

# KPA

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## Kentucky Press

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### KPA fall contest breaks one record, almost two

Awards will be presented during 2002 Winter Convention in Lexington

More than 80 newspapers and more than 4,000 entries make the 2001 KPA Fall Newspaper Contest the largest in history — in at least one category and a close second in

another.

The number of newspapers is the highest participation for any KPA contest in history, while the 4,086 entries ranks second to 4,271 in the 1997 Fall Newspaper Contest. Entry income for 2001 is \$17,175, second to the \$18,066 income from the '97 contest.

The KPA Fall Newspaper

Contest will be judged Thursday, Nov., 8, by the Florida Press Association. Awards will be presented Friday, Jan. 25, 2002, at the closing banquet for the KPA Winter Convention.

"With the economy, we were particularly concerned about this Fall's contest," said KPA Executive Director David T. Thompson.

"Newspapers are having to hold down on expenses and we expected the contest to be one of those areas that suffered from needed cutbacks.

"It's encouraging that this contest not only had the largest number of newspapers participating, but almost became the largest in number of entries and income."

### Contest isn't only chance for recognition, showcasing of work

The Winter Convention offers three ways for Kentucky newspaper people to be recognized for their work or have their work showcased.

The Lewis E. Owens Award, presented annually by the Lexington Herald-Leader, recognizes outstanding community service by a Kentucky newspaper person or staff.

The KPA Photo Exhibit is a chance for Kentucky photographers to display their work.

Photos taken during the previous calendar year by newspaper photographers in the state are displayed during the Trade Show. The exhibit is also available for local use, at public libraries for example, after the convention ends Jan. 25.

The KPA Directory Cover is another chance for photographers to showcase their best work. Each year, we select one four-color photograph from a photographer at a member newspaper

and publish that on the front cover of the directory with appropriate credit given inside the directory.

#### Lewis E. Owens Award

The Lewis E. Owens Award was originally established in memory of Edwards M. Templin, promotion director of the Lexington Herald-

See **RECOGNITION**, page 6

### Board tackles tough issues for '02

#### On Second Thought

By David T. Thompson  
KPA Executive Director



It's been eight or nine years ago that a couple of Board members mentioned they never really got the chance to know other Board members.

The Board meets only four times a year, usually for just a couple of hours and truly it doesn't give the members a time to get to know those with whom they serve.

So I suggested we change the meeting process and for the Fall meeting, we'd have a retreat. We'd go to someplace that allowed us to concentrate on KPA and KPS for two days, have a couple of meals together, all with the idea they would be able to spend more time with each other and more importantly, more time talking about

#### Board votes to freeze salaries, disband summer convention, Dr. Tech Hotline

KPA and KPS and what it should and could be.

Shakertown provided the first two venues. Other retreats have been at Natural Bridge, Cumberland Falls, Lexington and the last two at one of the best kept secrets in Kentucky — Green Turtle Bay in Grand Rivers. That sits on Kentucky Lake and if a vote were taken the Board members would probably say it's the best place we've been.

Thursday afternoons at retreats are spent in committee meetings with about three hours of the staff presenting various topics and issues. In some cases it's just to

See **ISSUES**, page 12

# PRESS

A Free Press - A Free America

MEMBER - KENTUCKY PRESS ASSOCIATION

KPA is offering new PRESS windshield stickers for member papers. The design, created by KPA/KPS New Media Director David Spencer, depicts the U.S. flag, with PRESS in large letters across the top. Over the flag are the words "A Free Press — A Free America" with the bottom of the sticker signifying "Member — Kentucky Press Association." The stickers are available to KPA newspapers by contacting Sue Cammack at 800-264-5721 and indicating the number of stickers needed.

#### What's Ahead

Jan. 24-25, 2002: KPA Winter Convention - Marriott, Lexington

#### Inside

•Pg. 2: People, papers in the news  
•Pg. 3: KPA working on program to train court reporters

•Pg. 5: Font management software worth the investment  
•Pg. 10: Shield law provides protection

# Kentucky people, papers in the news

## Cook named advertising manager in Bardstown

Bruce Cook has been hired as the advertising manager at The Kentucky Standard.

A native of Owensboro, Cook graduated from Butler University in Indianapolis with a degree in music education. He entered the newspaper advertising business nine years ago and has worked at The Courier-Journal, The Raleigh (N.C.) News & Observer, The Rocky Mount (N.C.) Telegram and the Tidewater Newspaper Group of Suffolk, Va.

Cook has also worked as a representative for a new home and commercial builder in western North Carolina and Tennessee. He has been actively involved in

Hospice organizations and community theaters in North Carolina and Virginia.

## Breathitt Co. Voice adds new staffers

Travis W. Jones and Josh Chandler have been hired in positions at the Breathitt County Voice.

Jones is the paper's new sports editor. A native of Cynthiana, Jones recently graduated from Kentucky Christian College where his major is in intercultural studies. He will work part-time at the newspaper while also serving as youth minister for the Jackson Christian Church and a substitute teacher in area schools.

Chandler, son of the paper's

editor, Delores Chandler, is working as the newspaper's reporter. He has a degree in computer technology from Lexington Electronic School. He will be responsible for general news stories, composition and typesetting.

## Journal-Enterprise calls NIE program a success

In just three years of implementing a Newspapers In Education program for Webster County schools, the Providence Journal-Enterprise has seen it grow nearly three fold.

Managing Editor Charlie Hust said about 250 newspapers went into classrooms. This year, more than 700 newspapers are delivered to Christian Heritage Academy, Providence Independent and Webster County schools.

"We are just thrilled with the success of this program and it's due mainly to our wonderful sponsors who help us provide the newspapers," said Hust. "The business people in Webster County are just terrific and their generosity is overwhelming but I think they realize the important role the newspaper can play as a learning tool in the classroom."

## Zubaty joins Oldham Era as photographer

Peter W. Zubaty has joined the newsroom of the Oldham Era as a reporter/photographer. He is a recent graduate of Northern Kentucky University, where he was executive editor, copy editor and staff writer for The Northerner, NKU's student newspaper.

## Anders leaves News-Enterprise

Mike Anders resigned his position as publisher at the

Elizabethtown News-Enterprise after 12 years in the position.

Anders spent 20 years with the News-Enterprise's parent company, Landmark Community Newspapers, Inc. Before joining the Elizabethtown staff, he headed up recruiting and training for LCNI. Prior to that, he spent three years as Norfolk city editor for The Virginian-Pilot. He started his Landmark career at The Opinion-Tribune in Glenwood, Iowa. He also held managerial positions with the New Albany (Miss.) Gazette and The News in Tell City, Ind.

He was actively involved in civic affairs in Hardin County, including the United Way. Anders' community service earned him several honors including the LCNI President's Award for Community Service, the 2000 President's Award from the Hardin County branch of the NAACP and the United Way's Allen Society Community Service Award.

Anders, in announcing his resignation to his employees, said he had reached a point in his career where he needed to do something different and was looking forward to exploring the possibilities while not having at the same time the responsibility of managing a daily newspaper.

## Nelson, Hutchinson join news team in Nicholasville

Julie Nelson and Nathan Hutchinson have joined the news staff at The Jessamine Journal.

Nelson is the newsroom's graphic artist. She is a journalism student at the University of Kentucky and will graduate in December. While at UK, she wrote for the student newspaper, The Kentucky Kernel, and was managing editor from 2000-2001. She had

See PEOPLE, page 6

## — The Kentucky Press —

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## Deaths

### Bonnie J. Ball

Bonnie Ball, advertising sales manager for The Winchester Sun died Sept. 20 at St. Joseph Hospital in Lexington.

Ball was also a bookkeeper at Station Auto Sales.

Services were held at Scobee Funeral Home and burial was in the Winchester Cemetery.

In lieu of flowers, the family asked that contributions be made to: Pink Ribbon Partners Cancer Support Group, c/o Judy Bailey, 614 Colby Road.

### Archie Scott

Archie Scott, a longtime leader of Louisville programs to enrich cultural exchange, died Oct. 22 of cancer at his home. He was 61.

Scott was a former president of Sister Cities of Louisville, and was current chairman of its membership and Web-site committee.

He also worked 37 years for the Courier-Journal & Louisville Times Co. in the advertising, creative services, promotion and marketing departments. He was senior

See DEATHS, page 10

# Community newspapers must realize editorial content, paid circulation go hand in hand

By KEN BLUM  
Black Ink/The Newsletter

You can run a circulation promotion every week. You can offer subscribers a widget, or a chance to win a trip to Disney World. You can beg, plead, and cut the price in half to sell a subscription. But it isn't going to do much good in the long run unless the reader enjoys the newspaper. It has been said that you can sell anything once. But if the product isn't there, you're going to have a very difficult time selling it twice.

