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• Oct. 2
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• Oct. 23-24
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July, 1997
Volume 68, Number 7

The Official Publication
of the Kentucky Press
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THE KENTUCKY PRESS

Summer Convention not for the faint-hearted

By LISA CARNAHAN
KPA News Bureau

We failed to mention one thing in all our promotion of the 1997 KPA Summer Convention — an extra dose of Geritol before you left home was a must.

The convention was a success, maybe one of KPA's best. The only complaint voiced was the need for a couple-hour nap factored into the program on Friday. Those attending had either spent the day at Kings Island or on the golf course and had just enough time when they returned to the hotel to change clothes and begin the trek over to the ball game.

The bus ride from Kings Island had everyone concerned that the picnic at Cinergy Field and the night Reds' game might be too much for some convention

goers (the majority of the kids were sacked out as were a few of the adults.) But almost everyone found a 'second wind' and from the enthusiasm of the crowd as they watched Cincinnati come from behind to beat the Cardinals, you'd never know they had just completed three days' worth of activities in under 48 hours.

"We were told 'If you give us plenty to do, we'll come' ... and that's exactly what happened," said KPA Executive Director David T. Thompson. "We had an activity-packed convention with lots of activities for the entire family and we had our second largest convention of the 90s."

Northern Kentucky provided an ideal setting for the convention. The proximity of the convention

See CONVENTION, page 12



Dr. Bill Crouch, president of Georgetown College, detailed the college's recent partnership with the Cincinnati Bengals at a convention workshop. Also on the panel was Jeff Berding (center) of the Bengals and John Allen of the Cincinnati Reds.

KPA interns begin summer stint at papers

Seventeen college students are spending a big portion of their summer as interns at Kentucky newspapers.

The internship program is sponsored by the Kentucky Journalism Foundation (KJF) which is a subsidiary of KPA and consists of past presidents of the association.

The program is in its fourth

year and has been viewed as a tremendous success.

"The main goal of the program is to get students into the business ... to show them what the real world of newspapers is all about," said KPA Executive Director David T. Thompson. "We've accomplished that goal in that a majority of student interns have taken jobs with

newspapers following graduation."

In order to participate in the internship program, newspapers must participate in KPA's statewide classified network. Newspapers apply to receive a summer intern and are selected by KJF.

The student applications are then sent to the selected newspaper.

See INTERNS, page 7

Intern	Newspaper	Emphasis
Melissa McGuire/Morehead University	Ashland Daily Independent	Photography/Editorial
Michael Cornett/Morehead University	Bath County News-Outlook	Editorial/Photography
Brian Mains/Western Ky. University	Bowling Green Daily News	Editorial
Chad Queen/Eastern Ky. University	Central Ky. News-Journal	Editorial
Robert Edwards/Centre College	Danville Advocate-Messenger	Editorial
Jason Datillo/University of Kentucky	Elizabethtown News-Enterprise	Editorial
Brian Simms/Eastern Ky. University	Henderson Gleaner	Editorial/Photography
Ian Shapira/Princeton University	Kentucky Standard	Editorial
Lindsay Hendrix/University of Kentucky	Maysville Ledger-Independent	Editorial
Shirl Ryan/JCC	Pioneer News	Editorial
Michael Collier Finch II/Western Ky. Univ.	Princeton Times Leader	Photography/Editorial
Alyssa Bramlage/Eastern Ky. University	Recorder Newspapers	Editorial
Julie Clay/Eastern Ky. University	Russell Springs Times-Journal	Editorial
Jamie Neal/Eastern Ky. University	Spencer Magnet	Editorial
J.G. Tate/University of Kentucky	Winchester Sun	Editorial
Jacinta Feldman/Eastern Ky. University	Henry County Local	Editorial
Mikki Lynn Olmsted/Western Ky. University	Kentucky New Era	Editorial

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can be avoided
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regardless of context
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creativity without cliches
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Kentucky people, papers in the news

Riney named publisher at Owensboro



Owensboro native T. Edward Riney has been named publisher of the Messenger-Inquirer. The promotion is effective Sept. 1.

Riney, who joined the newspaper in 1987, will succeed Robert W. Mong Jr.

Mong came to Owensboro as publisher following the John Hager family's sale of the newspaper to A.H. Belo Corp. at the end of 1995. Mong, formerly managing editor of the Dallas Morning News, will return to Dallas to assume a new No. 2 position in Belo's publishing divi-

sion. Riney joined the newspaper as chief financial officer. He was later named vice president and general manager and in December, Mong named him president of the company.

Lay promoted to top post at Harlan Daily

Pat Lay has been promoted to the position of publisher of the Harlan Daily Enterprise.

Lay was named general manager in February when former publisher James Kerby was named to the top post at the Enterprise's sister paper, The Richmond Register.

A native of Harlan County,

Lay joined the Enterprise staff in 1984 and has served as benefits manager and business manager. The duties of circulation manager were also added to her responsibilities during her stint as business manager.

As publisher, Lay is in charge of all operations at the Enterprise.

Caudill to head group of community papers

Morehead native Ronald J. Caudill has been named publisher of the six community newspapers owned by Media General. The papers include the Menifee County News, Olive Hill Times, Grayson Journal-Enquirer, the Greenup County News, the Morehead News and The Carlisle Mercury.

Caudill, 52, began his newspaper career in 1963 at the Morehead newspaper and in 1976 purchased Kentucky Publishing.

He owned the company until 1987 when he sold to Park Communications. He remained a regional coordinator with Park until the leaving the company in 1995.

C-J picks Ivory as new executive editor

Bennie L. Ivory has been named executive editor and vice president of news of The Courier-Journal.

Ivory, 45, is the first African-American to serve as the top news executive of the Louisville newspaper. He has been executive editor of The News Journal in Wilmington, Del.

Ivory replaces Mark Silverman, who was named publisher and editor of The Detroit News.

A native of Hot Springs, Ark., Ivory began his career there as a reporter. He later held a series of news management posts at papers across the South before going to the News Journal in 1995.

Alexieff named city editor at Owensboro

Mike Alexieff has joined the staff of the Owensboro Messenger-Inquirer as city editor.

Alexieff comes to Owensboro from the Corpus Christi (Texas) Caller-Times where he was news editor. He has 13 years experience in journalism and has worked for daily and weekly papers.

A graduate of the University of Texas at Austin, Alexieff also served as district press secretary for a U.S. representative in Texas.

Hutchison joins news staff at Madisonville

Greenville native Sloane Hutchison has joined the staff of the Madisonville Messenger as a reporter.

Hutchison's beats include the courts and business and economic development. She is a journalism graduate of Murray State University and during her time at MSU, was a reporter, editor and design consultant for the student newspaper.

She interned at the Madisonville paper last summer and since that time has written for and designed special sections for the paper.

Blackburn named GM at Floyd County Times

Rhonda Hall Blackburn has been named general manager of The Floyd County Times.

Blackburn, owner of Vantage Points Advertising Inc., in Pikeville, will still be actively involved in agency accounts.

As general manager of The Floyd County Times, Blackburn will direct the newspaper's sales efforts in advertising, circulation and printing.

See PEOPLE, page 11

The Kentucky Press

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Deaths

Thelma Wilkinson

Thelma Frauline Wilkinson, 78, Glasgow, died May 25 at the Barren County Health Care Center.

Wilkinson was a bookkeeper for the Glasgow Daily Times. She was also the owner and operator of the Whatzit Shop and was a member of the Glasgow Baptist Church.

Survivors include two granddaughters, Wendy Houchens and Wynter Wilkinson, both of Glasgow, a grandson, William Wilkinson; and three great-grandchildren.

Funeral services were held at the Hatcher and Saddler Funeral Home with burial in the Glasgow Municipal Cemetery.

McGaughey retires as chair of Murray j-school

Dr. Robert H. McGaughey III, chairman of the department of journalism and mass communications at Murray State University, retired July 1 after 30 years of service and 23 years as chair.



McGaughey, the son of Mr. and Mrs. R.H. McGaughey, joined the faculty in 1969 as the adviser to The Murray State News and instructor in journalism. He became chairman in 1974, succeeding L.J. Hortin.

A graduate and president of the 1961 class of Hopkinsville High School, he received his bachelor's and master's degrees in journalism from Murray State and his Ph.D. from Ohio University.

