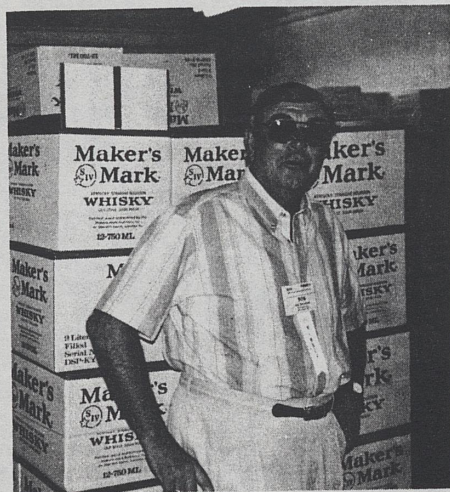
KPA president Larry Craig grabs a chair to address the gathering for Thursday night's barbecue at Maker's Mark

Photos courtesy of Max Heath



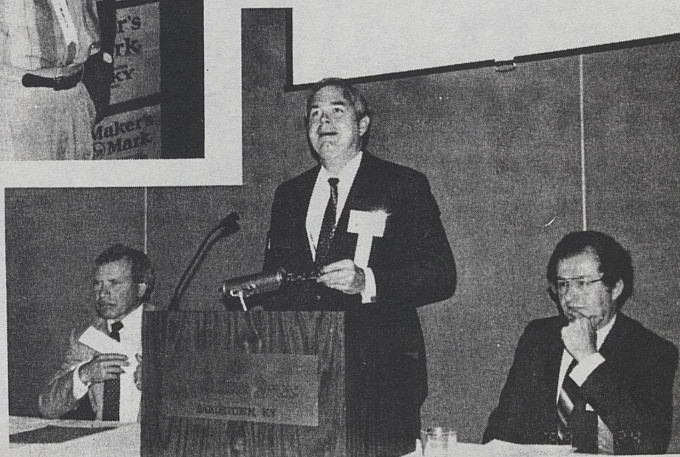
Floe Bowles won the Treasure Chest of prizes during Saturday's awards luncheon. The prizes, donated by various Nelson County businesses, was part of a special promotion by Bardstown and the Holiday Inn welcoming KPA to Bardstown

KPS ad director Gloria Davis, left, and KPA/KPS board member Dorothy Abernathy spend time on the front porch at Maker's Mark guest hour



Bob Berryman stands watch of cases of Maker's Mark whisky getting ready for shipment

Sen. Michael Moloney addresses a KPA convention for the first time in 10 years. At left is Senate president pro tem Eck Rose and at right is Ed Staats, session moderator and Kentucky AP bureau chief.

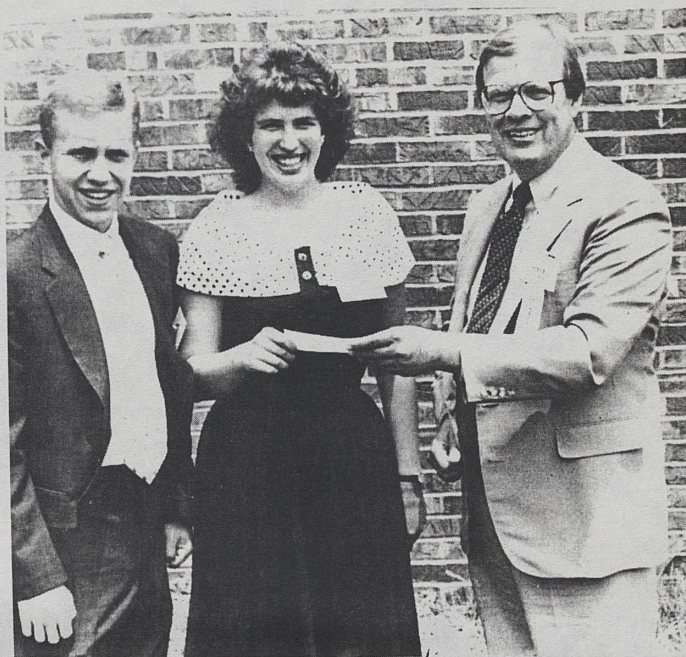




Lica Howard, left, KPA Member Services Director, and KPA/KPS business manager Bonnie Howard, guard their supply of keys during the summer convention. A key, part of a special promotion by Bardstown and the Holiday Inn for a "treasure chest" of prizes, was given to each person registering for the meeting. Floe Bowles won the treasure chest during Saturday's awards luncheon

Photos courtesy
of Bob McGaughey

Two Murray High students receive checks for \$500 for winning scholarships from the Kentucky Journalism Foundation for the 1989-90 school year. They are Chip Adams and Leigh Landini, both of whom will be attending Murray State University. At right is Steve Austin, KPA past president and chairman of the scholarship program. Austin is publisher of the Henderson Gleaner.