This is why the editorial content and paid circulation are two peas in the same pod.

So what makes for a good community newspaper editorial product, one that will assure that the reader will want to part with his or her hard-earned dollars for a subscription, one that is worthy of a half hour or more of the reader's precious spare time?

For a weekly or daily community newspaper, there are two keys to the reader's heart. Key one is a strong news product that includes aggressive coverage of straight news, excellent writing, stunning graphics and photography, and enough variety — from commentary to sports — to capture every reader's interest.

Key two — the key I would like to feature in this column — is personal journalism. This is the content that some elitists may call hokey and trivial, but it's the backbone of the weekly or daily hometown newspaper.

Personal journalism is little league results and club news. It's a birth announcement, or a detailed obituary. It's as complex as gathering a full page of copy for a public records page, and as simple as a single name on a middle school honor roll.

It's the reason that paid circulation at small community newspapers has gone up in the past decade, while larger dailies have experienced a significant, even alarming, decline. In this vein, I would like to highlight several personal features from newspapers across the country that I include in one of my presentations titled, "How To Be Your Reader's Newest Best Friend."

Include some history: About half of community newspapers run some type of historical column or feature. Every community newspaper should. Older readers (our most faithful readers) love to recollect what happened thirty or forty years ago. And, often, younger readers like to get a feel what the community was like in the "old days." The

most common type of historical column can be done for a few dollars a week by a history buff in your town who peruses old copies of the newspaper.

The typical "Looking Back" column has a few paragraphs each about what was happening 10, 20, 30, 40, 50 or more years ago. Other historical features can include a "Page From The Past" out of your archives. It's ideal to use it as a filler page when you need to make a two or four-page jump. And historical pictures, submitted by readers, make for great art for the editorial page, a much better choice for a community newspaper than a syndicated cartoon.

The Police Log: Court, police and fire department news are the best read content in a community newspaper. This includes items such as land transfers, DUI convictions, fire and emergency squad calls, divorces and marriage licenses.

In addition, there is one area of the local law enforcement scene that is often overlooked, and it can provide material for a column readers will never want to miss. It's the police log, the log of calls made during the week by police officers in the community. It's public record, it's fun and it's interesting (please note: names are not used in this column unless an arrest has been made.)

Here are a few examples from the "Police Report" column in the Neenah (Wisconsin) Citizen.

*"A pit bull was allegedly running around snarling and hissing at people on Chestnut Street."*

*"A big plastic shark was seen in the middle of South Commercial Street. An on-scene officer reported it must have swum away, as it was gone."*

*"Someone from Domino's Pizza reported swirls of wind in the air that could possibly be a tornado. On-scene officers determined the employees mistook noises from a flag for a tornado."*

Is this small-town gossip? Not really. A police log column can alert the community to possible hazards: for example, a rash of stolen bicycles, a pack of nasty stray dogs, or an area of town where there have been several break-ins. It also serves as an excellent source of leads for the beat reporter.

Questions answered: The news staff at a community newspaper can serve the source of community expertise through a "Question and Answer" column. For example, the Horry (Conway, South Carolina) Independent has run a column called "You Asked For It" on the

See COMMUNITY, page 11

# Always nice when talk leads to positive action

On the  
Association  
Front

By Lisa Carnahan  
KPA Member Services  
Director



Meetings.

Meetings can be boring, often are considered a waste of time and one major complaint is they seldom lead to any real action.

I'm pleased to tell you that KPA shouldn't be accused of non-action in regard to our involvement over the past few years in a series of meetings that gave reporters and judges a chance to air their grievances and opinions of each other's jobs.

Now, as a result of what we've learned from these gatherings, KPA is embarking on a plan to formulate a training program for court reporters. That training would include a handbook on how to cover the courts in Kentucky.

The bench-press forums have been held all over the state, with the last one scheduled for March in Somerset. They include print and broadcast reporters from the area and the district and circuit judges from the judicial district where the meeting's being held.

The discussion may take a little while to get going, but usually gets heated up fairly quickly. The judges start sharing their experiences of working with reporters who cover their courts and reporters give the flip side.

Reporters typically relate stories about uncooperative judges, frustration over gag orders and the legalese that fills court documents.

Judges talk about reporters who are unfamiliar with the workings of the court, court terminology and wouldn't know a plaintiff from a plankton ... and that's where KPA comes in.

Our training program will be held regionally across the state and in a daylong format, give newspaper reporters and broadcast ones, too (if they're interested), the basic information they need to intelligently, professionally and successfully cover the courts of the Commonwealth.

We're not going to try what would be a futile attempt to cram four years of law school into a day: you don't have to be a lawyer to be a court reporter (nice, yes, but not a requirement). But you do need to know the basic procedures, terminology and for lack of a better term, the do's and don'ts of the beat.

There are certain things we've learned from this series of bench-press meetings that are major irritants of those women and men in

the long black robes and we'll share that type of information, too.

Our partner in this is the Administrative Office of the Courts (AOC) and a grant is being sought to help cover the costs of printing the handbooks and putting on the training sessions.

AOC, which also worked with us on all the bench-press forums, has been extremely supportive going back to the first forum at Shakertown in November 1996.

The idea of getting judges and journalists together to air grievances was endorsed wholeheartedly by then-Supreme Court Chief Justice Robert Stephens, who participated in the two-day Shakertown meeting.

The forums are also supported by Stephens' successor, Chief Justice Joseph Lambert.

Stephens said a continuing dialogue between representatives of the bench, bar and press was vital. He said even though the parties involved may not come away from the conversation convinced of the other side's position, communication itself was the key. Many newspaper participants at the forums have indicated their commitment to having similar, regular meetings on a local level, between their judges and newsroom staff.

Something else KPA will pursue as another way to improve the often-frayed relationship between the bench and press is presentations, possibly titled "Understanding the Media," or "Working with the Press," at judicial conferences.

We recognize that inexperienced court reporters aren't the only problem. A lack of understanding of the media's role is oftentimes to blame as well when things sour between judges and journalists. Anything we can do to educate others about who we are and why we do what we do can't hurt.

We also aren't kidding ourselves into thinking that any amount of training for reporters or presentations to judges will or should totally remove the adversarial role between the two. But better communication never hurt any relationship.

The goal is to improve the news coverage Kentucky courts generate by educating the ones who deliver the news. It's a worthwhile endeavor for everyone involved.

*(The bench-press forums are sponsored by the University of Louisville's Center for Humanities and Civic Leadership in association with AOC, KPA, the Associated Press and the Kentucky Broadcasters' Association.)*

# Now more than ever, papers must be committed to readers

## Design is Everything

By Edward F. Henninger



We are at war. There is no question about that.

The question for us as newspaper editors and designers is this: How do we react to that reality? Some of us have already made changes, such as placing a U.S. flag in our nameplate or using red, white and blue in standing elements.

But what do we do for the long haul (and we've been promised

that this war will be a long haul)?

Here are some ideas for you to consider:

**1. Respect our flag.** If you're going to use art of the U.S. flag in or near your nameplate, find art that is fitting. Don't settle for clip art items that may make you look silly. If you've already installed a flag but it isn't good enough, don't be afraid to change it — readers will want you to run a flag that embodies pride and tradition.

**2. Don't overdo the red, white and blue.** Yes, it's fine to be patriotic and to dress yourself in the colors of our country. There's nothing wrong with that. But too much of a good thing is

See READERS, page 7



## American Profile launches web-based content for papers

Publishing Group of America (PGA) has launched American Profile Hometown Content, a downloadable content service for community newspapers.

American Profile Hometown Content is complimentary to PGA's more than 650 newspaper partners who distribute American Profile, the national weekly magazine celebrating hometown American life.

The new service is a result of feedback PGA solicited from its publishing partners on additional opportunities to enhance their

community newspapers.

The web-based content includes downloadable television listings, local weather forecasts and graphics, crossword puzzles and specialized editorial content.

The service is expected to save publishers \$5,500-10,000 per year.

American Profile Hometown Content is easily accessible via the American Profile Web site ([www.americanprofile.com](http://www.americanprofile.com)) for American Profile publishing partners. To access a weekly crossword puzzle, primetime television list-

See CONTENT, page 12

## AP purchases ad placement, billing and tearsheet service

### NAA says sale of NICC will enhance service

(AP) — The Associated Press has purchased from the Newspaper Association of America a company that provides advertising placement, billing and tearsheet processing services.

Purchase of the Newspaper Industry Communication Center will allow AP to expand its existing digital ad services for newspapers and their advertisers. The deal was announced jointly Oct. 17 by AP

and NAA.

Services provided by the NICC, through its office in Sacramento, Calif., will continue without interruption, AP said. At the same time, AP will develop enhancements to its existing digital ad order-placement, proofing and delivery services, and coordinate those services with the Sacramento processing operation.

