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THE KENTUCKY PRESS



JANUARY 1995
Volume 66--No. 1
 The official publication of
 the Kentucky Press Service

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The Cadiz Record had a Christmas tree decorated with past issues of the newspaper.

Newspaper celebrates holiday with open house

The Cadiz Record held a holiday open house for the community December 9.

Trigg County civic leaders, advertisers, local residents and members of the newly formed advisory board to the newspaper were among those in attendance. Wait Dear of Henderson, owner of the newspaper, and his wife,

Martha, also took part in the festivities.

The focal point for the open house was a Christmas tree decorated with ornaments and a tree skirt made from back issues of The Cadiz Record.

The open house also celebrated the first anniversary of the newspaper's expanded building.

KPA Circulation Division to get priority attention

Circulation has been pushed on the back burner for long enough, incoming Kentucky Press Association President Dorothy Abernathy said.



Abernathy

Abernathy, publisher of The Oldham Era in LaGrange and the Trimble Banner-Democrat in Bedford, said re-establishing KPA's Circulation Division will be one of her priorities when she takes office at the end of KPA's Winter Convention, Jan. 26-27.

"We've kind of pushed circulation to the back as not being an important

part of the paper, but it is," Abernathy said. "Without circulation, advertisers don't want to advertise in the paper."

The biggest component to re-establishing the Circulation Division will be for KPA to conduct at least one seminar per year to educate circulation people at KPA-member papers about recent trends and regulations regarding circulation, she said.

"Our circulation people, unless they're from a large daily, some of them don't know what postal regulations are," she said. "We've got Max Heath, who's known everywhere, but Kentucky doesn't utilize him."

Circulation executives across the state need training in zoning
 Continued on Page 16

How much is too much to charge?

KPA member newspapers vary on newsstand, subscription costs

Look in the top right-hand corner of any newspaper you pick up. Chances are you'll see the newsstand price.

If you live in Kentucky, chances are that price will be from 25 cents to 50 cents—and that doesn't depend on if the paper is weekly or daily.

And according to data provided to KPA by its member newspapers, the cost to subscribe to a weekly newspaper ranges from a low of \$6.95 per year to a high of \$27.50.

KPA studies circulation data from

newspapers to give papers an idea of where they stand in regard to other papers for what they charge to mail a one-year subscription in-county, and what they charge for single copies.

KPA broke the data down into categories, so newspapers with similar circulations would be compared. The data was gathered by the KPSClipping Department, and any data they could not find was taken from the Advertising Department's Rate and Data Sheets.

Continued on Page 16

KPS Ad Department
 sells \$2 million in 1994

..... See Page 3

It could cost you NOT
 to attend KPA's Winter
 Convention

..... See Page 6

Legislature narrowly
 votes to keep caucuses
 closed

..... See Page 13

S	M	T	W	T	F	S
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	31				

What's Up?

JANUARY

- 26-27 **KPA WINTER CONVENTION, Hurstbourne Hotel, Louisville**
- 29-Feb. 3 **American Press Institute, Editing the Weekly Newspaper Seminar, Reston, Va.**

AD IDEAS, JANUARY

Check with your local weight loss clinic. One of the most popular New Year's Resolutions is to lose weight, so why not design an idea for your local center with this in mind?

BRIDAL ADS should be big now. Any prospective brides in your area who are planning spring weddings should be planning big time now, so don't forget bridal shops, florists and formal wear stores!

January is a perfect month for CLEARANCE SALES. Any leftover Christmas merchandise has to go now!

Why not plan some COUPON DAYS ads? You can have these anytime you want. Coupons are one of the most effective forms of advertising, so get your ideas--and your merchants--together!

Near month's end, plan ahead for VALENTINE'S DAY by checking with local restaurants, florists and jewelry stores to see if they want to go together on a sig page. Restaurants might be interested in a special DINING OUT page.



HAPPY NEW YEAR!

Hatmaker sells papers to Manchester group

Louise B. Hatmaker, editor and publisher of The Beattyville Enterprise and The Jackson Times for almost 30 years and a member of the Kentucky Press Association Board of Directors, announced in late November that she had sold all the stock in her company, Intermountain Publishing Co. Inc. to a Manchester group that owns and operates a central printing plant for six newspapers of its own and five others east of Kentucky.

The new owners of Intermountain are James F. Nolan Jr., J.F. Nolan III and Glenn Gray, also a member of the KPA Board of Directors. Gray is publisher of the group's six newspapers owned by Manchester Enterprises Inc.

"It's interesting to note that when I received my first newspaper experience at The Hazard Herald, it was owned by James Nolan's uncle, the late Pearl Nolan, and his wife, Martha," Hatmaker said.

Gray said he is pleased with the acquisition.

"As publisher, I want to continue the fine tradition Louise and her staff have built over the years, and I look forward to meeting people and serving both counties," Gray said.

Hatmaker said she will still be around to help with the papers.

"We have no employment contract, just a handshake," she said.



There's nothing like a good temple massage after looking at too many negatives and prints. Just ask Bill Luster, one of the instructors in the Western Kentucky Mountain Workshop, who received one from Courier-Journal photographer Mary Ann Lyons. For more on the Mountain Workshop, see pages 8-9.



Kentucky Press Association, Inc.

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President Steve Lowery <i>The Kentucky Standard</i>	District 4 Charlie Portmann <i>Franklin Favorite</i>	District 14 Stuart Simpson <i>Pulaski Week</i>
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District 1 William Mitchell <i>Fulton Leader</i>	District 12 Louise Hatmaker <i>Jackson Times/Beattyville Enterprise</i>	News-Editorial Division John Nelson <i>Pulaski Week</i>
District 2 Jed Dillingham <i>Dawson Springs Progress</i>	District 13 Glenn Gray <i>Manchester Enterprise</i>	
District 3 Teresa Revlett <i>McLean County News</i>		

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The Buck Stops Here: Ad News

KPS beats \$2 million mark for ads sold

But some member newspapers lost out on revenue from list of ads that did not run

For the first time in its history the Kentucky Press Advertising Placement Service sold more than \$2 million in ads for member newspapers across the state in 1994.

Actually, the final record for 1994 shows \$1.99 million because \$11,995 in advertising sold was left out of newspapers, said KPS Advertising Director Gloria Davis.

The previous record year for advertising sold by KPS was 1991, with \$1.49 million. Five of the last six years KPS has surpassed the \$1 million mark,

with 1993 being the only year the organization did not hit \$1 million. In that year, KPS fell \$17,000 short.

Of the \$2 million sold in 1994, about \$1.8 million was paid to newspapers for advertisements they ran that were sold by KPS.

To recount advertising sales for 1994:

- KPS had nine straight months--March through November--of more than \$100,000 sold in advertising.
- Five of those months--June through October--surpassed \$200,000.

Prior to 1994, the \$200,000 mark had been reached only twice, October 1991 and October 1992.

• Of the seven highest ad sales months in KPS history, five were in 1994.

"Of course, 1995 could also be a banner year for the KPS Advertising Office," said KPA/KPS Executive Director David T. Thompson. "It's a statewide election year, and the last time there were statewide elections (1991), KPS' total advertising placed was just

shy of \$1.5 million."

KPS would have reached the \$2 million mark on record, except for \$11,995 sold in advertising that newspapers did not run as scheduled.

"There were 239 ads that the newspapers left out, misplaced or did not receive on time," Davis said.

Newspapers that see they have left out an ad scheduled to run should call KPS immediately. Sometimes ads can be rescheduled to run in another issue, Davis added.

Retail habits survey to be done annually by group

Since 1987, the Kentucky Press Association, through The Preston Group of Lexington, has done extensive retail marketing habit surveys on an every-other-year basis.

Although statewide survey information of the magnitude done by KPA has a shelf-life of about 24 months, the KPA Board of Directors recently voted to conduct annual surveys. The change

takes place in 1995.

Early in the year, The Preston Group awarded the contract after bids were submitted by eight companies, will complete 800 interviews statewide. Each survey will involve about 35 questions on advertising sources, shopping habits and demographic information.

Previous surveys involved 2,000 interviews with about 70 questions.

Though the 1995 survey has fewer interviews and questions, doing the survey every year will give newspapers more current information about their readers and their shopping habits.

The results of the 1995 survey will be presented during the KPA Spring Advertising Seminar, scheduled for April 27-28 at the Marriott Hotel in Louisville.

Next step: Get information in

KPS getting ready to go full-speed-ahead with database

If you haven't received a request for information for the Kentucky Press Service's new marketing database, MaxTrax, don't panic.

The requests are being sent out to newspapers 25 at a time, in alphabetical order, said Reba Lewis, KPS advertising assistant who is in charge of MaxTrax.

So far, 15 newspapers have returned their information sheets, Lewis said.

"We're really starting to go for-

ward with it now that our directory is finished," Lewis said.

After receiving some of the information sheets, she discovered a new problem. Some papers are sending their information sheets back with either incomplete or wrong information.

"Circulation figures need to be exact," Lewis said. "It's very important for the information to be correct."

