

In the hookout

June 20-21
Summer Convention
Bowling Green

• September 25-28
NNA Convention
Opryland Hotel, Nashville

• September 26-27
KPA/KPS Board of Directors
Fall Retreat
Opryland Hotel, Nashville

Periodical
Room
Does Not
Circulate

KING LIBRARY

MAY 29 1996

PERIODICALS/NEWSPAPERS/MICROTEXT



May, 1996
Volume 67, Number

The Official Publication
of the Kentucky Press
Service

THE KENTUCKY PRESS

F (UK) SCF LEX 405
CENTRAL SERIALS RECORDS
MARGARET KING LIBRARY
UNIVERSITY OF KY LIBRARIES
727 N KY
40506

State journalists learn computer-assisted reporting



Kentucky's first computer-assisted reporting seminar was held April 8-9. Forty-five reporters and editors from newspapers and broadcast stations attended the intensive program. Pictured here, left to right facing the camera, are Beverly Bartlett and Kay Stewart, reporters from The Courier-Journal; Chuck Wolfe, AP Frankfort bureau; Tony Hyatt, newsman, WDRB-TV, Louisville; and Nell Reisner, training director for NICAR.

By LISA CARNAHAN
KPA News Bureau
Computer-assisted reporting,
(CAR).

What is it?

Who can use it?

Forty-five news professionals gathered on the UK campus for two days in early April to find out. It was the first seminar of its kind in Kentucky. Their skills and knowledge on the subject ranged from those who were already using CAR to those who only knew it was something other than the means to get them to work every day.

The two-day seminar sponsored by the Associated Press, KPA, and the National Institute for Computer-Assisted Reporting (NICAR) included hands-on training held in the computer labs at the UK School of Journalism and Telecommunications.

The class size was limited because of the hands-on training and the availability of computers, but organizers worried at the outset that it might actually be difficult to find 40 news people in the state interested in computer-assisted reporting.

They were pleased to find out how misplaced their fears were.

See CAR, page 7

Newspaper concerns included in workers' comp public hearings

Concerns about excessive rates and the status of carriers as employees were among issues raised April 30 by representatives of the Kentucky Press Association during public hearings on Workers' Compensation in Kentucky.

Kim Greene, KPA general counsel, and Al Dix, publisher of the Frankfort State Journal, testified before the 16-member Workers' Compensation Advisory Council.

See HEARINGS, page 6



Salesmanship

Teresa Revlett, general manager and ad manager of the McLean County News and KPA District 3 board member, listened as Peter Wagner delivered his program on "The 10 Things Print Sales People Should Know" at the 1996 Spring Ad Seminar. Cindy Riley, general manager and ad manager of the Eddyville Herald-Ledger is pictured at center.

INSIDE

People, papers in the news ...
pg. 2

Two state papers win awards
in international competition ...
pg. 8

Follow proper procedure
in publishing photographs ...
pg. 11

Coalition working
to strengthen FOIA
on 30th anniversary ...
pg. 13

Kentucky people, papers in the news

Lyles leaves top post at Benton newspaper

Jerry Lyles, publisher of the Tribune-Courier in Marshall County since 1987, resigned in mid April to pursue other interests.



Lyles, a past president of the Kentucky Press Association, began his work at the newspaper in 1981. During his tenure as publisher, the newspaper grew significantly in size and circulation. The paper recently added state-of-the-art color capabilities.

After starting in sales, Lyles worked his way up to general

manager and then publisher. He served as chairman of the KPA Advertising Steering Committee, and also served as contest and program chairman.

Lyles is now in charge of advertising and marketing for Ted Kinsey's Parkway Chrysler.

Hatmaker receives state leadership award

Louise Hatmaker was the recent recipient of the media award during the 9th Annual East Kentucky Leadership conference.

Hatmaker has served the Kentucky River Valley for 30 years as editor and publisher of the Jackson Times and Beattyville Enterprise. A 20-year member of the Kentucky Press Association's

Board of Directors, Hatmaker is also a trustee of Lee's College and also serves on the board of the Kentucky River Medical Center.

Meadows, Whitlock to lead Corbin news team

Two longtime employees of the Corbin Times-Tribune have been named to the daily newspaper's top news posts. Cheryl Meadows, who served as lifestyles editor for eight years, was recently named managing editor and four-year employee John Whitlock has been promoted to city editor.

Meadows is a Knox County native and graduate of Union College. Whitlock is a Cynthiana native and a graduate of Eastern Kentucky University.

Wallace, the new sports editor and Kim Frasure, the newspaper's new advertising department manager.

Frasure, who has been in private business for four years, served as advertising manager of the The Floyd County Times.

Wallace comes to the Paintsville paper from Ringhold, Ga., where he was editor and publisher of The Catoosa Journal. He also was sports editor of the Wallace County Messenger in Lafayette, Ga., a reporter for The Catoosa County News in Ringhold, and a sports-writer for The Daily Sentinel in Scottsboro, Ala.

Mantooth hired as new Register staff reporter

Rachel Mantooth has been hired as a reporter for the Richmond Register. A journalism graduate from Samford University in Birmingham, Ala., Mantooth will cover education, health and religion for the newspaper.

Duncan joins advertising staff at Oldham Era

Barbara Duncan has joined the staff of The Oldham Era as an advertising sales representative.

Duncan is new to the advertising business but is familiar with the Oldham County business community after working 17 years as a secretary for Clore & Duncan Realtors in LaGrange.

Newspaper marks 120th anniversary

The Breckinridge County Herald-News celebrated its 120th anniversary of continuous publication recently.

The paper was formed by the merging of The Irvington Herald and The Breckinridge News in 1956. The current owner, Brucie Beard, took over the publication in 1970.

Enquirer names two to editor's positions

The Kentucky Enquirer announced two staff changes in April. Sue Lancaster was named news editor and Julie Engebrecht was named sports editor.

A native of Fort Wayne, Ind., Engebrecht was sports editor at the Star Tribune of Minneapolis-St. Paul for three years. She previously worked at the Sacramento Bee, Baltimore Evening Sun and Chicago Sun-Times.

Lancaster, acting sports editor since January, has been deputy sports editor at The Enquirer since 1990. She joined the paper in 1984 and has served as deputy metro editor, suburban editor and zoned editions editor. A native of Seattle, she holds degrees in German literature from Washington State University and Ohio State University, and a master's degree in journalism from OSU.

Wallace hired to staff paper's Olive Hill office

Clarisa Wallace started work in March at The Journal-Times as a staff writer and receptionist for the newspaper's Olive Hill office.

A resident of Morehead and a senior at MSU pursuing a degree in journalism, Wallace will be the only full-time staff member at the Olive Hill office.

Adkins joins ad staff at The Winchester Sun

Sheila Adkins has joined the staff of The Winchester Sun as a telemarketing sales representative responsible for special promotions and classified display advertising.

A 16-year-resident of Winchester, Adkins received her bachelor's degree in sociology from Marshall University in Huntington, W.Va. She previously worked as a substitute teacher at Clark County Christian School.

Three join staff at Paintsville Herald

Ralph B. Davis III has been named editor of The Paintsville Herald. A native of Prestonsburg, Davis was editor of The The Jackson County Sun before coming to the Herald. He is joined by Kent

—The Kentucky Press—

The Kentucky Press (ISSN-0023-0324) is published monthly by the Kentucky Press Association/Kentucky Press Service, Inc. Second-class postage is paid at Frankfort, KY, 40601. Subscription price is \$8 per year. Postmaster: Send change of address to The Kentucky Press, 101 Consumer Lane, Frankfort, KY, 40601, (502) 223-8821.

Officers and Directors
Kentucky Press Association

President
John Del Santo, Ashland Daily Independent

President Elect
Gene Clabes, Recorder Newspapers

Past President
Dorothy Abernathy, Oldham Era

Vice President
Guy Hatfield, Citizen Voice and Times

Treasurer
Marty Backus, Appalachian News Express

District 1
William Mitchell, Fulton Leader

District 2
Jed Dillingham, Dawson Springs Progress

District 3
Teresa Revlett, McLean County News

District 4
Charlie Portmann, Franklin Favorite

District 5
David Greer, Elizabethtown News Enterprise

District 6
Dave Eldridge, Henry County Local

District 7
Kelley Warnick, Gallatin County News

District 8-9
Ken Metz, Bath County News Outlook

District 10-11
Marty Backus, Appalachian News Express

District 12
Louise Hatmaker, Jackson Times/Beattyville Enterprise

District 13
Glenn Gray, Manchester Enterprise

District 14
Stuart Simpson, Pulaski Week

District 15-A
Tom Caudill, Lexington Herald-Leader

District 15-B
Tom Moore, Stanford Interior Journal

State at Large
Russ Powell, Ashland Daily Independent

Ed Riney, Owensboro Messenger Inquirer
Chip Hutcheson, Princeton Times Leader

Merv Aubespin, Louisville Courier Journal

Associates Division
Barbara McDaniel, Toyota Motor Manufacturing

Advertising Division
Teresa Revlett, McLean County News

News Editorial Division
John Nelson, Pulaski Week

Circulation Division
Joe Mitchell, Lexington Herald Leader

Journalism Education
Dr. Ron Wolfe, Eastern Kentucky University

General Counsels
Jon Fleischaker and Kim Greene, Wyatt, Tarrant and Combs

Kentucky Press Association
Kentucky Press Service Staff
David T. Thompson, Executive Director
Bonnie Howard, Business Manager
Gloria Davis, Advertising Director
Lisa Camahan, News Bureau Director
Reba Lewis, Research/Marketing Coordinator
Sue Cammack, Secretary
Buffy Johnson, Bookkeeping Assistant
Sherry Harper, Advertising Assistant
Rachel McCarty, Clipping Director
Nancy Peyton, Mail/News Release Service
Linda Slem, Clipping Assistant
Carol Payton, Clipping Assistant
Holly Stigers, Clipping Assistant
Audra Douglas, Clipping Assistant

Federal campaign advertising laws clarified

Presidential race mandates clear understanding

By Rene P. Milam
Newspaper Association of America

The Federal Election Campaign Act came into existence in 1971 in an effort to establish some "rules" for campaigns for federal office including the President, Vice-President, the U.S. Senate and the U.S. House of Representatives.

Since its enactment, the act has been amended in 1974, 1976 and 1977. Most recently, on Jan. 9, 1980 President Carter signed into law yet another revision.

The impact of the law on newspaper publishers is minimal. Very basically, all political advertisements must carry a disclaimer which specifies who paid for the advertisement and by whom the ad was authorized.

In addition, newspapers must charge for any political advertising at a rate comparable to what would be charged for using the space for any other advertising purpose.

