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No. 6

On the lookout

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KPA Summer Convention
Bowling Green
- September 25-28
NNA Convention
Opryland Hotel, Nashville
- September 26-27
KPA/KFS Board of Directors
Fall Retreat, Opryland Hotel,
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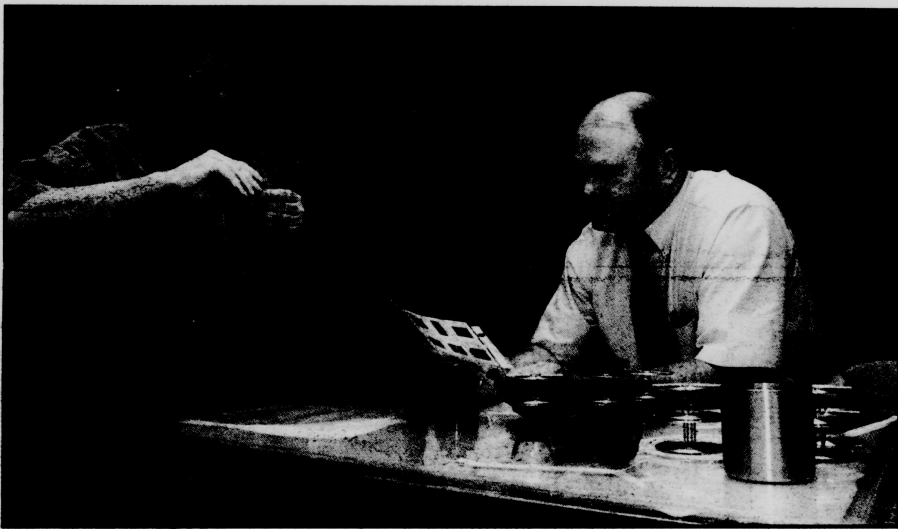


June, 1996
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P THE KENTUCKY PRESS

WKU photojournalism school wins national honors



(Editor's note: The following story is the first in a series of periodic articles featuring journalism programs at universities or colleges in Kentucky)

By LISA CARNAHAN
KPA News Bureau

The Western Kentucky University photojournalism department recently received yet another honor — one that might well be the most prestigious accolade the award-winning school has to its credit.

The department was featured in the May 4 edition of Editor & Publisher and was called "the best undergraduate photojournalism school in the country."

The story was prompted by the school's recent and unprecedented seventh-straight win of the Hearst Intercollegiate Photojournalism Competition, which is considered to be the Pulitzer for undergraduates.

Several WKU graduates were interviewed for the E&P article and to say Western photojournalism grads have done well in the profession, might be the understatement of the decade. Photo editors at the top papers in the country were also interviewed and had nothing but praise for Western students.

Asked about the E&P article, the coordinator of WKU's photojournalism program Mike Morse called it "overwhelming."

"I was ecstatic ... so excited," he said.

See SCHOOL, page 8



Award-winning school

Top: WKU Photojournalism department coordinator Mike Morse, right, and May graduate Dave Smith, looked over some slides outside a darkroom at the university. Left: Morse proudly displayed the school's first place trophy in the 1996 Hearst Intercollegiate Photojournalism Competition. Western won this year's contest for its seventh-straight first place finish in the competition.

INSIDE

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Kentucky people, papers in the news

Moyers named editor at Richmond Register

Gary Moyers, Harrodsburg, has been named managing editor of the Richmond Register.

Moyers joins the Register staff after 10 years at the Harrodsburg Herald where he served as news editor the past five years. A native of Bowling Green, he began his journalism career as a sports writer for the Bowling Green Daily News.

Nolan retires after 42 years in Manchester

John Nolan, Manchester, retired May 8 after working 42 years in the newspaper business.

Nolan was the first employee of

what is now the Manchester Enterprise and for several years, was the only employee of the paper.

Crosson takes over top ad post in Shelbyville

Angela Crosson is the new ad manager at the Shelbyville Sentinel-News. A resident of Louisville, Crosson is a graduate of Jefferson Community College. She formerly worked as an advertising director with Behr's in Louisville, handling all the advertising, budgets and layouts for the company's 55 stores.

Osborne joins news staff at Russellville paper

Sherri Raquel Osborne, a native of

Pulaski County and a graduate of Western Kentucky University, is the newest member of the staff of the Russellville News-Democrat & Leader.

While at Western, Osborne worked for the college newspaper, the College Heights Herald. She was also editor of the Somerset Community College paper, The Mirror.

Calvert receives award for sports coverage

Mack Calvert, sports writer for The Woodford Sun, won the Women's Sports Media Award for fair reporting and coverage of local women's sports. The award was presented during the annual Women's Sports Foundation banquet. He was nominated by Midway College soccer coach Mike Joy.

Jones named publisher at Wayne Co. Outlook

Melinda Jones has been named publisher of The Wayne County Outlook.

Jones joined the newspaper's staff in 1980 and has worked in several positions at The Outlook. A native of Wayne County, she replaces Lois Yoakum who resigned to move back to her native Nebraska and hometown of Chadron where she will be publisher of The Chadron Record.

Burris hired as reporter at Richmond Register

Regina Burris has joined the staff of the Richmond Register as a feature writer and general assignment reporter. A resident of Berea and a 1990 graduate of Berea College, Burris previously worked for the newspaper's Berea Bureau.

Two reporters join Enterprise news staff

Two new reporters have joined the staff of The Harlan Daily Enterprise.

A native of Elizabethtown and a 1994 graduate of Georgetown College, A.C. Mullins III will work as a sports writer. He worked as a sports writer for the Georgetown News-Graphic and also worked as a news assistant with the sports department at the Lexington Herald-Leader.

Jeff Bobo is a native of Zion, Ill., and has strong family ties to Harlan County. A graduate of Southern Illinois University, he worked for two years as a reporter for the Kenosha News. Before coming to Harlan County, he worked at Loyola University-Chicago writing departmental newsletters and university

publications.

News-Enterprise publisher receives United Way award

Elizabethtown News-Enterprise Publisher Mike Anders recently received the Metro United Way Allen Society Award for Community Service in the regional services division.

Since becoming involved with Hardin County's branch of Metro United Way in 1990, Anders has served in various positions in the organization.

Pearson named to two positions at Madisonville

Jim Pearson is the newest member of the Madisonville Messenger staff.

A photojournalist, Pearson is retired from the United States Air Force. In addition to his photography work, Pearson will also administer The Messenger's Macintosh computer system where he will handle desk-top publishing and creative design duties.

Richmond Register wins national APC award

The Richmond Register's Progress edition was named national winner in Division A at the American Publishing awards conference.

The Progress, detailing life in Madison County, focused on the people in the county, with special emphasis on volunteers and community servants.

The newspaper also won awards for best hard news story, best spot photo, fourth place in best carrier promo, first honorable mention in best feature photo and second honorable mention in best sports photo.

The Register also received a regional first place award for best overall edition of Progress, in its division.

Seiger joins Herald-News staff in Hardinsburg

Jennifer M. Seiger, Cloverport, has joined the staff of the Breckinridge County Herald-News as a reporter.

Seiger is a native of San Diego, Calif., and was reared in Huntsville, Ala. She previously worked for a daily newspaper in Plymouth, Ind., as a general assignment reporter.

Sensenbrenner named LCNI assistant controller

Karen D. Sensenbrenner has been named assistant controller of

See PEOPLE, page 11

— The Kentucky Press —

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Be prepared

Postal reclassification takes effect July 1

The following information was taken from a memo sent to NNA members concerning the postal reclassifications which go into effect July 1. The information is in a question and answer format and was compiled by Max Heath, chairman of NNA's Postal Committee, and Larry Graves, NNA's Director of Public Policy.

• Where can I get information about reclassification?

1) You can call Heath at 502/633-4334, Bill Sims, Postal Committee Vice Chair, at 410/398-3311 or Larry Graves, NNA headquarters, 800/829-4NNA with questions.

2) Order a copy of the April edition of the USPS publication "The Mailroom Companion" by calling 800/238-3150.

(In addition, Heath will be part of a roundtable discussion on the postal reclassification during the KPA Summer Convention)

• Will every second-class mailer have to make changes as a result of reclassification?

Yes. But nearly every required

change is minor in nature. The name of the class is changing to Periodicals so this change must be reflected in the newspaper's masthead and elsewhere. Postal forms will change somewhat. Other phraseology will be changed: "walk sequence" is now called "high-density"; "sectional centers" will now be "Area Distribution Centers"; and so on.

There are no changes whatsoever with regard to in-county rates. There should be no change in bar-coding requirements. Much ado has been made about automation, but only two newspapers have qualified for automation and it is unlikely others will.

Other changes are optional and offer publishers an opportunity to achieve postal savings if they choose to do so and their circulation pattern permits. The most dramatic of these is the rate change in out-of-county carrier-route sorted mail.

Publishers can save 8.3 cents per piece if they are able to presort to the carrier route outside the country. To

do so requires operational changes, but in most cases the cost of the changes will be far outweighed by the savings that can be generated. It will take a mathematical calculation, based upon each newspaper's circulation, to compare how its potential out-of-county circulation savings relate to the cost of implementing carrier route presort.

CASS certification is required for moving to carrier route. CASS certification requires software analysis of a mailing list four times per year to verify the accuracy of the addresses involved. The CASS expense will generally be offset by the \$4.32 per subscriber savings a weekly newspaper will receive for its sortation. (Numerous vendors offer CASS certified software. Your local postmaster will give you the current listing.)

• Will every third-class mailer have to make changes as a result of reclassification?

Yes. Third-class (now to be called Standard Class) includes a new subclass—the only actual reclassi-

fication change the Postal Rate Commission accepted—which should be the subclass in which TMC shoppers are mailed.

All three categories of sortation in the new "Enhanced Carrier Route Subclass" will have rates below current rates. Saturation TMC's will pay up to five percent less depending on weight, high density (formerly walk sequence) rates will drop up to six percent and carrier route rates will fall as much as 3.65 percent.

To qualify for these rates, CASS certification is required just as it is in the Periodicals regular rate subclass. NNA has some hopes that locally entered shoppers, which are usually updated continually by local post offices, will not have to be CASS certified. But, publishers should be prepared to CASS-certify in case local postmaster enforce the new rules to the letter.

Labeling for this subclass will be different from existing requirements.

See POSTAL, page 10

Missouri weekly loses \$36,000 due to poor local postal advice

Publishers who rely on the U.S. Postal Service to deliver their newspapers be warned: The postal service does not stand behind the advice its employees give mailers, nor will it accept any responsibility for bad information that its employees may give.