Newspapers still tops with Kentucky shoppers

(Continued from Page 1)

tising with 63 percent relying on newspaper advertising for grocery shopping information.

In asking how often newspaper readers made purchases because of advertising on TV, radio or in the newspapers, the survey showed that 52 percent made purchases in the past month because of a newspaper ad; 23 percent had made a purchase because of a TV commercial; and 11 percent because of radio.

Of all newspaper readers in the state, 88 percent scan or read specific newspaper advertisements, while only nine percent do not read newspaper advertising.

The survey also showed that 71 percent of all Kentuckians subscribed to a daily newspaper and that weekly newspapers in the state have a good staying power in the home.

On the question of how long a weekly newspaper is kept in the home, 47 percent of those reading a weekly said they keep the newspaper at hand until the next issue is published and another 29 percent keep a weekly at least three to four days.

Newspaper coupons and the use of color also play important roles for consumers.

Seven out of 10 shoppers clip and use newspaper coupons while 73 percent said they more likely to read a newspaper advertisement if it has color.

Kentuckians area also avid readers of editorial content in the newspapers in addition to their faithfulness in newspaper advertising. Local and state news are read heavily by newspapers readers followed by classified ads and obituaries.

Tommy Preston, president of The Preston Group, said, "Newspaper advertising continues to enjoy superiority over other

media," and that the major media competition "especially television, suffers from an increasingly fragmented audience. Nearly 70 percent of the shoppers surveyed

have either cable, a satellite dish or both."

The survey showed that more than two-thirds of this group spend half or more of their time watching cable channels instead of local TV stations only.

Summary of Key Findings

(Continued from Page 1)

the survey, newspaper is cited as the primary source of advertising information in greater numbers than the base sample. In other words, those who intend to make a purchase rely more heavily on newspaper advertising than any other source when compared to those who follow advertising, but don't anticipate a purchase at the current time. For example, 48 percent of the base sample say newspapers is the best source of advertising information about furniture. Among likely furniture buyers, the number increases to 59 percent

> **Among various items to purchase**, newspaper advertising is most powerful with grocery shoppers, furniture buyers, other household goods purchasers, as well as those seeking hardware supplies, used vehicles, home appliances and clothing. On the other hand, newspaper does not do well in the new car market. You rank third behind television and other sources of information

> **Radio**, as we found two years ago, continues to have minimal -- at best -- impact on purchasing decisions. Direct mail seems to be strongest in categories, such as household goods, drug and cosmetic items, hardware supplies and jewelry

> **Based on the survey**, opportunities for you come from increased anticipation of purchase from consumers in several key categories - new and used vehicles; major home appliances; and electronic equipment

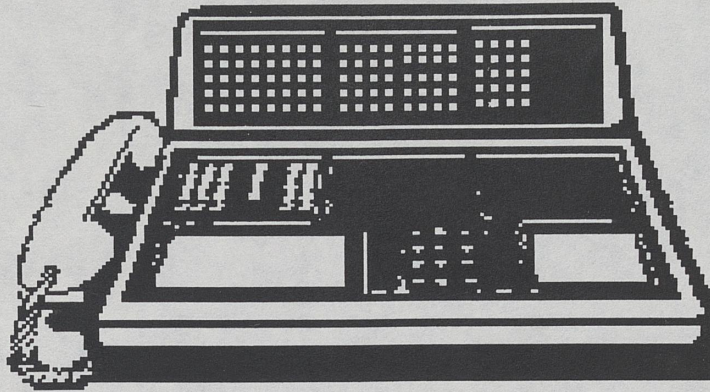
> **Reader preference for color** is so obvious that advertisers should be utilizing this valuable sales tool

> **Although people read about as frequently as two years ago**, they are spending less time with each issue. This is true of both dailies and weeklies. Less time also is evidenced by a growing number of readers who scan advertising rather than seek out specific advertising to read in greater detail

> **Newspapers**, despite dominating all other media for advertising impact, are not satisfying readers' thirst for news. Television's domination proves again the public's desire for brevity and quantity. However, newspapers continue to outpace other media in community news

> **The impact of coupons** continues strong in consumer utilization

> **Local and state news**, classified ads and obituaries hold most reader interest in Kentucky. News of marriages, sports and hospital reports rank lowest in the categories we studied



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waiting to hear from you
FAX Number

(502) 875-2624

Keep this number handy in case you need
to communicate with the
Kentucky Press Association

A Collection of ~~typos, typso, er,~~ Typos

Typos. Those little pests that somehow, somehow, no matter how hard you try, always find their way into your newspaper. The New England Press Association bulletin carried a collection of these. At least you can be pleased they haven't been lifted from your newspaper...have they?