More specifically, there are two primary parts of the law (in Title 2 of the U.S. Code) which concern newspapers.

Section 441(d): According to the amended law, this section requires any advertisement which is paid for and authorized by a candidate to state simply who paid for the ad. For example: "Paid for by Candidate Jane Jones."

If the advertisement is paid for by someone other than the candidate but is authorized by the candidate or his or her authorized committee, a political advertisement must state who paid for the ad and that it is authorized by the candidate. For example: "This advertisement is paid for by Citizen Joe Smith and authorized by the Jane Jones for Congress Committee."

If the political advertisement is neither paid for by the candidate nor endorsed by the authorized political committee of the candidate, the advertising disclaimer must state both of these facts. For example: "Paid for by Concerned Citizens Committee and not authorized by any candidate."

It is also important to remember that the amended statute makes it illegal for any group which is not the official political committee of the candidate to use the actual name of the candidate as part of its name. This means that only one group can use the name "Committee to elect Joe Smith." The Concerned Citizens Committee must remain just that, and not "The Concerned Citizens Committee to elect Joe Smith."

The disclosure requirements of Section 441(d) apply only to advertisements or partisan discussions that expressly advocate the election or defeat of a clearly identifiable candidate.

The requirements do not apply to advertise-

ments that advocate a particular position on campaign issues, even though discussion of those issues may tend to exert some influence on voting at elections. (See Federal Election Commission v. Central Long Island Tax Reform Immediately Committee, et. al., 616 F.2d 44, 2d Circuit 1980).

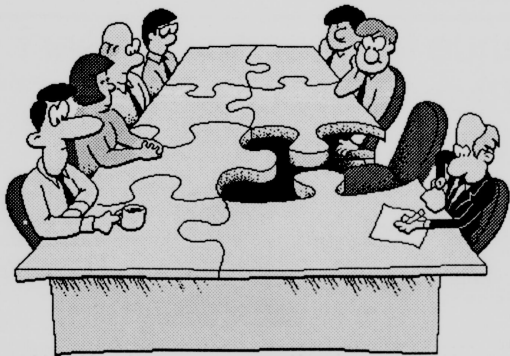
Another important change in the law is that political advertisements which are soliciting contributions **no longer need** the notice that "A copy of our report is filed with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C." As of January 1980, this requirement has been repealed.

Section 441(d) - previously Section 435(b) - has other provisions relating to how newspapers should charge for political advertisements. This section specifies that a newspaper should not charge any more for a political advertisement than it would for the space for any other purpose.

Wording in this section has not changed: "No person who sells space in a newspaper or magazine to a candidate or to the agent of a candidate for use in connection with such candidate's campaigning, may charge any amount which exceeds the amount charged for comparable use of such space for other purposes."

Therefore, the amount charged should
See FEDERAL, page 11

Don't be the missing piece
to the puzzle. Make plans now
to attend the KPA Summer
Convention in Bowling Green
June 20-21



Be on the lookout
for your registration
materials ...
coming soon!



Political encounters

During the recent NNA Government Affairs Conference in Washington, D.C., KPA members met with U.S. Cong. Harold "Hal" Rogers, R-KY. Left to right, KPA Vice-President and publisher of the Citizen Voice & Times Guy Hatfield and his wife Teresa, KPA President and publisher of the Ashland Daily Independent John Del Santo, Rogers, and KPA past president and Executive Editor of LCNI Max Heath.

NAA: Unions 'targeting' newspapers

The NAA Legal Affairs Committee issued a statement in mid April warning newspapers they are "being targeted by the construction and building trade unions."

The "targets" are for nuisance charges under the National Labor Relations Act for accepting blind box employment ads.

According to the warning, the unions seek to identify the identity of employers running ads after one or more of its members receive no response to an employment application. When the newspaper refuses to divulge the information, the union files charges with the National Labor Relations Board, claiming the newspaper is assisting the employer to discriminate against union-member job applicants.

The NLRB General Counsel has apparently advised its regions to issue investigative subpoenas in these cases, according to the NAA warning. One Board agent reportedly called the tactic part of a nationwide push first developed by the IBEW as a "salting" activity, which now is being used by some other building trade unions.

In 1995, the Minneapolis Star-Tribune survived such a tactic — the regional director refused to issue a complaint. Additional cases have surfaced this year in California, Florida, Ohio, Tennessee, West Virginia, Illinois and Wisconsin. Some of these involve newspapers owned by Cox, Gannett and Times Mirror, but others concern independent newspapers and they cover a broad spectrum of circulations.

According to the NAA, they aren't aware of any complaints being issued once a paper has complied with a Board subpoena. However, at one newspaper, the NLRB is seeking enforcement of its subpoena in federal district court.

Classified ad managers should be alerted concerning "this latest gimmick," the NAA warning concluded.

Survey reveals minority employment at newspapers remains stable despite cutbacks

Employment of women at 41%, minority employment stable at 18%

Findings released April 5 from the Newspaper Association of America's (NAA) 1995 survey of employment of minorities and women at U.S. daily newspapers show that despite recent cutbacks in the newspaper industry, employment of women rose from 37% in 1988 to 41% in 1994, and minority employment has remained stable at 18% since 1990.

Employment of minorities and women in the newspaper industry fall just below that of the general U.S. civilian labor force, where minorities account for 23% and women represent 46%.

A total of 415 newspapers participated in the survey, which analyzed the effects of formal diversity programs, the effects of recruitment and retention goals for minorities and women, and rates of departure by each employee group. The study showed that the effectiveness of efforts aimed at minority groups increases with the commitment of the organization to set specific diversity goals and directly link achievement of goals to performance and compensation rewards.

Across all ethnicities, staff levels in the newsroom showed strength in 1995. A February 1996 Presstime magazine survey revealed that a quarter of the 208 U.S. daily newspa-

pers responding increased or maintained newsroom staff size last year.

Minority employment in the executive ranks rose to 11% from 9% and women's executive presence rose to 32% from 30%.

"It is extremely encouraging to see that despite significant economic pressures to do otherwise, newspapers have clearly taken measures to ensure that gains in minority employment will be preserved," said Uzal H. Martz Jr., NAA chairman and publisher of the Pottsville (Pa.) Republican. "It is also worthy to note that newspapers have succeed-

ed in increasing the representation of minorities and women at the executive ranks by 2 percent since 1992."

John F. Sturm, NAA president and CEO said, "To better represent the communities they serve, it is important that newspapers' leadership also become more diverse. Therefore, I am pleased to see that some progress was made. I am hopeful that newspaper performance, particularly in the hiring and promotion of minorities, will accelerate."

Each year, NAA sponsors several projects aimed at enhancing newspapers' recruiting efforts such as job fairs, workshops on minority recruitment, recruitment kits and career guides, minority fellowships and leadership development programs.

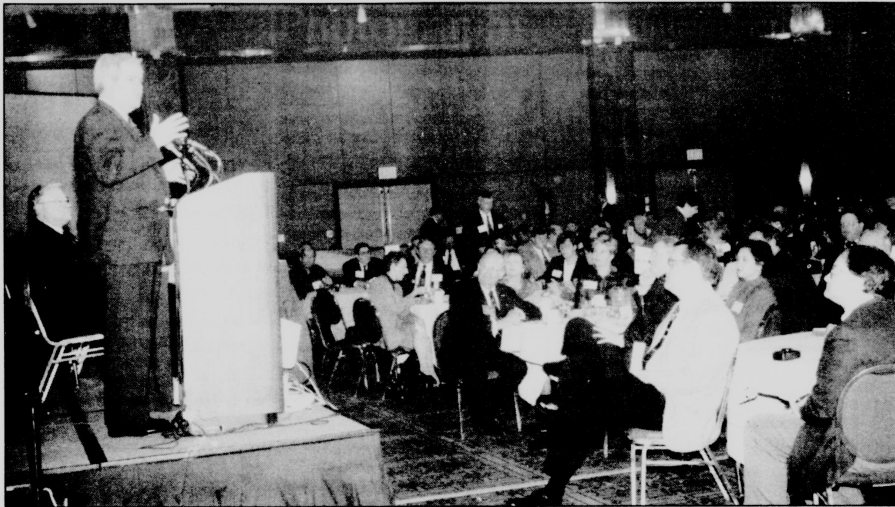
Need extra revenue for your newspaper?

Try Kentucky Press Service's Statewide Classified Program



Call KPS
Marketing
Research
Coordinator
Reba Lewis at
1-800-264-5721





When Gingrich speaks ...

The NNA Government Affairs Conference in Washington, D.C., included a presentation from Speaker of the House Newt Gingrich. At the front of the room (at right in the photo) is KPA Vice-President Guy Hatfield. Hatfield and his wife Teresa attended the conference along with KPA President John Del Santo and wife Betsy, and KPA past presidents Max Heath and Dorothy Abernathy.

Poll: More dailies will endorse in '96 race than in 1992 bid for the White House

Newspapers continue to play a powerful role in the American election process, according to a new Presstime magazine fax survey that examines the way newspapers endorse presidential candidates.

Results from questionnaires returned by either the publisher or a top editor at 400 newspapers across America show a number of trends, including that newspapers may not be as liberal as portrayed. For example, newspapers almost split evenly on endorsing Bill Clinton and President George Bush in 1992. Of the 288 newspapers that did endorse, 53% endorsed Clinton and 47% endorsed President Bush. Two papers reported endorsing Ross Perot.

The Presstime survey also indicated that more newspapers may make endorsements this year. Of 379 respondents who disclosed their intentions, 78% said their newspapers will endorse a presidential candidate in the upcoming November election, up from 73% of respondents that did so in 1992. Other results of the survey are as follows:

- Of 259 respondents that indicated when their presidential endorsements will appear, 56% said they will publish them within a week of Election Day, 41% within a month of Election Day and 3% on Election Day.

- Some 301 responding editors and publishers answered a question regarding their personal political affiliation. Of 198 publishers, 38% considered themselves independents, 37% said they were Republicans and 17% called themselves Democrats. Of 103 editors, 32% said they considered themselves independents, 27% Democrats and 26% Republicans.

- Eight percent of the publishers and 15% of the editors indicated they are not registered voters. According to the U.S. Census Bureau, the national average of Americans not registered to vote was 38% in 1994.

Overall, responses were received from 271 publishers, or 27% of the publisher sample, and 155 editors, or 19% of the editor sample. Responses were purged of duplication, and the net responses represented 400 individual newspapers.

NNA launches home page on the Internet

The National Newspaper Association has established a World Wide Web site to provide information about the association and the community newspaper industry via the Internet.

