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The holidays have you running a little behind, don't worry. You can still register for the KPA Winter Convention Jan. 23-24 in Louisville at the Seelbach Hotel. Deadline for registering is Thursday, Jan. 16. Call today!

A complete convention schedule can be found on pages 14, 15

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January, 1997  
Volume 68, Number 1

The Official Publication  
of the Kentucky Press  
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# THE KENTUCKY PRESS

PERIODICALS/NEWS PAPERS/MICROTEXTS

JAN 25 1997

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## Survey holds primarily good news for papers

### Readers want more local news

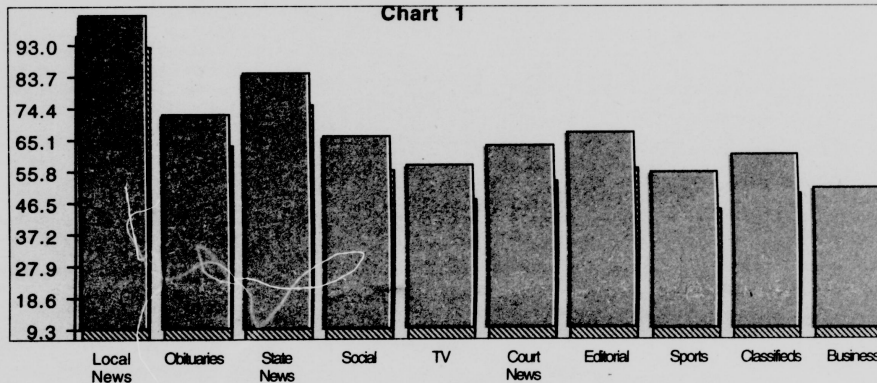
By LISA CARNAHAN  
KPA News Bureau

The shopper/readership habits survey, conducted by Preston-Osborne (formerly the Preston Group), holds mostly good news for newspapers.

The survey, which since 1995 has been undertaken on an a yearly basis, questioned 807 Kentucky adults about their shopping habits and their readership of newspapers.

This year, a new phase was added to the survey to try and determine at what level of erosion, if any, newspapers were experiencing at the hands of on-line services and cable television news. In response to the on-line question, 78 percent of respondents said it was still important for them to read the newspaper. And 74 percent of the 76 percent who subscribed to a cable or satellite service felt it was still important for them to read a newspaper.

The survey also probed the



The above graph shows the percentage of respondents who read various sections of their newspaper all or most of the time. Local news recorded the highest marks at 92.8. The scores for the other sections were: Obituaries, 64.0; State News, 76.2; Social, 57.0; TV, 48.7; Court News, 54.7; Editorial, 58.7; Sports, 46.6; Classifieds, 51.4; and Business, 41.3.

level of importance the respondents placed on their local newspaper as a source of information.

And while the news from this year's report is primarily good, there are signs that publishers and

editors shouldn't ignore.

It appears readers are crying out for more local news. In a question which compared readership of various sections of the paper, the local news section was the clear

winner with almost 92 percent saying they read it all or most of the time. The closest finishers were state news and obituaries which ranked 77 and 64 percent respectively. See SURVEY, page 16

## Journalism Hall of Fame Nominations due by Jan. 17

The University of Kentucky Journalism Alumni Association is soliciting nominations for the annual induction of outstanding journalists into the Kentucky Journalism Hall of Fame.

The hall of fame recognizes persons who have made significant contributions to journalism. Selection is made from individuals, living or dead, who are Kentucky natives or who have spent a substantial part of their journalism careers in Kentucky.

Since the hall of fame was established in 1960, 92 journalists have been inducted. Plaques honoring them hang in the UK School of Journalism and Telecommunications building.

Deadline for nominations is Jan. 17, 1997. Nominations may be submitted in writing and should be addressed to Bunk Ryan, School of Journalism and Telecommunications, Graham Building, University of Kentucky, Lexington, Ky., 40506-1142.

## Meeting scheduled

The official business meeting of the Kentucky Press Association will be held Friday, January 24 at the Seelbach Hotel in Louisville beginning at 8 a.m.

At the business meeting, voting members will consider the proposed 1997 budgets for the Kentucky Press Association and the Kentucky Press Service as adopted by the board of directors on Sept. 27, 1996, and will vote on officers for 1997.

Those officers include:  
President — Gene Clabes  
President-elect — Guy Hatfield  
Vice-President — Russ Powell  
Treasurer — Marty Backus  
Past President — John Del Santo

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# Kentucky people, papers in the news

## Clabes to head Scripps Howard Foundation

Judith G. Clabes has been named president and chief executive officer of the Scripps Howard Foundation.

Clabes was editor of The Kentucky Post for 12 years until her appointment in 1995 as director of special projects for Scripps' newspaper division. She assumed her new duties in December.

The Scripps Howard Foundation's traditional work has focused on supporting excellence in journalism through journalism education, professional development and an extensive program of awards in journalism.

The foundation's expanded

role will mean an additional focus: corporate giving in such areas as education, arts and culture, civic projects and social services.

Clabes is a native of Henderson. She joined Scripps Howard in 1971 as the Newspaper in Education coordinator at Scripps' Evansville, Ind., Printing Corporation. She was soon promoted to community affairs director and associate editor of The Evansville Press.

In 1978, Clabes became editor of The Sunday Courier & Press in Evansville and in 1983 was named editor of The Kentucky Post.

She is the wife of Gene Clabes, publisher of Recorder Newspapers and the 1997 KPA president.

## Luecke named editor of Herald-Leader

Pam Luecke was named editor of the Lexington Herald-Leader Dec. 16, marking the first time a woman has held that position in the newspaper's history.



Luecke, 43, replaces Timothy M. Kelly, who became Herald-Leader publisher and president Oct. 1. She had been editor of the paper's editorial pages since October 1995.

"I had felt that there were qualified candidates for the position at the Herald-Leader and couldn't be happier than to be promoting within," Kelly said in announcing his decision.

Luecke came to the Pulitzer Prize-winning newspaper from the Hartford (Conn.) Courant, where she worked six years as assistant managing editor/metro and then deputy managing editor. It was her second stint at the Courant, where she began her career as a features reporter in 1975.

In 1979, she moved to Louisville when she was hired as a business reporter for The Courier-Journal. Luecke, who held several positions in her 10 years at The Courier-Journal, was a contributing editor of that newspaper's Pulitzer Prize-winning coverage of the 1988 Carrollton bus crash. She also was supervising editor of the Courant's investigation of the Hubble space telescope, which also won a Pulitzer Prize.

Luecke received a bachelor's degree in philosophy from Carleton College in Northfield, Minn., a

master's degree in journalism from Northwestern University in Evanston Ill., and an MBA from the University of Hartford in 1979. She also was a Bagehot Fellow in economic journalism at Columbia University in 1986-87.

## LCNI chooses Gray as new vice-president

Bonnie Burks Gray has been named vice president of Landmark Community Newspapers, Inc. (LCNI).

A 1968 graduate of the University of Kentucky with a degree in political science, Gray began her newspaper career as editor of the Ohio County Times after serving as sales manager for the University of Kentucky Press in Lexington. She then went to work for U.S. News & World Report in Washington, D.C. as marketing research and sales promotion writer.

After returning to Kentucky, Gray was office manager for the Louisville Area Director of the Kentucky Agriculture Extension Service. She began working as associate editor of The Shelby News in 1970 and continued in that capacity when The Shelby News and The Shelby Sentinel merged to form the Sentinel-News in 1972. She was named advertising manager in 1975.

Gray joined LCNI in 1988 as advertising director.

## Dietz named publisher at Paintsville Herald

Ron Dietz has taken over the reigns at The Paintsville Herald. He replaces Kate B. Dickson who has accepted a transfer to The

See PEOPLE, page 12

**— The Kentucky Press —**

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**District 13**  
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**District 14**  
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Rachel McCarty, Clipping Director  
Linda Slemp, Clipping Assistant  
Carol Payton, Clipping Assistant  
Holly Stigers, Clipping Assistant  
Audra Douglas, Clipping Assistant

## Deaths

### Emma Douglas Galbraith

Emma Douglas Galbraith, longtime editor of the Paintsville Herald, died Nov. 28 of complications from Alzheimer's disease. She was 89.

Galbraith, of Hagerhill in Johnson County, was editor of the newspaper for 18 years. She first became involved with the Herald in 1945 when she and then-husband John W. Wheeler purchased a 50-percent share of the newspaper from former publisher Walker Robinson.

After Robinson's death in 1947, Galbraith assumed the role of editor and publisher, a post she held until the newspaper was sold to

Allan S. Perry.

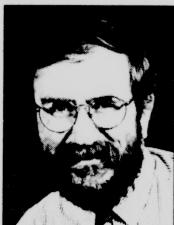
Following the death of John Wheeler in 1958, Galbraith married retired New York business executive George Galbraith and continued her leadership of the Herald. After Galbraith decided to sell the Herald to Perry in early 1965, she continued to serve as the paper's associate editor until May of that same year.

Galbraith was the daughter of Samuel Milton Auxier and Anna Auxier. She is survived by two sisters, Geneva Wilson Crider, of Hager Hill, and Fannie A. Hall, of Jacksonville, Fla., and by three nieces, Nancy Archer, Anna June

See DEATHS, page 11

# Word-by-word editing the best method for reporters

By JIM STASIOWSKI



If you think reporters and editors speak the same language, you've never heard them talk about how long a story should be.

The reporter and editor haggle awhile, then the editor decrees, "OK, write 15 inches."

To the editor that means, "At most 15 inches"; to the reporter, it means, "When I get to 15, I'll go get coffee, then come back and add another five."

No issue in the newsroom is as volatile as story lengths. When I was a rookie reporter, nobody cared about lengths, and circulation nationwide was dropping. Then our industry meticulously studied our readers, concluded they didn't have time to read long stories, so we made every story short. Sure enough, circulation kept dropping.

No one has a foolproof formula for how long a story should be. Every writer I've ever met can make a convincing argument that, "If you cut those three paragraphs from the story, enormous fissures will open in the earth's surface and swallow medium-sized cities."

As a general rule, I like what Kurt Vonnegut, the novelist, says: Don't put anything in a story that does not reveal character or

advance the action."

But newsroom lawyers can fly the Space Shuttle through the loophole in that one. "If I don't use four paragraphs to describe the mayor's dandruff," the city hall reporter will squeal, "readers can't possibly grasp the man's overwhelming insecurity."

Donald Murray, the revered writing coach of the Boston Globe, says "A story that includes too much and lacks focus is often written to satisfy the chorus of editors and censors who haunt us all."

Murray has pinpointed the writer's argument: "The editor made me ruin my story."

I'll read a bloated story and say to the writer, "Geez, these six paragraphs seem excessive. In a story about adding new parking spaces at the mall, I don't think you need to explain Einstein's Theory of Relativity."

The reporter will roll his or her eyes and say, "You don't know my editor."

Much of the junk in news stories gets there because the writer thinks the editor wants it in, the editor thinks the writer wants it in, and neither has a clue the other think it's junk.

So writers: To write at a reasonable length, leave out the stuff you think people won't read. Anticipate your editor's additions. If the editor says, "You need to add such-and-such," be ready with, "But nobody will read that."

A lot of writers toss everything in the story on the theory they'll cut the weak stuff when

they edit. But once something gets in the story, it all looks good. That's what the computer has done to our words: Nothing ever looks bad on a monitor, it all looks neat and clean and orderly, so it all stays in.

