

KPA

Volume 71, Number 2 - February, 2000

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The Kentucky Press

PUBLISHED AS A MEMBER SERVICE OF THE KENTUCKY PRESS ASSOCIATION AND KENTUCKY PRESS SERVICE

KPA to start 'boot camp' for journalists

Papers would hire
employees to receive
crash training course

By **DAVID GREER**
KPA/KPS Treasurer
Kentucky Standard

Wanted: courageous individuals looking for a fascinating career in journalism. That soon could become the Kentucky Press Association's theme.

At its Jan. 20 meeting at the winter convention in Lexington, the KPA Board of Directors voted unanimously to proceed with an innovative member service that could make it easier for newspapers across the state to fill their editorial department openings.

The KPA goal is to establish a so-called journalism boot camp program in which individuals receive intensive training in journalism basics so they might go to work for their hometown papers.

As most of us know, the journalism labor market has become very tight in the past couple years. Our industry has long relied mainly on colleges and universities to supply us with entry-level journalists. That worked well. But now with fewer young people graduating from college with journalism degrees, increased competition in the market from various sources including online services and large papers, and changing work values among young people now entering the workforce, it's never been more difficult to fill editorial openings at our papers.

Facing the same challenge at its 55 small daily papers, Thomson Newspapers established last year

See **CAMP**, page 4

Revlett elected 2000 KPA President

By **LISA CARNAHAN**
KPA News Bureau Director

With record-breaking numbers attending the 2000 Winter Convention, Teresa Revlett, publisher of the McLean County News, was elected president of the Kentucky Press Association and Kentucky Press Service.

Nearly 600 people attended the two-day event held this year at Lexington's Marriott Resort.

Revlett is only the fifth woman to hold the title of president in KPA's 130 years. Other women presidents were Betty Berryman, publisher of the Winchester Sun, Celia McDonald, former owner and publisher of the LaRue County Herald News, Mary Shurz, publisher of The Advocate-Messenger in Danville, and Dorothy Abernathy, publisher of the Oldham Era and Trimble Banner.

Revlett, who's been actively involved in KPA for over 10 years, said it was an honor to be chosen to lead the organization into the new millennium. She encouraged the newspaper representatives attending the convention to get involved in the organization.

"You only get out of an organization, what you're willing to put into it," said Revlett.

A native of Calhoun and mother of two boys, Revlett has been with the McLean County News since 1978. The newspaper



Teresa Revlett, publisher of the McLean County News, was elected President of the KPA/KPS Board of Directors. She was inducted at the 2000 Winter Convention in Lexington where she took the reins from Tom Caudill, assistant managing editor of the Lexington Herald-Leader. Caudill becomes Past President on the board of directors.

is part of the A.H. Belo Corp.

Revlett takes the reigns from Tom Caudill, assistant managing editor of the Lexington Herald-Leader, who now assumes the post of Past President.

Marty Backus, publisher of the Appalachian News-Express in Pikeville, was chosen President-Elect and will take over the presidency from Revlett at the 2001 Winter Convention in Louisville.

Dave Eldridge, publisher of the Jessamine Journal, was selected Vice-President. Eldridge had served as chairman of the

Circulation Division, a position he'd held since 1998.

David Greer, publisher of the Kentucky Standard, Bardstow, was re-elected Treasurer.

New Board Members, who began their terms at the Winter Convention, include:

Alice Rouse, Murray Ledger & Times, District 1; Tony Maddox, Henderson Gleaner, State-At-Large; Sharon Tuminski, Winchester Sun, State-At-Large; and Armando Arrastia, Kentucky Department of Education, chairman of the KPA Associates Division.

Clabes, Coffey honored at convention

By **LISA CARNAHAN**
KPA News Bureau

Judy Clabes, president and chief operating officer of the Scripps Howard Foundation and editorial director of Scripps Howard's Newspaper Division, and Larry Coffey, president of Landmark Community Newspapers, Inc. (LCNI), were honored at the KPA 2000 Winter Convention.

Clabes was awarded the Lewis

E. Owens Award for Community Service by the Lexington Herald-Leader and Coffey was presented the Most Valuable Member Award from KPA.

Herald-Leader Publisher Tim Kelly, in presenting the award to Clabes, called her the "First Woman of Kentucky Journalism."

Clabes was the first woman to be editor of The Sunday Courier & See **HONORED**, page 12

What's Ahead

• June 15-16: Summer Convention, Executive Inn, Owensboro

Inside

- Pg. 2: People, Papers in the News
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- Pg. 8: Be prepared for subpoenas
- Pg. 10: Good grammar = clarity

Kentucky people, papers in the news

Editor, ad manager hired at Spencer Magnet

The Spencer Magnet has a new editor and advertising manager. Tracy Combs, the new editor, had been a reporter for the Henry County Local in Eminence since 1998. She has also worked as an assignment editor for The Breckinridge County Herald-News.

Combs received a history and English degree from the University of Kentucky in 1996.

Pat Dean, an advertising sales representative for the Magnet, has been named advertising manager. Before joining the paper last year, she had owned DCM, Inc. and had spent eight years as a buyer and corporate director for Bobick's-Nevada Bob's Golf Stores in Louisville.

The paper's former editor and

general manager, Kim Rich, resigned her position due to health reasons and moved back to her hometown, Elk Creek, Mo., where she is working part time for The Cabool Enterprise.

Taylor picked to head state sports editors' group

Keith Taylor, sports editor at The Richmond Register, has been named president of the Kentucky Sports Editor's Association.

Taylor began working for the Register in 1992 as a sports correspondent. Two years later, he became a full-time reporter. He has served as sports editor since 1996.

"I'm excited about the opportunity to serve as president of the association," he said. "...Knowing that my colleagues have the confidence in my abilities is a tremendous feeling."

Baber honored for years of service at Winchester

Fred Baber, plant superintendent at The Winchester Sun, was recently recognized for 50 years of service at the newspaper with a luncheon in his honor. Baber, who has held several positions at The Sun over the years, was 24 when he began working in the paper's commercial job shop in November 1949.

"It's been a good 50 years," he said. "I'll keep doing it as long as I feel good."

Ehlschide named editor at McLean County News

Dana Ehlschide has replaced Slone Hutchison as managing editor of the McLean County News. Ehlschide, a graduate of Murray State University, had worked for the Leader-News in Central City since 1994.

Hutchison is completing graduate work at Murray State and had been managing editor since 1998.

Brown receives award

Buddy Brown, former editor of The Farmer's Pride, has been awarded the Kentucky Farm Bureau's 1999 communications award to a writer. The award is presented annually to a print journalist whose work leads to a better public understanding of agriculture.

Brown, a 1979 graduate of Western Kentucky University, now holds a communications position in the Metcalfe County school system. He worked as news editor for the Clinton County News before becoming editor of the Cumberland County News in 1987. He later became editor of the

Greensburg Record-Herald. In 1996, Brown became editor of The Farmer's Pride.

"Buddy played a part in the emergence of The Pride as a 'must read' for Kentucky agriculture interests," said Sam Moore, president of the Kentucky Farm Bureau.

Cook rejoins news staff at Harrodsburg Herald

Debbie Jenkins Cook, food columnist for The Harrodsburg Herald, has taken a full-time staff writer's position with the paper.

