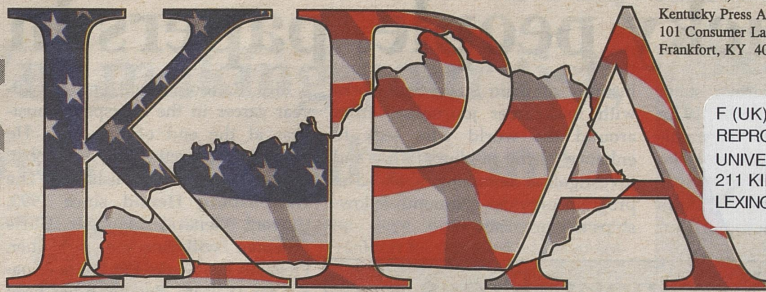


The
Kentucky
Press



December 2004 - Published by Kentucky Press Association/Kentucky Press Service

Volume 75, Number 12
Kentucky Press Association
101 Consumer Lane
Frankfort, KY 40601

U. S. Postage
PAID
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Permit No. 939

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Convention will offer multitude of topics

By DAVID GREER
Member Services Director

Just as Kentucky newspapers offer something for everyone, the 2005 Kentucky Press Association convention Jan. 20 and 21 in Louisville will offer a multitude of topics and activities - a little something for everyone.

Whether it's how to embrace new technology or finding new and better ways to manage your paper and increase revenue or designing more reader-friendly pages and celebrating the First Amendment in song, the 2005 KPA convention in Louisville will offer a little something for everyone.

But that's not all. Come early and tour The Courier-Journal's new printing plant, one of the most state-of-the-art in North America. Hear nationally known newspaper design expert Tim Harrower. Learn the dos and don'ts of employment ads or how to attract younger readers to your paper while building a stronger NIE program. Hear some of Kentucky's top sports editors discuss getting the most from

your sports staff resources. Also, learn the ins and outs of InDesign. And there's more.

The 2005 convention will be Thursday and Friday, Jan. 20 and 21 at the Hyatt Regency hotel, 320 W. Jefferson, in downtown Louisville. Watch for our registration mailing.

Thursday's agenda starts with designer Tim Harrower from 1-4 p.m. in the conference auditorium. Harrower, author of "The Newspaper Designer's Handbook," has been an award-winning editor, designer and columnist at such papers as the Times-Union in Rochester, N.Y. and The Oregonian. He currently consults on redesigns and lectures on journalism. His new book, "The Newspaper Reporter's Handbook," will be published this year. Please note that seating for Harrower's workshop will be limited.



Harrower

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2004: A year of 1st Amendment issues, open government

Just a few weeks remain in what has been an unusually busy and interesting year at KPA. It has been as I had hoped.

President's Corner

By John Nelson
KPA President



Much of what we have endeavored is still being measured, but we will have plenty to discuss at our convention in January. In Louisville, we will mark one year since declaring that open government and First Amendment issues would be our theme.

No time was wasted in getting to the task, and now we have proof that we meant what we said: a public records audit complete, a legal challenge to the secrecy required of juvenile courts, an active involvement in the formation of an independent Freedom Of Information

coalition.

Promising to be just as significant is something more subtle. One of our most popular services has been the annual serial

story for our Newspapers In Education programs. Starting in January, over 40 Kentucky newspapers will publish "Brain Freeze," which will be read weekly in dozens of schools by thousands of students. The story is being picked up in a couple of other states as well.

At our request, curriculum guides available with the stories will draw attention to the First Amendment. As important as it is to stress the value of the amend-

See 2004 on Page 9

New faces complete 2005 Kentucky Press board

Special elections in Districts 9 and 11 have finished the picture of the 2005 Kentucky Press Association/Kentucky Press Service Board of Directors.

Loretta Tackett, with the Paintsville Herald, was elected in District 9, to complete the term held by Jerry Pennington. And Don Estep, with the Corbin News Journal, was elected in District 11 to complete the term of Glenn Gray,

who was elected vice president of the association for the remainder of 2004. Gray will be President Elect in 2005.

The slate of officers for 2005 to be submitted to the membership are Charlie Portmann, Franklin Favorite, president; John Nelson, Danville Advocate Messenger, past president; Glenn Gray, Manchester Enterprise, president elect; Alice Rouse, Murray Ledger and Times,

vice president; and Taylor Hayes, Kentucky New Era, treasurer.

District directors will be Alice Rouse, Murray Ledger and Times; Jed Dillingham, Dawson Springs Progress; Bob Childress, Owensboro Messenger Inquirer; Jeff Jobe, Butler County Banner; Ron Filkins, Kentucky Standard; John Mura, Louisville Courier-Journal; Kelley Warnick, Gallatin County News; Ken Metz, Bath County News

Outlook; Edmund Shelby, Beattyville Enterprise; Donna Carman, Casey County News; Don White, Anderson News; and Teresa Scenters, Berea Citizen.

State At-Large directors appointed for one-year terms: Taylor Hayes, Kentucky New Era; Tom Caudill, Lexington Herald-Leader; Willie Sawyers, London Sentinel Echo; and

See BOARD on Page 6

Kentucky people, papers in the news

Debra Jasper, the former state-house bureau chief for **The Cincinnati Enquirer** and former editor of **The Grant County News**, is the new director of the Kiplinger Program for Public Affairs Journalism in the John Glenn

Institute at Ohio State. She works with mid-career journalists from around the world who seek to enhance their public affairs and investigative reporting skills. The program provides six-month fellowships to journalists.

Bill Randolph will end his 40-year career in the newspaper business at the end of this year. He announced his retirement in October. He has been the publisher of **The Harrodsburg Herald** since 1993. Current General Manager **Chris Freeman** will become publisher. Freeman has worked at the newspaper for 11 years. Randolph has been in the newspaper business since he was 20 years old. He served two stints at **The Advocate-Messenger** in Danville where he worked at one time in composition when the newspaper was published using hot type. He took a similar job at the **Lexington Herald-Leader** and then returned to the Advocate-Messenger as part of the advertising department. His second stint there was for about 16 years when he left in 1981 and went to work at the Harrodsburg newspaper.

launched the newspaper, said she had been working on plans for **La Vereda** for about three years. She is the owner, publisher and editor-in-chief of the newspaper. She has a staff of five - two full-time and three part-time. **La Vereda** is distributed free in Butler, Daviess, Henderson, Ohio, Warren and Webster counties as well as in Evansville, Ind. twice a month.

The Winchester Sun won a national award for reporting from the **Inland Press Association**. **Jennifer Ginn**, managing editor, received third place in explanatory reporting for a three-day series printed in February about a 5-cent tax increase being sought by the Clark County Public Educational System. The tax was defeated during a Feb. 17 special election.

The Nicholas Countian & The Carlisle Mercury celebrated its 10th anniversary of weekly publication and serving the community with an open house Oct. 15. The first edition of the community's newspaper was distributed into homes on Oct. 17, 1994. Drawings were held through

La Vereda, the first Spanish-language newspaper in Owensboro, published its first edition in September. The initial press run was 7,500 copies, but expectations are that run will double soon. **Dr. Maria Elena Rivas-Countant**, who

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The Kentucky Press

The Kentucky Press (Permit # 939) is published monthly by the Kentucky Press Association/Kentucky Press Service, Inc. Third Class postage is paid at Glasgow, KY. 42141. Subscription price is \$8 per year. Postmaster: Send change of address to The Kentucky Press, 101 Consumer Lane, Frankfort, KY. 40601, (502) 223-8821.

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Staff members, Officers and Directors may be reached by e-mail using the individual's first initial, full last name@kypress.com.

Deaths

Former Kentucky Enquirer editor dies

Ralph Weiskittel, former Kentucky Enquirer business editor and city councilman in Ft. Wright, died Oct. 20 of lung cancer at St. Charles Care Center in Covington. He was 80.

Weiskittel was one of several members of his family who worked at the Enquirer dating back to 1870. His father was a pressman and his brother worked in display advertising.