Member newspapers and individuals interested in the industry can access the site at "http://www.oweb.com/nna". The site is maintained by Ogden Newspapers, a newspaper group headquartered at Wheeling, W.Va.

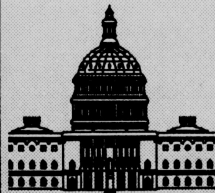
"Community newspapers are a growing, vibrant industry," said Daniel M. Phillips, assistant publisher of the daily Oxford (MS) Eagle and co-chairman of NNA's Telecommunications Committee. "Our Web site gives us an exciting new vehicle to provide information about our industry."

William O. Jacobs, publisher of the Brookhaven (MS) Daily Leader and co-chairman of NNA's Telecommunications Committee, said the NNA Web site currently features:

- General information about NNA, its members and the community newspaper industry;
- Information about NNA's events and programs, such as its annual convention and trade show and its professional development seminars; and,
- Resources for editors and reporters, such as links to federal government sites on the Web, and electronic thesaurus, a book of famous quotations, a guide to grammar, and other useful features.

The association will continue to add material to the site, Jacobs said, developing it into a comprehensive source of helpful information for both NNA members and others.

The KPA News Bureau is here for you.
Take advantage of having a reporter
for assignments in the Capital city.



Call News Bureau Director Lisa Carnahan
1-800-264-5721

Don't get caught one brick short

Ad-libs©
By John Foust
Raleigh, N.C.

On a visit to Charleston, I toured the Old Exchange, which is one of the oldest buildings in South Carolina. It was completed in 1771 and served as the social and economic hub of the 18th century port city. In fact, it was from the Exchange steps where South Carolinians declared their colonial independence in 1776.

To put it mildly, the place is dripping with history. Charlestonians deserve a lot of credit for a great restoration job.

The most interesting section of the building is called the Provost Dungeon. During the Revolutionary War, the British converted it into a prison. Among its political prisoners were three signers of the Declaration of Independence. A hundred years later, during the War Between the States, both Confederate and Union forces used it as a post office.

The dungeon is constructed entirely of brick. And the masonry is impressive, when you consider that these bricks were set in place over 200 years ago. Columns create an elaborate ceiling of vaulted arches.

At one point on the tour, the guide stood beneath the center of an arch and reached up to touch a brick. "The most important brick in the one in the middle," he said. "This is the centerpoint of the arches supporting the four columns in this section. If you took this brick out, the arches would collapse."

Somebody in the group laughed, "Don't worry. We won't mess with that brick."

Later, I learned that the brick or the stone at the top of an arch is called the "key," because it does, indeed, support the weight of the entire arch. This keystone example — or key brick, in this case — really stuck in my mind. Here is one indispensable element which

holds everything else together.

Just as each arch in the Exchange has its own key, I believe it is possible to identify keystones in different areas of your life. When you consider this profession of ours — the business of selling and creating advertising — what would you say is the keystone? What holds all the pieces of an ad together? Is it a benefit headline? A compelling illustration? Great copy?

No, I don't think so. These are important, of course. But I think the keystone of advertising is something much more universal.

Honesty.

Surveys show that many Americans don't trust advertising. And yet some advertisers still don't get the message. They believe that honesty is limited to obeying consumer protection laws. In their minds, there's nothing wrong with using a few superlatives in their ad copy. After all, everybody else does it.

Perception rules the marketplace. Honest advertisers may be perceived as deceptive, if they are careless in their use of language. Consumers are suspicious of exaggerations like ... "incredible" ... "fantastic" ... and "best ever." Without qualification or evidence, this kind of ad-speak doesn't convince anybody to buy anything.

If your advertisers are hooked on ad-speak, help them think of new ways to describe their products. Keep that keystone in place.

©Copyright 1993 by John Foust. All rights reserved.

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. For information, call or write: John Foust, P.O. Box 10861, Raleigh, N.C. 27605, Ph. (919) 834-2056.

SNA President steps down upon leaving industry; long-time board member assumes presidency

A long-time member of Suburban Newspapers of America's (SNA) board of directors whose company is also a charter member of the organization, Larry Randa, vice-president of operations for LIFE Newspapers, Oak Brook, Illinois, has assumed the presidency of the association.

Randa takes over for departing president Wayne Toske, president and publisher of Community Newspapers, Inc. (CNI), Oak Creek, Wisconsin. Upon resigning from his positions at CNI, Toske also announced that he would be stepping down from his SNA leadership role.

Hearings

Continued from page 1

The hearings are part of a possible special session on Workers' Compensation that may be called by Gov. Paul Patton.

The governor appeared before the council on April 18 and other hearings are scheduled this month for additional industries. At the April 30 hearing, 22 businesses and industries testified, most citing high workers' comp costs.

The KPA representatives brought two issues before the council, including the rate structure. Dix, whose family owns newspapers in eight states, compared the costs of the State Journal with family newspapers in Ohio.

Throughout the six-hours of testimony, the various groups compared Kentucky's costs to most surrounding states, noting that Kentucky's workers' compensation rates were up to three times the rates in surrounding states.

Greene spoke on behalf of the industry as a whole and concentrated on a portion of KRS 342 that treats newspaper carriers as employees while other aspects of state and federal laws treat carriers as independent contractors. She asked that the council consider repealing this subsection of the statute.

She and Dix explained to the council that newspaper companies have little or no control over the carriers, including when newspapers are delivered, what route must be followed to deliver newspapers and where newspapers must be placed for the customer.

"Most all carriers have a full-

KPA General Counsel Kim Greene testified and told the advisory council existing language in worker's compensation insurance laws that refer to newspaper carriers as "employees" should be repealed and brought into line with other state as well as federal laws that treat carriers as independent contractors.

time job and are carriers only for the extra income," Greene noted.

When asked about the control his newspaper has over where carriers place a subscriber's issue, Dix noted his neighbor gets the State Journal placed on the porch "but the carrier throws mine in the yard. And I can't go to that carrier's boss at the newspaper and ask that the newspaper be placed on my porch or inside a screen door."

Dix did explain that a newspaper could suggest the methods used by carriers in delivering the subscriber copies, "but that's all we can do, suggest."

Governor Patton said at the end of the 1996 Kentucky General Assembly that he may call a special session on Workers' Comp later this year. But he added that Kentucky businesses and industries must first show that rates are indeed higher in Kentucky before considering calling the legislature back to Frankfort.

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.

Find out how to train your staff the quick and easy way. Write today for free brochure.

John Foust Advertising Seminars
PO Box 10861, Raleigh, NC 27605, ☎ (919) 834-2056

©Copyright 1987 by John Foust. All rights reserved.

CAR

Continued from page 1

The participants included reporters and editors from both print and television media. The instructor was NICAR's training director Neil Reisner who started off by telling participants that he wanted to immediately dispel a major "myth" about computer-assisted reporting.

"It is not easier and quicker ... It's harder and slower. But, it's better — much better," said Reisner.

The seminar focused on three key areas: 1) Spreadsheets, which Reisner described as "good for crunching numbers," such as budget analysis; 2) Database manager or "the collection of information in a well organized manner," such as a telephone book or Rolodex; and 3) Access to online information for background research, searching for story ideas, following up on a particular story or "finding a tidbit to enhance a story." This area included explanation of the tools of the Internet from news groups to E-mail.

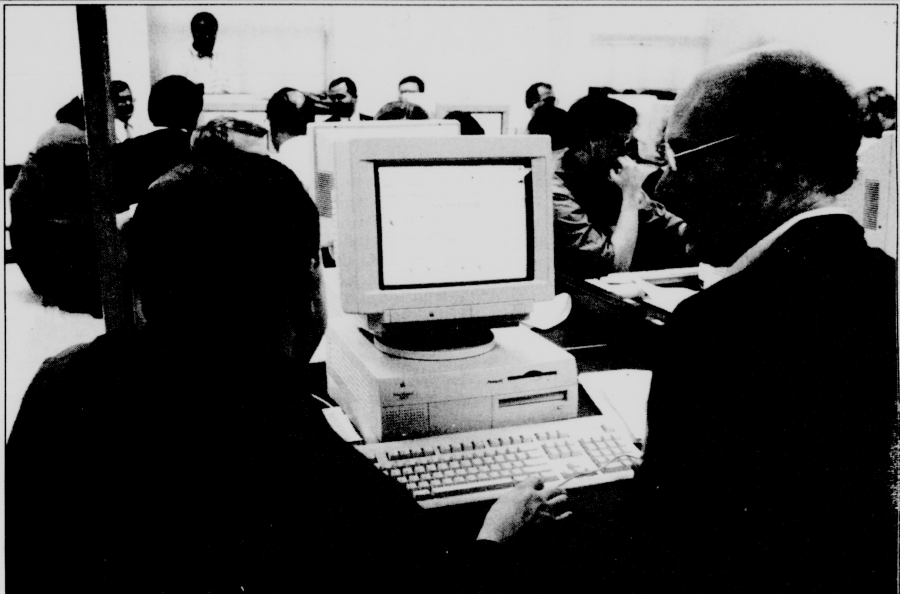
Reisner's first recommendation to the group was to go back to work immediately after the conclusion of the seminar and begin using computer-assisted reporting.

"Do it. Just do it. Go back and find something and do it," he said.

Reisner, a former investigative reporter who prides himself on not being a computer "nerd or techie," stressed to participants that computer-assisted reporting isn't just for the big dailies with huge budgets and staffs. He provided a list of possible story ideas that are relatively inexpensive to produce and could be altered to fit any size publication.

Budget analysis is one form of computer-assisted reporting every newspaper can use.

Reisner explained that with very little preparation time, reporters can go to meetings of city councils and school boards and upon being presented with copies of the budget for the coming year, do in-depth analysis of the figures in comparison to the previous year's budget. This avoids having to rely on the



Brian Wilkerson, Bowling Green Daily News, (left), and Sam Gilkey, Madisonville Messenger, check out a telephone number database called Switchboard at a computer-assisted reporting seminar. The seminar was held on the UK campus and was sponsored by KPA, AP and the National Institute for Computer-Assisted Reporting.

"I always knew there were things out there that could be done ... the kinds of things that I've spent hours and hours on like compiling figures with a calculator to try and put together a chart or graph for a story I was working on. It was an eye-opener to see the computer do this kind of thing for you."

Madelynn Coldiron
reporter, Ashland Daily Independent

agency's public information officer who naturally puts whatever "spin" on the financial picture desired by the mayor, superintendent or chief officer. It also enables reporters to ask better questions sooner.

Ed Staats, AP's bureau chief in Louisville, said the seminar was received favorably by the participants.