He has received several awards for his work at Murray State. He was named the Distinguished Professor of the Year by the Murray State Alumni Association in 1990 and won the Max Carmen Outstanding Teacher of the Year given by the Student Government Association in 1984.

Selected eight times to attend the International Radio and Television Society (IRTS) faculty-industry seminar in New York

City, he was named the Frank Stanton Fellow as the distinguished broadcasting educator by IRTS in 1987.

He was named Boss of the Year by the Murray chapter of Professional Secretaries International in 1989, as Distinguished Organization Adviser by Omicron Delta Kappa in 1997, and as one of the Outstanding Teachers in America in 1996-97.

His media background includes radio sales and news, public relations and advertising/public relations consulting.

He and fellow professor Bob Valentine have been conducting workshops on communications, marketing, and advertising and public relations for more than 20 years. The two also do a stand-up comedy act and have performed throughout the mid-South. McGaughey was named to Who's Who in American Entertainment in 1991.

His other honors include being named to Personalities of the South, International Men of the Year, Who's Who in America, Who's Who in the South and Southwest and Men of Achievement.

An honor graduate of Murray State's ROTC program, he served two years on active duty as a lieutenant and 18 years with

Kentucky's 100th Army Reserve Division. He retired in 1985 with the rank of major. His nine ribbons and medals for service include the Meritorious Service Medal, the Air Medal and the Vietnamese Service Ribbon.

He is a member of more than 15 professional organizations/societies including the Association for Education in Journalism and Mass Communications, American Society of Journalism Administrators, Public Relations Society of America, Broadcast Education Association and the National Broadcasting Society.

He has more than 30 publications/presentations including presentations at the national conferences of the Association for Education in Journalism and Mass Communications, Broadcast Education Associations and College Media Advisers/Associated Collegiate Press.

Upon retirement he will teach part time for four years and continue his work with Valentine in performing comedy and communications workshops.

McGaughey was honored with a dinner/roast at the Curris Center June 22. Funds from the dinner will go toward a scholarship in his name.

Reporters Committee releases new open government guide

A new edition of Tapping Officials' Secrets, a compendium describing how to use the open records and meetings law in the 50 states and District of Columbia, was released on July 4 by the Reporters Committee for Freedom of the Press.

First produced by the Reporters Committee in 1989, the third edition of Tapping Officials' Secrets consists of 51 guides to open records and open meetings laws. Each guide follows a standard outline, and was prepared on a pro bono basis by attorneys expert in open government law in each state and the District of Columbia.

The expanded and updated third edition will be available in a variety of formats. In addition to individual state booklets, the full compendium will be offered in a one-volume printed version, and for the first time, in a "searchable" version on CD-ROM.

The new electronic version will make it easier for reporters, lawyers and members of the general public to locate and retrieve information about their state access laws, as well as to compare their laws with those of other states.

Each outline clearly explains which government records and meetings are subject to state open government laws and how exemptions to those laws have been interpreted by state courts and attorneys general. A new section addresses how to gain access to records maintained in electronic

formats. The outlines also describe procedures to obtain documents and to attend government meetings, as well as how to appeal denials of access. A sample request letter and the full text of all relevant statutes are also included in each outline.

The electronic version of Tapping Officials' Secrets can also be reviewed, free of charge, at the Reporters Committee's Web site (<http://www.rcfp.org/rcfp>).

Individual state guides for Tapping Officials' Secrets cost \$10 each, including shipping. The CD-ROM version of the full compendium costs \$49, including shipping. The printed version of the full compendium costs \$99; shipping and handling are additional.

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 - State school board meetings, hearings
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 - Capital news conferences

The changing face of the U.S. newspaper industry

The U.S. newspaper industry's 25 largest companies continue to wax and wane in size. Some buy properties for quick growth; others sell newspapers to steady themselves after expanding rapidly.

Overall, the current 25 largest newspaper companies ranked by circulation sold 5 percent fewer week-day newspapers in the period ending Sept. 30, 1996, than when Presstime last looked at these companies (Presstime, Jan. 1996, p. 27). For this tally, Audit Bureau of Circulations September 1996 Fas-Fax data, the most complete available, were compared with March 1995 numbers.

These top-25 companies now own 17 fewer newspaper properties than they did previously, accounting in part for the lower circulation figure. Also, managers at the companies warn that March-to-September companies circulation comparisons can mislead, as "20 percent of the market is out of town" during the summer months, observes David E. Buckey, controller for the newspaper division of E.W. Scripps Co. in Cincinnati.

Analyst John Morton points to companies' "aggressive circulation-pricing legacy" as well as some companies' elimination of circulation far from their papers' home bases as other underlying factors.

In the 1970s and 1980s, when papers raised their prices, they'd take a hit for six to 10 months and then they'd get it back. But with price increases every year, the papers never catch up, he says.

Typical of rapidly growing companies was Knight-Ridder Inc., having completed acquisition of four major dailies from ABC Inc. of New York City May 9.

Purchases also paved the way for the two entrants in the top 25, A.H. Belo Corp. and Pulitzer Publishing Co. Belo's new newspapers include the Owensboro Messenger-Inquirer, Henderson Gleaner, Eddyville Herald-Ledger, Union County Advocate, Benton Tribune-Courier, McLean County News, Cadiz Record and the Franklin Favorite.

As a result, the Dallas company's circulation rose 37 percent over the 18 months.

Gaining almost as much ground was Pulitzer, adding the 14 Scripps

League newspapers to its St. Louis and Tucson dailies. The Pulitzer properties include the Hazard Herald Voice.

Another mover was Media General Inc. of Richmond Va., jumping six places to 17th and gaining 21 percent in circulation on the strength of 13 acquisitions.

In contrast, Hollinger International Inc. of West Frankfort, Ill. and Thomson Newspaper Inc. of Stamford, Conn., dropped properties. The latter shed 19 U.S. newspaper and 30 percent of its U.S. circulation during the past year and a half as it continues to consolidate earlier gains. Since 1992, Thomson has sold more than 60 newspapers.

(Presstime, June 1997)

How they rank

The largest newspaper companies by total circulation in the U.S. in 1996 were: Gannett Co., 5,581,907; Knight Ridder Inc., 4,032,090; Advance Publications Inc. (Newhouse), 2,808,544; Dow Jones & Co., 2,360,821; The Times Mirror Co., 2,314,040; The New York Times Co., 2,272,618; The Hearst Corp., 1,322,774; Tribune Co., 1,298,432; The Thomson Newspaper Inc., 1,286,432; The E.W. Scripps Co., 1,213,423; and Hollinger International Inc. (American), 1,168,766; followed by, in declining order, Cox Enterprises Inc., Media News Group Inc., Freedom Communications Inc., McClatchy Newspapers Inc., The Washington Post Co., Media General Inc., The Copley Press Inc., Central Newspapers Inc. and Morris Communications Corp.

The largest newspaper companies by number of daily papers owned in the U.S. in 1996 were, in this order, Hollinger International Inc. (American), 100; Gannett Co., 90; Thomson Newspapers Inc., 63; Donrey Media Group, 48; Knight-Ridder Inc., 35; Morris Communications Inc., 31; Media News Group Inc. and Freedom Communications Inc., both 29; Advance Publications Inc. 24; and Dow Jones & Co., The New York Times Co., and Media General Inc., 20.

(NAA's Presstime)

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Ad reps: Communicate on the client's level

Flexibility is one of the most important principles of communication. To be effective, we must see things from the other person's point of view. And we must be able to make adjustments along the way.

For example, I once heard a concerned mother describe a visit to a doctor who was treating her eight year old son for a slight heart defect.

To explain the problem, the doctor sketched a circle on a piece of paper and said, "This is your heart." Then he divided the circle into four sections and drew a small dot to indicate the problem area.

With no warning, the little boy burst into tears. Surprised, the woman put her arms around him and said, "Son, we've talked about this before. Why are you so upset?"

He sobbed, "I'm a monster."
"A monster? What do you mean?"

He drew a Valentine shape in the air with his fingers and said, "Everybody else's heart looks like this. But mine is round. I'm a monster."

Realizing his mistake, the doctor smiled, "Of course, your heart looks like everybody else's. I just wasn't thinking, when I drew a round heart. Then he continued his explanation, making an effort to adapt to his young patient's point of view.

The little boy's heart defect is not life threatening. From what his mother said, he is doing just fine.