Louis D. Boccardi, AP's president and chief executive officer, said the purchase will benefit both

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1 COL - 1.833"	2 COL - 3.792"	3 COL - 5.751"	4 COL - 7.708"	5 COL - 9.667"	6 COL - 11.625"	12	13
Kentucky Press Service 101 Consumer Lane Frankfort, KY 40601 (502) 223-8821 Advertising FAX (502) 875-2624		<b>KPS</b> KENTUCKY PRESS SERVICE		Also operating the Indiana Newspaper Advertising Network (888) 909-4626 (INAN) INAN FAX (502) 875-2624		PASS • 6 cols. Web	

## Going to the smaller web and need rulers showing the PASS column guides? Staying with SAU but need rulers?

Contact Sue Cammack at KPA. (800) 264-5721  
Quality white vinyl rulers available from KPA/KPS.  
75 cents per ruler, includes immediate shipping.

## Order some for your staff and advertisers

# Extensis releases new version of font management software

## Technology Tips

By Kevin Slimp



First, let me get something out in the open. I do not own stock in Extensis, the company that created such classic programs as PhotoTools, QX-Tools and Preflight Pro. It's just that I really appreciate their products.

Collect Pro and QX-Pro have been making life easier for Quark users for years. PhotoFrame has been one of my favorite Photoshop plug-ins since version 1.0.

I was showing off Intellihance at Photoshop classes almost 10 years ago. So you can bet I go into any Extensis product review with some bias.

A couple of months ago I received the latest version of Suitcase, Extensis' font management software for Mac users. I have been a fan of Suitcase since version 8.0.

Many Mac veterans remember earlier versions of Suitcase, before the software was purchased by Extensis. It was known as a sure-fire "killer," causing more than its share of bombs in its early days. Suitcase is now up to version 10.01 and it's unquestionably ready for prime time.

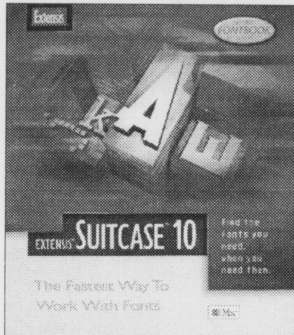
I'm still amazed at how many newspapers that do not use any font management software. Font management software offers users a fast and easy way to get the fonts needed when they need them. In most packages, users can activate, search and view fonts, as well as creating sets of fonts specific to particular projects.

Many newspapers use Adobe Type Manager Deluxe. As much as I've appreciated Adobe software over the years, ATM Deluxe was one product I advised newspapers to steer clear of. It seemed that an unusually high number of newspapers who used ATM Deluxe seemed to have problems creating PDF files.

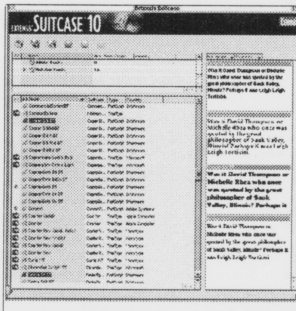
Suitcase, on the other hand, never seemed to cause problems with the PDF process. The debate concerning ATM Deluxe is behind us now, with Adobe's announcement that it will not be updating the program for either OS X native or Classic environment compatibility.

Beginning with System 7, Mac users installed fonts by copying them into a Fonts folder inside the System folder.

There were several drawbacks to this method. The most nerve-racking aspect of font installment



Suitcase 10 users can activate or deactivate fonts (below) by clicking on the font in the list. The new software is a better choice for those papers creating PDFs.



was the inability to add a font while a program was running. This meant the user was required to shut down a program, install the necessary fonts, then restart the application.

Another problem was quite apparent at many newspapers I've visited over the years. More fonts installed in a System folder meant a more unwieldy font menu, which resulted in a less stable system. This was never more apparent than during a visit to a newspaper in Mississippi last year.

Converting Postscript files to PDF was an exhausting process, taking well over thirty minutes to convert most files. In most instances, the computers would crash before finishing the conversion process.

It was at this point that I looked in the System folder to see how many fonts were installed. Having visited with hundreds of newspapers in similar situations, I wasn't surprised to find over 700 fonts installed in the System folder. It's imperative that newspapers have an appropriate font management program to make sure problems like this don't become the

See FONT, page 11

# Simplicity of CD burning Powermac G4's best feature

## Dr. Tech Hotline

By Tim Jones  
Parts Plus



My favorite feature of the latest models of Powermac G4 is the CD burning.

It is almost as simple as using a floppy drive. When you place a blank CD in the drive, a message pops up on the screen to ask you if you want to prepare it for use. Then you can name the CD. An icon appears on the desktop and you simply drag files to it. When you have all files ready to copy, just simply go to the pull down menu to "Burn CD." That is simple.

One feature which I hope stays with Macs for a long time is the pull-down side panel to add upgrades. All computers should be made this way.

If you need to transfer files from an older Mac to your new G4, ethernet connections can be used if the old machine has ethernet. If you do not have a network, this can be done by getting an ethernet cross-over cable to connect from each computer. Then enable File Sharing and set up a user on one of the computers. Log on with the other computer and copy files.

For large hard drives this can be slow with 10BT Ethernet so here is another option. If you have an Adaptec SCSI card in the new computer, a SCSI cable can be connected from the card to the built-in SCSI port on the older computer. Start both computers

then run SCSI Probe on the new computer to mount the other hard drive. This utility software is included with Adaptec cards. This will copy files very quickly. Only older Macs with SCSI hard drives will work for this last procedure.

Have you zapped the PRAM lately? PRAM is part of the Mac which holds some setting information. If a Mac is not recognizing a printer or server, zapping the PRAM can solve that problem. Sometimes this action can speed up a slow computer.

How do you zap PRAM? Have both hands free when starting the computer. With two fingers on the right hand hold down the P and R keys, with the left hand hold down the option and command keys. When you hear the second start up tone, lift your hands and let it start. Techtool Pro and some other utilities will also do this for you if you like. Following this you may have to reset some items in the control panel such as appletalk, sharing, date and time.

Some experts recommend reformatting a Mac hard drive and reloading fresh software at least once each year. About two hours or more is required for this but it can be less costly than trying to search for a particular software or system problem.

Of course you should always backup everything before you do this. We can never say "Backup" too much. It is the action that too many people ignore and wish they had after it is too late. Backup to zip disks, backup to CD, tapes or other hard drives, it is never wrong to make backup copies of everything.

# Looking for an employee?

Check out [www.kypress.com](http://www.kypress.com) for the latest resumes or to post available jobs at your newspaper



(Just choose "resumes" or "help wanted" on the home page!)

# C-J announces plans for new production plant

(AP) — The Courier-Journal is planning an \$80 million downtown production plant that will include new printing presses.

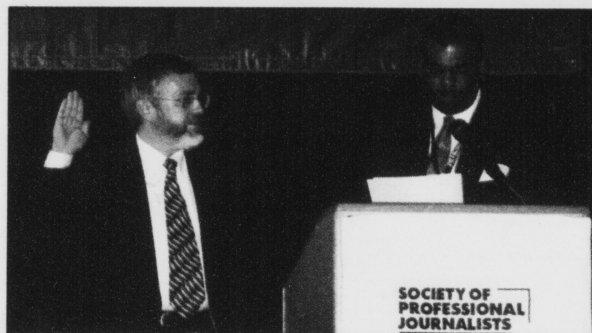
Publisher Ed Manassah said Oct. 17 that while the plant still needs approval from the city, early plans call for a 135,000-square-foot building on more than 4 acres next to the newspaper's main building. The plan would include closing a street.

Manassah said the new plant, expected to be completed in 2004,

will improve the print quality of Kentucky's largest newspaper and permit more color in news and advertising.

Three new state-of-the-art presses will more than double the press capacity to about 75,000 copies per hour, allowing later deadlines and earlier delivery times, he said.

The newspaper, which has about 1,000 employees, doesn't plan to add to its staff as part of the expansion, Manassah said.



Courier-Journal political writer Al Cross was inducted last month as president of the national Society of Professional Journalists. Cross was inducted during the organization's annual convention held in Seattle. Cross is pictured above with the immediate past president, Ray Marciano.

## Recognition

Continued from page 1

Leader and president-elect of the Kentucky Press Association when he died in 1967. It was later renamed to honor and memorialize long-time Herald-Leader publisher Lewis Owens for his many years of service to community and service organizations and to Kentucky newspaper's industry. Owens died in 1998 after battling ALS, or amyotrophic lateral sclerosis, better known as Lou Gehrig's disease.

Nominations are now being accepted for the 2001 Lewis Owens Community Service Award. Nominations are to be in the form of a letter and should include information on the community services the individual has been involved with.

