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August, 1988

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Spugnardi joining Sentinel News; Davis named KPS ad director

Tony Spugnardi, Kentucky Press Service advertising director, has resigned to accept a similar position with Shelbyville Sentinel News.

His resignation is effective August 31. Spugnardi joined KPS in July, 1986, after working in the ad departments at the Sentinel News and Courier-Journal along with advertising agency experience.

Under his direction, the KPS ad service placed just under \$590,000 in 1986.

In 1987, KPS hit \$1.2 million in advertising, the first time in history that KPS had reached the million dollar mark in advertising placed.

Through the first six months of 1988, KPS has placed \$541,000.

"Tony has been able to establish working relationships with ad agencies and retail advertisers that we had not had previously," said KPA executive director David T. Thompson. "He's put our placement service in the minds of advertisers and given KPS respectability in print advertising."

Gloria Davis, former advertising manager of the Central Kentucky News Journal in Campbellsville, has been named KPS advertising director.

Davis, who resigned from the News Journal in December to accept a position as general sales manager of a Campbellsville TV station, has 19 years of newspaper advertising experience, all with the News Journal.

She has also been associated with the Kentucky Press Association, not only as a staff member of a KPA member newspaper but as an office-holder in

the KPA Advertising Steering Committee.

"Gloria had the respect of the steering committee officers, as witnessed by rapidly moving up in the division offices while with the News Journal," said Thompson.

She was scheduled to serve as chairman of the KPA Advertising Steering Committee in 1988 but resigned from the News Journal prior to accepting that office.

"Gloria will give us stability in the advertising placement service," Thompson said.

"More importantly, she'll be able to continue the respectability that Tony has established for us with advertising clients."

"Tony has also gained the respect of newspaper advertising managers. I knew when he first joined us that he wouldn't be here for a long time. Tony has a strong background in newspaper advertising and was able to strengthen that experience through KPS. He'll be missed by the newspapers and by the KPA/KPS staff. But most importantly, he'll still be associated with KPA and KPS."



GLORIA DAVIS

Ad seminar scheduled

The Kentucky Press Association Ad Steering Committee will hold its Fall seminar, September 16-17 at the Hilton Inn on Newtown Pike in Lexington.

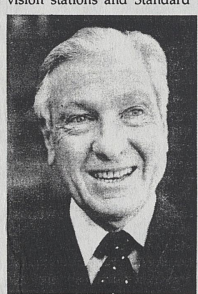
Classified advertising and telemarketing will be the focus Friday, September 16. Cathy Melton, director of classified advertising at the Courier-Journal, will conduct the two afternoon sessions.

Saturday morning, KPA executive director David T. Thompson and general counsel Mike Judy will discuss Kentucky law concerning public notice advertising.

Barry Bingham Sr. dies at 82

Barry Bingham Sr., who built an international reputation for quality and integrity in the Louisville Courier-Journal and Times, died August 15 at his home.

Bingham was 82. Until 1986, Bingham oversaw a media empire that included WHAS radio and television stations and Standard



BARRY BINGHAM, SR.

Gravure along with the two Louisville daily newspapers.

The companies were sold in 1986 because of economic changes and squabbling among his children.

Bingham had been treated in recent months for a malignant brain tumor. His death came just four days before the dedication of the Louisville Falls Foundation, called possibly the most prominent public gift by Bingham to the Louisville community.

Bingham's father, Judge Robert Worth Bingham, purchased the Courier-Journal and Louisville Times Co. in 1918 with a \$5 million inheritance. The two newspapers were sold in 1986 to Gannett Co. Inc. Bingham's entire media empire was sold for \$442.75 million that year.

In 1967, the two newspapers were the first in the nation to use a news ombudsman to so-

licit and resolve readers' questions and complaints.

In 1969 the Courier-Journal and Times were the first newspapers to correct mistakes readily and in the same prominent place daily.

A tough conflict-of-interest policy, which prohibited employees from accepting gifts or junkets from news sources, gained national attention.

Besides being innovative, the Louisville newspapers were noted for their liberal editorial voice and high reporting standards. The papers won eight Pulitzer Prizes under the Bingham family ownership and championed such issues as civil rights, education and the environment, particularly legislation to ensure that strip miners restored the land.

Bingham's newspapers were heavily involved with Kentucky Press Association activities and in 1987 KPA estab-

lished the Barry Bingham Sr. Freedom of Information Award, to recognize the numerous contributions he had made in FOI concerns.

Barry Bingham Sr. received the first award.

A resolution approved by the KPA Board of Directors to establish the award read: "In recognition of the years of outstanding service to Kentucky journalism, and especially the enduring contributions to the causes of Freedom of Information within the Commonwealth by the Louisville dailies while owned by Barry Bingham Sr. and his family, the Kentucky Press Association hereby establishes an annual award to be called the Bingham FOI Award to be given to the journalist, public figure, or private citizen who has done the most during the previous year to advance the cause of the public's right to know and the fight for freedom of information in the Commonwealth."

UNIVERSITY OF KENTUCKY
Library

From here and there

The Paducah Sun and its Extra weekly publication have combined display sales staffs. Talmadge Martin, former advertising manager of The Sun, has been named major accounts manager, with responsibilities for principal advertisers, pre-print accounts, national sales, cooperative ads, advertising layout and production services. Jana Thomasson, former advertising manager for Extra, has been named display sales manager. She will oversee all other sales and promotion efforts.

