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Kentucky Press

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Norm for single copy price continues to be 50 cents

By LISA CARNAHAN
KPA News Bureau Director

(KPA studies single copy prices and subscription prices to give publishers an idea of where their newspaper stands in these areas among papers of similar size and frequency of publication.)

Single copy prices

Kentucky's 24 daily newspapers may range in circulation from 6,400 to just over 240,000 but their

single copy price is the same — 50 cents.

Twelve of the 13 multi-weekly papers in the state also charge 50 cents per issue. The exception, the Floyd County Times, gets 75 cents per single issue. The Times was the first Kentucky newspaper with a 75-cent newsstand price, though others have followed suit.

That's where the uniformity ends. Among the state's small weeklies, those with a circulation

under 3,000, KPA found the single copy price ranged from 35 cents to 50 cents, with the majority, (12 of 15), priced at 50 cents per issue.

For weeklies with a circulation of 3,000 to 4,400, 50 cents is still the favored price by far with 18 of the 23 checked priced at that mark. Four charge 75 cents, three papers charge 35 cents and one paper was priced at 40 cents per issue.

For weeklies over 4,400 class, 14 of the 27 checked had a 50-cent

price tag while six were charging 75 cents for single copies. Other prices in that division included two at 30 cents, one at 40 cents and one at 60 cents.

Weekend editions

Among the dailies with a Sunday edition, (15 of 24), the prices for that day's edition range from 75 cents to \$1.75. Here's the breakdown on the weekend price

See PRICE, page 12

Boot camp date, place set Midway College chosen as host site

The first KPA journalism "boot camp" has been scheduled and information has been sent to Kentucky newspapers, who'll have first dibs on the 20 openings, to gauge interest in the program.

The three-week mini journalism course will be offered July 17-Aug. 4 at Midway College.

The boot camp is designed to try and address the critical editorial employee shortage most of our newspapers are facing. It's not meant to replace our university and college J-schools. On the contrary, Kentucky has excellent programs — as the recent Pacemaker awards can attest. Instead, the boot camp will hopefully supplement the labor pool.

The boot camp will be an intensive, five days per week training period for newsroom employees or a newspaper's new hire. The course will be taught by Ray Laakaniemi, a journalism professor at Bowling Green State University in Ohio. Newspaper professionals in Kentucky will also be called upon to lead some sessions.

The term "boot camp" will be
See CAMP, page 11

Hall of Fame inductees announced

Herald-Leader's Kelly among those honored

Six people will be inducted into the Kentucky Journalism Hall of Fame next month, including Lexington Herald-Leader Publisher Tim Kelly.

The induction will take place at noon Monday, April 10, during a luncheon at the Hilary J. Boone Faculty Center at the University of Kentucky.

The Hall of Fame honors individuals who have made significant contributions to the field of journalism. All inductees are natives of Kentucky or have spent a substan-

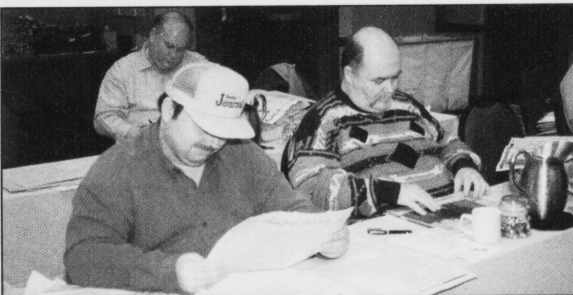
tial part of their careers in Kentucky. The Hall is sponsored by the UK School of Journalism Alumni Association. This year marks the 20th anniversary of the Hall, and over 100 journalists have been honored since 1981.

Kelly is a native of Ashland and he began his newspaper career at age 17 as a part-time sportswriter for the Ashland Daily Independent. He later was a

See INDUCTEES, page 6



Kelly



Mark White and Eddie Arnold of the Corbin News-Journal helped judge the Iowa Press Association's editorial contest recently in Lexington. About 25 employees of Kentucky newspapers participated in the judging. KPS Treasurer and Kentucky Standard Publisher David Greer (pictured in the rear of the photo) was also a judge.

CD for NIE program now available

By LISA CARNAHAN
KPA News Bureau Director

We told you in December that thanks to a NIE manual, distributed free to Kentucky papers, there no longer was an excuse not to have an NIE program.

About 35 papers took us up on that offer and took advantage of the first-round printing of "Ready, Set, Go!"

But it's not too late to get involved.

CDs of the manual that allow newspapers to customize the pub-

See NIE, page 2

What's Ahead

- March 23: KPA/KPS Board of Directors Meeting
- April 13-14: KPA Spring Ad Seminar, Holiday Inn, Bardstow
- June 15-16: Summer Convention, Executive Inn, Owensboro

Inside

- Pg. 2: People, Papers in the News
- Pg. 4: Ad art services compared
- Pg. 7: Up your rates without complaints
- Pg. 10: Sloppy writing unacceptable in any form of writing - even e-mails

Kentucky people, papers in the news

Wilson named editor at Mt. Sterling Advocate

Steven Wilson has been promoted to managing editor of the Mt. Sterling Advocate, where he has worked as a staff writer since 1998. Wilson holds an associate's degree in communications from the International College of Broadcasting and worked in radio and television broadcasting in Dayton, Ohio, before returning to his hometown to pursue a career in print journalism.

Herndon named editor at Richmond Register

Mike Herndon is the new managing editor for the Richmond Register. Herndon was managing editor of the Kentucky New Era in Hopkinsville from 1989 to March 1999 and had

worked for the paper as a city editor, area editor, news reporter and sports writer since 1965.

He attended the University of Kentucky from 1967 to 1970 and completed his journalism degree there last summer. In the interim before Herndon was named to the managing editor's position at the Register, he had worked part time as a copy editor for the Lexington Herald-Leader and spent a month as interim editor for the Record in Cadiz.

"I'm extremely pleased to have an editor with the experience that Mike Herndon brings to the position," said Register publisher James Kerby.

Kentucky Enquirer names Amos to editor's post

Denise Amos is the new editor of The Kentucky Enquirer. Amos had

previously worked as an assistant metro editor for the St. Louis Post-Dispatch. She has also worked at the St. Petersburg Times, The Detroit News, The Orlando Sentinel and the Grand Rapids Press and is a 1984 graduate of Northwestern University's Medill School of Journalism.

WKU student takes top photography honors

Jonathan Kirshner, a Western Kentucky University student, took top honors in the Kentucky News Photographers Association's 1999 competition. Kirshner won the awards for professional photographer of the year, student photographer of the year and best of show. The Lexington Herald-Leader was named the 1999 newspaper of the year among the state's largest dailies. Janet Worne, a Herald-Leader staff photographer, was runner-up for the professional photographer of the year award.

Hicks retires after 41 years of column writing

Jack Hicks, a columnist for the Kentucky Post, has ended a 41-year career in newspapers. Hicks, 62, has also worked at the Columbus Dispatch and the Cincinnati Enquirer, as well as other daily newspapers. He estimates he's written over 4,000 columns in his career. A graduate of Kent State in Ohio, Hicks said in his farewell column that despite the sometimes frustrating changes he's seen in the newspaper business, he's enjoyed his work.

"For all its wear and tear, I wouldn't have wanted to do anything else," he wrote, adding that that doesn't mean he'll be picking up the pen again anytime soon.

"The only thing I want to write from here on is a grocery list," Hicks tells those who inquire about his future plans.

Herald-Leader picks McGinnis for sales award

At a recent banquet in Lexington, Heather Donovan McGinnis was named the Lexington Herald-Leader's salesperson of the year.

McGinnis is the newspaper's top outside account executive and produced nearly \$40,000 in special section revenue last year. A 1997 graduate of Eastern Kentucky University, she

See PEOPLE, page 10

Crawford wins governor's 1999 media award

Courier-Journal Columnist Byron Crawford received the media award from the 1999 Governor's Awards in the Arts. The awards, which are administered by the Kentucky Arts Council, were presented during a reception held last month in the Capitol rotunda in Frankfort.

The Kentucky Press

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NIE

Continued from page 1

Another four papers checked out the CDs at the winter convention in January. "I was overwhelmed so many took advantage of it so fast," said KPA Vice-President Dave Eldridge. Eldridge, publisher of the Jessamine Journal, was chairman of the Circulation Division when the project got underway. "For something that traditionally has not been given much attention to by many papers (NIE), this project took off beyond my wildest imagination."

KNNIE is now working with the Kentucky Department of Education to promote the manual. "Ready, Set, Go!" was recently featured in Kentucky Teacher, the newsletter that goes to all teachers in the state, and we've had about 10 inquiries from teachers so far," said Johnson. "In the story, we told them the manuals were available and to contact their local newspaper or KNNIE so hopefully, some newspapers are getting contacted, too."

The next step, according to Johnson, is collaboration with KDE to present workshops to interested teachers on how to use the material. "We had a really good response and were very pleased," said Johnson.

KPA committed \$5,000 to the project which paid for the customization of the materials and the initial press run of 50,000. KNNIE chairperson Kriss Johnson said the 50,000-copy press run was distributed to about 30 papers who were the first ones to sign up for the project.

