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Dave Eldridge takes office as 2002 KPA President; Smith, Greene honored

Convention attracts 500 to Lexington

Some 500 newspaper professionals, college journalism students and Associates Division members turned out for the 2002 Kentucky Press Association Winter Convention and Trade Show, January 24-25 at the Marriott Resort in Lexington.

Although the crowd did not match the previous two Winter Convention attendance levels of 595, it was the third largest convention in KPA history.

Sessions focused on readership, what drives single copy sales, advertising, elements required to make a good story better, digital photography, PhotoShop, Quark, InDesign, revenue ideas for community newspapers, ethics and credibility, layout and design of pictures, how the events of September 11 and since then have affected various businesses, the importance of the state's Bucks for Brains program to Kentucky universities, Newspapers in Education, copy editing and magazine writing.

The convention marked the beginning of the presidency of David Eldridge, publisher of the *Jessamine Journal*. Eldridge received the President's Gavel from Appalachian News Express publisher Marty Backus during Friday's Changing of the Guard luncheon.

Other officers for 2002 include Sharon Tuminski, elected vice president during KPA's annual business meeting and treasurer David Thornberry, publisher of the *Somerset Commonwealth Journal*. Tuminski, general manager of the *Winchester Sun*, became President Elect immediately after being elected Vice President. The change came with the resignation of David Greer, publisher of the *Kentucky Standard*, to accept a position as Member Services Director of the Kentucky Press Association.

Greer, who served as Vice President in 2001, was scheduled to be President Elect in 2002. With the Vice President's position now open, the KPA Bylaws stipulate that the Board can now elect an individual who

meets the qualifications specified in the Bylaws. The Board next meets on March 28 and is not expected to elect the Vice President until then.

Anyone interested in serving as Vice President should contact David Eldridge at (859) 885-5381, or David T. Thompson, KPA/KPS Executive Director at (800) 264-5721. To be eli-

gible an individual must have previously served as an elected member of the KPA/KPS Board of Directors or have served three consecutive years as a State At-Large Board member or be an elected Board member on the current KPA Board.

Al Smith, host of Kentucky Educational Television's Comment on

Kentucky series, was honored by the Lexington Herald-Leader with the presentation of the Lewis E. Owens Community Service Award. Tim Kelly, publisher of the *Herald-Leader*, noted that the award typically is given for service to a specific community but in Smith's case, that

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Greer, Revlett join KPA staff; Carnahan takes state PR job

Lisa Carnahan, Member Services Director and Kentucky High School Journalism Association administrator, has resigned those positions to accept a job with the Kentucky Justice Cabinet. Carnahan, who joined KPA in 1996 as News Bureau Director, served as the first KHSJA administrator after the KPA/KPS Board created the association for high school communications programs in 1997.

David Greer, publisher of the *Kentucky Standard* in Bardstow, will be joining KPA on February 4 to replace Carnahan. Like Carnahan, Greer will be Member Services Di-

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Dave Eldridge, right, publisher of the *Jessamine Journal* in Nicholasville, accepts the gavel from 2001 President Marty Backus, publisher of the *Appalachian News Express*, Pikeville. Eldridge will serve as 2002 President.

Board considers changes in contests

The Kentucky Press Association Board of Directors is in the process of changing the Fall Newspaper and Better Newspaper contests. The move comes with the board's decision to do away with summer conventions beginning in 2003. Since the Better Newspaper Contest is announced at summer conventions, the Board wanted to retain some of the categories and incorporate those into the Fall Newspaper Contest.

Although final approval has not yet been given to the realigned contest, chairman John Nelson told the Board at its January 24 meeting that

the committee is recommending a total of 26 categories. Only one present Fall Newspaper Contest category will be affected and that comes in combining Best Spot News Story and Best Spot News Package into Best Spot News Coverage. Other Fall Newspaper Contest categories will remain.

Nelson said the committee felt some of the Better Newspaper Contest categories should be removed including Community Service, Newspaper Promotion, Freedom of Information, Special Sections/Original Ad Idea and Best

Display Advertising. He said the KPA Ad Contest already includes Newspaper Promotion, Special Editions/Sections, Original Ad Idea and Best Display Advertising and removing those would not affect newspapers.

Since the KPA Advertising Division Steering Committee is responsible for the KPA Ad Contest, the contest committee has focused its efforts only on the Better Newspaper and Fall Newspaper contest.

"We're also thinking about cre-

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Kentucky people, papers in the news

Lavonda Gilliam-Martin, a 1999 graduate of Morehead State University, has joined the advertising sales staff of the Grayson Journal-Enquirer and Olive Hill Times.

The Richmond Register has promoted two staff members -- **Lisa Hornung** was promoted to managing editor and **Jeff Noblitt** has been named assistant managing editor. Hornung graduated from the University of Georgia in 1996 with a bachelor's degree in journalism. She previously worked as photographer, reporter and copy editor at the Daily Union in Junction City, KS., city editor of the Sandusky (OH) Register

and editor of the Kentucky Standard in Bardstown. Noblitt joined the Register staff last February as education reporter. He has also been publications director at Cambridge Educational Services. He was graduated magna cum alude from Loyola University-Chicago with a communications degree.

Joe Wilson, assistant sports editor of the Kentucky New Era in Hopkinsville since 1994, has been named sports editor of the newspaper. Wilson served as sports editor of the daily newspaper in 1996 before moving to the copy desk last year as copy editor/sports column-

nist. A Hopkinsville native, Wilson earned a bachelor's degree in communications from Austin Peay State University in 1991. The announcement was made by Kentucky New Era editor **David Riley**, who also said that **Scott Burnside** has rejoined the staff as sports writer. Burnside previously worked for the New Era for 17 years as sports writer, sports editor and news reporter. Burnside has also been western Kentucky correspondent for The Tennessean in Nashville and has worked for newspapers in Stockton, IL., Freeport IL., Clarksville, TN., and the Cadiz Record. He is a graduate of Southern Illinois University.

Kendall Clinton, former Madisonville Messenger intern and a 1995 graduate of Western Kentucky University, has been named city editor of the Dothan (AL) Eagle.

Mindi Thompson, whose media experience goes back to 1995 when she worked for a Louisa radio station at age 15, has been named Lawrence County bureau chief for the Big Sandy News. Thompson has worked in news, promotion and public service for radio stations in the area and was a writer for her high school newspaper at Johnson Central High School.

Glyptis Ann Grider, a junior at Owen County High School, has been named sports writer for the Owenton News Herald. A member of the OCHS girls basketball and soc-

cer teams, Grider will be covering basketball, baseball and softball for the News Herald.

Allison Altizer, a recent graduate of Eastern Kentucky University, has joined the London Sentinel Echo staff as a reporter. Altizer worked for The Eastern Progress as assistant features editor, copy editor and editor of the Progress Profiles page. She is a 1997 graduate of South Laurel High School.

Charles B. "Chuck" Camp, the senior editor for business news at the Dallas Morning News, will join the staff of the Lexington Herald Leader as the newspaper's chief projects reporter Feb. 25. Camp, a former senior editor at the Wall Street Journal who headed that paper's bureaus in Detroit and Houston, will be joining a staff headed by one of his longtime collaborators at the Journal, **Amanda Bennett**. Bennett, former managing editor for projects at The Oregonian in Portland, Ore., was named editor and senior vice president of the Pulitzer Prize-winning Lexington newspaper in August. At the Herald-Leader, Camp, 60, will return to his first love, reporting, but in this new position for the paper will also serve as a mentor and coach to the newspaper's reporters and editors. "Camp is a national treasure," Bennett said. "We're eager for him to start sharing his expertise with a new generation of journalists."