The Owensboro Messenger Inquirer has been awarded two Awards of Excellence in the annual Society of Newspaper Design contest. The paper received the awards for the "Living by the Leaf" series and its coverage of the Wall Street crash in October, 1987. The Lexington Herald-Leader received an Award of Excellence and the Louisville Courier-Journal won three awards including one gold.

The Gannett Foundation made an emergency grant of \$5000 to the Louisville and Jefferson County Community Action Agency in late July for the purchase of air conditioners and fans for low-income persons. The grant was recommended by the Louisville Courier-Journal.

Community Action Agency funds for the Summer Heat Relief Program were exhausted as a result of extreme heat. The agency had requests from 263 persons in serious health or life-threatening situations when the Courier-Journal requested the grant from Gannett.

Don Towles, vice president and public affairs director of the newspaper, said the Courier-Journal asked for an expedited emergency grant when it was learned that the agency was out of money to provide assistance.

The Ashland Daily Independent has added Scripps Howard News Service to its list of wire services. The move is designed to improve the

variety of news and features available to readers, said publisher John Del Santo. The Independent is also a client of the Associated Press and Ottaway News Service.

The Shelbyville Sentinel News has moved its offices to Kentucky 55 in Shelby County. The Sentinel News, part of Landmark Community Newspapers, Inc., is now occupying the former LCNI headquarters building. LCNI recently moved its headquarters into a new facility on the same property.

The Ashland Daily Independent has completed a 6000-square foot addition that will expand its newsprint-storage capacity from 550 to 800 rolls and eventually serve as the newspaper's distribution center.

The \$500,000 addition, with loading docks, will eliminate the need to use a storage room on the third floor of the Independent's building along Market Street and reduce newsprint waste caused by extra handling of the 800-pound rolls, said general manager Robert W. Parks.

The addition also will alleviate crowded conditions in the mail room caused by the increasing volume of advertising inserts in the past few years.

By the end of the year, The Independent will have installed a new conveyor that

will carry newspapers from the press to the new addition.

A team of Western Kentucky University advertising majors placed third in the National Student Advertising Competition finals, sponsored by the Nestle Corporation and the American Advertising Federation.

Student teams comprising 15 AAF districts nationwide designed \$20 million advertising campaigns for Nestle candy products. The students presented their plans in LA to Nestle officials and other nationally prominent advertising executives.

WKU students represented the Fifth District, which comprises 23 universities in Ohio, Kentucky and West Virginia. Western's award is the highest ever received by a team from the district.

Members of the Western team are seniors Mark Brenna, Beth Kachelleck, Stephanie Schilling, Emily Cecil and Pam Carey. Advisers are Carolyn Stringer and Ted Kidd.

The Owensboro Messenger Inquirer was named a top 10 winner in two categories at the Associated Press Sports' Editors Convention in St. Louis. The Messenger Inquirer won for Best Daily Section and Best Sunday Section. Officials did not rank the top 10 winners in order.

Courier-Journal stops its afternoon editions

The Courier-Journal became a morning-only newspaper on July 18.

George N. Gill, president and publisher, said circulation for the afternoon paper, which was delivered to homes only, had dropped to fewer than 16,000.

"It's just too few papers," said Gill.

The two afternoon editions started in February, 1986, with a total circulation of about 60,000 when the Courier-Journal and Louisville Times Co.

stopped publishing the Louisville Times. Then, The Times had a circulation of about 118,000.

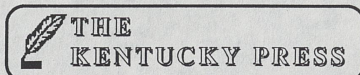
The Courier-Journals' morning editions currently have a circulation of more than 230,000.

Gill said that no employees would be laid off and some production employees would shift to the night schedule.

Gill also said that plans for a new production plant have been delayed.

The Kentucky Press (ISSN-0023-0324) is published monthly and second class postage paid at Frankfort, Ky., 40601, and at additional mailing offices. Subscription price is \$4 per year. Postmaster: Send change of address to The Kentucky Press, 332 Capitol Avenue, Frankfort, Ky., 40601.

Official Publication of the Kentucky Press Association



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332 Capitol Avenue
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Across Kentucky

Adam J. Condo, former Washington correspondent for the Cleveland Press and Columbus Citizen Journal, has joined the Kentucky Post in a similar position.

Mel Holbrook, former sports editor of the Midlesboro Daily News and sports writer for the Frankfort State Journal, has been named sports editor of the Richmond Register.

Sue Brown has been named copy coordinator for the Lebanon Enterprise. The announcement was made by Enterprise general manager John Bramel. Brown formerly was a typesetter for the 6700-circulation weekly.

Ken Stone, advertising director of the Cynthiana Democrat, has been named general manager of the Grant County News in Williamstown. He replaces Susan Arena at Grant County who is pursuing other interests. Both newspapers are owned by Landmark Community Newspapers, Inc., in Shelbyville. Stone served as ad manager at Cynthiana for nine years and prior to that was a commercial print sales representative for LCNL.

Bill Mudd, who spent the past 34 years with the Kentucky Standard in Bardonia, has joined the Harrodsburg Herald advertising sales staff. Mudd worked in stereotyping, pressroom and advertising sales while with the Standard.