Weiskittel, a Covington native, joined the paper as a copyboy in 1942 after graduating from high school. Three months after the Japanese bombed Pearl Harbor, he enlisted in the Army. He returned to the Enquirer and worked as a financial reporter while attending evening classes at Xavier University. He was the business and home editor from 1963 to 1977.

He resigned from the Enquirer in

1977 to become vice president of corporate markets for Koetzle Corp. Realtors. In 1990, he was named vice president of sales for Matthew Toebeen Construction Co. in Crescent Springs. He also worked as a broker for several agencies, including Cline Realtors. He retired in January.

Former master printer at The News-Democrat & Leader dies

Eugene Murray Carnall, a master printer at The News-Democrat & Leader in Russellville for 54 years, died Oct. 18 at Southern Kentucky Rehab Hospital in Bowling Green. He was 79.

Besides working at the Russellville newspaper, Carnall also worked full-time at the Todd County Standard in Elkton from Oct. 2002 until Aug. 2003, after previous owners of The News-Democrat and Leader indicated plans to remove that company's press. He continued working for the Standard in a part-time capacity until Sept. 2004.

When you're making your list, put this down as number one

This time of year, most people are thinking of the "list" they need to be making — what they want for Christmas.

On Second Thought

By David T. Thompson
KPA Executive Director



In the budget adopted during the 2003 session, (a) remained in the final version while (b) was withdrawn during negotiations between the House and Senate.

But there's another list you need to be making and a part of it has a much longer effect.

That's your "to do" list and next time you're making one, put this down as number one.

"Call state representative and state senator about public notice advertising."

In less than a month, the Kentucky General Assembly convenes its short, 30-day legislative session. The schedule calls for the legislature to ascend on Frankfort on Jan. 3, work a few days, go back home and then come in early February for the last 25 or so days.

There's a lot of work ahead in the 2005 session, not the least of which is finally adopting a state budget and refining the health insurance program approved during this year's special session.

Perhaps in the budget, again, or as stand alone legislation, expect to hear from KPA about public notice advertising. The topic has been on the front burner the last three sessions, not only for KPA but for some legislators, as well.

While we've been able to halt individual legislation, the more common approach now is to stick it in the budget. And to try to "stick it to us." The last two budget proposals have included language that would:

(a) allow school boards to publish their financial statements in newspapers OR on the Internet OR by placing a copy in the main branch of the local public library;

(b) allow all public agencies to have the option to publish those notices on the Internet instead of in the newspaper.

During the 2004 session that ended in April, you know that the session adjourned without a budget being adopted. But the same language was back in that proposal. When they left town without a budget, it turned out to be a victory because the school financial statement language expired and publication of those returned to newspapers.

Expect another effort to start showing up soon, to allow school districts, if not all public agencies, the right to publish notices on the Internet instead of in newspapers.

So why does your "to do" list need the direction at the top to call your legislators now? To get their commitment to vote against any legislation that changes the public notice advertising law.

Well, let me refine that slightly. It would not be good policy for me to suggest they should vote against the budget simply because of this language. The state needs a budget. Two of the last three sessions have adjourned without a state budget.

But you can at least get their commitment to remove any similar language from the state budget if it's included.

You'll be among the first to know if any legislation is filed that affects public notice advertising and at that point we'll ask you to make another contact. With those same legislators, reminding them of their commitment to vote against any such bill or language. If they didn't commit the first time, give them another chance with that follow up call.

They're all at home now, counting

the days until they report to Frankfort for our third odd-year session since Kentuckians changed the constitution. And there's no better time than right now to give them a call, talk with them about the issue, and get their commitment. They aren't preoccupied right now with reading mounds of legislation as they will be in a month. They aren't inundated with stacks of phone calls to return, meetings to attend or lobbyist loitering in the hallways, needing "just a second or minute or hour" of their time.

So this is the time to make that call.

• • • • •

We've shared with you the last two sessions the text of our testimonies against public notice advertising on the Internet. If you need a copy of our reasons to oppose such legislation, send me an e-mail (dthompson@kypress.com) and I'll get it to you before you *make the call*.

Nothing has changed those arguments. The Internet is used mostly for e-mail purposes, by those Kentuckians who have access. Internet access has not improved much around the state and Internet use still isn't approaching newspaper readership.

• • • • •

If you have the chance, pull the last financial statements from local public agencies and have those in front of you when you *make the call*. One of the arguments is it would save a tremendous amount of money. So check some of the other expenditures of those agencies. As I was when I read how much some of them are spending in other areas, you'll be shocked. And betcha there are some items on that list worth pointing out to your legislators.

Take a look. Then *make the call!*

December News & Notes

SPJ contest entries being accepted

Entries in the 2004 Sigma Delta Chi Awards of the Society of Professional Journalists are being accepted now through Feb. 7.

Entries must have been published during 2004. Each entry may be submitted in only one category and contestants may enter as many categories as desired. Editorials, comments and sidebars maybe added as supporting material. Original clips and tearsheets are preferred, but duplicates will be accepted. Up to four individuals may be named on a team entry, otherwise the entry must be made in the name of the staff of the publication. There is a \$60 per entry fee for SPJ members and \$100 per entry fee for non-members.

A cover letter must also accompany all entries with the following information: a summary of the story or stories; a discussion of major findings and subsequent results; a review of the process followed to get the story, including information about the circumstances that prompted the story, the length of time taken to report, write and edit and sources and references used; an account of the difficulty or uniqueness of effort in obtaining the story.

Entries will be judged on readability, effectiveness of interpretation, accuracy and completeness, enterprise, style, resourcefulness of the reporter in overcoming obstacles, interest and adherence to the SPJ Code of Ethics.

All entries must be post-marked by Feb. 7. More information can be obtained by visiting www.spj.org/awards_sdx.asp.

Nominations Sought for Hall of Fame

The University of Kentucky's Journalism Alumni Association is accepting nominations for 2005 inductees into the Kentucky

See NEWS on Page 9

KHSJA approaches membership milestone

I'm pleased to report that the Kentucky High School Journalism Association is poised to top the 100-member mark for the 2004-05 school year. As this is being written, KHSJA stands at 98 member schools with three additional publishers telling me their papers will sponsor schools in their communities.

In journalism, one dislikes assuming anything - it's a sure path to trouble - but in this case I am confident KHSJA will break the 100 school mark - a real milestone in the organization's eight-year history.

Since last month, the News Democrat & Leader, Russellville, also joined the ranks of sponsoring papers. Many thanks go to all Kentucky papers that sponsored schools for the current year.

Speaking of KHSJA, a call will go

Oh, By The Way

By David Greer
KPA Member Services
Director



judge, or two or three or as many as your paper can spare that day. The date for the judging has not been selected yet. As in past years, it most likely will be held at KET in Lexington.

The annual KPA convention is set for Jan. 20 and 21 at the Hyatt Regency in Louisville. Again, we have a very dynamic program of speakers and programs planned. A couple of workshops at the convention will be opened to a limited number of high school journalism teachers and students so if you see a few very young people hanging out at our convention, no, you're not just getting older. They really will be

young.

Speaking of the KPA convention, be watching for our convention mailing. As always, the convention will end with the popular awards banquet.

The KHSJA convention, by the way, is set for May 4 at the Executive West in Louisville. We're expecting a large crowd. A couple of our more recent conventions have featured attendance at nearly 900.

Reporter harassment?

I was interested to read that journalists in Durham, N.C., have a real friend in local prosecutor Jim Hardin.

Hardin dismissed a charge of harassment filed against a reporter for the Charlotte News & Observer. The reporter was trying to interview a woman for a story and the prosecutor cited a lack of evidence to make the harassment charge stick.

It started three years ago when reporter Demorris Lee covered a trial in which a teen was convicted

of robbing Ruth Brown, a Durham police department property room technician.

Lee wrote a follow-up story a year later and the conversation ended with Brown telling Lee never to call her again.