"We had some who, by the questionnaires filled out at the end of the training, felt it was too fundamental and some who thought it was too sophisticated which is

what you would expect with that diverse of a crowd," he said. "Neil is experienced as at what level to focus the instruction with this type of group."

Madelynn Coldiron, who staffs the Ashland Daily Independent's Morehead bureau, called the seminar "tremendous."

"I always knew there were things out there that could be done ... the kinds of things that I've spent hours and hours on like compiling figures with a calculator to try and put together a chart or

graph for a story I was working on. It was an eye-opener to see the computer do this kind of thing for you," said Coldiron.

Staats said several participants had echoed Coldiron's enthusiasm, telling him they were "motivated" after the seminar to go back to their newspapers and put what they had learned about computer-assisted reporting to work.

"We felt the seminar was right on target and what we expected from NICAR's excellent reputation in this field. We were also pleasantly surprised by the turnout, but that is also expected from the other AP/NICAR seminars held across the country. This has been the best attended AP news clinic that we've had in the last five years."

Staats said journalists across the country were discovering computer-assisted reporting resulted in better news stories, stories that are more fact-filled and "information dense."

Computer-assisted reporting assignment leads to Pulitzer for former C-J staff member

Former Courier-Journal reporter Ernie Slone called his first story for the Orange County Register, an assignment he'll never forget.

Slone, a former manager of news technology for The Courier-Journal, joined the Register staff last June as a computer projects reporter. It was the first time in his news career that he had been a reporter and he was promptly assigned to cover a story that won a Pulitzer Prize in mid April.

Slone was one of a team of reporters assigned to uncover how

doctors at a California fertility clinic were stealing eggs from women, fertilizing them and then implanting the embryos into other unwitting patients, resulting in live births.

The scandal closed the clinic at the University of California at Irvine, led to a federal investigation and spurred new American Medical Association guidelines for fertility clinics. Two doctors implicated in the stories fled the country.

Slone said in an interview with The Courier-Journal that his chief role in the reporting was to mount

a computer-assisted research effort to build, from fragmentary medical records, a database of people who might have been victimized by the clinic. As many as 300 women may have been involved.

Slone was with the Louisville newspaper from 1968 until June 1994 when he left to work for the Indianapolis News. From there he went to the Register where he said he arrived "at just the right time with the right set of minor skills to contribute."

**AdCreation
Toolkit**

An innovative XTension designed to save time and increase productivity when creating ads in QuarkXPress!

Call 1-800-223-1600 for info and FREE demo disk

Valoni's Edge

CASTLE ROCK, CO

48 100 Creative Graphics, Inc. 13 West 34th Street, New York, NY 10001

May grads

The following students are 1996 spring journalism and advertising graduates of the University of Kentucky School of Journalism and Telecommunications. School officials have included the students' home address and telephone numbers.

(JGED is used to designate Journalism/General Editorial majors and JOAD designates Journalism/Advertising majors.)

Nicholas A. Amato
(JGED)
8 Lake View Drive
Manorville, NY 11949
(516) 928-4524

Vincent J. Barker
(JGED)
2414 Valletta Road
Louisville, KY 40205
(502) 454-5913

Robin M. Barnett (JGED)
210 Woodland #4
Lexington, KY 40508
(606) 226-9122

Jennifer R. Bellamy
(JGED)
P.O. Box 896
Stanton, KY 40380-0896
(606) 663-4339

Cheryl A. Belanger
(JGED)
299 Todds Road #114
Lexington, KY 40509
(606) 266-8347

Bethany A. Brewer
(JGED)
2003 Oak Meadow Dr.
Elizabethtown, KY 42701
(502) 765-2556

Ann T. Buckley (JOAD)
2185 Pinkard Pike
Versailles, KY 40383
(606) 873-8677

Laura C. Davidson
(JOAD)
130 Circle Drive
Berea, KY 40403
(606) 986-8560

Jennifer L. Wieher
(JGED)
11 Nightingale Rd.
Blairstown, NJ 07825
(908) 459-5980

Lisa R. Wright (JGED)
1517 Moonstone Way #4
Louisville, KY 40222
(502) 339-1182

Christopher J. Wujcik
(JOAD)
3165 Ibis Place
Beavercreek, OH 45431
(513) 429-2265

John R. Yahrig (JGED)
5050 Striped Bridge Rd.
Hopkinsville, KY 42240
(502) 886-5021

A job book containing resumes and other pertinent information about UK 1996 spring and summer graduates are available to member newspapers upon request to KPA.

Two Kentucky papers win awards in E&P international competition

Two Kentucky newspapers received awards in the 61st annual International Newspaper Marketing Association/Editor & Publisher Awards Competition.

Each category was divided into four circulation groups, under 50,000; 50,000 to 100,000; 100,000 to 200,000; and over 200,000. The entries competed for first-place recognition and a certificate of merit in each circulation group.

The Bowling Green Daily News received a Certificate of Merit in

the Radio Promotion category, under 50,000 circulation division. The Lexington Herald-Leader garnered a Certificate of Merit in the Public Relations Programs and Events category in the 100,000 to 200,000 division.

Daily News General Manager Mark Van Patton said his newspaper's award was for a humorous radio spot that promoted a circulation promotion.

The spot was a takeoff of a circulation manager's meeting with his

staff as they discussed their latest promotion which featured free monthly subscriptions to the newspaper.

Van Patton, who wrote the award-winning radio spot, said the newspaper regularly does radio advertising, noting the newspaper owns two radio stations.

"The idea came after I heard a laugh track about how laughter can be contagious. As soon as I heard it,

See AWARDS, page 9

National Newspaper Association

Professional Development Seminar for '96

Memphis, Tennessee

May 31 and June 1, 1996

Co-sponsored by:
Tennessee Press Association
Arkansas Press Association
University of Memphis Journalism Department



Better Newspaper Design

It's all about a better newspaper.

It's about reader appeal, clarity and organization.

It's about more legible (and space saving) text type than the font that came with your laser printer.

It's about exciting uses of color, even if it's only a second color.

And it's about production efficiency, as well as a quality medium for ads.

Open Critiques of Participating Papers

Friday 10 a.m. - 12 p.m. and 1 - 4:30 p.m.

Constructive critiques of eight participating papers—aimed at identifying a wide range of design problems common to community papers and demonstrating practical solutions. Papers must be submitted 4 weeks in advance. Others may bring examples to be discussed on-site.

Upgrading Your Community Newspaper

Saturday 9 a.m. - 12 p.m. and 1 - 3:30 p.m.

How two successful weeklies were dramatically upgraded and how any community paper could accomplish similar design improvements. • The reading, "rhythm" and "rhythmic" of the journalist's most important tool, typography • The craft of writing and designing headlines • and a guide to making color work.

Presenter: **Phillip Ritzberg**, veteran newspaper designer, editor and publisher, a founder and former president of Society of Newspaper Design with over 40 years in journalism on both daily and weekly papers.



Fax this registration form to 703-907-7901

National Newspaper Association • 1525 Wilson Boulevard, Suite 550 • Arlington, VA 22209-2434



Name _____ Title _____
Company/Newspaper _____
Address _____
City _____ State _____ Zip _____
Phone (____) _____ Fax (____) _____
One Day Registration: NNA Member \$95; NNA non-member \$125
Two Day Registration: NNA Member \$150; NNA non-member \$250
Total amount: \$ _____ Visa Mastercard (check one)
Credit Card # _____ Exp. _____
Signature _____
Fogelman Executive Center
DeLoach Street & Central Street
Memphis, Tennessee 38152 (901) 678-5410
NNA room rate is \$65.00 single/double
Call for other dates and seminars. 1-800-829-4NNA

Olympic education materials available to newspapers

NAA, U.S. Olympic Committee join to make package affordable for many

The United States Olympic Committee, in cooperation with the Newspaper Association of America Foundation, has announced the availability of Olympic education materials for publication by newspapers.

Materials consist of instructional feature series for in-paper publishing and a student supplement for use by NIE programs in schools. The Olympic Education Package consists of:

- A series of 10 quarter-page features, entitled "Reach for the Rings," relating to the Olympic Movement and Olympic Games for student in-school and family use, developed by Dr. Betty L. Sullivan and Associates in conjunction with the OSOC Education Committee.

- A 12-page student supplement, entitled "Olympism: Spirit of Excellence," based on Olympism and Olympic Games history with exercises for in school student activities developed by the Deseret News, Carolyn Dickson, NIE Manager, from materials developed by a consortium of Utah teachers under license from the United States Olympic Committee.

The materials are provided for a per item fee and will be subject to provisions as specified by the U.S. Olympic Committee.

The United States Olympic Committee contact for the materials is Dr. Betty L. Sullivan, and according to Sullivan, the materials should be useful to newspapers

even if they don't have an NIE program. She's provided some tips on how the materials could be used:

- Schedule the 10-paper feature series, "Reach for the Rings," for in-paper publication (once a week or more frequently as desired) at any time prior to or during the 1996 Summer Olympic Games; or consider duplicating the in-paper series and distributing as a handout for

young people.

- Use vacation donation funds to cover the costs of NIE copies delivered by having regular subscribers donate their copies while away on vacation to the schools.

- Print and distribute the 12-page student supplement, "Olympism Spirit of Excellence," for use by young readers and learners of all ages as a service of your newspaper.

- Work with local affiliates of officials USOC sponsors to gain support for your publication and distribution of the in-paper feature series and the student supplement.

- Use one or both resources as the basis for your newspaper's summer reading program.

Sullivan also suggested newspaper's publicize the upcoming printing of the series and the availability of the resources. Local libraries, school officials and summer program directors should also be contacted in order to find out how many copies of newspaper and supplements they will need.

To request the materials, and USOC specifics relating to their use, complete the Olympic Education Package Request Form below.

Olympic Education Package Request Form

Yes, we would like to receive Olympic education camera ready materials as indicated below and further understand that guidelines for the use of these materials will be sent to us for signature and payment prior to shipping the materials.

<input type="checkbox"/>	The Student Supplement	<input type="checkbox"/> 65 line	<input type="checkbox"/> 85 line	<input type="checkbox"/> \$150
<input type="checkbox"/>	The Feature Series	<input type="checkbox"/> 65 line	<input type="checkbox"/> 85 line	<input type="checkbox"/> \$75
<input type="checkbox"/>	Both the Student Supplement AND Feature Series	<input type="checkbox"/> 65 line	<input type="checkbox"/> 85 line	<input type="checkbox"/> \$200
<input type="checkbox"/>	On SyQuest Disk		additional	<input type="checkbox"/> \$100 per disk

Newspaper Name _____

Contact Name _____

Contact Telephone () _____ Contact FAX () _____

Address _____

City _____ State _____ Zip _____

Newspaper Circulation: _____ United States Olympic Committee

You may fax this form to:
Betty Sullivan, (415) 641-0884

One Olympic Plaza
Colorado Springs, Colorado 80909
Telephone (719) 632-5551

Awards

Continued from page 8

I got a smile on my face," he said.