The award will be presented in January at our 2002 Kentucky Press Association Winter Convention at the Marriott Resort in Lexington. The deadline for nominations is Tuesday, Nov. 30.

Nominations should be mailed by Nov. 26 to:

Tom Caudill, Lexington Herald-Leader, 100 Midland Avenue, Lexington, KY 40508.

### Photo Exhibit

Kentucky is known for having some of the best newspaper photographers in the country and this is our way of displaying the work of those photographers.

This is not a contest and most all photos are used in the exhibit, depending on space available. Photos may be in color or black and white; should be no larger than 11 x 14; and should be mounted, preferably on black poster board. The photo should be affixed to the poster board along with the name of the newspaper and the photographer's name and a cutline, if appropriate. These do NOT have to be photographs that were published in the newspaper.

The deadline for sending photos for the KPA Photo Exhibit is Dec. 15. If your newspaper would be interested in displaying this exhibit after the convention, please contact Sue Cammack at (800) 264-5721.

Please indicate on a cover memo that the photographs are being submitted for use in the

KPA Photo Exhibit.

### 2002 Directory Cover

What better way to show a photographer's talent than on the front cover of the KPA Yearbook and Directory? Any photograph depicting life in Kentucky or a recent event in Kentucky is considered and the photo does not have to have been published in a newspaper to be used on the directory's cover.

The deadline for submitting a four-color photograph for the front cover is Nov. 15. The photographer whose photo is selected will then be notified and asked to send KPA a four-color separation of the photograph by Dec. 1, 2001.

Please indicate on a cover memo that the photo is being sent to consider for the front cover of the KPA Yearbook and Directory, and include the newspaper and the photographer's name.

Please mail your Photo Exhibit pictures and 2002 Yearbook and Directory front cover photographs to: KPA, 101 Consumer Lane, Frankfort, Ky. 40601.

## People

Continued from page 2

a KPA internship at the Citizen Voice & Times, where her father John Nelson was editor in the mid-80s.

Nelson has been around newspapers since she was a child and worked in newsrooms since she was 10. Her father is now editor of the Danville Advocate-Messenger and prior to that, owned a weekly newspaper in Somerset.

Hutchinson has been named sports editor, replacing Jim Easterwood who held the job for 14 years. He was born in West Virginia and grew up in Virginia and Indiana. He graduated from UK last year with a journalism degree. While at UK, Hutchinson covered sports for The Kernel and was also a stringer for the Associated Press. He also worked as a sports assistant at the Lexington Herald-Leader for two years.

After college, he served as sports editor for The Anderson News in Lawrenceburg for a year

and worked briefly as a sports writer for a paper in Virginia before returning to Kentucky.

### Cancer Society honors Central Ky. N-J

The American Cancer Society recently presented an award to the Central Kentucky News-Journal for the newspaper's efforts in promoting the local Relay for Life and its coverage of the event.

### Big Sandy News recognized by state Historical Society

The Big Sandy News was recognized this month by the Kentucky Historical Society during a ceremony honoring 100-year-old businesses in the state.

Established in 1885 in Louisa, the paper has recently expanded its coverage when it merged with the Martin County Sun and opened bureaus for business and news coverage in Inez and Paintsville. The newspaper began limited coverage in Magoffin and Floyd counties last summer and plans to open bureaus

in Salyersville and Prestonsburg before the end of the year.

The newspaper published once a week for 116 years and on Sept. 7, added a Friday edition and now publishes twice a week.

### Lesson in newspaper operations put on by News-Enterprise staff

The Elizabethtown News-Enterprise has partnered with the city school system as part of the "Vision in Progress" program. The newspaper presented a "Science of the Newspaper" lesson to 165 sixth-graders. Employees set up six work stations in the press and post-press areas and also conducted a special class on recycling.

### Oldham Era hires Fults as editorial/ad assistant

Holly Fults joined the staff of the Oldham Era as an editorial/advertising assistant. She is a graduate of the University of Evansville in Indiana. A native of western Kentucky, she previously worked at the Owensboro

Messenger-Inquirer and has worked as a free-lance editor.

### Pierce joins reporting staff at CKNJ

Tammy Pierce has joined the staff of The Central Kentucky News-Journal in Campbellsville as a public record reporter.

Pierce has relocated to Campbellsville from Caruthville, Mo., where she was employed as a reporter/photographer for The Democrat-Argus. While there she also assisted in the layout and composition of the weekly newspaper.

A 1999 graduate of Mississippi County Community College, she has also worked at The Osceola Times and The Blytheville Courier-News, both in Arkansas.

### Brazzell joins Benton staff as reporter

Denise Brazzell has been hired at The Tribune-Courier in Benton as a part-time reporter.

A resident of Mayfield, she is a full-time journalism student at Murray State University.

# Media suicide coverage guidelines aim to avoid copycats

WASHINGTON (AP) — Newspapers can help prevent copycat suicides by avoiding sensationalism and exploring the depth of a victim's problems, a new guide for the media says.

The recommendations, released Aug. 10, were assembled after an extensive review of suicide coverage and dozens of interviews with reporters and editors.

"We're not saying don't cover it," said Kathleen Hall Jamieson, director of the Annenberg Public Policy Center, which wrote the guide. "But there are vulnerable individuals who read and watch news and might be affected by the way in which a suicide is covered."

Research suggests certain types of coverage are most likely to lead people to identify with victims and take their own lives.

The guide urges reporters to refrain from giving graphic details about how a suicide was accomplished.

It advises against portraying suicide as heroic or romantic or presenting suicide as an inexplic-

able act of an otherwise healthy person.

More than 90 percent of suicide victims have a significant psychiatric illnesses, usually mood disorders or substance abuse, often undiagnosed and untreated, the guide says.

Reporters are encouraged to ask whether the victim had ever received treatment for depression or had a drug or alcohol problem.

"Acknowledging the deceased person's problems and struggles as well as the positive aspects of his/her life or character contributes to a more balanced picture," the guide advises.

Rich Oppel, president of the American Society of Newspaper Editors, welcomed the recommendations and suggested that editors and reporters discuss them in formal training or less formal lunchtime discussions before a newsworthy suicide is upon them.

"It's a classic case of attempting to put ethics to work in practical situations," said Oppel, editor of the Austin (Texas) American-

**"We're not saying don't cover it ... But there are vulnerable individuals who read and watch news and might be affected by the way in which a suicide is covered"**

**Kathleen Hall Jamieson**

director of the Annenberg Public Policy Center

Statesman.

The recommendations were endorsed by the American Foundation for Suicide Prevention and Surgeon General David Satcher.

Researchers reviewed every story about suicide during 1999 in the nation's 10 largest newspapers, as well as the last three suicide stories in the largest 100 papers. Authors then interviewed 60 reporters and 15 editors who worked on those stories.

They found a lot of skepticism about the copycat phenomenon — also called contagion, Jamieson said. So the guide begins with a bit of proof:

Between 1984 and 1986, a series of people in Vienna jumped

in front of subway trains and killed themselves. Media coverage was extensive and dramatic. Then a campaign began to inform reporters that their reporting might be encouraging copycats. Over the next six months, the number of subway deaths dropped by more than 80 percent.

Other recommendations:

- Explain available treatments for depression and other problems.

- Minimize dramatic pictures showing grief.

- Avoid using the word "suicide" in a headline.

The research was conducted by Annenberg, based at the University of Pennsylvania, and paid for by Robert Wood Johnson Foundation.

## Readers

Continued from page 4

just too much. Let's not fall back into the trap of using decorated borders and tint blocks. Keep color use under control and remember that color has a purpose. Also keep in mind that most of the information we'll be giving readers is still in black type on white (well, relatively white) paper.

**3. Be wary of logos.** The temptation is to use a logo to help define a group of stories. "Terror in the U.S." "Focus on Islam." "Target: Terrorism."

All of these can work for your readers — if you use them with judgment.

Remember that not every story has to have a logo and not every logo has to have artwork. Your standing heads and page labels often will do the job just fine without getting in the reader's way. Also be judicious in your use of color and art: avoid something that will make you look silly. Ask yourself: does this art really convey what we want it to say? Is it necessary? Does it add to the overall report? If not, don't use it. The same is true of the logo itself: if it doesn't add to the report, it's gratuitous — and probably in the way.

**4. Get good graphics.** Use lots of graphics. Your readers will want to see how things are going. They'll want to see how things work. They'll want to know more about weaponry, about the enemy, about terrorism, about security.

Graphics often will give them that information in a form that's more easy to understand. Why pile words upon words upon words — when a graphic will do the job? Some small newspapers have no contract with graphic services. This may be the time to make such a commitment.

We are, after all, at war.