Cook, a 1973 graduate of Eastern Kentucky University, worked for the newspaper full-time from 1978 to 1983 before taking over the column. She was also a staff writer for the Danville Advocate-Messenger from 1973 to 1978. For the past 10 years, Cook has been executive secretary and accountant for the Housing Authority of Danville.

Herald-Leader receives NAA award for auto ad

The Newspaper Association of America has honored the Lexington Herald-Leader for outstanding automotive advertising. The newspaper's advertising for The Lexus Store of Lexington netted it and the dealership one of 18 Dealer Automotive Newspaper Display Advertising 2000 Merit Awards of Excellence.

The annual DANDY awards were presented during a press conference at the National Automobile Dealers Association expo in Orlando. The top three winning entries were published in the Denver Post, The Buffalo News and the News & Record in Greenville, N.C.

See PEOPLE, page 10

The Kentucky Press

The Kentucky Press (ISSN-0023-0324) is published monthly by the Kentucky Press Association/Kentucky Press Service, Inc. Periodical-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.

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C-J carrier credited for saving two families from house fire

(AP) — A newspaper carrier was hailed as a hero after awakening families to deliver word of an early morning fire.

Joseph "Danny" Brown was delivering the first sections of the Sunday Courier-Journal on Jan. 4 when he smelled smoke. Then he saw smoke billowing from a garage.

"I turned back and ran up to the door and started ringing the bell and banging as loud as I could," Brown said.

Todd Rouse, who owned the house, came to the door, and Brown yelled that the garage was on fire.

The pajama-clad Rouse went back in to dress and wake his family. As Rouse did that, Brown saw flames leaping from the garage. Within seconds, it was engulfed

and the roof of the Rouse home was on fire.

"I went back up to the door and shouted, 'You've got to get out now!' "Brown said. And then he ran to the house next door to wake those people.

At the same time, Brown said, he called the fire department on his cell phone.

"He saved our life," said neighbor Ruby Cook.

If Brown had delayed at all, her house would have burned too, Cook said. She said she and her husband, Lester, never would have escaped.

South Dixie Fire Chief Steve Burton agreed with Cook.

If Brown hadn't called the fire department immediately, and if he hadn't gotten the Rouses out of

See CARRIER, page 12

'You get what you pay for' cliché holds true for papers

Interactive Insider

By Lisa Dixon



We've all heard the saying, "You get what you pay for." After reading several articles recently from various publications regarding the newspaper industry, newspaper executives in charge of the purse strings and responsible for future growth should take heed if they want to remain competitive.

First the good news. Many newspapers are in the enviable position of producing double-digit profit margins — profit margins unheard of in most businesses. The operating cash-flow margins of the nation's newspapers increased from 16.6 percent in 1995 to 19.3 percent in 1996 and 23.6 percent in 1997, the most recent published figures.

Interspersed with these glowing profitability reports in trade publications are some disturbing viewpoints, findings and continuing trends in the newspaper industry. There seems to be a pervasive mind-set to maintain the status quo or cut costs instead of reinvesting profits into newspaper operations and future growth strategies.

An Editor & Publisher (10/30/99) Viewpoint column headed "Getting What You Pay For" highlighted the difficulty of attracting solid, new "people talent" to newspapers. The column, citing recent compensation survey findings, stated, "When it comes to investing in the talent that creates, shapes and sells their content, newspapers remain stuck in a time warp. Newspaper compensation models don't simply predate the Web — they've barely moved beyond the era of the Underwood typewriter."

In the same column, Real Media President Dave Morgan, speaking at the annual Inland Press Association meeting, highlighted the flight of top newspaper talent to the Internet industry, in the creative content, marketing and sales areas. "This business," Morgan warned, "is going to be won on talent, and when newspapers compete on talent, they're going to have a hard time."

Shortly after reading the E&P Viewpoint column, I noticed a USA TODAY article (11/10/99) highlighting the boon in the development of niche-content Internet sites and the growth of Net content providers and syndicates. Aram Sinnreich, an analyst with Internet Research from Jupiter Communications in New York and author of a report on Net syndication, See PAPERS, page 11

Newspaper sponsors e-commerce workshop

By JOHN FRIEDLEIN
The Kentucky Standard

(Editor's note: The Kentucky Standard sponsored a free e-commerce workshop for local businesses last month. The workshop, for which 58 businesses were registered, was intended to help local businesses, artists and craftsmen learn how they can broaden their markets by going online, said David Greer, publisher.)

Richard Meadows took a rock from his wife's garden and auctioned it on the Internet.

On e-Bay, he wrote three paragraphs about how wonderful the rock was.

Bidding started at one cent; it sold for over \$5.

Meadows, online marketing manager for Landmark Community Newspapers Inc., used this as an example of the power of Internet retail at a workshop — "Introduction to E-commerce," — in Bardstown on Jan. 12.

During the workshop, sponsored by The Kentucky Standard, Meadows and Webmaster Heidi Henderson talked to about 50 local business people, artists and craftsmen about the importance of reaching customers through the Internet.

Meadows said anyone with a retail business should have a Web site. "It's part of a good marketing plan."

To start, retailers have to let customers know how to find the

"For as little as about \$240 a year, a business could maintain a do-it-yourself Web site."

Richard Meadows

Online marketing manager, Landmark Community Newspapers, Inc.

site. This is done by cross-promotion — putting the Web address on all other advertisements, whether they be newspaper, radio or television ads.

For as little as about \$240 a year, a business could maintain a do-it-yourself Web site, Meadows said.

This can be more than just a tool that provides information. For example, customers can print out coupons offered online. If 10 people do this, Meadows said, it could more than pay for the site.

E-commerce also expands a business' customer base, reaching out to people across the country.

It's a quickly growing medium, especially with the merger of America Online and Time Warner Inc., Meadows said.

For local companies and artists to benefit from this growth and maximize hits, it helps to have Internet addresses that are as short and descriptive as possible, he said.

Also, Henderson stressed the importance of keeping Web sites simple and clean.

Martin Leddy, a Louisville tile distributor who attended the con-

ference, said his company has a site which is primarily used for business to business transactions. He wants to expand it to reach retail customers.

After hearing the speakers, Leddy said he was more motivated to speed up this process. He doesn't want to be left behind by his competitors.

Paul McCoy, owner of the Jailer's Inn Bed & Breakfast in Bardstown, also wants to expand his Web site. Many of his customers visit his site on the Internet before visiting the real building, he said.

McCoy's Web site now describes the inn, but he wants to eventually let customers make reservations online.

He said the conference gave him ideas about how to get more hits.

Also during the workshop, Meadows presented "How Your Business Can Conduct E-commerce on bardstownhome.com." This Kentucky Standard site allows online credit-card purchases via its Town Mall.

USPS proposes rate hike of 8-15 percent for papers

Mailing newspapers and magazines could become quite a bit more expensive if the Postal Rate Commission approves a rate increase filed last month by the United States Postal Service.

Under the proposal, it would cost 8 to 10 percent more to mail local newspapers within their home county, and the regular Periodical rate used for mailing magazines and newspapers would increase by 13 to 15 percent. First class stamps would cost a penny more.

Meanwhile, mailers of heavy weight advertising would see a significant drop in their rates.