So let's say you've written a story, you're convinced everything is good, but your editor wants it shorter. What's the first step?

Most of us go looking for full paragraphs or sentences to cut. That's fine if you assume you've put in stuff that didn't belong in the first place.

Here's a better technique: Before you try to cut chunks of the story, go through word-by-word and cut phrases, words, even syllables. Turn "however" into "but", instead of "started to falter," just use "faltered", leave out a long title that no reader cares about.

William E. Blundell, longtime writer and editor for the Wall Street Journal and author of a superb book on newspaper writing, "The Art and Craft of Feature Writing," says: "Many writers first try to cut their stories by removing entire sentences, paragraphs or even sections. Only after this do they look for smaller cuts. I do the opposite because I can usually save enough space with word-by-word cuts to preclude major surgery."

Blundell concedes, "Word-by-word editing takes more time than any other step," but he

See EDITING, page 9

## Jewell fallout leads to court

By BARBARA Z. GYLES

Former Olympic-bombing suspect Richard Jewell's attorney understands the nature of news reporting but says the media should have shown more restraint in covering his client last summer.

"If [the press] was going to reveal his name when he was only a suspect...journalists had a duty no to sensationalize the story and to make sure any information was absolutely accurate," says L. Lin Wood, a partner in the Atlanta firm of Wood and Grant.

Lawyer Peter C. Canfield, who represents the Atlanta Journal and Constitution, suggests the papers helped Jewell's cause by "forcefully and consistently questioning and seeking explanations for the government's every action in the investigation" of the bombing in which two people died.

But Nov. 6, Wood notified Canfield that Jewell wants a retraction of the Journal and Constitution stories pertaining to him, a request the dailies do not expect to grant. In a written response, Canfield said Wood has not identified any errors.

"To retract something, they need to tell us what we published that's not accurate, said Canfield recently.

Because officials never arrested Jewell for the Atlanta bombing, Wood says newspapers should never have printed his name, despite leaks from FBI agents that he was a suspect — "one of many."

### \$500,000 settlement reached with NBC

NEW YORK (AP) — Richard Jewell, the security guard who was the focus of the investigation into the Olympic park bombing before he was cleared by the government, reached a settlement of more than \$500,000 from American television network NBC, The Wall Street Journal reported Jan. 3.

When the settlement was announced on Dec. 9, no amount was revealed and NBC issued a statement saying it agreed to the settlement to protect confidential sources and would have no further comment. No apology or retraction was issued.

The Journal said the two sides agreed on a settlement of more than \$500,000, quoting people familiar with the deal. It quoted Jewell, 34, as saying he

See SETTLEMENT, page 9

For some editors, that is the practice. Ken Bunting, managing editor of the Seattle Post-Intelligencer, says he did not publish Jewell's name the first day it surfaced "in keeping with our policy that we don't name criminal suspects until they've been charged." Yet the Seattle paper began using Jewell's name the day after it became public through

See JEWELL, page 9

## Preston Group announces name change

The Preston Group, Kentucky's oldest public relations firm, is now Preston-Osborne.

Formed in 1968, the company has six subsidiary disciplines including its opinion studies and analysis group, now Preston-Osborne Research. In addition, the firm specializes in corporate and institutional reputation management, crisis control, marketing, public affairs and graphic design.

On Jan. 1, 1997, Phil Osborne became chief executive officer in addition to his current responsibilities as president. Thomas L. Preston, the firm's founder, will remain as chairman of the board.

Osborne, 43, joined the company in 1985 and has served as its president since 1994.

The Preston Group recently was named by the national publication, INSIDE PR, as one of America's 100 best public relations firms, a ranking placing it within the top 4 percent of its profession. Previously, the magazine rated the firm one of the nation's top 12 in strategic planning, top 10 in innovation and top eight in issues management.

The Preston Group is a KPA Associate Member and has conducted several retail shopping habit surveys for KPA and member newspapers since 1987.

# Got legal questions about a story or ad?

## Call the KPA FOI HOTLINE (502) 589-5235





# Mastheads: An important part or your paper

By EDWARD F. HENNINGER

A relatively small — but still important — design element in your newspaper is your masthead.

The masthead is not the nameplate; the nameplate is the name of your newspaper on page 1. Some editors call this the "flag."

The masthead is the box you run — most often on the editorial page — that tells your readers who you are. Most mastheads contain the names of key people at your newspaper. At many smaller newspapers, the masthead contains the names of most of the people who work there, to give credit to each and every one who contribute to the product.

Often the masthead will contain a smaller version of the nameplate, used as a logo. And if you have a motto for your newspaper, it, too, may also be placed in the masthead.

Here are some tips for design and placement of the masthead:

- Many newspapers place the masthead on page 4, which often is the editorial page. This frequently occurs because regulations state that the postal box need not be part of the masthead — it can go somewhere on page 2, 3, or 4. My clients often place the postal box with a staff directory (with phone numbers) on page 2 or 3.
- Because the masthead does not need to be on page 2, 3 or 4, your



editorial page can move elsewhere.

• Quite a few newspapers place the masthead above the editorials. That's acceptable, if the masthead itself isn't too large. Otherwise, this placement makes it difficult for your readers to get to the "meat" of the page — your editorials. As an alternative, you could place the masthead below the editorials. If there are only three or four names in your masthead, consider running them in a line below the Opinion page flag.

• Keep the frame of the masthead simple: no round-cornered or notched boxes, please.

• Keep the typography clean. Avoid script type faces and be judicious in the use of italics.

• When listing names, it's acceptable for you to mix bold (titles?) and roman (names?), but be consistent in their use.

• Use proper typography to align names and titles. Your options are almost unlimited, so choose an approach that is quiet and simple.

• Fight off the temptation to use too many logos in the masthead — these elements tend to add clutter. If you must use these logos, consider placing them with the postal box or staff directory.

The masthead is the printed record of who's in charge at your newspaper. If your masthead receives proper presentation, it helps you — and your newspaper — look professional.

*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.*

## Opinion pages

# Local talent a needed, but lacking commodity

BY M.L. STEIN

Opinion editors are seeking out more local talent to write op-ed columns but finding out that developing them is a talent itself.

This was the picture that emerged during interviews and panel discussions when opinion editors convened recently in Los Angeles.

Several said they still rely fairly heavily on syndicated columnists, even while scraping their communities to uncover home-grown writers with something to say that impacts more meaningfully in the lives of readers. Subjects include education, welfare, crime, race relations, gay and lesbian issues or the ups and downs of single motherhood.

Conferees at the annual meeting of the Association of Opinion Page Editors (AOPE) in Los Angeles, represented newspapers ranging from the Wall Street Journal and Los Angeles Times to the Eugene, Ore., Register-Guard.

AOPE President Tom Wellman of the Toledo Blade said his entire Saturday opinion page is given over to local contributors, and two others get Sunday space.

"The syndicated pundits still dominate weekdays, but there is a strong interest in viewpoints from the community," he noted. The Saturday Essay page, Wellman reported, has brought a big increase in letters to the editor.

"It's not the easiest way to get op-ed material, but what the locals write hits closer to home for our readers," commented Diane Ollis of the Austin (Texas) American-Statesman. Her reference to the difficulty of corraling good communi-

cators locally was voiced by several other op-ed editors — particularly those on smaller papers with limited staffs — who mentioned the time consumed in editing sometimes awkward copy, getting pundits who can meet deadlines and impressing on them the need for tight writing.

"Nevertheless, I see a value in not relying entirely on traditional syndicated columnists," said Eric Ringham of the Minneapolis Star Tribune. "I'm trying to give younger writers a chance to express their ideas on such subjects as welfare, crime and other things."

During a panel session he moderated on the problems faced by op-ed editors, Ringham said he was "tired" of paying \$35 a week to syndicates for writers he may only use once a year. He lauded Tribune Media for offering to sell its contributors on a "per use" basis. Some in the audience, citing their limited budgets, also spoke out against syndicate contracts that don't take usage into account.

This prompted Alan Shearer, editorial director and general manager of the Washington Post Writers Group, to advise from the audience. "If you're only using a writer once a year, don't buy the column," Shearer said his group will not sell material on a per use basis "because we treat a piece as exclusive in your market."

In an interview, Shannon Littejohn of the Wichita (Kan.) Eagle, said syndicated columnists currently account for only half of her page as the paper moves toward increasing community input.

For its "Community Connections" feature, she contin-

## Lawyer: Opinion protected, not immune

BY M.L. STEIN

Op-ed page editors comfortable in the belief that trafficking an opinion makes them immune from libel suits ought to worry, according to a legal expert.

"You should not let down your guard because it's an opinion piece," said Robert D. Richards, a lawyer and associate professor of law and journalism at Penn State University.

In an address to the recent annual conference of the Association of Opinion Page Editors (AOPE) in Los Angeles, Richard warned that opinion articles have been vulnerable to defamation suits since the U.S. Supreme Court ruled in favor of the plaintiff in *Milkovich vs. Lorain Journal* in 1990.

In that case, a wrestling coach sued the paper for a sports column in which the writer opined that the coach had lied to a committee investi-

See OPINION, page 9

ued, "I look for people who are involved in something. They are usually the movers and shakers in town."

For most of the editors, the decision to veer toward backyard voices stems from what the Miami Herald's Richard Bard termed the need for "local perspective."

"We want to give readers something they're not getting from CNN or the Internet," explained Marilyn Duck of the Santa Rosa, Calif., Press Democrat. "Generally, there is less writing quality with local contributors, but we also get some very good writers since this is a city with high demographics in education."

How a newspaper can recruit and cultivate its own stable of writers was exemplified at a panel featuring five of them from the pages of the Los Angeles Times: a history professor, literature professor, high school teacher, pro-life activist and African American lawyer.

Times op-ed articles editor Mary Heffron Arno said they were picked mainly on the strength of other writing they had done, their reputation for advocacy, or on the basis of a freelance submission that stood out from the massive pile of manuscripts pouring in every day. Others, she said, were subjects of a news or feature story that caught someone's eye.

Another panelist, Newsday op-ed editor Noel Rubinton, advised colleagues in search of writers. "It takes a tremendous amount of time and it helps if you know what you're looking for, whether it be an expert on conservative issues, feminism or another specialty." Before taking on conservative pundit James Pinkerton, who is now syndicated, Rubinton sounded him out over a two-hour lunch, the editor said.

*(Editor & Publisher, December 14, 1996)*



## AD \$ENSE

### Front page ads: To do it or not to do it

BY KEN BLUM

It is another one of those issues that has my left-brained editor's instincts doing battle with my right-brained businessman's instincts.

The left brain says that the front page is for news only. The right brain asks, why?

In my case, the editor wins out again. We still do not run ads on any of the front pages of our publications. The front page remains a sacred cow that is not to be defaced or defiled by a display advertisement.

But there are some very good community newspapers that do allocate space on the front page for display advertising. Usually the ads appear in a strip at the bottom of the page, or as an "ear ad" that appears beside the flag at the top. Even the prestigious USA Today, while not yet into front-page ads, is running ads at the top of its section front. A glance at a recent issue shows a prominent two-column by two and one-half inch ad for Northwest Airlines at the top of the Money section, and similar ads for the United States Postal Service and AT&T at the top of the Life and Sports sections, respectively.