Duane Puckett, news editor of the Sentinel News in Shelbyville, has been selected as a 1988 recipient of the Kentucky Farm Bureau's communications award to a writer. The award, consisting of an engraved plaque and \$200, has been presented annually since 1960 to a writer who has made

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Shelbyville Sentinel News publisher Jim Edelen has named Chris Aldridge, formerly of Hopkinsville, as sports editor. Aldridge graduated in May from the University of Kentucky where he received a bachelor's degree in journalism. During his college career, Aldridge was a summer intern at the Kentucky New Era in Hopkinsville. He replaces Jeff D'Alessio, who has joined the Elizabethtown News Enterprise staff.

Gene Cantrell, former managing editor of the Corbin Times Tribune, has been named city editor of the Bowling Green Daily News. Cantrell succeeds Tom Ross, who resigned to accept a position with the Owensboro Messenger Inquirer.

Lisa McNay has joined the Mt. Sterling Advocate as advertising representative. The announcement was made by Doug Taylor, general manager of the Montgomery County weekly.

Cheryl Wilcher, former account executive for Heartland Communications, Inc., has been named advertising manager of the Central Kentucky News Journal in Campbellsville. The announcement was made by CKNJ general manager Richard Roberts. Wilcher also previously served as marketing manager for Holda Systems and as advertising promotions manager for The Galleries.

Michael G. Gartner, former editor of the Courier-Journal, has been named president of NBC News. Gartner, 49, re-

places Lawrence K. Grossman. Gartner, who has spent his entire journalism career in newspapers, said he was attracted to the job because of the challenge and the need for new approaches in TV news. NBC anchorman Tom Brokaw called Gartner a "great choice to lead NBC News." Gartner took over the news operations at the Courier-Journal and Louisville Times in July, 1986, when the Bingham family sold the newspapers to Gannett Co. Inc. He left the Courier-Journal last summer.

Richard Halicks, news editor of the Denver Post, has been named executive editor of the Owensboro Messenger Inquirer. Halicks has also served as news editor of the Atlanta Constitution, and was business news editor and assistant city editor in Atlanta. A western Kentucky native, Halicks attended Paducah Community College and studied journalism at Western Kentucky University. His wife, Debbie, is a staff writer for the Associated Press in Denver.

Mike Park, advertising director of the Richmond Register, is one of three Kentuckians competing for national 4-H alumni honors. Park was one of five statewide winners honored during Senior 4-H Conference held recently in Lexington.

Henry Krusekopf, a former reporter with the Bastrop County Times in Smithville, Texas, has joined the London Sentinel Echo staff as a reporter.

Jill Lyttle Lewis, who has been with the Corbin Times Tribune for the past four years, has been named managing editor of the daily. She

replaces Gene Cantrell who has joined the Bowling Green Daily News city editor. In announcing the appointment Times Tribune publisher Charles DeVane said Cheryl Meadows will take over Lewis' previous duties as Lifestyles Editor and that Mike Marsee, a recent graduate of Eastern Kentucky University, has been named sports editor.

Robert C. Carter, publisher of the Kentucky New Era in Hopkinsville and past president of KPA, has been named chairman of the Board of Regents at Murray State University.

Michael G. Jameson has joined the Louisville Courier-Journal advertising department as metro sales manager. He had been a regional sales manager at the Hartford Courant since 1986 and prior to that headed advertising departments in Exeter, N.H., and Gloucester, Mass.

Jayna Oakley, former sports and photo editor at the Georgetown News and Times and managing editor of the Georgetown Graphic, has been named to the Publicists for Women's Sports committee for College Sports Information Directors of America. Oakley is currently SID at Kentucky State University.

Anne Chaney, who has been editor of the Ashley (Ark.) News Observer for the past two years and previously was composing room manager of the Appalachian News Express in Pikeville, has been named editor of the Floyd County Times. The appointment was made by Times general manager Marty Backus who took over those duties when Smith Newspapers pur-

chased the Times from the Allen family.

Ronald J. Caudill, general manager of Park Newspapers of Morehead, Inc., has been named regional coordinator for the state by Park Communications, Inc. Caudill replaces Al Smith as the company's state coordinator.

Glen Kleine, director of the journalism department at Eastern Kentucky University, and son Kris attended the Democratic National Convention in July and served as correspondents for Murray Ledger and Times, Richmond Register, Bath County News Outlook, Berea Citizen, Bracken County News, Carlisle Mercury, Citizen Voice and Times, Georgetown Graphic, Grayson County News Gazette, Green River Republican, Jessamine Journal, Harrodsburg Herald, Lake News, Greenville Leader News, Lewis County News-Advertiser, Madison County Post, Columbia News Statesman, Pioneer News, Pulaski Week, Spencer Magnet and Springfield Sun. Kris was the youngest fully credentialed journalist covering the convention. Kleine's oldest son, Kevin, also covered the convention for four Iowa dailies and three Iowa weeklies. Together the Kleine family sent material to 29 newspapers in Kentucky and Iowa.

Carolyn Stringer, associate professor of advertising in the department of journalism at Western Kentucky University, has been elected vice chairman of the American Advertising Federation's Academic Division. The announcement was made at the AAF's National Advertising Conference in Los Angeles.