The Kentucky Press

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Staff members, Officers and Directors may be reached by e-mail using the individual's first initial, full last name@kypress.com. There is no space or punctuation in the e-mail address.

Calling former staffers!

Eastern Progress celebrates 80th year; plans reunion

Eastern Kentucky University's award-winning student newspaper, The Eastern Progress, is celebrating its 80th anniversary this year.

All former Progress editors, staffers and advisers are invited to a reunion Saturday, Feb. 23 at the Ar-

lington House in Richmond. The event will begin at 6 p.m.

For reservations and more information about the reunion, call Progress Adviser Dr. Libby Fraas, 859-622-1880.

Obituaries

Terry Norfleet

Terry Ponder Norfleet, 77, co-founder of the Russell Springs Times Journal, died December 31 at Russell County Hospital. She was the widow of Andrew J. Norfleet. Mrs. Norfleet was a retired University of Kentucky Professor and was serving as chair of the Board of Directors of The Bank of Jamestown at the time of her death.

She and her husband began the Times Journal on August 13, 1949.

Kenton McCourt

Kenton McCourt, 23, a circulation employee of The State Journal in Frankfort, was killed January 1 in an automobile accident in Scott County. A resident of Georgetown at the time of his death, McCourt was an all-state soccer and all-conference basketball player while attending Frankfort High School.

The one-car accident occurred near St. Francis Catholic Church on U.S. 460, between Frankfort and Georgetown.

NNA moving to Missouri; seeks Franklin nominations

Arlington, VA - The National Newspaper Association (NNA) has announced its intention to locate a new headquarters in Columbia, MO, working with the Missouri School of Journalism to establish new partnerships for NNA programs.

Simultaneously, the NNA Board of Directors announced an agreement with American PressWorks, Inc. (APW), Arlington, VA, to operate an office for NNA in the Washington, DC, area. APW will continue NNA's long tradition of providing a voice in Washington for community newspapers.

The Missouri School of Journalism is the oldest journalism school in the country. It presently provides management services for other journalism-related associations, including the Society of Business Editors and Writers and Investigative Reporters and Editors.

American PressWorks, Inc. is an Arlington, VA, based association management and public affairs firm. Founded in 1997 by Tonda F. Rush and Carol S. Pierce, former NNA executives, APW has provided management and consulting services to numerous groups in the communications and nonprofit fields.

NNA President Kenneth H. Rhoades, president of Enterprise Publishing Co. in Blair, NE, said the selection of the Missouri school and APW had followed a weekend long deliberation over the best future for NNA, including its choice for a new NNA headquarters.

The decision to seek out a new

location to augment the Washington office was made in November. Rhoades said the decision resulted from the NNA Board's belief that a lower cost operating market and a location closer to NNA's core membership would strengthen the Association's offering of member services.

"The NNA officers and Directors put in many hours considering the course of action for the expanding of the National Newspaper Association," Rhoades said. "The basic result is that the NNA will be able to do more with the members' dues money than in the past. By moving many of the functions to the Midwest, yet keeping the Washington D.C. office for direct contact with government officials, there can be many thousands of dollars saved to enhance NNA member services."

The transition will begin in February. NNA expects to operate with interim staff through summer, but to hire a permanent executive director in March who will build an operation with assistance from the school. At the conclusion of the transition, NNA will have its own independent operation, but work closely with the school on various programs.

NNA's membership services and other operations will continue seamlessly during the transition. NNA's well-known Government Affairs Conference will begin March 20 at the Hyatt Regency, Capitol Hill, with the usual cast of high profile speakers and focus on public policy issues. The theme for this conference

will be community leadership and security.

Franklin Nominations Sought

The National Newspaper Association (NNA) and the U.S. Postal Service are partnering for the fourth year to solicit nominations for the "Benjamin Franklin Community Newspaper and Postal Partnership Award of Excellence."

"This has been an especially challenging year for the United States Postal Service and the nation. We want to recognize those postal employees that we work with on a daily basis, they are vital to our success," said NNA president Kenneth Rhoades, president of Enterprise Publishing Company, Blair, NE. "I urge all NNA members to consider a nominee for this important national award. Each nominee is a winner simply by being named as an outstanding employee by their local newspaper."

The award, named in honor of founding father Benjamin Franklin, who was both a postmaster and local publisher, provides an opportunity for NNA members to nominate a postal employee who has made significant contributions to community newspapers. The award was established by NNA in 1999 to salute the partnership between the local post offices and community newspapers across the nation.

Each nominee will be recognized for his or her efforts. Each state will

award a winner and the national winner will be chosen from among the state winners. The national winner will be chosen by NNA's Postal Committee, chaired by Max Heath, and recognized at NNA's 41st Annual Government Affairs Conference held March 20-23, 2002. Entry information will be distributed shortly to all current NNA members or may be obtained by contacting the NNA offices or on the NNA Web site at www.nna.org. Nominations are due by February 19, 2002.

Publisher's Auxiliary Photo Contest

Publishers' Auxiliary is calling for entries for its second quarterly photo contest this year. It is open to any photographer on the staff of an NNA member newspaper.

Each photographer may submit one photo per contest. Submit a print, TIFF or JPEG file.

Each entry must have: the name of the photographer, newspaper name (including city and state), date of publication and the cutline information. Deadline for the next contest is March 13, 2002. The winner will appear in the April 2002 issue. The first place winner will receive an NNA briefcase. Entries will not be returned. By entering, you agree that Pub Aux has the right to publish the photo. Mail entries to Pub Aux Photo Contest, 1010 N. Glebe Rd., Suite 450, Arlington, VA 22201. TIFFs and JPEGs should be e-mailed to pubaux@nna.org.

Legal Defense Fund nearing \$90,000 in assistance to Kentucky newspapers

KPA's Legal Defense Fund is hovering at \$90,000 in financial assistance to newspaper after the LDF Committee took action of four requests on January 25.

The committee considered two requests from the Frankfort State Journal, both involving Kentucky State University, and one request each from the Kentucky Standard in Bardstown and the Kentucky Kernel at the University of Kentucky.

The committee awarded financial assistance in three of the four requests, delaying action on one of the Frankfort State Journal's applications to a future date.

In all, the three awards from the Legal Defense Fund, totalled \$18,689.74, bringing the total assistance given to Kentucky newspapers to \$89,612.30. The KPA Legal Defense Fund was started in August, 1996, as a way to encourage newspapers to continue efforts in legal situations where the final outcome could affect the industry as a whole.

Since its beginning, the Legal

Defense Fund has approved applications for financial assistance to 25 newspapers submitting 31 requests.

The Legal Defense Fund is KPA's largest participatory program with 95 newspapers. Newspapers must agree to supply a minimum of one-quarter page of advertising each year with the proceeds directed to the Legal Defense Fund. Only those newspapers agreeing to the advertising request are permitted to receive funds from KPA.

The 95 newspapers combine for 5100 inches of advertising space each year with the proceeds directed to the Legal Defense Fund.

Committee members include Tom Caudill, chairman; Steve Austin, David Hawpe, John Nelson and David Eldridge. The LDF policies stipulate that three Past Presidents and two current Board members comprise the committee. Caudill, Hawpe and Austin are Past Presidents while Nelson and Eldridge are current members of the KPA/KPS Board of Directors.