But the case was reopened by police earlier this year and in the course of writing about it, Lee left three phone messages on Brown's home answering machine seeking her comment about the situation.

Brown swore out a warrant against the reporter after claiming she was being harassed. Lee was arrested at his home in mid-November. Fortunately, prosecutor Hardin, understanding the First Amendment and the benefits of good journalism in his community, dismissed the charge against the reporter saying messages meant to give a source the opportunity to comment on a story hardly constituted harassment.

Bravo for the prosecutor.

Coverage of general assembly will begin soon

By DANA LEAR
News Bureau
Director



Soon after all the Christmas presents are put away and the ornaments are taken down from the tree, lawmakers, lobbyists and yes, even us reporters will begin our daily trek to the Capitol for the 2005 legislative session.

It seems like it was just weeks ago that I was walking the marble hallways with my reporter's notebook in hand gathering information for stories. Well, I guess technically because of the special session in October, it was just weeks ago. This past year has gone by so fast and it is hard to believe another session is upon us.

Part one of the odd-year session will begin on Jan. 4 and last through Friday, Jan. 7. There will be a break between Jan. 10 and Jan. 31 during which time legislative committees

will meet and bills will be drafted. The second part of the session will begin on Feb. 1 and last through March 22 with March 8-18 reserved for the governor's veto days.

This will be my third time to cover a legislative session. How lucky am I that all three sessions have been budget sessions? Once again, because lawmakers left town earlier this year without a budget, legislators will have to use most of the 30-day odd session drafting a budget. As in 2003, this will leave little time for them to deal with much else.

As in the past years, the Kentucky Press Association News Bureau will be there to cover each and everyday of the session. With the assistance of an intern, I will provide stories each week on the major developments on the state's budget and other bills as they make their way through the system.

A legislative wrap-up story on the week's developments will be filed on AccessKPA.com every Friday afternoon. Other stories will

be filed throughout the session on major bills and the budget as it is drafted and discussed.

The stories can be accessed on the Web site using your user name and password. For those who have not registered on the site, I encourage you to do so as soon as possible. Other stories on state government are filed throughout the year that you could be missing out on because you aren't registered. You are notified by e-mail when a story has been filed.

You aren't limited to just the stories that we choose to write on the legislature. Is there a bill or resolution that might have an impact on your readers? Is there something going on that is important to you? Something we have overlooked? Would you like a picture of your legislator in action? Please don't hesitate to contact me throughout the session to request that we write a specific story, watch a specific bill or get quotes from your senators and representatives. We are here to serve you.

My work doesn't end when the general assembly ends. The news doesn't end in the state's capital just because the lawmakers have gone home.

I'm still here and available to member newspapers that need a record or report from a state agency or a court case or a hearing or press conference covered.

Throughout the year I try to cover press conferences and state events that I believe may be of interest to readers across the state, but I'm sure there have been many times when you have said to yourself, "Gee, I wish we could cover that but I just can't afford to send a reporter all the way to Frankfort." That's where I come in. My services are free to you as a KPA member.

I sincerely wish more of you would take advantage of my presence in Frankfort.

If you have any questions about the legislative coverage or would like to make special requests you can contact me at (502) 223-8821 or by e-mail at dear@kypress.com.

Newspapers helped Daniels win election

Ask Mitch Daniels about winning the race for Indiana Governor and he will tell you that newspapers help to seal the deal. Daniels beat the incumbent Joe Kernan in the Nov. 2 election.

Advertising Plus

By Teresa Revlett
KPS Director of Sales



end in October for 17 newspapers with a circulation of over 1.8 million. Cost of the first round was just over \$50,000. When the final count was in

Daniels had spent over \$350,000 in Indiana newspapers and in the Indiana edition of the Louisville Courier Journal.

Luther said after the positive feedback of the first buy, the decision was made to add newspapers to the media mix to a higher degree.

"Initially we tested the markets and found that newspapers could respond quickly and get our message

out to the voters," said Luther.

One of the reasons for that quick response was the coordination from Indiana Newspaper Advertising Network and the Indianapolis Star staff.

Dave Wilson coordinated the buy at the Star with Mike Rendel handling layout and design for the ads. The Star was not paid anything extra for their efforts.

"We saw this as a chance to make history for Indiana newspapers and were encouraged to be a part of it by our managers," said Wilson.

Luther said that the personal touch that newspapers added made all the difference in their marketing strategy. Daniels' campaign took on a grass roots, feel good approach

where he traveled the state in an RV visiting various sites.

After the visits, newspaper ads were run in areas with local photos of people talking to Daniels. The "thanks to you" headline campaign targeted the "down home" feel of the Daniels campaign. They also used newspapers to combat some negative advertising in the beginning and to "inform the voters of the facts and issues," said Luther.

While Daniels was out in the field campaigning people would approach him and mention seeing the ads in local papers. When the feedback from the public became so positive, Luther said the investment in newspapers had to be part of the campaign.

I've been denied a public record, now what?

By Ashley Pack KPA
General Counsel
Dinsmore & Shohl



I'm sure many of you have experienced frustration when a public agency improperly denies access to its records or meetings. In fact, I'm sure that many times you are completely dumbfounded by the agency's actions. What can you do if confronted with an agency that denies your request? Do you have any recourse against the agency? Recently, two Kentucky courts have determined that public agencies willfully withheld access to their records and meetings—and in one instance, awarded attorney's fees to the plaintiff who challenged the denial. This is good news in the fight for access to public records and public meetings and proves that the courts will listen to our complaints.

Many of you know the appeal process if denied access to an open record. But, for those who do not know or may not remember the specifics, if you are denied access to a public record, you can appeal the denial to the Attorney General by writing a letter explaining your position. After 20 days, the Attorney General will issue a decision. If no one appeals the decision, it has the force of law. If you are not satisfied

with the Attorney General's decision, you can appeal the decision to the circuit court of the county where the public agency has its principal place of business or in the county where the public record is maintained. Bringing an action in the circuit court can be more expensive, but if the court finds that the public agency willfully withheld the records, the court can award attorney's fees and a penalty of \$25 a day for each day the records were willfully withheld. There is no requirement that you first go to the Attorney General, but it is generally the cheapest and easiest resolution.

If denied access to an open meeting, the appeal process is slightly different. First, you need to submit a written complaint to the presiding officer of the public agency stating the circumstances you believe violate the Open Meetings Act. You also need to include what the public agency should do to remedy the violation. The public agency must determine, within 3 business days, whether to remedy the violation. If you are not satisfied with the public agency's actions, you can ask the Attorney General to review the complaint. To do this, send a copy of the complaint and the written denial to the Attorney General within 60 days of the receipt of the written denial. The Attorney General will issue a written decision within 10 days. Again, if you are not

satisfied with the Attorney General's decision, you can appeal it to the circuit court within 30 days. Similar to the Open Records Act, the court can award costs, including reasonable attorney's fees, and an amount not to exceed \$100 for each violation if the violation is found to be willful.

Recently, two Kentucky courts have found the actions of public agencies to be willful violations. In an unpublished decision, the Kentucky Court of Appeals found that the Floyd County Board of Education "willfully violated the Open Meetings Act to shield themselves from the public." *Floyd County Board of Education, et al. v. Ratliff, Thompson, and Grigsby, et al.*, 2002-CA-001971-MR (Oct. 15, 2004). The Board of Education had gone into executive session to discuss personnel matters, but also indicated the threat of litigation was the reason for the closed session. The Court found that both the personnel exemption and the pending litigation exemption were improperly used, and deemed that the actions by the Board were willful. The Court remanded the matter back to the circuit court for a determination as to whether the plaintiffs were entitled to an award of attorney's fees.