Copies of "Ready, Set, Go!" were distributed to about 30 papers, the first to sign up for the project.

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"We want to make NIE a household name," said Johnson.

Marketing strategy must focus on customers' needs

Marketing Insights

By Lisa Dixon



Nothing makes a business work harder at communicating with its customers than the threat of losing market share and revenue.

How can you determine if your community publication is not offering customers, both advertisers and readers, all it should — or could?

The first clear signal is when you find yourself reacting to the market. When you're in a scrambling mode, the majority of effort is being spent on trying to catch up versus tapping into new opportunities. Declining market share, customer dissatisfaction and a downward trend in revenues in particular categories are other warning signs. You may be relying on existing products and services and not focusing enough on the changing needs of your customers.

Here are some tips and insights that can be applied to your newspaper:

Know Your Stuff

Knowing who your customers are and what they want is essential to remaining competitive. The introduction of new products and services, or changes to existing ones, should be done in response to the patterns revealed when target customers are asked why they buy and what they

want. Research plays a key role in identifying various consumer segments and needs. Research findings will help identify areas of strength and weakness. These findings will enable you to assess existing products and services, and identify new products and services that will meet customer needs.

Develop A Strategy

Responding to market and customer changes gives you a stronger competitive position. Assess your market and your customer needs.

Know Your Competition

Evaluate your existing products and services. Determine your product and service strengths and weaknesses. Develop strategies to address these issues. Create a plan with a focus and a timeline. Strategic planning provides a framework that helps you focus on staying competitive.

Compete

Rapid changes in technology, communication, and business developments are all factors in the increasingly competitive climate today.

Staying competitive means regular monitoring of customer needs. Could your existing products and services be revised to better meet those needs? Are their needs not being addressed? Making incremental changes in existing products and services, as well as developing new and innovative, breakthrough product ideas and service programs, may be required for your business to stay

competitive.

Innovate

Capacity for innovation will play a critical role in future competitiveness. Complacency is dangerous in the quest to maintain and grow your customer and revenue base. Customers have numerous options available. This means they'll bypass those products and services they don't find particularly useful. Technological advances can change customer requirements and preferences almost overnight. Consumers today have much higher expectations when they buy a product or service. Value, quality, service and convenience are just some of these expectations.

Learn From Your Competition

Find out what they're doing right and what they're doing wrong. Ask questions. Investigate. What are their strengths compared to yours? What are their weaknesses compared to yours? Are they gaining or losing customers? How are they marketing themselves? Where do they advertise? You can learn from your rivals' success and mistakes. In fact, their mistakes are an opportunity for you. If their customers are unhappy, those customers are interested in finding someone else who will satisfy their needs!

Market Yourself

In business, you can't save your way to prosperity. Develop an annual marketing plan and budget. Set realistic goals and objectives. Effective

marketing requires knowledge of your customers and prospects, their wants and needs. Develop customer-oriented communication programs that fit the needs of your customers and prospects. Remember, nobody ever wants to be "sold" anything...they're more interested in how a product or service will benefit them. All of your communication and marketing efforts should highlight consumer benefits. Let consumers know how your products and services will help them!

Never Stop Learning

Remain competitive by continuing to expose yourself to new ideas and ways to improve your business. Join a professional or trade association in your industry. Read publications that highlight future trends and market changes. Access the Internet to find a wealth of business information. Attend business seminars. Expand your network of business contacts and share ideas, successes and failures. Seek out "experts" and ask questions. There are numerous no-cost or low-cost resources to assist you in growing your business!

(Lisa Dixon, AdWorks, is a speaker and marketing consultant based in Dallas, TX. She conducts seminars nationally on behalf of community publications for their small business advertisers. Call today for your free newsletter copy and for information on her small business advertiser seminars. She can be reached at 972-818-5472 or by e-mail at LADixon@aol.com.)

Remembering yesterday

Production costs forced increased ad, subscription rates in 1920

Eighty years can make quite a difference, as a recent item published in the Central Kentucky News Journal in Campbellsville will attest.

In January 1920, the News Journal reported that the KPA had adopted a resolution "providing for increased subscription rates, and advertising rates necessitated by costs of production" at its midwinter meeting. The suggested rate was no less than \$1.50 per year for a subscription to a weekly, and no less than \$2 per year for semi-weeklies. For papers with a circulation of 1,000 or less, the suggested minimum rate for advertising was 20 cents an inch.

News Journal columnist Marie Cox included the information in her Jan. 13 Early Days column.

Knight-Ridder exec: Prepare for a 'paperless' future

(AP) — As newspapers move toward an era increasingly dominated by the Internet, they need to prepare for a paperless future in which they'll reach readers in new ways, a Knight Ridder executive said.

Bob Ingle, president of Knight Ridder Ventures, the investment arm of Knight Ridder's new media operations, spoke recently at the 53rd annual meeting of The Associated Press Publishers and Editors of Missouri and Kansas.

Ingle is a former editor of Knight Ridder's San Jose Mercury-News, one of the first newspapers to move aggressively into providing news on the Internet. He later oversaw web site development for 30 Knight Ridder newspapers.

"Over the past year or so, it looks like everybody's favorite sport is guessing how quickly newspapers will perish like the dinosaurs, and leave little pools of petroleum around places like Topeka and Joplin," Ingle said.

Microsoft's Bill Gates, Ingle said, tried unsuccessfully to get newspapers as partners and now "has decided we're history."

He cited a Microsoft advertisement featuring a timeline predicting that the last paper editions of newspapers would appear in 2018 as the industry moves solely to electronic distribution.

"I fear it could happen five to 10 years sooner than that," Ingle said.

People have developed interests and needs much different from those of a generation ago, and they're looking for different types and sources of information about those interests, Ingle said.

Now, Ingle said, the print media maintain a production cost advantage over electronic communication methods, but at some point the scale will tip.

"Before too much longer it will be more cost-effective to give away electronic devices than to maintain circulation systems and departments" he told the newspaper executives. "We'd all better keep an eye on the date when it no longer makes economic sense to make investments in press capacity."

Ingle said publications with editors who are most adaptable to what he described as the constantly changing definition of news have the best chance of remaining viable in the next century.

"My best guess is that the answer lies in looking as deeply as we possibly can at what are the real values of newspapers," Ingle said. "And I don't think they rest on the media — the paper stuff."

Ingle said the day will come when newsprint no longer makes the economic grade, and publishers will move to electronic devices, perhaps as small as a cigar tube, with flexible, high-resolution screens that can be pulled out and linked up wirelessly to a wide selection of news, eventually with communications and interactive capability.

As to the content of news, Ingle foresees a very personalized mixture of detailed and specific information of high value to the people who want it.

"One thing I know for sure is that we simply can't count on old habits to guarantee eternal life for our newspapers," Ingle said. "But if we focus on our historic values, acting as intelligent sorters for the reader, and sifting and packaging the news and providing easy-to-use pathways to a deep well of other information, there's every chance that we can do that better than our new competitors."

Too much tinkering with typefaces creates sloppy look

Design is Everything

By Edward F. Henninger



How we handle type speaks volumes about our level of professionalism. If we treat type well, we treat our readers well. If we treat type poorly, we treat our readers poorly. What's worse, we become less professional as a result.

All typefaces were designed to carry a certain look. Some are more austere, some more elegant, some more extended, some with a stronger vertical thrust.

To the typographer, there were important reasons for the type to be designed as it was. Perhaps the typographer was creating a face that would hold up well as text. Or maybe

the intent was to create a strong sans serif display face.

Unfortunately, we can destroy that look in an instant by mishandling type in our computer software. Nowadays, it takes but moments to over-track or over-condense a typeface—or to kern some letters so tightly that those letters will actually overlap each other where they touch.

Some definitions:

Track is the amount of common space between letters. When you adjust track, you adjust the spacing between all letters.

Kerning is the amount of space that we allow between specific letters. Kerning requires you to place your cursor between a pair of letters and adjust that space.

Condensing (some software programs call it "vertical scaling") occurs when we squeeze letters to decrease their width.

Now, some typefaces can actually

benefit from a bit of minus-tracking and/or some condensing. Caslon 224, for example, is a face that I recommend to some clients for headlines. But the Caslon is very round, which tends to give it a less newsy feel. So for those clients who like the Caslon, I recommend a vertical scale of 85%. Where did that figure come from? Testing, proofing, experimenting with different percentages. In the long run, I determined that 85% was about as far as Caslon could be "pushed" without it beginning to appear overly condensed. The result is a display face that has a newsier, more assertive look.

I've done the same with some other faces. But there are some important points to be made here:

1. I adjust typefaces to make them work better within the overall design of the newspaper.

2. Unless you've had years of experience with type and design, seek

the help of someone who has had that experience before altering the vertical scale of your type. This is a high-risk move.

3. Once you've decided on a figure for your scaling, stick to it. Do not allow editors or paginators to "cheat in" a headline by further decreasing the vertical scale. If it's going to be 85%, demand that it be left at 85%. Over-tracking or over-condensing a headline is a common shortcut editors use to make a headline fit—especially when they're up against deadline. Having been a desk editor myself for 15 years, I appreciate the pinch they're in and I understand their compulsion to cut a corner here or there.