The motivation, of course, is monetary. All of us are in a constant search for new income sources. And the premium rates that can be charged for this ultimate preferred position can definitely yield a financial shot in the arm.

I talked to several publishers and advertising managers at newspapers that run front-page advertising. Most of them charge three to four times open rate. All of them say that advertisers are waiting in line for front-page placement (which in itself verifies that the placement yields results for advertisers.) All of them point to the much-needed additional revenue as a valid reason to run the ads. All of them say that the practice has been well-accepted by their editorial staffs.

On the other hand, traditionalists have a gut feeling that ads just do

See ADS, page 6

### Incident has papers rethinking classified advertising policies

BY LAURA REINA

How responsible are newspapers for the classified ads they publish, or for those who answer them? And how can newspapers better monitor what ads they publish?

A recent incident in Toms River, N.J. was spurred as a result of a classified ad that was placed in a local paper. An Associated Press article, which didn't cite the name of the paper, reported that after a 17-year-old girl answered an ad for an escort service, she was kidnapped, sexually assaulted, and then forced to work as a prostitute for almost three months.

Finding a solution to prevent similar tragedies from occurring around the country is not easy.

E&P contacted classified ad directors around the country, and asked what, if anything, could be done to prevent situations like this from occurring.

Jeanie Enyart, classified advertising director at the Philadelphia Inquirer and the Newspaper Association of America's (NAA) Classified Federation's president, said newspapers must be very careful about what kind of advertising they take and must be aware of the kinds that can be suspect.

"Some ads do set bells off," she said. Fortunately, there are very few fraudulent ads, she added.

"I think it's horrible that something like that would happen," Bob Haddad, classified manager of the Denver Post, said in response to the Toms River incident.

Unfortunately, he said, these kinds of incidents occur, and it's difficult to know what kind of policy would stop it.

Haddad suggested that perhaps the NAA should involve itself in figuring out a way to police the classified industry.

See CLASSIFIED, page 9

### You can walk your way to enthusiasm

Ad-libs© by JOHN FOUST Raleigh, NC



Once I heard about a fellow who couldn't muster any excitement for his work. He was so frustrated that he sought the advice of a wise man. "How can I become more enthusiastic?" he asked.

The elder gentleman looked at him for a minute and said, "Walk faster."

There's real power in those two little words. "Walk faster."

Years ago, Frank Bettger touched on this subject in his book "How I Raised Myself from Failure to Success in Selling." Even though it was written way back in 1949, it has been reprinted several times. (I found my copy at a store which sells used books.) "When I force myself to act enthusiastic," he writes, "I soon feel enthusiastic."

No doubt, some experts laugh at this notion that feeling follows action. But Frank Bettger — and millions of others — have shown that we can develop certain inner qualities by acting as if we already possess those qualities.

One of Webster's definitions of

enthusiasm is a "strong excitement of feeling." The key word here is "feeling." Feelings are on the inside. But feelings are reflected — and affected — by what we do on the outside. In other words, our enthusiasm is linked to our actions.

A person's walk says a lot about their attitude. Once I was visiting with a client in the lobby of his office building. The elevator doors opened and a salesperson briskly stepped out. She spoke cheerfully as she passed, but didn't break her stride. Ed shook his head in admiration. "John, there goes a woman on a mission. Is it any wonder that she's one of our top producers?" It was easy to see his point. She walked with purpose. Her stride radiated confidence and energy. She looked like she couldn't wait to get started on the task at hand.

Walking faster equates to eagerness. For example, let's say you need to meet with a difficult client. Instead of putting it off until late afternoon, make it your first appointment of the day. When you are called from the waiting room, walk quickly into his or her office and be the first to extend your hand. You may be surprised how these simple actions will influence

See ENTHUSIASM, page 9

### Video workshop can help your staff create better ads



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

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# Paducah Sun joins with TV station in Internet project

## Partnership 'makes sense,' editor says

The Paducah Sun and WPSD-TV have joined to offer news, weather, sports and advertising on the Internet.

In a newly created division of Paxton Media Group, the two competing news organizations will jointly present local and regional news, weather, sports and advertising.

The project, called SunSix, will be affiliated with InfiNet, a Norfolk, Va., company that is a joint venture of Gannett, Knight-Ridder and Landmark.

Jim Paxton, editor of The Paducah Sun, said the partnership "made sense."

"In terms of being able to do it well, and recognizing that it's not a medium that will generate a lot of revenue off the bat, it makes

good financial sense," he said.

SunSix will offer four levels of service: free, subscription only, limited Internet access, and unlimited access.

Paxton Media Group owns a dozen daily newspapers and weeklies in Missouri, Arkansas, Kentucky, Tennessee, North Carolina and Georgia.

Paxton said joining the information revolution is important for the group as large, national companies start moving into the online content position. He said local media must be ready to fight.

"This will help us capture the Generation X segment that doesn't read the newspaper like their ancestors used to," Paxton said. "This ties it all together in one package ..."

"I think this is the wave of the future," he added. "I think it's a trend that enables us to combine the best of what both media have to offer."

## Inland Press Association endorses InfiNet's Classifieds Online product

InfiNet and the Inland Press Association announced in December that the association is endorsing InfiNet's Classifieds Online product. This announcement is the culmination of a lengthy study by the Inland Press Association to identify a single database for the aggregation of classified liner ads for its member newspapers that choose to participate.

Classifieds Online will give Inland newspapers the flexibility to create local, regional and national searches of the aggregated classified data based on topic and geography. InfiNet provides the software and hosts the web sites of the participating newspapers.

Classified ad revenue is coming increasingly under attack from companies that are aggressively pursuing strategies that involve publishing content online. Classified Online offers newspapers a vital tool to protect this important revenue source, according to a news release prepared by the press association and InfiNet.

InfiNet will provide Classified Online to Inland Press Association members at special group discounts. As part of this agreement, Inland members also receive AdGadget. AdGadget is a tool for scheduling, placing and tracking advertisements throughout a web site.

## Ads

Continued from page 5

not belong in the Holy Land of the front page.

They feel that the credibility of the news product is diminished by their presence or, at least, that the ads detract from the overall impact and appearance of the most important page in the newspaper.

(And, I would add, front-page ads will almost always have a negative influence on judges in newspaper contests, a fact which I am sure is not overlooked in the newsrooms of most community newspapers. While it may not be fair, I feel confident in saying that nine out of 10 judges in design and general excellence categories will look unfavorably on any newspaper with an ad on its front page.)

But what about the reader? Does he or she care one way or the other? Does an ad on the front page influence his or her image of the newspaper as a credible source of news? Is it a factor at all in his or her decision to buy or subscribe to the newspaper?

Interesting questions, and I would love to see a study done to find out the answers. But my gut feeling is that the reader could care less. The reader just want to read relevant, interesting news and advertising.

So while my left brain rules, I have no bones to pick with newspapers that choose to run front-page advertising.

(Ken Blum writes the "Black Ink" column for Publishers' Auxiliary and is manager of the Wooster (Ohio) Daily Record weekly division. This article was reprinted from the December issue of Ideas Magazine.)

## How many people are using the Internet?

Here are some of the latest statistics about the number of people who rely on the Internet for personal and business use.

Among people 16 and older in the U.S. and Canada in March 1996:

• 24 percent had access to the Internet. This was a 50 percent growth from August 1995 to March 1996.

• 17 percent had used the Internet in the last six months. Only 10 percent had used the Internet in the three months prior to August 1995.

• 13 percent had used the World Wide Web in the last six months. Only 8 percent had used the Web in the three months prior to August 1995.

Average age: 13  
Male 68.5%  
Female 31.5%

Average Household income: \$59,000  
Access Daily: 80%

Main reasons for using:  
Browse 78.7%  
Entertainment 64.5%  
Work 50.9%

Selected Occupations:  
Education 29.6%  
Computer-related 27.8%  
Professional 18.9%  
Management 10.7%  
(Source - Graphic, Visualization & Usability Center's Fifth WWW User Survey, based on an April/May 1996 survey, and CommerceNet/Nielson Internet Demographic Survey. Reprinted from the Dec. 3 issue of Far Forward, the advertising newsletter of PNPA)

## Kentucky papers online

Kentucky newspapers on the World Wide Web include:

- Bowling Green Daily News, Daily News: <http://www.BowlingGreen.KY.net/dailynews>
- Danville Advocate Messenger, Advocate Online Messenger, <http://www.amnews.com>
- Elizabethtown News-Enterprise, News Enterprise Online, <http://www.newsenterpriseonline.com>
- Lexington Herald-Leader, Kentucky Connect: <http://www.kentuckyconnect.com/>

- The Louisville Courier-Journal, Courier-Journal: <http://www.courier-journal.com>
- Maysville Ledger-Independent, Maysville Online: <http://www.trib.com/MAYSVILLE>
- The Henderson Gleaner, The Gleaner, <http://gleaner.henderson.net>
- The Frankfort State Journal, [www.state-journal.com](http://www.state-journal.com)
- Princeton Times-Leader, The Times Leader: [www.wkynet.com/Princetonnet/Times-Leader/](http://www.wkynet.com/Princetonnet/Times-Leader/)

Get on the ARK!  
Ads Reaching Kentuckians  
 KPA's 2x2 ad program  
 Call Reba Lewis for details  
 1-800-264-5721



# Electronic ad transfer a must for newspapers



by phil byrum  
sysop@okpress.com

## Electronic Ads...

Rarely does MacTIPS concentrate on a single topic, having been chastised several times by the late Harry Heath, one of our famous Oklahoma journalists. However once in a while there is a topic that we feel newspapers need to grasp completely. Such is the case with this month's topic: Electronic Ad Transmission.

Remember this:

## Adobe Acrobat

I'm hoping that making those words bold, italic, underlined, big and reversed will somehow make them stick in your brain. It's important.

Whether you have Macintosh or IBM computers, get this program. There is a surge in the electronic transmission of ads. And, the trend toward "get it electronically or don't get it" is gaining momentum. Newspapers must get real smart, real quick.

The program **Adobe Acrobat** is the key to the procedure. Actually, there is no single program by that name. Rather, it is a set of programs that support the electronic ad process. The pieces you need depend on whether you are creating an ad for others or receiving an ad from someone. It can be very confusing.

## What is an electronic ad?

People who create ads typically use programs like PageMaker, Quark, Multi-Ad Creator, Illustrator, Photoshop, and many others. They can send you the ads, but unless you have the same program, same version, same fonts, and same computer the ad file is useless. That's where Adobe Acrobat's suite of programs comes in. With them, ads can be created with any program on any computer and you can still view and print them.

An electronic ad is just another specially formatted computer file called a **Portable Document File**, or **PDF**.

However, there still are some restrictions to make the whole thing work.

### Mac Requirements

- You must have **System 7**.
- You must have the program **Adobe Type Manager** (version 3.8 or higher)
- You must have the portion of Adobe Acrobat known as **Acrobat Reader**.

Acrobat Reader is **FREE**. You can get a copy from our bulletin board system by dialing 405-524-1209 with your modem, and looking in the folder called **FREE ACROBAT SOFTWARE!**

We have versions of Reader for the Macintosh, Power Macintosh, DOS, and Windows 3. You can also get what you need from the Adobe World Wide Web Site at [www.adobe.com](http://www.adobe.com).