Ad-Libs®

By John Foust
Raleigh, NC



And it's my guess that the only time he resembles a monster is when he goes Trick or Treating on Halloween.

As I think about this incident, I can't help but wonder what would have happened if the doctor had asked the little boy to draw a picture of his own heart, before giving his explanation. That would have put them on equal ground. And it would have given the child an active role in the discussion.

But instead of looking at what this doctor "should have" done, let's focus on what he did. In reality, he showed genuine flexibility by resisting the temptation to justify the circular heart he had drawn. Instead, he reassured the child and simplified his explanation even more.

This example holds a valuable lesson for people in the advertising business. A new ad idea may be just as intangible to an advertiser as a heart is to an eight-year-old child. To sell our ideas, we have to communicate on our client's levels. And each client is different. During the course of the day, we work with people who have varying degrees of

See COMMUNICATE, page 5

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Common sense must rule in school/media relations

By BRAD HUGHES

To paraphrase the opening of the old television show "Dragnet," the story you are about to read is true. The names have been omitted to protect the well-meaning, but short-sighted.

A school staff member asks the local newspaper editor to send a photographer over to take a picture of students rehearsing an upcoming play. Upon arrival, the photographer was told that a) the school had a policy requiring signed parental release forms before a student could be photographed; b) the school didn't have completed forms on all the students at the rehearsal; and so c) the photographer either could wait until the complete forms were in hand or shoot pictures which only showed the backs of the heads of the "unauthorized" subjects. What could have been a 10-to-15-minute photo shoot kept the photographer at the school for more than an hour and a half. An ensuing discussion between the superintendent and the newspaper's editor made matters worse. Lawyers got involved. The adamant administrator stuck by district policy requiring the parental release forms. The infuriated editor ultimately declared that the school district could just go get another newspaper to cover it from now on.

When policy and procedure staff of the Kentucky School Boards Association (KSBA) advise their 150+ client districts, they often make this point: enforcement of school district policy needs the opportunity for common sense to prevail in any given situation. In a situation such as that noted above, a little common sense by school official and newspaper personnel alike should have eased the fracas. Both groups must look down the road because they are going to need each other again.

Common sense says school administrators shouldn't be inviting media photographers to take pictures of a student or group of students if the school requires but does not have in hand a signed release for each of those students. While schools never should depend solely on a local newspaper to keep the community informed, they only undercut their objectives by making coverage of school events difficult. When coverage is sought, schools officials should do whatever they can to eliminate obvious barriers to vital elements of a story or a photograph.

Common sense also says it's doubtful that a community newspaper realistically could opt to ignore the existence of its local schools, their students and their academic and athletic programs. Quality newspapers don't just report on meetings of record, crimes, fires, etc. They include human interest features, photographs, articles on community events — many that take place at schools and would be extremely difficult (and in some cases impossible) to cover without the cooperation of school officials.

"While schools never should depend solely on a local newspaper to keep the community informed, they only undercut their objectives by making coverage of school events difficult."

Brad Hughes

KSBA director of communications services

Part of the problem may be when common sense comes into conflict with law and practice.

On the school law side, the Kentucky Family Educational Rights and Privacy Act limits the information schools may disclose about an individual student without the OK of the student's parent or of the individual student over the age of 18. The statute specifically prohibits schools from releasing "identifiable information on students to third parties without parental or eligible student consent." Similar language appears in the federal law on the same issue.

Many national and state education organizations, including KSBA, interpret that those restrictions extend to the allowance of publication of photographs of students while students are involved in school functions which are not otherwise open to the public. For example, an academic awards banquet is a public function. A scene of students in a classroom taking tests that may be used to decide those academic awards is not. Similarly, a student performance is considered a public event, but a rehearsal for the same performance is not.

On the newspaper practice side, many (I wager most) newspaper photographers know nothing of these restrictions placed on school officials. In checking with staff at the nationally recognized photojournalism program at Western Kentucky University, I gleaned that most young photographers learn about access and photo release issues on the job rather than in some formal part of their instruction. Hence, the first time a photographer may know that he or she can't simply come into a school and start taking pictures of students is that first time he or she tries it. And it wouldn't surprise me if this lack of knowledge extended to a number of editors as well.

School folks, who are bound by student information release policies, laws and regulations, need to look down the road for that day when they have that positive story they want publicized. Newspaper folks who need pictures to tell their stories should cut some slack to officials whose hands may be tied. Both need to exercise a little common sense to find ways to work with each other.

(Hughes is the Kentucky School Boards Association's director of communications services. He is a 23-year veteran of public affairs, newspaper, radio and television.)

Herald-Leader wins awards

The Lexington Herald-Leader was one of 81 newspapers in 18 countries that received honors in the 62nd INMA/Editor & Publisher Awards competition.

The Herald-Leader received a first place for best In-Paper Promotion: Advertising in the 100,000-200,000 circulation class. The paper also garnered first place awards in that division for Internal

Communications and Premiums and Incentives.

Certificates of Merit were awarded to the Herald-Leader for In-Paper Promotions: Public Relations, and Printed Materials: Public Relations.

The INMA/Editor & Publisher Awards recognize the best advertising, promotion and public relations programs of newspapers worldwide.

Communicate

Continued from page 4

knowledge.

In a way, the doctor had it easy, because the child's tears signaled that something was wrong. With adults, it's not quite so simple. As a result, we need to be on the lookout for signs that we are being misunderstood.

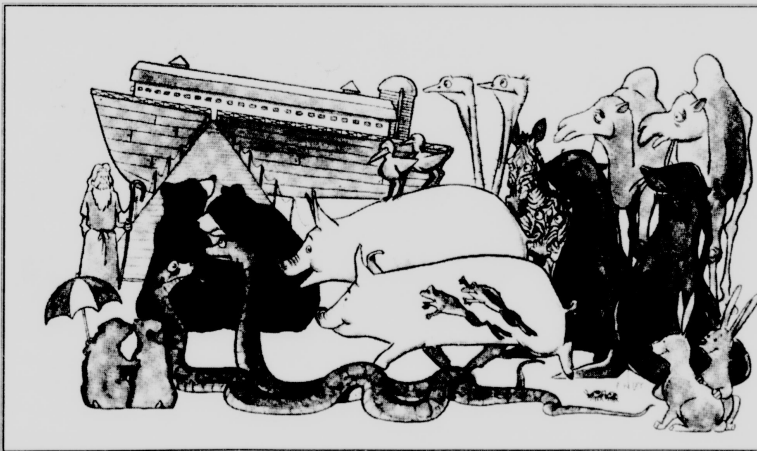
Before you meet with a client, prepare analogies to illustrate your technical points. During the meeting, ask

questions to make certain that you are communicating clearly.

And through it all, look for ways to adapt to the other person's point of view.

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



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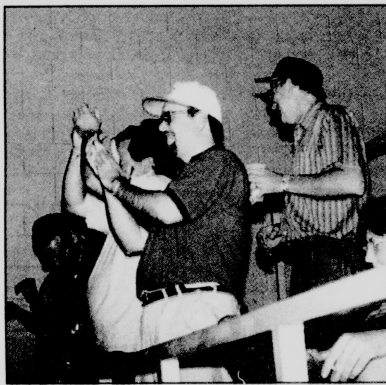
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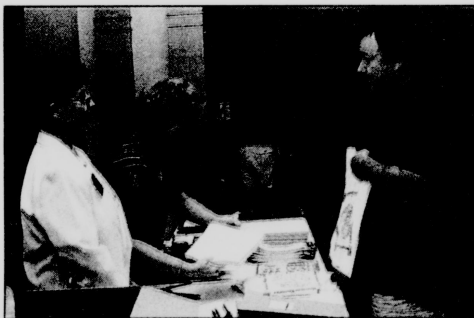
1-800-264-5721



The Cincinnati Reds took on the St. Louis Cardinals for a Friday night game that kept the KPA crowd on the edge (or out of) their seats.



There were no complaints about the food this year, either! Even this gorilla at the Cincinnati Zoo enjoyed the grub.



Left: Sue Cammack and Bonnie Howard manned the registration table during the convention and made sure registrants knew where to go and when. Here, Don White of the Anderson News received instructions. Above: Tim Broekema, sports picture editor at the Chicago Tribune conducted a workshop on Photography Tips and Trends.