For example, one newspaper sent its information sheet back without breakdowns of circulation by zip code,

Lewis said. The same paper also did not list its rack sales by zip code.

"All of that information has to be exactly right, or the information in the media kits will be wrong," Lewis said.

She added that MaxTrax breaks newspapers' circulation down by zip code to let advertisers target specific areas.

KPS will furnish one personalized media kit to newspapers free of charge. After that, papers will pay \$25 for additional kits.

New Year brings ad changes

1995 brings with it a new policy concerning advertising placed through the Kentucky Press Service.

In past years, KPS has used national and local open rates to accommodate the needs of advertisers. But when clients asked about discount or earned rates, KPS' response was, "We can't do that."

At the Fall Board of Directors retreat, the Board approved a new policy that allows KPS to use discount or volume earned rates along with national and local open rates. The new policy states that "KPS will also offer its convenient service at local and earned discount rates for retail accounts. A five percent commission will be charged to the newspapers."

"Kentucky was one of the few states not offering a volume earned discount rate structure to its clients,"

Continued on Page 16

Now you can reach KPA any time, day or night!

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and leave a
message on our
**VOICE
MAIL!**



GENERATOR
SWER
\$-MAKER

Metro Creative Graphics, Inc.
800-223-1600

Call for free spec ad sample kit!

A trip on a bulletin board

By Mike Banks
Union County Advocate

I've quietly become a cruiser on that wide strip of computer technology known simply as the Internet highway.

Lately I had my first chance to go "online" with the rest of America and, let me tell you, it's all pretty amazing.

Here at The Advocate we recently purchased a modem, which would allow me to connect my Apple Macintosh Classic computer with the bulletin board system at the Kentucky Press Association's office in Frankfort.

The CommonNet bulletin board system which the KPA offers provides member newspapers with a wealth of information and news sources. It's all very new, but becoming increasingly popular.

Now, instead of having to wait on a news release coming through the mail or having to read through countless press releases, I can scan through a list of news items and choose those that I feel are appropriate for our county.

It saves both time and money.

I also logged on to another service called America Online, which was of-

fering computer hackers the chance to sample the online service for 10 free hours.

After choosing my user identification and logging on my password, I was opened up to a whole new world.

One area offered the latest up to the minute news around the world. There were news items on everything from President Clinton's latest news conference to charges against a Franklin, Ky. race track owner. In addition to the hard news items, there were the latest sports, entertainment, business, political and state news reports.

But perhaps the most fascinating item of all was Talk America, which allows the user to communicate with people from all over the country simply by typing in their comments on the computer keyboard.

After clicking on to the Talk America section, I found myself in a "room" with 23 other people. The user identification names ranged from Halfprinter to Our Girl to So So. Those online ranged from a 12-year-old from New York to a lawyer from Washington, D.C., to a college student from Massachusetts.

Topics ranged from Seinfeld to why people watch Barney.

As I was logging off, a hacker named Chrisko asked, "Is there intelligent life on here?"

It was a logical question as it appeared there were a good number of first-time users on the Internet.

Earlier this summer, Advocate reporter Linda Robinson did a story on Robby Tapp, a local college student who is studying to be a computer programmer. Tapp was looking for others who were interested in starting a local bulletin board.

The local bulletin board would be a good economical idea, as I had to use a bulletin board number out of Owensboro to log on to America Online. And while you're online, the charge is the same as talking long distance to Owensboro. So if you're online for 20 minutes, it's the same as a 20-minute long-distance call.

Technology scares some and I've often had trouble understanding the difference between a byte and a megabyte. But I found the online service easy to understand and operate.

Internet appears to be here to stay.

NNA calls on banks to publish

Says banks should publish community development activities as well

The National Newspaper Association announced that Congress should not only require federally chartered banks to regularly publish a quarterly statement of financial condition, but also require publication of a statement of their local development activities under the Community Reinvestment Act (CRA).

NNA Chairman Michael Parta said the association's call came for publication of banks' community development activities as a result of the association's recent campaign to restore public reporting of the banks' financial conditions.

"The American Bankers Association apparently believes that financial condition is no longer locally relevant. We disagree. Bank stability is always locally relevant," said Parta. "If you doubt that, ask who got hurt and who paid in the \$30 billion savings and loan collapse."

"But for local importance, the CRA reports are paramount," Parta said. "Banks regularly report on local lending, promotion and development. The law requires public disclosure of these reports, but the banks hide their light...by showing the reports only in...bank lobbies."

The CRA was passed in 1977 requiring banks to maintain their local development roles and to disclose those activities. NNA specifically took no position on the CRA, but noted that Congress had stopped a step short of effective enforcement by not requiring that the reports be published where the public could easily read them.

Community newspapers across the nation have begun a campaign against the Sept. 23 repeal of the federal requirement for publication of banks' "call reports" of financial condition. The repeal was included in the Riegle Community Development and Regulatory Improvement Act of 1994 without hearings. Parta said, "The 104th Congress has an opportunity to restore public awareness of bank stability at the same time it heightens awareness of banks' key role in their communities."

"Newspapers play a similar key role," Parta said, "and community newspapers in particular take an active part in local development. We have consulted a number of local bankers, who tell us they fail to receive due credit for their CRA-related activities. This is an issue whose time has come."

SPJ honors future journalists



Joel Pett, editorial cartoonist for The Lexington Herald-Leader, demonstrated his talents and explained how he develops his ideas to students who attended the SPJ Workshop and Competition.

More than 400 students from 50 high schools competed for honors at the Society of Professional Journalists 11th annual competition at Eastern Kentucky University recently.

The Crimson Record of du Pont Manual High School won seven awards, including Best Overall Newspaper, Division 1, while the Tribal Tribune at Montgomery County High won five awards, including Best Overall Newspaper in Division 2.

The Cardinal Spirit of Scott County High took second place in Division 1 for the Best Overall Newspaper, while Trinity High in Louisville was named the second place winner in Division 2.

In addition to the competition, students also attended sessions on news, feature and sports writing, as well as design, photography and graphics. In addition to several mass communications faculty, the workshop included Mike Embry of the Associated Press, Malcolm Stallons of the Lexington Herald-Leader, Nick Nicholas of The Richmond Register and Angie Hatton of The State Journal of Frankfort.

Joel Pett, editorial cartoonist for the Lexington Herald-Leader, delivered the keynote address which featured a number of his political cartoons and his commentary on their development and impact.

Several student papers also had individual critiques of their papers by the professionals and EKU faculty on the program.

The annual competition and workshop is coordinated by the student chapter of SPJ at EKU.

Trophies for the competition were sponsored by Landmark Community Newspapers Inc.

Papers seek truth in communities

Editor's Note: Our series of profiles of Kentucky Press Association member newspapers continues.

By Becky L. Meadows
KPA News Bureau Director

Inez Mountain Citizen

Lisa Stayton used to work at the Martin County Mercury, one of two newspapers in Inez that raised their pens during a longtime feud.

Now, Stayton owns the Inez Mountain Citizen, which is in effect the newspaper which was owned by her former competitor, Homer Marcum.

KPA members may remember Marcum from "Papergate," the war between the two papers in Inez to establish which was the legal newspaper in the county.

Marcum decided one day to start his own newspaper, The Martin Countian. It competed with the Martin County Mercury, owned by a local attorney.

One day a few years back, Marcum bought the Martin County Mercury, and then sold both newspapers to a newspaper group. The group combined the two papers, hoping that would eliminate competition in Martin County.

Wrong.

The very day the group came out with the first issue of its paper, an alternative paper hit the stands also.

So goes journalism in Martin County. Indeed, Inez must be the small-town journalism feud capital of the state.

The Mountain Citizen never takes sides on issues, and never publicly attacks the other paper in town, The Martin County Sun, Stayton said.

"We absolutely always stand in the middle," she said.

Why? Because in a town as small as Inez, it's awful easy for people to run to the competition.

On the bright side, if it can be considered such, Martin County has very little retail business. Most people journey to a mall in West Virginia, a stone's throw away, to shop, Stayton said.

Politics run rampant in the small town, said Michael Sisco, the newspaper's editor. With a staff of 12 people, most of which are full-time, the paper doesn't sweat about covering

meetings and events.

And even though the paper doesn't take sides on issues, it doesn't back away from tackling controversial issues that give Martin County residents a glimpse of themselves.

For example, one of the most controversial stories the paper has ever covered involved an in-depth look at teachers' salaries--and printing each teacher's name and individual salary.

Most teachers didn't like it much, Sisco said. But the paper believed printing the salaries was relevant because the teachers were demanding hefty pay raises. So the paper weathered the blows and went on.

From the history of newspapers in this colorful county, controversy will always be a part of journalism in Martin County.

Martin County Sun

Mark Grayson is a teacher at a school for developmentally slow children in Martin County--but he has never lost his bug for newspapers.

He has worked at several newspapers, including the Martin County Mercury, the newspaper that competed fiercely for years with Homer Marcum's Martin Countian.

He was editor there. He remembers working with Lisa Stayton, owner of the Mountain Citizen and his current competitor.