But I remain convinced that over-tracking or over-condensing creates sloppy typography. And your readers see it. They may not be able

See TYPEFACES, page 12

No clear frontrunner in world of ad art services

Tech Talk

By Kevin Slimp
Institute of Newspaper
Technology



About once a week someone asks me which newspaper art service I prefer for ad design. The truth is I don't have a clear frontrunner. In my opinion there are three companies which provide the most usable artwork subscription services for our industry. As I visit with newspapers around the country I hear differing opinions about which service works best for them.

The two mentioned most often are Metro Creative Graphics Newspaper Service and Multi-ad Publishing Systems Ad-Builder. The third service, which also provides artwork for newspapers as well as other designers, is Dynamic Graphics' Clipper.

These products work in a similar manner: newspapers subscribe to a monthly service which provides artwork, both clipart and photos, on CDs. Along with the CDs subscribers receive attractive catalogs with full-color prints of the provided artwork. In addition, these companies are becoming involved in providing artwork over the Internet. Here's a closer look at each service:

Metro Newspaper Service, the flagship publication in the Metro family, includes high-caliber original photos, artwork and ready-to-use sales-oriented ideas covering virtually every situation, holiday, special event and advertiser cate-

gory imaginable. Each issue contains basic elements a paper needs for day-to-day ad creation and marketing activities, along with up-to-the-minute graphics and idea coverage of the current topics and trends.

Most of the newspapers I visit who use Metro Newspaper Service also use one or more of the other subscription services provided by the same company. A few of these include Classified Dynamics, Sales Spectaculars and the Holiday Advertising Service. Shipped quarterly, Classified Dynamics provides innovative art, photography, ad layouts and promotions specifically designed for your automotive, real estate and recruitment clients, along with self-promotional ideas for your publication.

A couple of features I appreciate about Metro's collection are: the ample selections of models (both photos and clipart) which can be mixed and matched to create the effect you're looking for in an ad (nobody beats all the Santa photos provided for Christmas ads) and the inclusion of appropriate artwork for holidays and seasonal promotions.

For instance, the February 2000 collection included artwork for Valentine's Day, Spring Home Improvement, President's Day, Newspaper in Education Week and Mardi Gras.

Multi-Ad's Ad Builder has many similarities to Metro's collection. One strong point of Ad Builder is the Creative Cover Ideas supplements which provide sample covers for special sections and inserts. These full-color covers are very attractive and I've used sever-

al of them for posters as well as covers. I also appreciate the collection of puzzles (word search, mazes, etc.) and pre-designed pieces for children's pages included each month.

In addition, every issue of Ad-Builder features weekly columns from bridal expert Beverly Clark.

Just as Metro has other services available by subscription, so does Multi-ad. Similar to Metro's Classified Dynamics is Multi-ad's SCAN (Selective Classified Advertising for Newspapers). Multi-ad also puts added emphasis on the ability to download artwork from its website, but I seldom find the initiative or time to look anywhere outside of the monthly collections.

The final collection, Clipper (by Dynamic Graphics), is a little different from the other two collections. Clipper is also a subscription service which is provided on CD each month. The artwork included in Clipper seems to be of higher quality than that from other services. The upside of this is that much of the included artwork is perfect for full-color ads, covers and backgrounds. The downside is that there are less individual pieces of art than in the other collections each month.

It's obvious that this collection was created for a more diverse group than just newspapers. Rather than being filled with a lot of line art, most of the files in Clipper are high-quality, full-color pieces. If it's black & white clipart you're looking for, Dynamic Graphics' offering is called Print Media Service. Print Media Service contains just that — high quality

black & white clipart. Though it's missing some of the features of the Metro and Multi-ad collections (there are usually no articles, puzzles, etc.), the quality is very good and you're sure to find a lot you can use.

In the perfect world, newspapers would subscribe to all three of these companies' services to take advantage of each of their strengths. I know, however, that budgets are limited and most newspapers subscribe to just one artwork service. My suggestion is this — if you're pleased with the collection you're currently using, stick with it. On the other hand, if you've been wanting to look at your options, or you're not subscribing to any artwork service, I'd suggest you contact all three of these companies for sample CDs and determine which best fits the needs of your newspaper. Here are the phone numbers and web addresses of each:

• Metro Creative Graphics, Inc.
(800) 223-1600
www.metrocreativegraphics.com

• Multi-ad Services
(800) 245-9278
www.multi-ad.com

• Dynamic Graphics, Inc.
(800) 255-8800
www.dgusa.com

(Kevin Slimp is the director of the Institute of Newspaper Technology, a training program for newspaper professionals held on campus at the University of Tennessee in Knoxville. Kevin can be contacted at kslimp@newspaperinstitute.com.)

Proper deletion of right files can solve operation problems

**Dr. Tech
Hotline**

By Tim Jones



Thanks to Ken Schmidheiser of the McCreary County Record for responding to last month's question about problems with Appletalk connections. The problem is that some computers, especially Powermac G3, are losing connection with printers and servers.

Ken's suggestion is to delete an invisible file that is on every Macintosh hard drive. You may ask, "If the file is invisible how do we see it to remove it?"

Remove the invisible file: AppleShare PDS. Ken says to use a utility known as "Resedit" to find the file and then do "Get Info" and uncheck the invisible box. After making it visible, drag it to the trash. The next time you restart the computer a new file will be created.

Some network and printer settings may need to be redone following this. While Apple never addresses the problem we are trying to solve, there is a document on Apple Website Tech Info Library that explains how to remove the AppleShare PDS file. The document ID number is 11841. That document explains using "Find File" or "Sherlock" to locate the file. With either application, attributes will need to be changed to show invisible

files. In my experience, "Resedit" worked well but Sherlock on Mac OS 9 gave an error message and refused to do anything.

Preference files on a Macintosh can be the cause of some problems. These files contain settings for each program. If the file becomes corrupted, then a program may not run or give trouble in operation. If only one program is experiencing a problem and everything else on the computer is working well, then the preference file for that program could be suspected.

Last month Greg at the Courier in West Liberty called to say Pagemaker 6.5 would not load. He reloaded Pagemaker and still had the same problem. He reloaded System Software, zapped the PRAM and rebuilt the Desktop File but still got the same message. When he said there was a message regarding defaults he trashed the Pagemaker preference file. After restarting, Pagemaker launched and ran normally. When you erase a preference file, the program will create a new one the next time it is started. Be aware that you will lose custom settings which will need to be redone so if possible, make a list of them before you do this procedure.

Congratulations to Grace Moore of The Berea Citizen, who won the Apple iMac computer from Parts-Plus at the KPA 2000 Trade Show.

Every picture tells a story

Ad-libs®

By John Foust
Raleigh, NC



There are plenty of ads with inappropriate illustrations. How about the ad I saw several years ago, with a beautiful supermodel wearing a baseball glove on the wrong hand? Or what about the heavy equipment ad featuring a photograph of a construction site. In the background, just above the cab of the machine, there was a large billboard with a drawing of a one-eyed man. The headline read, "Eye protection is better than a hole in the head." How's that for a gruesome distraction? The billboard was more memorable than the ad in which it appeared.

One of the most common photos is the "Let's Look at the Same Thing on the Conference Table" shot. This is wildly popular with real estate companies, banks and law firms. It's the one where somebody (usually the boss) sits at the table and everybody else leans in to study a document. (Alfred Hitchcock would refer to the object of their attention as the McGuffin.) Blueprints are particularly impressive in these shots.

Then there's the generic photo of a generic flock of geese, with a generic headline like, "We're leading the way." The advertiser usually has nothing to do with birds. Or leadership either, for that matter.

Visuals communicate faster than copy. So words and pictures should match. For example, if an ad has a quote in the headline, the person in the photograph

See E-MAIL, page 10

After a big winter storm, I read a newspaper article which was accompanied by a detailed drawing of a snow-covered house and its potential danger areas. One of the captions pointed out the importance of clearing snow and ice away from gutters and roof edges, in order to allow water to drain. And right there in the picture, leaning against the house for all the world to see, was a ladder. Rest assured, no one was actually climbing the ladder, but it was there, nonetheless.

I don't know about you, but something tells me that it's not a good idea to prop a ladder on ice and climb up to the roof.

This might seem like a nit-picking example, but there's a lot of truth to the old saying, "A picture is worth a thousand words." In fact, we could add, "A thousand words can't undo the bad effects of the wrong picture."

Of course, most folks know it's not wise to use a ladder on ice. But I can't help but think about a neighbor of mine who climbed on his roof to adjust his satellite dish the night that Hurricane Floyd came through town. The wind was howling. It was raining horizontally. And he was using an electric drill. (Ah, the invincibility of youth.)

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Thomson Group to sell U.S. newspapers

No Kentucky papers owned by group

(AP) — The Thomson Corp. is selling its U.S. newspaper business, comprised mainly of 49 local and regional dailies, to concentrate on the professional information services that make up the vast majority of the Canadian company's operations.

