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Revlett leads KPA into 21st Century

McLean Co. News
GM fifth woman
to head organization

By LISA CARNAHAN
KPA News Bureau

When Teresa Revlett was handed her first paycheck from the McLean County News — \$150 for 10 games, photos and stats — the high school freshmen thought she was a millionaire.

Looking back at that time, Revlett, now the general manager of the newspaper, says she enjoyed the work so much, she never even considered being paid.

Revlett is enjoying one of her newest responsibilities, too, as president of the Kentucky Press Association/Kentucky Press Service Board of Directors. She is only the fifth woman to hold the position in KPA's 130 years. And just like at the newspaper, Revlett moved up through the ranks of KPA, serving first as a state-at-large representative then on to other positions including chairman of the advertising division, vice president, president elect and finally president.

Two of Revlett's mentors, Walt Dear, former owner of the McLean County News, and Steve Austin, publisher of the Henderson Gleaner, encouraged her to become involved in KPA.



2000 KPA President Teresa Revlett, general manager of the McLean County News, started her newspaper career at the age of 13, writing football game stories and keeping stats.

She's never regretted that decision.

"I think a lot of people back then thought KPA was just for the large dailies," said Revlett. "I'm living proof that's not true. If you want to be involved, you can, whether your staff is big or small. The organization is what you make of it."

Revlett used that same philosophy to make her path in the newspaper business.

After getting that early start at age 13 shooting game pictures

and keeping stats, she made herself a regular fixture at the paper, writing sports stories, developing film, proofreading, anything needed in the newsroom. But ironically, it wasn't on the editorial side of the building that she made her mark.

After graduation, there was a position open in ad sales and Revlett took it while attending college evening classes. She moved up a few years later to advertising director and in 1988,

See REVLETT, page 7

Pett wins Pulitzer

By KARLA DOOLEY
KPA Contributing Writer

Joel Pett may have been the last person in the Lexington Herald-Leader's newsroom to learn that he'd won this year's Pulitzer Prize for editorial cartooning.

While the rest of the staff waited for the announcement, Pett was relieving tension at the pool.

"I couldn't stand it," he said.

For Pett, 46, the wait for the award had been a disappointing

See PETT, page 6

KHSJA State Convention draws over 700

By LISA CARNAHAN
KPA News Bureau

If you haven't tried to foster a relationship with your local high school journalism program, now may be the time to try. Many of the students attending the 2000 Kentucky High School Journalism Association (KHSJA) State Convention are serious about journalism — and they want to know more about the field.

See KHSJA, page 12

KPA Summer Convention slated for June 15-16

By LISA CARNAHAN
KPA News Bureau

The theme of the 2000 KPA Summer Convention, "Come Early, Stay Late," is pretty sound advice considering all the possibilities that an extended stay in Owensboro, this year's host city, has to offer.

The convention gets underway Thursday, June 15 and wraps up with the awards banquet on Friday night — but don't let that limit your stay. The Executive Inn Rivermont

just underwent an extensive renovation and the hotel is gearing up to host KPA. One of the things that should make you come early or stay late is the W.C. Handy Blues Festival just a few miles away in Henderson. The festival, now in its 10th year, draws over 50,000 people to the area. It's scheduled for June 14-17 and a complete schedule of bands and their performance times was included in your convention mailing.

The convention itself offers several activities ranging from golf to a picnic with entertainment and an amusement park outing. Of course there's the educational side to the convention as well, and this year's program features some of today's most in-demand topics for newspaper professionals.

Two seminars have been planned for Thursday, both from 1 p.m. to 5 p.m.

See SUMMER, page 12

What's Ahead

• June 15-16: KPA Summer Convention, Owensboro

• July 17-Aug. 4: KPA Boot Camp, Midway College

Inside

•Pg. 2: People, Papers in the News

•Pg. 3: Advertisers need to consider your paper indispensable

•Pg. 8: AG Opinions

Kentucky people, papers in the news

Reed leaves Kentucky.Com

David Reed, executive producer of Kentucky.com, has accepted a position as Director of StarNET, the online service of the Arizona Daily Star in Tucson, Arizona. David will be launching Tucson.Com there. The paper is part of Pulitzer Publishing Company, based in St. Louis, Mo. The Daily Star is the oldest newspaper in Arizona.

David has put in 30 years of service to the Herald-Leader, 26 years in his current stint. Jobs he has held at the Herald-Leader include: sports writer, sports columnist, weekend editor, television editor and critic, Director of TelePress (Knight-Ridder's three channel cable television R&D project), Director of Library Services, assistant to the Managing Editor, Administrative Editor and Kentucky Connect and Kentucky.Com editor.

Reed was an integral part of Kentucky.com since its inception on December 15, 1995. A search for his successor is underway.

Courier-Journal names Post to ME's position

Arthur B. Post Jr., assistant managing editor for operations of The Courier-Journal, was named managing editor. He succeeds Debbie Henley, who left in November to become executive editor of The News Journal in Wilmington, Del.

Post, 54, has worked at the paper since 1971, when he joined the staff as a copy editor. He was named news editor in 1977 and has held several positions as an assistant or deputy managing editor since 1985, most recently serving as assistant managing editor/operations. He was editor of a U. S. Army newspaper in

Germany from 1966 to 1968. He also worked as a city reporter for the Kent Record-Courier while a student at Kent State University. And in 1970, he was a research assistant to author James A. Michener, who was writing a book on the Kent State shootings. He graduated in 1971.

In his new position, Post will be responsible for day-to-day news coverage. He also will retain one of his former responsibilities, overseeing the newsroom's transition to computer-assisted news gathering.

The Courier-Journal and The News Journal are owned by Gannett Co. Inc.

Lockwood to head Capitol bureau for Herald-Leader

Frank Lockwood will be the Lexington Herald-Leader's new Washington bureau reporter. He replaces Gail Gibson, who left to take a reporting job at the Baltimore Sun. Lockwood has been the Herald-Leader's Northeastern Kentucky bureau reporter in Morehead since 1997.

Lockwood has a law degree and is a graduate of Harvard University. Before coming to the Herald-Leader, he covered state government and politics for the Idaho Statesman in Boise and the Twin Falls Times-News, also in Idaho.

Cusack named publisher of Recorder papers; other staff changes announced

William Cusack has been named publisher of Northern Kentucky's Community Recorder newspapers. Steve Olding, the papers' previous publisher, resigned from the position in March in order to become executive editor.

Cusack, 38, has most recently worked as general manager of Thomson Online and as regional sales manager for Journal-News Group of Hamilton, Ohio. He spent five years as publisher of the

Oxford Press and was also publisher of the Butler-Warren Business Journal. Cusack grew up in rural New York, where his family owned a group of shopper newspapers. He holds degrees from the State University of New York and Miami University of Ohio.

The Recorders have also seen two other staffers change positions. Tom Embrey, former sports editor for the newspapers, has been named editor of the Boone County Recorder. A 1996 graduate of Northern Kentucky University and three-year employee of the newspaper group, he replaces Amy Charley.

Chris Fossitt, a graphic artist and nine-year employee of the papers, has been promoted to graphics department supervisor. He is a 1989 graduate of Northern Campbell State Tech Vocational. He replaces John Cobb, who is now web site coordinator for the Community Press.

Former Herald-Leader exec picked as LA Times editor

Former Lexington Herald-Leader Editor and Vice President John S. Carroll will succeed Michael Parks as editor of The Los Angeles Times. Carroll, 58, left the Herald-Leader in 1991 to become editor of The Baltimore Sun, a position he has held until now. He began his career in 1963 at the Providence (R.I.) Journal-Bulletin and became a Sun reporter in 1966. He worked in various positions at The Philadelphia Inquirer from 1972 to 1979, when he left to become editor of the Lexington Herald.

Former Somerset publisher named to top post in Florida

Former Commonwealth Journal newsman John Fitzwater has been named publisher of The Ledger in Lakeland, Fla. He had spent the past 13 years as publisher of The Gainesville Sun.

See PEOPLE, page 10

— The Kentucky Press —

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Deaths

Nancy Lucas Mick

Former newspaper publisher and schoolteacher Nancy Lucas Mick, 53, of Marion died following a lengthy illness on April 16 at Crittenden Hospital in Crittenden County.

Mick was publisher of The Crittenden Press from 1993 to 1997. She took over operation of the newspaper after the 1990 death of her husband Paul E. Mick, who had published the newspaper, and whose father, Evers Mick, was the newspaper publisher before him.

Nancy Lucas Mick was also a teacher for 20 years at Crittenden Elementary School and a member of Marion United Methodist Church. She is survived by a husband, Marlin Travis; two daughters, Allison Evans of Marion and Andrea Mick of Bowling Green; a son, Lucas Mick of Marion, and a granddaughter, Meredith Evans of Marion.