Van Patton said the 1996 award was the second such honor he's contributed to, noting a circulation program he designed for another newspaper received a first place award in a previous competition.

"I think this is just fantastic because I know how tough the competition is," he said.

The Lexington newspaper was honored for its role in Southern Lights, the holiday light show at the Kentucky Horse Park.

Southern Lights, a two-year-old event, is made possible through a limited liability corporation owned by the Kentucky Horse Park Foundation and the Lexington Herald-Leader. All proceeds from the event are shared by the foundation, which channels the money back into the horse park, and the contributions program of the newspaper.

"It's just a win, win, win situation for the community," said Linda Morgan, event marketing

coordinator for the Lexington Herald-Leader and one of the organizer's of the annual event. "There's nothing like it in this part of the state or even Louisville or Cincinnati. It brings more people into our area at one of the dearest times of year."

Morgan said organizers work hard, from the time the lights are turned off after New Year's Eve until they are lit again on Thanksgiving, to make the show "new and fresh each year."

"We want to make this a tradition for families ... that every year at the holidays, they come to see Southern Lights," she said.

Morgan noted in addition to the spectacular light displays, some costing in excess of \$60,000, entertainment inside the park is provided each night by local groups. A crafts fair is held during the weeks of the light show and the horse park museum is also open to guests for the one price of admission to the light show.

In 1995, over 120,000 people visited the park to view Southern Lights.

Exposition to feature latest industry technology, equipment, techniques

The world's largest annual newspaper technology exposition — NEXPO@96 — will feature the latest in technology, operational methods and equipment when the 68th exposition and conference convenes in Las Vegas, June 15-19.

NEXPO@96's theme "Learning, Leveraging, Leading — NEXPO@96 Means Business," points to the Newspaper Association of America's (NAA) commitment to providing the industry with leadership and a competitive edge in a rapidly changing market.

On June 14-15, immediately preceding NEXPO@96, NAA will sponsor CONNECTIONS@96, the newspaper industry's longest-running new media conference.

Exhibits at CONNECTIONS@96 will be open to NEXPO@96 attendees on Saturday, June 15.

NEXPO@96 offers a full-range of newspaper products on display — from pre-press, to press, to packaging and distribution — including

software, photographic equipment, information systems, wire services, printing presses, mailroom systems, and used equipment of all types.

Both NEXPO@96 and CONNECTIONS@96 will be held at the Las Vegas Convention Center.

For NEXPO@96 registration information, call (703) 648-1223. For CONNECTIONS@96 registration information, call (703) 648-1239. Registration and conference information is also available for both conferences on NAA's fax on demand service at (301) 216-1824 and on NAA's World Wide Web site at <http://www.infi.net/naa>

SOUTHERN NEWSPAPERS, INC.

Thinking about selling your newspaper? Contact Dick Smith, President, 108 Jane Cove, Clarksdale, MS 38614
(601) 627-7906

VIEWPOINT

No time like the present to attack FOI issue

By JIM HIGHLAND

Most people who serve in government positions don't understand what the constitution is all about, or if they ever did have some knowledge of it, they have forgotten what it says.

Every newly elected government official assumes his or her position with the best of intentions, but within a matter of months, they see a need to close a public meeting or withhold information from the public.

Sometimes reporters are the only people, other than government officials, who attend public meetings. And it is lonely standing in front of elected officials and their attorney arguing that it is illegal for them to close a meeting or withhold a committee report.

The usual argument on the part of public officials is that we need to have the opportunity to express our opinions privately so that we can talk candidly about the issue without anyone getting upset. Another classic argument is that the document you want is preliminary in nature, and if the information is released too soon, it will have an impact on our plans.

In both cases those making the arguments are saying people will find out, and they might show up for the next meeting of the governing body and protest what is about to take place. Government, always practicing the path of least resistance, might even be forced to change its plan of action.

It was not that many years ago Warren County decided to sell the old county poor farm

The time has come for reporters and editors to become more insistent about obtaining these records, appealing rejections of open records requests to the attorney general and even forcing court action where appropriate.

Jim Highland
professor, Western Kentucky University

at public auction. Bowling Green city government needed land for a new city landfill, and the government's elected officials quietly sent some of the municipal employees to check the property and its suitability for a landfill.

These same government officials even covered the City of Bowling Green logos on the sides of its trucks to conceal the identity of their ownership.

On the day of the auction, the bidding was hot and heavy, and the purchaser of the property later turned out to be someone who was bidding on behalf of the city. Of course, this property and proposed landfill site was outside the city limits so no one really cared.

At least that's what Bowling Green officials thought until about 200 residents of Woodburn, a small community located near the site, showed up at the city commission meeting along with their attorney and then state Rep. Buddy Adams, both of whom accused city government

of violating state law.

Adams went so far as to say that the state's open meetings and open records laws were designed to prevent just this sort of action on the part of government officials.

The city backed out of its purchase agreement. The crisis passed, and since that time, Bowling Green municipal government, under its current city manager, has become much more professional in its methods of operation.

But about the time we in the media think we have the situation in hand, some government agency, school or university and their attorneys come up with some new idea to keep the public in the dark.

The latest trend in that regard is the formation of a private foundation by a public agency, such as a university, in order not to have to account for how public funds are spent.

Universities argue that foundation funds are obtained from private donors — the public — and therefore they don't have to provide any more than a general summary of expenditures. That's another way of telling the media and the public they have no intention of telling the media and therefore the public how the money is being spent.

The time has come for reporters and editors to become more insistent about obtaining these records, appealing rejections of open records requests to the attorney general and even forcing court action where appropriate.

See ISSUE, page 15

Publishers, editors: Readers want local news coverage

NEW YORK, April 26, 1996 -- Americans want their newspaper to deliver local news more than any other coverage, according to a new Presstime magazine survey of national publishers and editors that ranks 15 types of content.

Of the 318 publishers and editors who participated in the Presstime fax survey, all rated local news as having "high or very high" appeal to their readers, followed by obituaries (93%), classified advertising (85%), display advertising (82%) and sports (78%). Least appealing to readers, according to the survey is fashion/style content, which came in at 7 percent.

Below the top five, other content categories that have high or

very high appeal are:

"Newspapers have traditionally been the place Americans come for local news," said John F. Sturm, NAA president and CEO. "Our industry has built successful franchises in local news because we've put more resources in covering the school board and county council than other media. This survey illustrates newspapers' commitment to giving readers the kind of coverage that has value for them."

Presstime is published monthly by the Newspaper Association of America and covers trends within the newspaper industry. The 318 respondents, included 175 publishers and 132 editors at newspapers of all sizes.

6th	Entertainment	71%
7th	National News	60%
8th	Pre-Print Inserts	58%
9th	Opinion/Editorial	57%
10th	Comics	55%
11th	Business	53%
12th	Personal Finance	45%
13th	World News	30%
14th	Arts	29%
15th	Fashion/Style	7%

Profit from obituaries a 'hard, cold dollar'

By STEVE LOWERY

I read with interest "Newspapers finding profits in selling 'sacred' obituary space," which was published in the March 1996 issue of *The Kentucky Press*.

The story, which was reprinted from the March issue of *Ideas Magazine*, presented the case for charging the public for publishing obituaries.

I recently went through the process of having an obituary published in five different publications. Four of the publications — including two major dailies — did not charge me a dime for the space. One community daily charged me \$160 to publish the obituary.

I've been in the newspaper business for 20 years, 17 of those years in management. There was a time I considered charging customers for the publication of obituaries. I'll never consider it again.

Obituaries are news, both in small and large communities. Surveys indicate that they're high

priority for our readers. And if we are to believe the research that's been churned out over the past five years, readership of most newspapers is aging. An aging population definitely has more interest in obituaries than younger readers.

It also seems mercenary to me to make a profit on obituaries at a time when families — many of them our readers — are dealing with the loss of a loved one and the financial matters that come with that loss.

It seems outright mean to me to publish for "free" information and possibly a photo of a fatal wreck, but then charge the family to publish information about the burial and ceremony.

No doubt newspapers can make a substantial amount of money by charging for the publication of obituaries. But that's a hard and cold dollar. There are many other progressive ways to make money without alienating our readers and heaping more hardship on people who are already grieving.

(Lowery is publisher of the *Kentucky Standard* in Bardstoun and a past KPA president.)

LEGAL NEWS & VIEWS

Photographs of people: When do you need a release?

By **KIM GREENE**
KPA General Counsel
Wyatt, Tarrant & Combs

We receive numerous hotline calls about publishing photographs of people. When can you use a photograph with no concern for legal liability and when should you obtain written authorization from the subject?



Generally speaking, it is fine to use someone's photograph in connection with a news story when the story concerns that person's role in a public event. An obvious example would be using a photograph of a tobacco company executive in conjunction with coverage of his press conference to announce new initiatives to inhibit teen-age smoking. His photograph could also be used with a story recounting allegations about the tobacco industry by former employees and the executive's response.

In these times, an executive of a major tobacco company arguably is a public figure. What about using the photograph of Jane Q. Citizen? Certainly, Citizen's photograph generally can be used in reporting any news event in which Citizen participated. This is true whether or not Citizen purposely injected herself into the public controversy. It can be true even in situations which might cause embarrassment to Citizen.

The story of Hilda Bridges, a Florida woman is a case in point. She certainly did not purposely inject herself into a public controversy, but she found herself in one. She was so displeased to find her photograph in the newspaper's report of this event that she sued the newspaper for invasion of privacy and other claims. Because of the circumstances, however, the courts found against her and held that the newspaper's use of her photograph did not violate her rights.

What was the offending photograph? Bridges had been held at gunpoint by her estranged hus-

band. During her captivity she had been stripped of her clothing to keep her from escaping. She nevertheless, did escape. Photographs taken of her dash to safety showed a nude woman partially covered by a towel.

Most all of us can sympathize with Bridges but, according to the court, she could not maintain an action for invasion of privacy because the event was clearly newsworthy and the photograph was taken as Bridges ran through the public streets.

The Kentucky courts reached the same conclusion when The Courier-Journal published a photograph of the body of a Standard Gravure employee who was killed in the shooting rampage of a former co-worker. The deceased employee's family sued for invasion of privacy but the court held that this photograph of this tragic but newsworthy event was not actionable. Another important factor in that case was that Kentucky law does not allow the heirs of a deceased person to sue for defamation or invasion of privacy on behalf of the deceased.