A Missouri weekly, The Journal in Lee's Summit, discovered that for the past six years it paid third-class rates for one of its three weekly issues when it should have paid the less expensive second class rates. The local postmaster had insisted they change their flag for the Wednesday issue and pay third class rates.

When the publisher called the NNA office for advice about another postal matter, he discovered the error. As a result, they lost about \$6,000 a year for six years.

NNA advises publishers to go beyond the local postmaster if they disagree with them about rates and other issues. The local postmaster in Lee's Summit continued to oppose the second-class mail rates until overruled by the area USPS office.

Column for older Kentuckians now available on CommonNet at no cost

A monthly column, geared toward older Kentuckians, is available on the CommonNet® bulletin board system, at no cost to Kentucky newspapers.

The columns are written by Lynne Wornall, editor of the Bourbon Times in Paris, and underwritten by the Association of Older Kentuckians (A-OK).

"Older Kentuckians grew up reading newspapers and they continue to be among the most loyal newspaper readers," said O. Leonard Press, executive director of A-OK. "We feel this is an obvious mix -- providing helpful material to older Kentuckians through the media they

rely on."

A special folder for A-OK columns and news releases has been set up in the KPAccess folder on CommonNet®. Newspapers can download each month's column straight to their hard drive, alleviating the need to typeset the column.

A standing A-OK column head was sent to all Kentucky newspapers in late May.

A-OK has also given permission for newspapers to find local sponsors to underwrite the column as advertising space.

KPS employee Nancy Peyton dies

A longtime employee of the Kentucky Press Service, Nancy Peyton, died May 31 after a lengthy battle with cancer.



PEYTON

Peyton joined the KPS staff in May 1985 and worked in the clip department, first as a news release coordinator and then a clerk and clipping assistant.

"Nancy was a very dedicated employee, one who hated to be away from work for any length of time," said KPA Executive Director David Thompson. "In 1994, she had quadruple bypass heart surgery and wanted to come back days after she got home from

the hospital. She did come back about six weeks after the surgery, picked up right where she left off and never complained one bit. The year before that, she broke her heel but that also did not stop her from being on the job."

Peyton, 60, was a native of Anderson County. She is survived by a daughter, Carole Thomas Benson, Tacoma, Wash.; two sisters, Theresa Higgins, Louisville, and Verna Mae Haydon, Waddy; six stepchildren; 27 grandchildren and 21 great-grandchildren.

She was the daughter of the late Frank and Lillie Reed Cubert Cox, and the widow of Hollie Peyton.

"We were certainly hoping that Nancy would recover from

her battle with cancer much as she did from heart surgery," Thompson said. "The cancer was discovered just before Thanksgiving. She came back for a while, determined as ever to do her job and to win the fight. She started treatments just before Christmas and while she did visit the office periodically, it's unfortunate she was not able to come back to work."

In lieu of flowers the family requested contributions be made to the American Cancer Society.

In Nancy's memory, the KPA/KPS staff is replacing a maple tree in front of the central office.

A plaque will be placed at the base of the tree commemorating Nancy's 11 years of employment with KPS.

LEGAL NEWS & VIEWS

Once consent is given can it be revoked?

By KIM GREENE
KPA General Counsel
Wyatt, Tarrant & Combs



This question has come up recently in hotline questions in two very different contexts. The issue first arose when a reporter was on private property to gather news. She had the permission of the property owner before entering the property, but 20 minutes later the property owner reneged and demanded that she leave. We advised the reporter that she and the photographer were wise to leave the property upon that demand, to avoid a trespass claim.

The second situation arose during an interview with a photographer present and openly taking pictures of the subject. Fifteen minutes into the interview, after all of the substantive information had been exchanged, the subject declared that the reporter did not have his permission to use any photograph of him. In this case, we advised that there was very little legal exposure in publishing with photos.

Why the different results?

In a recent column we explored more fully the law of trespass and, particularly, when a reporter needs consent to gather news on private property. Consent can be expressed (e.g., in response to your request the property owner explicitly says you may enter) or implied (e.g., you are in the private business's waiting room or some other area to which members of the public have general access).

In either case, the consent allows you to be present on those premises (or that specific portion of the premises) until your business is completed or until the consent (expressed or implied) is revoked by the property owner, whichever comes first. A private property owner is entitled to exclude anyone he chooses from his property. This is true even if he has previously given that person consent, either expressly or impliedly, to enter the property.

There is no particular manner or method which must be used to revoke consent to enter property. No formalities need to be followed. The property owner or his representative merely need to tell you to leave. Once consent is revoked a reporter's failure to leave the property can result in a finding of trespass. Therefore, the best advice

Once consent is revoked (by the property owner or his representative) a reporter's failure to leave the property can result in a finding of trespass.

Kim Greene
KPA General Counsel

we can give in almost all circumstances is to leave private property immediately upon request of the owner or tenant or other representative of the owner or tenant.

The same result is not always true in situations like our second scenario. The reporter had gone to the subject's home to interview him about allegations that work he had contracted to perform was poorly done and incomplete.

When the subject answered the door the reporter identified himself as a reporter for X newspaper and reminded the subject that they had spoken briefly on the telephone about the allegations made against him. The subject stepped onto the front porch and began talking with the reporter, answering questions and offering his own comments and observations.

See CONSENT, page 6

Unauthorized use of Olympic logo in ads can mean trouble

The Atlanta Committee for the Olympics Games recently issued a statement regarding unauthorized use of logos, trademarks and Olympic terminology in ads.

The statement said that protecting rights to use would be prime consideration from now until the conclusion of the games. The committee said it wants to keep the marketplace "clean" and protect the rights of Olympic sponsors, suppliers and licensees who have financial agreements with the group.

Protected by law are:

- Any symbol representing, suggesting or associated with the Olympic Games.

- Any art or wording that suggests in any way or implies the "Olympic Games."

- The words "Olympic," "Olympiad" and the phrase "Citius, Altius, Fortius."

- The legend "Atlanta 1996."

- The five interlocking rings that symbolize the Olympics.

Examples of possible violations include use of wording such as: "Olympic Special," "located in Atlanta, home of the 1996 Summer Olympics," and any congratulatory message to Atlanta as part of a larger advertisement for the company's goods or services. The committee also warns against use of the Olympic logo or flag in ads or signs.

Questions about the guidelines can be directed to Harry Shuman, Director of Public Information, Atlanta Committee for the Olympic Games, at (404) 224-1816.

Libel suit settled against Herald-Leader

A libel lawsuit filed against the Herald-Leader by a Manchester city council member and her daughter was settled out of court.

An agreed order dismissing the case was filed May 6 by Circuit Judge R. Cletus Maricle. The order said both parties would pay their own court costs, but did not disclose the settlement amount.

Attorneys for both sides would not disclose the terms of the settlement.

Laura S. House and her daughter Stella B. House sued the paper in August 1994 alleging that an April 17, 1994 article implied that they were guilty of serious misconduct. They sought more than \$4,000 in damages.

The article dealt with a Manchester building that a non-profit group wanted for a homeless shelter in 1992. Its ownership had been transferred from Laura House to Stella House.

Got legal questions
about a story or ad?
Call the KPA
FOI HOTLINE

Hotline attorneys

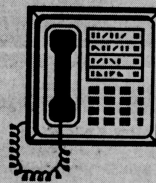
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VIEWPOINT

Meetings can be an effective communications tool

By Dr. Bob McGaughey
Murray State University

Are your meetings not as productive as they should be? Do you feel that represent lost work time for news-ed, advertising and circulation personnel?

If you call meetings or are a member of the "called," you can make a meeting an effective communications tool if you just follow a few simple rules:

1) What is the purpose of the meeting? Solve a problem, explain policy or discuss current operations? If you don't need face-to-face communications and employee feedback/discussion, you may not need a meeting. You may disseminate the information through E-mail, fax, memo, telephone, etc. and not take people out of their workplace unnecessarily.

"Because we always have a meeting on Monday morning" is not a good reason for holding a meeting. Make sure you have a real reason.

2) Have a printed agenda. Just as

you wouldn't go on a trip without a map, you shouldn't have a meeting without an agenda. You should know what you are going to cover and those attending should know before they come.

Just as you wouldn't go on a trip without a map, you shouldn't have a meeting without an agenda. You should know what you are going to cover and those attending should know before they come.

Dr. Bob McGaughey
professor, Murray State University

Send the tentative agenda to those who are to attend so that they can bring materials and information pertinent to the items on the agenda. You should also ensure that all parties bring their calendars for planning future events. This will eliminate those "I'll have to check my calendar" responses that delay planning decisions. Stick to the agenda; you can always cover late items under "other business."

3) Start on time and end on time.

Many meetings always seem to start about 10 to 15 minutes late. Before long, employees learn that they don't have to be on time because the meetings always start late. Start on time consistently and employees will not

be late.

Set an ending time and stick to it. This enables employees to plan their work day efficiently. If there is an ending time most meetings will accomplish their objectives within the set time because those attending will more likely stick to the subject at hand with the reward of getting out of the meeting on time.

4) Come early to socialize. Everyone is human and likes to chat with others. Come early to talk with

other members of the staff, then be ready to do business when the meeting starts on time.

Also, depending on the work demands, you might stay a few minutes after the meeting to chat. But, get it done either before or after the meeting, not during the meeting.

5) Only those who are needed for discussion feedback or solving the problem should be asked to attend the meeting. Nothing is more inefficient to the production of the staff and damaging to morale than having to attend a meeting where you really have no reason to be there.

For those who need information about what was done in the meeting, send a memo with a summary or a copy of the minutes, if they are used.

And whether you use the secretary's minutes format or just a summary sheet of what was done, keep a record of what happens at the meeting. Then you won't have to "reinvent the wheel" later.

If you will follow these five tips,

See MEETINGS, page 6

Common sense approach to sales best for success

By Hal Becker

Although it is very difficult to discuss this topic in one brief article, there are a few dramatic points which should be discussed and reviewed.

Do you realize that 63 percent of sales are made after the fifth rejection? Or that 75 percent of salespeople quit after the first rejection? This explains why 25 percent of the sales force often produces 95 percent of the sales.

Think about it. Every company has a handful of salespeople who always stand out from the rest. You know — the "star" performers. Are they really that good? Or are they just lucky — in the "right" place at the "right" time? Or maybe are they "born" salespeople?

No! No! No! — To all these questions. The reason top salespeople get to be top salespeople is very simple — they work harder! Hard workers make their own luck. They have a knack of being in all the right places at all the right times.

It doesn't matter if your offices are unbelievably plush, or that you're running an expensive advertising campaign, or if you have a pretty face. The bottom line is that your customers buy from people they like, with few exceptions. In other words, personal relationships between buyers and sellers is what

sales is all about. The better the relationship, the better chance that sale will be made.