Mick was preceded in death by her parents, Ollie Bryan and Frances Lucas.

Funeral services were held April 18 at Marion United Methodist Church.

Do your advertisers consider your paper indispensable?

Marketing Insights

By Lisa Dixon



Do your advertisers rely on your product as the best local advertising vehicle to deliver the customers they need to succeed? Do they rely on your sales reps as true marketing partners with the necessary skills to help them build their business? What are you doing to win your advertisers' confidence and business?

In speaking to groups of publishers, ad directors and marketing directors around the country, I find there's a noticeable lack of customer-driven products, programs and services designed to really help the advertiser.

When I ask the question, "How many of you are going to forgo an advertising rate increase this year?", I get a lot of muffled laughter. When I follow with the ques-

tion, "Then what are you doing to add more value to your products or services to your advertisers?", I get a lot of uncomfortable shuffling.

As savvy consumers, we're always on the lookout for products and services that deliver the best value for our money.

If there's a price increase in a product or service, we want to know why. Has the product been improved? Is there a new or improved service that's been added? How will I, the consumer, benefit?

Put yourself in the shoes of your advertisers. You stress the importance of advertising on a regular basis. You tell them it's vital to have a marketing plan and budget in place. Yet, does your newspaper have a strong marketing plan and budget? Have you assessed your advertisers needs? Have you developed customer-driven products and services to meet those needs? How are you promoting new products and services to your customers?

Most newspapers consider marketing an expense rather than an

investment...a cushion that can be cut when the bottom-line is less than stellar. Compare these figures for a jolt!

In the U.S., national advertisers spend about 7.2 percent of revenue on marketing to consumers. Major U.S. broadcast media spend more than 5 percent. Publicly traded newspapers spend less than two-tenths of 1 percent (0.24 percent). This lack of investing, and understanding, of the value of marketing presents a dangerous situation in the face of mounting outside competition, threatened revenues and declining circulation.

Outside competition and change is a great motivator that awakens sleeping giants. There are lessons to be learned from the past. Sweeping changes have hit, and changed, the automotive industry. The airline industry. The telecommunications industry. All had to invest in marketing and become even more customer-driven in order to survive.

Albert Einstein had a saying, "The thinking that got us into our

problems is not the thinking that will get us out."

That's the challenge. Markets have changes. Customers have changed. Attitudes have changed. Newspapers need to change and be prepared to invest in marketing in order to survive and thrive in today's competitive marketplace.

Those that do will be rewarded with increase revenues. Those that don't will fade away and wonder what happened.

(Lisa Dixon, AdWorks, is a speaker and marketing consultant based in Dallas. She conducts seminars nationally on behalf of community publications for their small business advertisers and has spoken nationally and internationally at press association conferences, API and NNA. Over 70 publications nationwide customize and use her Basic Business Builders small business advertiser newsletters. Call today for your free newsletter copy and for information on her small business advertiser seminars. She can be reached at 972-818-5472 or by e-mail at LADixon@aol.com.)

Hurst fills state-at-large position on KPA board

Tim Hurst, general manager of the Benton Tribune-Courier, has been appointed as a state-at-large member to the KPA/KPS Board of Directors.

Hurst has been general manager at Benton for the past three and a half years. Prior to that, he operated and owned an advertising and

graphic design firm in Bowling Green. He still does consulting work in that field.

The appointment was made by KPA President Teresa Revlett following the resignation of Teresa Mullins of the Berea Citizen. Hurst's term will continue through January 2001.

Western wins overall title in Hearst competition

For the first time ever, Western Kentucky University's School of Journalism and Broadcasting has won the overall intercollegiate title in the William Randolph Hearst Foundation's Journalism Awards Program.

Western finished with 673 points in the 40th annual competition that includes print journalism, photojournalism and broadcasting. The University of Florida was second with 666 points and the University of Missouri was third with 650.

"This is a credit to our teachers and our students," said Jo-Ann Albers, director of the School of Journalism and Broadcasting.

Western's photojournalism program recently won its 11th consecutive Hearst competition, sometimes called the college equivalent

of the Pulitzer Prize. In six writing competitions, Western finished fourth overall.

Albers and seniors Matt Batchelor of Bardstown and Aimee Reed of Columbia will travel to San Francisco on May 19 for Hearst finals and awards presentation. Batchelor is a finalist for national writing honors, while Reed is a finalist for national radio broadcasting honors.

Western finished third overall last year in the Hearst competition and has finished fourth several times, but benefited by the addition of broadcasting entries this year, Albers said.

Last year Western finished behind Florida and Missouri, which had broadcasting entries.

Web site causing stir over papers' copyrighted stories

(AP) — An Internet news site with ties to a computer-scam suspect is drawing fire from newspaper executives who say copyrighted stories are being stolen.

The Web site's founder is Robert Brooks of Rockford, Ill., who is accused of theft in Illinois and similar charges in Wisconsin. Brooks allegedly swindled several thousand dollars from people in the two states after proposing deals to sell computers.

Brooks was arrested last month in North Dakota, where he launched www.ndnewspaper.com.

In February, Brooks turned the site's publishing functions over to Michael Whitworth, president of American Technology Services in Dickinson.

Whitworth then launched an Internet site called www.mys-tatenews.com. The site, which includes advertisements and news from several states, is raising copyright questions from newspapers.

Readers can click on news headlines and find the matching stories on newspaper World Wide Web pages.

"You basically have someone who's just ripping off content, and advertising around it," said Aaron Mentle, online manager for the Argus Leader in Sioux Falls.

"To the extent that he uses content from the Grand Forks Herald," said its editor, Mike Jacobs, "we'd be very interested in how he got it and from whom he sought permission."

Whitworth said his goal is to give people easy access to news in their state. He claims he is doing newspapers a favor because users are directed to newspaper Web sites.

Newspaper representatives say advertisements on the Web site mean Whitworth is profiting from their work.

"He's leveraging someone else's content on his site and he's making money from it," said David Bordewyk, general manager of the South Dakota Newspaper Association.

The Argus Leader uses codes to redirect people who use mys-tatenews.com, said Mentle. On most browsers, readers who click on an Argus Leader story are directed to the newspaper's main Web page, rather than the story.

Jack McDonald, legal counsel for the North Dakota Newspaper Association, said he expects some action.

"We're going to have to do something, because they're taking our product and using it for something else," he said.

Lawyers scrutinize media cases

Trend is moving from libel to news gathering

When media organizations find themselves in court these days, more often than not the proceeding is related to reporting the news, said media attorneys at a recent communications-law conference.

"Increasingly, the arena of action is moving away from libel and to areas such as news gathering, fraud and trespass," noted George Freeman, assistant general counsel for The New York Times Co., at the annual Communications Law Conference sponsored by the Practising Law Institute. The meeting was Nov. 11-12 in New York City.

"More and more, action focuses on how reporters obtain news rather than the truth of what they report," Freeman added.

Jane E. Kirtley, Silha professor of media ethics and law at the University of Minnesota in Minneapolis, pointed out that prosecutors and defense attorneys seek information that reporters obtain in interviews, from filmed outtakes to reporters' notes and other unpublished materials.

"As far as jailhouse interviews are concerned, we might as well put a direct pipeline from the jail cell into the prosecutor's office," said Kirtley, formerly executive director of the Reporters Committee for Freedom of the Press. "We've lost a lot of ground. There seems to be no protection for reporters in these situations."

In November, for instance, CBS and one of its producers lost a three-week fight to avoid giving prosecutors in Jasper, Texas, the transcript of an interview between anchor Dan Rather and a dragging-death suspect. After losing several appeals, CBS handed over the transcript, then posted the entire document on its Internet site.

"The danger, if this trend continues, is that the media would be considered an arm of law enforcement," Kirtley said.

To prevent that, newspapers must continue to vigorously protect sources, noted Barbara W. Wall, vice president and senior legal counsel for Gannett Co. in Arlington, Va. "Confidential sources are critically important, and we recognize our responsibility

See MEDIA, page 11

Mugshots put readers into your story — take time to do them right

Design is Everything

By Edward F. Henninger



"People make the news." I've heard that phrase repeated time and again since I first became began work in a newsroom 35 years ago.

And it's true. Without real people in our stories, what we write becomes dull and wooden. Knowing that, we struggle to find the people that are a part of the story we're writing about.

However, we often give up the struggle when it comes to showing our readers the faces of those people. We fail to remember a basic piece of the puzzle: the mug shot.

Mug shots help to bring the people in our stories to life. Photos show these people as they really are — your readers won't have to imagine the face of the "gray and balding newspaper consultant" you're describing. As a matter of fact, use the mug shot and you won't have to take up space in your story with physical description. And if the person in the mug shot is smiling, odds are your readers are going to feel that person is more likable. If he's frowning, readers may feel he's a bit distant.