The use of file photos to accompany a news story can bring dramatically different results. For example, to illustrate a story about the increase in open and obvious solicitation by prostitutes on the streets of certain Philadelphia neighborhoods, a television station used file footage of people walking down the street. Unfortunately, the camera had followed one particular young woman for several seconds. Although she had nothing to do with the prostitution story, the juxtaposition of her photograph with that information implied that she did. The court agreed that the television's station use of file footage in this instance was both unwise and unprotected by the First Amendment.

Similar problems can arise when using photographs of people in the "soft news" context. Take care in the selection of photographs to be used with a story about, for example, alleged abuse in psychiatric or substance abuse treatment facilities. If the reporter has gained access

to parts of the facility not generally accessible to the public (that is, he has been allowed beyond the reception area or waiting room and into patients' rooms), it can be very important to obtain the authorization of your subject prior to publication of his or her photograph. Among the possible legal claims to arise from such publication might be an invasion of privacy claim by a resident, if that person had kept confidential the fact that he or she was institutionalized for psychiatric or substance abuse problems. The general permission of the facility operator may not be enough to insulate you from this liability.

The result might be different if you took a photograph of residents or staff of the institution as they walked the grounds of the property, and if you were able to take the photograph while standing on a public sidewalk. It makes a difference if any passerby can see the people you are photographing. You might expect a different result if, although you are standing on a public sidewalk, your subject is indoors and obtaining her photograph requires a long lens since the unaided eye would be unable to see her. All of these inquiries are fact intensive. To make the most prudent decisions about publication in these cases required examination of the specific circumstances in each situation. Feel free to call the hotline for help with your decision.

The situation is complicated somewhat in the case of juveniles. Imagine for the moment that you are doing a feature piece on a very successful teacher at a private school for learning disabled children. Using photographs of any of the children--if the children could be identified by readers of your newspaper--could give rise to invasion of privacy actions unless you obtain written authorization. Your potential exposure is exacerbated in the case of a minor. The statute of limitations for invasion of privacy in Kentucky is one year, so the juvenile's parent or legal guardian could bring an invasion of privacy

See **PHOTOGRAPHS**, page 12

Paper settles libel lawsuit

(AP) — The Manchester Enterprise settled a three-year-old libel lawsuit April 23 and will publish an apology to the woman it wrote about.

Charlotte White was on the stand for 3 1/2 hours April 22 as the lawsuit against the Clay County newspaper went to trial in U.S. District Court in Lexington. Her attorney, Mike Dean, said the newspaper agreed to settle for an undisclosed amount.

The Hialeah, Fla., woman claimed she was defamed in an April 1993 article and editorial that alleged she was in trouble for defrauding American Indians. White worked for Native America Inc., a company that promoted Indian gatherings around the

See **LAWSUIT**, page 12

Federal

Continued from page 3

be "comparable" to whatever is charged a national or general rate advertiser. Moreover, it is unlawful to make discount privileges available to political candidates. The important part is to be consistent with each candidate and political committee.

In short, always charge each candidate the same price for advertising. Even if the rates charged to not exceed "comparable" rates, the differential could be considered an illegal campaign contribution.

Section 441(b): Newspapers organized as corporations must be aware of an FEC regulation (11 CFR 114.10) which states that a corporation may extend credit to a candidate, political committee or other person in connection with a federal election provided that the credit is extended in the ordinary

course of the corporation's business and that the terms are substantially similar to extensions of credit to non-political debtors "which are of similar risk and size of obligation."

There are several important areas that the Federal Election Campaign Act does not affect:

- It leaves a publisher free to refuse any advertisement.

- It does not require a newspaper to keep any special records on the campaign advertisement it does accept. Record-keeping requirements imposed by the Federal Election Commission are aimed at the candidates and political committees, not newspapers.

Job wanted

Publisher with nine-year proven record of building revenue, profits and improving editorial quality seeks position in community-sized newspaper. Leadership, marketing expertise and high standards of excellence are my trademark. Contact KPA for resume.

- It does not require any particular size of type face for a disclaimer in political advertisements. The law states only that the advertisement disclaimer be "clearly" stated. It just must appear in a manner which provides "actual notice" to a reader.

Finally, publishers should obtain copies of the Federal Election Commission's rules which further clarify congressional intent in amending the statute.

FOR SALE

Indiana, 3 weeklies,
 \$290,000 gross,
 only \$159,900

John van der Linden, broker,
 P.O. Box 275
 Spirit Lake, IA 51360
 (712) 336-2805

NNA praises E-FOIA progress in Senate

Officials with the National Newspaper Association congratulated the Senate Judiciary Committee for approving the "Electronic Freedom of Information Improvement Act," S. 1090. The committee approved the legislation on April 25 including Sen. Patrick Leahy's, D-VT, amendments which are "designed to ensure that government agencies use computer technology to expand citizens access to government records and maintain government accountability," according to an NNA statement.

"This is a good step for public records and public accountability and comes at a critical moment in our country's technological development," said Lockwood Phillips, NNA Government Relations Chairman, who noted the legislation is also timely in light of the 30th anniversary of the Freedom of Information Act this year. "As computer technology brings unparalleled knowledge and information to our citizens, our government must strive at every level to make sure Americans have electronic access in a timely fashion."

Phillips praised the bill's three purposes: ensuring that an agency's records are made public; making federal documents easier to obtain electronically; and speeding up government response time.

"I believe we will be seeing more electronic public records issues arise in the near future due to projects such as Ameritech's CivicLink on-line service that charges an access fee for public information after striking a deal with the local government," Phillips said. "Such planned 'public-private' partnerships in which public information becomes a commodity have negative ramifications for newspapers across the country. NNA will be keeping a watchful eye on those who wish to profit from information that is created and owned by the public. The public should not be hit with additional charges for material it already owns. The first step is to ensure that computerized records are available on a fair basis and S. 1090 represents great progress in that direction."

Lawsuit

Continued from page 11

country. She was preparing to stage a gathering in Manchester when the article appeared.

Dean claimed that the newspaper quoted a newsletter's allegations without checking them and invented sources. White was seeking \$475,000 in compensatory damages and \$750,000 in punitive damages.

Tim Wells, the newspaper's attorney, said the settlement "wasn't even close" to the amount sought. But he denied White's allegations.

"We did not invent any sources," he said. "And we did check on the newsletter and we had the same

information from at least three sources ... although the information did prove to be incorrect."

The case resulted in a controversial ruling that part of the state's libel law was unconstitutional because it protects only newspapers and not magazines, newsletters and other forms of print media.

(The Kentucky General Assembly recently passed Senate Bill 176 which amends the retraction statute. It was signed into law by the governor and will be effective as of July 15 of this year.)

The bill amends the law to include magazines and periodicals. It also gives the publications 10 business days to respond to a retraction demand, up from three days allowed under existing law.)

Photographs

Continued from page 11

cy suit on the child's behalf within a year of your publication. Even if that does not happen, however, the juvenile himself will have a year from the date he reaches 18 in which to file his own lawsuit. Obtaining a release prior to publication, even if both the youngster and his parents are cooperating in your feature piece, can save years of anxiety. As you well know, people have been known to change their minds once they actually see the news story and photograph in print.

Obtaining written authorization to use a person's photograph in an advertisement can be extremely important. Kentucky is one of many states which recognizes a claim for misappropriation, which would make you legally responsible for using someone's photograph in an advertisement to suggest his or her endorsement or the product advertised.

This claim primarily arises when the ad uses the picture of a well known person. The theory is that his likeness has a value that might help the sales of the advertised product, so he is entitled to compensation for that help. A timely example would be using a photo of Rick Pitino in an advertisement for a clothing store that specializes in denim clothing.

Hotline attorneys

These situations usually require attention to the specific details of the moment. If we can help you at all in this regard, please give us a call on the hotline.

Jon Fleischaker - 502/562-7310
Kim Greene - 502/562-7386
Bill Hollander - 502/562-7318
Deborah Patterson - 502/562-7364
Wyatt, Tarrant & Combs
Switchboard - 502/589-5235

When your employees create an ad, they should obtain written authorization before using any well known person's name or likeness in the advertisement. It is also wise to get that authorization from anyone whose picture in an ad is recognizable, regardless of his celebrity.

There are not a great number of cases that recognize misappropriation claims by ordinary people but there are enough to be worrisome. Likewise, when you accept advertising copy from outside sources you should require them to warrant that they have obtained written authorization for using any person's likeness in their ad.

While it may not be suitable or adequate in all circumstances, below is a general authorization which can be adapted for your use of a photograph of either an adult or a juvenile.

AUTHORIZATION FOR PUBLICATION OF PHOTOGRAPHS

TO: (Name and address of newspaper)

For valuable consideration, I hereby authorize the (Name of Newspaper) ("Newspaper"), or anyone authorized by the Newspaper, to publish photographs of me in connection with a news story or advertisement. The photographs shall be the Newspaper's property.

I am _____ over/_____ under 18 years of age.

Print name

Signature

Date

(Note: If the person signing is under age 18, obtain the consent and signature of the person's parent or guardian.)

I represent that I am the parent/guardian of the above named person. I hereby consent to the foregoing his/ her behalf.

Print name

Signature

Date

Got legal questions about a story or ad?

Call the KPA

FOI HOTLINE

(502) 589-5235



FOIA should be strengthened on anniversary

Journalism groups have banded together to not only commemorate the 30th anniversary of the signing of the Freedom of Information Act but to strengthen it as well.

Nine organizations have joined together to mark the anniversary with a Salute to the FOI Act commemoration. But the groups aren't stopping there. They have pledged their intention to enact major improvements in the FOIA, thereby strengthening the accountability of government to its citizens.

The 30 years since President Lyndon Johnson signed the act in June 1966 has been a continuous struggle to prevent it from being weakened.

The only significant strengthening came from Congress in 1974 when it passed the measures over a veto from President Gerald Ford.

The coalition is planning an event to be held Sept. 12-13 at The Freedom Forum in Arlington, Va.

The event will include a keynote dinner with a major speaker, followed by a town meeting, which will include a Socratic dialog among notable individuals who support and oppose the FOIA. Seminars on the FOIA and the proposed action plan will complete the event.

The coalition includes the American Society of Newspaper Editors, Associated Press Managing Editors, Freedom Forum, National FOI Coalition, National Newspaper Association, Newspaper Association of America, Radio-Television News Directors Association, Reporters Committee for Freedom of the Press, and the Society of Professional Journalists.