He said he wasn't looking to start a competing paper, but there just happened to be a tabloid paper in the town for sale--so he bought it.

"This is a free country and the way I look at it, anybody has a right to put out a newspaper," Grayson said. "I haven't tried to be the official paper. I've just tried to sell papers and uplift the community."

He added he thinks weekly papers are not really "newspapers" because they can't report on breaking news quick enough to meet their deadlines.

Thus, weeklies have to be different from dailies, he said. His tactic is to use more features, including spotlights on local people such as teachers.

Now he concentrates on moving

Where They're Located...



Shepherdsville Pioneer News

Thomas Barr knows just how close to Louisville he is.

He's about 15 minutes away from the Jefferson Mall, one of, if not the, largest shopping malls in the state.

He's about 20 minutes from downtown Louisville and the Galleria.

In short, he's aware Shepherdsville and Bullitt County are just bedroom communities for the state's largest city.

How does a weekly newspaper survive selling ads and reporting against The Courier-Journal?

"We cover Bullitt County better than anyone else," Barr, publisher of The Pioneer News, said with a smile.

That's the secret. If you're looking for Louisville news and you live in Shepherdsville, you'll have to pick up a CJ. You won't find it in the Pioneer News.

But if you want news about what your city council or county government has done, or when that new road construction will be finished, you will find it in the Pioneer News.

The county does not have a lot of Continued on Page 16

the Martin County Sun into the new technological age. With some new Macs and desktop publishing equipment, he will be fully paginating soon. Already most of the newspaper's design is done on the computers, he said.

So how do two newspapers survive in a county that has little retail business?

Grayson said there is room for both papers because Martin County does not have a local radio or television station. On top of that, the economy sees \$87 million in coal money, \$12 million in service industries and \$12 million in state and federal aid checks.

"If you really want to cover the county, you advertise in both papers," he said.

The People Behind the Papers...



Above, the staff of the Inez Mountain Citizen got together during a Christmas Party on December 23.



Pictured above is the staff of the Shepherdsville Pioneer News.

MARTIN COUNTY	
Population	12,400
No. Households	4,300
Retail Sales	\$65,253,000
EBI per Household	\$24,703

BULLITT COUNTY	
Population	50,100
No. Households	16,800
Retail Sales	\$127,479,000
EBI per Household	\$36,607



Our News For You: KPA Nuggets

Have you registered yet?

It could *really* cost you not to attend KPA's Winter Convention

We hope you've already made plans to be in Louisville January 26-27!

That's when the Kentucky Press Association Winter Convention kicks off at the Hurstbourne Hotel & Conference Center, off I-64.

Last year's winter convention was canceled because a blizzard struck the state and blanketed it with 17 inches of snow convention week.

This year's convention will also include the winter meeting of the Kentucky News Photographers Association, whose events are scheduled to overlap those of KPA on January 27-28.

KPA-member newspapers and all Associate members should have already received registration and hotel reservation forms from KPA. If you haven't received the forms or just can't put your hands on them, give Sue Cammack a call at (800) 264-5721.

It could cost you more to miss this convention than to attend.

It kicks off Thursday, Jan. 26 with a three-hour session on federal Fair Housing guidelines. The training session will be conducted by Len Lanfranco, executive director of the Oregon Newspaper Publishers Association.

Although most newspapers in Kentucky have escaped close scrutiny by the federal department of Housing and Urban Development (HUD), newspapers in the western part of the country have not been so fortunate. Fines of up to several thousand dollars have been reported by newspapers. Lanfranco has worked with HUD, and brings his knowledge and experience to the convention during his session scheduled 9 a.m.-noon. He will review the federal law and show newspapers how seemingly insignificant wording can lead to heavy fines from HUD.

Thursday afternoon, Lanfranco will participate in a Management Seminar, detailing horror stories on Fair Housing violations. Also participating in that seminar will be Molly Leahy of the Newspaper Association of America, who will explain OSHA regulations and federal tax issues, and Dick Stephenson, an attorney with Stoll, Keenon and Park, who will explain the Americans with Disabilities Act.

Throughout the day, the KPA/KNPA Winter Trade Show will be open with 30 or so exhibitors. The opening reception Thursday night will be held in the trade show area.

Friday's activities begin with the KPA Business Meeting at 8:30 a.m. The General Session, scheduled to begin about 9 a.m., will feature all announced candidates for the 1995 Kentucky Governor's race in a press conference. Following lunch, KPA's four divisions--News Editorial, Advertising, Circulation and Associates--will hold sessions.

The News Editorial session will center on photography tips from KNPA; the Advertising Seminar will be held by Joe Bonura; the Circulation Seminar features Keith Wood of Stauffer Communications in Topeka, Kansas; and, after a business meeting, the Associates session will follow up on two previous panel discussions about dealing with the media in crisis situations. Afternoon sessions are scheduled to run from 1:45-5 p.m.

The KPA Awards Reception will begin at 6 p.m., followed by the KPA Awards Banquet and video presentation at 7 p.m. The KPA portion of the convention should adjourn about 9:30 p.m. On Saturday, KNPA convenes its programming sessions with KPA members invited to attend those meetings as well.

Who shuts down over Christmas?

Ralph Davis and the Jackson County Sun don't. Neither does the Associated Press, although most journalists would expect that.

"We just keep chugging right on through over here," Davis said in response to a CommonNet survey asking which KPA-member newspapers shut down the week between Christmas and New Year's. "In fact, the only days we were off were Saturday and Sunday. Of course, it was DEAD on Friday and Monday, but we were here."

In fact, very few Kentucky papers shut down the week before New Year's, according to the survey results.

On the other hand, the Tompkinsville News does. "The Tompkinsville News is closed for Christmas vacation," the answering machine at the newspaper office said. "We will re-open at 8 a.m. Monday, Jan. 2. As is traditional, the Tompkinsville News will not be published this week, the week following Christmas. We'll be checking in often
Continued on Page 16

Lending a Helping Hand (or two)



Guy Hatfield, publisher of the Citizen Voice & Times or Irvine and the Clay City Times, presents a check for \$651 to Virginia Owens, a member of the Estill County Band Boosters, to help with travel expenses for the Estill County High School Band. The money was raised through a subscription drive, in which part of the subscription funds were donated to the band. Hatfield ran a similar program for members of the Clay City High School Band, and presented a check for \$502 to them.



The Final Word: Writing News

Want to offend some readers? Use some words on this list

By Daryl L. Frazell
From The Grouch

Grouch No. 37, under the heading, "I is for insensitivity," began a discussion of terms some people may find offensive. The list continues:

female. Police reports tend to use gender as a noun, as in, "Two females were apprehended," but when the media use similar language it seems insultingly impersonal, as if "women" would be inappropriate for some reason. As an adjective in phrases such as "female firefighter," the term can be insulting, too, as a way of saying, "Here is a woman in what is normally a man's job."

feminine. Some women object to this term because it implies traits that might disqualify them from some jobs.

fried chicken. In some circumstances this can be a stereotypical allusion to the cuisine of black people.

fragile. When applied to a woman, this can be a stereotypical term associated with femininity.

full-figured. Only women are described this way, and many resent it.

geezzer. Doddering, over-the-hill men like the Grouch see little humor in this term used only by immature youths.

gender enders. Feminized forms such as "actress," "aviatrix," "comedienne," "executrix," "heroine," "poetess," and "starlet" were once common but now are seldom seen. They have declined because women prefer "actor," "aviator," "comedian," "executor," "hero," "poet" and "star." However, "actress survives at Academy Award time. "Waitress" has been abandoned in favor of "server."

golden years. Ask somebody in the later years of life how idyllic it all is, and you're likely to get a blunt answer.

handicapped. A handicap is a dis-

advantage that stands in the way of achievement. A disability is a condition that makes some tasks difficult or impossible. "Disabled" is generally preferred over "handicapped" to refer to people who use wheelchairs or other devices to help them move around, but most of those people would prefer not to be characterized by a term that emphasizes what they can't do. They are likely to be insulted by "crippled" or "invalid."

Hispanic. It's widely used to refer to people whose ancestry is in countries where Spanish is the dominant language, but not all such people accept the term. Some prefer Latino or Mexican American.

homosexual. This is the correct term for both sexes. "Gay" refers only to men; "lesbian" refers only to women. There was a time when editors fought to preserve "gay" as a synonym for "light-hearted," but most have given

up. In fact, the word is now unlikely to be read that way.

honey. Like "dear" and "sweetie," it has been used so often by men as a demeaning way to address women that it is likely to be misinterpreted even when its purpose is endearment.

housewife. Although many women proudly use this term to describe themselves, others object to the gender reference. They prefer "homemaker," which can apply to either sex.

illegal alien. This is especially sensitive these days. "Undocumented" is less likely to raise hackles than "illegal," and "worker" or "resident" is worth considering in preference to "alien," which has been taken over as a UFO or sci-fi term.

inscrutable. People of European descent once considered all Asians inscrutable, which means hard to figure out. The term is now considered a slur by many Asian-Americans.