Research indicates people are twice as likely to read a story that has faces displayed with it than one that does not.

Here are some tips on handling mug shots:

• Reproduction is so improved that you can consider running your mug shots a bit smaller. Many newspapers still run these photos 6 picas wide and 9 picas deep,

but you can run try 5 picas wide by 7 picas deep. One advantage to smaller mug shots is that it gives you more space for the type adjacent to the photo when the mug is notched into copy, helping to avoid word- and letter-spacing problems.

• Try tightening the runaround on your mug shots. I suggest four points.

• Crop mug shots from the top of the skull and natural hair shape to the tip of the shoulder area, keeping close to the sides of the head. Highly stylized hair may need to be cropped on the top and sides.

• When you place multiple head-and-shoulder photos horizontally, crop and size so the image size is similar. Also, take care to align the photos so that the eyes of every person pictured are along the same line.

• If you're using a full-column mug shot, take care not to place it at the top of the story, between the headline and the text. This will confuse readers. In single-column usage, place a full-column mug above the headline. In Multiple-column use, it often works better to place a full-column mug at the top of a leg.

• If you plan to pair mug shots horizontally, allow enough space between the photos. If I pair two 5 x 7 pica mugs, I allow 1 pica between them and then center them in the column.

• There's no need to credit a mug shot.

Mug shots help to get people into your stories. They also help to get your readers into your stories. Use them and you gain readership. Use them well and you gain a more professional look for your newspaper.

(Edward F. Henninger is an independent newspaper consultant and the director of OMNIA Consulting in Rock Hill, S.C. You can reach him at 803-327-3322, fax: 803-327-3323, e-mail: go2omnia@aol.com)

Miami Herald publisher's office used for post-raid call with Reno, Florida relatives' mediators

(AP) — The office of The Miami Herald's publisher was used for a conference call between Attorney General Janet Reno and mediators for Elian Gonzalez's Miami relatives hours after the boy was seized.

Publisher Alberto Ibarguen listened in on the two-hour call and told the newspaper's executive editor about it on the condition that details not be passed on to the news staff, according to a court filing obtained April 26 by The Associated Press.

Ibarguen said he believed the April 22 call was off the record and could not be used by the newspaper or any of the participants.

"I happened upon some information that I couldn't have had any other way than accepting it as confidential and off the record, and tried to use it in as ethical a way as possible to inform our coverage," Ibarguen said April 26.

Ibarguen's restrictions on reporting about the call raise questions about the newspaper's credibility, said Bob Steele, director of the ethics program at the Poynter Institute for Media Studies.

"His civic obligations were in direct conflict with the journalistic obligations of his newspaper, and he put his editor and his journalists in what would seem to be an untenable situation," Steele said.

Ibarguen said he contacted Reno and the mediators that day, after learning details of their meeting had been disclosed.

The other participants in the call had no comment. A secretary for chief mediator Aaron Podhurst said he was giving no interviews, and messages to the others were not returned.

Ibarguen described the telephone conversation as "emotional" and "extraordinarily frank" but declined comment on the substance of the talks.

Each side has blamed the other for forcing the armed federal raid: Reno said the Miami relatives were not negotiating in good faith, and the mediators charged the raid cut off active talks.

The call began about 11 hours after the raid. Ibarguen later told only Herald Executive Editor Martin Baron about his participation and instructed him not to tell

others because he regarded the call as private.

Ibarguen, who along with two of the mediators is a member of the civic group Mesa Redonda, said he was surprised when the conversations turned up in the court filing. He said the mediators assembled in his office to draft their recollections of the negotiations for a news story. But, it was during the afternoon meeting at the Herald that Podhurst learned that Reno wanted to talk to him, and they placed the call.

Herald reporters interviewed Podhurst and fellow mediator Tad Foote, president of the University of Miami, as they left the Herald building that day, not knowing they had just spoken to Reno from their publisher's office.

Baron, the Herald's top editor, said Ibarguen's report of the meeting formed the basis for his directions to news editors to interview Podhurst in depth the next day. Asked the reaction in the newsroom to the delayed word of Ibarguen's participation, Baron said, "Are people uncomfortable or somewhat embarrassed? I would say probably yes."

Follow these steps to inspect a possible damaged Zip drive

Dr. Tech Hotline

Tim Jones



The 100MB Zip drive has become a very popular addition for many Macintosh and PC users.

Recently I was asked if a Macintosh SCSI Zip drive could be used on an IBM compatible PC. If there is a SCSI Adapter in the PC, and you have Zip software for the PC, it can be done. SCSI adapters can be had for \$65.00 and up. First never connect any SCSI device into a PC parallel port and do not connect a parallel printer or other device to the SCSI port on a Macintosh. Such actions can damage equipment. There is one model of Zip Drive called the Zip Plus which could be used as SCSI or Parallel but I have not been able to find them on the market lately.

When replacing a damaged Zip Drive last month, there was a message from Omega, the Zip company which I will quote for you.

"Since it is possible that you have damaged media in your possession, and damaged media can cause immediate damage to the heads, we strongly recommend that before you use this drive, take a moment and inspect your zip cartridge that will be used. Do this by carefully sliding the cartridge shutter aside, look

Hotline Numbers

606-872-2349
606-623-3880
606-624-3767

1-800-484-1181

code:7076

email:

tjones9692@aol.com

FAX:

606-624-9893

into the opening, and carefully note the edge of the media. Please do not touch the media! While holding the shutter aside, rotate the media one full turn by pressing lightly on the silver hub with your thumb and turning it at the same time. Closely examine the edge of the media, looking for any cuts, rough edges, wrinkles or missing pieces. If you see any damage, do not use this cartridge."

In other words, if a zip disk fails, do not try it on another drive until you have checked as described above. If you have any questions about replacing a zip drive or a cartridge under warranty, call Omega at 1-801-779-6100.

Please call me with any questions. It is a free call: 800-484-1181, Code 7076. This rings directly to my cell phone. If I should be in a "No Service" area, you can leave a message which I can return within a short time.

Learn to admit mistakes, start correcting the problem

Ad-libs®

By John Foust
Raleigh, N.C.



At a recent out-of-state convention, I found myself sharing a luncheon table with several people in the advertising business. The group included Jason (not his real name), who is an account manager with an ad agency. As the topic of conversation shifted to "customer service," he said, "I've just experienced the worst customer service of my life. If I hadn't seen it myself, I wouldn't believe it."

As Jason described it, one of his clients is a retail store with over a dozen locations in two states. They rely heavily on newspaper advertising. One day, while checking the ads in a package of tearsheets, he noticed that the store name in the signature line had been misprinted — not with the name of another store, but with a fictitious name. And, to add insult to typographical error, two completely different store names appeared in the body copy.

The ad had been botched. Big time.

And it was a full page.

Jason called Rick (not his real name, either), his long-time contact at that newspaper. Rick was unapologetic, "We'll just run a

make-good ad."

"That's a start," Jason said. "The ad was sent on a computer disk. And it ran correctly several times before. How did things get so messed up?"

"Oh, the disk was lost."

"Why didn't you tell us?"

"Because we have typesetting capabilities."

Jason looked at the tearsheet on his desk. He had flown into action so quickly that he hadn't noticed the rest of the type. It looked terrible.

The font had been changed and the wide letter spacing created white rivers through the copy. "In order to run a make-good, you'll need another disk."

Since your production department lost the original, don't you think the paper should pay to have it replaced?"

"No way," Rick said. "We can set type. By the way, when can we expect a check for this ad? It's our standard procedure for you to pay for this ad and we'll run the make-good for free."

Jason was stunned. "There's no way this ad will qualify for co-op. Besides, I think it's safe to say that the ad has done more harm than good."

Not a pretty picture, is it? According to Jason, things went downhill from there. As solutions were discussed, a pattern developed. First, Rick would disagree

See MISTAKES, page 11

Poll: Four in 10 journalists say they've avoided or softened tone of a story

(AP) — Four in 10 journalists say they have purposely avoided newsworthy stories or softened the tone of stories to benefit the interests of their own news organizations, a poll suggests.

The biggest factor was market pressure that causes news organizations to avoid stories considered too boring or too complicated, according to the poll by the Pew Research Center for the People & the Press, done with the Columbia Journalism Review.

The poll of 206 reporters and 81 news executives, including 150 from local news outlets and 137 from national news organizations,

was taken Feb. 8 through March 21. It had an error margin of plus or minus 7 percentage points for the entire sample, larger for sub-groups.

About a third said they avoided stories at least sometimes to avoid harming the financial interests of their own news organization or embarrassing an advertiser, though few said it was "commonplace."

