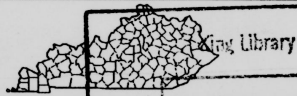


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**FEBRUARY 1995**  
**Volume 66--No. 2**  
The official publication of  
the Kentucky Press Service

## Have We Started Yet?



Democratic gubernatorial candidate Gatewood Galbraith peers over his glasses at the crowd gathered at the Hurstbourne Hotel during the Kentucky Press Association Winter Convention.

## Convention!!!

We gathered at the Hurstbourne Hotel in Louisville in search of wisdom. We found friends, fun and wisdom, too--all in the form of the Kentucky Press Association's annual Winter Convention.

KPA and the Kentucky News Photographers Association held their conventions jointly, which gave some KPA members a chance to get in on some enlightening photography and design seminars, and gave some photographers a chance to find out about other departments of their newspapers or TV stations.

There were many speakers. For example, Len Lanfranco of the Oregon Newspaper Publishers' Association told us about how the U.S. Department of Housing and Urban Development is cracking down on newspapers that violate the Fair Housing Act through their real-estate classified ads.

If you want to find out what we found out, turn to Page 3.

## Newspapers beat radio, TV

Survey shows Kentuckians prefer that political ads be placed in newspapers

As the spring election season nears, an array of political advertising will pop up like dandelions at every turn--every turn of the station, every turn of the page, every turn of the corner. Candidates use advertising to capture attention and, more importantly, votes.

But what's the best choice for advertising? According to a recent statewide poll, candidates' advertising dollars would be best spent on newspapers.

Kentuckians overwhelmingly prefer to look at political advertising in the newspaper than to watch television commercials. Of the 803 adults surveyed, 71 percent agreed with the statement, "Given a choice of looking at a political ad in the newspaper or on TV, I prefer newspaper." Among respondents saying they plan to vote in the upcoming May primary, 73 percent prefer newspaper

**More than three-fourths of voters say newspaper advertising is better for political candidates because it gives them a chance to address the issues in more detail.**

advertising.

Not only do they prefer newspaper advertising, they say it is the most trustworthy advertising medium. By a two-to-one margin, Kentuckians consider newspaper advertising more credible than television advertising. Radio advertising was found to be even less credible, losing to newspaper by a four-to-one margin.

"We are encouraged by the results of this poll, especially in light of spending  
Continued on Page 16

## Ad reporting guidelines same for Gov., Lt. Gov.

It's possible but improbable that your newspaper will be receiving any ads for this year's lieutenant governor race.

That's because there is no lieutenant governor's race as such. For the first time in Kentucky's political history, governor and lieutenant governor candidates must run as a slate,

much like candidates for president/vice president.

However, should the situation arise and someone place an ad on behalf of a lieutenant governor candidate, the reporting mechanism for advertising will be the same as if the ad was placed by the slate for governor.

Continued on Page 16



KPA to sponsor series of public forums

..... See Page 5

Meet the members of the KPA/KPS Board of Directors

..... See Pages 7-10

Gorman kept busy writing OM/OR decisions

..... See Page 13



## What's Up?

### FEBRUARY

- 13 **Deadline for KPA Advertising Contest Submissions**
- 14 **VALENTINE'S DAY**
- 21-23 **Newspaper Assoc. of America/International Newspaper Color Assoc./International Federation of Newspaper Publishers, Newspaper Operations Conference, Hilton Hotel, Walt Disney World, Orlando, Fla.**



### AD IDEAS, FEBRUARY

Check with your local weight loss clinic. It's that time of year again, to start wondering how your waistline is going to look in that bathing suit--and for the sake of those of us who have gained a few pounds, NOW IS THE TIME TO START! And speaking of weight loss, tanning goes right along with it. How about checking your local tanning salons?

Clothing stores will be switching over from winter wear to summer wear. That means clearance sales on winter items. Keep in mind stores also need to promote those summer items to let consumers know they're out there.

BRIDAL ADS should be big now. A lot of weddings take place in the Spring, and those brides and grooms should plan ahead for that big event!

It's Spring, and romance is in the air, especially this month. What better time to get engaged than VALENTINE'S DAY? Check those jewelry stores while you're at it, and don't forget flowers and candy! You can also check with restaurants and hotels for VALENTINE'S DAY PACKAGES. A lot of major hotels run special weekend rates for this romantic holiday.

# HUD cracks down

Department issues guidelines on what it looks for when citing newspapers for fair housing violations in ads

#### From Publishers' Auxiliary

WASHINGTON--Responding to National Newspaper Association concerns, the Department of Housing and Urban Development issued new guidelines on enforcing possible violations of the Fair Housing Act in real estate advertisements.