The Federal FOI Act can be a useful tool in newsgathering

By JANE KIRTLEY
Executive Director
Reporters Committee for Freedom of the Press

In the United States all significant aspects of life are affected by the federal government. The news media — including print and broadcast journalists, researchers, and scholars — regularly inform the public about the policies and actions of government. The public's ability to receive information about government has been significantly enhanced by the federal Freedom of Information Act, passed in 1966. By making all records of government agencies presumptively available to journalists upon request, this Act guarantees to journalists the right to inspect an enormous storehouse of government documents.

Journalists and scholars have used the FOI Act to investigate a variety of news stories and historical events. Their revelations, based on documents they received, have often led to change where change was needed.

- In 1985 the Public Citizens Health Research Group used the Act to

See FOI, page 15

Journalism foundation's intern program a success

The Kentucky Journalism Foundation places paid interns with Kentucky newspapers who participate in the statewide classified program.

The internship program was implemented in 1993.

Participants are paid \$2,500 for nine weeks of employment with the newspaper.

Seventeen interns will be placed this summer.

The chart below lists the students, their school affiliation and the newspaper at which they'll be working.

The 17th intern will work out of the KPA central office and will visit newspapers across the state to help them get on-line with CommonNet. The intern will also assist the KPA/KPS staff with today's newspaper technology.

"This program has shown to be a successful

alternative to merely giving out scholarships," said KPA Executive Director David Thompson. "In the first three years, we placed 26 interns and many of those have accepted newspaper jobs upon graduation.

"I think that shows that once the business gets in your blood, you can't think of doing anything else. This program shows students what a career in newspapers is really like."

96 Summer Interns		
Newspaper	Interest	Intern
Advocate-Messenger	Editorial	Matt Felice (UK)
Appalachian News-Express	Editorial	David Gross (Morehead)
Bath County News Outlook	Editorial	Nancy Snyder (Morehead)
Cadiz Record	Editorial	Katherine Reding (UK)
Citizen Voice & Times	Editorial	Don Perry (EKU)
Henderson Gleaner	Editorial	Karin Lowe (WKU)
Jessamine Journal	Editorial	John Abbott III (UK)
Kentucky Standard	Editorial	Tim Mollette (EKU)
Messenger-Inquirer	Editorial	Melissa Gagliardi (WKU)
Mt. Sterling Advocate	Editorial	Lisa Tolliver (WKU)
Murray Ledger & Times	Advertising	Scott Nanny (Murray)
News-Enterprise	Editorial	Matt McCarty (EKU)
Oldham Era	Editorial	Jason Datillo (UK)
Tompkinsville News	Editorial	Angela Gerald's (Campbellsville College)
Tribune Courier	Editorial	Janean Lee Davidson (WKU)
Winchester Sun	Editorial	Jamie Neal (EKU)

Layout tips: Easy, but hard to remember



Two favorites

There are two layout effects that all of us can use, but few of us can figure out (or remember) how to do — transparent backgrounds and transparent text.

Transparent Backgrounds

You will immediately realize you would like to know how to do this the second you put a graphic with an opaque background over some text, or another graphic. The problem:



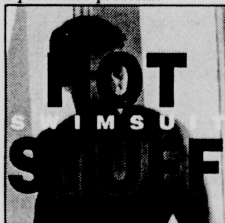
Trying to put the graphic of the fountain pen over the text headline and the graphic background creates an annoying white block around the pen. Here's the fix:



- Open the graphic in Photoshop
- Use the wand tool to select the background.
- Select Inverse
- Pick "Make Path" from the Paths palette
- Pick "Save Path" from the Paths palette
- Select "Save a Copy as" from the File Menu. Careful, NOT "Save" and NOT "Save as," but "Save a Copy as"
- In the save dialog, pick file type "EPS"
- In the next dialog that appears, be sure "Path" is set to the name of the Path you specified when you originally saved the Path
- Now, just place the eps file into your page layout program

Transparent Text

We all know you can overlay text on a graphic photo. However, there are times when the type obscures too much of the image beneath to be useful. You can help the situation by making the text transparent. Here is this particular problem:



Here's what you do to make the underlying image a bit more visible:



The process is a bit more complicated than the last one.

- In **Adobe Illustrator**, create the type
- Change the type into "Outlines"
- File the outlines with white
- Save the text as an Illustrator document. Don't save it as a pict or eps file as you may be used to doing.

- Now open **Adobe Photoshop**
- Open the Illustrator file with Photoshop, choosing "300 pixels," "Anti-aliased," and "Constrain Proportions" in the open file dialog box
- Select All, Copy, and close the file. (Note, the text image now resides temporarily in the system's clipboard file)
- Open the photograph's file with Photoshop, selecting "grayscale" if the picture is black and white, or "CMYK" if it is in color, and "300 pixels."
- Select Show Layers from the Windows/Palettes menu.
- In the Layers palette, pick "New Layer"
- Choose Edit/Paste and the text will appear in the window. It will look as though it is in the same window as the photograph, but it really isn't. The photo is in one layer and the text is in another.
- Scale or move the text around if you need to and when its in the right position, deselect all by doing a Command-d
- Now, in the Layer palette, slide the control for "Opacity," watching the transparency of the text change to reveal some of the image beneath it.

- When its right, choose "Save a Copy" from the file menu and save the combined image as an EPS file.
- Lastly, just place the new image into your page layout program.

(By the way, the word "swimsuit" was added as a PageMaker text block after the image was in position on the page.)

Roget's Revenge...

For a twist on your typical computer based thesaurus, try Writer's Edge. It is more of a "writer's block" program. So you're writing a story about an old sailor and his fictional adventures? The concept is this, type in "ocean" and "threat" and you'll get idea suggestions like "giant clam." Bizarre? Intriguing and inexpensive: \$35.

Multi-Ad Creator

In the past I have scoffed at "specialty" programs such as Creator, which in my view, help you make ads, but don't help you layout your newspaper. I've always thought it odd to spend several hundred dollars for such a program when the one I've already got, PageMaker, will do ads, page layout and word processing. Yet, at some papers, a person might

only build ads, leaving the other tasks to another department. In that case, a specialty program might be ideal. As we venture into Creator in the weeks ahead, we'll pass along any tips we find. And now you know why we've avoided it up to this point.

Multi-Ad Search

When you have more than a few files of computer graphics or photographs, you develop a need for some way to manage them. For example, our electronic Bulletin Board System (BBS), which we call "OPEN", has a couple thousand pieces of art on it sent to us by the general public. Needless to say, trying to review them all to be sure they are current, and not obscene is a monumental task. Luckily, we get the help we needed from an unexpected source—Multi-Ad Search.

Search is intended to go hand-in-hand with Multi-Ad Creator. When you need art for an ad you are building, Search lets you look through mountains of CD-ROMs to find just the right picture of that "armadillo" you need.

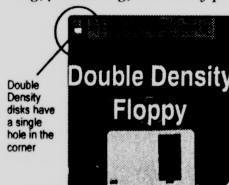
But with it, you can also build catalogs for ALL your graphics files, no matter where they are, such as in our case, a networked server computer. Fast and efficient. You'll love it.



Multi-Ad Search Screen Results

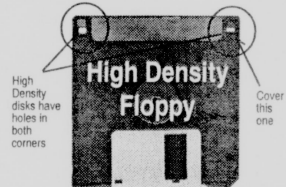
Disk confusion...

We have a lot of trouble with our floppy disk drives. Our editor writes his stories on an SE, saves the work on a floppy disk and gives the disk to our production person for layout. At least 50% of the time, when we put his floppy disk in our PowerMac 8500, we get the message "This Disk is Unreadable. Do you wish to initialize?" Can you help us out of this annoying, frustrating, and costly problem?



YOU are the cause of this problem, not the computers. You are failing to recognize the difference between the two types of floppy disks in your office. They look much alike, but are very different to the computers. Some of

your disks are DOUBLE DENSITY (DD). You can identify those by noticing that there is only one hole in the corner of such a disk.



HIGH DENSITY (HD) disks have two holes.

The problem is, many older Macs, like your editor's SE cannot read both kinds of disks—only the DD or double density (single holer) disks.

Your editor is putting HD disks in the drive of his SE and formatting them. That causes the floppy to be content constructed as a DD disk, but physically to be an HD disk. When you put such a half-beast into the newer Macs like your PowerMac, the computer recognizes the physical type as HD, then notices that the content is incorrectly structured for an HD disk—thus the error message.

NOTHING IS WRONG WITH THE INFORMATION ON THAT DISK!

The second hole is how the computer is determining that the disk is an HD type. If you will put non-transparent tape over the hole, the computer will think it is a DD disk, and will let you read the data just fine.

Quoting Quotes...

I have a technical document where I must use multiple quotes inside of quotes. I don't have the option of using single-inside-double quotes. They all must be regular double quotes. Problem is the layout program insists on curling my quotes the wrong way. Help! Example:

"Now is "the time" for us."

Not a painless solution, but a workable one with several options:

- Type the exterior quotes using a substitute temporary symbols. For example:

@Now is "the time" for us.%

When all done, search and replace the @ with a quote and finally search and replace the % with a quote. You'll end up with:

"Now is "the time" for us."

- Type the exterior quotes using the regular quote key. Type the interior quotes using an alternate character set symbol:

Option [is the open quote " Shift-option [is the close quote "

Something new is creeping up on you...



Internet chief urges newspapers to join parade to the Web

NEW YORK (AP) — The leader of the company driving technical development of the Internet's World Wide Web urged newspaper publishers and editors to learn about the public data network and adapt their businesses to it.

The Internet is at heart just another tool that can help businesses solve the constant challenges of time, space and form in delivering a product to customers, Jim Barksdale, chief executive of Netscape Communications Corp., told the Newspaper Association of America convention April 30.

He acknowledged that at this point one could

"pick a number" to describe the Internet's usage and growth, but insisted that it will grow in a measurable and dramatic way.

Dozens of newspapers have started publishing news on the Web. Many simply provide the contents of their daily print product on the network, but some go further, holding electronic discussions on important issues in the news or creating and managing Web sites.

In a panel discussion, one panelist said the newspaper industry needs to participate in a growing debate about online advertising fees. The typical newspaper ad pricing model, based

on how many thousands of people may see a paper, won't work, said Mark Kvamme, chief executive of CKS Group, a San Francisco-based advertising agency widely viewed as a leader in the evolving medium.

Instead, many advertisers will only want to pay when a person jumps to their Web site from a newspaper, magazine or other electronic publication, he said.

He also cautioned publishers that the biggest information competition the Internet poses is not in news but classified advertising, a chief source of revenue for newspapers.

Newspaper offices escape damage from April storms

By LISA CARNAHAN
KPA News Bureau

March winds came into Kentucky a little late as damaging storms and a tornado swept through the central part of the state in mid April.