Here's a look at some irrepressible gaffs from actual newspaper and magazine articles:

* The license fee for altered dogs with a certificate will be \$3 and for pets owned by senior citizens who have not been altered the fee will be \$1.50

* The accident occurred at Hillcrest Drive and Santa Barbara Avenue as the dead man was crossing the intersection

* Dr. Benjamin Porter visited the school yesterday and lectured on "Destructive Pests." A large number were present

* The assembly passed and sent to the Senate a bill requiring dog owners in New York to clean up after their pets, in penalty of \$100 fine. The bill also applies to Buffalo

* Recent tests conducted by a zoologist prove that grasshoppers hear with their legs. In all cases, the insects hopped when a tuning fork sounded nearby. There was no reaction to this stimulus, however, when the insect's legs had been removed

* The attorney general's office said yesterday that an autopsy performed on the headless body of a man found in Mason failed to determine the cause of death

* Weight Watchers will meet Tuesday at 7 p.m. at the First Presbyterian Church. Please use the large double door at the side entrance

* Hear Paul Lucas. The complete dope on the weather

* Citizens of Santa Barbara County are faced with a tax increase. Most of the money raised will be used for five foot policemen

* With 23 1/2 pints, the two ladies were high players in four tables of duplicate bridge

* The women included their husbands and children in their potluck suppers

* Gene Autry is better after being kicked by a horse

* The bride was wearing an old lace gown that fell to the floor as she came down the aisle

* The sewer expansion project is nearing completion, but city officials are holding their breath until it is officially finished

* The ladies of the county medical society auxiliary plan to publish a cookbook. Part of the money will go to the

Samaritan Hospital to purchase a stomach pump

* The ball struck him on the right temple and knocked him cold. He was taken to Sacred Heart Hospital where x-rays of his head showed nothing

1990 Winter Convention will be at 'new' Radisson

The site of the 1990 Kentucky Press Association Winter Convention will be held at the Radisson Hotel Louisville East, January 18-20.

Actually, there is no change in the location as approved by the board but as of August 1, the Hilton Inn East changed its name to the Radisson Hotel Louisville East.

Confused? Just wait til you try to find it. The old Hilton/new Radisson is located on Embassy Square Boulevard just off Hurstborne Lane which is just off I-64. It's visible from the interstate, just hard to find the right entrance.

More info follows as the convention draws nearer.

Other future convention sites and dates:

1990 KPA Summer Convention

June 14-16
Kentucky Dam Vil-
lage State Park

1991 KPA Winter Convention

January 17-19
Marriott Resort, Lexington

Mark Your Calendar!!

September, 1989						
Sun	Mon	Tues	Wed	Thur	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

For KPA's 1989 Fall Advertising Seminar
September 14-15

Holiday Inn - Hurstbourne Lane - Louisville

**Sessions on Layout, Design and Copy
and the
1989 KPA/KPS
Retail Shopping Habits Survey**

Watch your mail for more information!
Or call Larry Brooks (606) 231-3100 or Lica Howard at (502) 223-8821

Newspaper Week set for Oct. 8-14

"A Free Press: Democracy's Forum" is the theme of the 1989 National Newspaper Week to be observed October 8-14. National Newspaper Week has been sponsored annually since 1940 by Newspaper Association Managers Inc. (NAM), a professional organization of the executive heads of state, regional, national and international newspaper associations headquartered in the U.S. and Canada.

Throughout the week, newspapers will remind their customers, readers and advertisers of the services newspapers and newspaper people provide and the freedoms they protect. Many newspapers will also recognize and honor their staff during this observance.

Saturday, October 14, is International Newspaper Carrier Day, sponsored by the International Circulation Managers Association.

NAM offers newspapers a full press kit for National Newspaper Week that includes camera-ready materials, comic strip characters and editorial cartoons, suggestions and an outline for National Newspaper Week programs

A Free Press: Democracy's Forum



**NATIONAL NEWSPAPER WEEK
OCTOBER 8-14, 1989**

and activities, in-house ads and other promotional material.