"I'm impressed with the third who admitted that it's happened," said Peter Prichard, president of the Freedom Forum and a former

See POLL, page 11

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Pett

Continued from page 1

one thus far. He'd been a finalist for it twice before, in 1989 and 1998, and did not win. But on April 10, when he called in to find out if there was any word on this year's winner, all that was replaced by

"They let me do what I want here. And that is sadly a rare thing in American journalism. Most newspapers don't really practice what they preach."

Joel Pett
editorial cartoonist
Lexington Herald-Leader

"a pretty amazing feeling," he said. And in some ways the prize is changing his life.

Not only did Pett join that elite group in his field who have won a Pulitzer, but he also became an instant public speaker.

Pett, who last year was president of the Association of American Editorial Cartoonists, is certainly no stranger to speaking engagements.

He's been in the spotlight before, winning the 1999 Robert F. Kennedy Journalism Award, which is given for work that examines issues of the underprivileged, and the 1995 Global Media Award, which is given for work about population concerns. His cartoons are syndicated in hundreds of newspapers and magazines.

But since last month he's been on the go much more than usual, he said, and probably will be for some time.

Herald-Leader Editor and Vice President Pam Luecke said the award is especially deserved because of Pett's willingness to tackle local issues as well as national ones, which sets him up for more public criticism than he might otherwise be subject to.

She said the award shows that "you can do Pulitzer Prize-winning work and have it involve local news. It's easy for editorial cartoonists to do just national topics."

When Pett's caustic humor is directed at local leaders or issues it does ruffle feathers.

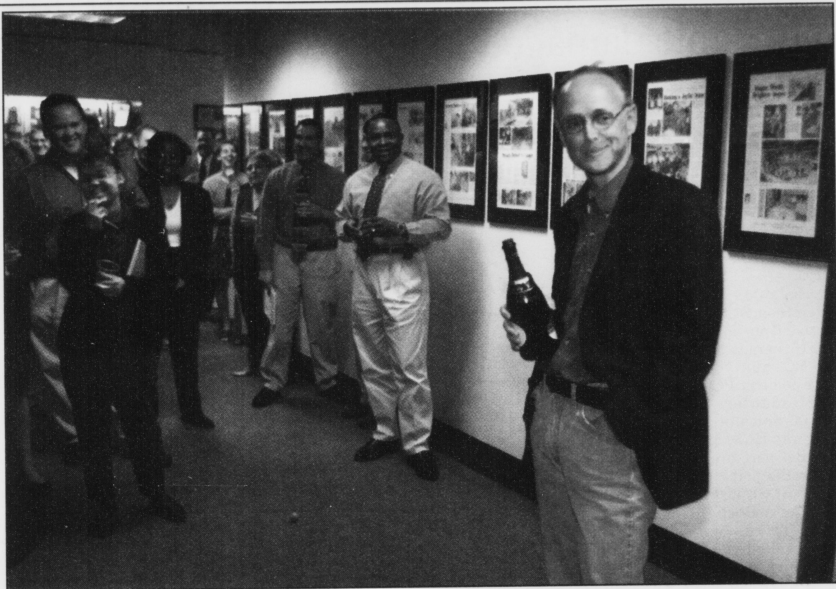
The Herald-Leader's opinion page often features letters from readers who are upset by Pett's cartoons.

But Pett says he respects those who care enough about their beliefs to write in and tries to write each one back explaining his views.

"He doesn't lob a grenade and then move on," Luecke said. "It's kind of disarming to readers."

Not surprisingly, he takes his share of griping from politicians, too.

The state's Republican-led



The Celebration, the Work

Above: Pett celebrated with Herald-Leader staffers after the announcement that he had won this year's Pulitzer Prize for editorial cartooning. Pett was a finalist for the award in 1989 and 1998. Right: Although Lexington Herald-Leader Editor Pam Luecke said, "It's easy for editorial cartoonists to do just national topics," she said she's pleased with Joel Pett's willingness to tackle local issues as well as broader ones, as this cartoon shows. The cartoon depicted one of the hottest topics of the 2000 General Assembly, the bottle bill.



Senate, which has been a common target in his cartoons, refused to pass a resolution honoring Pett's achievement at the close of this year's legislative session.

That doesn't bother Pett. It was "the only thing I agreed with them on the whole session," he quipped. "It's adversarial and it should be."

Pett described his work as an effort to articulate his views on the injustices he sees around him.

"Democracy is fundamentally about fairness," he said. "And the culture that we live in doesn't

seem very fair to me." Although Luecke said Pett makes valuable contributions to both the editorial board and the public debate, he doesn't have any grand illusions of changing the way people think.

"I'm just expressing my own anguish about it," he said. "I don't think that it has any effect."

At least for now, Pett said he's happy to be expressing his anguish right here in Kentucky.

"I don't have any plans at the moment," he said. "I'm relatively happy with the situation here."

Pett says one reason he's stayed at the newspaper for the past 16 years is that it does not place restrictions on the content of his work (although occasionally a cartoon does get cut because of taste).

Pett, who has never taken art lessons, began his career as a freelance cartoonist in Bloomington, Ind. In 1984, he became the first editorial cartoonist at the Herald-Leader.

"I just fell in love with it," he said. "I just thought it looked very cool as a way to express yourself."

Revlett

Continued from page 1

was named general manager. And while her main duties now involve management, don't be surprised if you see Revlett on a softball field taking pictures or meeting with a client to discuss designing an ad.

"That's what I love about this business. It's always something new...never the same old, dull thing," said Revlett. "That's especially true in community newspapers. Walt had a saying, 'nobody cares when you're born, die or get married except the community newspaper,' and that's the truth. I'm not totally negative about dailies, but at community papers, we're customer driven and therefore we're more compassionate. We take a different approach to things."

It's that love for community papers that Revlett hopes to spread during her year as KPA president. She wants to work with Kentucky's colleges and universities to educate students about the career opportunities available in newspapers, especially small papers.

"Community papers have a lot to offer. There's more to life than just money, because obviously they can make more money at the larger dailies. There's the job security and attraction of raising a family in a small town that a career at a community newspaper can provide," said Revlett.

Another one of her goals for this year is establishment of the KPA New Media Division. The division held its first meeting May 11.

"We have to be focused on giving the customers exactly what they want, when they want it. If not, they'll get it from somewhere else. KPA has to stay on top of this advancing technology and be a resource center for our members," said Revlett.

Her third goal as president is furthering the efforts of the Kentucky High School Journalism Association.

"I want to work with and pro-

About Teresa

- member of the McLean County Education Foundation - a 15-person board that raises money for area schools
- member of the Calhoun Methodist Church
- Chairperson of the Chamber of Commerce's public relations committee
- member of the Green River Welfare to Work Board
- First and third base coach for son's T-ball team

Her staff

- Dana Ehlshide - editor
- Janice Miller - "right arm," circulation manager, ad sales and paginator
- Angie Gilbert - composing
- Linda Love - receptionist
- Lori Beals - sports writing/photography
- Tina Dame - typesetter
- Hiawana Chambers - part-time proofreader, columnist; full-time "mom"

mote that organization more because our future is with those young journalists," she said.

The newspaper's sister relationship with the Owensboro Messenger-Inquirer is a boon, according to Revlett. Dear sold his papers, that included the McLean County News and Henderson Gleaner, to A.H. Belo Inc., the Messenger-Inquirer's parent company, in 1997.

"I love being associated with the Messenger-Inquirer," said Revlett. "I have all these managers and programmers that can help us. It's great."

The McLean County News is being transferred electronically to Owensboro for printing now, a move that Revlett says has improved the paper's quality 100 percent.

Never one to solely accept praise, Revlett is quick to give credit to her staff, a group of employees that's like a second family to her.

"I couldn't do it without them. They're wonderful and very supportive," said Revlett.



Revlett and her mother, Hiawana Chambers, look over past editions of the McLean County News for material for Chambers' column, "Reminiscing." An agent in a local insurance company office, Chambers also works part-time as a proof reader and columnist at the paper.

Besides community newspapers, Revlett's other and main passion is her family, a house full of boys: her husband Sam, and sons Campbell, 7, and Beau, 3.

Newspaper work is demanding and she's been able to balance it with the help of her mother-in-law Shirley Revlett, Sam and her mother, Hiawana Chambers.

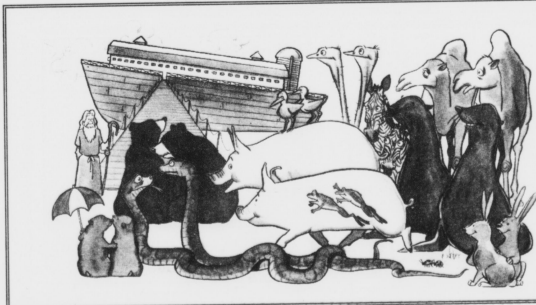
Not surprising, since her eight brothers and sisters all worked at the McLean County News or Messenger-Inquirer at some point, Chambers even helps her daughter as a proofreader and columnist.