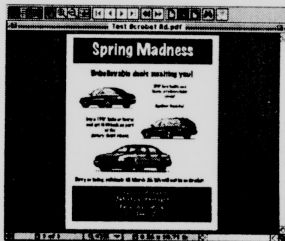
If you don't have System 7 or Adobe Type Manager, **GET THEM**. Both are commercial products and must be purchased. Neither is expensive. Call MacWarehouse at 1-800-255-6227.

## Try it out!

We have put two test ads in the Acrobat folder:

Simple Test Ad.pdf • Difficult Test Ad.pdf

Assuming that you have Acrobat Reader and have downloaded the file, this is what you will see if you double click on the test ad.



Acrobat Reader Screen  
Difficult Test Ad.pdf

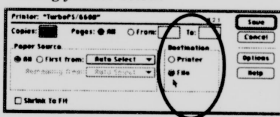
Now, all you should have to do is select **Print** and your copy of the ad will come out of your laser printer.

Electronic ad use is theoretically just that simple! Alas, real life is not always so. Some brands of laser printers have difficulty, some ads are too big to fit on your 8.5" x 11" printer. And, quite often the ad gets changed by the advertiser after you have already pasted it up. Time to talk about the bumps in the road...

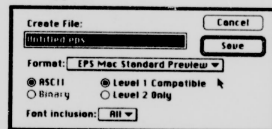
## Paste up the old fashioned way?

Yes, you can print out the ad, cut it up with scissors, wax it and paste it down on your layout. But, what if you want to put it into your pagination program, such as PageMaker?

You cannot place a "pdf" formatted file into the program. Instead, you must convert it first to an "eps" formatted file. Just select **Print**, but change the destination to "File" in the dialog you see below.



When you select **Save**, another box will appear.



Change the settings to what you see in our example. If you are sure you have a "Level 2" postscript printer, choose that option instead. After you

save the file, it will be an "eps" document that you can simply place into the layout program.

## The ad is bigger than my printer paper!

You cannot tile a print file with Acrobat. You must either convert it to an "eps" file as we just covered, place it in the layout program and tile it from there, or have the originator produce separate "pdf" files for the tiled pieces.

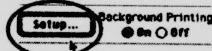
## The ad is in color and I need to separate it.

You cannot change an electronic ad. If the originator created separations when the "pdf" was made, your computer will print out the separations.

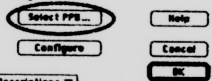
## Our model of printer won't print the files!

Some printers, notably the NewGen 660B (which we have) do not conform to postscript printer standards which is the basis of Acrobat. There are ways to tweak the system to function properly. Usually that means picking a unique "ppd" file from Chooser. The series of dialog boxes below is what we use to overcome the problem.

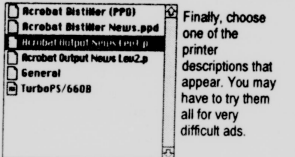
Click this after picking your printer in Chooser



Then, click this in the next dialog



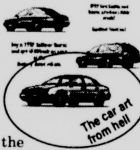
Printer Descriptions



Finally, choose one of the printer descriptions that appear. You may have to try them all for very difficult ads.

The "Acrobat" printer description files you see listed above are also available free from our bulletin board system.

Some of you may have noticed in the example ad shown earlier that there is another reason it is a very difficult ad to print on a laser writer. Yes, the "car art from hell," mentioned in last month's MacTIPS is included in that ad. It serves as a good example of odd things that can make the electronic ad process go less smoothly than we would all hope.



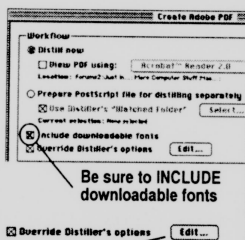
## NOW, YOU TRY IT!

Come on folks. Take the time to get Acrobat Reader and try out some of the test ads on our BBS: 405-524-1209. Maybe it will be frustrating at first, but this really is **SOMETHING YOU MUST LEARN!**

## CREATING AN ELECTRONIC AD

Creating an electronic ad is very easy, using the piece of Adobe Acrobat known as **Acrobat Distiller**. The files created by it are known as Portable Document Files, or PDFs.

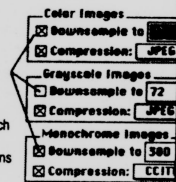
Some programs like PageMaker actually have built-in menu options to "Create Adobe PDF" files, making the use of Distiller very transparent. Selecting that option brings up the first control dialog.



Be sure to **INCLUDE** downloadable fonts

Override Distiller's options

If you click "Edit" in that dialog box, you will be presented with more choices. What you pick here depends on the intended destination of your electronic ad. To make them for newspapers, which typically use an 85 line screen, change these items to:



Change each of the compressions to LZW

For those creating electronic ads: Acrobat Writer is a printer driver file, not an actual application program. It really is the heart of the system. When you create an ad with PageMaker, Quark, Multi-Ad Creator, or whatever program, the final step is to "print" it using Acrobat Writer. None of the program pieces of Acrobat that deal with creating an electronic ad are free, so you won't find these on our bulletin board system.

We created an ad using PageMaker. That file is 126k in size. Right after saving it, the PageMaker command "Create Adobe pdf" was used to generate the same ad, but this time in pdf format. The pdf file is 23k. Now, suppose you receive that ad from our bulletin board system. From the time of ad creation to the time it is in your "hands" can be as little as five minutes.

Ah!!!!!! Now you see the advantage of electronic ad transmission—you don't have to wait two days for the U.S. Postal Service. And, you don't have to contend with an ad coming over your FAX with poor quality. Money that the advertiser would have had to spend for postage, which can be considerable, can be spent on bigger ads or more frequent insertions.



*At The Kentucky Standard in Bardstown*

# Employees show team effort in covering major fire

By **TERESA RICE**  
**Editor, The Kentucky Standard**  
The sky blackened over Bardstown as Heaven Hill Distillery went up in flames Thursday, Nov. 7.

Flames reached 15 to 20 stories high — at least twice the height of the warehouses.

That was the scene about 2 p.m. on that Thursday, which is a production day at The Kentucky Standard.

The 6:30 p.m. deadline was looming when the call about the fire came across the scanner.

Staff writer Beth Johnson was the only reporter in the newsroom. Assistant editor Rebecca Ray was out of the office but carrying a portable scanner with her.

Johnson grabbed her camera and coat and headed out the door just as a huge black cloud of smoke started to appear over downtown Bardstown.

She and Ray arrived at the scene about the same time. With winds gusting between 50 to 60 mph that day, the two literally found a towering inferno.

Within a matter of minutes the fire department started calling for assistance from other departments outside the county, which is unheard of in a normal fire.

Mike Jones, writer for the Let's Tour Publications, approached me and offered his assistance.

I asked Jones to take extra film to the scene and to help out taking photos.

Publisher Steve Lowery and I began to discuss what exactly we would need to do. It seemed pretty obvious even in the first half hour that we would need to prepare for some time of extra coverage.

Lowery then suggested that we go to the scene to find out exactly what we were dealing with.

"I've never seen anything like it in my 20 years of working at newspapers," Lowery said.

Winds carried the flames at least 250 feet from one warehouse to ignite another beside it.

Flames shaped like tornadoes shot hundreds of feet into the air and pieces of glass and metal flew through the air in the 50 mph winds.

The reporters braved temperatures hotter than most firefighters had ever seen, rain and flying debris to get the story.

After more than two hours the reporting team returned to the office to get the stories and photos in the next day's edition.

We had decided to go up two pages in the newspaper, making one page full of photos from the fire and the other filled with jumps from the front and more photos.

The task at hand was to finish



## Towering Inferno

**Above:** Flames shot hundreds of feet in the air from the first warehouse to the second warehouse that caught on fire at Heaven Hill Distillery in Bardstown. **Left:** A Bardstown-Nelson County firefighter was silhouetted against a wall of fire as he packed his gear and headed for safer ground during the fire.

that issue and get it on the road.

Johnson and Ray were visibly shaken from the fire they had seen and ran from at times. Both managed to put their thoughts aside and write what they saw for the next edition.

Jones spent hours in the dark-room developing film.

Page designers Jim Brooks and Ken Distler then scanned in and designed the inside photo page.

All the while employees from all over the building came to the newsroom to offer assistance.

Rachael Downs and Michelle Hayden from the advertising department collected information about Heaven Hill's history from old copies of the newspaper. Senior staff writer Amy Taylor then compiled the information into a story.

People from other departments found dry clothes for the wet

See **TEAM**, page 13



## Settlement

Continued from page 3

was "very satisfied" with the settlement.

NBC spokeswoman Beth Comstock refused to confirm the reported amount of the settlement. And Jewell attorney Wayne Grant said, "We did not disclose the terms of the settlement to The Wall Street Journal, and I can't comment on its report."

The case centered on comments anchorman Tom Brokaw made on the air after Jewell was named a possible suspect in the July 27 blast during a concert at Atlanta's Centennial Olympic Park. One woman was killed and more than 100 others were injured.

Brokaw said at the time: "Look, they probably got enough to arrest him. They probably have got enough to try him." Brokaw has since emphasized that he finished his on-air

remarks by saying: "Everyone, please understand absolutely he is only the focus of this investigation — he is not even a suspect yet."

Jewell was cleared Oct. 26. Jewell's attorneys have twice asked The Atlanta Journal-Constitution, the first newspaper to identify Jewell, to retract the story. The newspaper has stood by its coverage and refused.

Jewell's attorneys say that while they would like some apologies, they and Jewell want financial compensation.

"We're going to sue everyone from A to Z," said attorney L. Lin Wood Jr.

"You can't spend 60 percent of an apology," he said, referring to a client's typical share of a settlement after attorneys' fees. "This litigation is not about principle. It's about compensation for injury done."

Jewell's lawyers would not divulge how they would divide the NBC settlement with their client, the newspaper said.

## Enthusiasm

Continued from page 5

your attitude.

Walking faster sends a message. It says, "I'm excited about what I sell. And I want to be excited, too."

A word of caution: Please don't confuse a faster pace with running. If you rush through the day, you will only exhaust yourself and appear frenzied. Walk, don't run. Just walk a little faster.

In a larger sense, walking faster simply means moving faster. It means answering the phone on the first ring. I've actually seen salespeo-

ple put their hand on a ringing telephone and wait for it to ring again before they pick it up. Don't ask me why. Wouldn't they make a better impression on the caller by answering the phone quickly?

"Walk faster." Sounds like a pretty good way to stay a step ahead of the competition.

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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 1081, Raleigh, NC 27605, Phone (919) 834-2056.

## Jewell

Continued from page 3

other sources.

Canfield, however, said in his response to Woods, "The Journal-Constitution does not agree that identifying the focus of an official investigation prior to actual arrest or charge is inherently immoral or unethical." Georgia law, he says, offers media a statutory privilege that protects police reports.

Wood offers three possibilities for why the FBI leaked Jewell's name: to pressure Jewell to confess, to pressure a magistrate to sign a search warrant, or to demonstrate how quickly agents could "get their man."

Wood is particularly angered by a column written by Dave Kindred comparing the investigation of Jewell with that of convict-

ed Georgia murderer Wayne Williams. "To compare a man not charged with a crime to a convicted murderer is libel," Wood says. "If it isn't, there's no such thing."

Canfield denies that it is "inherently libelous" to mention two names together and notes Kindred's attempts to limit the parallel.

Wood suggests that newspaper publishers stay away from sensationalizing news and avoid the "gradual deterioration over the years of television programming."