Thomson is keeping its flagship newspaper The Globe and Mail. Published out of Thomson's home base of Toronto, it's a major national daily for Canada, competing with the year-old newspaper launched by Conrad Black, The National Post.

Thomson has sold several smaller newspapers over the past few years as part of an effort to group papers in regional clusters.

The dailies being sold are small; most have circulations of less than 50,000. Thomson is also putting up for sale five dailies in Canada and more than 75 nondaily newspapers,

most of which are based in the United States.

The newspapers being sold account for less than 15 percent of the company's business.

Dick Harrington, president and CEO, said Thomson decided to put the papers up for sale after deciding to concentrate on business and professional information services that could be delivered electronically.

"After we sold the travel business in 1998, we were really an information company that had an interest in newspapers," Harrington said in an interview. "Now we're going after the business-to-business and business professional market that's global in scope and electronic in nature."

Thomson's main business is selling specialized legal, professional and educational materials, about half of which are delivered electronically. It

has a major legal and regulatory research arm, West Group, and a large business providing scientific and health care research to academics and other professionals.

Stuart Garner, president of Thomson Newspapers, said several parties had already expressed interest after the announcement was made. Lee Westerfield, a publishing analyst at PaineWebber, said he expected the newspapers could fetch a price of about 10 times cash flow, which would be more than \$2 billion.

Meanwhile, because of the pending sale, Thomson postponed the second class of journalism recruits at its new training center in Oshkosh, Wis.

The 12-week class was set to begin in March but has been postponed until August, according to Jim Jennings, vice president and editorial director of Thomson Newspapers. The first class began last August and produced 16 graduates.

West Ky. Press Association to hold meeting

The West Kentucky Press Association will hold its spring convention March 24 at the Ramada Inn near Kentucky Dam Village at Gilbertsville.

The program includes: a presentation from Kentucky AP Bureau Chief Ed Staats, entitled, "What's New for Newspapers from the Associated Press;" Dr. Bob McGaughey leading a discussion on the causes of stress and some possible remedies; and a program from Joey Randolph of Network WCS on "Internet Technology Solutions."

For more information contact Chip Hutcheson, president, at (270) 365-5588 or Dr. Bob McGaughey, executive director, at (270) 762-6874.

Inductees

Continued from page 1

sports writer and copy editor in Huntington, W.Va., Miami and Louisville. At age 25, he was named executive editor of The Philadelphia Inquirer, followed by key positions at the Dallas Times Herald, The Denver Post, Los Angeles Daily News and the Orange County (Calif.) Register.



COMBS

While serving as managing editor in Denver and Orange County, Kelly's newspapers won Pulitzer Prizes. He returned to Kentucky in 1989 as executive editor of The Lexington Herald-Leader. He became editor in 1991 and publisher in 1996. During his tenure, the newspaper has won a Pulitzer Prize for editorial writing.

The other inductees include:

- Oscar L. Combs, founder of The Cats' Pause, a tabloid dedicated to coverage of UK sports. A native of Jeff in Perry County, he started his career as a high-school sophomore writing high-school regional sports news for The Courier-Journal.

- After attending Cumberland College, he served as news editor of the Hazard Herald in 1965. Four years later, he became editor of the Eastern Kentucky Voice, which he later purchased along with the Tri-City News. Later he launched The Cats' Pause, which was instantly successful, eventually winning subscribers nationwide and in some foreign countries. He sold the newspaper to Landmark Community Newspapers in 1997.

- John Lewis "Jim" Hampton, former editor of The Miami Herald.



HAMPTON



BARRY



POSTON



JEFFRIES

During his tenure at the Herald, the newspaper won two Pulitzer Prizes. A graduate of UK, he was editor-in-chief of The Kentucky Kernel and was named outstanding journalism graduate of 1959. He worked for The Associated Press in Louisville and Lexington before joining The Courier-Journal, becoming chief of the Bluegrass Bureau. He later served 10 years as a writer and editor for The National Observer.

Hampton covered the 1968 presidential campaign, anti-war demonstrations at the Democratic National Convention in Chicago and the killing of four students at Kent State University by National Guardsmen. He holds a master's degree in communications and journalism from Stanford University, and was named to UK's Hall of Distinguished Alumni in 1975.

- The late John Michael "Mike" Barry, editor of the Kentucky Irish American, a weekly newspaper published in Louisville from 1898 to 1968. Barry was editor from 1950 until its closure. He spent his entire life working in various positions at

Page to deliver Creason Lecture

Nationally syndicated columnist Clarence Page will deliver the 23rd annual Joe Creason Lecture at 8 p.m. Monday, April 10, at the University of Kentucky Singletary Center for the Arts.

Page, 52, whose column is syndicated to about 150 newspapers, won the Pulitzer Prize for distinguished commentary in 1989. His column appears twice weekly in the Chicago Tribune, where he also serves on the editorial board.

Page joined the Tribune in 1969 as a reporter and assistant city editor. He was part of the Tribune's task force that reported vote fraud in Chicago in 1972. That project won the Pulitzer Prize. He also won the Edward Scott Beck Award for overseas reporting on the changing politics of Southern Africa in 1976. In 1980, he received the Illinois UPI award for community service for an investigative series, "The Black Tax."

After a four-year stint away, he returned to the Tribune in 1984 when he began a local column, which was syndicated nationally in 1987.

The Creason Lecture, named in honor of the late Joe Creason, a longtime Courier-Journal columnist, is part the daylong activities marking the latest inductions into the Kentucky Journalism Hall of Fame.

the Irish American and later as a sports columnist for The Louisville Times. He also was a sports commentator for WAVE radio and television in Louisville. Barry died in 1992.

- The late Ted Poston, possibly the first African American to cross the color line into the newsroom of a metropolitan 'white' newspaper. Born in 1906 in Hopkinsville, Poston moved to New York in 1928 and worked for several black newspapers. In 1936, he was hired by The New York Post, where he covered several national stories including the spreading civil rights movement in the South, the integration of Central High School in Little Rock, Ark., and the first trial of Byron de la Beckwith for the murder of civil rights leader Medgar Evers.

- The New York University School of Journalism cited Poston's coverage of the 1948 'Scottsboro Boys' trial as one of the Top 100 best works of American journalism. He retired in 1972 and died in 1974.

- Mary Jeffries, longtime award-winning newscaster at WHAS radio in Louisville. After graduating from

Western Kentucky University in 1981, Jeffries worked for two years at radio stations in Eminence and Elizabethtown. She joined WHAS in 1983 as a reporter and later became assistant news director. She has received two Peabody Awards, two national Associated Press awards, two Headliner Awards, two Scripps-Howard Awards, two national awards from the Radio-Television News Directors Association and two Gabriel awards.

Tickets to the luncheon are \$15, and may be obtained from the UK School of Journalism and Telecommunications, Lexington, Ky. 40506-0042.

The inductees also will attend a 7 p.m. dinner prior to the annual Creason Lecture, which will be given by nationally syndicated columnist Clarence Page. (See above.) Tickets to the dinner are \$35, and tickets to both the luncheon and dinner are \$50. For additional information or to receive an invitation call (606) 257-1730. Reservations and payment for each or both events must be received by March 29.

New Era, Winchester Sun win top literacy awards

The Kentucky New Era has earned a top award from the Southern Newspaper Publishers Association (SNPA) for "outstanding leadership and commitment to literacy awareness."

The newspaper received first place for publications with circulation of 30,000 and under during the SNPA's two-day Newspapers in Education Literacy Conference held recently.

The recognition focused on the New Era's promotion and coverage of National Education Week last November.

The paper coordinated a weeklong series of stories, photographs, editorials and guest columns highlighting the critical importance and far-reaching impact of both education and individual literacy.

"The competition was larger and tougher this year than it has ever been before," Reg Ivory, SNPA executive director told Publisher Taylor Hayes in announcing the award. "It's a pleasure to be associated with a news organization like yours."

The Winchester Sun took second place in the contest for papers with a circulation under 30,000.

Judges praised the paper for its balancing of news, features and commentary, saying "the combination allows the community to understand the scope of the problem and to see what is being done to combat it."

The group posted one of the Sun's editorials, "Not Anymore: Illiteracy Woes Can't Be Forgotten," on its web center.

Washington state news council rules against newspaper, for candidate

OLYMPIA, Wash. (AP) — The Washington News Council, acting on its first formal complaint against the media, voted 9-6 to support an unsuccessful city council candidate's contention that a newspaper editorial was inaccurate and misleading.

The privately funded panel's conclusion, reached after a hearing on Feb. 12, carries no legal weight.

The only penalty is publicity about the decision, which involved a complaint by an Olympia man who said the local newspaper, The Olympian, unfairly attacked his character and damaged his reputation last fall.

"I'm just happy the organization exists," Bernie Friedman said after the state council sided with him. "People now have a place to go when The Olympian or other media defame people."

The Olympian, apparently reflecting the majority opinion of Washington state media, declined to participate in the council's process. But Executive Editor Vickie Kilgore, in an opinion-page column published Feb. 12, said the newspaper will not be deterred.