Convention glimpses

photos by
Lisa
Carnahan



The Embassy Suites, Covington, proved to be a perfect location for the 1997 KPA Summer convention.



Two-year old Samantha Henson, daughter of Harlan Daily Enterprise editor John Henson and wife Susie, enjoyed her day at Kings Island ... especially the fries!

Avoid 'red flags' in designing your newspaper

Red-flag phrases. We've all heard them — and most of us have to admit to having used them at some time in our career.

Red-flag phrases are those that are tossed out without thinking. And they usually indicate at least a temporary lapse in thinking on the part of the speaker.

Some of these, unfortunately, are common to newspaper design. Part of our task, as we attempt to improve design at our newspapers, is to improve our thinking about design and to turn away from the thinking that keeps these phrases alive.

Here are some examples, with translation and comment:

"Let's jazz it up!"

Translation: Be as loud and gaudy as you'd like to grab the reader.

Don't focus on design — just focus on getting attention.

Comment: This red-flag phrase usually is applied in reference to a package that lacks sub-

stance in reporting and approach. The design is intended to draw the reader's attention to lackluster content by using gratuitous color and graphic geegaws.

"It's a good read."

Translation: Usually uttered from a defensive posture, this phrase means the story is long but is punctuated by an occasional memorable quote.

This red-flag phrase is most often applied to either: 1) A story that is a pet project of the editor, or 2) a story that grew out of control because it was not approached correctly or kept under control in the writing process.

Comment: Any story that is too long ... is too long. And we do not determine whether a story is too long — readers do.

"This story is significant."

Translation: The story matters to: 1) the reporter; 2) the assigning editor; 3) the sources quoted in the story; 4) associates, acquaintances, friends and family of the sources quoted in the story.

Design is Everything

By Edward Henninger



Comment: Beware the writer or editor who tosses out the word "significant" in reference to a story written or edited by same. To a reader in North Dakota, this spring's floods were significant. To a reader in New Jersey, this spring's floods were not significant. To most of your readers, "significance" is a word we use when we want them to read something we think is interesting — but which they consider duller than dirt.

"We don't have time to make it pretty."

Translation: Someone dropped the ball when we were supposed to think of presentation on this package.

See DESIGNING, page 12

Community newspapers applaud ruling on Internet free speech

National Newspaper Association President Roy J. Eaton called the June 26 decision by the U.S. Supreme Court striking down the Communications Decency Act as unconstitutional under the First Amendment "momentous and forward-looking."

"The National Newspaper Association applauds the Supreme Court's decision upholding First Amendment protection on the Internet," said Eaton. "A decision restricting freedom of expression on the Internet would have seriously undercut a fundamental right of our democracy

and denied citizens the full benefits of the Information Age.

"Many community newspapers are exploring the Internet to better serve their readers. Under the Communications Decency Act, publishers could have been placed in a position where information published in a newspaper's print edition would have been protected under the First Amendment, while publishing the same information on the Internet would have led to large fines and jail terms. The decision will encourage community newspapers to continue

to invest in the development of new and innovative products and services ..."

On June 12, 1996, a three-judge panel of the U.S. District Court for the Eastern District of Pennsylvania ruled that provisions of the Telecommunications Act of 1996 are unconstitutional restriction of free speech. Those provisions, known as the Communications Decency Act (CDA), would have made it illegal to transmit "indecent" or "patently offensive" material via computer networks that are accessible to minors, with fines of up to \$250,000 and jail

terms of up to two years.

The U.S. Department of Justice appealed the District court's decision to the U.S. Supreme Court. Justice Stevens delivered the opinion of the Court, writing, "We are persuaded that the CDA lacks the precision that the First Amendment requires when a statute regulates the content of speech. In order to deny minors access to potentially harmful speech, the CDA effectively suppresses a large amount of speech that adults have a constitutional right to receive and to address to one another."

Interns

Continued from page 1

pers and the intern candidates are interviewed and chosen by the newspaper.

KJF funds 17 intern positions a year. The students work nine to 10 weeks and are paid \$2,500 each.

The program was expanded in 1996 to include one faculty internship. This year's faculty intern, Burnis Morris, a journalism professor at the University of Kentucky, is working at the Lexington Herald-Leader.

The KPA Associates Division also offers three public relations internships modeled after the KJF program.

One of the internships is awarded to a government agency and the remaining two are assigned to private companies. This year's interns are UK senior Emily Gowin, who's working at KET, Murray State University student Deonna Stacy Belt, who's at the Kentucky Chamber of Commerce, and Katherine Pearl who is spending her internship at the Kentucky Lottery Corp. Pearl is a student at Brescia College.

Editor learns hard lesson of anonymous sources

By GRIFFIN SMITH JR.

A newspaper never wants to make the news; it just wants to report the news. But we don't always get what we want. That was the position the Arkansas Democrat-Gazette found itself in when we reported that Ken Starr's office had conducted mock trials of Bill and Hillary Clinton, then had to admit that we were wrong.

The letters and phone calls keep coming, too, weeks later. Reporters for numerous newspapers and broadcast news organizations have phoned to ask how such a thing could have happened (while no doubt fervently hoping it never happens to them). The American Editor even graciously offered this space for an explanation.

And the usual conspiracy theories have been hatched. Is the newspaper in league with the office of the independent counsel, or is it in league with the administration? We hate to ruin a good conspiracy, but it's neither. Sometimes a mistake is just a mistake, and that's what this was.

The story starts with a source. It's rare for this newspaper to use anonymous sources. But we realize that an anonymous source can be a valuable reporting tool, helping us smoke out a story not available through ordinary reporting methods. Generally, we insist that information from a source be corroborated by a second source of information. We also want to know whether the source obtained the information first-hand, and whether the source is reliable.

We are not alone in applying such standards; experience and common sense have led plenty of news organizations to the same conclusions.

So with such rules in place, what happened with

the mock trials story? We goofed, and had a bit of bad luck.

Information about the mock trial came from a source who had been reliable in the past, helping the newspaper develop several stories in 1996. The source was close to the action, having worked directly with the office of the independent counsel. Even after the mock trial mistake, he was still batting about .900.

It's important to note, too, that another part of the mock trial story revealed that the independent counsel was reinterviewing numerous state troopers who had worked in Clinton's gubernatorial administrations. The same source was accurate on that information.

It was possible to confirm the state trooper interviews with a second source; but unfortunately it was not possible to do that with respect to the mock trials. Based on the reliability and accuracy of the information previously provided by our source, we took the risk and published the mock trial story.

This time, however, our trusted source proved to be mistaken. We said so in a front-page story on Feb. 21, six days after the original story. Speaking for the paper, I said then: "Our Saturday story concerning the mock trials was obviously wrong. We relied too heavily on this source even though the newspaper had gotten solid information from him in the past. We made a mistake and let our readers down on this."

Our lesson? The experience underscores the perils of going with a single-source story, even when the source has a record of reliability.

(Smith has been executive editor of the Arkansas Democrat-Gazette in Little Rock since 1992. Reprinted from *The American Editor*.)

LEGAL NEWS & VIEWS

You're responsible for published defamatory material

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



Those of you who attended the KPA Summer Convention in Northern Kentucky may have heard Jon Fleischaker's presentation at the roundtable on libel and invasion of privacy law. One of the cases he discussed involved a South Carolina newspaper that published voicemail commentary from readers. Since this has been a topic of some debate for a while, we are devoting this column to a broader discussion of the subject.

It is certainly convenient for your readers to have your voicemail as a vehicle for getting information to you. No doubt, some readers would never take the time to write a letter to the editor, but would express their views to you on a particular topic if all they had to do was pick up the phone and leave you a message. Arguably, then, you hear from a broader cross-section of your community when you offer voicemail messaging as a means of communicating with you. But just because you received someone's message this way, does not mean you can publish that person's message with impunity. Just because it is words

directly from a reader's lips, does not mean that you are immune from liability, even if you quote them verbatim.

That is what Gaffney Ledger, Inc. learned in May of this year. The Cherokee County, South Carolina newspaper operated by Gaffney, had a call-in letters-to-the-editor column. The newspaper would pick up letters off its voicemail call-in line and would publish them "as is." At issue in this case was an anonymous call-in letter claiming that there was a drug-related crime problem in the area, that the sheriff knew who the drug dealers were, and questioning whether there was a pay-off to the sheriff that protected the drug dealers from arrest by law enforcement officials. The sheriff, Mr. Elder, conceded that there was a problem in the area with drug-related crime and that he did know who the drug dealers were. In fact, he had applied for federal aid to assist in combating the problem since the City lacked the resources to do it alone. Mr. Elder took exception, however, to the accusation about the pay-off. He filed a libel suit.