The National Newspaper Week press kits are available through the Kentucky Press Association at no cost to members of KPA. To order a press kit, contact Lica Howard, (502) 223-8821.

KPA to supply statewide on hard disk

The Kentucky Press Association Board of Directors approved the purchase of a second MacIntosh typesetting system for the KPA/KPS Central Office so that ads placed through the Kentucky Statewide Classified Program can be typeset for newspapers.

Discussion before the board at both the March and June meetings indicated that more newspapers would be willing to participate in the program and that supplying the classifieds on hard disk would save newspapers "quite a bit" of typesetting time.

The new service is to begin in the near future once a questionnaire concerning the newspapers with a MacIntosh system and willingness to participate is completed.

The statewide program began in July, 1984, and presently has about 75 newspapers with over 1 million circulation participating.

In the first 18 months, the network average 12 ads per week. In the past three years, however, the network has grown substantially

with 25 to 30 classifieds placed in participating newspapers each week.

The funds from the classified program are equally divided between the Kentucky Journalism Foundation and the KPA Legislative Fund.

"This program has allowed a substantial increase in the scholarship amounts offered through the Kentucky Journalism Foundation program," said David T. Thompson, executive director of KPA. "Once the present cycle is completed, we'll be giving \$21,000 per year in scholarships to print journalism majors at five state universities." Additional funds are also used for KPA's lobbying efforts during General Assembly sessions.

"Prior to 1984, we had to ask newspapers to contribute to the scholarship and legislative programs," Thompson added. "With this in place, our efforts in those areas have been self-funded."

Plans also call for KPA to supply news releases on hard disk later this summer.

CALL FOR ENTRIES
CALL FOR ENTRIES
CALL FOR ENTRIES

KENTUCKY PRESS ASSOCIATION
1989 Fall Newspaper Contest

Entry Deadline: September 1

CLASSES

Weekly Division

Published One Day Per Week

- Class 1: Weeklies with a certified circulation of 3,000 or less
- Class 2: Weeklies with a certified circulation of 3,001 - 4,700
- Class 3: Weeklies with a certified circulation of 4,701 or more

Multi-Weekly Division

Weekly newspapers published two or three times per week, regardless of circulation

Daily Division

Published Four Days Per Week Or More

- Class 1: Dailies with a certified circulation of 10,000 or less
- Class 2: Dailies with a certified circulation of 10,001 - 25,000
- Class 3: Dailies with a certified circulation of 25,001 or more

For Period: July 1, 1988 through June 30, 1989

RULES

1. Entries must be postmarked no later than Sept. 1, 1989.
2. Contests are open only to paid-up member newspapers of KPA. To be eligible, stories must have been written by full- or part-time employees of the newspaper submitting the entry at the time the material was published. Work by wire service employees or syndicated writers may not be entered.
3. A newspaper's entry must be accompanied by payment for all entries in the contest. Please compute carefully. There will be no refunds.
4. Contest publication period for entries in the Fall Contest includes issues published July 1, 1988 - June 30, 1989.
5. Separate sets of tearsheets or complete copies of issues must be furnished as indicated in each of the individual contest categories. Newspapers should anticipate the submission of entries in the KPA contests by saving tearsheets as prospective contest entries appear through the contest period. Machine copies of entries are not permitted without specific authorization in advance of the judging. Do not send clippings or scrapbooks.
6. No entries in any writing or photographic category shall be entered in another category or division and any entry is strictly limited to one category only. For example, a story submitted for News Story category may not be entered in judging for Investigative Story, etc. All newspapers entering the contest must be aware that submitting the same entry in two or more separate categories or divisions will result in disqualification of that entry from consideration in any category. Individual entries must be made only by the newspaper of origin.
7. Once you have selected your entries and properly identified them, package all together in a single packet and mail on or before September 1, 1989 to:

**Contest Committee
Kentucky Press Association
332 Capitol Avenue
Frankfort, KY 40601**

8. A contest entry fee of \$10 is required for each newspaper entering the contest, regardless of group ownership. A fee of \$4 for each individual entry is to be paid for each entry in each contest category. These fees go toward payment of plaques, certificates and judging expenses.

9. Be sure to fill out the entry form and return it with your entries and payment.

10. Type information for each entry on a label (enclosed) and affix securely on the upper righthand corner of the page where the entry is located. Make sure it does not cover some important area. On each identification label, enter (a) Newspaper Name, (b) Contest Number, (c) Division, (d) Class, (e) Writer/Photographer Name.