Similarly, Franklin Circuit Court recently awarded attorney's fees and costs and penalties to The Courier-Journal after determining that the Transportation Cabinet willfully with-

held access to its electronic database. The Courier-Journal appealed the denial of access to the electronic database to the Attorney General. The Attorney General found that the electronic database existed, and granted access to The Courier-Journal. But, the Transportation Cabinet refused to disclose the database despite countless efforts by counsel for The Courier-Journal to obtain these records. The Courier-Journal filed a lawsuit in the Franklin Circuit Court requesting that the Court order the Transportation Cabinet to disclose the records. The Transportation Cabinet finally disclosed the electronic database, and the Court found that the Transportation Cabinet willfully withheld the records and awarded attorney's fees and costs in an amount of approximately \$3,900 and penalties in the amount of \$1,500.

This is exciting. Hopefully, aggressive enforcement of the open records and meetings laws will lead to fewer abuses in the future.

If you have any questions about these cases or the appeal process, please don't hesitate to call us.

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BOARD

Continued from page 1

Mark Van Patten, Bowling Green Daily News.

Division chairs will be Steve Wheatley, Elizabethtown News Enterprise, KPA Ad Division; Mike Alexieff, Bowling Green Daily News, KPA News Editorial Division; Kriss Johnson, Lexington Herald-Leader, KPA Circulation Division; and Cliff Feltham, Kentucky Utilities, KPA Associates Chairman.

Liz Hansen, with Eastern Kentucky University, will serve as 2005 Journalism Education Representative, a non-voting position on the board.

New faces on the 2005 board are:

News Editorial Division - Mike Alexieff, 45, is the managing editor of the Daily News in Bowling Green where he has been since 2001. He is responsible for all editorial content - news, features, sports, photography, editorial page and supervises a staff of 24.



He began his newspaper career in 1984 at a semi-weekly in Texas. He worked for another semi-weekly before spending a year as a district and campaign press secretary for a U.S. Congressman. After losing the election, he went to work as editor of a semi-weekly in Kerrville, Texas. He began his work with daily newspapers in Arizona, first as environmental/political reporter for the Prescott Daily Courier, then as editor of the Kingman Daily Miner. He returned to Texas as a copy editor at the Austin American-Statesman and then became news editor at the Corpus Christi Caller-Times. He left that job to become the city editor at the Owensboro Messenger-Inquirer before taking his current job in Bowling Green.

Alexieff holds a Bachelor of Journalism degree from the University of Texas at Austin.

He and his wife Angie have two children, Stephen, 6, and Grace, 4 1/2.

He is a United Way of Southcentral Kentucky Allocations Committee member and has served as an adjunct instructor for four semesters at Western Kentucky University teaching basic reporting.

As chairman of the news/ editorial division, Alexieff said his initial idea is to focus on training. However, he said he will be talking to editors across the state to get their input on what the division's focus should be.

"I believe the printed newspaper will disappear within the next 50 years, at least in the United States. But the need for journalists will always be there; we'll just be delivering our work in a different format," he said as to the future of newspapers.

District 3 - Bob Childress, 64, is the publisher at the Messenger-Inquirer in Owensboro. He has been there for one year and is responsible for the overall operation of the newspaper. He spent 39 years publishing newspapers in Virginia and Tennessee and previously served as the vice-president of the Tennessee Press Association. He is a graduate of Southwestern State College and has two children and three grandchildren with another one on the way in January.



He serves on the Board of Directors for the Riverpark Center and the Red Cross. His goals for KPA are to help educate newspaper employees and improve journalism. He said the future of newspapers will be "as good as we want to make it."

District 11 - Don Estep, 65, is the owner/publisher of the Corbin/Whitley News Journal, a position he has held for 18 years. He is responsible for managing the Corbin/Whitley newspaper. He recently chose to cut back some of his responsibilities.



Along with Terry Forcht, principal owner, he helped start newspapers in Somerset and London and built a printing plant in London. He served as president and CEO of the publishing operations.

Before working at the newspaper he was sports director for radio station WCCT in Corbin from 1961-1970. He was mental health educator for Cumberland River Comprehensive Care Center from

1970-77; advertising director for the Corbin Times-Tribune from 1977-82; advertising director at the London Sentinel-Echo from 1982-87; publisher of Whitley Republican and started Corbin! This Week in 1987 and merged the two newspapers in 1992.

He graduated from the University of Kentucky with a B.A. in 1961.

He is married to Judy and has three daughters, Angie, Ashley and Amber. He is the past president of Corbin Lions Club, director of Corbin Redhound Varsity Club, television director for 25 years at Central Baptist Church and board of trustees at Cumberland College for 17 years.

His goals are to serve KPA to the best of his ability and to help promote the organization and work for the best interest of the state's newspapers.

"I am especially optimistic about community journalism's future. Our role is similar to that of the chamber of commerce," he said of the future of newspapers. "It is the one vehicle, which our citizens look to for information, news and events. No matter what form, whether on newsprint or transmitted via satellite or other means, our citizens will still look to the local journalist to deliver the information."

District 4 - Jeffrey S. Jobe, 41, has been the president and CEO of Jobe Publishing, Inc. for eight years. Jobe Publishing, Inc. publishes six weekly newspapers, four shoppers and a print company. He is responsible for managing the family-owned business to secure employee and company growth.



His previous newspaper experience includes working with The Courier-Journal (Bingham Family), Gannett, Journal Register Company and Thomson Newspaper. He purchased his first weekly in 1997.

He attended the University of Kentucky and Rochester Institute of Technology.

He has been married to Susan for 15 years and has three children, Wyatt, Reagan and McKenna.

He is the former president and acting director for Boys and Girls Club, State Boy Scouts of America

and has held former board positions for local chambers of commerce. He is currently serving as the media representative appointed by Gov. Ernie Fletcher to the State Information and Technology board.

His goals for KPA are to "keep an eye on the industry as a whole and keep members informed of changes and opportunities working elsewhere." He also hopes to support working together to offer services including healthcare benefits, continue legal assistance and build on the strong traditions he has enjoyed as a member of KPA.

"The near future is going to be among the strongest we have experienced," he said regarding the future of newspapers. "We need to use this growth and revenue stream to identify revenue niches for the future."

Jobe said it is an honor to have been chosen by friends from newspapers in the area he has enjoyed living, raising a family and working. "I look forward to representing this group of fine newspapers to the best of my ability."

District 6 - John A. Mura, 51, has been the assistant managing editor/news at The Courier-Journal for five and a half years. He is responsible for overseeing the operations of the Metro, Regional, Southern Indiana and Suburban news gathering desks, editing major projects off the special projects desk and from the rest of the staff, helping develop strategic initiatives and running the daily news meetings.



He has 26 years in journalism, including 12 years at The Hartford (Conn.) Courant, three years at The News-Journal in Delaware and six years at The Herald-News in Passaic, N.J. Before working in the newspaper industry he worked for three years full-time building and repairing hydraulic subway car brake valves and worked part-time as a game creator for the Ideal Toy Company.

He has a B.S. in Communication from St. John's University where he graduated Summa Cum Laude.

He and his wife Janine have a daughter Christiane. He is an active participant of St. Patrick Church.

His goals for KPA are to work

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BOARD

Continued from page 1

with member newspapers to advance common interests.

"I'm optimistic that newspapers can and will successfully navigate changing technologies and an ever more crowded marketplace to continue to give readers news, information and advertising that's important to their lives," he said as to the future of newspapers.

District 9 - Loretta Tackett, 36, has been the editor of The Paintsville Herald since 2003. She is responsible for managing the editorial department and editorial content, writing editorials and stories, monitoring community issues and selecting stories, addressing public concerns regarding newspaper content and planning and soliciting information for special sections.



Before going to work in Paintsville she worked as a staff writer for the Appalachian News-Express in Pikeville, as a staff writer for the Floyd County Times in Prestonsburg and as a writer/composer for Bear Facts, a Pikeville College newsletter.

She holds a B.A. degree in communications from Pikeville College where she graduated Summa Cum Laude. She also has an associate of arts degree with high distinction from Big Sandy Community and Technical College.