Essentially, the new guidelines direct HUD field offices to more carefully screen complaints of alleged violations in newspaper advertising before beginning enforcement or conciliation proceedings.

National Newspaper Association Chairman Michael Parta applauded Roberta Achtenberg, assistant secretary for fair housing, for drawing up the new enforcement guidance.

He said NNA was joined by the Newspaper Association of America, the Washington Newspaper Publishers Association and the Pennsylvania Newspaper Publishers Association when it met with Achtenberg recently to request clarification of enforcement policy to reduce harassment of publishers.

Parta emphasized, however, that NNA was not abandon-

**For more information on HUD developments, see text of HUD memo, Page 11, and KPA Winter Convention Coverage, Pages 3-6.**

ing legislative efforts to have Congress take newspapers out of the law entirely, so that HUD enforcement would be directed at those who place allegedly discriminatory ads rather than at the newspaper.

"Achtenberg and her staff have done what we asked them to do, which is to clarify the rules and bring the gray areas of enforcement under an appropriate First Amendment microscope," Parta said.

"We and HUD disagree as a philosophical matter over newspaper liability under this Act. Newspapers cannot be held accountable for messages they did not create--which is the case with most advertising messages. As a practical matter, if these enforcements continue, many newspapers would have found it easier to drop housing classifieds--particularly those from private landlords, where most of the alleged 'violations' were

found--than to pay the exorbitant fines and so-called damages. That doesn't help HUD fulfill its mission to develop the affordable housing market, nor does it help our readers."

"But on that point, we and HUD have agreed to disagree. We will take our case to Congress, where we expect to find a listening ear," he said.

Nevertheless, NNA said HUD's clarification should help stem the growing trend of complaints alleging discriminatory wording in housing ads. Often, the complaints have been of dubious merit but many publishers have settled rather than risk a lengthy, expensive defense. Many complaints have originated from fair housing councils--nongovernmental watchdog groups that often receive HUD grants to operate--that regularly scan newspaper ads looking for violations.



## Kentucky Press Association, Inc.

### 1995 KPA Officers and Board of Directors

<b>President</b> Dorothy Abernathy <i>The Oldham Era</i>	<b>District 4</b> Charlie Portmann <i>Franklin Favorite</i>	<b>District 15A</b> Tom Caudill <i>Lexington Herald-Leader</i>
<b>President-Elect</b> John Del Santo <i>Ashland Daily Independent</i>	<b>District 5</b> David Greer <i>The News-Enterprise</i>	<b>District 15B</b> Guy Hatfield <i>Citizen Voice &amp; Times</i>
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<b>Treasurer</b> Marty Backus <i>Appalachian News-Express</i>	<b>District 8-9</b> Ken Metz <i>Bath County News-Outlook</i>	Jerry Lyles <i>Benton Tribune Courier</i>
<b>Board of Directors</b>	<b>District 10-11</b> Marty Backus <i>Appalachian News-Express</i>	Iay Frizzo <i>Paducah Sun</i>
<b>District 1</b> William Mitchell <i>Fulton Leader</i>	<b>District 12</b> Louise Hatmaker <i>Jackson Times/Beattyville Enterprise</i>	<b>Associates Division</b> Bob Adams <i>Western Kentucky University</i>
<b>District 2</b> Jed Dillingham <i>Dawson Springs Progress</i>	<b>District 13</b> Glenn Gray <i>Manchester Enterprise</i>	<b>Advertising Division</b> Teresa Revlett <i>McLean County News</i>
<b>District 3</b> Teresa Revlett <i>McLean County News</i>	<b>District 14</b> Stuart Simpson <i>Pulaski Week</i>	<b>News-Editorial Division</b> John Nelson <i>Pulaski Week</i>
		<b>Circulation Division</b> Todd Rainwater <i>Appalachian News-Express</i>

<b>Executive Director</b> David T. Thompson	<b>Clipping Service Director</b> Rachel McCarty
<b>Business Manager</b> Bonnie Howard	<b>Bookkeeping Assistant</b> Buffy Johnson
<b>Advertising Director</b> Gloria Davis	<b>Advertising Assistant</b> Reba Lewis
<b>News Bureau Director</b> Becky L. Meadows	<b>Secretary</b> Sue Cammack

**Mail/News Release Service**  
Nancy Payton  
**Clipping Assistants**  
Linda Stemp, Carol Payton, Holly Strgers  
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# What A Time!

Pssst! Bonnie! Where's the board meeting?

We journeyed to Louisville for fun, frolic, and to see if we could present something to you to make your work-days a little easier.

We gave you seminars on fair housing laws, how to improve your photographs and how to improve the design of your papers.