"This is a page of opinion, including ours. They are often bold, sometimes unpopular. But we are exercising our right to express them, and we cannot let ourselves be intimidated in that," she wrote.

The 23-member council was created in 1998.

The council, composed of public and industry members, agonized over Friedman's complaint, with some members expressing

dismay that the organization's first case involved an editorial on the opinion page, rather than a straight news story.

Friedman, a law clerk for state Supreme Court Justice Phil Talmadge, said he did not challenge the newspaper's right to endorse his opponent in last November's city council race.

But he said the Oct. 21 editorial violated ethics codes set by Gannett Newspaper Division, The Olympian's parent company.

In the editorial, The Olympian expressed concerns about Friedman's "argumentative and divisive nature" and cited a "heated exchange" he had with public officials at a city council meeting as "one example" of his lack of "civic deportment."

The panel appeared to be nearly unanimous in agreement that the editorial was unfair, with some members concluding that it sensationalized a minor event.

But some said editorials by nature are "unfair" and that it doesn't make them wrong.

Some council members said the decision would have been easier had Friedman accepted The Olympian's invitation to submit a guest column or letter to the editor.

The newspaper's defense was presented in the form of two letters Kilgore, the executive editor, sent to Friedman and the council. They outlined the "sacrosanct" and independent decision-making process of the editorial board.

Raising your rates minus the complaints is possible

Interactive Insider

By Peter M. Zollman



How would you like to raise your advertising rates and not get a single complaint from your customers?

It's easy. Really.

Just tie that rate increase, for classified advertisers, to online advertising. And make sure you do it separately from your regular annual rate increase.

Advertisers who scream and holler over even tiny increases for print advertising will pay online increases without complaint. It's been proven time and time again. Literally hundreds of papers have raised their rates in conjunction with online services; numerous AIM Group studies and conversations have shown there is little or no resistance to the increases.

Advertisers may not know yet exactly what value online classifieds offer. But they perceive a high value. That gives you the opportunity to set a reasonable price for your classifieds when they go online, or when you upgrade your services.

Many newspapers added \$1 or a similar amount to their rates for classified liners when they first put their classifieds online. But in most cases, the upcharge was included in the rate shown for the print advertising.

As a result, no clear value — not even a buck's worth — was assigned to the online ads in the advertiser's mind.

In the time since you first put your classifieds online, a lot has changed.

So it's time to reconsider your pricing structure for classified ads and see if a rate hike is appropriate.

Here are some suggestions for raising your rates painlessly — with justification:

• **Don't tie print and online increases together.** If you want, you can include the online fee in your overall classified rate. (This is typically called a "forced upcharge." A description that some newspapers and groups shy away from.) However, it's best to break the online service out on your billing, and it's best to raise the rates at different times.

• **Raise online rates in conjunction with improved services.** You should be aggressively upgrading and improving your online ad services. Consistently. In this field, standing still is equivalent to falling behind. So make sure you offer the best possible online

services and applications you can — and charge fairly for them. Also, of course, your online traffic should be growing steadily. If you show advertisers a 50 or 100 percent increase in usage during the past year, that's the print equivalent of circulation growth. If you show advertisers the value they receive has grown, they'll accept rate increases. *(If your traffic hasn't increased at least 50 percent in the past year, you're doing something very wrong. But that's another column.)*

• **Charge different rates in different categories.** Some ad categories work especially well online. With your current billing software it may be difficult (or impossible) to charge different rates for each category, but it's an important goal. If you find a category working better online, charge more for it. One Florida paper we know of found that its print "apartments for rent" ads were being canceled quickly — much faster than a few years ago. Why? By digging, they found that online renters up north were finding the ads online and responding. By raising rates in that category, they could turn a negative into a positive — while giving advertisers excellent value.

• **Let advertisers place their ads online.** If you don't offer a real e-commerce online solution for incoming ads, at least offer easy input at your site with fast — 15 minutes! — phone follow-up. At least one company, AdStar (adstar.com), offers a very quick and easy true e-commerce ad input service under newspapers' private brands online, at nominal rates. This is an excellent way to offer additional services to your advertisers and reduce phone-room costs.

During the next few years, print classified advertising will come under increasing rate pressure due to the growth of online services and solutions.

Free and inexpensive online providers from dot-coms will make it hard for you to maintain your print pricing structure. Make sure you offer an effective and valuable online presence to compete with those new challengers — and, perhaps most important, assign fair dollar value to it.

(Peter M. Zollman, pzollman@group-aim.com, 407-788-2780 is founding principal of the Advanced Interactive Media Group, L.L.C., a consulting group that works with newspapers and media companies to develop successful interactive media services. The AIM Group offers "Classified Intelligence," a comprehensive consulting service about interactive classifieds, and other services including training, workshops, strategic planning and research.)

LEGAL NEWS & VIEWS

Judge-journalist meeting shows 'great divide' between the two

(Editor's note: The following commentary is reprinted from the December issue of *The Freedom Forum and Newseum News*.)

By **KENNETH A. PAULSON**

Judges and journalists see their respective worlds in distinctly different ways.

That was particularly apparent at the recent "Justice and Journalism" conference we hosted in Arlington, Va. The event, initiated by the Judicial Branch Committee of the Judicial Conference of the United States, brought together 30 federal judges and more than a dozen journalists who report on the courts to discuss how to improve news coverage of the judicial process.

The journalists made the case for more information and greater access to the courts -- including cameras in courtrooms. Some judges responded that they were striving to make the courts more accessible and understandable to both press and public, citing informal background conversations with reporters and the timely distribution of court decisions.

Other judges -- citing what they perceived to be irresponsible and sensational reporting -- indicated that they felt no obligation to inform the press or the public. In essence, they view their job as the administration of justice without an affirmative duty to publicize or illuminate the courtroom.

"I do not choose to talk to the press," said

Judge B. Avant Edenfield, from the U.S. District Court for the Southern District of Georgia, who emphasized the need for impartiality in the courtroom. "I know that whatever I say will be diluted or transformed into something I don't recognize."

In some ways, Judge Edenfield's comments illustrate the divide between judges and journalists. Many judges are dumbfounded that the news media would be presumptuous enough to expect them to act as sources of information.

A judge's concern is ensuring the fair administration of justice, not engaging in public relations. Why can't the press send trained reporters who understand the law and report fairly and accurately?

Many journalists are similarly dumbfounded that some judges see no duty to help inform the public. The executive and legislative branches of government both see extensive scrutiny and are expected to respond to public inquiries. Why would the judiciary -- the only branch of government to include lifetime appointments -- feel above that?

Throughout the conference, the comments were candid and the conversation constructive, but it was also clear that many of the participants had made up their minds about judges and journalists long ago.

Significant changes in the way the press and the court view and work with each other may have to wait for another generation.

That's one of the reasons I embraced the opportunity this fall to become an adjunct professor at Vanderbilt University Law School, teaching a new course, "Litigation and Journalism: Client Representation and Ethical Conduct in High-Visibility Cases."

The course is designed to give law students a better understanding of the First and Sixth Amendments, exploring how our rights to free speech and free press interact with a defendant's right to a fair trial.

The class also gives students a chance to interact with judges and lawyers who handle high-profile cases and journalists who have reported on them.

In one class we even did mock interviews with the students, placing them in the same kind of press-conference and courthouse-steps tapings that they would be likely to experience as a lawyer in a highly visible case.

The course has given us additional understanding of how America's youngest lawyers are likely to view the relationship between press and courts.

Some lessons I've learned while teaching:

- The law students who spent their undergraduate and law school years watching the O. J. Simpson criminal and civil trials appear to hold courtroom theatrics in disdain, but they also hold those who report such theatrics in low regard.

See **JUDGES**, page 9

AG Opinions

Steven Wilson / Montgomery County Schools

Assistant Attorney General James Ringo found that the Montgomery County Schools properly denied Steven Wilson's request for a copy of the settlement agreement between the school system and former school bus driver Cecil Charles. Wilson is employed by the Mt. Sterling Advocate.

The disclosure, the AG found, was justified because it had been ordered by the United States District Court that "the terms of the dismissal and settlement shall remain under seal."

The opinion drew upon a previous decision, 97-ORD-23, stating that "this office is without authority to overturn or modify a court-ordered confidentiality agreement." In order to determine whether the public's right to the information outweighed the litigant's right to privacy, the AG said the concerned parties would have to seek collateral action in the judicial system.

WFMW-WKTG Radio / Hopkins County Fiscal Court

The Attorney General found that the Hopkins County Fiscal Court violated the Open Records and Open Meetings acts. WFMW-WKTG Radio presented the following questions to the Attorney

General for review, and the AG found that the answer to each was "yes."

- Whether the Hopkins County Fiscal Court violated the Open Meetings Act when it went into closed session at its Nov. 10, 1999 regular meeting for the stated purpose of discussing personnel matters;

- Whether the Hopkins County Fiscal Court violated the Open Records Act by refusing to disclose records supporting a reimbursement claim submitted by a county employee;

- Whether the written response issued by the Hopkins County Fiscal Court to WFMW-WKTG Radio's open meetings complaint and open records request was procedurally deficient?