She is a single mother of two teenage children, William Reggie, 16, and Fallon Monique, 15. She serves as secretary of the Hope in the Mountains board, a recently incorporated non-profit organization working to bring a drug treatment center for women to Eastern Kentucky. She is also a member of the Honorable Order of Kentucky Colonels.

Tackett said since this is her first opportunity to serve KPA, she doesn't feel qualified to offer any insightful proposals regarding the organization. She said she will help KPA continue to promote the interest of Kentucky newspapers.

"Despite the instant news approach we find in today's world where technology is growing in

leaps and bounds, and the theorizing that the future of newspapers rests in a daily maintained Web site, my experiences in the community newspaper setting tell me human beings will always seek a publicized hard copy of events, issues and social updates regarding their world" she said of the future of newspapers. "Based on this view, I think print journalists will be under even more pressure to put the information out in a speedy and entertaining manner, in order to compete with radio and television. In my opinion, for what it's worth, this will place an important emphasis on thorough and ethical reporting, which is an area more difficult to maintain for instant news gathering."

State-At-Large

Mark Van Patten, 57, has been the general manager of the Bowling Green Daily News for 11 years. He is responsible for all departments at the newspaper with the exception of the editorial department, for profitability of the newspaper and to formulate and implement long-range strategies. He started as an advertising rep and then became ad manager before eventually becoming publisher for a number of daily newspapers. He also spent a couple of years working for a direct mail shopper and a year at an advertising agency. He has a B.S. in advertising from Ferris State University in Big Rapids, Mich. He and his wife Nancy have two daughters and one grandson.



His goals for KPA are to help get more young people involved in newspapering. "It's corny to write, but working at a newspaper is a noble and rewarding profession," he said. "The newspaper is the cornerstone of any community. The information delivered to the community through the news columns and advertising space is vital. We need to do a better job of communicating this to high school and college kids. I'm encouraged by the leadership role KPA and Kentucky newspapers have taken in this area."

He said he'd also like to see KPA focus a little more on strategic thinking. "We all get so tied up in putting out fires that sometimes we don't

see the gas truck headed our way," he said.

"I'm optimistic for the future of dailies under 50,000 and weekly papers," he said about the future of newspapers. "These newspapers tend to be more light on their feet and adaptable to changes in technology and the marketplace. There are some huge challenges facing us, declining readership, consolidation of retail, rising health care costs, more competition for advertising to name just a few. But we can handle it!"

Advertising Division - Steve Wheatley, 40, has been the advertising director at The News-Enterprise in Elizabethtown for three years. He is responsible for the overall ad department consisting of 27 staff members. He is also responsible for coaching, training, strategic planning, budgeting and new revenue development.



For the eight years before accepting his current position with Landmark, he was the regional sales manager for Landmark Community Newspapers in Shelbyville. For the two years prior to coming to Landmark, he owned and operated his own automotive trade magazine in Rockford, Ill. He started his career in advertising as a sales rep for Trader Publishing Company in Chicago, Ill. During his employment with Trader his National Guard Unit was deployed to Saudi Arabia for Operation Desert Storm, where he commanded a transportation company consisting of 175 soldiers.

He and his wife Cathy have four children, Lauren, Jimmy, Michael and Jack.

His goals for KPA are to develop training programs and events that will help Kentucky Newspapers grow their market share as compared to the competition. He also wants to create a process for newspapers to better share ideas and success stories because "there is infinite value in gathering thoughts from a large number of newspaper professionals."

He said he believes newspapers and their on-line products will continue to be the pillars of communication, news and advertising, especial-

ly in smaller community markets, in the future.

"Typically newspapers are the reflection of the communities they serve and I don't think that will change," he said. "The challenge for newspapers will be to figure out how to reach a very diverse and ever changing audience."

District 13 -

Don White, 56, has been the publisher of The Anderson News for 26 years. He is responsible for supervising the full-time staff of nine and part-time staff of three.



Before going to The Anderson News he was a reporter with the Somerset Commonwealth-Journal for a year and a half; wire editor for the Lexington Leader for three years and editor at The Casey County News for three years.

He attended Cumberland College, Somerset Community College and the University of Kentucky. He and his wife Carol have a daughter, Amanda and a son, Dan. He is a member of the chamber of commerce, founder and leader of Anderson County Grade School Restoration Committee.

He plans to work with fellow KPA members in maintaining and building on status of KPA as one of the nation's best press associations. He wants to work with journalism schools on making programs more meaningful for students, to continue to upgrade KPA awards program and the help establish a speaker's bureau as link between print media and communities.

"I've been a fan of newspapers since the early 1960's when my Sunday morning routine in Somerset, Ky. began with a 3-mile roundtrip trek from my house to the Hotel Beecher to pick up a Louisville Courier-Journal. I appreciated a quality newspaper then and I appreciate them today," White said. "Over the past 40 years or so, I've watched papers in Kentucky vary in quality based on ownership. I firmly believe there will always be a place in society for those newspapers supported by owners who realize and appreciate the value of producing a product that informs and entertains the readers."

Topics

Continued from page 1

Thursday afternoon will also offer a one-hour tour of The Courier-Journal's new printing plant, truly an amazing example of state-of-the-art computerized printing and handling technologies. A bus will leave the Hyatt Regency at 2 p.m. for the short trip to The Courier-Journal and return to the Hyatt by 3:30 p.m. Please note that seats on the bus will be limited to 30.

Thursday's schedule also features the convention trade show and an evening reception.

A full day of business begins Friday morning with the annual KPA business meeting at 8 a.m. The trade show featuring vendors from throughout Kentucky and surrounding areas will continue. The annual Changing of the Guard luncheon will begin at noon and will feature the musical performance of Freedom Sings, a show that celebrates America's First Amendment.

Breakout sessions begin at 9 a.m. and continue throughout the day. They will include:

Technology guru Kevin Slimp will conduct a three-hour training session in the conference auditorium for InDesign, the pagination software. Slimp is an adjunct professor at the University of Tennessee College of Communications and serves as director of technology for the Tennessee Press Association. He is also a syndicated columnist with his emerging technology column carried by more than 50 publications in the United States, Canada and Australia.

-Susan Pryce, a 24-year newspaper veteran, on creative ways to increase classified ad revenue. She's been an ad rep, ad manager, marketing director and associate publisher. Pryce has done scores of training seminars for the American Press Institute, National Newspaper Association, Inland Press and many state press associations.

-Mike and Debbie Crawford Anders work primarily with small-market newspapers with issues

including ad sales, profitability, productivity, work processes, measurement systems, strategy and acquisitions. They are based in Elizabethtown, where Mike was former publisher of The News-Enterprise. There, his responsibilities included a daily paper, several weeklies, a printing plant, a cable TV sales venture and niche publications.

Debbie has extensive experience in both newspapers and cable TV. She managed a Comcast cable franchise with systems in seven markets. But her roots are in newspapers where she began her career as an ad rep at her hometown weekly and advanced to a daily where she rose from being an ad rep to ad manager.

-Ever notice that newspaper reporters and editors often avoid math like the plague? We have the perfect session for you and your editorial staff. Journalist Matt Baron champions what he calls "numeracy" or mathematical literacy for fellow journalists. His Go Figure training program guides journalists in how to use numbers effectively and powerfully, as well as how to detect those who use statistics to cover up or put a sneaky spin on the real story. Matt began his reporting career 20 years ago and now covers three communities for the Chicago Tribune.

-Dana Plewka joined The Denver Post as NIE manager in June 1999 at the height of the one of the last remaining "newspaper wars." A truce between The Post and The Rocky Mountain News was established with a JOA in January 2001. The NIE staffs for both papers were merged in April 2001. Plewka founded the NIE program at the Fresno Bee in 1984 and served as educational services coordinator until her move to Denver.

-Advertising managers and representatives will want to attend Bill McCartney's session on maximizing your ad staff's performance. McCartney has built a career on helping individuals understand their roles, embrace higher



expectations and giving them the tools to achieve those expectations. McCartney became a newspaper ad rep when he was 30. He not only became the first person at that paper to exceed their goal the first month but he did it in only three weeks. From there he moved to larger papers where he led ad staffs in exceeding their expectations. Now, he heads Aristo Inc., a research and training company.