But Teresa's newspaper her-

itage doesn't end there. Her father, Randall Chambers, who passed away three years ago, worked at the McLean paper for several years as a Linotype operator. He also worked at the Messenger-Inquirer in the printing plant.

"I guess it's in my blood," said Revlett. "It's funny, growing up I said I wanted to do anything but work in newspapers...and here I am."

Asked if she has any regrets now, after nearly 25 years working at a newspaper, Revlett responds: "None. Absolutely none."



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AG Opinions

Commonwealth Journal/ Somerset Community College Board of Directors

The Somerset Community College Board of Directors partially violated the Open Meetings Act at the Feb. 22 meeting in which the group discussed a possible name change for the college, the AG found.

Commonwealth Journal Editor R. Michael Johnson submitted a complaint to Mac Godby, chairman of the Board of Directors, on Feb. 24, alleging that the board had violated the act by not giving adequate notice of the meeting. He wrote that "although the staff of Somerset Community College state(d) that it faxed notice of the meeting to area media, a check of Pulaski County news outlets turned up no such paperwork."

Johnson also complained that the notice of the meeting itself was deficient and suggested several remedial measures, including one that the board "void and nullify" any actions it took during the meeting.

The Kentucky Community and Technical College System's attorney, Beverly H. Haverstock, sent Johnson an undated response arguing that the board did not violate the act because the meeting in question qualified as an emergency meeting under KRS 61.823(5).

She wrote that the meeting constituted an emergency because the board needed to "show support" for legislation changing the name of the college to "Southern Kentucky Community College." The day of the meeting was also the last day to request that a bill be drafted for the General Assembly, and only the legislature could change the name.

Haverstock alleged that the mayor and county judge had contacted the Local Board Chair late in the afternoon on Friday, Feb. 18 and asked the board to meet on Tuesday. The chair agreed, but Haverstock argued that there was not time for the board to comply with the notice requirements for special meetings, "since Monday, Feb. 21, was a holiday, President's Day, and it was the end of the day on the last business day before the meeting had to take place." So the notice, she wrote, was posted and faxed to the newspaper at that time.

She also informed Johnson that the college did not have a written request from the Commonwealth Journal asking that it be notified of special meetings, which is required by KRS 61.823(4)(a), and that the college might therefore have even done more than the law required.

Johnson appealed to the AG, stating that the meeting was illegal because the board did not noti-

fy the media properly, the notification did not contain the meeting agenda, the board did not post the notice in a timely fashion, and an emergency meeting was not warranted under the circumstances.

Haverstock responded that the newspaper, again, was not entitled to written notice of a special or emergency meeting because neither Johnson nor the college had been able to produce a written request for it from the paper and elaborated on the circumstances under which the meeting was held.

The AG ruled that "the board erred in characterizing its Feb. 22 meeting as an emergency meeting and in failing to identify the subject to be discussed in the notice of that meeting." But because there was no request for notice on file from the Commonwealth Journal, the AG found that the board's only violation was "deficiency in the content of the notice otherwise delivered and posted in a timely manner."

"Our research ... discloses no instances where the courts or this office have determined that circumstances were sufficiently grave to warrant ... an emergency meeting," Assistant AG Amye Bensenhaver wrote. Natural disasters or civil unrest are examples that could qualify as an emergency, the AG ruled, but not a name change.

Regardless of that, the board did provide sufficient notice because the 24 hours required does not have to fall on consecutive work days, the opinion states. The AG cited a previous opinion in which the office ruled that Saturdays, Sundays and legal holidays are not excluded from time computations under the act.

Thus, the board's posting of the meeting notice was performed 72 hours before the meeting, the AG ruled, adding that "why neither the Commonwealth Journal nor the Pulaski County News Journal received these notices remains a mystery."

And because the Commonwealth Journal did not have a request for notice on file, the board was not required to give it.

As to the content of the board's notice, however, the AG ruled that the agenda should have been included under KRS 61.823(3). "When a meeting is called for a special purpose, it is incumbent on the agency to identify the topics to be discussed," the AG wrote.

Steven Wilson/Montgomery County Schools

The Attorney General found that the Montgomery County Schools did not violate the Open Records Act in denying Steven

See AG, page 9

Amendment goes up, back down the flagpole

Pressing Issues

By Jerry
Hilliard and
Randy Hines



Another year, another setback for advocates of a constitutional amendment banning flag desecration.

It's almost as if a script were being followed in a long-running drama on the stage of Congress. In Act 1, the House responds to requests from a majority of the states and approves a flag amendment by a wide margin. But in Act 2, the amendment falls just short of passage by the Senate. Act 3 has proponents vowing to continue their efforts, while opponents point out the perils of tampering with the Constitution.

Much of the passion in the debate centers on flag burning, an act considered despicable by a vast majority of Americans. However, a variety of other forms of abuse would be covered under the one-sentence amendment, which says simply that "Congress shall have the power to prohibit the physical desecration of the flag of the United States."

Attempts to outlaw mistreatment of the flag certainly are nothing new.

Individual states took the lead in approving legislation protecting the national symbol, beginning with Pennsylvania in 1897. All other states eventually followed suit.

Congress itself adopted criminal penalties in 1969 for anyone "publicly mutilating, defacing, defiling, burning or trampling upon" the flag.

One of the most unusual lawsuits in the history of Johnson City, Tenn., resulted from the arrests of two East Tennessee State University students in July 1969.

Charges against the students

apparently were the first tests of a no-nonsense Tennessee Code Annotated section that read: "Any person who willfully and maliciously burns, tears, muddies or otherwise desecrates the flag of the United States of America is guilty of a felony and shall, upon conviction, be fined not less than five hundred dollars nor more than one thousand dollars or be imprisoned for not less than one year nor more than three years or both fined and imprisoned."

Four days after one of the students was jailed for wearing a vest fashioned from a 48-star American flag, the other student was charged with using the same type of outdated flag as a drape in the window of his apartment.

Both spent time in jail before they could arrange for bail, and more than four months went by before legal action against the students was halted by a district attorney.

The media entered the picture on Aug. 31, 1969, when the Kingsport (Tenn.) Times-News ran an article by staff writer Joan Roesgen. It carried the headline "O Say Did You See That Flag On Locust Street!" and ridiculed the attitudes of police officers, officials and residents of Johnson City.

"Forty years ago, Scopes and his monkey business could hardly have got the good people of Dayton more riled up than they are in Johnson City over the 'vest case' and the 'drape case,'" the article said.

On July 4, 1970, an updated version was published in all copies of Look magazine except those distributed in the vicinity of Johnson City. Its headline read, "What They Did to Old Glory in Johnson City, Tennessee."

Especially stinging were comments such as: "Down at city hall a combat veteran gives the police a pat on the back for having the courage to enforce the law. In his book the kids got what they deserved, and if they didn't learn

See FLAGPOLE, page 9

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Classic software saves users from 'near death' experiences

By Kevin Slimp
 Director, Institute of Newspaper Technology

Norton Utilities saved me again! For the third time this year I was able to recover information that had been lost on someone's computer using Norton Utilities version 5.0. Although most newspapers have at least one copy of this "life-saving" software available, it's important that you have the latest version.

In this latest instance, I was looking for a hard drive that had disappeared from the desktop. This computer was already loaded with an earlier version of Norton Utilities, but when I instructed the program to search the hard drives Norton reported that there was an unreadable hard drive. This meant I would have to format the drive to use it. Having been through this too many times, I knew it was too early to give up on the data on that hard drive. Fortunately the local CompUSA had the latest version of Norton Utilities and I was able to run Disk Doctor (one of the utilities available in the Norton suite) which found the drive, fixed the errors on the drive and recovered all the files.

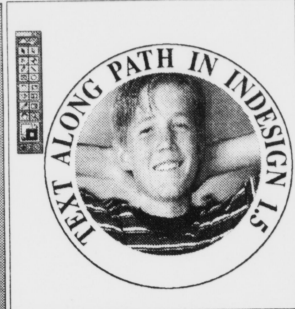
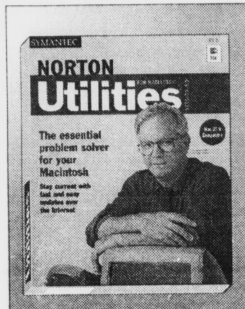
I haven't mentioned Norton Utilities in a previous articles because most folks already have at least one copy. These recent experiences led me to include this information because it is so important that all of our newspapers have the latest version.