Need a refresher on what you learned, or a chance to see what you missed if you didn't attend?

Turn the page to find out!



Yeah, she's already editing the newspaper. How old is she? Why, two months....

Above (l-r), KPA Executive Director David T. Thompson chats with KPS Business Manager Bonnie Howard. Bottom left, 1994 KPA President Steve Lowery hands to Gene Clabes (far right) his plaque for being named one of KPA's Most Valuable Members. 1995 President Dorothy Abernathy (bottom left) and past president Jerry Lyles (behind, right) look on.



Above, (l-r) Blanche Trimble, publisher of the Tompkinsville News, talks with Patsy Judd, publisher of the Edmonton Herald-News and the Cumberland Tri-City News, Clay Scott, editor of the Edmonton Herald-News, and his wife, Debbie, and new baby daughter, Sarah.

Here, take it....

Can I have it?  
Can I have it?



# Here's what we learned

## When HUD comes calling....



Len Lanfranco

No, Len Lanfranco doesn't always think the fines given by HUD to newspapers who violate fair housing laws through advertisements are fair. In fact, he thinks some of them are very unfair.

But that's the way the ball's bouncing right now, so newspapers had better get with it and realize what they may face, Lanfranco, executive director of the Oregon Newspaper Publishers' Association, told those who attended the Kentucky Press Association Winter Convention.

"I really believe in the concept of fair housing," Lanfranco said. "It's a philosophy, and if you learn the philosophy you don't need a word list because you'll work within the law.

"Do I believe in the way the law is administered and enforced? No way," he said.

The Oregon Newspaper Publishers' Association has devised a list of words and phrases that are unacceptable according to HUD, and could result in newspapers being fined under the Fair Housing Act. A sampling of the words are as follows:

able-bodied  
adult community  
adults only  
no blind  
board approval required  
couples only  
must be employed  
ethnic references  
no impaired  
mature individual  
non-smokers  
non-drinkers  
older person  
physically fit

Anyone interested in getting a copy of the Fair Housing Advertising Manual for \$17 per copy can call KPA at (800) 264-5721.

## Squires ignites the fires

No, Jim Squires did not blast corporate journalism like he did in his recent book.

Sure, some who attended the KPA Winter Convention expected Squires to hit journalism hard, but the former editor of The Chicago Tribune took a side road.



Jim Squires

He concentrated his luncheon speech on politics and the media, namely the recent presidential run by Ross Perot. Squires was Perot's press

## 'It's their only way to achieve the American Dream.'

secretary for a while.

Squires said the news media's sense of what is important to the public is often skewed.

For example, during the Perot campaign, the press concentrated on Perot's personality quirks, he said.

"The media has yet to comprehend what that campaign was all about," he said, and added the campaign was conducted to reform the electoral process.

"In 1992, the country didn't need to know who Bill Clinton had been sleeping with," Squires said.

Yet the media is often faced with writing either about entertaining things, such as Perot's personality quirks and Clinton's infidelities, or informing the public about what it needs to know.

"No one can make money on news as an educational product," Squires said. "In our intensely competitive media world, entertainment is absolutely necessary to make a profit. Without an audience and a profit, you'll soon be out of business and a job."

One of the biggest stories most of the media has missed is the growing hopelessness of Americans to achieve the American Dream, Squires said. To support his claim, he added that gambling has become the nation's fastest-growing business.

People play lotteries and go to casinos hoping to hit the big one.

"It's their only way to achieve the American Dream," Squires said.

## Juvenile crime records should be open to public, newspapers

There was no waver in Russ Powell's voice when he asked Attorney General Chris Gorman if he thought juvenile court proceedings should be open.

And there was no waver or hesitation in Gorman's voice when he answered.

"I think the requirements for confidentiality have been counterproductive," Gorman said.

"I'm saying that when school officials can't get the appropriate records for a school teacher to know she has a problem child in her classroom, that's a problem," he said. "There's no way you can solve a problem unless you know the problem exists."

Gorman, who spoke during the Kentucky Press Association Winter Convention, told his audience his of-

ference has worked to uphold the state Open Records / Open Meetings statutes updated in 1992.

Records have to be open," Gorman said. "Otherwise, we'll have a situation where government runs wild."

His administration, he said, has come down resoundingly in favor of openness when writing open records/open meetings opinions when questions are raised about particular situations.

"The best disinfectant for a corrupt government is sunshine," Gorman said.



Chris Gorman

"How can government function, how can the press function, unless we have access to information?"

Even though juvenile crime is a major issue facing society, Gorman said he is most disturbed by the way society is becoming intolerant of different views.

He cited Voltaire, who said, "I may not agree with what you say, but I'll defend to the death your right to say it."