Over the past 5 years, the Postal Service has enjoyed a \$5.5 billion net operating surplus, but officials say the increases are needed to offset an expected \$3.68 billion revenue deficiency in 2001.

The recommendation, which was filed Jan. 12, is being fought by the National Newspaper Association and the Newspaper Association of America.

"Readers will not understand

why postage rates are driving up their subscription prices while the Postal Service cannot get the newspaper to the mailbox on time," said Kenneth Allen, executive vice president and CEO of the NNA. "We will make a strong case before the Postal Rate Commission that this increase must be trimmed to a reasonable level."

John Sturm, NAA president and CEO, said the increases "just don't seem to make sense."

"Once again, the Postal Service is expecting others to pay more so advertising megamailers can drop heavier loads on consumers at lower rates," Sturm said. "It was only a year ago that the Postal Service raised its rates and now, shortly after announcing that it is making millions of dollars in profits, the USPS is asking for more money."

The Postal Rate Commission will consider the recommendation over a 10-month period, and if approved, the changes would take effect in 2001.

Dooley working as legislative intern for 2000 session

Karla Dooley has been hired as the KPA legislative intern for the 2000 session of the General Assembly.



Dooley is a December 1999 graduate of the University of Kentucky School of Journalism and Telecommunications.

Dooley has spent the past two summers as a reporting intern at the Lexington Herald-Leader, where she wrote for the metro, features and business departments. She continues to work for the newspaper as a freelance writer for the weekly Bluegrass Communities section, and has also done freelance work for the Associated Press. While at UK, she was an honors student and worked as a staff writer and assistant news editor for the campus newspaper, the Kentucky Kernel. She also spent two summers as a reporter for the News-Democrat & Leader in Russellville.

To justify or not to justify still the question for paginators

Design is Everything



By Edward F. Henninger

For decades, typographers have gone to their graves arguing the merits of flush left text type over justified text.

Some have claimed that justified text is easier to read because it aligns at the left and right, creating a more organized, more structured approach.

Others have asserted that flush left is easier to read because it's free of the unnecessary spacing required to justify the line.

In my book, each has its advantages and neither is better. The key lies in knowing when to vary the set between justified and flush left.

Justified text appears more for-

mal and more newslike while flush left seems less formal and more featurish. That's why most newspapers run news stories in justified but columns and features flush left.

Justified text is our suit and tie as we work to put our best face forward to our readers each day — and because that's the way we present ourselves every day it has become the most comfortable look for most of them.

Justified stories just seem natural. They feel more credible, more "newsy."

Nonetheless, there is one advantage to running text flush left: all excess spacing is pushed to the right edge of the line, obviating concerns about word- and letter-spacing. Just this single factor means that it's much easier for you to place photos and art elements into copy without worrying about the typography adjacent to that element.

Here are other points about flush left text type for you to consider:

—There's no reason why you can't hyphenate flush left text type, just like justified text.

—Despite the common misconception, flush left type is not necessarily any longer than justified text.

—Flush left works better in narrow columns.

—Flush left still works better for features and columns, given its more comfortable "feel."

—If you choose to stay with justified type for your news report, it might still be a good idea to keep records and list copy flush left so readers can recognize the difference between the two. (No, it doesn't seem to work quite as well in reverse: justified records copy with flush left news).

—Readers may be less concerned about the difference between justified and flush left text than we are. In

some of my recent redesigns, we showed focus groups pages with flush left text throughout. They noticed nothing out of the ordinary. When we pointed out that the text typography was different, most seemed not to care much. To them, flush left was just as acceptable for news stories as justified text.

During the past couple of years, I've used flush left as the dominant typography in a few redesigns. The look is more open, less formal, more comfortable. And reader reaction has been positive.

No, I won't use flush left exclusively in the future. But I've learned that it can be just the ticket to creating the right "feel" for readers.

(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)

Camp

Continued from page 1

in Oshkosh, Wis., a journalism boot camp to train non-traditional journalists. The camp recently graduated its first class of 16 journalists. The group included a former teacher, a lawyer, a military retiree — even a professional clown.

The concept is this — hire qualified people from the communities where our papers are located (people who have good writing skills and are looking for another career or good job opportunity) and give them intensive basic journalism training in a classroom setting. Thomson has invested heavily in this venture with several hundred thousand dollars spent on setting up a classroom with computers and a first-year budget that includes funds for a full-time instructor, monies for consulting instructors, a copy desk to edit students' stories, etc.

Individuals who responded to Thomson's ads were interviewed and extensively tested on their writing and knowledge. Three hundred fifty applicants were whittled to 50 and eventually 20 were offered jobs with the Thomson paper where the applicant lived. Nineteen accepted the offers. Sixteen graduated and went to work at Thomson papers.

At the KPA Board's October retreat, the decision was made to establish a committee to investigate the boot camp concept. Board members who volunteered included Tom Caudill, John Nelson, Ed Mastrean and Jo-Ann Albers. I was asked to chair the committee. David Thompson and Lisa Carnahan of the KPA staff were asked to join the committee.

While it was the committee's

"A journalism mini-boot camp of three weeks is not intended to replace college and university journalism schools or their graduates. It is designed to supplement the labor pool with qualified applicants from our communities; people who already know our cities and towns, have life experience and are looking for a good career opportunity."



David Greer
Publisher, The Kentucky Standard
KPA/KPS Treasurer

goal at our first meeting in November to offer something similar to the boot camp to KPA papers as a member service, it soon became clear that we did not have the resources for a 12-week program. Also, most papers could not afford to send a new hire to such a camp. So, we began examining affordable but effective alternatives.

Recently, I acquired a copy of "The Weekly Writer's Handbook," by Bowling Green State University journalism professor Ray Laakaniemi.

A former weekly editor, Laakaniemi has written a 226-page, down-to-earth, very how-to book on being a weekly newspaper writer. It covers the basics of how to interview, how to write everything from budget stories to features, the role of the press, how to cover specific beats, copy editing and headlines, etc.

In short, this book, it seemed to me, was ideal to use as a short boot camp curriculum. I called Laakaniemi and proposed my idea. He liked it and said he had approached other state press associations in the past about sponsoring short courses but had no takers.

A journalism mini-boot camp of three weeks is not intended to replace college and university jour-

nalism schools or their graduates. It is designed to supplement the labor pool with qualified applicants from our communities; people who already know our cities and towns, have life experience and are looking for a good career opportunity.

They are people, who with intensive training in the basics of journalism and writing, could successfully work at our papers while gaining additional on-the-job experience. And, being hometown people, this may reduce our editorial turnover which always has a high cost in terms of silly errors in our papers. It could also reduce the expenses associated with constantly filling jobs because some J-school grads are looking for their next step up the job ladder.

In mid-January, I made a proposal to the boot camp committee. The committee agreed it should be forwarded to the full board for its approval at the Jan. 20 meeting.

The proposal designated David Thompson, Lisa Carnahan and me to begin detailed discussions with Laakaniemi and Midway College, Midway, Ky., regarding a three-week journalism mini-boot camp this summer at Midway. It would be taught by Laakaniemi. He would use his book, "The Weekly Writer's Handbook," as our course textbook.

Midway College was chosen because of its advanced work in establishing a career development program, its enthusiasm about housing this boot camp program and its central location.