Newspaper Vendor Announces Acquisition

Houston-based BPG (Bent Pencil Group), owner of AdPlex, has signed a letter of intent to purchase Multi-Ad Services, Inc., a major advertising services company in Peoria, Illinois serving the newspaper industry for 55 years. Most newspapers use a variety of products by Multi-ad including Cumulus, Creator2, Creator and AdBuilder, among others.

AdPlex was founded by Galen Walters in 1981 and serves the high-end retail, grocery, travel, automotive, newspaper and manufacturing industries. AdPlex offers an array of services including creative, data marketing, digital asset management, imaging and printing.

Multi-ad has been moving quickly into the digital asset management



arena over the past year or so. It will be interesting to see how this merger will affect this emerging technology in our industry. In addition, my friends at Multi-ad tell me AdPlex is serious about the future of Creator2. Over the past two years Creator2 has become a dominant ad creation program for newspapers. With a little financial backing and marketing expertise from AdPlex, we could see Creator2 become a serious player in other industries as well.

Adobe Updates InDesign

Just about the time I was beginning to feel competent to teach InDesign, the layout program which arrived back in November, Adobe released a new version of the program. In April, Adobe released InDesign version 1.5. There are several features which make this a legitimate upgrade. My favorite is the text-on-path tool which allows users to place

See SOFTWARE, page 11

Flagpole

Continued from page 8

about respect for the flag at home, it's time they learned about it the hard way."

Local uproar over the article resulted in the city's filing of a \$48 million libel suit against Look; the Kingsport Publishing Corp., owner of the Times-News; and the author.

The lawsuit charged that the article was "libelous and defamatory to Johnson City, its growth, its citizens, and its police force." Instead of being the way it was portrayed in the article, the lawsuit said the city was "filled with an atmosphere in which law-abiding, religious, patriotic, and educated (individuals) live and desire to live."

The Washington County Circuit Court, in a decision upheld in 1972 by the Tennessee Supreme Court, ruled against the lawsuit.

In its decision, the state Supreme Court affirmed the right of the press or any person to criticize the government without fear of legal reprisal. It also ruled that the city was not a "person" within the meaning of the state's libel laws, which primarily protect the reputations of individuals.

State and congressional safeguards crumbled after the U.S. Supreme Court ruled in 1989 that desecration of the flag was protected under constitutional guarantees of free speech. Widespread disagreement with the court's ruling

led to the continuing efforts to change the Constitution itself.

The latest in a series of flag-amendment approvals by the House came in a 305-124 vote last June. However, in a 63-37 Senate vote this spring, the amendment came four votes short of the two-thirds majority required to amend the Constitution. Two years earlier, the House had approved the amendment, 310-114, but the measure died without reaching the Senate floor for a vote. In 1995, the amendment was supported 312-120 in the House, but came three votes short of meeting approval by the Senate.

If a flag-desecration amendment ever makes its way through Congress, it must be ratified by the legislatures of 43 states. Forty-nine states already have passed resolutions urging the change, so ratification seems likely.

Meanwhile, the Johnson City flag-desecration cases and similar occurrences prior to 1989 are reminders of the types of situations that might make headlines in Kentucky if a constitutional amendment is approved.

 (Hilliard, who is coordinator of the journalism program at East Tennessee State University, and Randy Hines, chair of the mass communications department at the University of North Carolina at Pembroke, welcome your comments. They may be reached by e-mail at hilliarj@etsu.edu, by regular mail at ETSU Box 70667, Johnson City, TN 37614-0667; or by phone at (423) 439-4167.)

AG

Continued from page 8

Wilson's November 29, 1999 request for "copies of any and all documentation collected and/or generated by the school system that was forwarded to Commonwealth's Attorney George Moore, regarding former Transportation Department Supervisor Gary Smith."

Superintendent Daniel Freeman had denied Wilson the information, arguing that under KRS 61.878(1)(i), it was a preliminary and therefore confidential document. When Wilson requested that Freeman reconsider, the school system's attorney, William H. Fogle, responded that, again, the documents were preliminary "and did not give notice of final action by or on behalf of the Montgomery County Board of Education."

Freeman cited KRS 61.878(1)(i) and (j), which state that agencies may deny disclosure of "preliminary drafts, notes, (and) correspondence with private individuals other than correspondence which is intended to give notice of final action of a public agency" and "preliminary recommendations and preliminary memoranda in which opinions are expressed or policies formulated or recommended."

Wilson then appealed to the AG, stating that Smith had resigned after "irregularities in the transportation department" were uncovered by the system.

The AG requested a copy of the letter from the superintendent to the commonwealth attorney and performed an in camera review. The letter "provides information about actions of the transportation supervisor to the Commonwealth's Attorney for possible investigation and enforcement action," assistant AG James M. Ringo wrote.

Because the commonwealth's attorney and/or the Kentucky State Police are still investigating, the AG ruled that "the letter constitutes a document or complaint which instigated a law enforcement investigation, and that the school system properly denied access to the letter as a preliminary document" under KRS 61.878(1)(i) and (j).

The AG also cited KRS 61.878(1)(h) as basis for the decision, since it is "a record of a law enforcement agency compiled in the process of investigating a statutory or regulatory violation. The premature disclosure of the letter could arguably compromise the investigation and subsequent enforcement action."

The fact that the letter was shared with another public agency does not affect its exemption from the Open Records Act, the opinion said, because such action is allowable when "the exchange is serving a legitimate governmental need" (KRS 61.878(5)).

However, after the investigation and any legal action are complete, the AG said the letter should be available under the Open Records Act unless it is covered by some other exemption.

“Ready, Set, Go!” CDs now available for free from KPA

The CDs for the Newspaper in Education (NIE) program, “Ready, Set, Go!” are now available at no charge from the KPA Central Office by calling (800) 264-5721.

The program was first made available in December to about 35 papers who took advantage of the offer that included free printing of the manuals. But it's not too late to get involved.

The CDs of the manual allow newspapers to customize the publi-

cation with their own newspaper's name and/or logo.

The KPA Circulation Division partnered with the KNNIE (Kentucky Network of Newspaper in Education representatives) in the project that made the NIE manuals available.

The manual is customized to meet KERA educational standards and is designed for newspapers to solicit sponsors to bring newspapers into schools.

People

Continued from page 9

Fitzwater, 60, is a Somerset native who began his career as a sports writer at the paper there in the 1950s and stayed on in different capacities throughout the decade. He became publisher of the Pittsburg, Calif., Post-Dispatch in 1972 and has since held seven other publishing positions.

Lewis County Herald launches first website

The Lewis County Herald recently launched its first website, which includes summaries of the week's top stories, photos, obits and other community information. The paper plans to add other departments and interactive features such as an opinion poll and discussion forum in the near future. The site is located at www.lewiscountyherald.com.

Dollar named managing editor at Hopkinsville daily

Rob Dollar is the new managing editor of the Kentucky New Era. Dollar, 43, is a 15-year veteran of the paper, but had left last year to spend eight months as a copy editor for The Fayetteville (N. C.) Observer.

Dollar, who has previously been a reporter, copy editor and associate editor at the New Era, has also been a reporter for the Cynthiana Democrat, the Morehead News, the Clarksville (Tenn.) Leaf-Chronicle and The Tennessean. He holds degrees in political science and journalism from Eastern Kentucky University.

Phillips appointed to post with E.W. Scripps Co.

Mike Phillips, former managing editor of the Kentucky Post, has been appointed director of editorial development for the E. W. Scripps Company.

Phillips has spent the past three years as president and publisher of a Bremerton, Wash. newspaper, The Sun, which is owned by Scripps. He has worked there since 1989, when he became its editor. Phillips has also held

positions at the Hollywood (Fla.) Sun-Tattler, The Cincinnati Post and several Texas newspapers.

Bryan lands ME's job at Madisonville; other new staff members hired

The Madisonville Messenger has added several new employees to its staff, including a new managing editor, LaMar Bryan. Bryan has spent the past 10 years as a writer and editor at the Cadiz Record and previously worked at the Kentucky New Era in Hopkinsville.

Mary Crawford has joined the staff as a retail-advertising representative, and Tonya Davis has been hired as an office assistant.

Tony Stuart, a former office assistant and newspaper carrier, has been promoted to district manager of circulation.

Kendall, Painter hired as ad reps at Mayfield Messenger

The Mayfield Messenger has two new retail advertising associates, Anetta Kendall and Julie Painter.

Kendall has worked for the paper for four years as a member of the composing department. She attended Murray State University. Painter has spent the past seven years in media marketing and has been a board member for the Mayfield-Graves County Chamber of Commerce. She is a graduate of West Kentucky Tech Business College.