-Al Cross is director of the Institute for Rural Journalism and Community Issues at the University of Kentucky. He was a reporter at The Courier-Journal for 26 years, 16 as the paper's chief political writer. He was national president of SPJ in 2001-02 and shared in The Courier-Journal's Pulitzer Prize in 1989 for coverage of the nation's deadliest bus crash. The Institute for Rural Journalism and Community Issues helps non-metropolitan media define the public agenda in their communities, through strong reporting and commentary on local issues and on broader issues that have local impact.

-Many newspapers talk about attracting younger readers. The Courier-Journal has done something about it by launching Velocity, a free weekly magazine geared toward readers 25 to 34 years old. The publication began in late 2003. Velocity's editor is Jim Lenahan and he will tell us all about his publication and its quest for young readers. Velocity is distributed at more than 1,400 locations in a 13-county area.

-Surveys often tell us readers want more coverage of religion in their local paper. Paul Prather is a writer and rural minister who lives in Mount Sterling. He has written extensively about matters of faith and values for several Kentucky newspapers but is probably best known for his work at the Lexington Herald-Leader from 1990 to 1997 where he now serves as a contributing columnist. He has also written three books and was a finalist for the national Cornell Prize for religion reporting.

-Regardless of whether your

newspaper has a sports staff of one or five or 20 or more, readers' expectations will always be higher than your available resources. Hear a panel of sports editors from across Kentucky discuss how they get the most from their available resources. Panelists include, Larry Vaught from the Advocate-Messenger in Danville, Bobby Brockman from the Central Kentucky News Journal in Campbellsville and Harry Bryan, sports editor of The Courier-Journal.

-The KPA Associates Division will hold a session on literacy in Kentucky and its effect on education. Panelists are expected to include state Education Secretary Virginia Fox, Education Commissioner Gene Wilhoit, Eastern Kentucky University President Joanne Glasser and Tom Lazell.

-Embracing new technology in 2005 will be the subject of a session led by former newspapermen-turned-professors Jim Sterling and Roger Fidler, both from the University of Missouri. Sterling returned to his alma mater in 2000 to restore the community newspaper and newspaper management program at MU. In the 30 years prior to the move, he was publisher of four weekly papers in southwest Missouri and president of Sterling Media Ltd. He is a past president of the Missouri Press Association and now serves on the NNA board. Fidler is spending the 2004-05 academic year at the Missouri School of Journalism where he expects to launch a digital newsbook edition of the Columbia Missourian. The digital newsbook format, which he developed, blends the familiar and compelling features of print and Web. Fidler served as the first corporate director of new media for Knight Ridder, Inc. and headed the company's Information Design Laboratory, which he established in 1992 to explore emerging online and electronic publishing opportunities for newspapers. You will not want to miss this 90-minute session featuring fascinating new media research being conducted now at MU.

-The dos and don'ts of employment ads is the expertise of Kellie R. Watson, executive director of the Louisville Metro Government Human Relations Commission. The agency, with a staff of 20, is responsible for enforcement of anti-discrimination ordinances in employment, housing, hate crimes and public accommodations.

The convention will conclude Friday night with the always-popular awards banquet.



2004

Continued from page 1

ment to our readers, it is even more crucial to teach its importance to our future readers.

And speaking of the NIE programs, for the first time letters of endorsement have been obtained from the Kentucky Department of Education. First Lady Glenna Fletcher has also shown a strong interest.

At the convention, we will celebrate these efforts at Friday's luncheon. Our guests from the John Seigenthaler First Amendment Center in Nashville will perform "Freedom Sings," a popular program that shows how First Amendment issues have come to play in popular music.

As we have approached all of these projects this year, the passion exhibited by our staff and our membership has been gratifying. There was never a shortage of interest, never an unwilling helper.

Staff members have stretched their job descriptions to help us achieve our goals. Committees have met frequently and labored over details. Dozens of journalism students and volunteers discovered how difficult it can be to get access to the public record.

Our lawsuit over the blanket closure of juvenile courts is ongoing at this writing, and so is the commitment of our dedicated attorney, Jon Fleischaker. This has been our most intriguing project, and it may have the most profound effect not only on our newsgathering but, in the end, on our juvenile justice system as a whole.

Jon has invested an incredible

amount of time. He has risked tens of thousands of dollars in this venture, money that he has no guarantee of retrieving. It was a risk he chose to take because he believes in the fight. Our fortune to have him on our side becomes more amplified with every year.

Our business depends on the availability of information. More importantly, so does our democracy. In recent years, we have seen more attempts to keep information from the public. What's even scarier, we have seen more of a willingness on the part of the public to accept such secrecy.

When we cite our First Amendment rights, the public has begun to roll its eyes. That's our fault. We have allowed that to happen.

Very few of us - and by "us" I mean Americans - know the five guarantees provided by the First Amendment: freedom of speech, freedom of religion, freedom of the press, the right to peaceably assemble and the right to petition the government for redress of grievances.

It isn't just about the press. All we need to do is point that out.

We have tried, this year, to do just that.

With the establishment of the FOI coalition, we have some help. This newly-formed group will be on hand at our convention, holding its own meeting, showing interest in the issues we discuss, involving citizens who are not journalists in this important awareness campaign.

It has been a great year. Thanks to all of you, and I hope we continue as a press association to champion the First Amendment and open government, not just on behalf of our members, but on behalf of our readers.

People

Continued from page 2

Journalism Hall of Fame.

To be eligible, nominated journalists must either be Kentucky natives or must have spent a significant portion of their careers working in newspaper or broadcast journalism in Kentucky.

Since its inception in 1981, some 135 persons have been inducted into the Kentucky Journalism Hall of Fame. Plaques honoring the members are on exhibit in the Enoch Grehan Journalism Building on the UK campus.

A nomination form is available on the UK School of Journalism and Telecommunications Web site <http://jat.uky.edu>. To make a nomination, complete the form and send the requested information to Julie Berry, Assistant to the Director, School of Journalism and Telecommunications, University of Kentucky, 107 Grehan Building, Lexington, KY 40506-0042.

Deadline for receipt of nominations is Jan. 4, 2005. Selection will take place later in January, and inductees will be notified shortly thereafter. An induction ceremony honoring the new members is held in the spring in conjunction with the annual Joe Creason Lecture.

KPA convention hotel room reservations

Room reservations for the KPA January convention at the Hyatt Regency in downtown Louisville must be made by Jan. 2.

The cost of a standard room with up to three guests is \$99 a night. A business upgrade is \$119 a night for up to three people.

The convention will be held Jan.

20-21.

To make reservations call the Hyatt Regency at 502-581-1234. Be sure to mention The Kentucky Press Association when calling.

MSU's high school workshop planned

The Department of Journalism and Mass Communications will host its 32nd annual Journalism and Broadcasting Workshop for regional high schools Feb. 18, according to workshop director Dr. Bob McGaughey.

After registration and announcements from 8:30 to 9:45, students and their advisers will be able to pick from 25 programs over the three sessions that end at 12:25.

At 12:30 winners of the newspaper competition will be announced by Joe Hedges before the workshop ends at 1 p.m.

In addition to McGaughey, participating JMC faculty and staff will be Dr. John Dillon, Jeremy McKeel, Joe Hedges, Dr. Roger Haney, Dr. Debbie Owens, Dr. Ann Landini, Dr. Jeanne Scafella, Orville Herndon, Robin Orvino-Froulx, Gill Welsch and Dr. Allen White.

Representatives from Josten's Publishing and Taylor Publishing will conduct three sessions on producing the high school yearbook.

Dana Lear of the Kentucky Press Association will conduct sessions on covering a beat and on community journalism.

Cost of the one-day event is \$4 per student with accompanying advisers free. The cost includes juice and donuts during the registration period.