Job Shop

Looking for an employee? Check out the latest resumes on www.kypress.com or post available positions at your newspaper. Just choose "Resumes" or "Help Wanted" on the home page.

Reporter

Need to cut your journalistic teeth? An award-winning six-day-a-week newspaper in south central Indiana needs talented reporters who can handle a wide variety of topics. Community journalism is our strength and we want reporters who can cover the hard stuff as well as understand how important community news is to our readers. If you're interested, please send resume and clips to Job Search, The Tribune, 1215 E. Tipton St., Seymour, IN. 47274, or apply by logging onto our web site -- www.tribtown.com -- and click on Tribune Jobs.

Assistant editor/reporter

The Jacksonville (Ill.) Journal-Courier is looking for an assistant editor/reporter. Duties are about half and half, with responsibility for putting the paper to bed several times a week. This is a perfect job for an excellent writer and aggressive reporter to try editing. To be eligible to work in our award-winning paper (winner of numerous SND, AP editor's and state awards), a candidate must pay meticulous attention to detail, have impeccable grammar and language skills, and possess solid reporting experience to help train young reporters. Salary commensurate with ability. To apply, send a letter, resume and examples of work to: Ted Roth, editor, Jacksonville Journal-Courier, P.O. Box 1048, Jacksonville, IL 62650. For questions, call 217-245-6121 and ask for Ted Roth.

Pressing Issues

Employee turnover hits newspapers

By Randy Hines, University of North Carolina, Pembroke

A recent column talked about reporters not getting timely feedback about their work. That is but one reason why employee turnover is becoming a major concern throughout Kentucky newspapers. Job satisfaction has been defined as the difference in the amount of rewards employees receive and the amount they think they should receive.

For some seasoned news-editorial people, the greener pastures (or higher salaries) in public relations work can be tempting. Advertising sales reps likewise can be lured to higher-paying positions elsewhere. But salary is not the only reward that determines job satisfaction.

An article in November's "HR Fact Finder" listed a dozen statements that indicate whether employees may be thinking of a change in employers. A Gallup Organization in-depth study looked at ways management could retain employees. Newspapers easily could apply these principles to their own newsrooms.

1 "I know what is expected of me." Gallup VP Marcus Buckingham said employees are satisfied when they know what's expected of them and are allowed to decide how to accomplish the tasks.

2 "I have the materials and equipment I need to do my work right."

3 "At work, I have the opportunity to do what I do best every day." Forcing a creative columnist to cover county commission meetings may not make her a happy writer if someone else is available.

4 "In the past seven days, I have received recognition or praise for doing good work." An "Industry Week" survey a few years ago reported that the most powerful workplace motivator is recognition, recognition and recognition.

5 "My supervisor, or someone at work, seems to care about me as a person."

6 "There is someone at work who encourages my development."

7 "At work, my opinions seem to count."

8 "The mission/purpose of my company makes me feel my job is important."

9 "My fellow employees are committed to doing quality work."

10 "I have a best friend at work." Newsroom friendships can

help employees deal with constant change in the industry.

11 "In the last six months, someone has talked to me about my progress." Even informal chats can help writers see how they stand and where they can improve.

12 "This last year, I have had opportunities to learn and grow."

Lots of other tactics can be used by Kentucky newspapers to increase job satisfaction and reduce turnover.

One Midwest company started a well-pay program rather than the traditional sick-pay. It paid a bonus to employees who had no absences for the previous month. It also implemented a policy that covers sick pay only after the first day of an absence. Guess what? Absenteeism shrank dramatically. Productivity and employee satisfaction soared. Continental Airlines has offered a lottery for employees who have not missed a day of work in the previous six months. Eight sport utility vehicles per period were distributed to such lucky employees.

Training, of course, is used extensively by newspapers and state press associations. In fact, the latest figures show that \$60 billion was spent by U.S. corporations with 100 or more employees last year for training purposes. Workshops can be informal and scheduled to fit around most job assignments. Jim Stasiowski for writing, John Foust for advertising and Ed Henninger for design are three of the best consultants around. Journalism pros—who've actually worked for newspapers rather than getting hired because they're prolific researchers with Ph.D.s—are more than happy to help.

Attitude surveys or a more thorough communications audit can track employee satisfaction. Their use can alert publishers and editors about potential problems.

On the other hand, surveys can actually increase dissatisfaction if nothing changes in the newsroom after management has been sent a clear message.

* * *

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Clips, quips, quotes, notes to stimulate your thinking

By Ken Blum, Butterfly Publications

"If you and I exchange a dollar, then each of us will have one dollar. But if you and I exchange an idea, then each of us will have two ideas."

I don't know who said this first, but it's my favorite quote and it applies perfectly to community newspapers. We're in a wonderful business fueled by ideas that are shared openly and enthusiastically.

Which brings to mind another quote from the late Earl Nightingale: "Harpoon that idea with a pen!"

In other words, reel in the idea as soon as you see it or hear it.

Otherwise, it may swim off and spawn in other waters. Harpoon it with a pen, scissors or the office copy machine, and store it in an organized filing system for future reference. Every few months, go through your idea cache for inspiration.

I'm going to dig into my cache to throw out a selection of random quips, clips, quotes and notes to stimulate your thinking in 2002.

Take Notice - Just how many renewal notices should a paid newspaper send out before giving up on a subscriber? Here are some guidelines from Ron Anderson, one of the country's leading circulation experts.

"Every newspaper, from the largest daily to the smallest weekly, needs to work hard to maximize subscription renewals. Hopefully, your retention program includes a good marketing oriented renewal notice about five weeks prior to expiration, followed by a second notice four weeks later, and a four-week grace period after expiration in which you continue service at your risk while trying to get the subscriber to renew."

"The grace period should include one or two sales-oriented telephone calls seeking the renewal commitment and payment. And, if no renewal is still received by the end of grace, their last newspaper should include a special reminder, telling them that this is their last copy and trying once again for the renewal."

How Does Your Free Publication Rate? - A publisher from Minnesota and I were discussing "typical advertising rates" for free circulation newspapers and shoppers.

Of course, ad rates vary widely according to market circumstances, the competitive climate and the whims of the publisher (and I'm certainly not telling you at what level to set rates for your publication). But it's interesting to note the open rate that the publisher and I deemed

typical for a free publication. We figured an open rate of 65 cents per SAU (2 1/8") column inch multiplied by units of 1,000 circulation. In other words, a free circulation publication with a distribution of 10,000 would have an open rate of 65 cents x 10 = \$6.50. A 20,000 free circulation publication typically carries an open rate of 65 cents x 20 = \$13.

Our very unscientific and hypothetical formula does not apply to paid circulation newspapers.

Ad Income Guideline - While we're dealing in formulas, here is an excellent one that I gleaned from the book "The Shopper" by John Cribb of Bolitho-Cribb & Associates. Total advertising revenue for a shopper including display, classified and inserts ideally should equal the equivalent of one dollar per household per week in the market. That's a good solid figure for a shopper or weekly newspaper with very little competition.

Let's say that there are 5,000 homes in the primary market area that the newspaper serves. Therefore, weekly ad revenue should come to \$5,000 per week, or \$260,000 per year.

Financial Fundamentals - One of the finest people I have known in this business is Bob Tribble who owns a large group of smaller community newspapers in the South. Bob launched his career in 1968 when he bought three tiny, unprofitable weeklies in Georgia. Between them they grossed \$70,000. He bought them for \$40,000 and quickly turned each into a money maker.