Put a spark in those boring government stories

By Becky L. Meadows
KPA News Bureau Director

The Anytown City Council voted 5-2 last night to approve a sewer-rate ordinance on second reading.

What's wrong with this lead (or "lede," as my University of Missouri professor used to write)?

First, chances are your readers do not know what "second reading" means. That's government legalese that just clutters up your leads.

Second, it's boring. If you wrote that lead, you'd be lucky if your readers weren't snoozing before they got to the end of it.

Third, what exactly is a sewer-rate ordinance?

Last, and most important, *what does the passage of this thing mean for your readers?*

I know it sometimes gets boring covering government meetings. As News Bureau Director for the Kentucky Press Association, I cover state government meetings for your papers. I try to put a unique touch to each story, but sometimes it gets tough, I admit.

The one thing I always search for, though, while I'm holding my eyelids open with my fingers, is that one nugget of information my readers want and need to know.

Here are some things you can look for when covering government meetings—things that belong in your lead, usually, if you find them.

1. Will it cost your readers money? Is our sewer-rate ordinance going to mean increased sewer costs for people in Anytown?

Anytown residents will have to dig a little deeper next time they pay their sewer bills.

That's quick, that's to the point, that means something to Joe Blow who picks up your paper.

2. Is there a benefit in it for your readers? If you're covering your county government the night it passes new

ethics legislation, will your readers benefit from the law?

If you're kin to someone who works in county government, don't even fill out an application for employment with Anytown County.

You don't have a chance of being hired, or at least you shouldn't under a new ethics code county government passed last night.

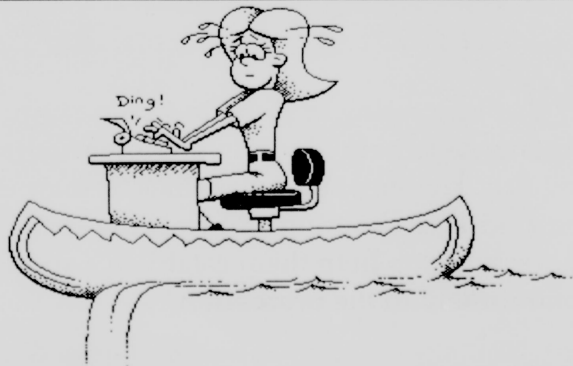
3. Is there something that could hurt your readers? Does the law (or ordinance, or whatever your government calls it) look good on its face, but fall flat on its behind upon close scrutiny?

Getting a \$500 tax break sounds good
Continued on Page 15

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Professional, student photographers gladly greet Glasgow

WKU Mountain Workshop a 'boot camp' for photographers, both student and professional

By Jim Highland
Western Kentucky University



On Matt Stewart's route, the Glasgow Daily Times gets there on time. Stewart, 9, of Glasgow, was one of the subjects for documentary photography during the Mountain Workshop. Photo by Jose Osorio.

Since he has been a photojournalism major at Western Kentucky University, Greg Cooper has been told to make his photographs show what the situation feels like. Until the WKU Mountain Workshop, Cooper said, "I didn't know what that meant. But I learned what it was like to put feeling in my photographs."

Cooper was one of about 25 student photographers and about 15 professionals who spent four days in Glasgow in October, documenting life in Barron County as part of the workshop.

WKU Photojournalism Professor Mike Morse, who directs the workshop, describes it as a "boot camp" like experience for both the students and professionals.

"We try to paint a portrait of the people in the county from the county judge to the county character," he said.

Both students and professionals arrived in Glasgow about noon on a Wednesday, and they set up shop, including a full darkroom and printing facility, at the Glasgow Inn.

"They (the photographers) drew story ideas out of a hat, and after that they had to find the person, cut a deal with their subject and from then on they spent time with that person," Morse said.

Morse and James Kerney, WKU photojournalist-in-residence and associate workshop director, were joined in the teaching efforts at the workshop by six other professionals, including:

- Susan Biddle, former White House photographer and now a Denver, Colo., freelance photojournalist;
- David Lessen, a photojournalist for the Dallas Morning News;
- Jim Gensheimer, San Jose Mercury News photojournalist;
- Bill Luster, The Courier-Journal's director of photography;
- Mary Ann Lyons, a photojournalist for The Courier-Journal;
- Jack Corn, Western Kentucky University photojournalist in residence and former director of photography for The Chicago Tribune.

In addition to the Western students, Morse said working professional photographers paid a fee to participate, to learn from the workshop faculty and to have their work critiqued.

Each faculty member was assigned five or six students, including one or two working professional photographers, and the faculty members examined every frame and negative printed by their students.

"They (the photographers) were critiqued as they went by their faculty member," Morse said, and the students were also free to show their pictures to all faculty and professors for feedback.

The critiques continued throughout the evening, but the faculty also spent portions of the evening talking about "different issues about photojournalism," Morse said.

"We were trying to provide a boot camp experience to help working photojournalists and prospective photojournalists to sharpen their skills in shooting and working with subjects and to help them establish a stronger commitment to the profession," he said.

"Yes," he said. "I think it works."

It is often interesting to see what happens to college students during the workshop.

For some, "the light kind of claws," Morse said. "Others realize a greater commitment is needed, and make that commitment."

However, he said, there are people who say, "This is not for me."

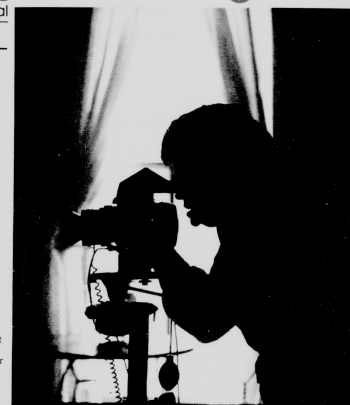
Cooper, the WKU photojournalism student, said Bill Luster of The Courier-Journal taught him to "find three nuggets" in any picture story and capture those on film.

Cooper said he did just that and, as a result, there is no way to put a value on what he learned.

Ray Meese, another WKU photojournalism student, said his picture stories "used to be kind of rigid," and he went from "concrete thought to feeling and emotion."

His faculty mentor during the workshop was Gensheimer of San Jose, Calif., who, he said, taught him to edit his own photographs to improve his work before showing it to the photo editor or news editor.

As it has been in the past, the student and professional work will be compiled and published in book form.



Western Kentucky University photojournalism student took on the job of documenting the work of Shirley Montgomery, a Glasgow portrait photographer. Photo by Jason Koski.

'We were trying to provide a boot camp experience to help working photojournalists and prospective photojournalists to sharpen their skills in shooting and working with subjects and to help them establish a stronger commitment to the profession.'

-Greg Cooper, WKU Photojournalism Professor



Above, Western Kentucky University student Scott Panella and Atlanta Constitution photographer Jonathan Newton toss paper in the air in celebration of the deadline for final submission of film during the Mountain Workshop. To the right, Chicago Tribune photographer Tim Broekema makes a point about negatives to (from left) WKU student Scott Panella, Rome (Ga.) News-Tribune photographer James Boschuck and WKU student Ayesha Preston. Photos by Larry Powell.





Lookin' Good: Graphics News

Visual planning part of reporting

By Don Fry
From The Bulletin

Reporters should regard graphics as one of their tools of explanation, but many think of anything visual as an intrusion on their precious space.

Editors need to get around this prejudice if they want writing and graphics coordinated. You can coach the graphic side of reporting and writing, but first you have to sell it to the writers. (You might have to sell it to yourself.)

Here's the sales pitch. Reporters (and editors) should like graphics because visuals complement words. Visuals and words are teammates, not enemies. Graphics do things easily that words do badly, and vice-versa.

Take this example. Your local hospital decides to build a high-tech incinerator to dispose of medical wastes, not just for itself but also for all nearby medical facilities. That story has all sorts of technical journalistic demands, such as potential effects on the environment, hazards of transport, complex chemistry and biology, budget numbers, etc. Just describing the incinerator itself, its construction and operation, will involve tough trudging

through paragraphs dense-packed with technical terms. Hard to write, hard to read.

But a combination of writings, drawings, charts and photos, planned as a unit, will make this package jump off the page, maybe even leap onto the front page. Readers will read it and understand it.

Reporters must understand viscerally that graphics don't take more time, don't eat their space, and don't mean the paper is turning into USA Today. Graphics explain difficult things visually.

Vacuuming the Scene

We have inherited a journalistic tradition that includes almost nothing visual in the writing. We package facts into upside-down triangles, perversely called "stories." Reporters who don't normally include visual elements in their stories don't see visual elements in the field. They collect numbers and quotes.

The coaching editor first calls attention to sights, encouraging the reporter to put them into the notebook and then into the story. The reporter learns to seek "telling details," those

details that form part of a pattern, the meaning of the story. For example, if you're writing a story about me, my four computers are not a telling detail. But the fact that they're all laptops says something about my traveling life, which becomes meaningful.

The next step involves collecting visual materials in the field, a process I call "vacuuming the scene." The reporter simply picks up or copies everything at the scene with a picture, chart, map, or diagram on it, and brings it all back to the office without discrimination. Then the reporter has the raw material to remember what things looked like, and to analyze how they work.