How do you develop successful relationships with your customer? By following these three simple words:

- Honesty - This is a must. Treat your customers fairly. Develop credibility. You have to be 100 percent honest all of the time. Follow the Golden Rule.

- Organization - Develop a system so you know when you called what customer and what was said. Know your products and your customers' needs.

- Aggressiveness - This is the last ingredient to complete the recipe. Play the numbers game — the more prospects you contact, the more sales you make. Small numbers multiply rapidly. Be persistent. If someone turns you down this week, try again next week, and the week after, and so forth.

For these concepts to work, they must be practiced on a consistent basis. Practice makes perfect.

Here are some examples of how hard work has paid off for me:

- I had a prospect who constantly turned me down without giving me a reason why. I sent him a cassette tape with instructions only to

See SALES, page 6

Court ruling: Management privileged to monitor e-mail

An employee received on his home computer an electronic mail message from his supervisor. Relying on numerous assurances from the company that "e-mail communications could not be intercepted and used by the company against its employees as grounds for reprimand or termination," the employee responded to the e-mail.

In regard to sales management, the employee e-mailed that he would "kill the back-stabbing bastards" and he also referred to an upcoming holiday party as a "Jim Jones Kool-Aid Affair."

Despite reassurances to the contrary, the company intercepted this message and terminated him for making inappropriate and unprofessional comments on the e-mail system.

The employee sued for wrongful discharge, claiming that public policy prevented an employer from terminating an employee in violation of the employee's right to privacy.

The United States District Court for Pennsylvania granted the employer's motion to dismiss, finding that, despite the prior assurances, the employee had no reasonable expectation of privacy in e-mail communication sent to the employer's e-mail system. The company's interest in preventing inappropriate and unprofessional comments from being transmitted over its e-mail system outweighed any privacy interest the employee may have had.

(This article was reprinted from the April issue of LawLight)

LETTERS TO THE EDITOR

Scholarship recipient appreciative of support

Mr. Thompson,

I wanted to write and thank you for the financial support KFA provided me during my four years at WKU.

I graduated in May with a 3.6 G.P.A. and was awarded Outstanding Print Journalism Senior and College Designer of the Year

(national award).

I have a job in Albuquerque, NM as a news page designer.

Thanks again for the scholarship and for allowing me the chance to attend Western.

Catherine Whipple
Kentucky Journalism Foundation
Scholarship Recipient

Arrests made in brutal attack on Hong Kong publisher

HONG KONG (AP) — Police arrested seven men June 6 in connection with an attack on a magazine publisher in which his arm was hacked off.

The arrests came three weeks after two men assaulted Leung Tin-wai, a respected 53-year-old news executive, in his office.

Police gave no details on the arrests. Leung has had his arm reattached and

is still in the hospital.

The attack shocked Hong Kong and led journalists to raise a record five million Hong Kong dollars (dls 641,000) in reward money for the capture of the assailants.

It came the day before Leung was to launch a new magazine. There has been speculation that it was prompted by the magazine's investigation of organized crime.

Sales

Continued from page 5

play the tape in his car on the way home from work. In two minutes I explained the advantages of my product and that I would call him the next day for an appointment. Result: He became a loyal client.

• Another time I made a list of my inactive or "dead" customers. I called each of them and asked how things were going and why they hadn't been doing business with me. Result: Over 76 percent of them became clients again.

• My best customers are ones with problems. I love problems. If a customer is happy with everything, you can't become a hero to him. If he has a problem, you have a chance to show and tell. I once had a client who couldn't operate the product I sold to him — after I had already demonstrated it to him. So one evening I went to his house and showed him again. Result: A cus-

tommer for life.

• It was during the blizzard of 1978 that I had my best day as a salesperson. Instead of staying home, I called on prospects. I had a captive audience. Only the decision-makers made it in to work and had plenty of time on their hands. As a result, I made a constructive day out of a potentially disastrous one.

In conclusion, there are no shortcuts in building success. Everybody must pay their dues. Now it's your turn to take control and choose whether you want to be average or a superstar.

But to do this, you must work hard, not hardly work. Honesty is the key. Remember — people prefer salesmen, not con-men.

(This article was reprinted from the May issue of Free Paper Publisher. Hal Becker, Ph.D., is the author of "Can I Have Five Minutes of Your Time?" and a speaker on sales, customer service and sales management.)

Meetings

Continued from page 5

then the meeting can be an effective communications tool for your organization:

1) Only have a meeting if you

really need one.

2) Have an agenda and stick to it.

3) Start on time and end on time.

4) Come early or stay a little late to socialize. Don't do it in the meeting.

5) Only have those who really need to be there to attend the meeting.

Consent

Continued from page 4

Throughout the interview the photographer who had accompanied the reporter was also standing on the front porch near the reporter. On several occasions during the interview he pointed his camera at the subject and snapped pictures.

There was absolutely nothing covert or sneaky about his picture taking. At the end of the interview, however, the subject acted as if he had just noticed the photographer and warned the reporter that he did not have the subject's consent to use any photographs of him.

The reporter responded that the subject's consent was not necessary and left.

The next day, the subject presented the reporter with a written statement addressed to the newspaper. It stated in no uncertain terms that the photographs had been taken without his permission and that the newspaper did not have his permission to use the photographs or his name or the company he represents.

Under the circumstances of this situation, we advised the reporter that there was a minimal risk in publishing the photographs along with the news story.

There were several reasons for this advice. First, when the subject wrote that the newspaper was not allowed to use his photograph or his name or his company's name, it was pretty clear that he was attempting to refuse his "permission" to publish the news story and not just the photograph.

But the controversy had already achieved some measure of public notoriety so the newspaper didn't need the subject's permission to write a story about it.

There appeared to be no defamation or invasion of privacy concerns since the subject readily agreed that the dispute existed. He

attributed the problem to factors other than his own performance. In addition, the subject said absolutely nothing during the interview that could be construed as an admission that he was responsible or liable to the other party.

Once the threshold decision that the story itself carried little or no legal risk was made, the decision about publishing the subject's photograph was relatively easy. At no time during the interview had the subject ever told the photographer to get off of his property.

But, even if he had, the photographer could have taken the same shots with a long lens from a few yards away standing on the public street.

The subject was in plain view of anyone who happened to be passing on the public street at that moment; therefore, the photographer would be in no jeopardy of a trespass or invasion of privacy violation if he took photographs from that same vantage point.

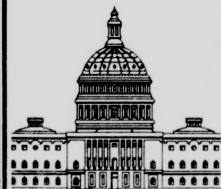
Is it possible for the subject of a news story to revoke expressed or implied permission to photograph him or her for the story? Certainly. In another situation, the legal advice may have been quite different.

For example, permission once given to photograph terminally ill patients in a nursing home could be revoked by one or more of the patients or their proxies.

In that case, it is very possible that the spectre of an invasion of privacy claim would lead a newspaper to the conclusion that publishing that particular photograph with its story carried too much legal risk.

While the general principles discussed above can be instructive, it is important to consider the facts and circumstances of each particular situation, and to make a determination whether or not to publish based on those particular facts and circumstances. Your hotline lawyers are standing by to help with your determination. Just give us a call!

The KPA News Bureau is here for you.
Take advantage of having a reporter
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Call News Bureau Director Lisa Carnahan
1-800-264-5721

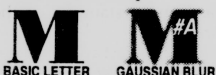
Photoshop can jazz up more than pictures

Mac Tips

by phil byrum • sysop@okpress.tnet.org

Glassy Text

The logo for this issue's MacTips was created with Photoshop...

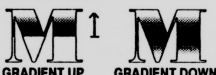


First, type in the text. Save that. Now, use the filter "Gaussian Blur" to fuzz the edges about 7 pixels. Also save the blurred version — it will be used as the shadow for the final art.

Reopen the original black text and use the Edit menu to fill it with white, in preparation for the next step.



Draw a line across the mid point of the letters, then go back and erase the parts of the line which are not inside areas of the letter.



Use the magic wand tool to select the upper portions of all the text. Then, use the gradient tool to fill the upper half with a black-to-white blend. Repeat that for the bottom half. Notice the arrows in the diagram above. The distance you move the mouse between clicking the mouse button and then releasing it with the gradient tool determines where black starts and where white ends the blend. Experiment with it. If you don't like the blend, immediately press Command-Z to undo it, then select a new blend.



After all the gradients are done, select all and do another Gaussian Blur, 1 pixel. Finally, select just the art and copy it. Open the blurred black text you saved earlier, paste the art into it, and move it into position over the shadow.

You can generate some very interesting and useful text-art in this way.

Sale!

Same as above, except the gradient is reversed to be white in the middle, and the shadow is more offset.

Sale!

Much more complicated, but similar process. Main difference is wavy, not straight baselining lines, and multiple gradient zones.

More searching...

Last month I mentioned how useful I am finding the program Multi-Ad Search. I am even more impressed now. Not just any old art indexer, you can use it to index all your stories!

Scanning folders with text files will give you a catalog from which you can read the first paragraph of those files. Great for those of us who have a difficult time remembering filenames!

Web Smarts...

Most people using the Internet think that the program Netscape Navigator is useful for exploring the World Wide Web (WWW). But, it is also capable of accessing other functions of the Internet such as the File Transfer Protocol (ftp). Just use the prefix "ftp" instead of the more common "http" in your Internet address. An example:

If you are trying to call the Oklahoma Press World Wide Web site, the address is: <http://206.41.135.130>. But, if instead you use the address: <ftp://206.41.135.130>, you will find yourself connected to the files of the Oklahoma Press Bulletin Board System.

The Internet is far more than just the small subset of it known as the World Wide Web!

System 7.5.3...

Yep, Apple has released another system update. The main virtue of any system update is the promise that it fixes those things which drive you crazy in the current system you're using. For example, my computer had System 7.5.1 on it, and at least three times a day I was greeted with:

Sorry, System Error Type 11.

Well it's "sorry" alright, thanks a lot! So, there is a lot of motivation on my part to put the new system in immediately. Yes, it did fix a lot of problems like that one. But, like all system updates, there were a few bumps along the way...

- Be sure you back up first—my external disk drive was no longer readable after the update. The disk had to be reinitialized, which of course means that everything on it was erased.

- Our ethernet network didn't work right anymore—you have to get a patch that fixes errors in the network files.

- AppleShare likewise halted, needing an immediate patch.

On the bright side, 7.5.3 allows Macs to use the new communications format known as Open Transport. So far, that seems wonderful. If you are using MacTCP, consider getting 7.5.3 so you can use Open Transport instead. About 50% faster. It will even speed up your poor 14.4 baud modem. But, watchout, it doesn't like Ram Doubler or Speed Doubler!