Eventually, his operation grew to 30 newspapers plus seven offset plants in which to print them.

Here are a few of Mr. Tribble's keys to running a profitable newspaper:

First, the payroll maximum has to be no higher than 40 percent of gross, including all fringes and taxes. Usually, you will find most newspapers run around 50%.

There must be a 60/40 ad/news balance in noncompetitive areas. Most newspapers are running about 50/50.

Supply costs can be lowered through volume buying. Tribble is a stickler on waste and does his best to make the general managers aware of areas to watch. Expenses - auto, insurance, postage, utilities - are looked at closely.

Most papers need reorganization. Each job is studied and often two are combined. One nonproductive employee can destroy your p&l.

Color photos now required for State Police press passes

Applicants for the Kentucky State Police press passes, available through the Kentucky Press Association must now include a color photo.

Photos must be taped or glued to the KSP press pass application and must be approximately an inch wide by 1 3/8 inches deep.

Applications are limited to management and news personnel at Kentucky newspapers, radio and TV stations.

The Kentucky Press Association is responsible for approving applications from newspapers.

The State Police are now requiring publishers to collect press passes of any employee who leaves the newspaper. Those press passes should be returned immediately to the Kentucky State Police headquarters in Frankfort.

Application forms are available at www.kypress.com/presspass.

Ad-libs[©]

By John Foust
Raleigh, NC

Good luck is a result of good work

True story.

A sweet, little lady once needed the hardwood landing on her staircase refinished. She called several hardwood businesses, but it seemed that no one wanted the job. It was too small.

Finally, she happened upon a company that showed an interest in her project. "Certainly," said the business owner, "I'll be glad to take a look at it."

"It's just a landing on a staircase, probably no larger than three feet square," she said. "Are you sure you want to consider such a small project?"

"Ma'am," he reassured her, "no project is too small."

When he met with her the next day, he made such a good impression that she asked him to schedule the work right away. By the time the job was finished, she felt privileged to be one of his customers. The work was exceptional. In fact, she was certain that she had the most beautiful landing in the entire city. And from start to finish, she had been treated like the most important customer in the world.

She couldn't wait to tell her son about it. Of course, she hadn't mentioned him to the hardwood floor people. But her son just happens to be one of the largest real estate developers in the city. And that city just happens to be smack dab in the middle of one of the largest metropolitan areas on the east coast.

Guess who has the exclusive contract for hardwood floors in all of her son's developments?

His competitors in the flooring industry might call it luck. But is it? I'm inclined to think that the hardwood guy takes so much pride in his work that he won't accept anything less than his best effort. He is a living example of Thomas Jefferson

words, "I am a great believer in luck, and I find the harder I work the more I have of it."

Whether a client is large or small, it's always a good idea to do your best work. First of all, it's a matter of personal integrity. And as an added bonus, your efforts might result in the occasional "lucky" break. One day, that little retail business on the corner may have stores all over town - and need lots of newspaper advertising. And that person who places a classified ad to sell a lawnmower may live next door to the radio advertiser you've been trying to convert.

The hardwood guy actually had two projects:

1. Refinish the stair landing.
2. Create a happy customer.

The same goes for the newspaper business. Every time you work with an advertiser, there are two areas which call for your attention:

1. Do your best work. Whether you work in sales or production or management, set your standards high.
2. Along the way, create a happy customer.

Somewhere, there's a very busy hardwood floor company, whose owner would tell you that it's a good idea to give people plenty of good things to say about your work. Because you never know who is listening.

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John Foust conducts advertising training for newspapers, press associations and advertisers. For information, contact: John Foust, PO Box 97606, Raleigh, NC 27624 USA, E-mail: jfoust@mindspring.com, Phone 919-848-2401.

April 25-27 at Galt House Hotel

Copy Editor Society schedules national conference for Louisville

The American Copy Editors Society, a professional organization of copy editors, will be holding its 2002 ACES Conference in Louisville on April 25-27, the week before the Kentucky Derby. The conference is scheduled for the Galt House Hotel.

ACES will have the same range of notable speakers as in previous sessions. Some will repeat the most popular workshops and panels from previous conferences, and some will take a fresh look at issues that have come to the fore in the past few months.

The registration form for the sixth annual ACES conference is now available on this site.

This is also the time to encourage colleagues in your area to attend. Feel free to duplicate membership and registration forms and circulate them among your colleagues at work, among colleagues at other publications, and among colleges and universities in your area.

As an experiment for the Louisville conference, April 25-27, ACES is offering one-day passes for people who are unable to attend the full three days of the conference.

The one-day fee covers all workshops and panel discussions. It does NOT cover the Thursday evening reception, the Friday night banquet or the Saturday night social event. Attending any of these events will require an additional fee. You may register in advance for one or more days at these rates without having to specify which day of the conference you wish to attend. You may enroll as a member at the time you register, qualifying for the membership rate. This registration form must be completed, and payment must accompany it. Advance registration will be confirmed by e-mail. A registration form has been posted at the conference link on the ACES Web site.

South Dakota House committee nearly mandates 'free' obits

On a 7-5 vote January 28, the South Dakota House Commerce Committee defeated a bill that would have prohibited legal newspapers from charging a fee for obituaries.

The South Dakota Newspaper Association testified that the legislation went too far in trying to mandate the business practices of our industry and that in fact all South Dakota newspapers do publish obituaries for free, with some newspapers having fee policies for extended obituaries. Also, if adopted,

We'll also be spending time with Merv Aubespin of the Louisville Courier-Journal, one of the godfathers of ACES whose efforts in ASNE helped to establish the society.

This is the time to begin (or resume) pushing your supervisor to approve your attendance. Publications are apprehensive of a lean year next year, and you will have to make the case that going to Louisville will be a benefit not only to you, but also to your publication because of the invaluable training and professional encouragement. And you can point out that the early-bird registration fee is one of the cheapest to be found among the professional organizations.

And while the bulk of the conference focuses on the serious business of editing, our colleagues at the Courier-Journal are arranging a Saturday night social event that you won't want to miss: a three-hour cruise on the Ohio River on the Belle of Louisville, a paddlewheeler, with food and music. The cost is a modest \$20 in addition to the conference registration fee. Sign up at the same time that you register.

Here are some of the workshop leaders and panelists you'll see in Louisville: Bob Baker, Los Angeles Times, William G. Connolly, New York Times emeritus, Gene Foreman, Penn State University, Hank Glamann, The Plain Dealer, Anne Glover, St. Petersburg Times, Joe Grimm, Detroit Free Press, Karla Garrett Harshaw, Springfield (Ohio) News-Sun, Karen Hunter, Hartford Courant, Pam Johnson, Poynter Institute, Bill Kovach and Tom Rosenstiel, Committee of Concerned Journalists, John McIntyre, Baltimore Sun, Kathy Schenck, Milwaukee Journal Sentinel, Suzanne Shaw, University of Kansas.

the bill would have the unintended consequence of prohibiting families from running obituaries as they would prefer because newspapers would be forced to adopt space and content policies for all obituaries.

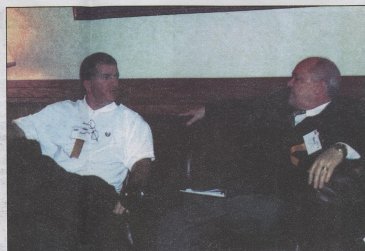
After about 30 minutes of committee discussion and debate, Rep. Begalka offered an amendment that would have required all obituaries up to six inches in length to be free. The committee did not act on the Begalka amendment and then voted to kill the bill.