Two days after the meeting, Chris Gardner, news director for WFMW-WKTG Radio, alleged that the act was violated in a written complaint presented to Hopkins County Judge Executive Richard Frymire.

Before going into closed session, Gardner explained, two members of the court moved for payment of \$891.64 to Roy Day, the county's public works director, for reimbursement. Then, he said, the motions were withdrawn and the

See **OPINIONS**, page 9

Legal briefs

Court: Coach's disciplinary approach fair game for newspaper's article

A federal district court in Florida has dismissed a defamation claim against a newspaper, ruling that the publication lawfully reported on the disciplinary approach of a high school teacher and football coach.

A Florida newspaper published a story about a football coach at a public high school. The story was titled "[Coach] instills discipline." The story discussed the strict disci-

pline espoused by the coach, and as an example recounted that a student had been "booted [by the coach] after three sightings on campus with an earring." The article was based upon information provided to the newspaper by the coach.

The student filed a claim against the newspaper for defamation. The newspaper argued that

See **BRIEFS**, page 9

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C-J, Gleaner part of major content, readership study

The Courier-Journal and The Gleaner in Henderson are participating in a major study to determine how newspaper content and service affects readership success.

The study, called Impact, has been undertaken by the American Society of Newspaper Editors, the Newspaper Association of America and the Readership Institute, which is housed at the Media Management Center at Northwestern University, as a part of a five-year industry-wide Readership Initiative.

"In the past 30 years there hasn't been as comprehensive an attack on reversing the slide of

readership as this initiative," said John Lavine, director of the Readership Institute. "For the first time, the industry will know what is happening in similar clusters of markets across the country and it will be able to measure the changes in content and service that matter to readers."

The 104 papers taking part in the study have circulations over 10,000 and are published at least six days per week. They were chosen based on their circulation, penetration, competition, market size and composition. The first results of the study are due out this fall.

Herald-Leader wins award

The Lexington Herald-Leader won top honors in the SNPA's community service category for papers with a circulation between 75,000 and 150,000 for its publication of "Orphan Journey Home," a 20-chapter story by Liza Ketchum.

The series was part of the Herald-Leader's Newspapers In Education program and generated the interest of young and old alike.

The story, which tells of three

orphan children trying to find their grandmother in Kentucky, was published in installments beginning in January 1999.

"Any program that effectively encourages young readers does a great service for the course of literacy," judges said. "This is an excellent program — well planned and executed — and no doubt a boon for the community."

No second place award was given.

Opinions

Continued from page 8

group went into closed session for an hour, during which time the county treasurer brought documents from her office into the meeting room. After reconvening, the court agreed to adjust the amount they would pay Day to \$353.50.

Gardner said in the complaint that the meeting was closed improperly and asked that the fiscal court discuss its reasons for changing the amount it would pay at the next regular meeting. He also asked for any documents relating to Day's claim or the court's decision.

In a Nov. 22 letter, Frymire responded to Gardner only that "upon review of the pertinent statute, it is my judgment and opinion that the meeting in closed session was proper."

Frymire's response to the AG stated that he thought the meeting was closed properly and that the county treasurer did not present any documents to the court during the closed session.

He asserted that the court was unable to respond to Gardner's complaint within three days because of "previously scheduled work" and said the three days allotted was "too strict and does not provide a reasonable time in which to respond."

Frymire and fiscal court mem-

bers did not dispute that the group discussed the reimbursement claim in closed session. The AG found that the court violated the Open Meetings Act, KRS 61.810(1)(f), in doing so, since this was not a discussion of an appointment, dismissal or disciplinary matter. Neither did the group announce which of those personnel matters it would be discussing, which is required by law.

"Clearly, no other matters may be discussed in the closed session other than those publicly announced," wrote Assistant AG Amye Bensenhaver. "The fact that no final action was taken in closed session does not mitigate these violations."

The AG also found that the county initially violated the Open Records Act when it withheld records related to Day's claim, but that violation was later corrected when the county treasurer gave them to Gardner.

Frymire's response to Gardner, the AG said, was also deficient since it was not issued within three business days and did not give a statutory reason and explanation for the court's position. As for the assertion that three days was not long enough, Bensenhaver wrote: "while we appreciate the fiscal court's frustrations ... we are not empowered to enlarge the time for agency response, or to alter or amend the laws in any way."

Briefs

Continued from page 8

the defamation claim should be dismissed because the newspaper was privileged under Florida law to publish fair and accurate reports of statements made by public officials.

The court stated that "[u]nder Florida law, the fair reporting privilege gives the media a qualified privilege to republish statements of reports of government officials."

The court held that the coach, who was paid from public funds for both teaching classes and coaching sports, qualified as a government official. Therefore, the court concluded that the statements at issue were privileged. Accordingly, the court dismissed the student's claim.

Georgia court rules Jewell fits criteria for 'public figure'

A Georgia court has ruled that Richard Jewell, the so-called hero of the Atlanta Olympic Park bombing, is a public figure for the purposes of his defamation lawsuit against Atlanta newspapers.

Following Jewell's exploits at the July 1996 bombing, he made a number of appearances and gave many interviews to a variety of media sources.

For example, Jewell told his story to the Boston Globe, CNN, USA Today, the Atlanta Journal-Constitution, NBC's The Today Show, and other local stations. During these interviews, Jewell spoke about the events he witnessed and praised the professionalism of emergency personnel. He also encouraged citizens to continue to attend the Olympic games and hoped that his efforts would help his career in law enforcement.

Later, it was widely reported that Jewell was the one who placed the bomb. Still later, he was cleared of such charges, and he sued for defamation. In his lawsuit, Jewell claimed that he was neither a public official nor a public figure, therefore giving him the lower burden not assigned to such

The court held that the coach, who was paid from public funds for both teaching classes and coaching sports, qualified as a government official.

Steven H. v/Duval Co. Schools
Reprinted from
First Amendment Comment

officials in order to prove defamation.

However, the newspapers alleged that because of his wide media exposure, and the topics about which he spoke, Jewell became a "voluntary limited purpose public figure," thereby requiring him to prove the newspapers acted with actual malice. The court agreed with the newspapers.

According to the court, someone is considered to be a limited purpose public figure if he attempts to have, or realistically can be expected to have, a major impact on the resolution of a public dispute. In this case, the Court examined Jewell's multiple interviews wherein he commented on park safety and security training, and encouraged the general public to return to the park.

The court viewed such behavior as Jewell's intention to improve the public's perception of security at the park in the hope of resolving the controversy surrounding the bombing. In short, Jewell's actions revealed a well intentioned attempt, utilizing his prominence, to effect damage control of the public's perceptions.

Based on Jewell's behavior, as well as the relationship between his background and the investigation of a possible suspect, the court concluded that Jewell is a limited purpose public figure and that he must therefore show that the newspapers acted with actual malice.

(Reprinted from February 2000 issue of First Amendment Comment. The first case cited is Steven H. v. Duval County School Board. The second case is Jewell v. Cox Enterprises.)

Judges

Continued from page 8

• This generation is a tough sell when it comes to arguing the valuable role the press plays in society. While embracing the notion of freedom of the press, these students haven't been impressed by what they believe to be exploitative and sensational news media.

• As a generation raised on television and multimedia, they will be more comfortable with the electronic media than their predecessors.

Universal use of cameras in courtrooms should only be a matter of time.

Despite their suspicions about the news media, the students seemed to grow more comfortable with the idea of contact with the press as the course continued.

In the words of third-year law student and course teaching assistant Adam Newton, class members are more likely to see the press "as humans and not adversaries."

That's a start.

(Kenneth A. Paulson is executive director of the First Amendment Center at Vanderbilt University in Nashville, Tenn.)

People

Continued from page 2

holds a degree in marketing.

Sizemore included in book's list of great writers

T.C. Sizemore has been selected for inclusion in a compilation of "2000 of the world's greatest contemporary writers at the close of the 20th century" by the International Biographical Centre in Cambridge, England. Sizemore was involved in publishing weekly newspapers in Tennessee and Kentucky for 40 years. He was a stringer for the Associated Press, United Press International, Time and Life magazines, The Courier-Journal and the Lexington Herald-Leader. He also edited the Manchester Enterprise from 1954 to 1958. Sizemore's biographical sketch will be included in the first edition of the book.

Burleson joins Bardstown staff as sports writer

Jon Burleson is the new sports editor at The Kentucky Standard. Burleson had been assistant editor at the Post-Gazette, a weekly newspaper in Elkhorn, Neb., before coming to Bardstown. Burleson, who is originally from Alabama, holds a communications degree from Dana College in Blair, Neb. He is helping fill the void left by the semi-retirement of associate editor Ron Greenwell. Greenwell is working part time for the paper as an editorial board member, sports feature writer and photographer.

Richmond Register's web site revamped

The Richmond Register has launched a revamped web site. The site, www.richmondregister.com, features a new weekly web poll on issues of interest to Madison County citizens and a redesigned main page. It also includes news, weather and information on the paper's advertising, circulation and news departments. The paper hopes the redesign will make the site more user-friendly.