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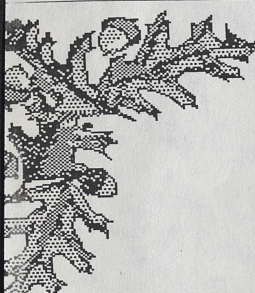
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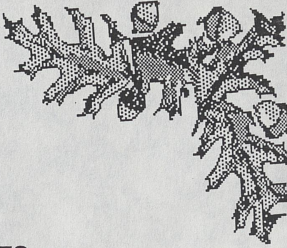
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KENTUCKY PRESS ASSOCIATION



1988 Fall Newspaper Contest

Entry Deadline: September 1

For Period: July 1, 1987 through June 30, 1988

CLASSES

Weekly Division: Published One Day Per Week

Class 1: Weeklies with certified circulation of 3,000 or less

Class 2: Weeklies with certified circulation of 3,001 to 4,700

Class 3: Weeklies with certified circulation of 4,701 or more

Multi-Weekly: Published Two or Three Days Per Week

Regardless of Circulation Amount

Daily Division: Published Four or More Days Per Week

Class 1: Dailies with certified circulation of 10,000 or less

Class 2: Dailies with certified circulation of 10,001 to 25,000

Class 3: Dailies with certified circulation of 25,001 or more

RULES

Entries must be postmarked no later than Sept. 1, 1988.

Contests are open only to paid-up member newspapers of KPA. To be eligible, stories must have been written by full- or part-time employees of the newspaper submitting the entry at the time the material was published. Work wire service employees or syndicated writers may not be entered.

A newspaper's entry must be accompanied by payment for all entries in the contest. Please compute carefully. There will be no refunds.

Contest publication period for entries in the Fall Contest includes issues published July 1, 1987 - June 30, 1988.

Separate sets of tearsheets or complete copies of issues must be furnished indicated in each of the individual contest categories. Newspapers should anticipate the submission of entries in the KPA contests by saving tearsheets prospective contest entries appear through the contest period. Machine copies of entries are not permitted without specific authorization in advance of the judging. Do not send clippings or scrapbooks.

No entries in any writing or photographic category shall be entered in other category or division and any entry is strictly limited to one category only. For example, a story submitted for News Story category may not be entered in judging for Investigative Story, etc. All newspapers entering the contest must be aware that submitting the same entry in two or more separate categories or divisions will result in disqualification of that entry from consideration in any category. Individual entries must be made only by the newspaper of origin.

Once you have selected your entries and properly identified them, package them together in a single packet and mail on or before September 1, 1988 to:

Contest Committee
Kentucky Press Association
332 Capitol Avenue
Frankfort, KY 40601

8. A contest entry fee of \$10 is required for each newspaper entering the contest, regardless of group ownership. A fee of \$4 for each individual entry is to be paid for each entry in each contest category. These fees go toward payment of plaques, certificates and judging expenses.

9. Be sure to fill out the entry form and return it with your entries and payment.

10. Type information for each entry on a label (enclosed) and affix securely on the upper righthand corner of the page where the entry is located. Make sure it does not cover some important area. On each identification label, enter (a) Newspaper Name, (b) Contest Number, (c) Division, (d) Class, (e) Writer/Photographer Name.

11. All entries, except winning entries, will be retained by the judges. Plaques and certificates will be presented at the Winter Convention, and all winning entries will be listed in a special edition of The Kentucky Press, also available at the Winter Convention awards presentation.

12. Mark the story or picture with a HEAVY RED check mark above the entry. Please mark with a red marker to clearly define the entry.

13. Appropriate plaques and certificates will be awarded to winners in each contest category; plaques going to first place winner and certificates to second, third, and honorable mention. Honorable mention is not necessarily awarded in each category.

14. In the event only one entry is made in any category for a specific class, an honorable mention certificate only will be awarded in that category.

15. An entry will be disqualified if:
*the entry is not the required date as indicated in the rules;
*the entry is not properly marked.

If an entry is entered in the wrong category, KPA reserves the right to move the entry into the appropriate category.

CATEGORIES

Newspapers may submit more than one entry in Categories 1-12, but entries are limited to TWO PER WRITER/GROUP OF WRITERS. Although bylines are not mandatory, the name of the writer(s) must be included on the label for the entry since the writer's name, as well as the name of the newspaper, will appear on plaques and certificates.

General Excellence

No entries are required. This category is the sum of the outcome of the other categories of the Fall Contest, establishing the winning newspapers in each class of competition for Daily, Weekly, and Multi-Weekly divisions. These results evaluate the content of the newspaper in terms of the effort of individual staff members. Each first place award will count three (3) points; each second place award, two (2) points; and each third place award, one (1) point in determining the winners of the Fall Sweepstakes Award. Honorable mention awards will be considered only if needed to break ties in calculating the results of this category.

Category 1: Best Editorial

Submit one locally written editorial per writer. Send full-page tearsheets clearly marked. Editorials will be judged on community interest, clarity of thought, and style of writing.

Category 2: Best Spot News Story

The stories submitted for this category should be of unscheduled events, for which no advance planning was possible, such as accidents, fires, natural disasters or other breaking news events. Submit as your entry a full-page tearsheet with the best spot news story by any writer clearly marked. Judges will take into consideration such points as thoroughness of reporting, sentence and paragraph structure, and impact of headline and lead.

Category 3: Best General News Story

The entries in this category should be for articles on scheduled or organized events for which advance planning was possible, such as public meetings (city council, fiscal court, school board), dedications, political appearances, etc. Submit as your entry a full-page tearsheet with the best general news story by any writer clearly marked. Judges will take into consideration such points as community interest, timeliness, thoroughness of reporting, sentence and paragraph structure, and impact of headline and lead.