Call Apple for your FREE copy.

Keyboard restart...

Restart your newer Mac right from the keyboard. Just hold down the Control and Command keys while you press the keyboard power button.

Memory Bonanza!

It was only a short five MONTHS ago when I sighed at the sight of an ad noting the new low prices for Mac memory chips:

Jan. '96 - 8mb SIMM - Only \$440

I thought about buying, but didn't. I could continue with just 16mb and moaning as Photoshop took forever to work on my images. Then, a new ad appeared:

Mar. '96 - 8mb SIMM - Only \$370

The temptation was so strong I actually had my credit card in hand, but decided again to wait.

Apr. '96 - 8mb SIMM - Only \$136

I guess I was too stunned at the incredible price declines. Too shocked to order. Now I see this:

**May 1996
8mb SIMM - Only \$112***

Remember when...



What a deal!

(1996 Resale value: \$200 for the printer and about \$100 for the computer)

Folks, **SERIOUSLY** consider upgrading your memory! Nothing will help you more.

The dramatic price decline is being caused by a significant oversupply of chips, creating a buyer's market. Last time that happened, the U.S. government intervened and drove prices through the roof in a matter of months.

*Computers Associates, 405-360-6818, cheaper than mailorder.

Standoff circles, a Reader's Idea...

Dear Phil:

One way to dress up and break up long strings of text is to use drop-in illustrations and the text wrap feature of PageMaker. Most of us already know that we can adjust the text stand-off by clicking on the stand-off line to add points, then dragging those points to follow odd shapes, like a circle.

Imagine a problem though, if you want a stand-off circle. The text exclusion zone is still square!

Draw a circle using the circle tool and holding down the shift key. If you have columns set up with a 1-pica gutter you should draw the circle to the width of just one column.

Select the circle and turn on text wrap with a 1-pica stand-off (.167 inches). Draw another circle to the width of the column plus the gutter on either side. That would give you a circle 1 pica larger than the first circle. Change the line weight of the larger circle to hairline.

Select the smaller circle. Click on the stand-off line (the dotted line) to

add several new points on each side. The more points you add, the smoother the stand-off curve but also the more work dragging points.

Drag the new points to the hairline circle, working all the way around the circumference. When finished, de-select everything, then select the hairline circle and delete it.

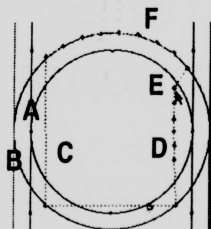
Select the original circle. The stand-off line should be in a circle around it, 1 pica away. Copy it to the clip board then paste in the scrapbook.

To use, merely open the scrapbook, copy the circle to the clipboard then paste to the new document. The fill of the circle should be none or paper unless you have some other effect in mind. The line of the circle can be none or any weight you select, but the drop-in usually looks better with none.

Flow your text around the circle, and paste your artwork in the circle and you're done!

The same process could be used for other commonly used shapes such as triangles and stop signs.

There is actually a circle here with line and fill coloring set to "none." The circle is repelling the text outside, creating an interesting place to put quotes or artwork.



- A - The inner circle drawn to fit column
- B - The outer circle drawn to fit column width plus both gutters.
- C - The standard exclusion line that appears when you turn on text wrap for the inner circle.
- D - Click around the line, adding points at even intervals.
- E - Move each point to a position on the outer circle.
- F - The points begin to form an exclusion ring around the circle.

Note: This Mac Tip came from a reader by modem. Unfortunately, I lost the author's name in the process. So, if it's your's, let me know so I can give you credit next issue! Sorry.



Pulitzer Prize material

This photo by WKU student Joe Stefanchik came up short when the Courier-Journal entered it into the Pulitzer Prize competition, but the school entered it into, and won, the Hearst Intercollegiate Photojournalism Competition, considered to be the Pulitzer for undergraduates.

School

Continued from page 1

Morse has special cause to feel proud of his department, considering the fact it was started around his kitchen table some 21 years ago.

A former president of the National Press Photographer's Association, Morse said Western has been "a very well kept secret," not sharing the limelight of journalism schools such as Northwestern and Missouri. Although the program has grown tremendously in recent years and now boasts about 150 students, it still maintains a family-like atmosphere which is one of the attributes that make it so special, according to Morse and students.

"It really is like a family here," said Dave Smith, a Canadian student who graduated in May. "You become totally immersed in what you're doing and live what you're learning. The students feed off the enthusiasm of the instructors and fellow students."

Smith said he chose Western

after doing research and deciding it was the best school in the country for his major.

Another key to the success of the Western program is a philosophy that instructors must have real life experience, according to Morse. In fact, not only is it a requirement for instructors, it is the priority in terms of rating teaching applicants.

A good example of this philosophy is Jack Corn, a former director of photography for The Tennessean in Nashville, who came to Western with 15 to 20 years work experience but no teaching degree.

"He was an extraordinary individual and it was for him we coined the term 'photojournalist in residence'," said Morse. "We look for instructors who have a special charisma. Those who know how to motivate the students and also know how to do the job."

In addition to Morse, two other instructors make up the department, Dave LaBelle and James Kenney. Both LaBelle and Kenney are photojournalists in residence. LaBelle came to Western from The Sacramento Bee and

Kenney worked at several newspapers in the West before coming to Western.

"I think it's a mistake for schools to get away from work experience and place more emphasis on degrees, especially in this field," said Morse. "This is a performance major ... much like music and dance. When these students leave here they have to have a portfolio and editors expect them to be ready to hit the street and do something."

Last month's graduates are interning at papers across the U.S., from The Oregonian to the Detroit News and from the Cincinnati Enquirer to the Minneapolis Star Tribune.

And while many of the WKU photojournalism students are like Smith who did research to learn about the school — such as previous students from Norway and Japan — many are from here in Kentucky.

"It's kind of interesting ... we've had several students from right here in Bowling Green who have done extremely well," said Morse.

Western grads usually land top-notch jobs, like Bowling Green native

Amy Deputy, a photo editor at the Baltimore Sun.

Deputy is a 1991 graduate whose achievement is even more noteworthy because she had never taken pictures before arriving at Western.

Instead, she came to the university at age 24 to take pre-law classes after a couple of years of college and four years working as a waitress in a Colorado ski lodge. Her fate changed, however, when she met one of Western's photojournalism instructors.

"I met Dave LaBelle at one of those long tables during registration and I thought, 'yeah, I'd like to sign up for a class and take a few pictures.'"

That class and a "few pictures" turned into Deputy's career, according to her, because Western instructors required more from her than even she thought was possible.

"What they did for me, and a lot of others, is they push you to do your best. They instill in students that you can actually do much better

See SCHOOL, page 9

School

Continued from page 8

than you think you can ... they always keep you asking more of yourself," Deputy said. "A big part of it I guess, at least for me, is in many ways I was trying to mirror their commitment. Mike is in at 6 a.m. and there until 10 p.m. There's always somebody there to talk about pictures and editing."

According to Deputy, Morse and LaBelle are a great combination for their students.

"Mike is this great organizer with vision and Dave has this insatiable passion and commitment to pictures ... it's just a wonderful combination," she said.

The "well-kept secret" aspect of Western almost cost the school a \$200,000 Hearst Foundation endowment.

"They won our contests, but they were always listed in the second tier of journalism schools," Tom Eastham, Hearst Foundation vice-president and one of the directors of the contest, told Editor & Publisher. "I had to justify giving them the money."

Western received the grant after Eastham interviewed various journalism deans. "It was obvious that Western had the best undergraduate photo journalism school in the country," Eastham said.

In addition to the team competition trophy in the Hearst competition, Western students took top honors in the individual competition as well.

In the competition, the top 12 collegiate photojournalists are selected and that list is then narrowed to six. Of that six, three were Western students.

The Western trio was flown to San Francisco to compete in a final "shootout." In addition to travel arrangements, the students are treated to first-class hotel accommodations and the best restaurants in San Francisco, courtesy of the Hearst Foundation.

Once there, the students are given on-the-spot photo assignments.

"The assignments are conceptual and it's left up to the individual student to figure out," said Morse. "For example, one year a topic was 'Personal Spaces' and the student did a photo story on a women's restroom."

The students are given separate assignments Saturday and Sunday and the winners are announced Monday night during an awards banquet.

Jan Watten, the program director for the Hearst Foundation's Journalism Awards Program, said Western's winning record in the competition was "unmatched."

"They are the winningest school, without a doubt, in the competition," said Watten. "We



Rubberband

This shot captured a second place for WKU student Patrick Witty in the 1995 College Photographer of the Year competition. Witty also won a first in that category in the 1995 contest. In the 1996 competition, Witty won the top honor and was named College Photographer of the Year. Fellow student Chris Stanford was runner-up in the contest.

began the print competition in 1960 and added the photo in 1970. In the past, the contest winners were awarded only a trophy and the the honor of winning. But ever since the monetary awards have been a part of the contest, \$10,000 for first place, \$5,000 for second and \$2,500 for third, Western has won first every year. It's unheard

"We rigged things to do what they weren't supposed to do and built other pieces of equipment when we couldn't afford new ones. But now, when you need a computer you have to have one, you can't fake it. We're still struggling, but it's getting better."

Morse believes university officials at Western appreciate the

town in South Central Kentucky or northern Tennessee and set up a portable darkroom. We have an all-volunteer staff that includes nationally-known professionals — the best in the business.

"For a week we shoot picture stories on these residents from all walks of life," Morse explained. "It's a life-changing experience for a lot of people ... I guess that's why we keep doing it for free."

In addition to students who can apply after having reached a certain level in the WKU photojournalism program, the workshop is also attended by working professionals looking to "jump-start" their careers.

When asked to sum up why he thought Western's photojournalism program had evolved as it had, Morse's first response was to modestly laugh and say the department had just been blessed in recruiting great student photographers. But with graduates like Deputy to its credit, it is obviously much more.

"One of the things that makes our program so good, I believe, is the culture of it," said Morse. "I see my job as keeping the campfire going ... as students and even faculty come and go. We (instructors) are always available to the students and we try and teach them not only to be good shooters, but to be good people who will make good employees as well. It's more than just about journalistic skill or taking good pictures."

"This is a performance major ... much like music and dance. When these students leave here they have to have a portfolio and editors expect them to be ready to hit the street and do something."

Mike Morse

coordinator of the WKU photojournalism department

of really."

Watten said the Western photojournalism department has an excellent reputation across the U.S.

"They're probably the top photojournalism department in the country," she said, echoing Eastham's statement.