**5. Make more maps.** Most of your readers cannot place Afghanistan, Pakistan, Tajikistan. But they know that this part of the globe is going to be vital during the next few years. Let's give them the information they need with maps. And continue to run maps with every issue: it's so easy to forget where things are. Could you — today — place these countries on a blank map? If not, don't expect that from your readers. Help them in every issue by using up-to-date maps that are easy to read and understand. Color helps us to perceive differences and nuances better than black and white, so do what you can to use those maps in color.

**6. Inform with infoboxes.** Much of what we offer readers can (and should be) delivered in bits and pieces. Often it's just a list. Example: military units that are being called up for action overseas. Of course, this information can also be the basis for a full story. But if readers can make better sense of certain information in the form of a list, let's give it to them that way. There may be other information you wish to occasionally remind readers of: location, hours and phone numbers of relief agencies such as the Red Cross would work well here. Infoboxes with this kind of information can be held in software libraries to help you flesh out a package. And don't be reluctant to run this information often — it helps readers to keep in touch with ways they can help.

**7. Send readers to more information.** Where you can, tag your stories with a line at the bottom letting readers know where they can find out more about the subject. Put web addresses and phone numbers here so readers can search for what they need. Obviously, you'll want to send them to your own web site.

But make sure your site is full of links to other places on the web where readers can find more information. If you don't help them find these other sites, they'll find them anyway. But if you help with a full list of links they'll appreciate that and they'll keep returning to your site as the "base camp" for their web journeys.

**8. Put it in the same place.** If you're committed to carrying war/terrorism news in every issue, create a place where readers can find it consistently.

Don't make them have to search through page after page to find what they're looking for. That will disappoint them and they'll think that the news that's important to them isn't really important to you.

**9. Consider more content.** Take a look at what you're running now and see if you don't need additional content. Are you near a military base? You may want to run a report from the base commander in every issue. Yes, some of it may be military PR and some may be written in military jargon — but your readers will want to know what's going on in their own backyard and you can give that to them. For some of you, the military is your largest single employer and news of what's happening at the local base is critical to the survival of your community. Now is the time to consider a strong boost in coverage.

**10. Opinion matters.** If you're running only one opinion page, you may want to consider creating another facing page. During the next few years, there will be no dearth of opinion on the war on terrorism and how it is being conducted. Readers will want to know how others view our successes and, yes, our failures. They will want to be part of the national forum that's focused on this national war. And they will come to you for that. If they find your opinion content disappointing, they will go elsewhere.

This nation is strongly committed to a war to destroy terrorism. Our commitment to our readers during this time must be just as strong.

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

## LEGAL NEWS & VIEWS

# Shield law provides some protection from subpoenas

By KIM GREENE  
KPA General Counsel  
Dinsmore & Shohl



There has been some buzz lately about the incarceration of a writer researching a murder case in Texas for her refusal to respond to a subpoena from a grand jury.

It has raised the question about the protection Kentucky reporters have from such subpoenas. What exactly is the Kentucky reporters' shield law anyway?

In Texas, Vanessa Leggett wanted to write a book about the case of Robert Angleton, a wealthy man from Houston who allegedly hired his brother Roger to murder his wife. When Robert was acquitted in state court, a federal grand jury was convened to further investigate. In the meantime, Roger committed suicide in jail.

As part of her investigation, Leggett interviewed both Robert and Roger, as well as Roger's wife and many others. When the grand jury first subpoenaed her, she appeared and testified. However, she was again subpoenaed several months later and was told to bring tapes and transcripts of all of her interviews with her. At that point, she moved to quash the subpoena, but the court denied the motion. When Leggett refused to turn over her tapes and notes, Leggett was held in civil contempt and jailed.

Because Texas does not have a statutory shield law, Leggett's appeal argued that she was protected by a reporters' privilege under the First Amendment and the Texas constitution and common law. Kentucky, of course, does have a statutory shield law, KRS 421.100. But, at least in this case, the result would be the same here.

The full text of Kentucky's reporters' shield law is:

*No person shall be compelled to disclose in any legal proceeding or trial before any court, or before any grand or petit jury, or before the presiding officer of any tribunal, or his agent or agents, or before the General Assembly, or any committee thereof, or before any city or county legislative body, or any committee thereof, or elsewhere, the source of any information procured or obtained by him, and published in a newspaper or by a radio or television broadcasting station by which he is engaged or employed, or with which he is connected.*

Taken literally, this language suggests that any person engaged or employed by or connected with a newspaper, radio or television station would virtually never have to identify any source of any information that person obtained and published. But is that really how it works?

The courts interpret our statutes. Sometimes a statute remains on the books, in its original wording, even after the courts have declared it unconstitutional or have given it an interpretation that shades the literal meaning of the statute's words. That's the case here. Although KRS 421.100 says that a reporter cannot be compelled by a grand jury to divulge a source, the United States Supreme Court has held otherwise. In a case originating in Louisville with a Courier-Journal reporter, the Supreme Court held the journalists' privilege invalid before a grand jury, unless the grand jury investigation was not being conducted in good faith (which, of course, is virtually impossible to show). That means that if you receive a subpoena from a sitting grand jury, you are probably going to have to comply. This is particularly true if in the course of your investigation you have witnessed criminal activity. (The Courier-Journal reporter had interviewed a known drug dealer in his home while he was

dividing and packaging his "goods.")

The lesson to take from this? When you are contemplating an investigative piece (e.g., drug dealers, child support scofflaws, etc.) be careful before you accept an invitation to meet with the individual involved in the crime. You need to be aware that witnessing criminal activity (whether it's the drug dealer mentioned above or interviewing the dad on the lam from authorities seeking to enforce the child support order against him) can subject you to a grand jury subpoena.

Another issue: what is protected by the reporters' shield law in Kentucky? Even in criminal proceedings (other than grand jury) or civil proceedings, it is only the identity of the source which is protected. And, generally, only a confidential source is covered. The information provided by the source is not protected by this statute.

There are some limited circumstances in which certain information "gathered during your reporting process but unpublished" can be protected. This protection comes under the constitutional and common law reporters' privilege, rather than the Kentucky statutory privilege. When the constitutional and common law privilege was first recognized some decades ago, the courts stated that information obtained during the newsgathering process but unpublished could be protected from disclosure unless the party seeking the information in court could show that the information was: (1) relevant and material (important) to his claims or defenses in the litigation and (2) unavailable from non-privileged sources. Through the years, the courts have grown less friendly toward this privilege, but there are still some instances where they apply it.

Many of you have called the Hotline about  
**See SUBPOENAS, page 9**

## Four counties overcharged for open records, AG says

(AP) — Officials in four counties "subverted the intent" of the Open Records Act by charging excessive fees for documents requested by an animal-welfare activist, the attorney general's office has ruled.

Randy Skaggs, of Elliott County, used the open-records law to request records from all 120 counties for the fiscal year that ended June 30.

His requests were filed on behalf of his own animal shelter, the Trixie Foundation. Skaggs contends that many counties are ignoring state laws on animal control.

Most of the counties responded sufficiently, Skaggs said in a telephone interview yesterday.

But four counties — Green, Hickman, McCreary and Pulaski — tried to charge more than what

the attorney general and the Kentucky Court of Appeals have declared to be a reasonable fee for public records — 10 cents per page.

No charge for staff time is permitted.

Hickman and Pulaski counties both wanted to charge 25 cents per page. Green County's fee was 65 cents per page. McCreary County charged Skaggs a labor fee of \$8 per hour, totaling \$208.

Each of the counties "subverted the intent of the Open Records Act, short of denial of inspection," with their charges, Assistant Attorney General Amye L. Bensenhaver wrote in each opinion.

Each county must reduce its costs to 10 cents per page, unless it can prove that actual costs were greater, the opinions said.

## Reporter subpoenas making news

### Press group criticizes Feds for AP subpoena

(AP) — The Inter American Press Association on Oct. 16 condemned the U.S. Attorney's office in New York for its subpoena of the home telephone records of an Associated Press reporter.

The group called on all U.S. attorneys to follow Justice Department guidelines concerning subpoenas. The AP has asked Attorney General John Ashcroft for a public accounting of the subpoena of the home telephone records of AP reporter John Solomon.

Louis D. Boccardi, AP president and chief executive, has noted that federal investigators did not inform the AP of the subpoena in advance and failed to demonstrate that all alternate means of getting the information had been exhausted.

Advance notice would have allowed the AP to challenge the subpoena in court.

The Justice Department went after Solomon's records while trying to learn the identity of law enforcement officials who told the AP about a wiretap intercept of Sen. Robert Torricelli, D-N.J.

The agency says it has subpoenaed journalists' telephone records 13 times in the past decade.

### Reporter hands over notes after court denies appeal

(AP) — A newspaper reporter has given prosecutors unpublished notes from an interview with a murder suspect after the Missouri Supreme Court denied an appeal to protect them.