Category 4: Best Feature Story

Submit as your entry a full-page tearsheet with the feature story clearly marked. Factors to be considered in judging this category will be quality of writing, subject matter and reader interest. Articles should be of local interest, preferably about local people, places or things.

Category 5: Best Column (One Subject)

One entry should consist of three tearsheets, each from a different issue of the newspaper. While all three columns need not be about the same subject, each individual column must contain only one subject. The three tearsheets should be stapled together and tabbed as one entry. The column must be written by a staff member or a regular local columnist for your newspaper. Originality and style of writing will count highly in judging as well as the style and individuality of the writer. The effective treatment of the subject matter is the deciding factor.

Category 6: Best Column (Variety of Subjects)

One entry should consist of three tearsheets, each from a different issue of the newspaper, each containing a variety of subjects. The three tearsheets should be stapled together and tabbed as one entry. The columns must be written by a staff member or regular local columnist for your paper. The column should be a balance between humor, entertainment, and information. The writer has considerable latitude in this category. Entries will be judged on individuality, style of writing, and subject matter.

Category 7: Best Sports Column Under Regular Heading

One entry should consist of three full-page tearsheets from different dates with column clearly marked. Columns must run as a regular feature in your newspaper and must be written by a staff member or local columnist. Originality and style will count highly in judging.

Category 8: Best Sports Story

Submit a full-page tearsheet with your best sports story plainly marked. TWO

SEPARATE ENTRIES may be submitted for each writer. Community interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

Category 9: Best Sports Feature

Submit a full-page tearsheet with your best sports feature plainly marked. TWO SEPARATE ENTRIES may be submitted for each writer. Community interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

Category 10: Best Investigative or Analytical Story

This category is defined as a single story or a series of stories on the same subject which demonstrates the reporter's/reporters' initiative in research, analysis or investigation. If a series, its publication must end within the contest period. Submit two full-page tearsheets.

Category 11: Best Story Series

This category includes a series of stories on any subject other than investigative story or series eligible for Category 10. A series must include a minimum of three stories and publication date must end within the contest period. Submit one full-page tearsheet for each article within the series. Judges will consider community interest, timeliness, thoroughness of reporting, series structure and impact of headlines and leads.

Category 12: Business or Agribusiness Story

Submit a full-page tearsheet with your best business or agribusiness story plainly marked. TWO SEPARATE ENTRIES may be submitted for each writer in this category. Community interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

PHOTOGRAPHY

Entries in Categories 13-18 are limited to not more than TWO ENTRIES PER PHOTOGRAPHER. Entries shall be submitted only as full-page tearsheets with the work of the photographer's entry clearly marked. Attach an entry blank giving the name of the newspaper, title of photo, name of photographer, newspaper division and class, and category number. Photos must have been taken by a full- or part-time staff member. Wire service employees are not eligible for consideration. It is requested, but not mandatory, that photographers submit an original 5 x 7 or 8 x 10 photograph, attached to the tearsheet.

Category 13: Best General News Picture

Judging for Category 13 will be made on the basis of newsworthiness, local interest, balance and overall quality of work. Submit well-marked full-page tearsheet. The pictures in this category should be of scheduled or organized events for which advance planning was possible, such as public meetings, dedications, political appearances, etc.

Category 14: Best Spot News Picture

The photographs for this category should be of unscheduled events for which no advance planning was possible, such as accidents, fires, natural disasters, or other breaking news events. Submit well-marked full-page tearsheets. Judging will be made on the basis of newsworthiness, local interest, and overall quality of work.

Category 15: Best Feature Picture

Submit well-marked full-page tearsheets. Judges will be looking for local interest and appeal, imagination and originality in selection of subject matter, posing, lighting and overall quality of work.

Category 16: Best Feature Picture Essay

An entry must consist of two or more pictures used together. Overall impact, appeal, balance, lighting, techniques and quality of work will be considered in the judging.

Category 17: Best Sports Picture

This category is to encourage more and better sports coverage. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in judging.

Category 18: Best Sports Picture Essay

An entry must consist of two or more pictures used together. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in judging.

On Second Thought

By David T. Thompson
KPA/KPS Executive Director

Elsewhere in this issue you've read about the resignation of KPS' Ad Director Tony Spugnardi.

For the past two years and a month, Tony has been a valuable employee for KPS and for the advertising placement service. In short, he's put our ad service on the map; he's brought respectability to our efforts.

Losing Tony isn't easy to swallow but we are fortunate that someone with the experience and ability of Gloria Davis came along just at the right time.

Gloria has long been associated with KPA and KPS. She knows how the ad placement service operates, she knows some of the employees here and she knows most of the ad managers across the state from her time as an officer with the KPA Advertising Steering Committee.

There will be a transition period so that Gloria can get to know the inner-workings of the Kentucky Press Service, renew old acquaintances with advertisers and establish new relationships. But getting someone with Gloria's background will make that transition much quicker.

Tony will be missed by the KPS staff and he knows we each wish him well. We've kidded Tony that now he becomes one of those ad managers who call here regularly wanting to know why they didn't get such and such an ad, or when they can expect a long-time contract of full-page ads.

For me personally, Tony's resignation couldn't come at a better time. With the prospect that UK's basketball program will suffer during the 1988-89 season, I certainly don't need to listen to all of Tony's talk about UL basketball. I bleed blue but Tony sees only red when it comes to sports.