The mini-boot camp would be taught 8:30-11:30 a.m. and 2-5 p.m. Monday through Thursday, with a more relaxed and discussion-oriented evening session 7-9 p.m. to review the day's work. Class would end at 5 p.m. Fridays. There would be no class on Saturday and Sunday so students could return home, do work or class-related research and relax.

This would be eight hours of instruction per day for 12 days and six hours a day for the three Fridays. That's a total of 114 instructional hours per student. The heart of the course is writing. There would be writing every day and students would get feedback at night.

Class size would be limited to about 20 students. Special accommodation can be made for special interests, i.e. sports writing. However, the boot camp's goal is not to become too specialized.

We also seek commitment from KPA member papers to supply a limited number of newsroom professionals with needed expertise to teach short courses at the boot camp to supplement Laakaniemi's classroom teaching.

From preliminary discussions, it appears we can hold the cost of the boot camp course to about \$1,200 per student. That includes classroom instruction, room and board and other expenses. However, many details remain to be worked out between KPA, Laakaniemi and Midway College, including dates this summer for the first boot camp. We've started those discussions and will be sharing more information with you in the near future.

Mailing list software can solve problems at big, small papers

Dr. Tech Hotline

By Tim Jones



I have reviewed a demonstration version of Satori Software's Bulkmailer and Bulk Mailer C.A.S.S. If all you need is a mailing list program, these two may be what you are looking for.

The CASS program will correct the addresses and provide the Zip+4. Bulkmailer is a straight forward database with extra fields for sorting and searching.

Some features include Complete USPS Presorting for 1st Class, Periodical and Standard Mail, including automation compatible. Carrier Route, Line of Travel and Walk Sequence pressorts are possible.

The software company has different levels of programs and options to cover a wide variety of needs from small to large. Call me if you are interested in this program or contact Satori at 800-553-6477 ext. 24, email: sales@satorisoftware.com.

Several people are having trouble with system 8.1 and network connections. A computer will often lose contact with an

Apple Laserwriter or shared hard drive. Most often this involves Mac G3 with System 8.1 but can also be a problem with other Powermacs. The same problem will occur with localtalk phonenet or ethernet. The first suggested cure is to delete appletalk preferences from the system folder. Another step is to remove an extension known as "Localtalk PCI" or download and install the latest version of "Localtalk PCI".

When these steps did not work, I called Apple Technical Support and explained the problem, but there was no additional information.

We are calling on all of you out there to contact me if you know of a fix for this problem. Any suggestions are welcome.

By now you have survived the Y2K date change without any problems. The only serious problem with Macintosh software has been Quickbooks. Older versions could not handle four digit dates such as 2000. If you use Quickbooks, you will need to upgrade to Quickbooks Pro for the Mac. If you already own an older version, Intuit has a free update to take care of this problem. You can order from the website at www.intuit.com or phone the company at 800-354-0355.

If you have a question, call me at 800-484-1181, Code 7076, or 606-624-3767 or 606-623-3880.

Q: Can a restaurant run an ad that states "Buy one, Get one FREE" for any alcoholic beverages?

A: According to the Alcoholic Beverage Control commission, the word "free" is not to

Question of the Month

be used in advertising. It is permissible for a restaurant to advertise "Two for One" or "Two for the Price of One."

The ABC does require, however, that the retailer not sell any alcoholic beverages below cost.

Need technical
advice?

Got a problem
with your Mac?

Call KPA's newest
member service:

The Dr. Tech Hotline!

Hotline Numbers

606-623-3880

606-624-3767

1-800-484-1181

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606-314-5146

email:

tjones9692@aol.com

FAX:

606-624-9893

E-mail can be used as a customer service tool

Ad-libs[©]

By John Foust
Raleigh, NC



I know that some newspaper people don't like the Internet.

And it's a fact that some local merchants feel threatened by the potential of online shopping. But the Internet is not going away. So let's take a look at what newspaper advertising departments can learn from the cyberworld.

There's a big difference between window shopping and real shopping.

Most consumers are reluctant to type a credit card number on a computer screen and send it off to who-knows-where.

As a result, online retailers have tremendous obstacles to overcome. They have to be buyer-friendly, without allowing consumers to see or talk to real people.

Not long ago, I ordered a book from Amazon.com, the online bookstore. I was expecting a distant and impersonal shopping experience. But man, was I wrong! The key was in the way they used e-mail.

Here's what happened: In the Sunday newspaper, there was an interesting article about a new business book. So I clipped the article and took it to the office. After lunch on Wednesday, I

decided to buy the book, logged on to Amazon.com, and placed my order.

At 2:31 that same afternoon, I received an e-mail which said, "Thank you for ordering from Amazon.com." The message confirmed the price and included details on how I could modify my order. Then, at 10:39 that night, I received another message (although I didn't actually read it until I got to the office the next morning). This one said, "Greetings from Amazon.com. We thought you'd like to know that we shipped your items today, and that this completes your order. Thanks for shopping at Amazon.com, and we hope to see you again soon." The book arrived on Friday.

Wow! Here was a big company that really seemed to care about the shipment of one book. Even though the messages were obviously automated for efficiency, this was a great example of customer service. Amazon.com used e-mail to humanize the whole process.

The obvious question is: How can an advertising department do the same thing? Here are a couple of observations:

1. E-mail is a fast way to stay in touch. A one sentence message can be sent much quicker by e-mail than by phone or fax. And when you're busy, you'll avoid get-

See E-MAIL, page 10

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Bob Adams, journalism professor at Western Kentucky University and adviser to the student newspaper, the College Heights Herald, listened to an explanation from Joey Randolph of Network WCS on the company's web publishing software, Media Maker.



Left to right: Recently retired columnist Jack Hicks, Larry Muhammad of The Courier-Journal, LeDatta Grimes of the Lexington Herald-Leader and Karen Samples talked to the college journalists about writing for readers.



Ken Blum, an author and popular columnist with Publisher's Auxiliary, presented two circulation seminars at the convention.



KPA Vice-President Dave Eldridge and Board Member Ed Riney of the Owensboro Messenger-Inquirer talked about the KPA 2000 Summer Convention scheduled June 15-16 in Owensboro.

Meeting New Challenges Together



L.T. West of Liberty Telephone (left), one of the Trade Show vendors, explained some of his equipment to Board Member Ken Metz and his son Zach. Nearly 600 people, a record crowd, attended the 2000 Winter Convention and Trade Show.



Tom Caudill, left, presented Larry Coffey, president of Landmark Community Newspapers, Inc., with KPA's Most Valuable Member Award.



The Lexington Herald-Leader presented Judy Clabes, president and chief operating officer of the Scripps Howard Foundation and editorial director of Scripps Howard's Newspaper Division, with the Lewis E. Owens Community Service Award. Publisher Tim Kelly made the presentation.

At the 2000 KPA Winter Convention



Tim Harrower, one of the leading newspaper design authorities in the U.S., gave his presentation to a packed room.



Past President Tom Caudill listened to a demonstration of the new "KET Pressroom," KET's online press release service, from Rob Hulsman of KET.



Sports columnists Pat Forde, Mark Mathis and Chuck Culpepper were presenters for one of the college sessions. Theirs was titled "Down to the Wire." The writers gave tips on maintaining sanity in the crazy world of sports.