11. All entries, except winning entries, will be retained by the judges. Plaques and certificates will be presented at the Winter Convention, and all winning entries will be listed in a special edition of The Kentucky Press, also available at the Winter Convention awards presentation.

12. Mark the story or picture with a **HEAVY RED** check mark above the entry. Please mark with a red marker to clearly define the entry.

13. Appropriate plaques and certificates will be awarded to winners in each contest category; plaques going to first place winner and certificates to second, third, and honorable mention. Honorable mention is not necessarily awarded in each category.

14. In the event only one entry is made in any category for a specific class, a certificate of merit will be awarded in that category if the judges determine it to be a quality entry.

15. An entry will be disqualified if:
- * the entry is not the required date as indicated in the rules;
 - * the entry is not properly marked.

If an entry is entered in the wrong category, KPA reserves the right to move the entry into the appropriate category.

If you have questions, contact Celia McDonald at (502) 358-3118; or Lica Howard or David T. Thompson at KPA (502) 223-8821

CATEGORIES

Newspapers may submit more than one entry in Categories 1-12, but a writer's name may not appear on more than two entries per category. Although bylines are not mandatory, the name of the writer(s) must be included on the label for the entry since the writer's name, as well as the name of the newspaper, will appear on plaques and certificates.

Category 1: Best Editorial

Submit as your entry full-page tearsheets clearly marked. Editorials must be locally written and will be judged on community interest, clarity of thought, and style of writing.

Category 2: Best Spot News Story

The stories submitted for this category should be of unscheduled events, for which no advance planning was possible, such as accidents, fires, natural disasters or other breaking news events. Submit as your entry a full-page tearsheet with the best spot news story by any writer clearly marked. Judges will take into consideration such points as thoroughness of reporting, sentence and paragraph structure, and impact of headline and lead.

Category 3: Best General News Story

The entries in this category should be for articles on scheduled or organized events for which advance planning was possible, such as public meetings (city council, fiscal court, school board), dedications, political appearances, etc. Submit as your entry a full-page tearsheet with the best general news story by any writer clearly marked. Judges will take into consideration such points as community interest, timeliness, thoroughness of reporting, sentence and paragraph structure, and impact of headline and lead.

Category 4: Best Feature Story

Submit as your entry a full-page tearsheet with the feature story clearly marked. Factors to be considered in judging this category will be quality of writing, subject matter and reader interest. Articles should be of local interest, preferably about local people, places or things.

Category 5: Best Column (One Subject)

One entry should consist of three tearsheets, each from a different issue of the newspaper. While all three columns need not be about the same subject, each individual column should contain only one subject. The three tearsheets should be stapled together and tabbed as one entry. The column must be written by a staff member or a regular local columnist for your newspaper. Originality and style of writing will count highly in judging as well as the style and individuality of the writer. The effective treatment of the subject matter is the deciding factor.

Category 6: Best Column (Variety of Subjects)

One entry should consist of three tearsheets, each

from a different issue of the newspaper, each containing a variety of subjects. The three tearsheets should be stapled together and tabbed as one entry. The columns must be written by a staff member or regular local columnist for your paper. The column should be a balance between humor, entertainment, and information. The writer has considerable latitude in this category. Entries will be judged on individuality, style of writing, and subject matter.

Category 7: Best Sports Column Under Regular Heading

One entry should consist of three full-page tearsheets from different dates with column clearly marked. Columns must run as a regular feature in your newspaper and must be written by a staff member or local columnist. Originality and style will count highly in judging.

Category 8: Best Sports Story

Submit a full-page tearsheet with your best sports story plainly marked. Community interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

Category 9: Best Sports Feature

Submit a full-page tearsheet with your best sports feature plainly marked. Community interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

Category 10: Best Investigative or Analytical Story

This category is defined as a single story or a series of stories on the same subject which demonstrates the reporter's/reporters' initiative in research, analysis or investigation. If a series, its publication must end within the contest period.

Category 11: Best Story Series

This category includes a series of stories on any subject other than investigative story or series eligible for Category 10. A series must include a minimum of three stories and publication date must end within the contest period. Submit one full-page tearsheet for each article within the series. Judges will consider community interest, timeliness, thoroughness of reporting, series structure and impact of headlines and leads.