When Tony called me in Connecticut while I was on a business trip/vacation to tell me he was accepting the position at Shelbyville, I seriously considered having him place the following through the statewide classified program:

"WANTED: Ad sales director for state newspaper organization. Must have newspaper advertising background. Good salary, benefits. MUST BE UK BASKETBALL FAN."

It was tempting but with all the problems UK is facing, there might not be a lot of UK fans left in the state. Good luck, Tony.

Last month, yours truly participated in a Kentucky Chamber of Commerce seminar during a session on media relations. In attendance were some 80 representatives of various businesses across the Commonwealth. The session was coordinated by Faith Miller Cole, of Wenz-Neely Company and chairman of the KPA Associates Division.

During a question and answer period, a few in the audience related specific instances of their experiences in working with the media.

One that has stuck with me came from a lady with a Kentucky hospital. She related the experiences of the tragic bus accident in Carroll County that killed youth members and leaders of a Hardin County church.

I appreciate her comments about the experience during that time as far as the media was involved. In the newspaper business you usually don't hear about the good we've done, only the bad, only the complaints. But this is one of those times when compliments were handed out.

The Kentucky media was complimented by this hospital representative for the compassion and consideration shown to emergency officials and family members and

friends of those who died. She told the audience that the experience convinced her Kentucky news media representatives are human beings.

She wasn't complimentary of the national media, however.

I've long been proud of the showing our newspapers have made during contest judging in other states. The judges have given numerous compliments to the quality of our newspapers. But the comments concerning your compassion and consideration during this tragic time give me even more pride to say I'm associated with you.

Thanks.

Just in case I should ever be chosen to run for vice president of the U.S., it is necessary for me to put my military experience on public record.

While working for Col. Frank D. Conant of the 2nd Armored Division Support Command Headquarters at Fort Hood, Texas, I was called by the 502nd Admin Division for me for Vietnam had been received. I walked down to the offices with Paul Bischoff, a friend who went through basic training and Fort Knox and infantry training at Fort Polk.

I took the orders in hand, walked back to headquarters and gave them to the staff sergeant. He immediately called the 502nd Admin and told them the orders were for a David K. Thompson. (My middle initial is T. not K.) The sergeant told them there was no David K. Thompson and to rescind the orders.

That they did and I did not go to Vietnam.

I was scheduled to end my active duty on February 27, 1970. However, I was released December 1, 1969. The general I worked for the 2nd AD headquarters was reassigned to Germany and he took some staff with him. There was going to be no replacement for him so I was reassigned to G-3 offices.

Realizing I was nearing the end of my two-year time with Uncle Sam and knowing that the Army allowed "early outs" up to three months prior to the end of active duty for "seasonal employment reasons," the brain started working. I knew there was a sportswriting position waiting for me at the Lexington Herald as soon as I got out. I left that job in February, 1968, to fulfill my military obligation and was told the job was there when I got out.

So I wrote John McGill, Sr., Herald sports editor and convinced him to write a letter to the Army that the basketball season was approaching, that it was seasonal and that my services were needed because of the workload on the sports department during basketball season.

Well, the Army agreed basketball was seasonal and permitted me to leave almost three months early.

That is my military record. Unlike some, I do recall specifics about it, who was called, who I wrote, when and where.

Now all I have to do is wait for the call to serve as vice president. My military record is all public.

Thought: Should Sen. Dan Quayle be a Republican? The mascot of the GOP is an elephant. Elephants are supposed to have terrific memories. Quayle doesn't seem to remember much at all about what happened in 1969 concerning his enlistment with the National Guard.

Perhaps he needs to change parties.

Former KPA president dies

Harry Lee Waterfield, who served as president of the Kentucky Press Association in 1942 and was elected lieutenant governor of Kentucky in 1955 and 1963, died August 4 at his home in Frankfort. He was 77.

Waterfield received his bachelor's degree in journalism in 1932 from Murray State Teachers College, where he worked on its newspaper, the College News.

After graduation he went to work at the La Center Weekly Advance, beginning a long newspaper career.

Over the years he owned the Hickman County Gazette in Clinton, two weeklies in Carlisle County and the Fulton Daily Leader.

Waterfield also served six terms as state representative for the 1st District in Western Kentucky. He was elected House speaker in 1944 and 1946.

Waterfield sought the Democratic Party's nomination for governor on three occasions but lost his bid to Earle C. Clements, Bert T. Combs and Henry Ward.

At his death, Waterfield was chairman of the board of Investors Heritage Life Insurance Co. in Frankfort and its holding company, Kentucky Investors Inc.

Pattons purchase Allen Co. News

Michael and Janice Yearout Patton have purchased the Allen County News in Scottsville from Carroll Knically, principal stockholder of Scottsville Publishing Company. The sale also included the Westmoreland (Tenn.) News.

"Janice and I consider ourselves extremely fortunate to have this opportunity," said Patton. "We certainly are delighted to own our own business and grateful to the many people who have made this dream of ours become a reality."

The News was founded in 1935 by the late Herb and Ora Ward.

It was sold in 1978 to Knically.

KPA Associates present first \$500 PR scholarship

A student at Murray State University has been selected as the first recipient of a scholarship in public relations established by the Associates Division of the Kentucky Press Association.