At the close of trial, the jury found the newspaper liable to Mr. Elder for \$10,000 in actual damages and \$300,000 in punitive damages. The newspaper is appealing.

This should be a cautionary tale for all

Kentucky newspapers. If you publish a statement which is defamatory, you will be legally responsible. It does not matter that the accusation was made by a reader (in a letter-to-the-editor) or a news source (in an interview) rather than your reporter. It does not matter if you quote that reader or source verbatim. If you republish it, you share liability for it.

This is equally true if the defamatory statement is contained within a paid advertisement. More than once I have heard of a person whose letter-to-the-editor was rejected because of its defamatory comment asking to place a paid advertisement containing the same information. Do not for a minute believe that the fact that money changes hands in any way diminishes your legal responsibility for the defamatory content of your publication. If you republish it, you share liability for it.

This means that it is just as important for those who accept advertisements and letters-to-the-editor to screen the content before they agree to publish as it is for editors to screen the content of a news article. Your vigilance is crucial for everything you publish.

Often, readers seek to air their private grievances with family members, friends or business

See **PUBLISH**, page 12

WKU students get 'real life' civics lesson

By **JIM HIGHLAND**
WKU Journalism Professor

Four huge lights shined brightly on the seal of the Commonwealth of Kentucky, the American flag on the right and the Kentucky flag, complete with a Cardinal in a "restful" pose, on the left.

Under these lights principally designed for educational television broadcast, the Kentucky Supreme Court returned for the second time in three years to the Western Kentucky University campus to hear live cases in what could only be described as a large civics lessons for junior high, high school and college students and community leaders and others who attended.

The idea to bring the court out into the state originated with Chief Justice Robert Stephens who said the project was designed to show average citizens including students how the court functions and how justices and lawyers interact with each other on appellate cases.

This year's program, as was the one three years ago, was sponsored by Western's student chapter of the Society of Professional Journalists, the Department of Journalism, WKU and the Administrative Office of the Courts.

The cases ran from the humorous to issues impacting the Kentucky constitution.

There was one involving an unsuccessful Louisville alderman candidate who lost her election by eight votes and who sued the win-



The Supreme Court sessions were broadcast over WKYU-TV and for use by KET.

ning candidate, claiming the victor had violated state election laws by shaking hands with opponents in precincts on election day and served chicken wing lunches at polling places.

Then there was a case to decide whether Jefferson County public officials had the right to spend public funds for busing private school students, and there was a claim involving a wrongful death from a suicide in Franklin County Jail.

But it all lived up to expectations for Peggy Kemp, Hopkinsville High School advanced placement U.S. history teacher.

"I spend a lot of time talking

about the Supreme Court, how they precess cases," she said, and "I am interested in constitutional law."

For her class, the trip to Bowling Green and the court session were a reward for "everyone because they have worked very hard."

One of her students, Robert Turner, a junior who plans to study civil engineering in college, said he learned that every case I thought of as minor was still a violation of the law."

And he said he is the first to admit that one of the cases which focused on public access to informa-

See **STUDENTS**, page 12

Got legal questions about a story or ad?



Call the
KPA
FOI
HOTLINE
(502)
540-2300

NAA conference to emphasize changes in newspaper industry

The Newspaper Association of America (NAA) will hold its annual Marketing Conference July 20-23, 1997 at the San Francisco Hilton and Towers. The Conference, themed "Mastering Change — Mission Possible," is expected to draw more than 1,500 advertising, marketing, promotion and circulation executives.

"Strategic marketing is critical to the health of newspapers not only for our advertisers but also for our readers. This conference offers newspaper executives and their many advertisers an outstanding opportunity to explore new initiatives for meeting the challenges of today's rapidly changing marketplace," said John F. Sturm, NAA president and CEO.

Conference speakers and sessions will focus each day on a different theme: How the Marketplace is Changing (Monday, July 21); How Newspapers Respond to Change (Tuesday, July 22), and How the Market Will Continue to Change (Wednesday, July 23).

David Verklín, executive vice president and managing director, Hal Riney and Partners, Inc., San Francisco, will deliver Monday's keynote address: "The Competitive Media Landscape: Creating Customer Solutions." Paul Wolfe, executive vice president/executive creative director, Foote, Cone & Belding, San Francisco, will be Monday's luncheon speaker and will discuss "Keeping Your Creative Edge." Winners of the NAA/Advertising Age Newspaper Marketing Achievement Awards will also be announced.

Additional Monday speakers will include Janet Feely, Dreamworks SKG, Paul Higham, Wal-Mart and Patrick Coulter of Bell Atlantic, who will share their marketing strategies; Scott Harding, Newspaper Services of America, and Nick Cannistraro, president and general manager of Newspaper National Network (NNN), will join a panel of network providers in discussing "The Future of Networks"; Gregory Holmes, Visa USA, Inc., will reveal strategies to renew marketing success; and Kathi Love, Magazine Publishers Association, Joan Oppedahl, Phoenix Newspapers, Inc., and Chris Mahai, Minneapolis Star Tribune, will discuss the value and power of newspapers.

A panel of circulation and marketing professionals will address forecasting, pricing, data-assisted marketing, customer segmentation, competitive analysis and distribution systems. Another panel of advertising professionals will provide insights on brand building, Hispanic marketing and online and classified advertising.

Tuesday's speakers include: Emily White, vice president of marketing and advertising for Macy's West, San Francisco, who will discuss "Retail Marketing and Department Store Way"; Lynn Upshaw, author of Building Brand Identity, will talk on "Building a Successful Brand"; Steve Wiley, top-rated '96 Marketing Conference trainer, will return to motivate attendees on mastering change; Richard Randles, Circulation Consulting Services, will focus on traditional single-copy marketing; Stockton Colt of Towers-Perin will champion the "Nuts 'n' Bolts of Compensation"; Thomas Villani, publisher of Sales & Field Force Automation magazine, will analyze other industries' strategies; travel advertisers Christine Arnholt, Carnival Cruise Lines, Mark Kammer, Royal Caribbean Cruises, Ltd., and Arthur Sbarsky, Celebrity Cruises, Inc., will share their marketing insights.

Wednesday's Nuts 'n' Bolts Breakfast will present ideas and information on how to cope with change and work it to your advantage. A powerful closing presentation will reveal how the competitive marketplace will continue to change, and how to master those changes.

CONNECTIONS '97, NAA's annual new media event, immediately precedes the Marketing Conference at the San Francisco Hilton on July 18-20. CONNECTIONS will focus on new media advertising and marketing issues and keynoters include Anthony Ridder, chairman and CEO, Knight-Ridder Inc.; Larry Ellison, chairman and CEO, Oracle Corp.; John Seely Brown, chief scientist, Xerox Palo Alto Research Center; and Patti Maes, Professor, MIT Media Lab.

The Audit Bureau of Circulation's (ABC) U.S. Coupon Forum will be held immediately following the NAA Marketing Conference. "Coupons: 1997 and Beyond" will outline current and future trends, coupons' role on the Internet, and security of coupons.

Sponsors of the Marketing Conference include: Equifax National Decision Systems; David Geller Associates/Top Value Media; Metropolitan Sunday Newspapers; Kaspar Sho-Rack; Print Marketing Concepts; Publicitas Advertising Services, Inc.; SoftAd; SRDS; Treasure Chest Advertising; Tribune Media Services.

To obtain registration forms, call NAA's Fax-on-Demand at (301) 216-1824 and ask for document 110; for conference programs ask for document 120. The registration form may also be obtained via the World Wide Web at www.naa.org/conferences/marketing.

Board Minutes

The following minutes of the March 27, 1997 Kentucky Press Association/Kentucky Press Service Board of Directors meeting: the KPA/KPS Vision 2000 Committee Meeting on May 15, 1997; and the KPA/KPS Executive Committee conference call on May 22, 1997, were approved as submitted by the KPA/KPS Board of Directors at its June 26, 1997 meeting on a motion by Russ Powell, seconded by Tom Caudill.