"People need to be confident that information [they read in newspapers] is accurate," he says. While television coverage of Jewell's family may have appeared most obnoxious, Wood observes, the print stories will linger longest.

Wood said his client planned to file suit against the Atlanta Journal and Constitution and Cox Enterprises.

(Presstime, December 1996)

## Classified

Continued from page 5

He said newspapers also must think about what kinds of ads they run in the first place.

Haddad suggested that if a newspaper runs an ad for an escort service, for example, it should check to see if the advertiser is licensed in the state.

Pam Coyne, classified manager of the New York Daily News, said her paper does not accept any escort service or masseuse ads, since in the News' prior dealings with these services it's been difficult determining the authenticity of what's being advertised.

The Daily News requires businesses that advertise in the paper to fill out a background sheet before

running an ad. This way, in case of complaints, there's information on all advertisers.

"It's very basic, gives us a background, and it's very helpful," Coyne said.

The Chicago Tribune doesn't accept ads for escort services; nor does it take ads for astrologers, palm readers, clairvoyants, or anything of that nature, said Jane Migely, director of classified advertising.

"There's no way to monitor whether these are legitimate businesses or not. We do this to protect our readers," she said.

Chela Nixon, director of classified sales for Detroit Newspapers, explained that as far as escort and similar ads go, the ones that run in her papers are monitored by the local authorities.

"They keep an eye on those types of ads and those businesses that run them," she said.

## Opinion

Continued from page 4

gating about an altercation at a wrestling match.

Richards, the founding director of the Pennsylvania Center for the First Amendment at Penn State, said the decision meant "there is no automatic constitutional protection for statements of opinion. Accordingly, there is a need to take a closer look to see if there are trouble spots to avoid when editing your paper."

Statements that could be reasonably understood as "declaring or implying a provable assertion of fact" could post legal problems, he pointed out. Opinion or not,

Richard said, danger lurks if readers assume the writer had some facts as a basis for his opinion.

Milkovich notwithstanding, "pure opinion" remains pretty much as well protected as it was before the ruling, Richards said.

The question, he said, turns on the difference between pure opinion and opinion based on wrong information, incomplete facts or an "erroneous assessment of the facts."

"There is nothing we can do that will stop someone from suing you," he said, "but we can look at how to reduce the chances that a lawsuit filed against you will not be successful."

(Editor & Publisher, Dec. 14, 1996)

## Editing

Continued from page 3

says he can usually cut 10 to-15 percent of a story that way. And he makes another good point: By getting rid of extra words, phrases, titles and even syllables, you make the story livelier, leaner, easier to read. You end up cutting words that served no purpose.

Here's an example of how one writer added color: "The view from the motel is scenic, with trees that loom in the distance standing above the home of Shortridge Creek to the east."

With the simple idea of going word-by-word, that sentence becomes: "East of the motel trees loom above the homes of Shortridge Creek."

That's a savings of 50 percent, a language editors and writers should learn to speak to each other.

**THE FINAL WORD:** Look for verb clusters, sets of several words you can replace with one word. Here's an example: "She said she believes the surge in new cases

accounts for why there was a lack of patients at the end of last year." Notice you can replace five words, "accounts for why there were," with one word: "explains."

"She said she believes the surge in new cases explains a lack of patients at the end of last year."

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

Introducing...



Now you have the ad creation tools you need for QuarkXPress. It's called the **AdCreation Toolkit**, eighteen utilities to help you build ads more efficiently than ever before. At last you can bridge the gap between editorial and advertising systems effortlessly! These power tools help you do your best work in the least possible time. **ACT NOW!** Call 1-800-223-1600 for a FREE Demo Disk.




Metro Creative Graphics, Inc. 11 Wood 14th Street, New York, NY 10003

## LEGAL NEWS & VIEWS

# Independent contractor status now more secure

By KIM GREENE  
KPA General Counsel  
Wyatt, Tarrant & Combs

The long standing tradition in the newspaper industry of retaining the services of independent contractors to deliver or distribute newspapers and shoppers has received a boost. In August,

1996, the United States Congress enacted, and President Clinton signed into law, the Small Business Job Protection Act. Among the many provisions of that Act is a plum for the news industry. The provision of the Internal Revenue Code which defines a "direct seller" who is considered an independent contractor rather than an employee for federal taxation purposes was amended to include most newspaper carriers and distributors.

Effective January 1, 1996, (that date is not a typo), any newspaper carrier or distributor who satisfies the definition of "direct seller" will not be considered an employee and the newspaper receiving his or her services will not be considered an employer, so that the newspaper will have no obligation under the law to withhold federal income taxes, federal unemployment taxes or social security taxes.

How do a newspaper and its carriers drop anchor in this safe harbor? Here's what the law



says:

**DIRECT SELLER** — the term "Direct Seller" means any person

if --

(A) such person -- ...

(iii) is engaged in the trade or business of the delivering or distribution of newspapers or shopping news (including any services directly related to such trade or business),

(B) substantially all of the remuneration (whether or not paid in cash) for the performance of the services described in subparagraph (A) is directly related to sales or other output (including the performance of services) rather than to the number of hours worked, and

(C) the services performed by the persons or performed pursuant to a written contract between such person and the person for whom the services are performed and such contract provides that the person will not be treated as an employee with respect to such services for Federal tax purposes.

(Internal Revenue Code §3508 (b) (2).)

This section also provides that "(1) the individual performing such services [the Direct Seller] shall not be treated as an employee, and (2) the person for whom such services are performed shall not be treated as an employer."

That means there is no income tax, FICA or FUTA withholding for a carrier whose compensation is pegged to output rather than the num-

ber of hours worked and who operates under a written contract which specified that he or she is not an employee of the newspaper for federal tax purposes.

Before this amendment, two other categories of newspaper carriers were statutorily exempted from employee status for federal tax purposes.

First, carriers under the age of 18 are not considered employees of the newspapers they serve. Second, deliverers of distributors who purchase the papers and then resell them are also statutorily exempted.

Unfortunately, this second exemption has been very narrowly construed by the Internal Revenue Service to cover only street hawkers and newsstand vendors.

This left work under a buy-sell arrangement categorized as employees. Fortunately the legislative history of the recent amendment to the "direct seller" definition makes it clear that buy-sell carriers can be considered "direct sellers" if they meet the elements in the definition.

In addition to these statutory exemptions, there is a court-made test by which service providers (carrier, stringer, etc.) can be considered independent contractors. This is the 20-factor test by which the IRS assesses the newspaper's ability to control the service provider does

See **CONTRACTOR**, page 11

## AG Opinions

### Mark R. Chellgren/Workers' Compensation Advisory Council

Mark R. Chellgren, Associated Press, filed a complaint with the attorney general's office questioning the legality of the decision of the Council to adjourn into caucuses and meet separately as business and labor interests.

Chellgren contended in his complaint that this separation violated the letter and spirit of the Open Meetings Act. He also noted that the Council's acting co-chairman, Morgan Bayless, responded only orally to the complaint by claiming the Council had complied with the law.

The assistant attorney general who drafted the opinion, Thomas R. Emerson, determined the Council had violated the Open Meetings Act by failing to give a timely written response to Chellgren.

Emerson noted, however, that in order to determine that the caucus meetings of the Council were an intentional act to avoid the Open Meetings requirements, two findings would have to be made.

"The first would be that this practice has occurred on more than one occasion as the statute contemplates a 'series of less than quorum meetings.' The second would be that the purpose of holding such

gatherings is to avoid the requirements of the Open Meetings Act and that these less than quorum gatherings involve matters which under the Open Meetings Act are required to be discussed or acted upon in an open and public forum. We cannot make such definitive findings as the letters of the complaining party are nonspecific on these issues and the public agency has failed to provide anything whatsoever," the opinion read.

### E.L. Gold, Kentucky New Era/State Board of Elections

E.L. Gold, a reporter for The Kentucky New Era, Hopkinsville, asked the attorney general's office to determine if the State Board of Elections acted within the scope of the Open Records Act in response to his request for information.

Gold requested voter registration rolls for Caldwell, Christian, Todd and Trigg counties as a computer file on a 3 1/2 inch high-density diskettes. He asked the Board to waive any fee since the records would be used for a non-commercial purpose (i.e., news stories concerning trends and patterns in voter registration.)

The State Board of Elections responded to Gold that they would charge the usual non-commercial

See **OPINIONS**, page 11

## Court upholds newsrack ban in historic Boston district

In a case that was before the United States Court of Appeals for the First Circuit for the second time, a ban of "street furniture" has been held not to violate the right of free speech.

The Historic Beacon Hill Architectural Commission in Boston banned all "street furniture," including newsracks, from the historic area. A group of newspapers, led by the Boston Globe, challenged the ordinance on First Amendment grounds. The United States District Court for the District of Massachusetts agreed with the newspapers and held the street furniture guideline to be unconstitutional.

The Court of Appeals, finding the ban to be constitutional, ruled that the street furniture guideline was uniquely concerned with the physical structure of housing the speech and was unrelated to the suppression of ideas and that the guideline was, therefore, content neutral.

The court also found that the Commission has a significant interest in preserving the District's historic character and that that interest could not be met absent of street furniture guidelines.

The court further found that the guideline allowed alternate channels of communication because it did not ban all distribution through newsracks. Newspapers could still be delivered to homes and purchased

See **NEWSRACKS**, page 11

## Pagination error lawsuit dismissed

The Minnesota Supreme Court has dismissed a lawsuit filed against the Minneapolis Star Tribune by a failed state senate candidate.

John Derus lost a state senate primary election in September 1995 by 104 votes. He charged that a Star Tribune pagination error, which resulted in his picture running next to an article on charity

fraud the morning of the election, caused his defeat.

The Star Tribune apologized for the mix-up and ran a correction the next day.

Derus' suit charged that the newspaper "intentionally, recklessly or negligently" misrepresented Derus to the public.

(Editor & Publisher Nov. 30, 1996)



## College apologizes for 'insane' press release about swimmer

(AP) — Olympic swimming great Amy Van Dyken has been given an apology by a University of Colorado chancellor for a CU news release that attacked her for cancelling a scheduled appearance at a school banquet.

The harsh news release attacked the winner of four Olympic gold medals for backing out of a commitment to serve as honorary chairwoman of the CU Health Sciences Center's annual Winterfest Ball Jan. 25.

The news release from CU spokesperson Nan Flynn-Butler, read:

"We wonder if this 'Woman Athlete of the Year' should have milk on her face in the new advertising campaigns or, may

we suggest, EGG ON HER FACE?"

Van Dyken's agent, Janey Miller, who called the news release "insane," received an apology by telephone from Dr. Vincent Fulginiti, chancellor of the CU Health Sciences Center.

The school also distributed a statement distancing itself from Flynn-Butler's news release.

In a two-paragraph letter sent to Van Dyken, Flynn-Butler offered her "deepest and genuine apologies for the unprofessional press release I recently sent to various local papers."

"I'm very happy that the university has recognized the mistake of one person," said Miller.

## Opinions

Continued from page 10

rate of \$4 per thousand records for a total estimated fee of \$202.93 plus postage and noted they had the authority to charge a "reasonable price" for precinct lists.

The State Board of Elections also argued the attorney general's office had no jurisdiction to determine whether the fee charged for precinct lists is excessive under the Open Records Act.

The assistant attorney general drafting the opinion, James M.