Eads promoted to sports editor at Somerset daily

Doug Eads has been promoted to the position of sports editor at the Commonwealth Journal in Somerset.

E-mail

Continued from page 5

should be talking, not posing. If the message is happy ("I love my new widget from Widget City."), the person should be smiling. If they are saying something serious ("Don't adjust your satellite dish in a hurricane."), make sure they look serious.

A former sports writer for the paper, he has also been sports editor for the Rushville (Ind.) Republican and The Observer, which later became Pulaski Week. Eads has also been assistant sports director for the First Radio Group. A 1985 graduate of Eastern Kentucky University, he holds a degree in broadcast journalism.

Littlepage to lead ad sales team at Madisonville

Debbie Littlepage has been named advertising manager at The Madisonville Messenger. Littlepage had been an advertising sales representative for the paper for nine years prior to replacing Maureen Glidewell, the former ad manager. The Messenger has also hired two new advertising sales representatives, Jamie Patterson and Karen Clark. Patterson is a 1998 graduate of Murray State University and Clark is a former employee of Kentucky Farm Bureau Insurance.

Roberts joins LCNI as three-paper reporter

James Roberts has begun working as a reporter for Landmark Community Newspapers, Inc. and will be splitting his time among the papers in Campbellsville, Lebanon and Springfield. He graduated from Eastern Kentucky University in December and holds a degree in journalism.

Stratton joins McLean Co. News as reporter

Lucia Stratton has joined the staff of the McLean County News as a reporter. Stratton, a native of Long Island, N. Y., will cover sports and school news for the paper. Stratton is a former employee of the Cybex medical equipment company.

Franklin, Alexander join staff at Times-Leader

Ellen Franklin and Charity Alexander have been named the new business manager and advertising director of the Times-Leader in Princeton.

Franklin had been advertising manager for the paper since 1993. Alexander, a 1998 graduate of Western Kentucky University, had been an advertising representative for the paper since 1999.

The point is to make sure your readers get the picture.

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(John Foust conducts advertising training for newspapers. His ad workshop video "Basics of Layout and Copy" is being used by newspapers from coast to coast. For information, call or write: John Foust, P.O. Box 10861, Raleigh, NC 27605, Phone (919) 834-2056.)

Sloppy writing is sloppy writing - even in e-mails

Coach's corner

By Jim Stasiowski



Whenever I see yet another newspaper giving reporters' e-mail addresses at the ends of stories, I think of the editor who misspelled the name of his newspaper.

He wrote me an e-mail, and he transposed two letters: "Gaztete." Because I know him to be a superior newsmen, I didn't judge him on that simple mistake. But I remembered it.

It is a mistake that symbolizes the problem with e-mail. We use it in a hurry, we don't ponder our word choices, we don't proofread it as we would, say an ordinary business letter printed on the company's letterhead. We think of e-mail as disposable, as another way of talking.

But writing habits develop every time we write. If reporters get accustomed to writing hurried and sloppy e-mails, they will carry over such habits when they write news stories.

"Geez," I can hear reporters saying, "I'm smart enough to distinguish between an e-mail message and a news story."

Of course. But bad habits are insidious, they creep in even when we're sure we're being alert and diligent. I constantly see in newspapers careless word choices and sentence constructions. In the New York Times this week, I came across "chose" in a place the writer clearly meant "choose." Such mistakes are not inevitable. They are the result of haste.

So if reporters and editors are to use e-mail, I want them to write as carefully as they would a news story. But that brings up my second argument: time.

Most reporters and editors say a lack of time is the biggest problem they face. But if reporters are to answer e-mail as carefully as I think they should, they will need more time. They will take care with their spelling. They will look up definitions in the dictionary. They will rearrange words to make sentences sound better, clearer, more precise.

Why?

Because readers judge us on the clarity and style of our writing. Let's say I am a reporter, and you are a reader who sends me an e-mail. Even if I wrote an excellent news story, if I send you a sloppy e-mail, you will question my skills. No professional writer should ever send out anything — story, e-mail, Christmas card — written poorly.

My third argument: What problem do we solve by giving a reporter's e-mail address?

Is the reporter not available on the telephone? If not, why not?

I have been a reporter in two newsrooms, and I have coached in more than 100. Every reporter has a telephone, and most reporters are in the office a lot. If reporters are not returning phone calls to readers, editors should insist they do. And if Joe The Reporter doesn't return phone calls, why do we think he'll answer e-mails?

A phone call from a reader is an efficient way to keep in touch with the community, and it is usually more informative than an e-mail. In a phone call, two people talk spontaneously. From that, most skilled reporters will grasp a caller's personality, his real message, his real motives. We can subtly dig, find out if another story exists. With an e-mail, such digging is a lot more obvious, and we probably won't catch the person in an unguarded moment.

Plus, an e-mail is often only Step 1. A reader e-mails Question

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Structure

Continued from page 10

A, and the reporter writes back with Answer A. That answer often leads to the reader's writing Question B. A few back-and-forth e-mails will gobble a lot more time than one telephone call.

When we speak, the listener does not expect us to be flawless. If I spoke about e-mail instead of writing this column, I would stumble a few times, phrase some things poorly, pause to gather my thoughts. But in speaking, I'll correct myself. If a listener has a question, I'll explain further. I can respond to instantaneous changes in my listeners' needs.

By writing for publication, I take more care than when I speak. I extensively edit myself. I change word orders, even paragraph orders. I deleted my first attempt at writing this column. Those are things any diligent writer does when he knows readers judge him by his writing.

People who send an e-mail to a professional writer will have high standards for the reply. If the reporter writes a careless reply, the recipient will judge him or her a poor writer.

Avoid e-mailing readers who are reachable by phone. Reporters should get as close as possible to readers. A personal visit is the best way, of course, but time precludes most such visits with readers who have questions about stories. A phone call is the next best option.

The computer may seem efficient, but it is colder than a phone call, and it doesn't allow the seamless give-and-take we should cultivate with our readers.

The best part is, if you mispronounce "Gazette," you say, "Oops" and correct yourself.

THE FINAL WORD: Words that sound alike often confuse us. And when the words have somewhat similar meanings, the problems multiply.

The reporter wrote, "Business leaders have honed in on recruiting high-tech firms."

He meant "homed in." "To home in" means to follow a guide to a destination.

But "to hone" means to sharpen, so you can see the possibility for confusion. "To hone in" might mean to sharpen one's focus on recruiting high-tech firms.

The key is the presence of the little word "in." The dictionary accepts "to home in," but "to sharpen in" makes no sense.

(Writing coach Jim Stasiowski welcomes your questions or comments. Call him at (410) 247-4600, or write to 5812 Heron Drive, Baltimore, Md. 21227. He has an e-mail address, but he is very grouchy and rarely gives it out.)

Crystal balls vary on future of newspapers

Pressing Issues

By Jerry Hilliard and Randy Hines



Profound questions about the future of print journalism are on the minds of most of us as we head into the new millennium. At the heart of the matter is whether newspapers as we have known them will even continue to exist.

It seemed appropriate with the arrival of the year 2000 to ask colleagues for their thoughts on what newspapers might be like in 2025.

Among those contacted was Kevin Cloe, publisher of the Wickenburg (Ariz.) Sun. This is what he had to say about the possibility that newspapers might become obsolete as new methods of delivering information are developed:

I consider myself to be a rebel concerning my beliefs on the future of newspapers.

When newspapers were first considering how to combat the Internet, I began to believe that our industry would be phasing itself out of the printed-on-newsprint industry. I envisioned that — even before 2025 — homes would be equipped throughout with computer screens. Just about any activity the homeowner wanted to initiate would be done through the computer screen.

I still envision people reading the news of the day from a computer screen every morning — or at their convenience. With the use of Palm Pilots (and eventually their successors), I envision people who want the daily news and other forms of information carrying around with them (in their pockets and purses, or wearing them like wristwatches) the instruments that will give them instant access to the information they need.

I also envision newspaper personnel not making the

bulk of their money through advertising sales but through partnerships with other businesses in selling products and services. In other words, our incomes won't be coming from the indirect results of advertising but from the direct results of consumer sales through computer transactions initiated by the newspaper's computer site.

People are growing more accustomed to receiving information almost instantly on computers. As they become increasingly drawn to terminals, will they become less inclined to use print media? Russ Pankonin, co-publisher of the weekly Imperial (Neb.) Republican, provided the following insight:

The biggest challenge facing community newspapers will be to ensure that a new generation of readers actually reads the product in print — newsprint, that is.

As the children of today enter an age where more and more information is disseminated by computer, within seconds or minutes after news happens, they may not have the loyalty to the printed piece that our readers do today.

While I don't believe the Internet will ever replace the weekly newspaper, weekly publishers have to embrace technology to enhance their print product.

The biggest advantage that weekly papers have is that we already have the news and advertising staff in place, and no one can do the news of our community better than we can!