Another aspect of the WKU photojournalism department touched on by the E&P article dealt with its equipment and how students "derived a perverse pleasure from having been trained on bare-bones budget darkrooms in constant disrepair."

Morse said that situation has improved somewhat.

"In the past, before computers in the darkroom, we learned to be innovative. We got around our equipment problems," he said.

work of the photojournalism department and take great pride in its awards. He noted the students that competed in the recent Hearst competition were taken to meet with the university's Board of Regents.

The photojournalism instructors also serve as the faculty for a project known as Western Kentucky University's Mountain Workshop. The program, founded primarily through donations, takes students into rural areas of the state to compile photo documentaries of residents from the county selected.

"We've been doing it 20 years. We started a journalism foundation with a stated purpose of supporting documentary photojournalism education," said Morse. "What we do is go off to some

NNA begins new Economic Development Award program

The National Newspaper Association has announced its first Economic Development Award, to be granted later this year to one weekly and one daily community newspaper that has been involved in expanding the economic base of their communities.

A monetary prize will be designated by the winning newspapers for a community group that has been involved with the newspaper in a successful economic development project. The winning publishers will be invited to attend the awards ceremony as NNA's guests on Sept. 27 at Opryland Hotel, Nashville, TN.

R. Jack Fishman, NNA chairman and president of Lakeway Publishers, Morristown, TN, said the purpose of the award is to call attention to the key role of community newspapers in developing economic activity in their communities.

"This award is designed specifically for the sorts of projects community publishers are involved with every day," Fishman said. "Many are involved with their communities when it comes to creating jobs and broadening a town's

economic base. First, the papers are usually locally or closely owned, so the publishers are likely to roll up their sleeves and solve problems, because that's how they run their papers.

Awards may be given for projects involving tourism, agribusiness, manufacturing, institutional development or any other economic enterprise that creates jobs and growth, that meet a pre-existing community need, that increase community spirit and raise the visibility of the community.

Participation is open to any NNA member newspaper. Documentation will be required to support an entrant's claims of economic growth. A \$35 fee must accompany the entry.

The award is jointly sponsored by NNA and the Phillip Morris Companies.

Information on the contest will be mailed to every publisher. To have the contest rules sent directly, contact Tom Base, NNA membership marketing director at 800-829-4662 or call the NNA News Line, 1-888-NNA-NEWS, for instructions.

Postal

Continued from page 3

Saturation mail labels must have "ECRWSS" on the label, high density mailings must have "ECRWSH" and carrier route sorted pieces must indicate "ERLOT" on the label. Simplified address saturation shoppers can print "ECRWSS" directly on the mail piece near the permit imprint.

- Are there any reclassification changes in First-Class mail?

First-Class changes affecting the typical newspaper are minimal. Most newspapers do not use bulk First-Class rates. Subscriptions renewals, for example, should be handled in third-class mailings.

However, newspapers that have single mailings in excess of 500 pieces in a single entry, should consider obtaining a First-Class bulk permit and prebarcoding the envelopes to obtain a rate of 23.8 cents per piece on five-digit mail and 26.1 cents on mail sorted to the Area Distribution Center level.

- Why does NNA consider the reclassification changes a big victory for newspapers?

Every newspaper in the country, except the Wall Street Journal, will benefit from the reclassification decision of the Postal Rate Commission. The Postal Service plan to divide second-class into two tiers—a low-priced tier for large

national magazines and a high-priced grouping for smaller magazines and most newspapers was completely rejected. The PRC also turned down the USPS request to raise newspapers' postal rates by 17 percent.

The small rate changes in out-of-country second-class mail simply reflect cost increases the USPS has incurred in its operations.

Updating costs now will result in smaller rate increases for newspapers when postal rates are raised again in 1998. The total postage bill for a newspaper whose only bulk mailings are in second-class should increase less than one percent.

A newspaper with a third-class product should experience a decrease in its total postage bill.

NNA's reclassification effort also resulted in the preservation and increase of work-sharing discounts—particularly in carrier route mail—that are reflected in the rates going into effect on July 1 and will greatly influence rate decisions in the next rate case.

Finally, a most important precedent was set in the case; namely, the decision to protect the integrity of second-class mail against the USPS desire to give large discounts to large mailers to be paid for by higher postage rates for smaller mailers.

This, in itself, was a victory with major consequences now and in the future.

'Silver lining' saying holds true in ad business

Ad-libs©
By John Foust
Raleigh, N.C.

Don't dismiss the old saying, "Every cloud has a silver lining." If you look hard enough, you CAN find something positive in a negative situation.

This is especially true in the advertising business, where we are expected to help clients put their best foot forward.

To illustrate, let's take a look at Trinity-Church, one of the most famous churches in North America. It was built in 1877 and is located in the heart of Boston, just across the street from the sleek John Hancock tower.

In addition to stunning architecture, Trinity Church features some of the most beautiful stained-glass windows I have ever seen. Several of these windows were created in the 1920s by Margaret Redmond, a well-known Boston artist. According to the records, she used glass fragments salvaged from European churches which had been bombed in World War I.

Imagine that! Creating art from rubble! No doubt, Margaret Redmond was very selective, as she sifted through the ruins. When she found an interesting piece of glass, she probably held it up to the sun and studied how the light filtered through. If it met her standards, she put it aside. Later, as the windows took shape in her studio, that particular fragment might play

a key role.

It takes genuine creativity to find beauty among rubble. Want another example? In Virginia Beach, Virginia, there is a park on top of a grass-covered mountain. On warm days, children play and families picnic in this peaceful setting right beside the expressway.

"How many times have you ditched an entire ad layout because your client didn't like it. Next time, ask yourself if anything can be salvaged."

John Foust

This park is called Mount Trashmore, because it was built on top of a garbage dump. That's right! The people of the Tidewater area decided to turn an eyesore into a beauty spot. So they brought in tons of dirt, sculpted a mountain, planted grass and built a park.

Beauty truly IS in the eye of the beholder. As Margaret Redmond sifted through glass fragments, she didn't see trash. She saw stained-glass windows. And as visionary Virginians stood at the edge of a landfill, they saw a park.

Legend has it that Walt Disney periodically went through his artists' trashcans after everyone had gone home. The next day,

See AD LIBS, page 16

Video workshop can help your staff create better ads



At last...a program that is tailor-made for newspapers! *Basics of Layout and Copy* is getting rave reviews from publishers and ad managers coast-to-coast.

It's a workshop, not a lecture. Your staff will be involved from the start—working on layouts, getting ad ideas and writing more effective headlines.

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John Foust Advertising Seminars
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Papers commit ad space to begin Legal Defense Fund

The Kentucky Press Association Board of Directors' idea to begin a Legal Defense Fund is getting a boost from numerous Kentucky newspapers.

The fund is being established to financially assist newspapers that find themselves involved in costly legal battles when the final outcome could affect the industry statewide.

The Board started the program in late 1995 with a \$10,000 contribution. But, realizing that amount would not sustain the effort, the Board approved a motion at its March meeting to ask newspapers across the state to contribute a part of its advertising sales from the Kentucky Press Service.

"The Board wants the fund to grow to at least \$100,000," said KPA President John Del Santo. "We could have asked for cash contributions but knew that would put a strain on many Kentucky newspapers. And, it would take a while for that funding level to be reached."

The motion approved by the Board asked newspapers to designate at least one-quarter page of advertising sold by KPS each year. Instead of receiving a check for that ad space, the proceeds would be placed in the Legal Defense Fund.

In mid-May, the Kentucky Press Association sent letters to all Kentucky newspapers, explaining the program and asking them to sign an agreement for the ad space revenue.

"By the first of June, 49 newspapers had signed on," said KPA executive director David T. Thompson. "The total ad space of those newspapers is 3,181 column inches, or almost \$20,000. That's one-third of the state's newspapers, signing on in just the first couple of weeks."

Initially, it was thought the \$100,000 mark could be reached in

about four years, according to Del Santo. "But with this encouraging response, we don't think it will take that long." The first ad space donations will begin in mid-1996.

The Board began discussing the concept several months ago, hearing that legal battles were taking a toll on newspapers. Steve Lowery, a past KPA president, told of a situation with his newspaper involved in a legal dispute whether 9-1-1 and ambulance calls were open records.

"The situation was dragged out with the appeals process," said Lowery, "and the costs involved almost made us give up the effort. Fortunately, the Kentucky Standard's parent company, Landmark Community Newspapers, Inc., helped the newspaper keep the battle going.

"The outcome would have affected all Kentucky newspapers," added Lowery. "We don't want newspapers giving up on a legal battle because of the cost; especially when a final decision has such an impact on the industry across the state. Had it not been for Landmark's assistance, we would have given up the case."

"With the Legal Defense Fund, perhaps we can encourage newspapers, especially the smaller ones, to stay the course instead of giving up midway through the battle."

Newspapers that participate in the funding effort will be eligible to receive reimbursements from the fund for a portion of the costs.

"The Board will make the final determination on any allocations, taking into account the cost of the legal situation and the effect the final decision has on the industry," said Del Santo.

KPA Legal Defense Fund Honor Roll

The following Kentucky newspapers have already committed revenue from advertising space sold by the Kentucky Press Service to help establish the KPA Legal Defense Fund.

- | | |
|----------------------------------|--------------------------------------|
| Adair Progress | Livingston Ledger |
| Advance Yeoman, Wickliffe | Maysville Ledger Independent |
| Anderson News | Meade County Messenger |
| Ashland Daily Independent | Middlesboro Daily News |
| Boone County Recorder | Murray Ledger and Times |
| Bowling Green Daily News | Nicholas Countian |
| Butler County Banner | Oldham Era |
| Campbell County Recorder | Messenger Inquirer |
| Carlisle County News | Paintsville Herald |
| Carrollton News Democrat | Perry County News |
| Citizen Voice and Times | Princeton Times Leader |
| Clay City Times | Providence Journal Enterprise |
| Community Recorder | Pulaski Week |
| Advocate Messenger | Richmond Register |
| Dawson Springs Progress | Russell Register |
| News-Enterprise | Russell Springs Times Journal |
| Falmouth Outlook | Scottsville Citizen Times |
| Florence Recorder | Shoppers Connection |
| Frankfort State Journal | Tompkinsville News |
| Fulton Leader | Trimble Banner Democrat |
| Gallatin County News | Voice Tribune |
| Harrodsburg Herald | West Kentucky News |
| Kenton County Recorder | Whitley News Journal |
| Kentucky New Era | Winchester Sun |
| Kentucky Standard | Woodford Sun |
| Lake News | |

Herald-Leader publisher honored by Knight-Ridder

Lewis E. Owens, publisher of the Lexington Herald-Leader, has been chosen to receive Knight-Ridder Inc.'s highest employee honor.