Some reporters learn how to sketch simple diagrams. We're not talking about drawing, intended to convey information to someone else. Sketching is a form of note-taking for oneself. For example, very shrewd political reporters sometimes sketch little maps of where speakers sit at meetings so they can remember the dynamics of interactions.

Visual planning

The dulllest, least effective graphics result from artists making pictures

from finished stories without access to the writer. Vacuuming and sketching enable the reporter to work with both editors and graphics staff before and during the writing of the story. So the coaching editor, preferably with a graphics person present, debriefs the writer between the end of the reporting and the beginning of the typing.

The editor asks the usual focusing question so important at that stage: What's the story about? What are the main ideas? What order do they go in? How long does this need to be to explain it to the reader? The debriefer listens for complex explanations that might profit from visuals, and suggests planning the story with graphics carrying some parts, and writing the rest.

If the team decides on graphic elements, it has all the visual materials the writer vacuumed up at the scene. The artist doesn't have to base a picture on words from someone not trained to see things.

And when the nicely coordinated package appears in the paper, the editor praises the teamwork in public. Sooner or later, the whole newsroom will get the message: Graphic thinking makes explanation easier, and gets better play.

You Won't Want to Miss Out on What the KPA Trade Show Has to Offer!

If you miss the KPA Trade Show, held during the KPA Winter Convention at the Hurstbourne Hotel in Louisville January 26-28, 1995, you'll miss seeing what these spectacular vendors have to offer you--and you'll miss a chance to win a color TV!

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Cabbage Cases Inc.
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Edu-Com

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Metro Creative Graphics
Baseview Products
Ky. Oil & Gas Assoc.
Ky. Dept. of Adult
Education & Literacy
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Don't Monkey
Around!
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TV!



Anyone who visits all the KPA Trade Show booths and has a special card stamped by each vendor is eligible to put their cards into a special pot, from which will be drawn the winner of the COLOR TV!



Around Town: Circulation News

In-county got good deal on postal rates

Editor's Note: The following is a column by Max Heath, former KPA President who is chairman of the National Newspaper Association's Postal Committee.

The Postal Rate Commission (PRC) has spoken, making first-class mailers happiest and second- and third-class mailers frown a bit as they studied new rates likely effective Jan. 1.

But National Newspaper Association members, whose bread-and-butter rate is in-county, walked away with 12-13 percent better results than most mailers. In-county postage will only increase 1-2 percent in 1995.

The so-called "10.3 percent solution," an unprecedented Postal Service request to raise all postage rates across the board, was rejected by the PRC on Nov. 30. Commissioners chose to favor first-class business mailers over second- and third-class.

Since the PRC can only set rates to meet the Postal Service's "revenue requirement," it had to reduce some rates to raise others more than the 10.3 percent requested.

The second ounce first-class rate was unchanged, increasing the discount from 6 to 9 cents. Likewise, the

post card rate was raised only a penny to 20 cents instead of the 21 cents requested. So first-class got 10.3 percent on its first ounce, less on heavier mailings, and post cards only 5.3 percent. Priority Mail will only increase 4.8 percent to \$3, not \$3.20 as the Postal Service requested.

Second-class rates

What does this all mean for community newspapers?

With postal inflation actually running closer to 19 percent, mailers are lucky to get by with 14 percent or less after four years. General inflation in the economy over the period was 14.2 percent for 1990-93 base period of the rate case. But inflation for the time rates were in effect, from Feb. 3, 1991 through Dec. 30, 1994, will be about 12 percent.

It is disappointing to have out-of-county newspaper postage and third-class shopper postage increase 14 percent when 10.3 percent appeared justified and within reach.

But one reason to feel good is that a higher increase now might lessen the "sticker shock" of larger increases in future cases. It is possible that the "10.3

percent solution" touted by the Postal Service would have resulted in higher second-class regular (out-of-county) rates down the road.

In-county newspapers' increase of about 1-2 percent depends on the weight, and the amount walk-sequenced and delivery-unit entered. The change is only on the pound rate, from 10.8 to 11.1 cents for delivery unit entry (line 36, Form 3541-R), and 11.8 to 12.1 cents all other entry (line 37).

Piece rates will not change from those in October. Therefore, heavier pieces have greater percentage increases. Heavily walk-sequenced papers paying the 3.6-cent piece rate will also realize slightly higher percentage increases.

Recompute a 3541-R, substituting the new pound rates, to see how much your in-county postage bill increases. Checks of my papers varied from just under 1 percent (.97) to 1.9 percent.

A four-ounce paper (DU and CAR-RT) will now cost 6.875 cents to mail, up 1.1 percent from 6.8 cents. An eight-ounce DU, CAR-RT paper will pay 9.65 cents each, up 1.6 percent from 9.5 cents. Deduct a half-cent for 125 W/S.

Since in-county's markup is tied to regular rates, the 4 percent additional

hike brought the in-county cost up beyond the requested 1.5 percent decline. But the in-county increase was still the second best deal in this rate case, beaten only by classroom publications. They had earlier proved their volume higher than estimated, like NNA is working to do with in-county.

That markup of 2.7 percent to cover institutional costs of operating the Postal Service is the lowest of any subclass. In-county also pays the lowest per-piece contribution to institutional costs, less than 1 percent.

Third-class rates

The rates most often paid by third-class shoppers will increase more than 14 percent.

Full-coverage shopper mail entered at the destination delivery unit will pay 12 cents per piece minimum instead of 10.5 cents, an increase of 14.3 percent.

Non-subscriber shoppers earning 125-walk-sequence will pay 13.2 cents each, up from 11.5 cents now, or 14.8 percent more.

Non-serve pieces earning carrier route rate (10 or more but less than 125)

Continued on Page 16

NEWSPAPER ALLIANCE FOR FAIR POSTAL RATES

A Project of the National Newspaper Association
Serving 4,000 Community Newspapers Across America

November 21, 1994

To: Community Newspaper Publishers

From: Mike Parta, NNA Chairman

The 34 percent second-class in-county postal increase would have cost our small newspaper over \$3,000. Many of our neighbors saved more than that.

How much would your increase have been? Pass this letter on to your circulation director to find out.

(While you're at it, please factor in an additional 29% savings from 1993 when the Clay Compromise saved us from the collapse of revenue forgone.)

When you get these numbers back from your circulation director, do yourself a favor. Send a check to NNA and protect your investment. NNA spent \$100,000 to save you that 63%.

Next year, our second-class rates will be under attack again—not only for in-county mail, but for requester publications and out-of-county mail. We're looking at increases of another 10%, while big mailers are being courted with postage reductions.

We're asking you for \$30, \$60, \$90 or more. If you want to invest more, you will be contributing to a critical war chest for your own protection.

In addition, if you are not an NNA member, join the 600 dailies and 3,500 weeklies that are members. We can win these battles, but it is up to us to fight back.

How much NNA saved you.

1993
In-County
2nd-Class
Postage Expense

Multiply by .63
to find the proposed
increased expense

Resulting increased
postal expense if NNA
hadn't fought for you

How you can
say "thank you"
to NNA.

Subtract your gift of
\$30, \$60, \$90

Your "profit" after
saying thank you

Contributors

Steve Andrist
The Crosby (ND) Journal
Bob Atkins
Nashville (TN) Record
Keith Axberg
The (MI) Gazette
Lloyd S. Craig
Winfield (KS) Publishing
Helen Everson
The Reporter Co., WI
Laura Geiger
Newcorp, Barnsville, GA
Miriam Goldberg
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News, CO
Louis F. Graves
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Daily Court Review, TX
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Oconee Free Press, GA
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The Right To Know: Legalese

Privacy right outweighs right to records access

From The Associated Press

FRANKFORT—When the public's right to examine government records is weighed against someone's right to be left alone, the Kentucky Court of Appeals said that the balance is tilted in favor of the individual.

The court said the Open Records Act is based on the public's right to expect government agencies to do their jobs properly.

"At its most basic level, the purpose of disclosure focuses on the citizens' right to be informed as to what their government is doing," Judge Rick Johnson said. "That purpose is not fostered, however, by disclosure of information about private citizens that is accumulated in various government files that reveals little or nothing about an agency's own conduct."

The unanimous decision of the

three-judge panel came in a request by Louisville attorney John F. Zink to gain access to all of the initial injury reports filed for workers' compensation claims. The reports compiled by the Department of Workers' Claims include the name and address of an employer, the nature of the business and the nature of the injury. The reports also contain the name, address, telephone number, Social Security number, date of birth, pay and marital status of the employee.

Zink, whose law practice includes workers' compensation cases, wanted the information to send mail solicitations to potential clients.

The department agreed to give Zink information containing the name of injured workers, the county where the injury took place, the type of injury and time missed. But Zink said the Open Records Act should allow him access to all of the documents compiled by the department.

E'town mayor does not regret violating OM Law

From the Elizabethtown News Enterprise

Elizabethtown Mayor Pat Durbin said she doesn't regret her decision to withhold the name of the architectural firm the city selected to design a new court building, though the state Attorney General recently defined her action as a violation of the Kentucky Open Meetings Law.