Kelly Leiter is a longtime leader in journalism and author of the venerable textbook "The Complete Reporter." Here's what Leiter, dean emeritus of the University of Tennessee's College of Communications,

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Camp

Continued from page 1

true in the sense that participants will be staying on campus during the week but allowed to go home for weekends. Midway College is offering individual air-conditioned dormitory rooms, all meals, classroom space and computer use.

The total cost is \$1,200 per student and that fee will be paid by the newspaper. But papers can forego writing a check for the boot camp fee and instead have the cost deducted from their KPS advertising checks.

Laakaniemi was selected as the "trainer" because his book, "The Weekly Writers Handbook," addresses the subject matter entry-level journalists need to know in order to do their jobs. Although the title may seem geared for weekly newspapers, the boot camp is structured for any newspaper, regardless of frequency or size.

The topics include defining news; new story ideas; understanding your audience; deadlines; credibility; short sentences; accuracy; objectivity; handling quotes and attribution; AP style; the inverted pyramid; accident, fire, crime and appointment stories; obituaries;

advance meeting stories; sports coverage; feature story ideas and how to write feature stories; preparing for an interview; preparing for a meeting and how to write a meeting story; how courts operate; understanding the law of the press (libel, how to prevent libel, defenses against libel); fair comment and criticism; computer assisted reporting; the basics of photography; ethics; and other topics that are appropriate to most any size newsroom.

The boot camp participants will be in class most of the day, Monday through Friday. The tentative schedule for classes is 8:30 a.m. to 11:30 a.m.; 2 to 5 p.m.; and 7 p.m. to 9 p.m., Monday through Thursday. On Fridays, classes would end at 5 p.m.

The 7 p.m. to 9 p.m. session would be more relaxed and structured as a time to review the day's work. Participants will be given assignments through the boot camp, and Midway College is offering "continuing education units" for those completing the course work.

On the final day of classes, Aug. 4, an awards luncheon will be held at noon to present participants with certificates and conclude the boot camp.

Potential participants are:

- employees who have less than one-year experience and lack the

training available in this boot camp; or,

- new employees or potential employees from their communities. It is possible that newspapers will find potential employees who lack this training and make completion of the boot camp a part of the hiring requirements.

We're limiting the boot camp to 20 students and presently, it's being offered only to members of the Kentucky Press Association. However, in the future, we expect interest from newspapers in other states to send reporters to the boot camp. If the first session isn't filled by Kentucky newspapers, we'll market it to the immediate surrounding states.

"Newspapers don't like to write checks for large amounts, so we're offering them the option of having the \$1,200 cost deducted from their advertising checks issued monthly by the Kentucky Press Service," said KPA Executive Director David T. Thompson.

The survey sent out in mid-February has generated a lot of interest with several newspapers indicating they plan to send a reporter or new hire to the boot camp.

For more information, contact Thompson or Member Services Director Lisa Carnahan at (800) 264-5721.

Justice Department probes mid-90s newsprint industry

(AP) — The Justice Department is looking into possible antitrust violations within the newsprint industry in the mid-1990s.

The Wall Street Journal said a federal grand jury in Cleveland has subpoenaed more than two dozen Canadian newsprint salesmen as part of an inquiry into price increases during 1994 and 1995.

The newsprint industry is in the midst of a price increase, with increases of about 7 percent to about \$515 a ton since mid-1999.

"We have an open investigation into the possibility of anti-competitive actions in the newsprint industry," Justice spokeswoman Jennifer Rose said Feb. 17.

In February, two Montreal newsprint rivals agreed to combine. Abitibi-Consolidated Inc. agreed to buy Donohue Inc. in a \$4 billion cash-and-stock deal that would create the world's biggest newsprint maker.

A combined Abitibi and Donohue would control about 35

percent of North American newsprint production. Another large newsprint producer, Bowater Inc. of Greenville, S.C., controls about 17 percent, the Journal said.

Presstime, the magazine of the Newspaper Association of America, said that the top five newsprint producers control more than 60 percent of North American newsprint capacity, compared with about 44 percent 10 years ago.

Prices rose from about \$420 per ton in mid-1994 to \$750 per ton on average in the fourth quarter of 1995. The increases were a severe blow to the industry's customers, big newspaper publishers.

Prices fell sharply after the first quarter of 1996 and haven't approached the highs since.

But effective last Oct. 1, there was a \$50 per metric ton increase — following a third quarter when prices averaged about \$480 per metric ton on the East Coast.

Presstime said that "analysts forecast a tighter market and higher prices in 2000."

Future

Continued from page 11 said about the resiliency of newspapers:

I've been around a long time, and I've heard many predictions of the demise of newspapers. The first came with the arrival of radio on the scene. Then newspapers were prematurely buried when television arrived.

Later it was the computer that was ringing the death knell. And now it is the Internet. Baloney!

I am not certain the exact form they will take well into the coming century, but I know there will be newspapers.

I know they will be a product you can hold in your hand, carry with you from room to room, and read in doctors' offices and airport lounges.

You'll still be able to read them over coffee in the morning or late at night in bed when your eyes glaze over and your ears sting from all the screaming talking heads on television. They'll be around when you need to flee all the race baiters, rumor mongers and outright frauds and charlatans who can type their idiotic rantings onto the Internet.

Like the late Frank Tripp said a long time ago: I'll believe folks will stop reading their hometown newspaper when one of these other technological wonders becomes the permanent record of current events, the date book of the community, the housewife's shopping guide; recovers the neighbors' dog, sells their

attic empty, finds them a used refrigerator, tells them who's sick, dead, engaged or married, who's painted his barn or mended his fences. When another than the newspaper does these few little chores daily, in a preservable package, at a pittance a copy, then and only then will the newspaper be a dinosaur.

Newspapers are survivors because no medium consistently does what a newspaper can do for a community.

Think for a minute of all those predictions about the death of newspapers. Think of all those predictions that we'd be a paperless society. Boy, talk about clouded crystal balls. There are more printed words around today than ever before. And there will be in the future.

So instead of investing in software, invest in paper. You'll be a millionaire.

In our next column, we'll share more journalists' predictions of the newspaper world in 2025 and tell you some of our own concerns about the profession's future.

(Hilliard is coordinator of the journalism program at East Tennessee State University, and Randy Hines is chair of the mass communications department at the University of North Carolina at Pembroke. They may be reached by e-mail at hilliard@etsu.edu; by regular mail at ETSU Box 70667, Johnson City, TN 37614-0667; or by phone at (423) 439-4167.)

Price

Continued from page 1

tag for Kentucky dailies: Four charge \$1.75, three charge \$1.50, three are priced at \$1.25, four charge \$1 and one paper is priced at 75 cents.

A few papers also charge more, either 75 cents or \$1, for their Saturday or weekend editions.

Subscription rates at Kentucky newspapers

In the small daily category, among those checked, in-county yearly subscription rates range from \$74 to \$120, with the median rate being approximately \$99.

In that same group, the out-of-county yearly rates fluctuate from \$86 to \$212 with the average falling around the \$130 mark.

For mid-size dailies surveyed, in-county yearly subscription rates ranged from \$107 to \$172. The lowest out-of-county yearly rates among these papers was \$143.40 and the highest was \$181.90.

In the largest daily divi-

sion, in-county rates ranged from \$147.70 to \$226.20 with a median of approximately \$175. Out-of-county rates ranged from \$171.60 to \$226.20.

For multi-weeklies, the in-county yearly subscription rates range from \$14 to \$60 with the majority falling in the \$35-\$48 bracket. Out-of-county rates varied from \$18 per year to \$90.

In the small weekly division, among those papers checked, in-county rates ranged from \$10.60 to \$23.32. Outside the county rates fluctuated from \$15 to \$30.21.

For weeklies with a circulation of 3,000 to 4,400, the in-county subscription rates varied from a low of \$11 to a high of \$28. The majority fell in the \$14-19 range. Out-of-county prices ranged from \$15.50 to \$35.

In the large weekly category, the in-county rates ranged from \$8.95 to \$26.50. Half of those checked fell in the \$18-\$22.50 bracket. Out-of-county rates for this size paper ranges from \$15 to \$35. Half of those favored rates between \$27-\$35.

Typefaces

Continued from page 4

to tell you precisely what the problem is, but they are uncomfortable with type that has been "squished" too much.

Let me suggest an option: if you're on deadline and just can't get that 48 point headline to fit — no matter how hard you try (you've already rewritten the head three times, with no luck) — then take the head down to 46 point. Or 45 point. Readers will not notice the slight difference and all the typographic factors (size, scale, kern, spacing, etc.) will have been reduced proportionately. It's a lot cleaner, a lot easier, a lot quicker — and maintains a more professional look.

Take care with text, too. I've known editors who have saved themselves time in the editing process by

minus-tracking a unit or two more just to keep from having to cut a final few lines from a story. The curmudgeon copy editor in me just can't buy into that approach. I think it's mucking around with typography just to save a bit of editing effort.

The key to good text type is its readability. When we over-adjust text, we can imperil good readability. It's too high a risk. And, again, that curmudgeon lurking deep within me screams: "You're an editor! Edit!"

If you tinker with the typography too much, you are certainly making yourself less of a designer — and probably less of an editor. One thing's sure: you're making your publication less than it can be.

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

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