The area which suffered the most damage was historic Berea, a city known for its small-town charm and Kentucky crafts. At the town's local paper, The Berea Citizen, the damage hit home with the near total destruction of Ad Director Teresa Mullins' home.

The devastation was even more significant because Mullins was at home with her son when the storm hit. Sixteen-year-old Chad Robinson escaped injury and Mullins suffered only a bump on the head and several minor cuts.

Publisher and Editor Mike French said the newspaper office itself suffered no damage although a motel which is attached to the rear of the building had its roof torn off. The Dairy Mart in front of the newspaper also lost its roof in the storm.

The newspaper produced a six-page section devoted totally to the storm damage. An additional 800 copies of that day's edition were printed and sold within two days.

French said it was a difficult situation for the newspaper in regards to news coverage because of the storm's timing.

"It hit on a Saturday morning and we don't come out until Wednesday, so it was upsetting because the dailies beat us in that aspect," said French, who is also the newspaper's lone reporter. "So we had to decide to attack it from a different angle, which we did — and I think we did it successfully."

The impact on the newspaper's future advertising revenue will most likely be significant, but the immediate impact of the storm resulted in a financial windfall.

"It was, oddly enough, one of the biggest weeks we've had in the last year — not only in circulation but in advertising as well," said French. "All the advertisers knew people would be wanting that edition and they all called and said 'get my ad in that day's paper'."

French believes the newspaper will suffer the effects of lost advertising revenue for at least a year.

"It just really depends on how long it takes people to rebuild. A lot of the businesses that were destroyed were advertisers," he said. "It will also hurt us in terms of news stories. We did a lot of stories on our crafts industry here which took a serious blow. But I think the business community will rebound within maybe slightly more than a year and be better than before."

In Lincoln County, the damage was less severe but still resulted in some extra work for the staff of the county's newspaper, the Stanford Interior-Journal.

Publisher and Editor Tom Moore said the alarm clock wasn't what he woke up to that Saturday morning. Instead it was a phone call from one of the newspaper's columnists who is the wife of an area doctor. She told Moore all the physicians in the area had been called to the local hospital because of possible injuries incurred during the storm.

However, no serious injuries were reported in the county. Seven houses were destroyed along with one church and another 10 to 12 homes sustained heavy damage but the

FOI

Continued from page 13

find that government had identified 250,000 workers in 249 work places who faced increased risks of cancer, heart disease and other illnesses because of their work environment — but that it had not notified the workers of the risks.

- In the late 1980s, an Orange County (Calif.) Register reporter showed that hundreds of servicemen were killed or seriously injured in accidents relating to their government-issue night vision goggles, with the Pentagon attributing the accidents to "pilot error."

- In 1993 the Dayton (Ohio) Daily News perused Occupational Safety and Health Administration databases obtained through the Act to identify the most dangerous work places in the country.

- After the Albuquerque (N.M.) Tribune filed requests for information on victims of governmental radiation experiments in the early 1990s, Department of Energy Secretary Hazel O'Leary began a departmental program to identify and make public widespread abuses of past radiation experimentation.

- In the early 1990s, a request by an Associated Press reporter led to a story about a little known \$200 million federal program to advertise U.S. food and drink overseas. Monies were going to companies like McDonald's, Burger King, Pillsbury, Dole, M&M Mars and Jim Beam — all of whom had substantial advertising budgets of their own to draw on.

The Act has been used for myriad other purposes such as to uncover important information on stories

about the Rosenberg spy trials, FBI harassment of civil rights leaders, surveillance of authors, international smuggling operations, environmental impact studies, the salaries of public employees, school district compliance with anti-discrimination laws, and sanitary conditions in food processing plants. Reporters have successfully used the FOI Act to learn about crimes committed in the country by those with diplomatic immunity, cost overruns of defense contractors, and terrorist activities, including a plan to assassinate Menachem Begin during a trip to the United States.

Although the FOI Act is an important source of information, reporters must know its limitations. Rarely can information obtained through an FOI Act request serve as the sole source for a story. It can, however, be used to verify other sources. For example, a reporter gaining information from an unattributable source may be able to get the same information from the agency directly using the Act. Even if the source was "on the record," government documents may make the story more accurate and complete.

Sometimes information obtained from a request can simply identify leads or sources for a story that the reporter later can follow up in person. Some journalists following a specific agency make routine request to that agency in order to watch for emerging trends and to develop a checklist for story ideas.

"How to Use the Federal FOI Act" is available for \$3 from the Reporters Committee, 1101 Wilson Blvd., Suite 1910, Arlington, VA 22209)

Issue

Continued from page 10

Agencies not operating in the public interest are easy to spot. They're the ones who force reporters to file an open records request almost every time they seek information. And they're the ones that go into closed session to talk about a personnel matter and then discuss controversial public

policy issues.

All it takes to break them of their bad habits are stories, columns and editorials in our newspapers, filing open records requests, asking for opinions of the attorney general and a few well-timed lawsuits by KPA attorneys. The Society of Professional Journalists also has a legal defense fund to help with expenses.

Isn't it time we demonstrate by our actions what the First Amendment is all about?

DEATHS

Ray Stratton Glenn

Ray Stratton Glenn, former farm and entertainment editor for the Kentucky New Era, died April 14 at Jennie Stuart Medical Center after a long illness.

Glenn, 62, Guthrie, joined the

editorial staff of the New Era in 1966.

In addition to work in agriculture and entertainment, he also reported on various news beats for the newspaper and covered area news, primarily in Todd County.



Selling points

Print media consultant Peter Wagner, also owner and publisher of the award-winning N'West Review, presented the program for the 1996 Spring Ad Seminar. The two-day seminar was held in Lexington in mid April and drew a crowd of approximately 125 newspaper representatives from across the state. (Photo By Lisa Carnahan)

Ad seminar draws crowd

The KPA Spring Advertising Seminar was the second largest in the association's history.

Approximately 125 attended the two-day event in Lexington which featured programs by Peter Wagner and distribution of the 1996 advertising awards.

Wagner, who made his third appearance at a KPA seminar, presented a six-hour program entitled "The 10 Things Print Sales People Should Know." He was brought back for his third appearance in the state at the request of members who praised his 1995 Spring Ad Seminar and 1996 Winter Convention appearances.

"Peter's program this year was very well received," said KPA Executive Director David Thompson. "We've had numerous reports from newspapers that their ad sales staffs came back with a new motivation after the seminar. Some put Peter's ideas to work immediately."

People

Continued from page 2

Adkins named sports editor at Pikeville

Paul Allen Adkins was named sports editor of the Appalachian News-Express in late March.

Adkins had been sports editor at The Paintsville Herald since 1994.

A graduate of Central Michigan University, Adkins was a sports reporter for CMU's collegiate tri-weekly.

Smith hired as new sports reporter at Cadiz

Juanita Smith has joined the staff of the Cadiz Record. A former Clarksville resident, Smith will cover sports for the Record.

Carpenter promoted to editor at Jackson Times

The Jackson Times has promoted Beth Little Carpenter to the position of editor-in-chief. A seven-year employee of the paper, Carpenter will oversee the managing editor, associate editor, production manager, circulation director, receptionist and printing plant. She started her newspaper career at the Woodford Sun.

Poole hired as reporter at The News-Democrat

Oldham County native Christi Poole joined the staff of The News-Democrat as a reporter.

Poole comes to the Carrollton newspaper from Louisville where

she worked for three years as a Metro news clerk and free lance writer for the Courier-Journal's neighborhoods section.

McKay hired as new Let's Tour sales rep

Gaye McKay is the new advertising sales representative of Let's Tour America. She will cover the third region for the publication. A native and resident of Bardstown, McKay previously worked with Travel Expo Plus.

Herald-Leader wins award for series

The Lexington Herald-Leader won a first place in the Green Eyeshade Awards for Excellence in Journalism for its series "Distant Neighbors: Race, Housing and Schools in Lexington." The series was published in 21 parts between November and January. Herald Leader associate editor Bill Bishop was a finalist in editorial writing. The awards are administered by the Atlanta chapter of the Society of Professional Journalists.

Puckett recognized for service at Sentinel-News

Duane Puckett was recently honored for 25 years of service to Landmark Community Newspapers, Inc. Puckett, now editor of the Sentinel-News, started as a reporter and office worker for The Shelby News.

Cahill named features editor at News-Leader

Michelle Cahill has been named

features editor of the Laurel News-Leader.

Cahill was formerly at the Russell Springs Times-Journal where she served as a writer and a lifestyles editor for three years. A graduate of Somerset Community College and the University of Kentucky, Cahill also worked as a contributing writer for the Russell Register in Jamestown.

Several staff changes announced at New Era

The Kentucky New Era in Hopkinsville announced several management and staff changes recently as well as two additions to the newspaper's staff.

Richard Shepherd is the new mechanical superintendent, replacing Tom White who retired after more than 30 years with the newspaper. Shepherd began his work at the paper in 1967 as a motor route carrier. His new job includes supervision of the composing department, pressroom and building maintenance.

Mary Jo Selph filled Shepherd's former post of production foreman. She started working at the newspaper in 1982 and has held various positions in the composing department.

Longtime associate editor David Riley has been named to the new position of information systems manager while veteran reporter and copy editor Rob Dollar has assumed the associate editor's position.

Riley joined the news staff in 1981 and has served as a staff writer, photographer and graphics editor, before being named associate editor. His new role will include overseeing computer operations.

Dollar joined the New Era staff in 1983 and served as a staff writer

nine years before becoming copy editor and then copy desk chief.

In the news department, two staff changes were announced along with the addition of two employees.

Former lifestyles editor Laura Field moved to the copy desk and her position was filled by assistant lifestyles editor S. Catherine Kanaday. The new assistant lifestyles editor is Rebecca Logan, a journalism graduate of Pennsylvania State University.

Peter Wright is the newspaper's new chief photographer. An 11-year veteran of the Associated Press, Wright formerly worked at the Daytona Beach News-Journal, the Winchester Star in Winchester, Va., and as a graphic artist and photographer for the Clarksville, Tenn., Leaf-Chronicle.

Jones joins accounting team at Oldham Era

Lavonne F. Jones has joined the staff of The Oldham Era in accounting for the administrative team. The Harlan County native is a business college graduate.

Former Middlesboro sports editor to work at Summer Olympics

Bob Stoner, a former sports editor for the Middlesboro Daily News, has been selected to serve as a venue photography manager for the 1995 Summer Olympics in Atlanta.

Stoner, who now serves as the Lander (S.C.) University sports information director and men's and women's cross country coach, worked at the Daily News from 1980 to 1982.