Kentucky Press Association/Kentucky Press Service
Board of Directors Meeting - Minutes
Thursday, March 27, 1997
Bardstown Holiday Inn
Attending: Gene Clabes, John Del Santo, Guy Hatfield, Russ Powell, Marty Backus, William Mitchell, Jed Dillingham, Teresa Revlett, David Greer, Dave Eldridge, Kelley Warnick, Stuart Simpson, Louise Hatmaker, Tom Moore, Barbara McDaniel, Ed Riney, Sharon Tuminski, Chip Hutcheson, Mark Neikirk
Staff: David T. Thompson, Lisa Carnahan
The meeting was called to order at 12:45 p.m. by President Gene Clabes.

1. A motion was made by Russ Powell, seconded by Guy Hatfield to approve the minutes of the January 23, 1997, Board of Directors meeting. Gene Clabes announced three Board names had been added to the attendance role — Barbara McDaniel, Glenn Gray and Ed Riney. Approved.

2. Treasurer Marty Backus presented the Kentucky Press Association financial statement through February 28, 1997. A motion was made by Ed Riney, seconded by Teresa Revlett to accept the financial statement through February 28. Approved.

3. Treasurer Marty Backus presented the Kentucky Press Service financial statement through February 28, 1997. A motion was made by Stuart Simpson, seconded by Ed Riney to accept the financial statement through February 28. Approved.

As a part of the financial report for the Kentucky Press Service, the executive director gave reports on the display advertising activity, Statewide Classified Program, Clipping Service and the ARK Ad Network. There was discussion on display advertising problems. The executive director explained that KPS had lost two accounts in 1997 because newspapers had gone direct to the client and offered discount rates if the client would go direct to the newspaper. In some cases, the newspapers were telling the client not to use the Kentucky Press Service. The following discussion included the suggestion that the staff write the publisher of the newspaper when then situation occurs to discourage ad sales representatives from offering discounts if the client places the ad direct with the ad sales rep. It was also suggested that the staff show the publisher the potential amount of ad dollars the newspaper is losing when this occurs.

4. The executive director presented sample formats for the revised directory, beginning in 1998, that would not include advertising rates. The new formats include the addition of each newspaper's street address and a list of the name, publication day and circulation of total market coverage products offered by each newspaper. The suggestion was also made that the directory list the "proper" name of each member newspaper. The executive direc-

tor said the staff would get a list from the Associated Press and incorporate the proper name into the directory listing.

5. Lisa Carnahan and David T. Thompson presented a proposal to establish the Kentucky High School Journalism Association. Board members offered assistance in notifying high school journalism teachers and advisors that the association was being formed. There were several questions and comments about the draft proposal, after which Russ Powell motioned to accept the proposal to establish the high school association. It was seconded by Marty Backus and approved. Following a discussion on staffing for the high school association, a motion was made by Marty Backus that particulars related to staffing be sent to the Kentucky Journalism Foundation Board (Past Presidents) for action. The motion was seconded by Jed Dillingham and approved.

6. The executive director briefed the Board on the health insurance renewal rates to be effective on May 1, 1997. No action was necessary.

7. In division and committee reports:
(a) Ad Division Chairman Teresa Revlett reported on the 1997 KPA Spring Ad Seminar and the 1997 KPA Advertising Contest.

(b) David T. Thompson presented the report from the News Editorial Division concerning upcoming seminars on Computer-Assisted Reporting, in conjunction with the Associated Press; A PhotoShop and Scanning Workshop June 5 and 6, in conjunction with the National Newspaper Association; and a meeting scheduled on April 10 to plan a business and health/medical reporting in conjunction with the University of Kentucky.

(c) Associates Chairman Barbara McDaniel reported on the group's internship program and a brochure it's developing to increase awareness of the Associates internship program. The Associates Board also was on record supporting the development of the Kentucky High School Journalism Association.

(d) Dave Eldridge reported on a Legal Defense Fund Committee meeting earlier on March 27 to consider a funding request from the Kentucky Standard concerning an Unemployment Insurance Commission decision on newspaper carriers as independent contractors. The committee voted to fund the appeal of this decision up to 50 percent at a maximum funding of \$4,000.

8. President Gene Clabes announced that he was forming a committee to consider various aspects of staffing and benefits and had asked Russ Powell to serve as chairman of that committee. Board members were encouraged to contact either if they were interested in serving on the committee.

9. Guy Hatfield, NNA State Chairman, encouraged members to attend NNA functions and reported on the March 19-21 Government Affairs Conference in March, noting that only three people from Kentucky participated in the conference.

10. David T. Thompson presented a request through Ken Stone at the Grant County News on a public service campaign to encourage Kentuckians to consider serving as "foster parents." A cover

Minutes

Continued from page 9

letter with various size ads would be mailed to each Kentucky newspaper asking them to consider promoting this project as a community service. A motion was made by Russ Powell, seconded by Tom Moore to allow the staff to prepare and mail the materials. Approved.

11. There being no further business, the meeting was adjourned at 2:25 p.m.

Respectfully submitted,
David T. Thompson
Executive Director/Secretary

KPA/KPS Vision 2000 Committee Meeting
Thursday, May 15, 1997
KPA Central Office
Attending: Guy Hatfield, Chairman; Gene Clabes, Charlie Portmann, Marty Backus
Via Conference Call: John Del Santo, Russ Powell
Staff: David T. Thompson, Gloria Davis

The discussion included the KPA and KPS financial statements through April 30, 1997; a breakdown on monthly advertising totals for 1993 through May, 1997; a discussion on non-run ads for 1997; and consideration of proposals from the GeoTel Corporation and Information Processing Corporation to purchase the KPS Clipping Service.

Concerning non-runs, the committee suggested a letter be sent to the publishers of those newspapers who had larger amounts or duplicate non-run ads for the first four months of 1997, to make sure the publisher was aware that some ads had not been run as scheduled. Although the amount (\$4,165) is on par with a yearly average of about \$12,000 in non-runs, the committee discussed the negative impact the non-runs had on the industry as a whole as well as the quality of KPS service. The staff mentioned that some states impose a penalty on newspapers for non-runs since the service still incurs some costs when ads don't run. The committee suggested that Gloria talk with the KPA/KPS Board of Directors at the June 26 meeting to see if there are other ideas or ways to decrease the number and amount of non-run ads.

At noon, the committee placed a conference call to John Del Santo and Russ Powell who were unable to attend the meeting. The purpose of the call was to discuss the proposals received from two companies about purchasing the KPS Clipping Service. Committee members agreed that the proposal from IPC should not be considered because IPC did not include any provisions for employee retention. The committee then focused on the proposal from GeoTel Corporation. GeoTel had met the stipulation on employee retention by agreeing to retain the present staff for a period of 12 months.

The proposal from GeoTel also asks that the present Clipping Service office space be made available at no rental fee for up to 90 days. The committee agreed with that request but did not feel it wanted to enter into a long-term rental situation since that office space would allow for future KPA and KPS expansion. The committee unanimously agreed to recommend to the KPA/KPS Board of

Directors that KPS accept the contract proposal from GeoTel Corporation to purchase the KPS Clipping Service. The executive director informed the committee that the recommendation could be passed along to each Board member with a ballot included in the memo and the Board could use the ballot to cast votes in favor of the recommendation (to sell) or against the recommendation (not to sell).

The original proposal was for GeoTel to take control June 30, 1997. However, following the meeting Dick Ward, president of GeoTel, offered to move the effective date to May 31, 1997, since there was one vacant staff position and moving the date to May 31, 1997, would allow GeoTel to hire the employee without any cost to the Kentucky Press Service.

The recommendation was written in memo form to the Board of Directors, explained and a mail ballot was included with a self-addressed, stamped envelope. The Board members were asked to indicate their vote on the ballot and return to KPA as soon as possible.

The recommendation of the committee to sell the KPS Clipping Service to GeoTel Corporation was approved 22-0.