The city was found in violation of the law after Durbin refused to publicly name the firm following the city's official action during a Sept. 6 council meeting.

Durbin said the city will not appeal the Attorney General's decision.

"I apparently violated the letter of the law, and although I don't regret doing so, I shall try to comply in the future," she said.

Durbin made the announcement, reading a prepared statement in the Elizabethtown City Council on Monday, Nov. 21.

She said that although the law required her to disclose the information, if she had the chance to do it over again, she would have made the same decision.

"I do not apologize for my decision. Perhaps it was important that the information be published in the local paper on Tuesday, Sept. 7, instead of the following day," she said. "I just happened to think it was more important that I follow my philosophy in life and treat other people like I would want to be treated. Perhaps I was wrong."

Durbin said the city has decided not to appeal the ruling because it wasn't financially wise.

Gore, White House visit highlight Government Affairs Conference

WASHINGTON, D.C.—The National Newspaper Association is assembling a 1995 Government Affairs Conference (GAC) designed to provide the nation's community press the opportunity to examine and influence the rapidly changing political scene in Washington.

The conference agenda includes a progress report by political consultant Ed Rollins on the first 66 days of the Republican-controlled 104th Congress, and invitations to Rep. Newt Gingrich, Jack Kemp, Sen. Phil Gramm and key anticipated 1996 presidential candidates to address publishers at the National Press Club.

The meeting will be held March 8-11, with accommodations at the Ritz-Carlton Hotel in Pentagon City, Va.

Many of NNA's committee meetings will take place on March 8 along with tours of the Pentagon and a behind-the-scenes tour of the Smithsonian Institution. An evening welcome reception is planned as well.

March 9 will kick off the main program with Vice President Al Gore, who has been invited to address a joint session of NNA and the American Advertising Federation. The two organizations will be combining portions of

their annual Government Affairs Conferences because they share common concerns over issues of taxation, advertising regulation and new technologies.

Gore will speak at the Willard Hotel, the site of the AAF conference. NNA members will receive transportation to the Willard for the address.

The AAF is the voice of the advertising industry, representing national media, advertisers and advertising agencies. Its membership includes a network of almost 50,000 members in 135 corporations, 220 local advertising federations and 210 college chapters.

Also on Thursday, Postmaster General Marvin Runyon will discuss the coming postal reclassification and a panel will discuss: "Does the Postal Service Want Your Lunch?" On the panel will be Max Heath, a vice president with Landmark Community Newspapers and the chairman of NNA's Postal Committee; Bill Henderson, chief operating officer and executive vice president of the USPS; Robert Kamerschen, chairman and CEO for ADVO, Inc.; and Shaun Higgins, marketing and sales director for the Spokesman-Review in Spokane, Wash.

A legislative briefing follows the postal session and a stand-up congressional luncheon at the Library of Congress. After the luncheon, attendees will have the opportunity to visit their congressional leaders on the Hill.

That evening, special embassy briefings and receptions will be held at the embassies of Haiti, Peru (tentative), Latvia, Ireland (tentative), United Arab Emirates, Israel, India and Ghana (tentative.)

Leading off Friday morning, March 10, will be the Newspaper Leadership Council.

At the National Press Club, attendees will have a chance to listen to many of the 1996 possible presidential candidates. Invited to speak at the "Election '96" session are Rep. Newt Gingrich, R-Ga., the incoming speaker of the House; Sen. Phil Gramm, R-Texas; Lamar Alexander, Sen. Arlen Specter, R-Pa.; Sen. Bob Dole, R-Kan.; former Vice President Dan Quayle; Jack Kemp; and a spokesperson from the White House.

Each speaker will be given 10 minutes to address the audience, with a five-minute Q & A session to follow. Moderator for the session, Ronald A. Faucheux, publisher and editor of Campaigns and Elections magazine, will

take written questions from the audience for the speakers.

Following this session will be a luncheon, featuring columnist William Raspberry. After the luncheon, political consultant Ed Rollins and another analyst will critique the first 66 days of the 104th Congress. NNA's executive committee will question the consultants.

A reception to visit the First Family at the White House is tentatively scheduled, but confirmation is not expected until sometime in March.

Later that evening, attendees may enjoy an optional dinner at the Roof Terrace Restaurant at the Kennedy Center, and will have a choice of three performances--National Symphony with James Paul conducting; Artaria String Quartet; or Shear Madness, a comedy whodunit. At the Shakespeare Theater there will be a showing of Shakespeare's Love's Labor's Lost.

For those attendees staying in Washington for some sightseeing Saturday, March 11, there will be an optional dinner at Hogates, a seafood restaurant on Washington's waterfront.

For more information on the conference or to register, call NNA's Carol Pierce at (800) 829-4662.

Legalese

No mandatory open caucuses

By Becky L. Meadows
KPA News Bureau Director

A slim victory may have come in the form of a defeat for the Kentucky Open Meetings Law during the Organizational Session of the state General Assembly.

One of the Democrats in the House of Representatives strayed from the ranks and called for his party to open its caucuses. Even though the motion to open caucuses was tabled in a 57-40 vote, Republicans took up the cry for openness.

Rep. Tom Riner, D-Louisville, made the motion to suspend the rules of the House for the group to vote on whether to open caucus meetings.

"This is Mickey Mouse," the minister said when a motion was made to table his motion to open the meetings. "This is childish and stupid for Democratic members to do this. We're going to fill this chamber with Republican votes if we keep doing this."

Now, at least 51 members of the House would have to vote in favor of bringing the tabled motion back to the House floor for a vote before the issue could be revisited.

Meetings of the state Democratic Caucus have been closed for years. In fact, these meetings are statutorily exempt from the state Open Meetings Law, but have been opened occasionally such as during budget discussions of the 1994 General Assembly. Meetings of the Republican Caucus are generally open.

Some other members of the Democratic party disagreed with Riner's call for open caucuses.

Rep. Greg Stumbo, majority floor leader of the House and a Prestonsburg Democrat, rose to tell House members he was not in favor of the resolution to open caucus meetings.

"It somewhat puts me in an uncomfortable position, speaking not in favor of this motion," Stumbo said. "The problem is what you're being asked to do has not gone through the legislative process."

How both chambers voted....



In the House: (Vote to table motion to open party caucuses)

Barrows	Clark, P.	Farrow	Kerr	Morris	Soorsone
Bondurant	Clarke, J.	Fox	Lee	Nelson	Scott
Bowling	Coleman	Friend	Lindsay	Nesler	Shacklette
Brown	Collins	Geveden	Long	Newsome	Simpson
Bruce	Crenshaw	Gooch	Lovell	Palumbo	Stacy
Burch	Curd	Graham, D.	Maggard	Rapier	Stengel
Arnold, A.	Butler, D.	Cyrus	Gray, J.R.	Marzian	Rasche
Arnold, J.	Callahan	Damron	Gray, L.	Mason	Richards
Ballard	Clark, L.	Deskins	Jenkins	Moberly	Riggs



Brandstetter	Fletcher	Lile	Nunn	Treesh
Buis	Ford	Marcotte	Reinhardt	Turner
Butler, D.D.	Gee	Maricle	Riner	Walton
Cave	Graham, G.	Mullinix	Sanders	Zimmerman
Ackerson	Colter	Hampton	Murgatroyd	Siler
Allen	Crall	Heleringer	Napier	Smith
Altman	Deweese	Hogancamp	Noland	Stine
Baugh	Farley	Jensen	Northup	Todd



In the Senate: (Vote to pass amendment to open party caucuses)

Bailey	Friend	Leeper	Nunnolley	Shaughnessy
Berger	Green	Meyer	Pendleton	
Blevins	Herron	Moloney	Rose	
Boswell	Kafoglis	Neal	Saunders	
Bradley	Karem	Nelson	Seum	



Baker	Cruse	Moore	Roeding	Williams, G.
Borders	Harris	Philpot	Rose, Julie	
Buford	Kelly	Preston	Tori	
Casebier	Metcalf	Robinson	Williams, D.	

Stumbo said Democratic leaders may discuss issues behind closed caucus doors, but their votes are still made in public.

"That's the way the system works," he said.

Some Republicans, however, took the opportunity to resound the call for openness.

"The fact is that major policy deci-

sions are made behind closed doors. That is wrong," said Rep. Bill Lile, R-Valley Station.

"What's wrong with letting the people of the Commonwealth know what's going on?" he continued. "The people want openness."

Rep. Tom Jensen, R-London, agreed lawmakers should hold discussions in public.

"If you vote no on this motion, you are telling the people who voted for you that there are times you don't want them to know what you're doing up here," he said.

The state Senate also took up the issue whether to open Democratic Caucus meetings. The group voted along party lines, 21-17, not to approve the resolution introduced by Sen. Cex Williams, R-Verona.

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2¢ Worth: Our Views To You

Sometimes you have to bite your tongue

By the Way

By Becky L. Meadows
News Bureau Director



"You can't go back there," the blond-haired girl said, her eyes fixed on mine.