St. Joseph News-Press reporter Marshall White on Oct. 18 gave Buchanan County prosecutor Dwight Scroggins notes from an interview with Marcus Busey.

The notes were subpoenaed as part of an investigation into the January stabbing killing of Michael Mason in his St. Joseph home.



## New FTC chair to push for national 'Do Not Call' list

A national do-not-call list is part of new Federal Trade Commission chairman Timothy Muris' agenda for privacy in America. Muris proposed adding a national DNC list to the FTC's Telephone Sales Rule during his speech at a privacy conference yesterday in Cleveland.

The FTC chairman said the nation could "do better" than the current system of relying on the Direct Marketing Association's Telephone Preference Service or allowing consumers to ask individual companies not to call.

"I am recommending an amendment to our Telemarketing Sales Rule that would develop a national, one-stop, do-not-call list," Muris said. "We will also explore giving consumers a middle option,

for instance, one that would allow calls, but further limit when calls can be made."

Muris said a national DNC list would address significant consumer concerns about telemarketing abuses. However, Muris stressed that the creation of new FTC rules takes time and that he would carefully consider the evidence presented.

In the meantime, the FTC will step up its enforcement of existing telemarketing regulations, Muris said.

In particular, the FTC will expand beyond its current focus of halting telemarketing fraud and step up enforcement of "nuisance" regulations, such as those governing allowed calling hours, the use of harassing calling patterns and

failure to disclose identities.

In its response to Muris' comments, the DMA said only that it "will also work diligently with chairman Muris to study the potential negative impact of the federal government entering into areas like telephone preference services."

The DMA has run its national Telephone Preference Service for more than 15 years.

In June, a DMA official said the organization was contemplating the creation of an all-inclusive DNC list, in which it would package together the names on the Telephone Preference Service list with every state list, for use by its members.

The American Teleservices Association has always been

opposed to a national DNC list, said Bill Miklas, ATA chairman. Not having heard the speech, Miklas declined to comment directly on Muris' comments, but he said the ATA's position is that a national DNC list would be redundant because of the existence of the Telephone Preference Service, which is a free service provided by the industry.

"We think that it's been proven effective in giving the general population a vehicle to get its name removed," Miklas said.

One question that remains is whether a national DNC list would pre-empt state lists, Miklas said. Unless this is the case, a national DNC list would not necessarily make life less complicated for telemarketers, he added.

## Legal briefs

### Publication of 40-year-old file creates liability for media

Media re-publication of a document from a 40-year-old court file can create liability for invasion of privacy by publication of private facts, and intentional infliction of emotional distress.

The Idaho Supreme Court concluded that the First Amendment's protection of publication of matters of public concern did not provide a guaranteed shield from liability.

A newspaper article about a 1950s local investigation of homosexual activity reprinted a sworn statement from public court files, in which a particular individual was identified by name as participating in a homosexual affair. The individual sued the newspaper for invasion of privacy and intentional

infliction of emotional distress.

The individual asserted that the material was false. According to the court, the First Amendment absolutely protects the press from liability for publication of true information that is disclosed in public court documents that are open to public inspection. However, if the court documents contain false information, the media may be liable for publishing that material. The court also was mindful that in this case, there was no recent or pending court action that was related to the ancient court documents.

### Property owner gets court's gist, loses defamation claim

An owner of rental properties claimed a newspaper article falsely portrayed him as a slumlord who manipulated a mismanaged property code enforcement system for his personal advantage. A Texas

court of appeals rejected the property owner's defamation claim.

The article was a critical survey of the urban rehabilitation effort of a large city. One part of the article concentrated on a local rehabilitation standards board, and accused the board of neglect in allowing the property owner to avoid scrutiny.

The property owner complained that the article was inaccurate because it understated the number of violation notices he had received and suggested that he avoided repairing code violations. The property owner claimed that these inaccuracies falsely and maliciously cast him as a powerful slumlord who bent local property authorities to his will, and he sued the publisher of the article for defamation.

The court first noted that the article never expressly criticized the property owner. Instead, the focus of the article was upon the

ineptitude of local property authorities. The piece described the authorities' inconsistent treatment of local property owner, and accused the authorities of arbitrary and capricious code enforcement.

The court stated that, under Texas law, there is no liability for defamation where a publication correctly conveys a story's "gist," even if the publication gets some of the details wrong. The court concluded that the "gist" of the article was criticism of the city's urban rehabilitation efforts, and that this gist survived any possibly inaccurate facts about the property owner. Noting that the article neither expressly alleged nor implied that the property owner was unethical, a liar or engaged in criminal conduct, the court entered judgment in favor of the publisher.

(Reprinted from the September First Amendment COMMENT.)

## Subpoenas

Continued from page 8

subpoenas you have received from the Commonwealth or the defense attorney in a criminal case or from the plaintiff or defendant in a civil action. Here are the questions you want to ask yourself to determine if the constitutional and common law privilege might protect your unpublished information or photograph:

1. Was the subpoena validly issued by a court official?
2. What exactly does the subpoena ask of me? (That I testify in court, that you produce copies of published news articles or photographs? That you produce copies of unpublished news articles or photos?)
3. Are there other potential sources for the information sought by the subpoena?

Sometimes criminal defendants

will subpoena copies of published news articles concerning their case. Often they do this to support a motion for a change of venue on the basis of widespread publicity. In that case (or in any case in which the subpoena seeks only previously published articles or photographs), it may be possible to resolve your subpoena by submitting an affidavit in which you swear that the attached copies of previously published news articles and/or photographs are authentic.

Likewise, litigants in civil litigation will sometimes subpoena a reporter because she interviewed the other party to the litigation and published an article about it. If the news article quoted that source as saying something that's important to the litigation and that's different from that party's testimony in the litigation, the reporter may be asked to testify that the quote in the news article was accurate. In those cases where the questioning is limited to verifying the accuracy of the informa-

tion published, the reporters' privilege does not apply.

On the other hand, if the subpoena seeks information about your news gathering process (who you interviewed, what you asked and why) or your notes or unpublished photographs, you want to determine if there are any other sources for the information the subpoena wants.

For example, if you're subpoenaed for a case related to an altercation which took place during a break of the regular meeting of the fiscal court, chances are there were a number of other witnesses to that fight. Chances are most of the other witnesses were not news reporters and, therefore, would not be protected by this privilege. Sometimes courts will quash a subpoena like this on the basis that nonprivileged sources are readily available.

If you should ever receive a subpoena and have questions about how best to handle it, don't hesitate to call your Hotline attorneys.

**Got legal questions about a story or ad? Call the KPA Legal Hotline!**

**Hotline Attorneys**

**Jon L. Fleischaker**  
(502) 540-2319  
**Kimberly K. Greene**  
(502) 540-2350  
**R. Kenyon Meyer**  
(502) 540-2325  
**Cheryl R. Winn**  
(502) 540-2364  
**Lora S. Morris**  
(502) 540-2373

# Asking the tough money question part of the job

## Coach's corner

By Jim Stasiowski



One day when I was eight or nine, the doctor who lived across the street stopped by our house for a neighborly chat with my mom and dad.

I had heard about how rich he was, so I asked him, "How much money do you make?"

That was my first memory of asking a tough question.

The doctor, flushed but smiling, made a joke to avoid answering, and later, my mom scolded me for being so forward.

"You never, ever, ever," she said, "ask someone how much money he makes."

Thanks, mom. You just disqualified me from being a newspaper reporter.

Our critics don't like to admit it, but reporters and editors are first of all human beings, second journalists. Thus, I think I speak for most reporters when I say, none of us likes to ask sources questions about money.

And that reluctance is overwhelmingly evident in newspaper stories.

I keep a list of sentences and phrases in which reporters talk around the issue of money.

Each of these is from a different story: "... and with only \$15,000 earmarked for the project"; "The city is asking legislators to fund the

proposal"; "... in order to cut expenses, the city will ..."; "The project also will take a chunk out of the budget"; "The developer will suffer a hardship without the variance"; "Half of the increase is due to planned upgrades to the city's sewer plant"; "The council is scheduled to vote on Tuesday on the \$840,000 contract with Morton Construction Inc.;" "The rezoning is the only way to make the project financially feasible, Peterson said."

Do you notice similarities in those examples?

Do you ever see the word "money?" Do you ever see the verb "spend?" How about the verb phrase "pay for?"

Granted, two of the examples use actual amounts, \$15,000 in one and \$840,000 in another. But reporters and their editors, squeamish about directly reporting on money issues, often settle for euphemisms.

"Budget" has become a synonym for "tax money." "Financially feasible" means a developer will "make a profit." A "contract" is a synonym for "spending tax money."

Society schooled us not to ask about money so sources exploit our reluctance.

I recently criticized a reporter for leaving out of a story the salary of a government official. The official, who months before had taken a patronage job for which he was not specifically qualified, was making changes in his office, changes designed for his convenience.