Kevin Slimp, one of the country's foremost software experts, gave presentations on Adobe Acrobat and new technologies for newspapers.

LEGAL NEWS & VIEWS

Reporters' response to a subpoena critical to outcome

By **KIM GREENE**
KPA General Counsel
Dinsmore & Shohl

When a lawyer in a high-profile case has failed to investigate the case thoroughly, he or she sometimes aims for a quick fix by subpoenaing a local reporter who has covered the case.



Newspaper reporters receive such subpoenas in civil and criminal cases. In civil cases, subpoenas usually instruct the reporter to attend a deposition to be questioned by a lawyer. Often the subpoena requires the reporter to produce news articles, written notes, tape recordings, or any other contents of the reporter's file. In criminal cases, either the prosecutor or the defense attorney subpoenas the reporter to testify at trial or sometimes to bring articles, notes, etc. to a pretrial conference.

Despite the official appearance of a subpoena and occasional threats of contempt by lawyers, reporters must respond to subpoenas in a manner that will protect certain legal privileges that can protect the reporters. For example, reporters who are served with a subpoena should contact their editors immediately, of course. And that should be done before the reporter volunteers any information to the lawyer who sent the subpoena.

As a general rule, the legal privileges do not protect reporters from testifying to confirm that they accurately reported what they were told. For example, if an article quotes Tubby Smith as saying, "We couldn't shoot a three pointer if our lives depended on it," the reporter is not protected from confirming that Tubby Smith in fact made that statement. Likewise, reporters will have to produce copies of published articles without objection in response to a subpoena. However, reporters have the right to object to anything more intrusive.

Often, lawyers will seek the identities of the confidential sources a reporter has used to write a story. Kentucky law protects reporters from disclosing such information. KRS 421.100 provides, "No person shall be compelled to disclose in any legal proceeding or trial before any court...the source of any information procured or obtained by him, and published in a newspaper...by which he is engaged or employed, or with which he is connected."

It is a closer question when a lawyer seeks information that was not published in an article. Kentucky law is silent on this issue. However, cases from other jurisdictions suggest that reporters have a privilege that protects them from disclosing such information, even if the information is not confidential.

In 1972, the United States Supreme Court decided *Branzburg v. Hayes*, a case that involved

a *Courier-Journal* reporter's refusal to answer questions before a grand jury. *Branzburg* recognized, for the first time, that newsgathering is a constitutionally-protected activity. Since *Branzburg*, most courts recognize that reporters have a privilege when called to testify about unpublished information or to produce their unpublished notes. These courts have held that reporters may avoid disclosing unpublished information unless the party seeking the information can show that he or she cannot get the information from another source and that the information is clearly relevant to an important issue in the case.

Strong policy reasons support the constitutional privilege enabling reporters to avoid the disclosure of even nonconfidential information. The United States Court of Appeals for the Second Circuit in *Gonzales v. National Broadcasting Company, Inc.* noted "the paramount public interest in the maintenance of a vigorous, aggressive and independent press capable of participating in robust, unfettered debate over controversial matters." That court expressed the dangers of not granting reporters a privilege:

If the parties to any lawsuit were free to subpoena the press at will, it would likely become standard operating procedure for those litigating against an entity that had been the subject of press attention to sift through press files in

See **SUBPOENA**, page 9

AG Opinions

Georgetown News-Graphic/ Stamping Ground City Commission

The Attorney General concluded that the Stamping Ground City Commission violated the Open Meetings Act when it went into closed session twice during its July 12, 1999 meeting to discuss personnel matters.

Mike Scogin, publisher of the *Georgetown News-Graphic*, challenged the two closed sessions in a letter submitted to Mayor Shirley Ketterning on July 20. He charged that the purpose of the first closed session violated KRS 61.810. During it, Scogin thought members of the commission signed two letters, including one addressed to the city clerk, Virginia Miller. During the second closed session, the commission discussed the city clerk's resignation. Scogin asked that the commission publicly acknowledge its violation of the law and "publicly pledge to carefully follow the law in the future" in a letter to the editor and at its next regular meeting.

Ketterning replied in a letter dated July 22 that the commission would not respond to Scogin's charges until the city attorney had advised them. "Our attorney has been tied up on other matters since the receipt of your letter and I am entering the Georgetown Hospital in the morning," the letter said. Ketterning also asserted that "we feel any information regarding personnel matters are protected by confidentiality" and said that the commission would "respond to the

charges as soon as it is determined they merit a response."

After Scogin filed an appeal with the AG, the Stamping Ground City Attorney, Joseph Hoffman, explained the commission's position in a response to the AG.

In it, Hoffman said that the first closed session was for the purpose of signing a letter and memo to a city employee. "These dealt with matters pertaining to the employee, and were thus deemed confidential..." the response said.

Hoffman said that after the meeting was re-opened, the mayor left. Near the end of the meeting, the city clerk announced her resignation and asked the commission to discuss her resignation in a closed session, which they did. Miller joined them several times during the discussion. The commission, Hoffman said, "acted in sincere good faith believing it correctly balanced the individual's right to privacy with the statutory requirements."

Amye Bensenhaver, assistant attorney general, wrote that "it is not for the Stamping Ground City Commission to attempt to strike the appropriate balance between an employee's right of privacy and the public interest in the formation of public policy. That balance has already been struck by the General Assembly in KRS 61.810(1)(f)."

Closing a session is only admissible

See **OPINIONS**, page 9

Appeals court: Electronic publishers must get free-lancers' permission

A federal appeals court has ruled that publishers must get permission from free-lancers to republish their work on electronic databases—Web sites, Lexis-NEXIS, CD-ROM—or risk violation of copyright law.

In the case, six free-lance writers had sued various publishers and owners of electronic databases alleging that the publishers violated copyright law by providing the articles to electronic databases. The publishers argued that they owned the copyright under Section 201(c) of the Copyright Act, which allows them to reproduce and distribute individual works in "any revision of that collective work."

The court reversed an earlier

district court ruling that had granted the publishers summary judgment. That decision held that the copyright law permits publishers to reproduce individual contributions of free-lance writers as part of a revision of the collective work in which the contribution originally appeared, even though the writers did not contractually give up their rights in the works.

The Newspaper Association of America had entered an amicus brief that urged the appeals court to affirm the district court's decision. The brief argued that reversal of the decision would result in the removal of numerous newspapers and magazines from online

See **FREE-LANCERS**, page 9

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Opinions

Continued from page 8

if the governing body will be discussing the appointment, discipline or dismissal of an employee, Bensenhaver wrote, citing the previous AG observation that "General personnel matters cannot be discussed in a closed session." Before going into closed session, the governing body is also required to announce which of the three reasons for which it will close the meeting and is prohibited from taking action during the time it is closed.

"To date, the Stamping Ground City Commission has not announced which of these topics were discussed in its first closed session," the opinion stated. And even if the closing was for the purpose of discussing employee discipline, the fact that the mayor and commissioners signed a letter and memo constitutes a violation of the law because it is considered "taking final action."

The assistant attorney general concluded that the second closed session was also a violation of the act because discussion of an employee's resignation is not one of the topics authorized for discussion in closed session. Bensenhaver noted that, "in the original preamble of the Open Meetings Act, the General Assembly recognized that 'the people, in delegating authority, do not give their public servants the right to decide what is good for the public to know and what is not good for them to know.'"