Ringo, determined the costs were reasonable even though the actual costs were \$381.

"We have no reason to doubt the Board's calculations and conclude that they appear to demonstrate that the charge represents a "reasonable price" for reproducing the requested records....," Ringo wrote in the opinion.

The attorney general's office was also asked to determine if the State Board of Elections' charge of \$25 for staff time was reasonable and Ringo determined it was.

The attorney general's office disagreed with the Board, however, in its belief that the attorney general had no jurisdiction over its charges.

## Court rules bundle haulers are newspaper employees

In a setback for independent contractor status, the Wisconsin Court of Appeals reversed the lower court and ruled a newspaper's bundle haulers to be employees. The lower court had ruled bundle haulers were exempt from the unemployment statute under a provision which exempts those "selling or distributing newspapers or magazines on the street or house to house."

The Court of Appeals reversed,

stating the exemption did not apply to bundle haulers and further ruled the haulers to be employees for the following reasons:

- The bundle haulers do not advertise their services.
- The bundle haulers have no entrepreneurial risk.
- The bundle haulers are financially dependent upon the newspaper.

(December issue of *LawLight*)

## Newsracks

Continued from page 10

from news vendors and retail outlets; furthermore the court seemed swayed by the argument that nowhere in the historic district would a consumer be more than

1,000 feet from a source to purchase a newspaper.

Finally, the court noted that newsboys — who started hawking newspapers in Boston around 1844 and would be an alternative consistent with the purpose of the historic district — could hawk at the same site where a newsrack would be banned.

(December issue of *LawLight*)

## NAA appoints Weathersby to public relations' position

Ronald W. Weathersby has been named the director of public relations for the Newspaper Association of America (NAA).

Weathersby will serve as NAA's key media contact and manage the public relations department.

He began his duties on Dec. 16.

He comes to NAA from the Piney Woods Country Life School in Mississippi where he was the director of public relations.

Prior to that he worked as a public relations, marketing and political consultant for a variety of clients around the country including The Democratic National Committee.

## Contractor

Continued from page 10

his or her job. If an analysis of those factors shows that the newspaper lacks control over the way in which the services are provided, then that service provider is also considered an independent contractor rather than an employee.

Please bear in mind that the statutory exemptions discussed above apply only to federal income tax, social security and federal unemployment taxes.

There are many other situations in which the status of a service provider as either an employee or an independent contractor is pertinent and not governed by the above statutes. For example, state worker's compensation and unemployment insurance statutes contain their own definition of "employee" which govern whether a newspaper carrier is considered an independent contractor for purposes of worker's compensation or unemployment insurance.

The Kentucky Worker's Compensation Act contains a specific provision which requires newspapers to provide worker's compensation coverage for newspaper carriers, deliverers or distributors. KRS 342.640 (5). The Kentucky Court of Appeals has also held that carriers are to be covered by Workers' Compensation

**Hotline Attorneys**

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

Insurance. (Evansville Printing Corp. v. Sugg), 817. S.W. 2nd 455 (KY. APP. 1991)

In addition, although the Kentucky Unemployment Insurance Compensation Act does not specifically address the status of newspaper carriers, deliverers or distributors, the Unemployment Insurance Division has initiated an effort to treat these carriers as employees who would be eligible for unemployment insurance when their contracts terminate.

Right now, several Landmark-affiliated newspapers are embroiled in litigation with the Unemployment Division on this very issue. Under the Kentucky common law test of independent contractor status (which is substantially similar to the federal 20-factor test) the carriers at issue in this litigation certainly should be considered independent contractors rather than employees. We will keep you advised as this litigation progresses.

In the meantime, if you are faced with this issue, please contact the Press Association and/or your hotline lawyers.

## Deaths

Continued from page 2

Crider and Jennifer Lauffer.

Funeral arrangements were held at the Jones-Preston Funeral Home. Burial followed at the Auxier family cemetery at Block House Bottom.

### Ellen Stallings

Ellen Stallings, 47, died Dec. 2 at University Medical Center in Louisville. She was diagnosed with a form of fibrosis several months ago and was awaiting a bone mar-

row transplant.

Stallings had worked at the Kentucky Standard in Bardstown for more than 22 years. A graduate of St. Catharine Academy in Springfield, she was a member of St. Gregory Catholic Church.

Survivors include her husband, Gary Wayne Stallings; a son, John Thomas Stallings; a daughter, Christina Jean Stallings; her mother, Jean Wathen; two sisters, Mrs. David (Cathy) Ritchie; and Mrs. Mark (Maureen) Szymanski; and several nieces and nephews.

Funeral services were held on Dec. 4 at St. Gregory's Catholic Church. Burial was in St. Gregory's Cemetery.

## People

Continued from page 2

Perry County Republic-Monitor, a twice-weekly newspaper in Perryville, Mo.

Dietz, formerly the publisher of the Linton Daily Citizen, a five-day afternoon daily paper in Linton, Ind., took over the Herald's operation in mid November.

A veteran newspaper publisher, Dietz has published papers in Nebraska, South Dakota and Indiana.

### Stidham promoted to publisher at Corbin daily

Rochelle Stidham has been promoted from general manager to publisher of the Corbin Times-Tribune.

Stidham took over the reigns at the paper last March and was promoted in late November to publisher. According to a story in the Corbin daily, Stidham takes the "team" approach to management and said after her promotion was announced, that the employees of the paper deserve to be promoted alongside her.

### Tolliver joins staff at Mt. Sterling paper

Lisa Tolliver has joined the staff of the Mt. Sterling Advocate as a reporter.

Tolliver worked at the newspaper as an intern during the summer. She returned to the paper as a general assignment reporter. A native of Bardstown, Tolliver graduated from Western Kentucky University in May with a degree in print journalism.

### Mullins named interim manager at Berea Citizen

Former advertising manager Teresa Mullins was named interim general manager of The Berea Citizen in mid November after the resignation of Mike French.

Mullins, a Berea native, joined the newspaper's staff in 1991. French, who had been publisher since 1993, opted to sell his stock in the paper in order to pursue other business interests.

### Highfield named ad rep at Newcastle

Jennifer Highfield has joined the staff at the Henry County Local as an advertising composition and salesperson.

Highfield is a graduate of Birmingham-Southern College with a bachelor's degree in cross-cultural studies. She previously worked at the Birmingham Museum of Art in development as membership coordinator.

### Danville daily receives state media award

The Danville Advocate-Messenger won the state Kentucky Association of Health Care Facilities media award.

The newspaper was nominated by Friendship House-Fellowship Home. The award is for coverage of issues relating to senior citizens and health issues.

### Crawford promoted at News-Enterprise

Debbie Crawford, a nine-year veteran of The Elizabethtown News-Enterprise, has been promoted to advertising manager.

Crawford is now responsible for a 27-person department that includes telemarketing sales, outside sales and graphic design services. She has been team leader of the outside sales team since early 1996.

A native of Breckinridge County, she joined the newspaper as a graphic designer in 1987 after having worked for a weekly newspaper in her hometown. Six months later she moved to the sales staff and in 1994 she became a senior account representative.

### Frazier to write for new Floyd County publication

John Frazier has joined The Floyd County Times as a reporter for the newspaper's new publication "Time Out."

"Time Out" is a speciality publication that will feature stories on outdoor recreation and leisure time activities.

A native of Paintsville, Frazier is a graduate of Morehead State University.

### Coleman receives Woman of the Year Award

Yvonne D. Coleman, editor and director of public affairs for the Louisville Defender, recently received the 1996 Project One Woman of the Year Award.

The award was presented by the Rev. Dr. Kevin Cosby, past of St. Stephen Baptist Church during the Project One Program banquet in Louisville.

### Pyle joins office staff at Corbin Times-Tribune

Natalie Pyle is the new accountant at the Corbin Times-Tribune. Pyle, 24, is a graduate of Murray State University, and a native of Pembroke. She formerly worked for an accounting firm in Hopkinsville.

### New Era announces editorial staff changes

The Kentucky New Era Corp.,

recently implemented several editorial staff changes at the New Era and the Fort Campbell Courier.

Ray Duckworth, who has served as New Era sports editor since 1993, has been promoted to a supervisory position on the staff of the Courier. He was assistant sports editor from 1985 to 1992. A graduate of the University of Tennessee, he's worked at papers in North Carolina and Tennessee.

Joe Wilson, the assistant sports editor at the New Era, has been promoted to sports editor. A graduate of Austin Peay State University, Wilson was named assistant sports editor at the New Era in 1994 and previously worked at radio stations in Tennessee.

Joining Wilson on the sports staff as an assistant is David Blackburn, who had been working as a news writer with the New Era. Blackburn is a 1988 Murray State University graduate with a degree in journalism. He previously worked at The Cadiz Record and The Crittenden Press.

### LCNI to debut new monthly magazine

A new monthly magazine for car and truck enthusiasts being launched by Landmark Community Newspapers, Inc., will make its debut in late February.

Free-lance writer and photographers are needed for the magazine which will cover most of Kentucky and Southern Indiana. It will be entitled "Kentuckiana Show 'n Go."

For more information or to pass along ideas or suggestions, contact Stan McKinney at the Central Kentucky News-Journal who will serve as the magazine's editor or Tim Ballard at either the Springfield Sun or Lebanon Enterprise who will serve as assistant editor.

### McKinney accepts adjunct teaching award

Stan McKinney, news editor at the Central Kentucky News-Journal and an adjunct faculty member of Campbellsville University, was awarded the university's Academic Excellence in Teaching Award for adjunct professors.

McKinney has taught in the journalism program at the university for 10 years and has been part of Landmark Community Newspapers, Inc. (LCNI) for 20 years. He previously worked at the Sentinel News in Shelbyville. His previous honors include Landmark's Community Service Award, which is a company-wide award, and Campbellsville's Citizen of the Year award.

### Carder-Kerr to coordinate single copy sales at E-town

Jonell Carder-Kerr has joined the Newspaper Sales Team at the

Elizabethtown News-Enterprise as single copy sales coordinator. She has an associate degree in general studies from Western Kentucky University and plans to return to school this year to pursue a bachelor's degree in marketing.

### State Journal to be housed in new Frankfort building

A groundbreaking ceremony for The State Journal's new 19,100 square foot building, was held in mid November. The newspaper will vacate its downtown Frankfort building where space has become inadequate.

The new building will be located at 1216 Wilkinson Blvd., adjacent to the post office.

### Walker named to new position with Kentucky Publishing properties

Bill Walker has been named circulation director for the following Kentucky Publishing properties: the West Kentucky News, The Livingston Ledger, The Advance Yeoman, The Carlisle County News, The Ad Sheet and the Paducah Business Journal.

Walker began his career in 1952 in the mail room of The Sun Democrat (now Paducah Sun) where he eventually was named route supervisor and circulation director. He also spent 11 years as a supervisor and circulation manager of The Courier-Journal and is a former ad director for the West Kentucky News.

### Mitchell named editor at Livingston Ledger

Debbie Mitchell, an 18-year employee of The Livingston Ledger, has been named editor of the paper.

The announcement was made by Greg LeNeave, general manager of Kentucky Publishing, Inc., the newspaper's parent company.

Mitchell has been office manager of the paper since 1991.

### Smith to head staff at The News-Democrat

Steve Smith has been named general manager of The News-Democrat in Carrollton.