Last year nine schools from Kentucky, Tennessee and Illinois attended the workshop at Murray State's Curris Center.

Have an item you'd like included in the People and Papers section? Send it to Dana Lear, KPA News Bureau Director, at delear@kypress.com. Deadline is the 20th of each month.

People

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the afternoon during the open house, with five individuals winning prizes. Business cards of three of the newspaper's business clients also were drawn, with each of the winners receiving \$100 free advertising as the prize.

Jim Irish was named the advertising manager of **The Sentinel-News** in Shelbyville in October. He replaced **Angela Richardson**, who is working in Louisville sales for **Landmark Community Newspapers, Inc.** Irish is a native of Texas and was previously regional sales director for five states for **Fan Fare Media** based in California. He attended Southwest Texas State University and afterwards spent five years doing public relations work in several European countries. He also worked as an advertising account executive with **Insight Media Advertising**.

Brooke Melville has been promoted from news editor to editor of **The Henry County Local**. She joined the staff in July 2002 and quickly assumed a leadership role with the editorial staff. She is a native of Henry County.

Max Heath and **Benjy Hamm**, past and present editorial directors of **Landmark Community Newspapers, Inc.**, were on hand at

the dedication of Western Kentucky University's Mass Media & Technology Hall on Oct. 22. They received recognition for a \$25,000 donation to the facility from the **Landmark Communications Foundation**. In recognition of the donation, the print journalism coordinator's office was named in honor of **LCNI** with a plaque on the door.

Chuck Jones has been promoted from sports writer to sports editor at **The News-Enterprise** in Elizabethtown.

Jeff D'Alessio has been promoted from sports editor to county news editor at **The News-Enterprise** in Elizabethtown. He has been employed with the newspaper since 1988.

Crystal Anderson has been promoted to circulation manager at the **Central Kentucky News Journal** in Campbellsville following the retirement of **Linda Dobson**. Anderson has been working as a backup in circulation since her original hire in July. She is originally from Florida and is a graduate of Campbellsville University with a degree in sociology and theater. She worked at the university as a secretary in the development office among other secretarial-type jobs while a student. She is an accomplished photographer and has also worked as a correspondent photographer for the **CKNJ** in the past.

Nick Lewis, former circulation director at **The Ashland**

Independent, has been named publisher of the **Richmond Register**. He replaces **Rochelle Stidham** who left in October.

Judy "Shorty" Lassiter was named general manager of **The Springfield Sun**, a weekly paper with a circulation of 4,300, effective Nov. 15. She replaces **Tom McDonald**, who was promoted in mid-October to publisher and editor of **Landmark's** five-day daily in **Las Vegas, N.M.** Lassiter started with **LCNI** at the **Sun** in March 1989 and has been advertising manager for her entire stay. She has more than 24 years of experience in the newspaper business. She was office manager, advertising, job printing and office supply salesperson for **The Harriman (Tennessee) Record** from 1980 until 1989.

The London-Laurel News Journal recently began the gradual process of adding newly designed pages to its layout. The business page will feature two news columnists, one local and one syndicated. Both will answer financial questions from readers. The page will also include news about local businesses, as well as announcements, photos and much needed information about the business community. There is also a new community columnists' section. The newspaper has also stopped charging to run obits and a photo can also be included free of charge. Other changes will be taking place

in the following weeks.

The Grayson County News-Gazette is now being printed by the **News-Democrat & Leader** in Russellville. The Russellville newspaper has been a sister paper to the Grayson County newspaper since June when **Heartland Publications LLC** bought the **News-Gazette** from **CNHI**.

Scott C. Schurz Jr. of **Schurz Communications Inc.** in South Bend, Ind., will become assistant publisher of **The Advocate-Messenger** in January. Schurz, 35, will be responsible for the operation of all phases of the newspaper through effective team leadership of human resources, sales, distribution, newsroom production and financial management. He will report directly to **Advocate publisher Mary Schurz**. A graduate of the University of Notre Dame in Notre Dame, Ind., Schurz holds a Bachelor of Arts degree in American studies and a Master of Business Administration degree. He has been with **Schurz Communications Inc.**, parent company of **The Advocate-Messenger**, since 1993 and is currently general manager of special publications for **The South Bend Tribune**. From 1995 until 2003, he managed projects, product development and property sales for **SCI**. Prior to that, he was an advertising executive in **Palm Desert, Calif.**, and a sports writer in **Bloomington, Ind.**

New rule allows sacking exception at DDUs

Sacks are no longer required for bundles of newspapers that are entered at any "Destination Delivery Unit," or DDU post office, thanks to a rules change sought by the National Newspaper Association Postal Committee, **Max Heath**, chairman of the committee, has announced.

In addition, the allowed weight of those bundles has been increased to 40 pounds from 20.

Heath urged publishers to begin immediately to eliminate the DDU sacks, and to begin forming the heavier bundles. Preparation for 2006 rate changes that could necessitate radical shifts for publishers should begin right now, he said.

NNA sought the change in the wake of the Postal Rate Commission complaint case by five big magazine publishers seeking charges for both

bundles and sacks of Periodicals. That case is still before the PRC, and

NNA has testified against the proposed changes. But the Postal Service has indicated it may seek a shift toward so-called "cost-based rates" in the next rate case effective in 2006, which could lead to such charges.

The magazine publishers presently seek charges between \$1.55 and \$3.55 per sack, claiming that small mailers are using too many of them and driving up costs for all periodicals.

Heath, vice president of **Landmark Community Newspapers, Inc.**, represents newspapers on the United States Postal Service's Mailers Technical Advisory Committee, where he requested the rule change. He said he hoped to minimize sack charges for the most important newspaper mail: its copies delivered in-county and

nearby. The bundle-weight increase also helps if bundle charges get built into future rates.

"Most post offices prefer to accept bundles of carrier-route presorted mail at delivery offices," said **Heath**, "but a few persist in enforcing sacking, even though it's not in the interest of either USPS or newspapers. This change to Domestic Mail Manual M220.4.2 secures a newspaper's right to do this, and avoids any future charges."

Heath said **NNA** was working to create the same exception for **Enhanced Carrier Route** mail.

DDU post offices are those where the newspaper drops the mail for delivery on routes served by that office. They include the office of original entry, and offices to which newspapers take mail under either "except-

tional dispatch" or "additional entry" to improve delivery. Discounts for DDU mail are substantial and have increased in recent years, and newspapers increasingly use DDU entry to get timely delivery.

"This is just one of many good outcomes for **NNA** members of our participation in **MTAC** over the years," said **Heath**. "However we still have work to do if 'cost-based' rates come about. The Postal Service is being driven hard by large mailers to squeeze the mail they consider high-cost out of the system. While most of our mail is profitable to the

Postal Service, questions of how we and the Postal Service can achieve universal service with small volumes to distant places is going to be one of our hardest challenges in the months ahead."

WKU yearbook wins national Pacemaker award

BOWLING GREEN, Ky. - The Talisman, Western Kentucky University's yearbook, has reclaimed its status as one of the county's top college yearbooks.

The 2003 Talisman, the first yearbook since it ceased publication in 1996, won the National Pacemaker Award on Saturday, Nov. 6 at the National College Media Convention in Nashville.

Only six yearbooks were national winners in the competition sponsored by the Associated Collegiate Press. The Pacemaker Awards are considered the Pulitzer Prizes in college publications. The other winners were Indiana University, Kansas State, Ouachita Baptist University, Northwest Missouri and the University of Evansville.

Stephanie Gladney, a print journalism major, was editor of the 2003 Talisman. She is a page designer and copy editor at the Lexington Herald-Leader.

The National Pacemaker is the Talisman's eighth. The Talisman Xposure received a National Pacemaker the year before it ceased publication.

The 2004 Talisman finished second in the Best of Show competition at the convention. The Citadel yearbook from Westmont College in Santa Barbara, Calif., placed first. The Best of Show competition is open to all schools that attend the national convention, which attracted about 2,700 students and advisers.