Manning, Kellem take on new duties at Bardstown

Two Kentucky Standard employees are moving into new positions. Stacey Summitt Manning, a member of the pagination department, will become a reporter and photographer, and Amy Kellem is moving into the position of full-time paginator.

Manning, a 1997 graduate of Salem College, has worked at the Standard since 1998. Kellem is a graduate of Indiana University Southeast and has worked part-time at the paper since last fall.

Effective reporting requires taking time to stop and think

Coach's corner

By Jim Stasiowski



When I ran into the rear of the van driven by the off-duty cop, I was thinking of my dog.

My elderly beagle was sick that day. She had stayed overnight at the veterinarian's office, and I was rushing there to see her. I was driving too fast on the rain-slick road. The van in front of me stopped, I couldn't respond quickly enough, and boom.

No one was hurt, there was no damage, but the cop, angry at my lack of attention, lectured me. I deserved it. My mind was elsewhere. Driving is so natural, I don't stop and think.

The editor got a story over the wire service and naturally thought, “localizer.” It was a health story, the results of a national survey on the treatment of a certain kind of disease, so he went to his health reporter and handed her the story.

When the two of them finished, they had for the next day's paper what looked like a story. It had paragraphs, it had punctuation, it had local people who had the disease, it had quotations.

But it wasn't a story. It had no central conflict, it was just statistics and noncommittal conclusions. Neither the editor nor the reporter had stopped to think, “Do we have something here that we want to say, something of value we want to get across to readers?”

The editor and reporter worked the way I drove: distractedly. They knew by rote how to do their jobs, they had done the same thing dozens if not hundreds of times before, and in one respect, they succeeded. They got information and plugged it into the paper.

But the editor, vexed by the

story, sent it to me and said, “Where did we go wrong?”

I answered: You didn't think. You printed out a national wire-service story, you handed it to the health reporter and said, “Get me something,” and that's precisely what she did.

We do too many stories by reflex rather than reason. If the senator is speaking, we write about his speech, even if he has nothing to say. If the city council is meeting, it's worth 18 inches, even if the agenda is all trivia. Too many wire stories become pointless localizers.

Reporters can turn anything into something that looks like a story, but along the way, both editor and reporter should stop and ask: “Do we really have anything to say here?”

In fact, imbedded in the stuff the health reporter got were a few intriguing conflicts. For instance, she found some local people coping with the disease in an unusual way, but her assignment was to localize the survey, so that unusual coping got two superficial paragraphs two-thirds of the way through the story.

When she found the unusual, she should have stopped and shouted, “Wait a minute! I have a better story here! May I pursue this, make this something better than a localizer?”

Why didn't she stop and shout? Because the editor wanted a localizer for the next day. The editor had it written into his news budget, and once a story is locked into the budget, 10 tons of dynamite can't blast it out. The localizer was a sure thing, a guaranteed 20 inches. Was he going to forfeit that on the chance the health reporter might, two or three days later, come up with something better?

(The sound you just heard was a million editors saying “No way.”)

About 10 years ago, I read a

See WRITING, page 11

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Media

Continued from page 4

ity in that regard," Wall said.

That is one reason Gannett editors and reporters created ethical guidelines for news gathering by its 73 daily newspapers, she said.

Playing devil's advocate, conference chairman James C. Goodale questioned whether Gannett's published guidelines could be used against the company by plaintiffs seeking redress in court.

Wall said the company considered that possibility. "We know there is some legal risk in releasing the guidelines, but we decided to take a stand," she said. "We likely will be talking about credibility in the years to come."

Despite some discouraging

decisions, newspapers continue to seek access to documents that shed light on how government operates. In one typical case, the Knoxville (Tenn.) News-Sentinel sought time-sheet documents from a defense attorney assigned to represent a man charged with the murders of four women.

The newspaper wanted to find out how much the accused murderer's defense cost taxpayers.

The trial court sealed the complete documents, saying release could jeopardize an indigent defendant's chance of a fair trial, but issued summaries. A News-Sentinel reporter obtained leaked copies of the complete records, however, and published an article based on them.

Defense attorneys got a temporary restraining order prohibiting release of any other information from the documents; the newspaper challenged it in court, alleging prior restraint.

In June 1999, a trial-court judge rescinded the order, and a three-judge appellate panel in the Tennessee Court of Criminal Appeals affirmed the rescission. An appeal to the Tennessee Supreme Court is pending.

In discussing prior-restraint cases, Floyd Abrams, a First Amendment attorney with Cahill, Gordon and Reindel in New York City, said that attorneys must respond quickly to restraining orders and the like.

Trial judges, he said, often complain that they don't have all of the background information required to make a decision.

"Everyone is rushing to prepare a case, and you have to go to court right away. It is hard to pull all the information together, but you must get as much as you can. Work with the court reporter, for example," Abrams suggested.

(Reprinted from *Presstime*)

Internet access to double in homes by 2004

U.S. households with Internet access will nearly double to 90 million by the end of 2004, according to the Strategis Group, a Washington-based research firm.

The number of Internet households increased from 14.9 million in 1995 to 46.5 million today. Internet penetration will rise to 8.3 million and a combined total of 171 million Internet users are predicted by 2004.

"While the projected growth of households with Internet access seems extreme, it is quite comparable to the pace of adoption for other major communications/entertainment media," said John Zahurancik, the firm's vice president of Broadband Research.

Poll

Continued from page 5

editor in chief of USA Today.

While the increase of media mergers has raised concerns about media independence, the problem may be more perception than reality, said Richard Oppel, president of the American Society of

Newspaper Editors.

"You're probably more immunized in big operations than the smaller ones," said Oppel, editor of the Austin (Texas) American-Statesman.

He offered journalists worried about such conflicts some simple advice:

"Journalists ought to ignore all that stuff," he said, "and chase the story."

Mistakes

Continued from page 5

with the agency's viewpoint. Then, in an end-around move, he would call the store's advertising manager - and try to convince him that Jason was wrong.

Eventually, a solution was worked out. But Rick lost a lot of credibility along the way. "Part of his problem," Jason recalled, "was that he couldn't admit making a mistake. As things got worse, Rick became more defensive. He seemed to care more about winning a one-

on-one battle with me than with helping our advertiser. We question his motives on everything now."

Someone at the table asked, "How does he get away with it?" Jason laughed, "His father's the boss."

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

Writing

Continued from page 10

"Sunday Special." The newspaper each week ran a Page One centerpiece story labeled the "Sunday Special." It was to be the best reporting and writing of the week, and staff members usually planned it a month or two in advance.

The cops reporter came up with a great idea. He had many weeks to work on it. Midway through the reporting, he realized the story was falling apart. By the time he finished the reporting, the story was nothing, it had disappeared.

The paper ran it anyway. Thirty-seven paragraphs, and a 14-paragraph sidebar.

Hey, what choice did they have? It had been on the budget for months.

Editors: Think. When you assign anything, do you have reasonable expectation the reporter will find an interesting story to tell?

If so, go ahead, assign. But be prepared to hear, "Hey, that story that sounded so good in the news meeting? It fell through."

And writers: Don't automatically rebel against every story assignment, but if the assignment sounds weak, ask the editor to define what conflict he sees.

Never go out thinking, "I'll

come up with something." Yes, you will. But something is sometimes worse than nothing.

When the cop lectured me about my thoughtless driving, all I could say was, "I'm sorry, I'm really sorry."

Try saying that to every one of your readers, every time you plug in a story of little value.

THE FINAL WORD: In one of my recent columns, I recommended we not use titles alone without names. My reasoning is that readers think more about people's names than their titles.

Some sharp-eyed readers of the column asked, "But what about in a lead?"

Should I always give both the person's name and title in a lead?

No. I should have specified that sometimes in a lead, if the person's name isn't familiar, you should write something such as, "The leader of the city's largest gay-rights group is criticizing the City Council's decision to ... etc." Then use the person's name in the next paragraph.

I intended to recommend that, on second and subsequent references, we always use a person's name, not his or her title alone. Sorry for the confusion.

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

Software

Continued from page 9

text along a path. Paths are shapes like circles, curves and other free-hand lines. This is especially nice in logos and ad design. A new tool which I've appreciated in the new version is the transform tool. This allows users to resize or scale any item or group of items on an InDesign page. This allows for grouping text, photos and ads and resizing all of them at one time, if necessary.

For InDesign owners who purchased version 1.0 after February 12, 2000 the upgrade to version 1.5 is free. Simply call Adobe at 800-562-3623 to order your copy. For other owners of version 1.0, the upgrade is available through the end of May for \$29.95. I would suggest, if you haven't already, that you upgrade to version 1.5 while this price is available. The purchase price of the full version of InDesign is \$699.