Category 12: Business or Agribusiness Story

Submit a full-page tearsheet with your best business or agribusiness story plainly marked. Com-

munity interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

PHOTOGRAPHY

Categories 13-18: A photographer's name may not appear on more than two entries in any category. Entries shall be submitted only as full-page tearsheets with the work of the photographer's entry clearly marked. Attach an entry blank giving the name of the newspaper, title of photo, name of photographer, newspaper division and class, and category number. Photos must have been taken by a full- or part-time staff member. Wire service employees are not eligible for consideration. It is requested, but not mandatory, that photographers submit an original 5 x 7 or 8 x 10 photograph, attached to the tearsheet.

Category 13: Best General News Picture

Judging for Category 13 will be made on the basis of newsworthiness, local interest, balance and overall quality of work. Submit well-marked full-page tearsheet. The pictures in this category should be of scheduled or organized events for which advance planning was possible, such as public meetings, dedications, political appearances, etc.

Category 14: Best Spot News Picture

The photographs for this category should be of unscheduled events for which no advance planning was possible, such as accidents, fires, natural disasters, or other breaking news events. Submit well-marked full-page tearsheets. Judging will be made on the basis of newsworthiness, local interest, and overall quality of work.

Category 15: Best Feature Picture

Submit well-marked full-page tearsheets. Judges will be looking for local interest and appeal, imagination and originality in selection of subject matter, posing, lighting and overall quality of work.

Category 16: Best Feature Picture Essay

An entry must consist of two or more pictures used together. Overall impact, appeal, balance, lighting, techniques and quality of work will be considered in the judging.

Category 17: Best Sports Picture

This category is to encourage more and better sports coverage. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in judging.

Category 18: Best Sports Picture Essay

An entry must consist of two or more pictures used together. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in judging.

General Excellence

No entries are required. This category is the sum of the outcome of the other categories of the Fall Contest, establishing the winning newspapers in each class of competition for Daily, Weekly, and Multi-Weekly divisions. These results evaluate the content of the newspaper in terms of the effort of individual staff members. Each first place award will count three (3) points; each second place award or certificate of merit, two (2) points; and each third place award, one (1) point in determining the winners of the Fall Sweepstakes Award. Honorable mention awards will be considered only if needed to break ties in calculating the results of this category.



LINDA CASTALDI

Regional Manager

1-800-223-1600

REPRESENTING:

- Metro Newspaper Service
- Advertising Dynamics®
- Classified Dynamics™
- Holiday Advertising Service
- Metro LaserArt™

METRO

CREATIVE GRAPHICS, INC.

Your creative advantage.

Membership approves changes in KPA/KPS district alignment

The KPA/KPS district alignments will be undergoing some revisions, following approval of a proposal to the membership during the Summer Convention business meeting.

The membership unanimously approved a recommendation from the KPA Membership and By-Laws Committee to combine Districts 8 and 9 into one district and Districts 10 and 11 in one district, making way for a new district from what was previously District 15.

In looking at the number of counties and newspapers in the district structure, the committee noticed that District 15 had about twice as many counties and newspapers as any other district.

Meantime, districts in the northeastern part of the state had as few as five newspapers in a district.

Under the proposal, KPA will divide District 15 into an A and B setup and the alignment brings both A and B more on average with other districts across the state.

Guy Hatfield, of the Citizen Voice and Times in Irvine, will represent District 15B and a special election is now underway for a new board member to represent District 15A.

Board members affected by combining Districts 8-9 and 10-11 will retain their board seats through their current term. At that time, elections will be held in the combined districts.

That means Gary Quinn of the Maysville Ledger Independent in District 8 and Ken Metz of the Bath County News Outlook in Owingsville will represent the new District 8-9.

John DelSanto, publisher of the Ashland Daily Independent will represent District 10-11. The District 11 board seat has been vacant since the resignation of Homer Marcum in late 1988 pending the decision by the membership on the new alignment.

The district alignment was last changed in 1984, using the boundaries of Kentucky's Area Development Districts. That change also increased the number of elected board seats from 10 to 15.

The counties involved in District 15A include: Anderson, Bourbon, Fayette, Franklin, Harrison, Nicholas, Scott and Woodford.

Counties included in District 15B area: Boyle, Clark, Estill, Garrard, Jessamine, Lincoln, Madison, Mercer and Powell.

KPS tops \$100,000 again

For the third straight month, KPS' ad division placed more than \$100,000 in advertising with \$141,000 expected to be billed for July. In May, KPS set an all-time record with \$191,000, followed by June's \$107,805. Including advertising agency commission, KPS has topped the \$550,000 through the first six months.