J. Michael Moore, a senior print journalism major from Franklin, Tenn., was editor of the 2004 yearbook. He is interning this fall with the Houston Texans of the National Football League.

Bob Adams and Jackie Bretz are advisers for the Talisman. Jo Ann Thompson is student publications business manager.

The College Heights Herald

online publication wkuherald.com was a Pacemaker finalist.

Photographer Ryan Long, a senior photojournalism major from Bowling Green, won first place in the ACP News Picture of the Year for his coverage of the women's protest march in April in Washington, D.C.

Both the Herald and Talisman won awards in the Best of Collegiate Design competition. An ad designed by Matt Rountree, a graduate student from Elizabethtown, placed first in the advertisement category and another ad designed by Katie Hollenkamp, a junior from Prospect, and Michael Reuter, a graduate from Gardendale, Ala., was second.

The Herald placed first in photo page/spread for a collection of "best of" pictures and wkuherald.com placed second in the online main page presentation category. Lee Fisher, a sophomore print journalism major from Mayfield, was the

designer.

Talisman designer Tony Davis, a public relations graduate from Louisville, placed third in student life spread for "Taking a Stand" in the 2003 Talisman. Gladney placed first in academic spread for her design of "One Singular Sensation" and fourth in organizational spread for "Any Day of the Week ... I'd Rather be Greek."

Katie Clark, a junior public relations major from Bowling Green, placed second for her individual spread "Rising Stars." Clark, who has worked on the Talisman every year since its rebirth, was a designer in 2003, design editor in 2004 and is editor-in-chief of the 2005 Talisman.

Clark designed The Best of Collegiate Design 12 book that is distributed to college publications across the country. Adams, director of Student Publications and Herald and Talisman adviser, is contest coordinator and editor of the book.

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Murray State recognized as one of the top weekly collegiate newspapers

The Murray State News has been named one of the nation's top nine weekly collegiate newspapers.

The student newspaper at Murray State University received a national Pacemaker at the College Media Convention in Nashville Saturday. Nine dailies and seven two-year community college newspapers also received Pacemakers. This is the fourth Pacemaker the newspaper has received. The News has been a Pacemaker finalist or winner in seven of the last eight years.

The Associated Collegiate Press and the Newspaper Association of America Foundation have co-sponsored the Newspaper Pacemaker competition since 1971. ACP began the awards in 1928.

Judges select Pacemakers based on coverage and content, quality of writing and reporting, leadership on the opinion page, evidence of in-depth reporting, design, photography, art and graphics. Contest organizers randomly select four dates and newspapers entering the contest submit

newspapers published on those dates.

Newspaper Pacemakers are judged in three categories: four-year dailies, four-year non-dailies and two-year papers. Pacemakers are selected by the staff of a professional newspaper in the host city of the ACP/CMA National College Media. Staff members of The Tennessean judged the contest.

Other Pacemaker winners in the weekly division were newspapers from California State University, Santa Clara (Calif.) University, Georgia Tech, Drexel University, Savannah College of Art and Design, Brigham Young University, Baker University and Case Western Reserve University.

The Murray State News was the only Kentucky university newspaper to receive a Pacemaker. The Kentucky Kernel at the University of Kentucky was finalist. Erin Richards, a 2004 Murray graduate, was editor in chief of the newspaper for the contest period. She is now a graduate student at the University of Missouri.

"The success The Murray State News continues to enjoy is due to the outstanding students we have at Murray and the commitment they have to producing a quality newspaper each week," said Joe Hedges, adviser.

The 41-member student staff is in charge of all aspects of the newspaper, including advertising sales and production; photography; news, feature, sports and editorial content; and design.

"We are fortunate to have the support of administrators at Murray State who value the work of the collegiate press and respect the freedoms of the First Amendment," Hedges said.

Prior to the fall semester the staff, under the leadership of editor in chief Vanessa Childers of Mason, Ohio, redesigned the newspaper and added color to the front page. The newspaper is printed by The Ledger & Times and is distributed on Friday on campus and at various off-campus sites. The online version is available at www.thenews.org

Ads promoting public notices available on KPA Web site

The Newspaper Association of America has prepared three ads promoting newspapers as THE source for public notice advertising.

The ads, approximately one-quarter page, are in color and available on the KPA web site.

"During a recent conference on legislative issues we face," said KPA Executive Director David T. Thompson, "public notice issues received extensive discussion. From that, NAA agreed to develop some ads to help newspapers tell the story of why those notices should remain in newspapers, despite attempts by state governments to all agencies to place them on the internet."

The ads include space at the bottom for a newspaper to insert its logo. The space can also be used to encourage readers to contact legislators.



WHEN ARE

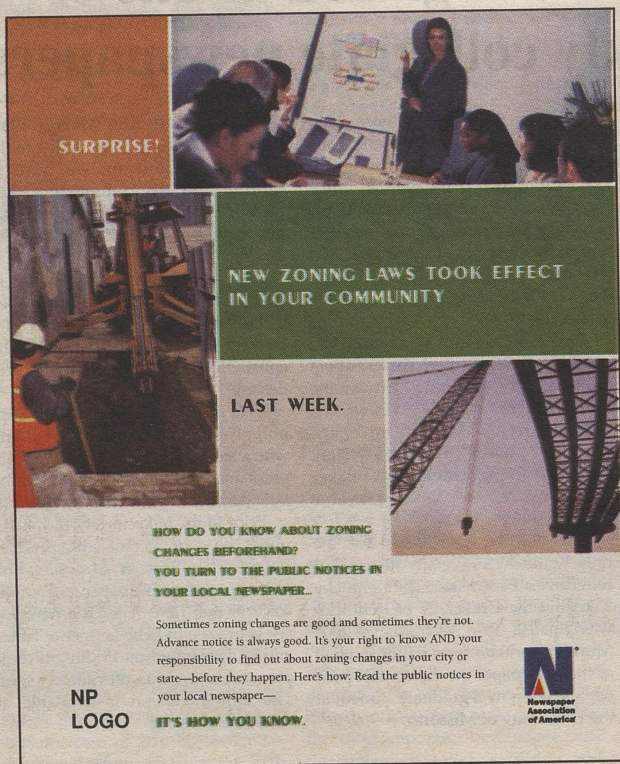
LOCAL GOVERNMENT CONTRACTS

MADE PUBLIC?

**WHO WINS THE CONTRACTS?
HOW DO YOU KNOW?
READ THE PUBLIC NOTICES SECTION
OF YOUR LOCAL NEWSPAPER.**

Consulting, construction, food service, road repair... just a sampling of state & local government contracts awarded to private companies daily. Want a shot at these opportunities? Need to know what companies are winning bids? Do what those companies do; read the public notices in your local newspaper—

NP LOGO **IT'S HOW YOU KNOW.**



SURPRISE!


**NEW ZONING LAWS TOOK EFFECT
IN YOUR COMMUNITY**

LAST WEEK.

**HOW DO YOU KNOW ABOUT ZONING
CHANGES BEFOREHAND?
YOU TURN TO THE PUBLIC NOTICES IN
YOUR LOCAL NEWSPAPER.**

Sometimes zoning changes are good and sometimes they're not. Advance notice is always good. It's your right to know AND your responsibility to find out about zoning changes in your city or state—before they happen. Here's how: Read the public notices in your local newspaper—

NP LOGO **IT'S HOW YOU KNOW.**



HOW ARE

YOUR STATE & LOCAL TAXES

BEING SPENT?

**HOW DO YOU KNOW?
TURN TO YOUR NEWSPAPER'S
PUBLIC NOTICES FOR ANSWERS.**

You have a right to know how state & local governments spend your hard-earned tax dollars—and it's your responsibility to find out. That's where newspapers come in. Every day, your newspaper publishes this and other important information in their public notices section. Information about projects and services that you pay for. Read the public notices in your local newspaper—

NP LOGO **IT'S HOW YOU KNOW.**