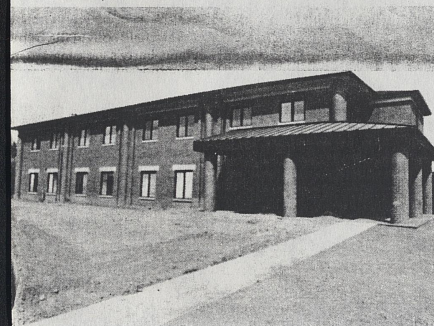
KPA Associates president Faith Miller Cole presented the first scholarship to Mary Ellen (Molly) Donnelly of Murray. Donnelly, 31, was chosen by a panel of KPA Associate members from applications received from students in Kentucky's state-supported colleges and universities with programs of study in public relations and communications.

A senior PR major, Donnelly has been named to the Dean's List for six semesters. She is the director of Woods Hall, a campus residence hall, and was voted an Outstanding Young Woman of American in 1986.

She is a member of the national service and academic society, Gamma Beta Phi, and Omicron Delta Kappa, a national fraternity for juniors and seniors with outstanding character, scholarship and service in campus life.

"The membership of the KPA Associates is very proud of our first scholarship recipient," said Cole. "We established the scholarship program to encourage Kentucky college students who are interested in pursuing a professional career in communications or public relations — areas which encompass the majority of our professional membership."

"We feel the selection of Molly Donnelly is an excellent beginning to a program which we hope will benefit outstanding Kentucky college students, and to our own profession, for years to come."



LCNI completes move into new headquarters

Landmark Community Newspapers, Inc., which owns 15 Kentucky newspapers, has moved into headquarters in Shelbyville. The new facility is located next to LCNI's previous offices on Kentucky 15.

The Shelbyville Sentinel News offices have been moved to the previous LCNI offices.

The two-floor building has 7000-square-foot on each floor plus basement for storage and expansion.

LCNI began its move into the offices on June 24.

LCNI president Larry Coffey has also announced that LCNI's future plans calls for the acquisition and development of new printing plants.

"The decision to add new printing plants has come on the heels of a major expansion of LCNI's publication business and the continuing success of our present plants," Coffey said. "The focus will be to add new plants in areas nearby LCNI publications which are printed outside our company. However, acquisition of printing plants in new markets will also be considered," Coffey said.

In Louisville

Newspaper Design workshop scheduled for October 13-15

The Society of Newspaper Design 1988 annual workshop and business meeting is scheduled October 13-15 at The Galt House in Louisville.

The 10th annual workshop will offer participants a full view of the newspaper design and graphics field in seven general sessions and some 20 concurrent sessions including photo cropping and editing, The Mac: hands-on approaches, Sunday magazine forum and two major hands-on sessions on informational graphics and news layout and design.

This year's workshop also will see the production of The Louisville Chronicles, a two-section, full-color, 24-page broadsheet newspaper edited and designed on-site through use of a 30-Macintosh computer network. The newspaper will feature "live" reporting on sessions, Board of Directors meetings and social activities, and will be printed in Lexington. Attendees will receive the paper on the closing day of the workshop.

Registration fee before Sept. 20 is \$225 for members and \$275 for nonmembers; after Sept. 20, \$325 for members and \$375 for nonmembers. Rooms are available at the Galt House for \$69/single and \$79/double.

For more information, contact SND, The Newspaper Center, Box 17290, Dulles International Airport, Washington, D.C. 20041, or call (703) 620-1083. Brochures are also available by contacting KPA offices in Frankfort at (502) 223-8821.

The Society of Newspaper Design is an international professional organization dedicated to the improvement of newspapers through good design.

Dukakis' FOI views of interest to media

Because he is the Democratic candidate for President, Massachusetts Governor Michael Dukakis' views and actions relating to open government are, and should be, of particular interest to journalists.

Thus it is interesting that in a

recent issue of the Massachusetts Newspaper Publishers *Bulletin*, considerable attention is given to the governor's apparent adamant refusal to make public records and documents relating to executive decisions and other state operations.

The major issue involved in the *Bulletin* story is the controversial Dukakis decision to locate a prison in New Braintree despite what is described as vehement opposition of "the overwhelming majority" of local residents. At issue are memos of Dukakis legal aides relating to the decision.

A Massachusetts newspaper, the *Worcester Telegram and Gazette*, has tried since last December to obtain copies of two memos relating to the siting decisions. Rejected by the executive offices, it turned to the state's supervisor of public records, who ruled that the memos were public records and directed their release with the exception of four paragraphs in one of them. The state's attorney general, however, has refused to enforce the order.

Now the Federal Bureau of Investigation is reportedly investigating the proposed prison siting decision, and the controversy continues.

The attorney general also has denied public access to records involving deaths at two state hospitals, again refusing to enforce orders by the supervisor of public records despite a court ruling in a similar case, now being appealed, that privacy concerns do not extend to autopsy reports.

Minority job fair set for Cincinnati

The Society of Professional Journalists, Sigma Delta Chi, will host a regional Job Opportunities Conference for Minorities November 16-17 at the Clarion Hotel in Cincinnati.

The conference is aimed at bringing together large numbers of minorities seeking careers in the news business and recruiters from newspapers and other media.

Students and professionals in a five-state area including Kentucky are being targeted

for the conference. Applicants and recruiters from across the country are expected to participate.

In addition to workshops for recruiters on how to find and retain minority talent and workshops for job-seekers on how to find and keep jobs, participants will be addressed by two distinguished journalists — Jay Harris, executive editor of the Philadelphia Daily News, and Jacqueline Adams, White House correspondent for CBS News.