At a ceremony in Miami on Sept. 18, Owens will be awarded the John S. Knight Gold Medal for his effectiveness as a marketing innovator, motivator and publisher. He is the first Herald-Leader employee to receive the gold medal.

Owens has been publisher of the Herald-Leader, owned by Knight-Ridder, since 1988. He came to the newspaper in 1975 as advertising director.

"Lewis Owens is an outstanding publisher and newspaper man —

one who has continued to grow throughout his 33-year career," Tony Ridder, chairman and chief executive officer of Knight-Ridder, said in announcing the award. "The devotion of his staff, coupled with the journalistic excellence and prosperity of the Herald-Leader, are all testaments to his accomplishments."

Owens also has an illustrious community service record, serving as an officer or board member of more than 20 organizations since 1975, including KPA. One of his main interests has been literacy efforts.

"It's the top award given by Knight-Ridder, and I'm speechless," said Owens.

People

Continued from page 2

Landmark Community Newspapers, Inc. (LCNI), Shelbyville.

The announcement was made by President Larry R. Coffey and Controller Larry Lambert.

Sensenbrenner has been with Landmark since October 1995 serving as accounting supervisor.

A 1990 graduate of the University of Louisville, she is a CPA and a native of Louisville.

Herald-Leader associate editor wins Loeb Award

Bill Bishop won the 1996 Gerald Loeb Award for distinguished business and financial coverage.

Bishop won the commentary category for a selection of editorials on

low-wage jobs, job training and economic development in Kentucky.

The Loeb Awards program was established in 1957 to recognize writers who make significant contributions to the understanding of business, finance, and the economy.

The awards are distributed by the Anderson School at the University of California-Los Angeles. Winners in each category win \$1,000.

Glass named assistant editor at Farmer's Pride

Cheri M. Glass has been promoted from staff writer to assistant editor of The Farmer's Pride in Columbia.

Glass has been a staff writer since 1995 and prior to that was a free lance writer for the paper.

Journalism graduates could face dim pay future

A shocking number of new journalism graduates will start out in the profession making salaries lower than the official poverty level, according to a new study.

The findings come from "Winds of Change," a yearlong study of the current state of journalism education and its implications for the future.

The report was prepared by Betty Medsger, former chair of the San Francisco State University Department of Journalism. It was presented the first week of May during a Freedom Forum panel discussion at the Newspaper Association of America convention in New York.

On average, 1996 journalism graduates can expect to make \$20,154, according to the report. A number of those new journalists will join the 22 percent of journalists under 25 whose salaries fall below the country's average poverty level wage of \$15,141.

The average starting salary of

new journalists is the lowest of any college-educated workers in the nation's work force, and may pose troubling questions for an industry searching to attract the best and the brightest students.

A journalism degree doesn't seem to help much in securing a high salary. The study found that journalists who majored or minored in journalism are more likely to earn the lowest salaries, rather than the highest salaries.

Perhaps not surprisingly, 43 percent of new journalists said they might leave the profession entirely. Low pay is the biggest factor in the decision and the relatively higher-paid field of public relations is cited most often as the likely next career move.

The lowest salaries are found in broadcast journalism, and at weekly and small-circulation daily newspapers. Of the total pool of new journalists earning less than \$20,000

annually, 48 percent work for weekly newspapers, 38 percent for small-circulation dailies and 32 percent for medium-circulation dailies.

The study noted a number of other interesting trends, namely the push in some quarters to eliminate journalism as a distinct and separate academic discipline and merge it into a generic mass communications course of study.

That trend runs counter to news organizations which continue to place a high value on journalism education.

The study found that among those who became journalists between 1984 and 1994 and worked as journalists in 1995, 73 had studied journalism at some level, including 43 who majored in journalism.

On campuses, the study recorded a decline in the hiring of journalism professors with practical experience in the field. Increasingly, a doctoral degree is one of the most

important factors in securing a position as a journalism professor, rather than practical expertise.

Some 17 percent of journalism educators have never worked as journalists and 47 percent have less than 10 years experience as journalists in the profession.

One point of convergence among new journalists, newsroom supervisors and journalism educators is the need to initiate and sustain continuing education programs.

While only a quarter of journalism education programs currently have continuing-education initiatives in place, 88 percent of new journalists said they would benefit from it, and 56 percent said they ought to be required by their employers to participate in such programs on an ongoing basis.

(This article is reprinted from the May 4 issue of Editor & Publisher)

Tired of faxes cluttering up your newsroom? Get information electronically - over KPA's Bulletin Board System. CommonNet — Make it work for you!



Copies of the First Class software, User IDs and passwords were mailed to all Kentucky newspapers by May 1995. If you've lost or misplaced any of these, call KPA at 1-800-264-5721

Three papers meet publication change with success

By LISA CARNAHAN
KPA News Bureau

At least three Kentucky newspapers have changed their publication schedule recently — and all say the change has been successful.

The Richmond Register, Georgetown News-Graphic and Appalachian News-Express now have Sunday editions, which was an addition for Richmond and a publication day change for the two multi-weeklies in Georgetown and Pikeville.

The Register converted from a six to a seven-day publication and the change was prompted by new ownership last fall.

The Georgetown News-Graphic switched its Saturday edition to Sunday in January and then added a Friday edition in late March.

The Appalachian News-Express switched the Monday of its Monday-Wednesday-Friday schedule to Sunday a little over six months ago.

While the specific reasons cited for the changes varied at each site, a common theme of providing better service to both the advertiser and reader existed.

David Harrison, publisher of the Richmond Register, said the Sunday edition was something he had wanted for some time.

"When we were purchased by American Publishing and they made their initial visit to tour

"We have Sunday home delivery and I believe a Sunday product is very appealing to our readers."

Marty Backus
publisher, Appalachian-News Express

the paper, they inquired about a Sunday edition," Harrison said. "I told them it was something I'd like to do, but had never been given the support. They gave me the green light."

Harrison said although the addition was somewhat harder than he expected, he doesn't regret the decision.

"After that first issue in April, I thought to myself 'this is a little harder than I imagined,'" he said. "We're competing against the Herald-Leader on Sundays, so we're promoting our Sunday edition as 'not better, but the No. 1 source of information for Madison County!'"

An example of the Madison County emphasis this fall will be two to three pages in the Sunday edition devoted entirely to EKV football, according to Harrison.

The Sunday edition meant the addition of two full-time staff members, one in the newsroom and one in the pressroom and a part-time employee for

composing. Harrison noted the newspaper is offering two subscription packages now, a seven-day and a Friday-Saturday-Sunday grouping.

"It's still early, but I'm pleased with the figures so far," he said. "I just wish we had done it earlier."

Support from ownership was also apparently a factor for Georgetown and Pikeville, which are both owned by Lancaster Management out of Gadsden, Ala.

In Georgetown, publisher Mike Scogin said a Sunday edition was a request of major advertisers and the switch was made easier because the News-Graphic already had switched to carrier delivery. He also noted the paper is now able to provide coverage of college sports played on Saturday.

"Before, those stories had to wait until Wednesday's edition, when we covered them at all ... and by Wednesday everybody's gearing up for that week's game," said Scogin. "It was a big success for us in basketball season with Georgetown College in the national finals. We were able to cover them as well as anybody."

Scogin said he hoped the timing of the conversion would ease readers' distress when fall football season arrives and Friday game stories aren't published until Sunday.

See CHANGE, page 16

Two chosen for faculty internships

Two journalism professors have been selected for faculty-in-residence internships through the Kentucky Journalism Foundation.

Harry Allen and Wilma King Jones, professors at Western Kentucky University, were selected for the five-week program after applying with KPA. The KPA Vision 2000 Committee selected the newspapers who in turn interviewed the professors and choose their intern.

The paid internship program was a pilot project developed by the KPA Board of Directors last fall. KPA Executive Director David Thompson said the project was "an attempt to provide professors with real life experience in order for them to better relate to their students what it is actually like to work in the newspaper industry today."

Allen will work at the Sentinel-News in Shelbyville and Jones will spend her internship at the Fulton Leader.

Journalism professors at any Kentucky university or college are eligible.

"The program was initiated primarily by Ron Wolfe, head of the journalism department at Eastern Kentucky University, and the journalism education representative on the KPA board of directors," Thompson said.

John J. Curley assumes chairmanship of NAA; two Kentucky publishers on board of directors

Two Kentucky newspaper publishers, Mary Schurz and Betty Berryman, are among the 33-member Newspaper Association of America Board of Directors.

The elections for officer and board positions were held at the group's annual convention. During the convention in New York, John J. Curley, chairman, president and CEO of Gannett Co., formally took over the chairmanship of the organization. Curley succeeds Uzal H. Martz Jr., president and publisher of the Pottsville (Pa.) Republican.

Curley has been with Gannett since 1969, having worked as an editor and publisher at several newspapers as well as heading Gannett News Service. He was the first editor of USA TODAY. In 1983, he was named president of Gannett's newspaper division. After 11 months, he was elected president and chief operating officer of the company by Gannett's Board of Directors before becoming CEO in 1986 and chairman in 1989.

Other executives elected to NAA officer positions included:

- For vice chairman, David C. Cox, president and CEO of Cowles Media Co., Minneapolis. Cox has been with Cowles Media Co. since 1981, when he started as execu-

tive vice president.

- For secretary, Richard D. Gottlieb, president and CEO of Lee Enterprises, Inc., Davenport, Iowa. Gottlieb was named the publisher of The Journal Times, Racine, Wis., in 1980 and was promoted to vice president-newspapers, Lee Enterprises, Inc. in 1985. He was elected president and COO in 1986 and CEO in 1991.

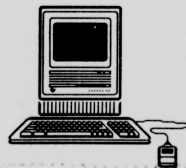
- For treasurer, Billy Morris III, chairman & CEO, Morris Communications Corp., Augusta, Ga. Morris joined Southeastern Newspapers Corp. in 1958 and was elected president and CEO in 1966. He became chairman & CEO of Morris Communications Corp. in 1983.

The following six new members of the Association's Board of Directors were also elected:

- Alan M. Horton, senior vice president/newspapers, Scripps Howard, Inc., Cincinnati.
- Boisfeuillet Jones Jr., president/general manager, The Washington Post, Washington.
- John W. Madigan, chairman and president, CEO, Tribune Co., Chicago.
- Michael A. Parta, publisher, New York Mills Herald,

See NAA, page 15

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Professionals turn to classifieds for new career opportunities

Sunday papers offer best guide for high-tech, allied health-care workers looking for employment change

Over the last decade, the employment scene for high-tech professionals has changed at a dizzying pace, with new hardware and software and new technologies creating sudden shortages of some specialists and a glut of others.