2002 convention photos

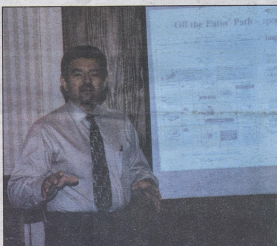


Al Smith, right, host of Kentucky Educational Television's Comment on Kentucky, received the Lewis E. Owens Community Service Award from Tim Kelly, publisher of the Lexington Herald-Leader. In presenting the award, Kelly noted that the "community" for Al Smith is the entire state of Kentucky through his 27 years as host of Comment.

Michele McLellan, special projects editor at The Oregonian, one of the authors of a 193-handbook prepared by the American Society of Newspaper Editors, discusses research on media credibility and documents the best practices by newspapers in the four major areas of reader and community connections, accuracy and ethics. McLellan did sessions for college students and newspaper professionals during the convention.



'Presidential Advice'
Dave Eldridge, left, gets some "Presidential Advice" from outgoing KPA President Marty Backus during a break between sessions. Eldridge, publisher of the Jessamine Journal, was installed as the 2002 KPA President during the convention. Backus is publisher of the Appalachian News Express in Pikeville.



Jerry Lyles, Past President of the Kentucky Press Association who is now with American Profile, conducted a Friday afternoon session on "New Revenue Ideas for Community Newspapers." The presentation was originally scheduled for the National Newspaper Association convention in September but was cancelled following the September 11 tragedy.



2000 KPA President Teresa Revlett was given a clock by outgoing KPA President Marty Backus who thanked Revlett "for your time with the KPA Advertising Division, the KPA/KPS Board of Directors and to all members of the Kentucky Press Association."

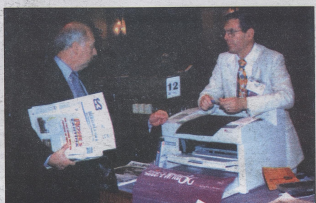


UK President Lee Todd makes a point during a session with University of Louisville President John Shumaker. Presidents Todd and Shumaker talked about the state's "Back for Brains" program and its importance to the state's universities.

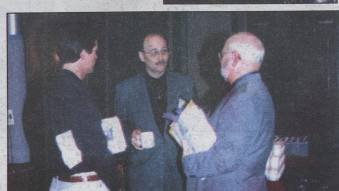


Jim Stasiowski's writing sessions Friday afternoon drew large crowds with newspaper professionals and college journalists' students in attendance. Stasiowski always a popular speaker at KPA conventions did two Friday programs - Elements of Good Writing and A Strategy for Better Writing.

Princeton Times Leader publisher, Chip Hutcheson, left, looks over an Xante Acet-A-Writer 3G on display at the KPA Trade Show. Showing Hutcheson the printer is Tim Jones.



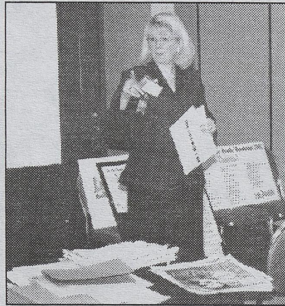
Diane Amato gets ready for visitors to the KPA Trade Show held both days of the convention. Amato, representing TownNews.com was making her first KPA Trade Show appearance.



Charlie Portmann of the Franklin Favorite, left, Ben Post of the Louisville Courier-Journal, center, and Bob Adams, with the College Heights Herald at Western Kentucky University, share notes during a break between sessions at the 2002 KPA Winter Convention. Portmann and Post are members of the KPA/KPS Board of Directors.

More 2002 convention photos

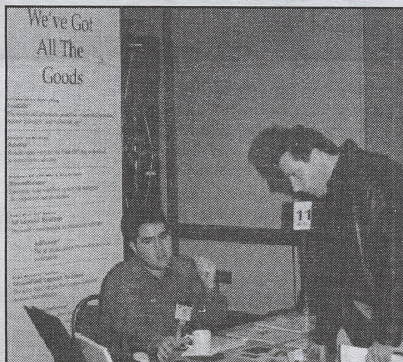
▶
 Kriss Johnson, of the Lexington Herald-Leader, who also serves as KPA Circulation Division chairman, conducted a Friday afternoon session on Newspapers in Education.



▶▶
 JAMBO, consisting primarily of 1971 graduates of Bryan Station High School in Lexington, entertained the crowd at the President's Reception Friday night. At right is the band's lead singer, Dave Eldridge, who took over as 2002 KPA President during the convention.

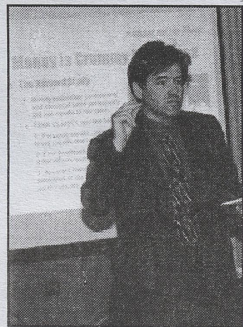


◀
 Joe Imel of the Bowling Green Daily News and president of the Kentucky News Photographers Association talks with KPA Board member Alice Rouse. KNPA conducted two photography sessions during the convention and also had a booth in the Trade Show to attract new members to KNPA.

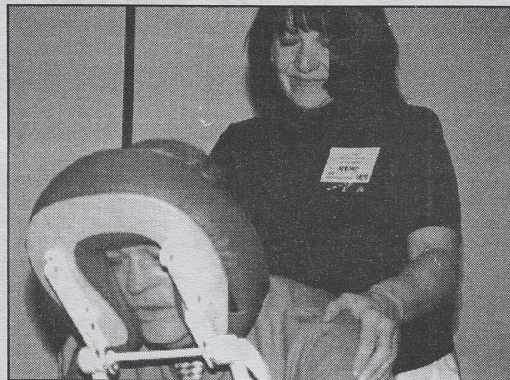


▶
 Bill Ryker, right, shows the Winchester Sun's Keith Taylor some of the highlights of Managing Editor. Ryker was making his second straight appearance at the Trade Show.

▼
 Susan Mattingly conducted a Friday afternoon session on "Copy Editors: They Make Everybody Look Good" for the college journalism students from state universities.



▲
 Mitch Henderson, with MarketPro, conducted two advertising sessions on Friday -- Passion for the Paper and Turning Research into Gold. Henderson conducted KPA's Spring Ad Seminar in 2001 and the division sked him to return to the Winter Convention for more training sessions.



▲
 RELIEF! KPA Executive Director David T. Thompson took advantage of the FREE Massage Therapy booth offered by Jackie Hillier of Bluegrass Spine Center of Frankfort. It's the second straight year KPA has offered free massage therapy for convention-goers.

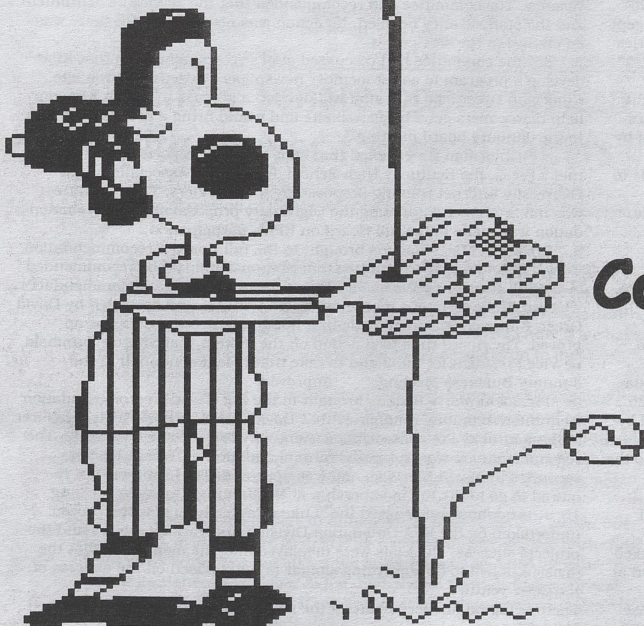


Don't Drop The Ball!