She also called the response to Scogin's complaint "deficient," because it "did little more than indefinitely postpone issuance of a substantive response." According to KRS 61.846(1), an agency's response to a complaint should cite the statute that allows the agency to deny the public disclosure and explain how it applies. "The requirement for agency response is not conditioned upon the meritoriousness of the charges, as Mayor Kettenring suggests, or the availability of the city attorney to offer advice on the matter," Bensenhaver wrote.

The Advocate-Messenger/Danville Independent School District

John Nelson, managing editor of the Advocate-Messenger in Danville, submitted an open records request for a copy of "any agreement reached between Danville Independent Schools or its representative and Margaret Dawson or her representative" on Dec. 2.

Winter R. Huff, the school district's attorney, responded on Dec. 7 that the terms of the agreement were exempt from disclosure because "we do not believe that the settlement agreement is a board record at all." Huff emphasized the limited role the Board of Education played in coming to the terms of the agreement.

She also cited the Kentucky Open Records Act, KRS 61.878(1)(a), which states that requests may be denied when the record is one "containing information of a personal nature where

the public disclosure thereof would constitute a clearly unwarranted invasion of personal privacy." Huff also argued that because Dawson had requested a private hearing (which was not held), the agreement would also be private.

The Advocate-Messenger appealed the district's denial to the Attorney General, who agreed that the open records request had been improperly denied. Assistant Attorney General Amye Bensenhaver noted that the settlement was a public record and that "the district cannot evade its duties under the Open Records Law on this faulty pretext."

In addressing the issue of Dawson's privacy, Bensenhaver cited a recent decision on the confidentiality of settlement agreements in another case. In that instance, the Lexington Herald-Leader had requested that the Lexington-Fayette Urban County Government release a settlement agreement reached with one of its former employees. The LFUCG then contacted the former employee, who said that he wanted to enforce the confidentiality clause in his agreement but did not take legal action in order to assert his right to privacy.

In that opinion, the AG drew on another case, Anchorage School District v. Anchorage Daily News, in which it was ruled that "a confidentiality clause... cannot in and of itself create an inherent right to privacy superior to and exempt from the statutory mandate for disclosure contained in the Open Records Act." It is the public agency's responsibility to release the information requested and notify the person who might be affected, the AG said. That person is then responsible for taking legal action to protect the confidentiality clause.

"This office's review of the settlement agreement reveals little if anything in the agreement which would cause Ms. Dawson such serious personal embarrassment or humiliation that it would overcome the presumption of openness," the assistant attorney general said in the opinion. "Although brief references to the incident giving rise to her termination appear in the agreement, these details no doubt came to light in the jury trial which resulted in her acquittal, appear in the court record and received media coverage."

Bensenhaver also said that there was "little weight" to Dawson's wish to keep the amount or terms of the settlement private. As for the district's assertion that the settlement agreement should be confidential because Dawson had asked for a private hearing under KRS 161.790(5), the assistant attorney general said that protection does not extend to records created outside the hearing.

She cited another AG decision asserting that "although the legislature has recognized a teacher's right to a private hearing on contract termination, we reject the notion that the legislature also intended to shield that teacher from public scrutiny with regard to the complaints lodged against him or her and the tribunal's final action."

Free-lancers

Continued from page 8

databases, such as NEXIS and CD-ROM, to the detriment of scholarly, journalistic, and other research.

"This case demonstrates the importance of contract law — publishers need to retain all rights in the potential use of the product that they seek to protect under copyright law," said Senny Boone, director of government relations for the National Newspaper Association. "It is an important case that can be addressed in contract drafting with local counsel."

Copyright infringement can be avoided by taking early action, agreed Charles Kelly, an attorney with Kirkpatrick and Lockhart, Pittsburgh.

Kelly, who specializes in commercial litigation in federal and state courts with defamation and First Amendment issues, addressed the case on Nov. 12 at the "Newspapers and the Law" session at the Pennsylvania Newspaper Association convention. He suggested to newspaper executives that they draw up a contract that explicitly informs a free-lancer that he is giving up the copyright on submitted articles.

In its ruling on Sept. 24, the appeals court found that none of the case's original plaintiffs, except for one, had licensed or transferred any rights to a publisher or electronic database. Thus, it deter-

mined that the crux of the dispute is whether one or more of the pertinent electronic databases may be considered a "revision" of the individual periodicals issues from which the articles were taken.

The court concluded that the electronic databases were not revisions and, at best, constitute a new anthology of the periodical editions and, at worst, a new anthology of innumerable articles from these editions. It reasoned that the electronic databases did almost nothing to preserve the copyrightable aspects of the publishers' collective works, as distinguished from the preexisting material employed in the works.

The court noted that the aspects of the publishers' collective works, as distinguished from the preexisting material employed in the works.

- the selection,
- coordination, and
- arrangement of the pre-existing materials.

In placing an edition of a periodical in the electronic database, some of the paper's content, and perhaps most of its arrangement are lost.

"I have long been concerned that publishers may not have copyright issues at the top of their radar screen," said Boone.

Publishers are considering an appeal.

(Reprinted from the Pennsylvania Newspaper Association)

Subpoena

Continued from page 8

search of information supporting their claims. The resulting wholesale exposure of press files to litigant scrutiny would burden the press with heavy costs of subpoena compliance, and could otherwise impair its ability to perform its duties — particularly if potential sources were deterred from speaking to the press, or insisted on remaining anonymous, because of the likelihood that they would be sucked into litigation.

Incentives would also arise for press entities to clean out files containing potentially valuable information lest they incur substantial costs in the event of future subpoenas. And permitting litigants unrestricted, court-enforced access to journalistic resources would risk the symbolic harm of making journalists appear to be an investigative arm of the judicial system, the government, or private parties.

To avoid these dangers, when subpoenaed, reporters should take steps to utilize their statutory and constitutional protections. First, reporters and their editors should consult with their newspaper's lawyer. Then, through the lawyer, they should attempt to reach an

agreement with the opposing attorney limiting the information disclosed to that which actually was published. If an agreement cannot be reached, reporters should attend the deposition or court proceeding and answer any questions that are not protected by the statutory or constitutional privileges. If a reporter is asked for protected information, the reporter's lawyer should object and instruct the reporter not to answer. If this occurs at a deposition, the lawyer seeking the information may later seek an order from the trial judge compelling the information. The reporter's lawyer will be permitted to respond and cite the legal authority in favor of the privilege. If the reporter is testifying at trial and the trial judge orders the reporter to divulge protected information, the reporter's lawyer should request an opportunity to appeal the trial judge's ruling.

Although lawyers do not hesitate to subpoena reporters, these situations seldom require the involvement of a court. Nevertheless, reporters should understand their statutory and constitutional rights in order to prevent the news industry from becoming an 'investigative arm' of the judicial system.

If you have questions about this or any other topic covered by the Hotline, please feel free to give us a call.

People

Continued from page 2

Times-Journal picks Geraldts as editor

Angela Geraldts has been appointed editor of The Russell Springs Times Journal after acting as interim editor for a two month period.

Geraldts, a 1997 graduate of Campbellsville University, is former news editor for the Edmonton Herald News. She has also worked as a reporter for the Commonwealth Journal in Somerset. While studying at Campbellsville University, Geraldts served as editor of the campus newspaper.