When I told the reporter that including the salary was mandatory, he balked. "Whenever I do that,"

he said, "the source will say to me, 'How come you're picking on me? How come you don't include the school superintendent's salary in the stories you write about him?'"

The official, of course, used the oldest trick in the book: Stimulate the reporter's natural guilt, make the reporter hear his mom's scolding that asking about money is impolite.

Let's review two basics: First, governments spend money. Second, government officials want to talk around the fact that they spend money.

That's why you don't hear an official say, "we should spend money on street repairs." Instead, he or she will say, "We need to fund a program of street repairs."

When sources talk that way, reporters pick up their evasions and use them in even non-quoted sentences. Doing so makes writing about money seem more polite, refined.

Well, screw polite and refined. The reason most readers read government stories is to find out how government is spending tax money, and we should talk straight.

"To fund" is the evasion for "to spend: or "to pay for." "To fund" sounds less obvious and direct. Probably because it sounds a lot like "fun," "to fund" seems less stark than "spend."

I hate the evasion, but I grudgingly admire the slickness of "earmarked for the project" in place of "to be spent." And "will take a chunk out of the budget" sounds not like a government spending spree, but rather like some impish, childlike

prank, as if Dennis the Menace stole a "chunk" from the apple pie his mom baked for the church picnic.

Reporters, as you begin reporting any government story, write "money" and "spend" atop the first page of your notebooks. Require your sources to talk directly in those terms.

Editors, in most government stories, the No. 1 fact should be the spending of money. Don't allow reporters to soften such information.

Everybody: Forget what your mom told you. Remember, she didn't want you to be a journalist. She wanted you to be a doctor.

**THE FINAL WORD:** Let's look at one of the most widely used and clever of the money euphemism: "dollars."

If you take seriously my admonition that we should write more directly about money, then "dollars" seems a good choice. After all, what is more basic than "dollars?"

But in reality, "dollars" is an insidiously misleading image. When a reporter writes, "The city is asking for state dollars to help with the project," the sound is innocent. The term "dollars" sounds like a parade of \$1 bills. But in reality, the city probably is asking for at least thousands of dollars, and sometimes a lot more.

Avoid "dollars." Talk about "money," or "tax money," or, best of all, specify an amount.

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

## Deaths

Continued from page 2

communication events specialist in the marketing communications and promotion department at the time of his death.

Scott was a member and former president and board member of the Advertising Club of Louisville.

Bob Iler, a friend of Scott's and an executive at Sheehy & Associates advertising agency, described him: "Archie was very talented ... a good creative mind, an all-out nice person, genuine ... and very loyal."

Scott was also a former president of the Louisville International Cultural Center, a program he helped found in the early 1980s.

### Cecil Q. Flowers

Cecil Q. Flowers, retired VP and director of operations at The Jackson (TN) Sun, died Oct. 4 at his home in Jackson. He retired from the newspaper in 1988.

Flowers entered the newspaper industry while with the Army Air Corps in WWII. He worked in the pressroom at the Walla Walla (WA) Union-Bulletin while stationed at nearby Boeing Field.

After the war, Flowers worked for the Marion (IN) Chronicle. Later he moved back to his native state of Tennessee to work in the pressroom at the Commercial Appeal in Memphis.

In 1958 he was hired as a Pressroom Foreman at The Jackson Sun. When the Des Moines Register purchased The Sun, Flowers was promoted to Production Manager.

When The Sun was purchased by Gannet, Flowers was promoted to vice president and director of operations. He held that position until his retirement. After retiring, Flowers did consulting for the Chicago Tribune and Pellegrin Corp.

He is survived by his wife, Dorothy, a daughter, Janet Sonier, and a son, Darryl L. Flowers. Darryl works with Donrey Media Group at their newspaper in Columbia, Tennessee.

**We know your paper reports the news, but has it made any of its own lately?**

**Want others to know about it quickly?**



**We want to know about it!**

**E-mail stories about your newspaper's employees, awards or community service to:**

**Lisa Carnahan at [carnahan@kypress.com](mailto:carnahan@kypress.com).**

**Deadline — 20th of each month**

# Font

Continued from page 5

norm.

Faced with an invincible number of fonts from hundreds of advertisers, it's not unusual for a newspaper to need thousands of fonts at its disposal.

This is where Suitcase 10 comes in. Suitcase offers a fast and easy way to get the fonts you need when you need them. Packed with automated features that help you activate, organize and preview your fonts, Suitcase handles your fonts without slowing down your system.

Let's say you're working in Macromedia FreeHand and you realize that Futura is not installed in your System. No problem. Without shutting down FreeHand, simply move over to Suitcase (which constantly runs in the background) and double-click on the Futura listing in the font menu.

You have the option of activating the font permanently (until you deactivate the font) or temporarily (until you shut down your computer). Nothing could be simpler.

Taking font activation a step further, Suitcase automatically activates the fonts you need when you need them in a variety of programs, including QuarkXPress and Adobe Illustrator.

Imagine you open a file in QuarkXPress which uses two fonts not currently activated on your system. The Suitcase XT plug-in (which comes with Suitcase 10) automatically opens any fonts used in the QuarkXPress file, even fonts used within graphics.

The Suitcase plug-ins take advantage of Apple's FontSync technology to ensure that the exact font you used to create the document is activated.

In addition, you can also create application sets that automatically

activate designated fonts whenever a particular application is started.

One of my favorite new features is the Control Strip module, which installs with Suitcase 10. This allows the user to activate and deactivate a set of fonts by simply selecting the font name from a Control Strip pop-up menu.

Other features included in Suitcase 10:

- Create Sets of Fonts

Font sets can be created, opened and closed all at once. Fonts can be grouped by the job, customer, application, or any other description the user wishes to use.

- Track Corrupt Fonts

If your system crashes due to a corrupt font, Suitcase will let you know which font is causing the trouble so the user can find it and remove or reinstall.

- Collect for Output

Specify a selection of fonts and Suitcase copies all the necessary font files, including printer fonts, to the location you choose.

- Handle Font Conflicts

Font activation conflicts are reported to all the user to quickly decide which font should be kept or made active.

- Multiple Master Font Support

Multiple Master fonts are Type 1 fonts programs that include two or more master fonts within a single font file, for increased flexibility of font appearance.

- Suitcase Server

Suitcase 10 can be used with Suitcase Server to make sure workgroups have access to the same fonts, and that they can control which font sets are copied to their systems.

Previous versions of Suitcase were available on both the Mac and PC platforms. Currently, version 10 is available on the Mac platform only.

Suitcase 10 requires a minimum of OS 8.6 and a Power PC or equivalent with 32 MB RAM and 10 MB of hard disk space.

The full version of Suitcase sells for \$99 (US). The upgrade

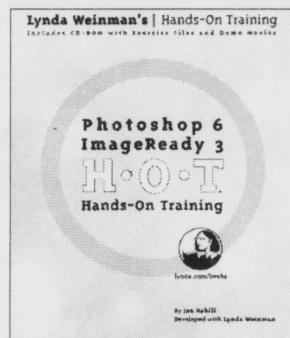
from previous versions of Suitcase (or competing font managers) is \$49 (US). For more information, go to [www.extensis.com](http://www.extensis.com).

## Two New Books

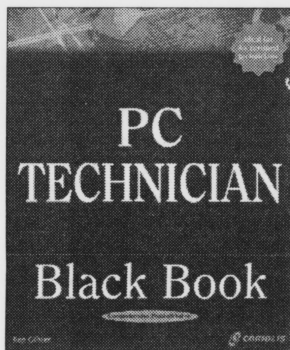
*Photoshop 6-ImageReady 3...HOT (Hands-On Training)*

If you're a webmaster or photoshop user who likes to learn by doing, this book is just for you. Photoshop 6-ImageReady 3 HOT offers concrete training that goes beyond theory and reference manuals. Jan Kibili and Lynda Weinman offer the latest techniques for creating Web graphics and animations using Photoshop and ImageReady.

The book comes complete with insider tips, detailed graphics, and is accompanied by a CD-ROM that includes guided excersises and QuickTime movies. The book lists for \$49.99 US (\$74.95 Canada) and can be found at most large book retailers or on the Web at [www.peachpit.com](http://www.peachpit.com).



Photoshop 6-ImageReady 3 HOT (Hands-On Training) is the right book for you if you like to learn by doing. Below: This book is an excellent companion for any Windows-based PC user.



## PC Technician Black Book

Written by bestselling author Ron Gilster, the PC Technician Black Book is an excellent companion for any PC (Windows-based) technician. This guide helps the reader to set up, upgrade and repair PCs. It features step-by-step techniques for troubleshooting, diagnosing and repairing many of the most common PC problems.