Smith was formerly an advertising sales representative for The Madison Courier, Madison, Ind. He has also served as a technical training specialist for PhotoImaging North America, Inc., and as an assistant general manager for Camera Ready Copy, Inc., both in Indianapolis, Ind.

His newspaper career includes a stint as editor and publisher of Twin City Journal-Reporter, Gas City, Ind., and as a staff writer for the Anderson Daily Bulletin in Anderson, Ind.

## Dow Jones' Union to increase organizing effort after merger with Communication Workers

(AP) — Now that a union representing 2,500 workers at Dow Jones & Co. has joined with the giant Communications Workers of America, it intends to expand efforts to organize unaffiliated workers at the financial information conglomerate, union officials announced Jan. 3.

The Independent Association of Publishers' Employees will be able to draw on the resources of the CWA, which has 600,000 members, they said.

"We'll be discussing with the CWA a broad organizing strategy," said Paul Bigman, an IAPE organizer at its base here.

The IAPE will look beyond its traditional base to Dow Jones subsidiaries that might require separate contracts, such as its Ottaway Newspapers division, which comprises 19 dailies and 11 weeklies, he said.

"There are pieces of Dow Jones that IAPE has not attempted to organize because we didn't have the resources," Bigman said.

IAPE members work for various Dow Jones entities, including The Wall Street Journal, Barron's, Dow Jones Information News Service and WBIS-TV in New York.

Dow Jones' main offices are in New York City and South Brunswick, and are unionized. But major offices in Jersey City; Chicopee, Mass.; and Toronto are not organized and they have about 1,150 potential members, he said.

Some workers at the Jersey City office may be transferred to South Brunswick in a year or so, when Dow Jones completes construction of new offices there, Bigman said. The company has not said how many would move, but they would be covered by IAPE in South Brunswick, he said.

Dow Jones spokesman Roger B. May said the Jersey City office would remain the central office for Dow Jones' Telerate and wire services.

Bigman estimated that Dow Jones has about 60 non-union locations, although the majority have just one or two potential union members. About eight locations offer more than 20 possible members, he said.

IAPE has been in contract negotiations with Dow Jones for more than a year. The existing contract expired Jan. 31, 1996, but has been extended as bargaining continues.

Members throughout the United States and Canada voted three months ago on the affiliation with CWA. The vote was finalized Jan. 2 with 985 in favor and 331 opposed. The affiliation takes effect Feb. 1.

## TPA names new executive director

Robert DeBusk has been named executive director of the Tennessee Press Association.

DeBusk, who replaces Don Campbell, was appointed by the TPA Board of Directors on Nov. 22 as the result of a nationwide search. He assumed his duties Dec. 9.

A native of Virginia, he was a U.S. Army helicopter pilot in the Vietnam War. DeBusk is a graduate of East Tennessee State University and has a master's degree from the University of Tennessee. He is the former executive director of the Sevier County Economic Development Council.

## Newspaper advertising revenue up 6% for first 3 quarters of 1996

The Newspaper Association of America (NAA) in mid December that total advertising expenditures in newspapers for the first three quarters of 1996 grew by 6.2% over the same time period in 1995.

Total advertising revenue grew to \$27 billion, up from \$25 billion for the first three quarters of 1995. Classified advertising increased to \$10.6 billion, up 10.7%; retail sales rose to \$12.9 billion, up 1.7%; National totals grew 10.6% to \$3.5 billion.

"The continued steady growth in advertising revenue reflects the healthy nature of newspapers across the country. Advertisers continue to see newspapers as a prime medium for reaching consumers," said John F. Sturm, NAA president and CEO. "The double-digit growth in classified advertising, which was supported by the continued growth in employment ads, signals the ongoing strength of

the nation's economy overall."

Third quarter results showed classified advertising revenue was up 10.6%, retail grew by 3.3% and national was up 18%. Classifieds contributed \$3.8 billion, retail accounted for \$4.4 billion and national bought in \$1.1 billion for a third quarter total of \$ 9.3 billion. A detailed chart outlining the growth in expenditures for each quarter in 1996 is attached.

"With newsprint inventories cycling to lower-cost papers, and the further softening of newsprint prices, insert volume is recovering. This has contributed to the improvement in national and retail advertising," said Miles Groves, NAA chief economist. "The combination of a solid economy, the Olympics and election advertising also led to significant gains in national advertising for the third quarter."

## Team

Continued from page 8

reporters and did whatever they could to help.

Lowery and I selected the photos that would be used and designed the front and jump pages. The entire front page was devoted to the fire with a six-column headline proclaiming: Heaven Hill Burns.

An additional 2,500 copies of the paper were ordered. Circulation Manager Laura Calvert-Smith and employee Rita Durbin with some help from administration employees Kim Hogan and Mary Hagan replenished three times in some areas during a 24-hour period.

Team work was at its finest at

The Kentucky Standard on Nov. 7.

The fire coverage impacted every department in the building, although it didn't have to. Many people could have sat back and watched as a few did all the work. That's not what happened.

Everyone came together that day to ensure that we produced the best newspaper possible.

I feel proud to be a part of this special team.

*(Editor's note: Hats off to the staff of The Kentucky Standard! The above example of team work exemplify the attitude and cooperation necessary to handle major stories such as the Heaven Hill fire. These employees not only have the satisfaction of having done an outstanding job, but of building a comradery with their fellow workers they'll never forget. Good job!)*

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



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# Convention Schedule

Thursday,  
January 23

Thursday,  
Jan. 23

- 8 a.m. **1997 KPA Trade Show Booth Setup**
- 10 a.m. **KPA/KPS Board of Directors Meeting**
- 11 a.m. **1997 KPA Trade Show Exhibits Open**
- 12 Noon **KPA/KPS Board of Directors Lunch**

**1 p.m. to 4:30 p.m. Internet 101 Seminar**  
Separate Registration of \$25  
This four-hour seminar covers all the bases and experience levels, from the novice to the expert, in developing and maintaining a web site presence on the Internet. Presented by David Carlson, director of Interactive Media Lab at the University of Florida School of Journalism and Mass Communications, Gainesville; Ron Dupont, Internet editor of Sunline, the Internet division of the Sun Herald newspapers in southwest Florida. Dupont is in charge of the editorial content of Sunline's many community sites. The Florida Press Club awarded Sunline the first place for "Best Online Presentation,"

and

C/Net, the Computer Network, ranks Sunline in the Top Ten of all local Internet service providers in the country.

The session begins with a basic discussion about the Internet, answering the questions "What is the Internet?" and "Why is it important for newspapers?" and will wrap up with a detailed presentation of what it takes to go online, including equipment and staffing needs.

The seminar also includes a viewing of Kentucky newspapers already online as well as other newspapers and news sources. Kentucky newspapers participating in a discussion of their web site include Tom Caywood, marketing director and David Reed, administrative editor for the Lexington Herald-Leader's online project, Kentucky Connect; David Greer, editor, and Kathy Helm, marketing director, of the Elizabethtown News Enterprise; and Matt Stahl, Maysville Ledger Independent. This panel session also includes a frank discussion each newspaper's experiences, including the pitfalls they encountered.

**5 p.m.- 6 p.m. Education Reform in Kentucky**  
Kentucky Education Commissioner William Cody discusses KERA and other issues related to Kentucky's education reform efforts. This session also includes a question and answer session with newspaper reporters.

**5 p.m. to 6 p.m. State Newspaper Readership Survey Results (For Editorial, Business and Advertising Staffs)**  
Preston Research of Lexington annually conducts a readership study for the Kentucky Press Association. In most years, the study has centered on shopping habits and the importance of advertising to Kentucky consumers. The 1996 study, completed this fall, studied advertising importance and focused on news content, including what types of news Kentucky readers prefer. And to add spice, Preston Research asked Kentucky newspaper readers, "If you were editor of your local newspaper, what types of news and information would you increase for readers?" as well as what types of news they would reduce or eliminate. The study also addresses the increased use of online services and the thought that Americans are starting to get more of their news electronically. Find out what Kentucky readers say about these and other issues, including whether or not their local newspaper has improved, remained the same, or gotten

worse

in the past year.

**6 p.m. to 7 p.m. KPA Convention Opening Reception**  
**DINNER ON YOUR OWN (if you still have room!)**

Friday,  
January 24

**8 a.m. to 9 a.m. KPA Business Breakfast**  
Election of Officers for 1997; presentation of the 1996 KPA and KPS financial reports; presentation of the 1997 KPA and KPS budgets.

**9 a.m. to 11:30 a.m. KPA General Session - Terrorism and the Media**  
Speaker: Jon Hansen, Assistant Fire Chief, Oklahoma City  
Jon Hansen handled all media relations during the tragic

Oklahoma City federal building bombing in 1995. He has become one of the most sought-after speakers in the nation, based on his experience with terrorism during the Oklahoma City incident. Jon Hansen brings the story of the Oklahoma City bombing and his experiences with the media to Kentucky for this special presentation.

**9 a.m. KPA College Student Seminar**  
Job Fair and Registration - Students are invited to bring resumes to share with Kentucky newspapers

**9:30 a.m. KPA College Student Seminar**  
*Getting Ready for the Interview and the First Job*  
Merv Aubespain, Louisville Courier-Journal; Tom Caudill, Lexington Herald-Leader; and Max Heath, Landmark Community Newspapers, Shelbyville, prepare students for the interview, discuss the job market and what it takes to get a job in today's Kentucky newspaper industry.

**10 a.m. to 5 p.m. KPA Circulation Seminar**  
*"Reclassification, Delivery, Software and Anything Else You Want to Discuss"*  
Several U.S. Postal Service officials from Kentucky headquarters will be on hand to discuss reclassification, delivery, and answer your questions and address any problems. Meet the people who can help with whatever problems you're having getting your newspaper from the office to the customer. Postal officials scheduled to address the Circulation Division and answer questions include Mary Seaton-Robinson, Supervisor, Bulk Mail Acceptance Center; Connie Russ, Account Representative; Tom Amshoff, Manager, Postal Business Center; and Ron Miller, Manager, Customer Service Support.

**10:45 to Noon KPA College Student Seminar**  
*A Basic Primer in Ethics*  
David Hawpe, editor, Louisville Courier-Journal

**Noon KPA Changing of the Guard Luncheon**  
Presentation of the Edwards M. Templin Award and the Russ Metz Memorial Most Valuable Member Award

**1:30 p.m. to 3:15 p.m. KPA Breakout Sessions**

**1:30 p.m. to 3:15 p.m. KPA News Editorial Division**  
*Jim Stasiowski, Writing Coach*  
*"The Average Story"*  
You've read his columns in The Kentucky Press, now meet and hear one of the nation's top writing coaches. From inexperienced reporters to editors of large dailies, Jim Stasiowski can relate to all editorial staff members. In this seminar, Jim shows writers how easy it is to fall into the trap of writing mediocre, acceptable stories and then the techniques to take the average story into something much better.