Get Your Entries
for the 2002
KPA Advertising
Contest
in the mail
by Friday,
February 8.

Contest Period --
January 1
through
December 31,
2001

I'VE
GOT
IT!



Board takes action on numerous items at Fall Board Retreat

Kentucky Press Association/Kentucky Press Service
Board of Directors
Fall Board Retreat - October 25-26, 2001

Members Attending: Marty Backus, David Eldridge, Teresa Revlett, Keith Ponder, Alice Rouse, Jed Dillingham, Kriss Johnson, David Greer, Kelley Warnick, Ken Metz, David Thornberry, Glenn Gray, Jerry Pennington, Jack McNeely, Ed Riney, Sharon Tuminski, Don White, John Nelson, Teresa Rice, Armando Arrastia, Elaine Morgan, Charlie Portmann, Dorothy Abernathy.

The following minutes from the October 25-26, 2001, KPA/KPS Board meeting were approved at the January 24, 2002, KPA/KPS Board meeting.

1. President Marty Backus called the meeting to order at 9 a.m. and requested a motion on the minutes from June 20, 2001. Charlie Portmann made a motion to approve the minutes and Glenn Gray seconded. Approved.
 2. The Board reviewed the Kentucky Press Association financial statement through September 30, 2001. A motion was made by Sharon Tuminski, seconded by Dorothy Abernathy, to accept the financial statement for KPA through September 30. Approved.
 3. The Board then reviewed the Kentucky Press Service financial statement through September 30, 2001. KPA/KPS Executive Director David T. Thompson discussed some aspects of the financial statement and steps taken to increase revenue and keep expenses at a minimum. A motion was made by Dorothy Abernathy, seconded by Ed Riney, to accept the KPS financial statement through September 30. Approved.
Following the discussion on the KPA and KPS financial statements, KPA/KPS Finance Compensation Committee chair Ed Riney presented the board with a report on various investment accounts for KPA, KPS and the Kentucky Journalism Foundation. No action was necessary.
 4. KPA Executive Director David T. Thompson presented a draft budget for 2002 for KPA. Most of the line items in revenue and expenses were expected to stay within previous year ranges and the proposal showed little changes from previous years. A motion was made by John Nelson, seconded by Glenn Gray, to approve the budget draft for 2002 for the Kentucky Press Association. Approved.
 5. The executive director then presented a draft budget for 2002 for the Kentucky Press Service. During the discussion, the evaluation of the executive director was held with a discussion from the Finance/Compensation Committee about its review of the budget draft on Thursday afternoon and action approved by that committee. The committee brought to the full Board a recommendation that staff salaries be frozen through June 30, 2002, and at that time the Board will review the financial considerations and decide whether to continue the freeze or award salary increases for 2002. The committee also stated that it had asked that a story on the Board's action, and other actions, be written in the November Kentucky Press so that members would know of the Board's action. No other adjustments in the budget draft were discussed. A motion to accept the budget draft with the adjustment made on action about staff salaries was made by Charlie Portmann, seconded by Sharon Tuminski. Approved.
 6. KPA Member Services Committee chairman David Eldridge brought the following recommendations from the committee's meeting on Thursday afternoon. Each recommendation was put in the form of a motion by Chairman Eldridge and presented for action:
 - a. the committee reviewed the proposals by Louisville area hotels to host the 2003 KPA Winter Convention and brought to the board the recommendation that The Hurstbourne Hotel's proposal for \$79 single/double rooms be accepted. The recommendation/motion was seconded by Dorothy Abernathy. Approved.
 - b. the committee reviewed three printing firm proposals to print the 2002 KPA Yearbook and Directory. The committee brought a recommendation/motion to the full Board that the bid from Post Printing be accepted and was seconded by Glenn Gray. Approved.
In related action, the board asked that KPA/KPS examine ways to make the directory content available on-line through its www.kypress.com web site. The committee also brought a recommendation that the single copy price of the KPA Directory be increased to \$25, including state sales tax. The recommendation/motion was seconded by Elaine Morgan. Approved.
 - c. the committee then brought its discussion on KPA contests to the board for consideration. John Nelson requested that a committee be formed to look at KPA contests and it was noted that the Advertising Division is responsible for the advertising contest. The committee will focus its attention on the two KPA editorial contests. President Marty Backus appointed John Nelson as chairman of the committee and asked that the committee meet and bring recommendations to the full Board at its January meeting.
In a related matter, the committee recommended that KPA increase the entry fee to \$20 per newspaper and that with that entry fee, each newspaper will receive a copy of a CD with the awards presentation on it. The recommendation/motion was seconded by Don White. Approved.
To accommodate KPA's need to copy CDs, the committee brought a recommendation to purchase a CD tower/burner. The recommendation/motion was seconded by Alice Rouse. Approved.
 - d. the committee discussed the future of KPA Summer Conventions, noting that the association was already under contract for the 2002 Summer Convention in Gatlinburg. The committee brought a recommendation/motion that effective in 2003 there would be no Summer Convention. The motion was seconded by David Thornberry. Approved.
Followup discussion focused on the Winter Convention and whether or not it needed to remain in January or could be changed to another month. No action was taken on that discussion.
 - e. after reviewing the cost and the use of the Dr. Tech Hotline, the committee brought a recommendation that KPA charges newspapers a \$200 annual subscription fee for the right to use the Dr. Tech Hotline. Newspapers not paying the fee would not be allowed to use the service. The recommendation included an option for newspapers to have the fee deducted from its monthly advertising check. The recommendation/motion was seconded by John Nelson. In a discussion period on the motion, some Board members expressed opposition to the idea, noting the cost of the service did not appear to warrant continuing it for newspapers as a free or subscribed service. The motion was defeated.
A motion was then made by David Greer and seconded by Jed Dillingham, to discontinue the Dr. Tech Hotline effective January 1, 2002, but to give Tim Jones an option to continue operating it at his own expense and to design the hotline as he sees fit. The motion was approved.
7. KPA Membership Committee chairman David Greer brought the following recommendations from the committee's meeting on Thursday afternoon. Each recommendation was put in the form of a motion by Chairman Greer and presented for action:
 - a. the committee reviewed the KPA Bylaws and noted a wording discrepancy between Kentucky state law and the KPA Bylaws. The committee reworded the Bylaws to reflect a change that 10 percent of the membership must be present at the annual KPA Business Meeting for any action by the full membership to be official. The motion was seconded by Jed Dillingham. Approved.
 - b. the committee reviewed the numbering system for KPA Board districts and in an effort to make the process conform to a sequential numbering system, voted to renumber KPA districts from 1 through 14. The change would require District 8 and 9 to become District 8; District 10 and 11 would become District 9; District 12 would be District 10; District 13 would be District 11; District 14 would be District 12; District 15A would be District 13; and District 15B would be District 14. The recommendation/motion was seconded by John Nelson. Approved.
 - c. the committee reviewed the KPA News Bureau and the present vacancy. The committee had recommended that the service be continued and the staff vacancy be filled. No action was necessary since there was no change in the service.
 - d. the committee had discussed staff's recommendation that KPA develop a program to assist member newspapers in getting a web site. Chairman Greer said that staff will develop a process by which KPA can help newspapers get a basic web site and would bring a proposal for this to the January board meeting.
 - e. Chairman Greer noted that staff also gave reports on the Kentucky Press, the Kentucky High School Journalism Association and Digiversity internet training proposed by Russell Viers. The committee was not interested in pursuing the Digiversity proposal and no recommendation was made to the full Board on KPA's participation.
 8. President Marty Backus brought to the full Board a recommendation from the Nominating Committee that Sharon Tuminski be recommended to the full Board to serve as Vice President in 2002. That recommendation was put in the form of a motion by David Eldridge and seconded by David Greer. A motion was then made that nominations cease and was approved. The Board then took action on the motion that Sharon Tuminski be Vice President for 2002 and to take that recommendation to the January Business Meeting. Approved.
 9. President Marty Backus brought to the full Board a recommendation from the Nominating Committee that David Thornberry serve as treasurer of the Kentucky Press Association/Kentucky Press Service for 2002. The recommendation was put in the form of a motion by Teresa Revlett, seconded by David Eldridge, and was approved. That action is not required to go to the full membership at the January Business Meeting.
 10. Kriss Johnson discussed the "Luke in a Really Big Pickle" project undertaken by the KPA Circulation Division and various groups and the projects success. Materials were displayed and she mentioned that the division hoped to do something similar in 2002 based on the success of the 2001 venture.
There being no further business, the meeting was voted to be adjourned at 11:50 a.m.