According to a new recruitment study from the Newspaper Association of America (NAA), almost seven out of eight high-tech professionals (85%) said they turn to the employment ads in the Sunday newspaper to find career opportunities.

Nearly a third (31%) reported looking at newspaper classifieds at least once a week, compared to 24 percent 10 years ago.

A new, parallel recruitment study of the health-care category found nurses and allied health-care professionals increasingly uneasy with the changes rocking their industry, with almost one in four (23%) seriously looking for a new job, 46 percent looking at newspaper classifieds at least once a week and 87 percent looking at the Sunday classifieds.

The average health-care professional looks through the classifieds almost twice a week.

The studies, "What Engineers and Computer Pros Want in a Job and How to Recruit Them Today" and "What Nurses and Allied Health Care Pros Want in a Job and How to Recruit Them Today," were released at NAA's Annual Convention in New York.

They are the first studies published by the

NAA on these subjects since 1985 and are part of a series of surveys the Association is currently conducting in the classified advertising category. Recruitment advertising expenditures in 1995 totaled more than \$4.9 billion, representing 35% of total newspaper classified spending.

"This is the most comprehensive package of research and presentation materials ever produced by NAA for newspapers and their recruitment advertisers," said Ira Gordon, NAA manager, recruitment. "Recruiters in high-tech companies and at health-care facilities and institutions should see these presentations without delay. They need to see this research to fine-tune their recruiting messages and address the real concerns of professionals in these industries."

The study, "What Engineers and Computer Pros Want in a Job and How to Recruit Them Today," found that far more engineers and computer pros are currently less content with their jobs than they were 10 years ago.

In 1985, 62 percent said they found their present position "very satisfying"; 10 years later, only 44 percent said that. In 1985, only 23 percent of those "not very satisfied" were looking for a new job; in 1995, that number rose to 32 percent.

One of the study's most startling findings is the dramatic increase in the number of employees who are looking for a new job despite being "very satisfied" with their current position -- jumping from 3 percent in 1985 to 15 percent in

1995.

Overall, 25 percent of engineers and computer pros surveyed were looking for work in 1995, compared to 10 percent in 1985.

Today's engineers and computer pros are also significantly more willing to send in a resume in response to a classified ad. In 1985, 54 percent said they would, compared to 72 percent in 1995.

This new study finds significant changes in nurses' attitudes regarding their profession and employment advertising. Nurses now look out for themselves and

their careers, in addition to their patients, and many of them are looking around for better jobs.

Most significantly, in 1985, 62 percent were satisfied with their employer; in 1995, that number dropped to 51 percent. In 1985, 8 percent reported looking for a job; in 1995, that number almost doubled to 15 percent. In 1985, 38 percent reported they were looking or not "very satisfied"; in 1995, that number rose to 53 percent.

Newspaper employment ads were named "very" or "somewhat" useful by 91 percent of those participating in the study.

"What Engineers and Computer Pros Want in a Job and How to Recruit Them Today" (item #90224) and "What Nurses and Allied Health Care Pros Want in a Job and How to Recruit Them Today" (item #90225) are available in kits that include a summary report, a desktop presentation, a how-to guide for newspapers and a leave-behind brochure for recruiters.

To order's, call NAA's fulfillment service at 1-800-651-4NAA.

Newspaper editor says he's wrongly jailed

UKIAH, Calif. (AP) — Prosecutors say they're only seeking evidence in a high-profile murder case. A newspaper editor jailed for refusing to hand it over claims they want revenge.

Bruce Anderson, editor of the weekly Anderson Valley Advertiser, has been jailed since May 24 for refusing to turn over a letter that prosecutors say helps prove who killed Mendocino County sheriff's Deputy Bob Davis.

"For them, it's revenge time," the 56-year-old editor said. "They resent very much our coverage of the case."

Anderson's jailing has added more intrigue to the case, which began April 14, 1995, when Deputy Davis, and another man, Leonard Peters, were shot to death on the Round Valley Indian Reservation.

Authorities investigating another murder case that night said they saw Peters carrying a rifle.

He allegedly refused orders to drop his gun, opened fire on the deputies and was killed when the deputies returned fire.

As Davis approached the body, Eugene "Bear" Lincoln, a companion of Peters, opened fire from the bushes, killing Davis, authorities say.

Lincoln, who was arrested months later, has contended that he and Peters were ambushed by the deputies and that he fired in self-defense. The trial is pending.

The editor entered the legal fray when he published a letter purportedly written by Lincoln, and which explains the defendant's version of the shooting.

Authorities subpoenaed the original copy of the letter, saying it bolsters their case.

Anderson at first refused to hand it over. But later, citing a state Supreme Court ruling against him,

"I'm being held maliciously. They don't like my paper anyway. Never have."

Bruce Anderson
editor of the Anderson Valley Advertiser

turned over a typewritten letter.

Still, Anderson remains in jail. The reason: A judge ruled that the letter he produced is either a fake or a copy. The proof: Lincoln was in jail at the time the letter was purportedly written and had no access to a typewriter or computer.

In a jail interview Tuesday, Anderson said the letter he gave authorities is the only one he has and that prosecutors know he's telling the truth.

Instead, the editor insisted, his jail time has more to do with the colorful, combative stories he routinely publishes in the 3,000-circulation newspaper.

Among other things, his paper has claimed a deputy who may have witnessed the crime repeatedly changed his story; and that evidence at the scene was quickly carried away and the deputy's body quickly cremated, raising the possibility of a cover-up.

"I'm being held maliciously," Anderson said. "They don't like my paper anyway. Never have."

The sheriff's department has stood by its story, and Judge James Luther, who sent Anderson to jail, has declined to comment on the case.

The editor said he is prepared to stay behind bars until the end of the murder trial, which isn't slated to begin until August.

Heath to address Buckeye convention

Max Heath, executive editor of Landmark Community Newspapers, Inc., and chairman of the National Newspaper Association postal committee, will be a speaker at the Buckeye Press Association Summer Meeting July 25-26 in Granville, Ohio.

Heath, who is also a past president of the Kentucky Press Association, is one of the leaders of roundtable discussions that will be a part of KPA's Summer Convention in Bowling Green. Heath will address postal reclassification changes that take effect July 1 at both press association meetings.

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KPA/KPS Board of Directors hold meeting

Below are the tentative minutes of the March 28, 1996, Kentucky Press Association/Kentucky Press Service Board of Directors meeting, held at the KPA Central Office in Frankfort. The minutes will remain tentative until approved by the KPA/KPS Board of Directors at its June 20, 1996 meeting.

Attending: John Del Santo, presiding; Dorothy Abernathy, Gene Clabes, Marty Backus, Teresa Revlett, David Greer, Merv Aubespain, Kelley Warnick, Ken Metz, Louise Hatmaker, Tom Moore, Russ Powell, Ed Riney, Dave Eldridge, Barbara McDaniel.

Also attending: John Nelson, Ron Wolfe

1. Meeting was called to order at 12:27 p.m. with John Del Santo presiding.

2. President John Del Santo introduced new Board members attending for the first time, including Ed Riney, Barbara McDaniel, Dave Eldridge and Tom Moore. Tom Moore has been elected to complete the Board term in District 15-B.

3. A motion was made by Russ Powell, seconded by Gene Clabes to approve the minutes of the January 25, 1996, KPA/KPS Board of Directors meeting as submitted. Approved.

4. KPA treasurer Marty Backus presented the Kentucky Press Association financial statement through February 29, 1996. Motion by Louise Hatmaker, seconded by David Greer was made to approve the financial statement as submitted. Approved.

5. KPS treasurer Marty Backus presented the Kentucky Press Service financial statement through February 29, 1996. Motion by Gene Clabes, seconded by Teresa Revlett, was made to approve the financial statement as submitted. Approved.

6. KPA/KPS treasurer Marty Backus presented a report on the Financial Investment Committee's telephone conference call with financial adviser Mary Becker as directed by a properly approved motion at the January 25, 1996, KPA/KPS Board of Directors meeting. The report at the March meeting was given as information only on how the committee pursued the Board's directive in the original motion.

7. KPA/KPS Executive Director David T. Thompson presented reports on the KPS advertising placement through February, 1996; the ARK Display Advertising Network; an update on the newspapers using the Media Kits; and Statewide Classified placement through February, 1996. No action was necessary.

8. President John Del Santo presided over a discussion on the KPA Legal Defense Fund, including an explanation of the program for new Board members. Various discussion items ensued concerning establishing a higher fund level, including contributions from KPA/KPS based on monthly net income totals; a dues assessment; and a long-term commitment. One of the ideas included was to ask newspapers to donate a part of the advertising dollars placed by the KPS Advertising Placement Service to allow those funds to be earmarked for the Legal

Defense Fund. This idea would keep newspapers from having to make cash contributions and would alleviate the need to change the KPA By-Laws to allow for a dues assessment. Board members suggested that the fund grow to a level of about \$100,000.

Following further discussion, a motion was made by Dorothy Abernathy, seconded by Dave Eldridge, that beginning in mid-1996, newspapers would be asked to donate at least one-quarter page of advertising sold by the Kentucky Press Service Advertising Placement Service with the funds from the allotted advertising inches to be placed in the Kentucky Press Association Legal Defense Fund. The motion also included that only those newspapers agreeing to participate in the program would be eligible to receive funds from the Legal Defense Fund. Approved.

9. KPA Executive Director David T. Thompson explained that one of the 17 planned intern positions for the Kentucky Journalism Foundation 1996 summer program would not be placed because of a misunderstanding by a newspaper on the requirements of working the intern 40 hours per week. The newspaper, the Union County Advocate, asked that in lieu of a 1996 intern, it be allowed an intern in 1997. David Thompson then asked the Board to target that intern's position with the Kentucky Press Association to assist in various technological aspects of the association's and service's operation. A motion by Dave Eldridge, seconded by Merv Aubespain, was made to assign an intern to the KPA Central Office for the summer of 1996. Approved.

10. The KPA/KPS Board of Directors reviewed bids on various computer equipment needed by the KPA Central Office staff. Following a brief discussion, the Board authorized the Executive Committee/Vision 2000 Committee to review the bids and make a final determination on the equipment needed and the awarding of the bid. A motion was made by Gene Clabes, seconded by Louise Hatmaker, authorizing the Vision 2000 Committee to act on behalf of the Board. Approved.