In addition, this book will help the reader install and configure peripheral devices, set up and configure hardware, isolate problems within specific hardware modules, repair or replace problem components and optimize the overall performance of a PC.

It comes with a CD that includes several diagnostic and analysis programs to help with PC maintenance. PC Technician Black Book, from Coriolis Press, is available at many bookstores or on the web at [www.coriolis.com](http://www.coriolis.com). The retail price is \$49.99 (\$74.99 Canada).

(Kevin Slimp served as director of the Institute of Newspaper Technology from 1997 - 2000. He has been very active with newspapers of all sizes as a consultant and trainer since 1993. He serves as Director of Communications for the Holston Conference and Adjunct Professor of the University of Tennessee School of Journalism. He can be reached by email at [kslimp@holston.org](mailto:kslimp@holston.org).)

# Community

Continued from page 3

left hand side of its front page for decades. Every week the staff answers questions, all local in nature, from readers.

Examples of questions:

"What is the new county manager paid?"

"What is the tardy policy at Conway Middle School?"

"Does the emergency room at the local hospital have to treat people who don't have insurance?"

The column establishes a personal line of communication between the news staff and readers, a key to any community newspaper's success. It also establishes the newspaper staff as a credible and knowledgeable source of local

information.

Remember, if you have a strong straight news product combined with a strong personal news product, you'll never have to worry about dwindling circulation at your community newspaper.

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(Black Ink/The Newsletter is a free quarterly newsletter dedicated to improving the products and profits of community papers. It is written by Ken Blum, a publishing consultant, speaker, columnist for Publishers' Auxiliary and author of Black Ink/The Book. To receive a copy of this newsletter free of charge by e-mail, send e-mail address to Ken Blum, publisher, Butterfly Publications, 909 N. Crown Hill Rd., Orrville, Ohio 44667 or e-mail it to [Blummer@aol.com](mailto:Blummer@aol.com) or call 330-682-3416.)

# AP

Continued from page 4

newspapers and their advertising customers and is a logical extension of AP's current AdSEND digital delivery service.

"Our goal is to make it easier to buy newspaper advertising by integrating a range of related processes," Boccardi said. "This purchase complements our long-term strategy of building additional value into AdSEND as newspapers and their advertisers become increasingly comfortable with digital planning and production."

John Sturm, NAA president and CEO, said the deal was a pos-

itive move for newspapers because it integrates the NICC's digital ad-management system with AP's existing digital delivery.

NAA announced development of the NICC in 1998, and back office support began in 1999 with the acquisition of the Complete Newspaper Network in Sacramento.

"We believe our work on the NICC was fundamentally important to the industry," Sturm said. "We're extremely pleased that NAA's development efforts will be carried forward by AP."

NICC employees in Sacramento will become AP employees. By joint agreement, terms of the transaction were not disclosed.



Tom and Pat Gish owners and publishers of The Mountain Eagle in Whitesburg were honored recently for their willingness to confront local issues.

## Gishes receive award for confronting issues

WATERVILLE, Maine (AP) — Owning a small-town newspaper is becoming an impossible dream for ambitious young reporters, and that is a tragedy for American journalism, the couple who publish a Kentucky weekly said as they were honored by a Maine college.

Tom and Pat Gish, owners of the weekly Mountain Eagle in Whitesburg since 1957, were chosen to receive the 49th annual Elijah Parish Lovejoy award given by Colby College.

The private, liberal arts college presents the award each year in memory of Lovejoy, a graduate who was murdered in 1837 for the anti-slavery views he expressed in his Illinois newspaper. A mob attacked and burned his newspaper office the night Lovejoy died.

In 1974, the Mountain Eagle's offices were burned and its press destroyed after the paper published a detailed account of local opposition to controls on coal truck weights.

"We relate all of this to emphasize the simple fact that free speech and freedom of the press is not an absolute, the publishers said in prepared remarks. "It all can vanish tomorrow if society makes the decision that there are

some truths too terrible to be told, or too terrible to hear."

Since buying the newspaper, the Gishes' work has also drawn boycotts, threats against their children and accusations that they were communists.

The couple said in their address that as they learned about Lovejoy, they were struck by similarities between his experiences and their own.

"Perhaps the most important thing we share with Mr. Lovejoy is that we each have been editors of small-town newspapers that confronted harsh economic and social issues affecting the community and its residents," they said in their speech.

The Gishes said they are troubled by a pattern of takeovers of small, community newspapers by large media corporations.

"Instead of a nation with countless numbers of voices, we may soon hear nothing but the well-disguised views of a handful of chief corporate executives," they said.

Past Lovejoy recipients have included national political columnist David Broder, Katharine Graham of The Washington Post and Murray Kempton of Newsday.

## Content

Continued from page 9

ings and local weather information, publishers simply key in an assigned username and password. Content is downloadable in PDF format, which can be easily inserted into the newspaper.

"Publishing Group of America is committed to hometown America by supporting community newspapers with a solid publication, American Profile, and now with valuable content I can easily insert into my newspaper," said Willie Sawyers, publisher of the Corbin Times Tribune and The London Sentinel-Echo. "They are working to make my publication better."

## Issues

Continued from page 1

2002, and decide then to either continue the wage freeze or give staff increases.

Obviously, the economic conditions across the newspaper industry played into this decision. Some Board members noted that their companies had imposed salary freezes for at least portions of 2002 and that it was appropriate to do the same for the KPA/KPS staff.

For the past couple of months, I have tried to prepare the staff for this possibility, hearing that financial constraints are forcing newspapers to lower normal raise increases or impose a freeze. This move did not come unexpectedly.

### Summer Conventions

KPA is already under contract to have its 2002 Summer Convention in Gatlinburg, TN., but that probably will be the end of summer conventions for KPA. Many state press associations that have had traditionally had two conventions have made the move to one convention in recent years.

The KPA Board did the same in 1993, voting to end summer conventions after 1994. But the blizzard of 1994 put that year's Winter Convention program into the Summer Convention so the Board put off disbanding the summer convention. Although two conventions in Gatlinburg (1995 and 1998) attracted nearly 300 people, other summer conventions since the mid-1990s have seen less attendance. The 2001 Summer Convention in Northern Kentucky was one of the smaller summer convention crowds and the Board felt this will trend probably would continue.

### Dr. Tech Hotline

Inaugurated in 1998 as a way to give smaller newspapers access to a computer technician to help solve problems, the Board looked at the decreasing use of the hotline and voted to discontinue this service as of January, 2002. The decision did not come without a lot of discussion about various ways to keep the hotline in operation.

Tim Jones had operated the hotline for KPA since its inception and at the Board's urging agreed to

a renegotiate monthly fee 18 months ago to keep the hotline operating. The Board looked at offering the service through a "subscription," meaning newspapers would have to pay for the privilege of using the hotline. After a motion on that was defeated, the Board voted to discontinue the service as of January, 2002.

We will offer Tim Jones an opportunity to keep the hotline going by himself and allowing him to charge newspapers a fee but KPA will no longer fund the operation as a free member service.

### Better Newspaper Contest

With the decision to discontinue the Summer Convention after 2002, that will mean one less contest for KPA. Presently, KPA has three contests — Fall Newspaper Contest, Better Newspaper Contest and the KPA Ad Contest.

Awards for the Better Newspaper Contest have been presented during each Summer Convention.

The Board set up a committee to look at categories in the Better Newspaper Contest -- traditionally categories recognizing layout and design — and seeing which categories could be incorporated into one of the other two contests.

### KPA District Alignments

The Board voted to renumber some districts. The present numbering system stemmed from combing four districts into two and splitting one other district back in the mid-90s.

That led to two districts being labeled 15A and 15B while all others were strictly numeric. The Board altered the numbering to reflect the total of 14 districts.

### KPA/KPS Officers

The Board voted to recommend Sharon Tuminski of the Winchester Sun as the 2002 KPA/KPS Vice President. That came as a recommendation of the Nominating Committee to the full Board. Her appointment as Vice President will be taken to the full membership at the Jan. 25 Business Meeting.

The Board also voted to name David Thornberry, publisher of the Somerset Commonwealth-Journal, as KPA/KPS treasurer for 2002.

## Job Shop



### Ad Sales Manager

Manage the retail advertising department of a Monday-Saturday afternoon daily. Five-plus years print advertising sales experience and/or sales management experience. A team leader with good people skills to plan and implement an advertising sales strategy. Competitive salary, commission and benefits. Mail resume to: Betty Beryman, Publisher, The Winchester Sun, P.O. Box 4300, Winchester, Ky. 40392

Take advantage of KPA's "Job Shop." List your newspaper's job opening for just \$10. Or, if you are a newspaper professional seeking new opportunities, send us that information. Call 800-264-5721 or e-mail [larnahan@kypress.com](mailto:larnahan@kypress.com)