Gerunds, participles make writing coach swear off his oath

By Jim Stasiowski
Writing Coach

Because I am a writing coach, I have sworn to help writers with all their problems, large and small. It's like the oath President Bush took on inauguration day, but we writing coaches don't actually have a formal swearing-in, we just mumble something under our breaths.

I dearly wish to back out of the oath when I see a reporter improperly use a gerund. Gerunds are tricky, difficult to explain because of confusion between the gerund and the participle.

A gerund is a verb used as a noun, as in this sentence: "For a person younger than 21, drinking is illegal." In that case, "drinking," which is a verb, serves as the subject of the sentence. Because a subject must be a noun or pronoun, "drinking," for grammatical purposes, is a noun, even though it looks like what grammarians call the present participle of the verb "to drink."

A participle has two grammatical uses. First, it can be part of a verb, as in, "John was drinking beer before he turned 21." In that case, the participle "drinking" is the action in the verb phrase "was drinking."

Second, a participle can modify a noun, as in, "Fred caught his son, John, drinking." In that case, "drinking" modifies the noun "son," as "drinking" describes what the "son" was doing.

So, a gerund is a verb used as a noun; a participle is a verb used as an adjective.

To that point, most people understand the distinction between gerunds and participles.

But here's where things get tricky. If I describe what Fred thinks about what John is doing, do I write, "Fred hates John drinking," or, "Fred hates John's drinking?"

Ahhhhh, now the distinction between gerund and participle becomes crucial.

The subject of the clause is "Fred," the verb is "hates." "(H)ates" must take a direct object, as "Fred" must "hate" something. Like a subject, an object must be a noun or a pronoun.

So the question you must ask is, does Fred hate John, or does Fred hate the drinking?

Clearly, Fred doesn't hate his son; he hates his son's drinking. So "drinking" becomes the direct object, meaning "drinking" is a gerund, a noun.

But what do you do with "John?" Well, "John" is a noun, but you can make it into an adjective simply by using it in the possessive case: "Fred hates John's drinking." "Geez, Stasiowski," you're thinking "everybody knows that, so what's the big deal?"

OK, all you smart alecks, here's the gerund-participle quiz. Which of these is correct, which is wrong, and explain the reasoning:

(1) More workers finding jobs in December reduced the unemployment rate.

(2) Her mother caught Jennifer smoking.

(3) State officials are studying senior citizens' driving.

(4) Ronald Johnson opposes his daughter marrying Ed Benson.

(5) John skiing looks like a drunken giraffe.

Now for the answers.
(1) Incorrect. You must decide what

the subject is: Did the "workers" reduce the unemployment rate, or did the "finding (of) jobs" reduce the unemployment rate? Clearly the "finding" reduced the rate, so you must make "workers" possessive: "More workers' finding jobs in December reduced the unemployment rate."

(2) Correct. What did her mother "catch," Jennifer or the smoking? The mother "caught" Jennifer, and the participle "smoking" describes "Jennifer." Simply test both possibilities: Is "Her mother caught ... smoking" possible? No, but "Her mother caught Jennifer ..." makes sense.

(3) Correct. Are state officials "studying senior citizens?" No, they are studying "driving," and the "driving" they are studying happens to belong to the senior citizens. Thus, "driving" is a gerund, so simply use the possessive case: "... senior citizens' driving."

(4) Incorrect. Ronald Johnson "opposes" something. Does he oppose "his daughter?" No. He opposes the "marrying" that belongs to "his daughter," so you make "his daughter" possessive, and you have a perfect gerund: "... opposes his daughter's marrying Ed Benson."

(5) Correct. Ask yourself: Does the "skiing" look like a giraffe, or does "John" look like a giraffe? In this case, "skiing" describes "John" when "John ... looks like a drunken giraffe."

KPA looking for New Media Division chair

KPA is searching for a person to be New Media Division chairperson. Anyone interested in serving as New Media Division chairperson, or being on any of the division committees, should contact KPA/KPS Executive Director David T. Thompson at (800)264-5721.

KPA divisions plan seminars and convention programs with assistance from the KPA staff and also

I have delivered the above erudite lecture to reporters, and some respond, "So what, Stasiowski? Even if I screw up the gerund and participle distinction, readers know what I mean."

That's usually true, but here's the reason you should care: Proper use of the gerund marks you as a well-schooled user of the language, and setting a proper example is a role newspapers should take seriously.

After all, if we do not defend the proper use of the language, who will, President Bush?

THE FINAL WORD: Every time we hit the 11th day of a month, I hear or read this sentence: "Today is the _-month anniversary of the terrorist attacks on the World Trade Center and the Pentagon." And every time, the person saying it or writing it is wrong.

An "anniversary" is the date on which something happened in an earlier year. A monthly "anniversary" is impossible.

The word derives from the Latin "annus," which means "year." If you wish to point out the significance of the 11th day of any month, you simply should write or say, "Five months ago today, terrorists attacked ... etc."

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

make recommendations to the board on any issues affecting related newspaper departments or Associates members.

Division chairs are voting members of the KPA/KPS Board of Directors.

The New Media Division also works with KPA New Media Administrator David Spencer on website and technology issues.

Need a website? Give us a call

The Kentucky Press Association is embarking on a new member service in 2002: helping newspapers create a web presence.

The plan, presented as a part of the 2002 KPA budget by Executive Director David T. Thompson, calls for New Media Administrator David Spencer to work with some 60 newspapers without a website and to create one for them.

"We want to have more newspapers on the web," said Thompson. "Information supplied by the newspapers shows 85 to 90 Kentucky papers presently have a website. We want to help the 60 or so without a web presence to have a website."

The plan calls for a \$250 charge

for KPA to create "a basic website, nothing extravagant," said Thompson, "and host that website on our server." In addition, to the \$250 setup fee, newspapers would pay a \$30 per month fee for the website to be stationed on KPA's internet server, Intermedia.