11. Tom Caywood, representing Kentucky Connect and the Lexington Herald-Leader, discussed the Kentucky Press Association's potential Internet role and capabilities. Following the discussion, Russ Powell made the motion that the KPA President appoint a committee to study how the Kentucky Press Association might want to participate in the Internet with that committee to bring recommendations back to the Board at a future meeting. The motion was seconded by Marty Backus and approved.

12. The Board reviewed an updated proposal from The Seelbach Hotel, Louisville, concerning being the host facility of the 1997 Kentucky Press Association Winter Convention. A motion by Gene Clabes, seconded by Russ Powell, was made to accept The Seelbach's revised proposal as the 1997 Winter Convention site. Approved.

13. Following various presentations by KPA Division and Committees, the meeting was adjourned at 3:15 p.m.

The Kentucky Kernel's online edition wins third place in contest

The Kentucky Kernel computerized edition received national recognition for the second time in as many semesters.

The University of Kentucky student newspaper's online edition placed third recently in the Best College Press web site competition sponsored by Tribune Media Services in Chicago.

The contest drew 50 entries from across the nation, Tribune officials said. First place went to the University of Minnesota and second place was awarded to American University.

The Kernel's award included a \$100 prize.

The Kernel's online edition won first place last fall in the College Media Advisers and Associated Collegiate Press national contest.

"Congratulations are due to the entire staff, whose photographs, graphics, stories and hours at the computer make this all possible," said Mike Agin, UK student media advisor.

NAA

Continued from page 13

Tribune Co., Chicago.

- Michael A. Parta, publisher, New York Mills Herald, New York Mills, Minn., and Enterprise-Bulletin, Perham, Minn. Parta is the first publisher of a weekly newspaper to be elected to the NAA Board.
- Jay R. Smith, president, Cox Newspapers Inc., Atlanta.
- Louis A. Weil III, president/CEO, Central Newspapers, Inc., Indianapolis.
- Martz will remain on the Board for one year as immediate past chairman.

Members of NAA's 33-person Board of Directors each serve a maximum of four two-year terms, unless they become officers. The slate of officer and director nominees was developed by the NAA Board of Directors Nominating Committee, chaired by Charlie Brumback, current immediate past chairman.

Other members of NAA's 1996-1997 Board of Directors are as follows:

- Alejandro Jose Aguirre Deputy Editor/Publisher Diario Las Americas Miami
- Andrew E. Barnes Editor, President and CEO St. Petersburg Times St. Petersburg
- R. Gene Bell President and CEO The San Diego Union-Tribune San Diego
- Betty Bryrman Publisher The Winchester Sun Winchester, Ky.
- Robert W. Decherd Chairman, President and CEO A.H. Belo Corporation Dallas
- Richard E. Diamond Publisher Staten Island Advance Staten Island, N.Y.
- Larry Franklin President and CEO Harte-Hanks Communications, Inc. San Antonio
- Stephen Hamblett Chairman, Publisher and CEO Providence Journal Company Providence
- Richard J. Harrington President & CEO Thomson Newspapers Stamford, Conn.
- Robert M. Jelenic President and CEO Journal Register Company Trenton, N.J.
- Gregg K. Jones Co-Publisher The Greeneville Sun Greeneville, Tenn.
- Richard A. Myers President and CEO Ottaway Newspapers, Inc. Campbell Hall, N.Y.
- Erwin R. Potts Chairman and CEO McClatchy Newspapers Sacramento
- Michael E. Pulitzer Chairman, President and CEO Pulitzer Publishing Company St. Louis
- Orage Quarles III Publisher The Modesto Bee Modesto, Calif.
- P. Anthony Ridder Chairman & CEO Knight-Ridder, Inc. Miami
- W. Curtis Riddle Senior Group President/East Newspaper Group President and Publisher Wilmington News Journal New Castle, Del.
- Richard T. Schlosberg III Publisher & CEO Los Angeles Times Los Angeles
- Mary Schurz Editor and Publisher The Advocate-Messenger Danville, Ky.
- William Dean Singleton Vice Chairman, President and CEO Medianews Group, Inc. Denver
- Arthur O. Sulzberger Jr. Publisher The New York Times New York
- John W. Sweeney III Vice President, General Manager Houston Chronicle, Houston

Summer Convention site a first for KPA

By LISA CARNAHAN
KPA News Bureau

The 1996 KPA Summer Convention promises to be one to remember. For the first time ever, the convention will be held in Bowling Green.

Thanks to the completion of the University Plaza Hotel, a luxurious facility adjacent to the new Bowling Green-Warren County Convention Center, the sites feasible to host a summer or winter convention have been expanded to include the western Kentucky city.

The convention gets underway Thursday afternoon with five seminars presented at Western Kentucky University by journalism department staff members. Topics include "PhotoShop Fundamentals," "Waltzing around QuarkXpress," and "Expanding Readership." Those interested in attending will be provided transportation from the convention center to the university. The seminars get underway at 1 p.m. and will be repeated again for those interested in attending two sessions.

That evening should provide one of the high-

lights of the convention with the opening reception at the National Corvette Museum in Bowling Green. The museum opened in 1994 and has become one of the top tourist attractions in the area. The museum features more than 50 Corvettes set in their own era, racing and performance exhibits, the 165-seat Chevrolet Theater and a 3,000 square foot gift shop.

Activities begin again Friday morning with roundtable discussions on a wide array of topics including open meetings/open records, promotion and marketing and new postal regulations which take effect July 1.

Tom Preston and Phil Osborne, both of The Preston Group, Lexington, will be discussing methods newspapers can use to conduct their own readership surveys. Debbie Patterson, a lawyer with KPA's general counsel Wyatt, Tarrant & Combs, will address the open meetings/open records' issue. Mark Van Patten and Charlie Theis of the Bowling Green Daily News will talk about promotion and marketing of newspapers. Van Patten recently won a national award for the Daily News' radio advertis-

ing campaign. Max Heath, executive editor of Landmark Community Newspapers, Inc., and Connie Russ, a marketing specialist with the U.S. Postal Service, will conduct the roundtable on postal reclassification.

Following the roundtables, convention attendees have their pick of activities which include golf, and tours of either South Union Shakertown or Mammoth Cave.

The convention concludes that evening with the awards reception and banquet during which the winners of the 1996 Better Newspaper Contest will be announced.

"We've been limited as to the cities with convention facilities that are capable of holding our winter convention and even our summer convention," said KPA Executive Director David Thompson. "But thanks to the help of Mark Van Patten and Pipes Gaines and the rest of the crew at the Bowling Green Daily News, who just really rolled out the red carpet, we were able to arrange things for the new facility in Bowling Green."

Good salespeople usually equal good ads

By Bob Berting

What makes a good ad?

We have a generation of glancers. People are being bombarded with messages. It's important when they see the ad, they are instantly attracted to it. I feel the heading of an ad must be provocative. An ad is not just one heading, it's a series of headings that each week should draw the reader into the ad, wondering what point they are going to make this week. Headings are part of an overall pattern of telling the story of that business. Headings must be educational, project benefits, as well as be provocative.

How does a salesperson avoid calling on the client and saying, "What are we going to run next week." How can you avoid just going in and selling advertising

space to the merchant?

That's one area that most salespeople fail to understand. Merchants want to dominate the situation. They feel that they know a lot more than the salesperson and this is where the salesperson has to be more aggressive.

It all goes back to training. How well trained is the salesperson? How much confidence do they have? Do they possess sufficient self-esteem, so they are able to go in, counsel their client and assist them? This takes training and is where sales management is needed. Management needs to make sure the salesperson is properly trained to go in and work with the customer. What's important is the salesperson's attitude before he goes in to call on that client each time.

A salesperson must not get into a

comfortable routine of thinking he is on a kind of beat or route each week. The salesperson has to think of a program for his client. The key words here are program, package, plan and campaign.

How important is "building rapport" with the merchant?

It is extremely important to concentrate on building rapport because the merchant has to first of all trust and believe in you. The key point is the merchant is not going to open up and reveal his "ego hot button," so to speak, talk about his goals, dreams, aspirations or be agreeable to a salesperson's proposals until he trusts and believes in that person. Building that rapport is called mirroring and if done effectively the customer will feel that his salesperson is like him and he can relate to him.

How can a new salesperson learn to establish rapport?

A well-informed salesperson has to identify himself or herself and understand what his or her image is. The key factor after they have identified themselves is what we call "creation of interest." In creation of interest, there is an umbrella of services, where the merchant gravitates to that umbrella. The salesperson has to do everything in his power to show he can render the service needed. In five minutes a new salesperson can establish himself or it can take six months, depending upon the salesperson. My contention is it can be done in the first or second meeting with the client.

(This article was reprinted from the May issue of Free Paper Publisher. Berting is a Print Media Marketing Consultant.)

Change

Continued from page 13

"I'd be lying if I told you I didn't consider that," he said. "There will be people upset. But hopefully, by doing it when we have, they'll be used to it. And, hopefully, they'll be able to see the benefits when they look at the whole picture."

Scogin said the change hadn't resulted in any major staffing changes at his operation, primarily because the paper has its own press.

Marty Backus said the publication change for his staff in Pikeville was actually a plus and gave them a more traditional work schedule. The Appalachian News-Express also has its own press.

"It's actually made it easier on my employees," said Backus. "Before, because of the Monday publication, we always had to have a full staff on Sunday. Now they have a traditional Sunday off and I think they like that."

Backus said his paper had been able to pick up advertisers in the Sunday edition, those who were uninterested in a Monday publication. He said it had also relieved the load of inserts for the Wednesday edition as well, such as J.C. Penney which picked the Sunday issue for its insert.

"Monday had never been good, so I think this has been a good move for us," said Backus. "I've not received one negative comment about our Sunday paper, even though some of our stores which had counter sales are closed on Sunday. We have Sunday home delivery and I believe a Sunday product is very appealing to our readers."

All three publishers said the publication changes at their paper were not done in haste.

"We had several things working in our favor... like the press, which made the transition easier, but this has all been in the works for a while. We've been laying the groundwork for at least a year," said Scogin.

Ad libs

Continued from page 10

someone would find a discarded sketch on his drawing table, with a note saying "Stop throwing away the good stuff. Walt."

Now, what does all this have to do with newspaper advertising? Everything! How many times have you ditched an entire ad layout because your client didn't like it. Next time, ask yourself if anything can be salvaged. Use what is good to build another ad... a better ad.

What about sales presentations? If your client says "no," don't see it as a failure. Hold your recollections of the meeting up to the light and analyze what happened. You may find nuggets of information which can help you make the sale the next time.

In many respects, creativity is a matter of perspective. Failure often contains the seeds of success.

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John Foust conducts advertising training for newspapers. His ad workshop video "Basics of Layout and Copy" is being used by newspapers from coast-to-coast.

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