Telephone Conference Call with KPA/KPS Executive Committee
Thursday, May 22, 1997
Conference Call from KPA Central Office 2 p.m. (ET)
Participating: Gene Clabes, President; Guy Hatfield, Marty Backus, Russ Powell
Staff: David T. Thompson

A conference call with the KPA/KPS Executive Committee was scheduled for 1 p.m. on Thursday, May 22, concerning a situation with the KPA Freedom of Information Hotline and the KPA General Counsel. Jon Fleischaker and Kim Greene, who had served in those capacities since 1984 with the Hotline and since 1994 as General Counsels, had resigned their positions with Wyatt, Tarrant and Combs. Effective June 4, later changed to June 2, Jon Fleischaker and Kim Greene were opening the office of Dinsmore & Shohl in Louisville and expressed their interest that KPA continue its relationship with them in their new law offices.

The executive director presented the situation to the committee, along with recommendations received from eight Board members that KPA and KPS keep its relationship with Jon Fleischaker and Kim Greene, and not with Wyatt, Tarrant and Combs. He also explained that the fees would remain the same through the remainder of 1997 - \$1700 per month for the KPA Freedom of Information Hotline and a monthly \$200 retainer as general counsels. As is normal, those charges would be evaluated toward the end of the year.

Following the discussion, a motion was made by Marty Backus, seconded by Russ Powell, that KPA continues its relationship with and retain the services of Jon Fleischaker and Kim Greene for the KPA Freedom of Information Hotline and General Counsel.

The motion was approved unanimously.

There being no further business, the conference call was ended at 2:15 p.m.

Be creative in your writing without use of cliches

Using a cliché means you set your writing sights on a faraway galaxy, but your imagination hopped off the rocket ship somewhere around Detroit.

We all want very much to write memorable descriptions. One of my favorites is by Michael Kelly, then of the New York Times, in a 1992 profile of the volcanic political adviser, James Carville: "On a recent morning, yelling into his telephone receiver as if outraged to find it in his hand, (Carville) was almost hopping up and down in his anger."

Wouldn't you love to create, "yelling into his telephone receiver as if outraged to find it in his hand" as an illustration of anger?

Most of us settle for "madder than a hornet" or "madder than a wet hen." Oh, we start with good intentions, but after we run through a few possibilities — "as angry as a shortchanged subway rider ... angrier than a bull in a bear market ... yelling into his telephone receiver as if his mother-in-law had just told him she was moving in" — we get weary.

I've heard good writers defend clichés. One common pro-cliché argument is that because clichés are so familiar, they comfort readers.

That argument falls apart because reading is work. When most of us started reading, we didn't like it. Reading made us concentrate, forced us to sort out relationships. We gradually learned to like reading because we realized the work took us places we didn't know existed.

Even though a cliché fits comfortably in the vernacular, the person who picks up a newspaper or magazine or book is saying, "I'll pay the price if you'll reward me with a new experience." If you take the reader somewhere old, he or she won't continue the effort.

A cliché signals to the reader that the writer isn't trying very hard. Even though your reporting may be impeccable and your story structure solid, when readers see that first cliché, they conclude, "This is going to be the same old stuff."

Another pro-cliché argument is, sometimes a cliché fits perfectly. How about this lead: "When City Attorney Janet O'Neill received the letter Tuesday from the City Council demoting her to deputy city attorney and reducing her pay, she read sexism between the lines."

The writer reasoned that because O'Neill got the information in a letter, and because there was no overt mention of her sex,

Coach's corner



By Jim Stasiowski

"...read sexism between the lines" worked.

Certainly, the cliché fits the facts. But a cliché creates a tone that writer doesn't want. Sexism is a serious charge, and a cliché, by its overwhelming familiarity, has a lighthearted tone. I sense in that lead the writer was on the verge of poking fun at the situation. That wasn't his intent, nor was it the tone of the overall story; but a cliché devalues most ideas.

For instance, if President Clinton were to face a dilemma in one of this several legal battles, you wouldn't want to write: "President Clinton is caught between a rock and a hard place." That trivializes his situation.

Finally, the pro-cliché argument is that a cliché is clear. I don't agree. In fact, in the cliché "madder than a wet hen," I must admit I don't know how mad wet hens get. "Madder than a hornet" implies hornets are always mad, and that's another one I cannot prove.

In fact, the problem with most clichés is, readers no longer actually visualize the imagery the writer intends. As Arthur Plotnik asks in his book "The Elements of Expression," does an actual whirlwind come to mind when you read the words "whirlwind tour"?

Of course not. You think of a rapid tour, a hurried tour, a superficial tour, but you don't think of a "whirlwind." That's how you know something is a cliché: If the words no longer make you see or feel their literal meaning, the expression is too tired to work as color.

Here's an example of the opposite: Washington Post writer David Von Drehle called 2000 "the grandest turning of time's odometer America has ever witnessed." I guarantee that as you read the phrase, your brain pictured an odometer, a fresh image for the new millennium.

Plotnik urges us to be "dedicated deviants," always looking for figurative language readers haven't read or heard.

Surprise readers. When you want to say someone is angry, the reader expects a swarm of hornets and a flock of wet hens. Think visually, create a scene readers

See CLICHES, page 11

People

Continued from page 2

Purdy joins news staff at Journal-Times

Jason Purdy is the new reporter and photographer for the Journal-Times.

Purdy, a recent graduate of Morehead State University, will work out of the Olive Hill Times office and cover stories pertaining to Olive Hill, western Carter County and the Carter County School District.

A resident of Morehead, Purdy received a bachelor of arts degree in mass communications from MSU.

Geralds named news editor at Edmonton

Angela Geralds, a 1997 graduate of Campbellsville College, has been named news editor of the Edmonton Herald-News.

A native of Gamaliel, Geralds graduated from Campbellsville with a double major in English and communications/journalism.

While in college, Geralds served as staff writer, photographer and editor of the student newspaper, the Campus Times.

Durbin promoted to circulation manager

Rita Durbin has been promoted to circulation manager at The Kentucky Standard.

Durbin has worked at the Bardstown paper for 14 years, 10 of which as assistant circulation manager. She also worked in the accounting department for four years.

Boggs joins news staff of Breathitt Co. Voice

Johnny C. Boggs has joined the staff of the Breathitt County Voice as a reporter and photographer.

A native of Greensburg, Boggs has 22 years of media experience and comes to the Voice after a year at the Jackson Times. He previously worked at the Jackson radio station, WJSN-FM.

Bowling Green Daily News announces start of Saturday edition

The Bowling Green Daily News will begin printing on Saturday, the paper announced recently.

The new printing schedule will begin on Aug. 23 and will mark the first time in 62 years that the paper has had a Saturday edition. The newspaper will also unveil at

that time a magazine-sized television guide.

Publisher Pipes Gaines said the addition was prompted in part by the latest readership survey which indicated a lot of interest in a Saturday edition. The survey showed 71 percent of those questioned were interested in a Saturday Daily News.

Prior to the startup of the Saturday paper, other projects like an extensive redesign of the newspaper and installation of new editorial department computer equipment were completed.

Paper, company sponsor local Internet seminar

The Spencer Magnet and a division of its parent company, Landmark Online Services, recently sponsored an Internet seminar for area businesses.

The seminar was free and covered why businesses are turning to the World Wide Web, a step-by-step process for beginning a web site and marketing tips for a web site.

Carlisle subscription drive to benefit local D.A.R.E. program

A portion of the proceeds from a subscription drive conducted by Carlisle County News staff will be donated to an area DARE program.

DARE is a drug awareness program sponsored by the Kentucky State Police and the federal government under the Safe and Drug-Free School Act.

Newspaper officials said a local program that has a positive impact on youth was sought for the donation.

Biggs selected as Media Award winner

Amy Biggs, a photojournalist for the Franklin Favorite, was recently chosen as the recipient of the 1997 Jesse Stuart Memorial Award Media Award. The award is presented by the Kentucky Affiliate of the American Heart Association.

Biggs' winning entry in the print category was her Slice of Life section of the Feb. 27 edition of the Franklin Favorite.

Hensley selected as Donrey award winner

Tammy Hensley, reporter photographer for the Glasgow Daily Times, won \$50 in the Donrey Mediagram photo contest.

In addition to the money, Hensley received a certificate from Donrey Media Group, the parent company of the Glasgow newspaper.

Newspaper ad revenue growth up in first quarter

Highest growth in a decade fueled by 7.1% increase in retail and 9.8% growth in classified

The Newspaper Association of America (NAA) announced recently that first quarter advertising revenue for 1997 brought the industry \$8.9 billion, an increase of 8.9% over the same time period last year and the best single quarter showing for the industry in 10 years.