"David (Spencer) would create a basic website and show newspapers how to operate and update it," said Thompson. "The important part is to get as many newspapers on-line as possible."

Newspapers interested in participating in this project should call David Spencer, (800) 264-5721 or e-mail him at dspencer@kypress.com.

Kansas Senate opens session with prayer for newspapers

Kansas Senate President Dave Kerr, R-Hutchinson, opened the January 22 session of that legislative body with the following invocation:

"O God, the papers tell us we have a difficult, maybe impossible, task ahead. They tell us we are divided; that we each seek advantage one over another; that politics, not good policy are in our hearts. But only you can see what's in our hearts, Lord. Only you know if we have as our intention to follow the Apostle Paul's admonition to the Philippians:

"I urge you then, to make me completely happy by having the same thoughts, sharing the same love, and being one in soul and mind. Don't do anything from selfish ambition or from cheap desire to boast, but be humble toward one another, always considering others better than yourselves. And, look out for one another's interests, not just for your own.

"It's fine for the papers to dither, wring their collective hands, but we, Lord, actually have to deal with these earthly problems, protecting the weak while treating all people fairly. So help us, Lord, to listen to your guidance as we labor in the days ahead. Help us to respect and listen to one another. And if we do, Lord, help the papers to notice. In your son's name, Amen."

Robinson, Moreland, Feltham take charge of KPA divisions

Kelly Robinson, Jeff Moreland and Cliff Feltham have taken office as chairmen of three of KPA's five divisions.

Division chairmen serve two-year terms and are also voting members of the KPA/KPS Board of Directors.

Robinson was elected chairman of the KPA Ad Division by committee members during the KPA Winter Convention. She is advertising director for the Recorder Newspapers in Boone, Kenton and Campbell counties. She succeeds Elaine Morgan of the Owensboro Messenger Inquirer. Cheryl Magers, advertising manager of the Central Kentucky News Journal in Campbellsville, was elected vice chairman and will serve as chairman in 2004-05.

Jeff Moreland, editor of the Citizen Voice and Times in Irvine, succeeds Chris Poore as chairman of the KPA News Editorial Division. Moreland served as vice chairman of

the division. Teresa Rice, general manager of the Lebanon Enterprise who is the elected Board member for District 5, was elected vice chairman. She will serve as chairman in 2004-05.

Cliff Feltham, public relations director for Kentucky Utilities, has been named chairman of the KPA Associates Division. He succeeds Armando Arrastia of the Kentucky Department of Education and also served the past two years as vice chairman. Stan Lampe, with Ashland, Inc., was elected vice chairman and will serve as chairman in 2004-05.

Kriss Johnson, outreach coordinator of the Lexington Herald-Leader, will again serve as KPA Circulation Division director. Reta Broadway of the Louisville Courier-Journal was originally scheduled to be Circulation Division director for 2002-03 but retired in December.

Greer, Revlett join KPA staff

(Continued from Page 1)

director, Kentucky High School Journalism Association administrator and also will be a lobbyist for KPA for the Kentucky General Assembly, focusing on news editorial legislation.

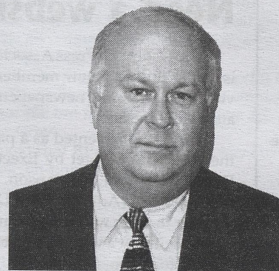
Also coming on staff February 4 is Teresa Revlett, 2000 KPA President. Revlett will be Director of the Sales for Kentucky Press Service and will be responsible for the advertising placement service.

"Lisa came to me in early 1997 wanting to take on more responsibility within KPA," said KPA/KPS Executive Director David T. Thompson. "The News Bureau was being used by newspapers but not as much as we hoped and Lisa offered to take on more duties. I had written a proposal a year earlier for KPA to begin a high school journalism association but had pretty much kept that idea under wraps. When she asked, I pulled out the proposal, told her to read through it for her ideas and then we'd talk," he added. "Two months later, KHSJA was born."

The creation of KHSJA marked the first time a state press association had staffed and fully operated a high school association. Kentucky had been without a state high school group for 15 years prior to the KPA Board's approval to establish KHSJA.



Teresa Revlett



David Greer

"With the addition of David Greer and Teresa Revlett, KPA will now have more than 80 years of media experience on staff and most of that experience has been with weekly newspapers," said Thompson.



Kim Greene receives Russ Metz Award from 2001 President Marty Backus

Kim Greene named Most Valuable Member

(Continued from Page 1)

community is Kentucky as a whole. Smith came to Kentucky in the 1960s and served as KPA President in 1974 at the time he owned the Logan Leader/News Democrat in Russellville. He has been host of Comment on Kentucky since the program first aired 27 years ago.

Also honored during the convention was Kim Greene, general counsel of the Kentucky Press Association. 2001 President Marty Backus awarded Greene the Russ Metz Memorial Most Valuable Member award for her long-time service to Kentucky newspapers. In making the presentation, Backus said that to most all Kentucky newspapers, Greene is a friend, a confidant and a person to keep newspa-

pers out of trouble or get them out of trouble. She and her husband, Jon Fleischaker, are attorneys with Dinsmore & Shohl law firm in Louisville and both serve as KPA general counsels. In 1985, both assisted KPA with launching its Freedom of Information Hotline, a service that is still offered and one that Backus noted has been used at some point "by almost every Kentucky newspaper...some of us many, many times."

Backus also presented 2000 KPA President Teresa Revlett with a clock, thanking her for her many years on the KPA Advertising Division, as a Board member and as President. Revlett, general manager of the McLean County News in Calhoun, will be leaving that position to become Director of Sales for the Kentucky Press Service.

Board considers contest changes

(Continued from Page 1)

ating Newspaper of the Year awards in each division (three weekly division, three daily division, Multi-Weekly and Associate Newspapers)," said Nelson. "Our thought is to combine the point totals in the Ad Contest with the point totals in the Fall Newspaper Contest and the newspaper getting the most total points in each circulation division will be named Newspaper of the Year."

The contest committee expects to make its final recommendations to the KPA Board at its March 28 meeting. If accepted by the Board, the changes will not take place until this year's Fall Newspaper Contest.

Entries are presently being accepted in the KPA Advertising Con-

test with a deadline for entering of February 8. For contest information, go to www.kypress.com and click on 2002 KPA Ad Contest Information.

Entry information for the 2002 KPA Better Newspaper Contest will be mailed later this month. Information on that contest will also be available electronically by going to www.kypress.com and clicking on 2002 KPA Better Newspaper Contest Info. BNC information should be available on the website by February 15.

Contest committee members include John Nelson, chairman; Teresa Revlett, Teresa Rice, Tom Caudill and David Greer. Comments about the two editorial contests can be directed to John Nelson (859) 236-2551, or by e-mail to jnelson@kypress.com or David T. Thompson (800) 264-5721, e-mail dthompson@kypress.com.

Mayors Conference adopts security plan

The National Conference of Mayors adopted a national security plan. "The National Action Plan for Safety and Security in America's Cities," issued in December, 2001, includes this recommendation:

"The EPA Superfund legislative requirement that all details of local emergency preparedness plans, in-

cluding the locations and amounts of hazardous substances, be made public (SARA III) should be amended."

By contrast, the mayors also want more information to local government on when chemical shipments are passing through their towns.

You can read the full "plan" at www.mayors.org.