"No, you can't," her dark-haired companion said. "They don't like that. It's not good stage manners."

"But what would happen if I did go back there? What if I just peep around the corner?" I questioned, pushing for an answer.

"They would get mad," the dark-haired girl replied, twirling one end of her dark coat to reveal a blue stage dress underneath.

I looked once again at the bottom four stairs of a staircase that led backstage, backstage to one of the most wonderful theatrical productions I have ever seen--The Phantom of the Opera.

The Phantom was back there. He was backstage now, in his dressing room, having a make-up artist remove his stage make-up. His hat and cape and mask all would be there, waiting for me to see them.

I couldn't resist.

"Well, I'm going to see, anyway," I said, and silently moved toward the row of stairs.

I stepped onto the first gray stair, then turned to look at my autograph-waiting companions.

The dark-haired girl stood with her mouth open, her coat parted to show the dress she had made herself--a dress like Christine, the heroine of The Phantom of the Opera, wears during her solo.

And I thought I was obsessed, I thought dryly.

The blond-haired girl was completely aghast; she turned her head away when I looked at her.

I turned around, took a deep breath and tilted my head around the corner of the bottom row of stairs.

More stairs.

More stairs with a thick plastic curtain at the top.

He's up there, I thought. The Phantom's up there. I know he is.

Most of the other actors and actresses had already come down the stairs and graciously signed autographs. I had stood in the background, holding steadfastly to my Phantom of the Opera movie poster.

I wanted only one autograph, and I was determined to get it.

When one of the girls mentioned perhaps the Phantom had gone out another entrance, I decided it was time for action. That was when I headed for the stairs.

The girls were appalled. I was exhilarated.

Then a large hand pushed the plastic curtain back, and a big man in a black jacket started down the stairs.

I stepped back down the stairs and took my place beside the outer door. I'm not stupid, you know.

Granted, this situation was different. I'm not used to having to take the normal routes to get what I want. I had to push back several impulses to just walk right on up those stairs and push that plastic curtain aside with an, "I'm Becky Meadows with the Kentucky Press Association. May I speak with the Phantom?"

That's the normal procedure for newspaper reporters. We don't usually have to go the route the public has to go, which is probably why the girls were so stunned by my move up the stairs in the first place.

No, we usually get the best seats, right up front. We usually get great access, like interviews after performances and backstage passes.

I could've had all of this for Phantom of the Opera. All I would have had to do is call the promotion company, told them who I was and what organization I was with.

I could've been sitting backstage with the Phantom, watching him having his makeup removed. Who knows, I might have even been allowed backstage during the performance (provided, of course, I stayed out of the way.)

But I wasn't covering Phantom. I was just watching the performance, like a typical Joe Blow. Thus, I was

subject to the same rules Joe Blow would have been subject to.

I bit my tongue and looked at the security guard coming down the stairs.

"Is the Phantom still back there?" I asked.

"Yeah, he said he'd be down in a minute," he replied.

A few minutes later a figure in a black T-shirt, black jeans and a black "Phantom of the Opera" jacket came around the corner. His hair was cut short, almost shaved. It was as dark as the jacket he wore.

This was my moment.

I pushed toward him, but the girl in the Christine dress beat me to him. "Would you please sign the back of my book? I think you're the greatest," she said, gasping for breath.

God, please don't let him think she's with me, I thought.

He signed her book, then I handed my movie poster to him.

"Would you please sign my movie poster?" I asked.

He signed the black poster right on the white Phantom mask--the perfect spot. I thanked him and left the theater.

By the way--How I wished I could have been the journalist that night! How I wished I could have been backstage while the production was going on, or had a one-on-one interview with the Phantom.

I resisted the temptation to pull out a press card. I bit my tongue instead.

What would you have done?

You know you live in a small town when....

Editor's Note: The following column by Ken Metz of the Bath County News-Outlook was taken from CommonNet, the Kentucky Press Association Bulletin Board System. Many such columns are regularly posted to the network for public use.

Small towns have a character all their own. And even though rural communities may differ in many ways, they are more alike than unique in most respects.

Some of the things that make them unique are the very things that the people who live here love most about their hometowns.

The other day I ran across an article that appeared in the Publisher's Auxiliary, the national newspaper industry trade publication that was written by Doug Duncan, the late editor of the Clipper in Shelton, Nebraska in 1982. Some of these appeared in the Canton (Texas) Herald, and written by Linda Brown. You may have heard

some of them before but I thought they were so relatable that I would list some of them here.

It's called "You know you are living in a small town when":

- a crowd gathers on Main Street and looks toward the fire hall when the whistle blows.

- the telephone directory is printed on one side of an 8 and a half by 11 sheet of cardboard and a fourth of the last names are the same.

- Third Street is on the edge of town.

- you don't use your turn signal because everyone knows where you are going.

- you dial a wrong number and talk for 15 minutes anyway.

- you can't walk to exercise because every car that passes you offers you a ride.

- you drive into a ditch five miles out of town and the word gets back before you do.

- you write a check on the wrong

bank and they cover it for you anyway.

Then there are the ones that relate to the newspaper itself. They go something like this: "You know you are working at a smalltown newspaper when":

- you're invited to every social event in town and they say, "by the way, bring your camera."

- a young girl drops off a quarter because she accidentally got two newspapers instead of one.

- the same lady on press day, calls to ask "Is the paper in yet?"

- someone calls to let you know that you can cancel their ad for a lost dog and you can tell them who found it.

- you write stories about a football game, a city council meeting, make pictures, set ads and attend a meeting all before noon on one day.

- you take a subscription while you are at a ballgame or at the grocery store.

- you pull up to a store where there is a newsrack and there is a crowd waiting inside for the paper.

- the most negative news in one week's issue was the town drunk getting arrested for public intoxication.

- people call you the minute they need you and expect you to drop everything and take their picture.

- you sell tickets to all the community fund-raisers at your front business counter.

- readers still send in news about the visitors they had over the week-end.

- you recognize most of your callers by their voice.

- many people's greatest claim to fame is the time they caught that big fish, bagged the deer, or grew the big tomato and got their picture in the paper.

- people move to town and the first place they come to find all about the community and their neighborhood is the newspaper.



In Your Headlines: Newspaper News

Movers & Shakers

Who Went Where & What's Going on

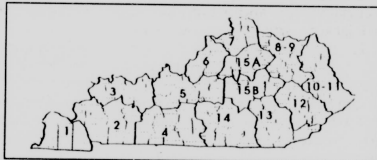
O'Nan joins Harrodsburg Herald staff

Clarissa O'Nan has joined the staff of The Harrodsburg Herald as a general news reporter.

She replaces Jamie Slagle, who has taken a job at the Bowling Green Daily News.

O'Nan worked part-time until she graduated from the University of Kentucky last month.

She had worked at The Kernel, the student newspaper at UK, for several years. She had also had internships at the Lexington Herald-Leader and at The Gleaner in Henderson.



Herald-Voice names News Editor

The Hazard Herald-Voice announced in late November that Michael Lynn Huff of Knott County had been named the paper's News Editor.

He has been in the journalism field more than three years.

He studied journalism at the University of Kentucky, and he was an editor of the student newspaper at Prestonsburg Community College.

Huff has worked at the Hazard Herald-Voice for about a month.

Stayton back on the job

Publisher Lisa Stayton has returned to work full-time at the Inez Mountain Citizen after an illness.

"I am 80-percent recovered," she said. "But I feel good and I'm ready to get back to business as usual."

Stayton said now that journalism is in her blood, she can't imagine doing any other kind of work.

New faces join reporting staff at New Era

The Kentucky New Era's reporting staff has changed, with a former sports writer moving to the news department and an intern joining the

newspaper.

David Blackburn has moved from sports to news and David Cook is interning with the paper, Managing Editor Mike Herndon announced.

Blackburn joined the newspaper as assistant sports editor in 1992. He previously worked as a reporter for a short time at the Crittendon Press in Marion, and for about three years prior to that as a reporter at the Cadiz Record.

He will be covering the court system and county government, as well as general assignments.

Scott Burnside, former sports editor and staff writer, has resigned to pursue other interests. He worked for several years as sports editor before becoming a news reporter last year.

David Cook, meanwhile, will be covering crime and other beats while interning for The New Era.

A resident of Ft. Campbell, he is a 1993 graduate of the University of Texas at Austin with a Bachelor's Degree in Journalism.

The New Era also announced some promotions in management.

LaMar Bryan, a staff writer for the past four years, has been named city editor. Rob Dollar, a former staff writer and copy editor, has been named copy desk chief.

Manchester announces changes

Some noticeable changes have taken place at The Manchester Enterprise.

Longtime publisher Glenn Gray has been named vice president of the newspaper. His primary role will be working with other publications owned by The Manchester Enterprise Inc.

Missy Walker has replaced Gray as publisher of the Enterprise.

Add life to those boring government meeting stories

Continued from Page 7

to many Anytown residents—but what happens Monday when the town's garbage cans still sit full by the curbs?