The conference is one of several being sponsored by the American Society of Newspaper Editors and the Task Force on Minorities in the newspaper business.

For information, write SPJ headquarters, 53 West Jackson Boulevard, Suite 731, Chicago, Ill., 60604.

Survey shows switch to more adult carriers

Daily newspapers have begun a shift to adult carriers, particularly for morning newspapers, according to a 1988 survey conducted for the International Circulation Managers Association. The trend is evident in figures from the latest survey compared with results of the same survey conducted in 1984.

The survey drew more than 550 responses from newspapers in the U.S., Canada, Mexico, England and others, described as a 58 percent increase over the response in 1984.

One of the reasons more adult carriers are being used is obvious in the turnover figures. While the turnovers among young people has increased significantly, the report said, on all newspapers in the past five years, adult carrier turnover has remained constant for morning, all day and evening publications.

Of the newspaper that responded, almost half are distributed by a carrier force of from 100 to 500 carriers. About three-fourths of these use a combination of young people and adults. But the use of adult-only forces has grown while young people use has fallen slightly.

Sept. 8 proclaimed Newspaper Literacy Day in Kentucky

FRANKFORT, Ky. — Gov. Wallace Wilkinson has proclaimed Thursday, September 8 as Newspaper Literacy Day in Kentucky and urged all community organizations to take cognizance of the special events arranged for this day in recognition of the newspaper's role in preserving a democratic society.

The proclamation was signed August 18 in Frankfort.

September 8 has also been designated as National Newspaper Literacy Day in efforts by the American Newspaper Publishers Association (ANPA) Foundation and American Society of Newspaper Editors in cooperation with the International Reading Association.

Governor Wilkinson's proclamation recognizes the efforts of daily and weekly newspapers in Kentucky in organizing and implementing adult literacy projects in the interest of creating a literate society. The proclamation also recognized First Lady Martha Wilkinson's leadership "to eradicate illiteracy in Kentucky."

The Kentucky and National Newspaper Literacy Day is a day to focus the state and nation's attention on America's adult reading crisis. Approximately 400,000 Kentucky adults are identified as functionally illiterate and an esti-

mated 21 million adults nationwide cannot read at a "survival" level. Some 40 million adults cannot read bus schedules, job applications or their local newspaper.

Newspapers throughout Kentucky and across the nation will publicize and participate in special community literacy activities on September 8. National, state and local organizations will have an opportunity to announce new efforts through the newspaper.

"For the past two years, the Kentucky Press Association and newspapers across the Commonwealth have placed added emphasis on the problem in Kentucky," said David T. Thompson, KPA executive director. "The efforts of local newspapers have not gone unnoticed as witnessed by Governor Wilkinson's proclamation."

"Hopefully, this Newspaper Literacy Day will bring the severity of the problem to the attention of all Kentuckians. Our newspapers have long noticed the effects of an illiterate society."

In the past two years, Kentucky newspaper executives have attended and participated in various seminars to learn what newspapers can do to help in local efforts to combat illiteracy.

"Newspapers are directly affected by an illiterate society," Thompson said, "but the efforts in Kentucky have been from concern for the problem, not from selfishness."

Beginning in July, newspapers were asked to bring more attention to the problem by publishing ads and stories on illiteracy, emphasizing local organizations involved in literacy efforts.

"Several Kentucky newspapers have been recognized nationally for literacy efforts," Thompson said. The ANPA Foundation has showcased the Danville Advocate-Messenger, Lexington Herald-Leader and Landmark Community Newspapers, Inc., of Shelbyville for efforts to assist local literacy programs. Landmark owns 15 Kentucky newspapers.



GOV. WILKINSON

Proclamation

by
Wallace G. Wilkinson
Governor

of the

Commonwealth of Kentucky



To All To Whom These Presents Shall Come:

WHEREAS, The Kentucky Press Association and the American Newspaper Publishers Association, in cooperation with the International Reading Association, have designated the eighth day of September to be National Literacy Day; and,

WHEREAS, There are more than 400,000 functionally illiterate adults in the Commonwealth of Kentucky; and,

WHEREAS, Daily and weekly newspapers nationwide have joined with the International Reading Association to recognize and support the nation's teachers in the fight against illiteracy; and,

WHEREAS, Newspaper adult literacy projects have been implemented by newspapers across Kentucky and the United States with the interest of creating a literate society; and,

WHEREAS, Kentucky's daily and weekly newspapers will participate in the day's observance by offering special educational and community awareness events; and,

WHEREAS, The Wilkinson Administration, under the leadership of First Lady Martha Wilkinson, has embarked upon an ambitious effort to eradicate illiteracy in Kentucky;

NOW, THEREFORE, I, WALLACE G. WILKINSON, Governor of the Commonwealth of Kentucky, do hereby proclaim September 8, 1988 as

NEWSPAPER LITERACY DAY

in Kentucky and urge all community organizations to take cognizance of the special events arranged for this day in recognition of the newspaper's role in preserving a democratic society.

DONE AT THE CAPITOL, in the City of Frankfort, this the 18th day of August, in the year of Our Lord One Thousand Nine Hundred Eighty-eight and in the year of the Commonwealth the One Hundred Ninety-seventh.

Wallace G. Wilkinson
WALLACE G. WILKINSON
GOVERNOR



Bremer Ehler
Bremer Ehler
Secretary of State