"Strong first quarter growth in all three categories of advertising indicates the underlying strength of the newspaper industry and bodes well for a financially healthy 1997," said John F. Sturm, NAA president and CEO. "Most importantly, advertisers recognize the proven value of newspapers as an advertising vehicle and that is reflected in the continuing growth in total newspaper advertising revenues."

First quarter results show classified advertising up 9.8% to \$3.5 billion. Retail grew by 7.1% to \$4.2 billion. National rose 12.7% to \$1.2 billion.

"Lower paper prices this year helped pre-print volumes rebound over the same time period last year. This helped make retail a key driver behind the encouraging growth of total newspaper advertising," said Mike Groves, NAA chief economist and vice president of market and business analysis.

Cliches

Continued from page 10

haven't read before:

"Mayor Sloan's withering criticism slammed Johnson against the wall." Or, "The usually placid Swanson snarled at his accusers like a pit bull too long confined in a field of daises."

Or pull out the ultimate weapon: "He was angrier than a sportswriter whose editor won't let him use the quote, 'We're going to take it one game at a time.'"

The Final Word: Writers chronically misuse "this" and

"that" "That" refers to what came before in the story, "this" refers to what comes next.

This is incorrect: "Berger denied the charges. This led to a heated discussion."

Because Berger's denial came first, you should write: "That led to a heated discussion."

If you want a way to remember the distinction, think of the love song from "Casablanca": "You must remember this: A kiss is just a kiss."

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

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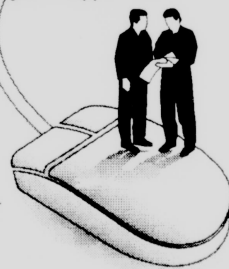
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Publish

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associates in letters-to-the-editor or paid advertisements. Who would think, for example, that an ad place "in loving memory" of a departed family member would make defamatory comments regarding another family member? It can happen. And you can find yourself embroiled in a private, family controversy with no effort at all on your part. The effort it takes to prevent that from happening is well worth it.

If you have questions about ads or letters-to-the-editor, call your KPA Libel and Access Hotline attorneys: Kimberly K. Greene (502) 540-2350 or Jon Fleischaker, (502) 540-2319, or the Dinsmore & Shohl LLP Switchboard, (502) 540-2300.

Designing

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Comment: We take months to research, report and write a story, but some of us think it's OK to give designers precious little time to make the story worth a glance. How would you react if your reporter "didn't have time to get all the facts" or your editor "didn't have time to spell-check all the names?"

"We like to play with design when we have the time."

Translation: Reporting is work. Editing is work. Design is play.

Comment: Design — like any other newsroom craft — is a discipline. Designers do not "play" at design. For them, it is hard work at which they (just like any other newsroom professional) hope to learn and improve every day.

"Let's break some rules."

Translation: Let's not let the rules stand in the way of our having some fun.

Comment: If we break the rules — without knowing and respecting those rules — we are no longer practicing our craft. We are only playing.

Knowing the rules ... and breaking them ... is design.

Not knowing the rules ... and breaking them ... is foolishness.

"Our content is so good, we don't need to worry about design."

Translation: We believe readers will read our paper regardless of its design.

Comment: You just go ahead and keep believing that.

Perhaps you've heard some other red-flag phrases. I invite you to share them — along with your translation and your comment — with the readers of this column. Just contact me, and I'll pass them along!

(Eduard F. Henninger is an independent newspaper consultant and the Director of OMNIA Consulting in Rock Hill, S.C. You can reach him at 803-327-3322, fax: 803-327-3323, e-mail: omnia@vnet.net)

Convention

Continued from page 1

activities, the ambiance of the Embassy Suites and nice weather made perfect partners.

"We were a little worried going into the convention because the room rate was so much higher than what we had done in the past. But with breakfast and the receptions built-in, costs that would have normally been additional, we believe it was a wash. Not only did we not have any complaints about the rooms, all the comments we heard about the accommodations were positive," said Thompson. "I think those attending the convention really came away with a new appreciation of that part of the state and everything it has to offer."

Northern Kentucky newspapers and private companies also laid out the red carpet.

"The Recorder Newspapers, Kentucky Enquirer and Kentucky Post all did everything they could to make our trip to Northern Kentucky memorable," said Thompson. "As a whole, they were willing to do everything they could to make this convention the success it was."

The Recorder Newspapers and the Kentucky Post provided the refreshments prior to the Reds game and the Kentucky Enquirer was the refreshment host for the moonlight cruise on the Ohio River.

Toyota Manufacturing hosted the KPA/KPS board luncheon and Gus Rees of Bowater provided



Larry Stewart, local territory ad manager at the Courier-Journal, conducted a convention workshop entitled "Advertising Ideas You Can Use."

refreshments for the golf outing.

The only down side to the convention was low turnout to the various sessions offered.

"I think this is probably a reflection of so many other activities going on at the same time," Thompson said. "A lot of people bring their families and this is sort of a mini family vacation, which is great. The sessions are typically more laid-back than those at the winter convention, without a formal presentation. They're usually more like discussion groups."

Those who did attend the sessions were privileged to hear such top-notch professionals as Tim Broekema, sports photo editor of the Chicago Tribune, John Allen and Jeff Berding, representatives of the Cincinnati Reds and Cincinnati Bengals organizations, Georgetown College President Bill Crouch, KPA's

general counsels, Jon Fleischaker and Kim Greene and Courier-Journal Local Territory Advertising Manager, Larry Stewart.

The awards banquet for the 1997 Better Newspaper Contest was held during the convention. The contest drew 924 entries from 59 newspapers for a total income of \$4,304.

Plans are already underway for the 1998 KPA Winter Convention, scheduled for Jan. 22-23 at the Raddison in Lexington. A meeting has also been set for this fall with Tennessee Press Association staff to plan the 1998 Summer Convention. The event will again be held in Gatlinburg, Tenn., and be a joint venture of the two press associations as in 1995. One event already planned for the joint convention is a celebration of the Associated Press' 150th anniversary.

Students

Continued from page 8

tion necessary for a decision in rate proceedings before a hearing officer for the insurance commission was just too complicated, and he couldn't understand it.

Turner was not the only one who had trouble grasping what that case was all about. As a matter of fact, several other students said they had no idea what was happening.

Judy Bishop who teaches a course called "You and the Law" at North Hardin High School, said she brought her students to the program because she "thought it is extremely important to show that the law does not operate the way it does on TV."

"Here they get to see a real court of justice in action," she said.

Western Kentucky University held the court session in a ballroom, and university workmen constructed a bench similar to the one the judges sit behind in their courtroom in Frankfort.

The bench, the state seal and flags were all part of set for television, and the court session came complete with three television cameras broadcasting the event on WKYU-TV and taping it for broadcast by Kentucky Educational Television and other cable systems around the state.

But the cases and arguments were real, and seeing a real court in action was the major benefit for the students, according to Scott Whites, a deputy attorney general who represented his office in arguing one of the cases.

"My judgment is that people out in the state think that government is a mysterious thing," he said. "High school students are not very familiar with the process, and I think (the court s traveling out into the state) is a

wonderful way to demystify government. They also learn that how the court decides a case will effect everyone in this room."

Tamara Dozier of North Hardin High School said she discovered quickly that the judges put the attorneys on the spot.

"They ask you a lot of why, this and that and you (the lawyer on the spot) had better know," she said. She also expected the judges to bring in some experts, but she said she discovered the court doesn't work this way at this level.

At the end of each day's court session, the justices took an extra 30 minutes to answer questions from students. Most of the questions dealt with how the justices were chosen, the length of their terms and how they "go about" deciding a case.

The answers provided insight such as Justice William Cooper of Elizabethtown explaining that after each case the justices take a preliminary vote, and based upon that vote the chief justice assigns a member of the majority to write the opinion.

However, once the opinion is written and the judges sit down to formally discuss the case, the final opinion of the court may change, and minority opinions may become majority opinions.

Perhaps Justice Janet Stumbo best described the court's work:

"We all have different life experiences, and we all come from different parts of the state. I was raised in Appalachia," she said. "Special interest groups have made an effort to control the judiciary," but "the most important thing is to make an independent decision based upon the law and judicial precedent."

More than 1,000 people attended different portions of the court sessions which served as the WKU/SPJ chapter's biggest service project this year.