4. No. 3 leads logically into this tip. Read all ordinances, etc. very closely.

Often there's more to them than meets the eye. Sometimes the ordinance to allow more blacktopping of roads was passed just so Mayor Bob could have his driveway paved, or the increase in road construction costs is partly be-

Memories

Amy Daley, 43, dies

Editor's Note: The following is an obituary for Amy Daley, publisher of The Troublesome Creek Times of Hindman. She was the wife of Ron Daley, editor of the newspaper. Following the obituary is an edited version of a personal commentary by Ron Daley about Amy's death.

Amy Lou Turner Daley, 43, of Hindman, died Saturday, Dec. 3, 1994, at the Hazard Appalachian Regional Medical Center because of a long illness.

She was born in Buford, Ohio, on Oct. 30, 1951. She was co-owner of the Troublesome Creek Times in Hindman.

She was preceded in death by her parents and one brother, Bill Turner. She is survived by her husband, Ron Daley of Hindman; two sons, Matt and Paul Daley; one brother, Ed Turner of Hillsboro, Ohio; and other cousins and relatives.

I understand how sad and shocked many of our readers were when they saw the headline reporting Amy's death.

I had six years to prepare myself for Amy's death. We both knew it was time for her to leave her earthly body and begin her eternal spiritual life. But still, when she took her final breath and she was at peace, I felt the suddenness, the finality, and the shock of death. I write this not to make any of you sad, but to let you know that now I have a little understanding how some of you have felt when you lost someone that deeply loved you and whom you loved.

While I published a card of thanks

She has worked at the newspaper for more than seven years in book-keeping, circulation, job shop, purchasing, receptionist and most recently as advertising manager.

Former composition supervisor Melissa Warren will be replacing Walker as advertising manager for the newspaper.

Former news director Mark Hoskins has been promoted to editor of the weekly paper.

last week attempting to share the appreciation my family has to the hundreds of you who helped us through Amy's illness and death, I want to thank the entire Knott community, all the friends and associates of the newspaper and anyone else who showed our family any act of kindness.

What I want to say in this short column is a message I have written before. Amy and I had many blessings during her illness, and as a result of her illness, our prayers were answered, and we witnessed many miracles.

The last words Amy and I said to each other were, "I love you." We had that opportunity.

The last words many of you said to Amy and heard her say to you were, "I love you."

Too often we are too stingy with the words. Do yourself a favor and a favor for that loved one or acquaintance, and tell them how much you love them.

Amy was such a humble person. She had difficulty comprehending why and how much people loved her. But she knew she was loved. Thank you for loving Amy.

Yes, there were miracles in 1994. I saw them during Amy's illness. Doctors and nurses acknowledged that Amy was a walking miracle. I was just happy to have Amy for more than a year or two. She and I never expected six years after learning the diagnosis and watching the cancer come back. As a result of the additional time God gave Amy, she was able to love and inspire so many more people.

Thank you for your prayers, and I ask for your continued prayers and support.

White joins Corbin staff as city editor

Mark White, a lifelong resident of the Corbin area, has joined the News-Journal as Corbin city editor, replacing Susie Hart.

He has worked at the London Sentinel-Echo among other publications, and attended Eastern Kentucky University.

Check into it further.

And always, *always*, keep your readers in mind. If you always answer the question, "What does it mean for my readers?" your stories will always be relevant—and well-read.

How much is too much to charge?

Continued from Page 1

The results are as follows:

Weeklies up to 3,000: The average subscription cost was \$17.72, while the average newsstand price was 36 cents. Of the 38 papers in this category, 18 had the highest newsstand price of 50 cents, while six were 25 cents.

Weeklies, 3,001-4,700: The average subscription cost was \$17.54, while the average newsstand price was 41 cents. Of the 40 papers in this category,

18 had the highest newsstand price of 50 cents, while seven had the lowest price at 25 cents.

Weeklies, 4,701 and up: The average subscription cost was \$18.31, while the average newsstand price was 45 cents. Of the 31 papers in this category, 24 had the highest rack price at 50 cents, while five were at 25 cents.

Multi-weeklies: The average subscription cost was \$31.54, while the average rack cost was 47 cents. Of the

12 papers in this category, 10 had the highest rack price of 50 cents, while only one was 25 cents.

Dailies, 10,000 or less: The average subscription cost was \$93.08, while the average rack cost was 45.5 cents. Of the 10 papers in this category, 7 had the high newsstand price of 50 cents, while three were 35 cents.

Dailies, 10,001-25,000: The average subscription cost was \$114.16, and

all eight papers in this category charged 50 cents for single copies.

Dailies, 25,000 and up: The average subscription cost for the two papers in this category was \$161.50, while the average rack price was 42.5 cents.

The Courier-Journal charges \$290.28 for a one-year subscription and has a rack price of 35 cents. The Lexington Herald Leader charges \$226.20 for a subscription, and costs 50 cents on the rack.

New Year brings new ad policies to KPS

Continued from Page 3

said KPA Executive Director David T. Thompson, "and this change brings KPS in line with what's being done elsewhere.

"Additionally, it should decrease situations where newspapers go to KPS clients, offering a lower rate than available by placing an ad through KPS".

Of the \$2 million in advertising

sold in 1994, 75 percent of the placement was at national/commissionable rates. "We don't expect that figure to change very much because of this new policy."

Abernathy's priority: Re-establish KPA Circulation Division

Continued from Page 1

regulations and how to decipher what papers go into what zone. This will be especially helpful with KPA's new marketing database, MaxTrax, which calls for newspaper circulation by zone, Abernathy said.

A large part of Abernathy's plan to

rebuild KPA's Circulation Division will be helping newspapers across the state start Newspaper In Education programs, Abernathy said.

"The trend has been to hire a minimum-wage person off the street and throw them in to do all this stuff," she said. "Well, some don't have a clue how

to do it."

Todd Rainwater, circulation manager for the Appalachian News-Express of Pikeville, is going to help spearhead rebuilding the Circulation Division, she added. "We need someone to get in there and make this move," Abernathy said. "That's going to be the key."

In-county got good deal on Postal Service increases

Continued from Page 11

will pay 13.7 cents, up from 12 cents, or 14.2 percent more.

The new basic rate is 26.6 cents before discounts for entry and presort level are applied.

The pound rate for pieces over 3.3067 (0.2067 lb.) ounces will be 56.8 cents for DDU entry. Piece rates are 3

cents for Saturation W/S, 1.5 cents for 125-piece W/S, and 2 cents for carrier route (all DDU).

Should shopper mailers shift from postal delivery to private carriers?

That depends on weighing a variety of facts and circumstances, including advertiser preference, housing den-

sity, labor supply and wage rates, supervisory and verification costs, etc.

For some, the answer may be yes. Those who still prefer postal delivery should wait for one more rate case to answer the question. If a mail reclassification effort by the Postal Service works at all, it may well help third-class saturation and walk-sequenced

mail, reversing the recent trend toward higher costs.

Clearly, the mailing industry will begin to think harder about breaking the postal monopoly, pushing for privatization, or other remedies. Congress will be of no help. Indeed, it is likely to further harm, not help, postal fiscal health.

Papers seek truth in their communities

Continued from Page 5

retail businesses. In fact, the service industry is a large part of Bullitt County's economy.

It may come as a surprise to some, but Bullitt County has many rural areas left, even if it is close to Louisville.

"There are some horses and cows left here, although not as many," Barr

said with a smile.

Shepherdsville and Mt. Washington—the largest communities in Bullitt County—have become haven for Louisville yuppies looking to live in the country and work in the city.

That leaves Barr and his fellow journalists with an odd combination of people to serve, from farmers to slick

business people.

"Somehow, we've got to get them all to read," Barr said.

To appeal to every audience member, the Pioneer News has a Focus Page every Monday and Wednesday. The Focus Page contains a range of topics, including focusing on the different communities in Bullitt County, and

sometimes the Focus Page is a Business Page. At least three times each month the paper has a full page of the northern Bullitt County area—the area closest to Jefferson County.

"That goes back to trying to be a little bit of something to everybody," Barr said with a smile.

THEY ARE ONLY 10 MONTHS LEFT UNTIL ONE OF YOU IS ELECTED GOVERNOR. ARE YOU AS CANDIDATES, GOING TO...
A: USE THAT TIME TO CONSTRUCTIVELY DETERMINE WHAT'S BEST FOR KENTUCKY.
OR B: WASTE THAT TIME WITH USELESS BICKERING AND MUD-SLINGING?

UHM... I'LL TAKE "BICKERING AND MUD-SLINGING" FOR \$100,000, ALEX!

WELL... AT LEAST THEY'RE CONSISTENT.

STUART ARNOLD

This cartoon by Stuart Arnold is just one example of what KPA-member newspapers can find on CommonNet, the association's computer bulletin board system. Most items posted to CommonNet are free for newspapers to use. And it doesn't matter what kind of computer you have. Anyone can access CommonNet, with the software provided free by KPA.

For more information about CommonNet, call the KPA Central Office at (800) 264-5721.