Institute Announces Fall Dates

The Institute of Newspaper Technology has announced the dates for the Fall 2000 session. The Institute, which offers training for newspaper designers in a variety of applications, will take place on the campus of the University of Tennessee (Knoxville) October 12-15. Classes for this session will include InDesign, Quark, Creator2, Photoshop, Acrobat, Mac Tips & Tricks, Networking, Intro to HTML (Web Design), Extensions Management, Digital Asset Management, Preflighting Files, Digital Camera Projects and Design Theory, among others. There are labs available for both the Mac and PC platforms. For more information, you can email me at kslimp@newspaperinstitute.com or call my office at (865) 584-5761.

(Kevin Slimp is the director of the Institute of Newspaper Technology, an internationally-recognized training program for newspaper designers and techies offered on campus at the University of Tennessee in Knoxville.)

KHSJA

Continued from page 1

The convention, held May 3 in Louisville, featured speakers from the newspaper industry and university journalism instructors and drew 733 students and advisers from 41 schools across Kentucky. A total of 754 people attended the two-day event.

Several newspaper professionals were encouraged by the enthusiasm shown by the students and teachers.

"We spend a lot of time in this business worrying about our future," said Lexington Herald-Leader regional editor and intern coordinator Chris Poore, one of the convention speakers. "After spending the day with high school students and their advisers from across Kentucky, I am encouraged. I hope to come back to the convention next year, and the year after that. . . . It's a great opportunity to see how hard Kentucky's young journalists are working, and to brighten my own outlook on this business' future."

Louisville native Angelo Henderson, the 1999 Pulitzer Prize winner for feature writing and a Page One feature writer for the Wall Street Journal, was the keynote speaker. He also spoke to the students during a convention-ene party that featured free pizza and a dance.

Another journalist who joined in the pre-convention activities was Chris Poynter, a metro reporter at the C-J. Poynter also led a session on newswriting the following day.

"The future of journalism in Kentucky is in good hands. The students at the convention were serious about their high school publications, and I was impressed that many of them said they plan to pursue careers in journalism," said Poynter. "I'm glad that KPA started and

2000 KHSJA State Competition Winners

Winners in the 2000 Kentucky High School Journalism Association State Competition were announced May 3 at the KHSJA State Convention. The contest is divided into two classes, under 800 enrolled (Class A) and over 800 (Class AA). General Excellence winners included:

Grand Champion (most points overall) - Montgomery County High School.

Newspaper Division, Class A: Washington County High School - First Place; Highlands High School - Second Place; Fleming County High School - Third Place.

Newspaper Division, Class AA: Montgomery County High School - First Place; South Oldham High School - Second Place; Bowling Green High School - Third Place (Tie); Boyle County High School

- Third Place (Tie).

Broadcast Division, Class A: Henry County High School - First Place; Bardstown High School - Second Place.

Broadcast Division, Class AA: Graves County High School - First Place; St. Xavier High School - Second Place; Franklin-Simpson High School - Third Place.

Yearbook Division, Class A: Highlands High School - First Place; Assumption High School - Second Place; Mercy Academy - Third Place.

Yearbook Division, Class AA: Scott County High School - First Place; Fern Creek High School - Second Place (Tie); Shelby Co. High School - Second Place (Tie); Central Hardin High School - Third Place.

has nurtured the high school press association. It's important, and I hope that journalists across the state realize that — and I would encourage them to get involved with the group. I wish the association had existed when I was a student at Bourbon County High School in the late 80s."

For the second straight year, the convention's highlight was the presentation of the KHSJA State Awards. Plaques and certificates were awarded in three divisions: Newspaper, Yearbook and Broadcast. The number of entries for this year's contest nearly tripled — from 673 last year to 1,605 in 2000. The number of schools and journalism programs participating also increased, from 32 programs in 1999 to 67 this year.

This year's Grand Champion Award, recognizing the school with the best all-around journalism program, went to Montgomery County High School.

"I think it was one of better conventions we've had," said KHSJA Advisory Council member and Courier-Journal associate editor Merv

Aubespain. "I am most excited to see the numbers continue to rise as we get together each year. That's an indictment of the hard work that is put in by a number of people. I think one of our goals for the future is to identify those schools not represented and work towards getting them involved. There are some excellent students out there and if they choose journalism, will make a significant contribution to the work we do."

The students, in schools from Graves County to Corbin, came to learn about topics like newswriting, photography, layout and design and ethics. Critique sessions were also done throughout the day of the convention, allowing students and advisers to meet with the university instructor who reviewed their work.

"KHSJA is still in its infancy but it's become a viable organization for young journalists," said KPA executive director David T. Thompson. "We are turning some heads and I think many of them will consider a journalism major in college and then a career in journalism. That has to be one of the main goals of KHSJA."

Summer

Continued from page 1

"Photoshop Special Effects, Neat Tricks and Cool Stuff," is aimed at the graphic designer, photographer, illustrator or web designer with a basic understanding of Adobe Photoshop. This workshop will focus on helping designers create eye-catching visual effects.

On the editorial side, it's becoming increasingly important for reporters to know about computer-assisted reporting. Numerous story ideas can be developed by using computer-assisted reporting and the KPA News Editorial Division is prepared to train your reporters in the latest techniques.

After the seminars wrap up, we've arranged a tour of The Hines Group/Premium Allied Tools in nearby Philpot. Those taking the tour will see how electronic chips are made that create the color in color televisions. The opening reception will be held on the company's grounds followed by a picnic catered by Owensboro's world famous restaurant, Moonlite Barbecue.

KPA President Teresa Revlett has arranged for one of the area's top bands, The Velvet Bombers, to provide our entertainment during the reception and picnic.

Friday's agenda follows a typical summer convention schedule with roundtable discussions

planned for the morning and free time in the afternoon to play golf, swim in the one of the hotel's two pools (one indoor, one overlooking the Ohio River) or head down to Henderson for your first taste of the blues festival.

The News Editorial roundtables will focus on two topics: column and creative writing; and using databases to generate news stories. For advertising, a session on generating new revenue with prizes for the best ideas. On the circulation side, newspaper promotion and a postal issues update. The Associates Division will have a session on public relations.

Last, but not least, we'll have training on and unveiling of KPA's new website "www.accesskpa.com" which replaces our former bulletin board system, CommonNet. The training will include showing participants how to retrieve electronic display ads and news releases and information from the KPA News Bureau. The site isn't operational yet but will be ready by the summer convention.

The traditional golf outing will be at one of Kentucky's top courses, The Summit.

Hotel rooms are just \$65 and suites are available for \$94 so rooms will go fast. Be sure and make your reservation before the cutoff date, May 31. Registration deadline for the convention is June 8.

Job Shop



Take advantage of KPA's "Job Shop." List your newspaper's job opening for just \$10. Or, if you are a newspaper professional seeking new opportunities, send us that information. Call 800-264-5721 or e-mail: carlahan@kypress.com.

Reporter

The Georgetown News-Graphic, an award-winning, multi-weekly newspaper in central Kentucky, is looking for a May graduate to fill a general assignment reporting position. For more information, please contact Mike Scogin, publisher, or Kevin Hall, managing editor, at (502) 863-1111, or via e-mail at gtwnnews@mis.net. Cover letters and resumes can be mailed to 1481 Cherry Blossom Way, Georgetown, Ky, 40324.

Circulation Director

Small daily newspaper - big opportunity. This 10,500 southern Kentucky daily seeking an energetic hands-on circulation director with great work ethic, good ideas and a proven track record. We are a very successful p.m. cycle, six days a week approaching 70% NDM penetration. And we want more. Circulation director manages two district managers, mailroom foreman, and consults four affiliated (non-daily) cluster papers on circulation issues. Position requires outstanding mgmt., promotion and sales skills. We also need experience in computerized ABC newspaper, and knowledge of postal regulations. Ability to manage change and transition is critical

to success in our operation. Single copy, NIE success is a plus. Position to be filled by September 1. Send your resume along with income expectations to: Keith W. Ponder, Publisher, The Glasgow Daily Times, P. O. Box 1179, Glasgow, KY 42142-1179

Editor

Editor needed for 7,000 daily newspaper in Southeast Kentucky. Excellent benefits and pay. Send resume to J.T. Hurst, The Daily News, P.O. Box 579, Middlesboro, 40965.

News Editor

The Manchester Times (TN), a weekly newspaper, has an immediate opening for a news editor. We want someone with excellent editing skills who can write clear, concise copy and lay out and design pages. Ideal applicant will be able to motivate and develop news staff. Some experience with word processing and computer skills helpful. Come join our award-winning team! Salary commensurate with experience. Numerous benefits including 401K. Send resume and your best clips to: Vickie Collins, P. O. Box 400, Tullahoma, TN 37388 or fax to (931)455-9299.