Barker hired at Gazette

Danetta Barker has been hired as a news writer at The Flemingsburg Gazette. Barker, a native of Eastern Kentucky, graduated from Morehead State University in May.

Embry to fill editor's job at Green River Republican

John Embry is the new editor of the recently revived Green River Republican. Embry is the former editorial page editor for the Butler County Banner, where he has worked since 1998.

"John has been a person we can count on and trust," said Susan Jobe, co-owner of the newspapers. "He has been part of our family and we value his opinion."

Christofield, Williams named to editor positions at Recorder newspapers

Joe Christofield has been named Florence editor of the Community Recorder, and Tom Williams has joined the Recorder staff as a community editor.

Christofield, a graduate of Morehead State University, has worked for the paper since 1996, when he began as a freelance writer.

Williams has been a business reporter and columnist at The Kentucky Post and an assistant busi-

ness editor at The Times-Union in Rochester, N.Y. He has also worked in public relations, and in 1995, he started his own public relations business. A graduate of the University of Kentucky, Williams holds a bachelor's degree in journalism and a master's degree in communications. He has also taught journalism at Northern Kentucky University as an adjunct faculty member.

Burris rejoins news staff at Richmond Register

Regina Burris has returned to her position as staff writer at the Richmond Register after spending a year as a missionary and Spanish student in San Jose, Costa Rica.

Burris tutored Nicaraguan immigrants in English, and her husband, Steve, volunteered on building and maintenance projects. Their two sons also made the trip.

Burris said she enjoyed the experience, but she's happy to be back.

"It's good to be writing again," Burris said. "I think it gets in your blood and it's something I truly missed while we were gone."

Collins named to research position with Landmark

Amy Collins has been named Research Project Leader at Landmark Community Newspapers, Inc. in Shelbyville. Collins, a graduate of Virginia Commonwealth University, has also held research positions at Louisville Gas & Electric Company, Horizon Research International in Louisville and Alan Newman Research and North American Research, both in Richmond, Va.

Nalley named ad manager at LaRue Co. Herald News

Melissa Nalley has replaced Janay McBride as advertising manager at the LaRue County Herald News. Christy Riggs joins the staff in Nalley's former position as circulation and office manager. Nalley has been with the paper since last year.

Riggs has been an administrative clerk at Crumax and at PNC Mortgage. She attends Elizabethtown Community College.

E-mail

Continued from page 5

ting trapped in a long telephone conversation when you only need to convey a simple update.

2. Say something specific. Clients may see idle correspondence as a waste of time, but they'll appreciate a message which says, "Your new ad is in production and a proof will be faxed by tomorrow afternoon."

3. Keep your messages brief and informal. Forget starting on a formal note and ending with "sincerely yours." Just say it.

4. Don't use e-mail for everything. Some people are taking this cyber thing too far, with e-mailed greeting cards and the like. In my opinion, e-mail works best when used as a supplement, not a substitute. For a human touch, it's still hard to beat a handwritten note or a real conversation.

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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, PO Box 10861, Raleigh, NC 27605, Phone (919)834-2056.)

Adhere to grammar rules for clear sentence structure

Coach's corner

By Jim Stasiowski



Poor Dan Quayle.

In May 1989, speaking to an audience from the United Negro College Fund, the then vice president maimed that organization's familiar slogan. He said, "What a waste it is to lose one's mind, or not to have a mind is very wasteful."

In reality, long before Quayle took his laughable whack, the United Negro College Fund maimed its own slogan: "A mind is a terrible thing to waste."

Yes, you know what it means, but look at the first six words: "A mind is a terrible thing."

That's illogical. A "mind" is not "a terrible thing." What the fund and the vice president meant to say was, "Wasting a mind is a terrible thing."

Before we make fun of either the United Negro College Fund or Dan Quayle, we need to realize that daily, we mangle sentences in much the same way as they. When we were in elementary school (sometimes called "grammar school"), we were supposed to memorize and perfect grammatical relationships that keep our sentences clear.

But grammar is the metaphorical snail darter of our writing era. Just as the big thinkers wanted a big dam that would kill off the tiny fish known as the snail darter, some writers and editors argue that the overall story is much more important than a tiny grammatical detail.

To which I respond: Every story is a collection of details, large and small. As soon as we permit little imperfections, we confuse readers. We end up with this sentence:

A collision between an ambulance and a car at a downtown intersection Monday left one man dead and injured two firemen.

You may read that to say: "A collision ... left one man dead and injured ..." Granted, as I finish the sentence, I deduce what the writer meant, but why have even a moment of confusion?

Look closely at every sentence, every phrase, every modifier. In the "collision" sentence, the problem is that the verb combinations describing the two effects are not parallel. What you have is one subject, "A collision," and two predicates, "left" and "injured."

But "left," by itself, has no meaning. "Left" requires the adjective "dead." And that's where the problem arises, because "injured" can also be an adjective. Thus, the reader can read a compound set of adjectives, "dead and injured," rather than the compound set of predicates the writer intended, "left ... and injured."

By making the predicates parallel, i.e., using the same construction in both cases, you solve the problem: "A collision ... killed one man and injured two firemen." Notice, neither "killed" nor "injured" needs an adjective.

Parallel constructions eliminate a lot of confusion.

The most prevalent source of confusion in newspaper writing is the misplaced modifier. From the august pages of The Washington Post came this sentence, in a story about the long-shot presidential campaigns of Bill Bradley and Sen. John McCain against, respectively, Vice President Al Gore and Texas Gov. George W. Bush.

Bradley and McCain have risen to challenge two men once considered odds-on favorites to win their parties' nominations by bucking tradition and promising a new style of politics.

Who's doing the "bucking" there? Sounds as if the reporter meant the two "favorites" would "win their parties' nominations by bucking tradition ... etc."

A sentence is not a bus. You

See STRUCTURE, page 11

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Structure

Continued from page 10

don't collect more of a reward by jamming more onto it. The phrase "by bucking ..." should modify "Bradley and McCain," and that's easy to accomplish:

By bucking tradition and promising a new style of politics, Bradley and McCain have risen to challenge two men once considered odds-on favorites to win their parties' nominations.

The principles are simple. Keep your compound predicates parallel, and keep your modifier touching the word or words it modifies.

As Dan Quayle might say, "What a waste it is to lose one reader."

THE FINAL WORD: Be careful with the word "sentiment." It's not the same as "opinion," as it implies the coloring of emotion.

In other words, this is very dangerous: "Rodgers expressed the sentiment that China should be an equal partner in trade."

If Rodgers is basing his statement on facts and logic, then he is probably expressing an "opinion," not a "sentiment." Just as "sentimental" implies tender or delicate feelings, "sentiment" implies a feeling rather than a rational, justified argument.

In most serious news writing, you'll want "opinion." When you use "sentiment," you are saying the person you're writing about is relying on emotions.

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

Papers

Continued from page 3

arena, with projections of \$1.5 billion in licensing fees by 2004.

This new wave of niche-oriented content Net syndicators are the new competitors of the more traditional newspaper and television syndicates (and, might I add, perhaps the new competition for the up-and-coming younger demographic group of potential newspaper readers).