**1:30 p.m. to 5:15 p.m. KPA Advertising Division**  
*"Three Dimensional Selling"*  
The Ultimate Consultative Approach to Advertising Sales  
Joe Bonura returns to the Kentucky Press Association Winter Convention. He first addressed a KPA meeting in 1995 and advertising directors and sales representatives asked him to come back. At the age of 20, Joe envisioned opening an ad agency by the time he was 30. At 29, he established Bon Advertising in Louisville, and it grew to Kentucky's second largest advertising agency. After 25 years in the ad business, Joe sold the agency and started his own speaking and consulting company, traveling the nation to talk with newspaper advertising staff members about selling. Joe's afternoon with the KPA Advertising Division includes:

- STOP selling one-time ads and START negotiating more long-term profitable ad campaigns
- Design a strategic marketing plan for individual customers
- Develop lasting relationships with your advertisers where they buy again and again
- Position yourself as a media consultant and problem solver
- Design a sales presentation based on the benefits

See SCHEDULE, page 15

# Soybean-based ink used by major papers in Asia

(AP) — Soybean-based ink is making its mark in Asia. The two largest daily newspapers in South Korea are now using soy ink, a major newspaper in Japan is testing the ink and one of Taiwan's largest newspaper publishers is studying the product, according to the National Soy Ink Information Center in West Des Moines.

"We're extremely pleased that our efforts to develop new markets for soy ink are paying off," said Jo Patterson, coordinator of the information center. "This potential new market for soy ink could substantially increase the demand for Iowa and U.S. soybean producers."

Iowa is the nation's biggest soybean producer. The Iowa Soybean Association and the Iowa Soybean Promotion Board helped create the National Soy Ink Information Center to help tap new markets for the product. The nation's soybean farmers pay for the center's operations.

Supporters say the ink made from soybean oil is more environmentally friendly than petroleum-based ink. They say it also produces more vivid colors and is less likely to rub off on newspaper readers' hands.

Soybean-based ink is widely used by newspapers in the United States but

is still making inroads overseas.

"There is tremendous opportunity for market growth," Patterson said.

The increased use in Asia came after the American Soybean Association held three seminars in Asia a year ago. South Korea's largest daily newspaper now uses 1,000 metric tons of soy ink annually.

"These Korean newspapers are very influential, and they have been putting the pressure on other newspapers to use the high-quality, environmentally friendlier soy ink," Patterson said.

In Japan, the Kobe newspaper, which prints 1 million copies daily, is testing soy ink. One of the largest newspaper publishing companies in Taiwan, Yuen Foong Yu, has started a study of soy ink, according to Patterson's group.

Patterson said that although the United States remains the main market for soy ink, it is getting attention around the world.

"There has been some use in Europe as well as Australia," he said. "Things are really taking off."

## Shelbyville paper sponsors reading project for children

About 850 children in Shelby County received books for Christmas thanks to a project sponsored by Shelbyville Sentinel-News and the Shelby County Public Library.

The project, entitled "Reading Reindeer," solicits new books or money to buy books for underprivileged children in the area. The children are enrolled through the Multi-Purpose Community Action Agency where single parents seek help to survive with one or more children. Reading Reindeer visits the homes, regardless of the age of the children.

Several teachers in the county

also turned in names of children who they felt would never have the opportunity to own a book of their own. Members of the Shelby Retired Teachers Association helped wrap the books. Editor Duane Puckett said the retired teachers' enthusiasm typifies that of the community.

"This is such a worthwhile project and people give wholeheartedly because they know the benefits that books can bring to someone's life," Puckett said. "Books keep on giving because books often last a lifetime — if not the actual book, the story, which is just as important."

Participate  
in KPA's



Share the wealth...  
of experience

**Example:**

The News-Enterprise, Elizabethtown, began a program last fall in which members of the Newspaper Sales Team deliver "Congratulations Packages." The packages are delivered to individuals who publicize a wedding, wedding anniversary, birth, job promotion or retirement. The packages consist of a News-Enterprise coffee mug filled with a package of gourmet coffee, a News-Enterprise pen and a laminated copy of the announcement with a congratulatory message on the back. Since the program was initiated, 58 packages have been delivered.

Have you got a good idea? Share it  
with your fellow newspaper workers.

Submit your ideas by fax, mail  
or CommonNet©

Fax: 1-502-875-2624  
Mail: KPA, 101 Consumer Lane, Frankfort, Ky. 40601  
Attn: Lisa Carnahan

## Schedule

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- Apply the five empowering principles behind every successful salesperson

### 1:30 p.m. to 3:30 p.m. KPA Associates Division

#### Terrorism

Moderated by Ed Staats, Associated Press Kentucky

A panel discussion on terrorism featuring Jon Hansen, Oklahoma City Fire Department; Mark Marchese, Public Relations Director for the World Trade Center and Tommy Preston, of the Preston Group. Jon Hansen handled media relations during the Oklahoma City federal building bombing in 1995. Marchese was in the World Trade Center when that building was bombed by terrorists, handling public relations for the facility. Tommy Preston has become one of the nation's foremost authorities on terroristic activities.

### 1:30 to 2:30 p.m. KPA College Student Seminar

#### "Job Titles Aren't Everything"

It may not sound like the most exciting job in the newspaper business but with experience in copy editing, the future is bright. Find out what makes "the Copy Editor" one of the most needed jobs in Kentucky newspapers today.

### 2:45 to 4 p.m. KPA College Student Seminar

#### "Community Journalism"

If it's happened in the newspaper business, it's probably happened to Larry Craig. The former publisher and editor of the Green River Republican in Butler County brings wit and experience to talk about his love for community journalism and the times of excitement he had running a weekly paper. He'll show college students that there's more to a newspaper career than thinking big. Some of the best times of that career can be found in working in weekly newspapers.

### 3 p.m. to 5 p.m. KPA News Editorial Seminar

#### Jim Stasiowski, Writing Coach

#### "I'm Outta Here"

The name connotes speed and that's the point! Jim shows writers and editors how to organize a story so that it's written more tightly, thus speeding the reader on to other stories.

### 4 p.m. to 5 p.m. KPA College Student Seminar

Wrap up the day's activities with Merv Aubespain and Tom Caudill putting a career in newspapers in perspective.

### 6 p.m. KPA Awards Reception

### 7:15 p.m. to 9:30 p.m. KPA Awards Banquet

Presentation of the 1996 Kentucky Press Association Fall News Contest Awards

### 9:30 p.m. Convention Adjourns

## New KPA Associate Member



Staff members of The County Chronicle, Berea, include, seated, John Butwell, editor and publisher, standing, (left to right), Alice Ryan, office manager, Deena Jones, sales representative, Connie Esh, business manager, Chris Anglin, sales representative, Beth Myers, staff writer.

### The County Chronicle

The County Chronicle, Berea, is one of the new KPA Associate Member Newspapers.

The first issue of the weekly paper hit the streets in mid July of last year.

According to editor and publisher John Butwell, the newspaper has a circulation nearing 2,000 in Madison and Jackson counties.

The County Chronicle, published by Chronicle Publishing, Inc., on Thursdays, is usually 20 pages per week with B1 serving as a front page for Jackson County readers. All shareholders are Berea residents, according to Butwell.

Subscriptions are \$18 per year in Madison, Jackson, Rockcastle and Garrard counties and \$36 elsewhere in the U.S.

## Survey

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tively.

Sports editors or enthusiasts may be surprised at the weak finish that section ranked. Only 47 percent of those surveyed read it all or most of the time for a finish that was below the classifieds and TV listings at 52 and 49 percent respectively.

The clear majority of those surveyed, 60 percent, felt the newspaper is just as important as it ever was and 12 percent viewed it more important than ever before in terms of providing them with news and information. But 21 percent said the local paper is not nearly as important as it was five years ago and five percent said it had no importance at all.

As for the quality of newspapers overall, the percentage of respondents answering "improved" outweighed the percentage responding "got worse" by almost a 2-to-1 margin. But again, there are some problems that need to be explored.

One-fifth of the entire base said that the paper had stayed the same with a negative connotation, or had gotten worse in the past 12 months. There is general agreement on that position for both daily and weekly readers; frequent and infrequent readers. How to improve the look of the paper may include more frequent use of pictures and increased use of local news.

Almost 30 percent of those surveyed said if they were editor of their newspaper, they would increase the amount of local news. Another 6 percent would increase world news; 4 percent would increase sports coverage. However, 8 percent said they would decrease the amount of sports covered by the paper.

Weekly newspapers fared well in terms of readership regularity with 84 percent saying they read a weekly newspaper two or three times per month. And 54 percent of respondents said they kept their weekly newspaper around the house for three or more days.

In the daily category, 88 percent surveyed said they read a daily newspaper at least one or two times a week.

Newspapers remain the best source of reaching customers for various businesses. As has been the case in previous years, newspaper — specifically with coupons — continues to be a motivation to purchase.

While only 11 percent of those surveyed said they had been motivated to purchase something from television advertising, 61 percent said they had purchased something as the result of a newspaper coupon.

The survey has a maximum margin of sampling error of 3.4 percentage points.

## Good advice: If you're in the market to sell, make sure ad rates are correct

By Jim Hicks

If you are a typical owner of a community newspaper or shopper, chances are you'll be in a first time situation when you start thinking about the sale of your property.

Often as not, the sale will be connected to retirement or another business opportunity which will allow you to leverage up into something of greater size.

Suddenly you'll find a wide variety of things to consider. In that long list will be a question about your advertising rates. Are they too low? What's right for my publication?

This is one of the areas smart buyers will examine, and the bottom line doesn't always tell the story about advertising rates. That last figure on the P&L statement is a good indicator, but may not reveal some important information.

There is a good and simple test to check your rates. Generally it goes like this:

1. Add up the total number of pages your publication produced in the last fiscal year. Be sure to include special projects such as tourist publications and special sections. Remember to compensate for tab pages if you are a standard size publication.

2. Now examine your costs of production. These must include printing, postage, and/or distribution costs, labor and other operating expenses.

Make sure you include a reasonable salary for yourself and any other family members actively participating in the production of your publication.

Look over these expenses carefully. Are there some costs not related to the direct production of the publication? Some of these may be pulled out as "owner draw" before taxes are done.

3. Now divide the total dollar figure by the total number of pages you've produced. You are looking at your per page costs of producing the publication during the last fiscal year.

4. Next, if you are operating under a second class postal permit, you need to run through your postal reports and determine an average percentage of adver-

**This is one of the areas smart buyers will examine, and the bottom line doesn't always tell the story about advertising rates.**

Jim Hicks

Bolitho-Cribb & Associates

tising content. This average should include adjustment for inserts carried in the paper.

5. Divide your per-page production costs (step 3) by the advertising percentage (ex. \$250 per page production costs / 45 percent = \$555.55). That is the amount of income needed for a page of advertising. If you are a shopper, your advertising is 100 percent or very close to it.

6. Divide the total you obtained in step five by the number of column inches on a page in your paper, (ex \$555.55/126 col. inches = \$4.41). Now you are looking at a column inch rate which should be a "break even" rate.

7. Of course, no publisher is satisfied with "break even." So here is the final step. If you believe a 20 percent margin is good for your situation, simply divide that "break even" rate by 80 percent. That would be \$4.41/.80=\$5.51. That should be the average of your advertising rates including volume discounts to produce that 20 percent real bottom line profit margin.

Often publishers will find they are making a fair margin with existing rates, but have buried it with "extraordinary expenses" not directly related to the production of the product.

When you think about selling, all this has to be sorted out clearly for a prospective buyer.

A good rule of thumb if you are considering selling in the next year or two is to clearly show all your income and keep any non-business related expenses out of the arena.

(Reprinted from the Iowa Press Association Bulletin. Jim Hicks is an associate of Bolitho-Cribb & Associates and can be reached at (307) 684-9407.)