The next day, an article in the Wall Street Journal (11/12/99) caught my attention. Times Mirror Chairman Mark Willes talked about squeezing growth out of a mature industry like the newspaper industry, saying it was more difficult than he ever imagined. After two years in the trenches, he said he discovered what industry veterans have known for years: newspaper profit margins don't allow enough budget for marketing.

The Times Mirror now spends 1 percent to 2 percent annually on marketing and has a goal of one day reaching 5 percent of sales. In the consumer-products industry, 15 percent of revenues are spent on marketing. Needless to say, newspapers dramatically under-market themselves and continue to view marketing as an

Don't overlook the Net for newsgathering

By JIM HIGHLAND

(Editor's note: This is second and final part of a story listing several useful websites for reporters.)

Al Tompkins, who won a national Emmy Award for writing a television documentary while heading up a special projects unit for WSM-TV, spent a week at Western Kentucky University recently as a journalist-in-residence.



And during his stay in Bowling Green, Tompkins, who is now on the staff of the Poynter Institute, showed students and professionals how to use some interesting web sites to do their jobs.

- Mention the initials APB, and everyone who has ever covered police knows that stands for all points bulletin. Now try www.apbonline.com and you are sitting in the middle of a site dedicated to crime coverage.

Tompkins said the site is on the cutting edge of crime including tracking serial killers, prisoners, etc.

It was used recently by the College Heights Herald, the Western Kentucky University student newspaper, to gather crime statistics of all college campuses in the state. It also provided maps of high crime areas surrounding the WKU campus.

Other great web sites suggested by Tompkins include:

- www.cpsc.gov is the site for the Consumer Product Safety Commission, a site which lists all the latest recalls.

- Then there's www.eurekalert.org, a news group that alerts you to the latest scientific studies days before they hit the wires. Often the stories are medical in nature. The site offers phone numbers and graphics.

- A plane crashed in my area. I need information quick. Go to www.landings.com. "It helps identify problems with airlines and individual planes," Tompkins said. "This online journalism powerful site will give you pilot backgrounds, aircraft safety records, specific maintenance records or airplanes (if you have the tail number) and tons of other details."

- www.faa.gov is a helpful site. "Get familiar with

this one," Tompkins said. "Welfare, population, race, election results and stuff like that."

- Every state now has a web site with vital records/statistics, usually styled www.state.gov, then many suffixes after that specific to the site. Many states now have searchable databases for all statistics areas (birth, death, marriage).

- I have to interview someone and need a bio fast — www.biography.com is the place to start. Then, for safety, check www.yahoo.com and www.altavista.com for general references to see if the person has a web site. Altavista will check to see if the person has been in the news.

- "The single best place for great stories" — www.ire.org. (The site for investigative reporters and editors.) The site includes "many free and extremely low cost government databases that have already been cleaned up," said Tompkins.

- "Great toolboxes for journalists" — www.workingreporter.com and www.cyberpaperboy.com, www.1stheadlines.com (excellent) and, my favorite, Duff Wilson's site, www.seanet.com. These sites are one-stop shops for news. Duff's site includes people-finding engines.

- "Database search mother load" — <http://www.reporter.org/~drew/database.html>.

- "Ask Jeeves" — www.askjeeves.com will find answers to reference questions. Use real language such as, "Who is Edward R. Murrow?" The site will spit out some sites that tell the answer.

- "And who is influencing my congressman?" — www.fec.gov. is the site run by the federal election commission. You can search individual contributors, individual candidates, or races. The actual disclosure forms are available online. Another site, www.cpr.org, tracks PAC contributions by race, and that helps to understand what special interest groups influence individual candidates or officeholders.

"In politics, follow the money," Tompkins added.

expense versus an investment in maintaining and attracting readers and advertisers.

Collectively, these articles present some disturbing insights that, if not heeded, will adversely affect the future of papers to compete effectively for future readers and advertisers.

Although newspaper profit margins continue to grow, at what expense? At the expense of flat or declining circulation growth? At the expense of attracting and keeping good people? At the expense of being so bottom-line oriented we lose sight of the bigger picture... that is, providing our customers with products and services that meet their needs and expectations?

Are we forsaking our future for the sake of our bottom-line?

(Lisa Dixon, AdWorks, is a speaker and marketing consultant based in Dallas, TX. She conducts seminars nationally on behalf of newspapers for their small business advertisers and has spoken nationally and internationally at press association conferences, API and NNA. Newspapers nationwide customize and use her Basic Business Builders small business advertiser newsletters. Call today for your free newsletter copy and for information on her seminars. She can be reached at 972-818-5472 or by e-mail at LADixon@aol.com.)

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Outgoing KPA/KPS Board Members honored



Individuals whose term had expired on the KPA/KPS Board of Directors were given a plaque in honor of their years of service to the organization. Outgoing president Tom Caudill made the presentations. Those honored included: (Above) Dave Eldridge, publisher of the Jessamine Journal. Eldridge's term as circulation division chairman expired but he remains on the board as vice president. Below: William Mitchell, publisher of the Fulton Leader, District 1; Top right: Guy Hatfield, owner of Hatfield Newspapers Inc., Past President; Ed Mastrean, KET, Associates Division Chairman; and Jo-Ann Huff Albers, Western Kentucky University, journalism education representative.



Carrier

Continued from page 2

their home, Burton said, he's certain they wouldn't have escaped the flames. And the Cooks also could have died, Burton said, because it was windy Sunday morning, and the flames spread quickly.

"I told him he was a hero," Burton said.

But Brown replied only that God put him in the right place at the right time.

Burton said he will send Brown a certificate of honor. Burton said he also will ask Jefferson County Judge-Executive Rebecca Jackson to honor Brown.

Honored

Continued from page 1

Press in Evansville, Ind., the first woman to be editor of the Kentucky Post and the first woman to head the Scripps Howard Foundation. She was a founding member of the Kentucky First Amendment Congress and helped establish UK's First Amendment Center. She also helped found the Kentucky Center for Public Issues, which gave birth to the Kentucky Journal. She's worked tirelessly on behalf of Northern Kentucky, serving on more than 50 civic organizations and efforts targeted at promoting the cause of children, women, senior citizens, the arts,

education, health care, informed citizenship, free expression, racial equality, business, community development and leadership.

The award, which recognizes exemplary service to one's community, was renamed a few years ago in honor of the late Lewis Owens, a former KPA president and Kelly's predecessor as publisher of the Lexington Herald-Leader.

Coffey was presented the Russ Metz Most Valuable Member Award from outgoing KPA President Tom Caudill, assistant managing editor of the Herald-Leader.

Coffey has been president of LCNI since 1977 and has given more than 30 years to the growth of county-seat weekly and daily newspapers, not only in Kentucky

but also in more than a dozen other states. He has led LCNI into spawning two other divisions related to specialty publications. Paid circulation newspapers have grown to 48 titles in 12 states, 18 of those newspapers in Kentucky, along with four web offset printing plants and a number of real estate and other specialty titles. Employment at LCNI has grown to more than 1,500 employees, 106 of them in Shelbyville and over 500 in Kentucky.

Under Coffey's leadership, LCNI newspapers have historically operated with lower profit margins than many national chains, reflecting his philosophy that the community must be well-served and editorial products must be strong, first and foremost.