He added he deliberately has people with views to the extreme left and right in his office, so he can have people give him all sides of an issue before he makes a decision.

"There are zealots who believe because God is on their side, they can not only trash your beliefs but even take away your right to exist," Gorman said.

## Associates name WKU's Adams chairman

Bob Adams, a journalism professor at Western Kentucky University, was named chairman of the Kentucky Press Association's Associates Division

during the Winter Convention.

Other officers include: Sandra Jones Wilson of Westvaco Corp., past chairman; Barbara McDaniel of Toyota

Motor Manufacturing, vice chairman; and Ed Mastrean of KET, treasurer. Armando Arrastia of the Education Department is a new board member.

**IT COULD COST YOU SOME BUCKS,**  
more than \$17, not to have the Oregon Newspaper Publishers' Association Fair Housing Manual.

Get the word list.  
Call KPA at (800) 264-5721  
to order. Call TODAY.



# And yes, there's lots more *KPA to sponsor forums for public to question gubernatorial hopefuls*

Gubernatorial forum a success at press association's annual Winter Convention

The Kentucky Press Association Board of Directors enthusiastically supported a proposal from Tom Caudill, of the Lexington Herald-Leader, to conduct a series of public forums around the state featuring Kentucky's gubernatorial candidates.

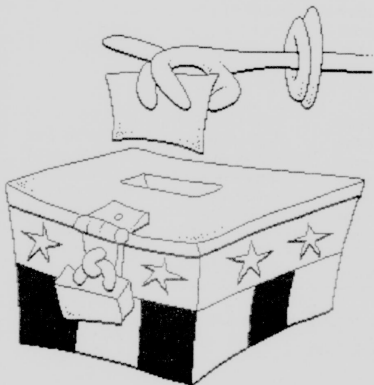
Caudill, assistant managing editor for local news of the Herald-Leader, said his newspaper first thought it might sponsor the forums but decided to bring the idea to the Board because of a need to involve other newspapers as well as the state press association.

Democratic candidates Gatewood Galbraith, Bob Babbage and Paul Patton, along with Republican candidate Larry Forgy, participated in a forum during the KPA Winter Convention.

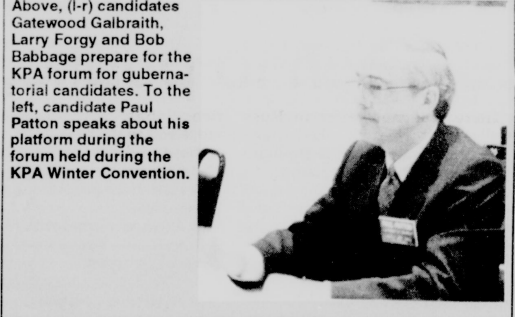
1994 President Steve Lowery appointed a six-member committee to develop the proposal for the series of public forums, headed by Caudill. Also asked to serve were Merv Aubespain, of the Louisville Courier-Journal; Guy Hatfield of the Citizen Voice and Times, Irvine; Russ Powell, of the Ashland Daily Independent; David Greer of the Elizabethtown News Enterprise; and either Karl Harrison or Bill Bartleman of the Paducah Sun.

Although the committee has yet to meet, it will consider holding at least one public forum in each of the six Congressional districts. The proposed format would also allow for the public to ask questions of the gubernatorial candidates participating. By the filing deadline on January 31, eight candidates had filed for the Governor's race, including Democrats Bob Babbage, Gatewood Galbraith, Stephen Maynard, Paul Patton and John (Eck) Rose, and Republicans Larry Forgy, Bob Gable and Tommy Klein.

"Previous gubernatorial races have been more along the line of image races," said KPA Executive Director David T. Thompson. "This series of public forums will move the race away from images and get to the heart of the decision-making process — the issues."



Above, (l-r) candidates Gatewood Galbraith, Larry Forgy and Bob Babbage prepare for the KPA forum for gubernatorial candidates. To the left, candidate Paul Patton speaks about his platform during the forum held during the KPA Winter Convention.



## And Other Scenes....



Above, Tom and Pat Gish of the Whitesburg Mountain Eagle receive the Edwards M. Templin Award.



To the left, (l-r) Mark VanPatten, general manager of the Bowling Green Daily News, Dave McBride, editor of the Ohio County Messenger and Louise Hatmaker, of the Jackson Times and the Beattyville Enterprise and a member of the KPA Board of Directors, get together for a photo. Bottom left, (l-r) KPA Executive Director David T. Thompson has his back turned to the camera as he talks with Marty Backus, publisher of the Appalachian News Express of Pikeville and a member of the KPA Board of Directors, and Todd Rainwater, general manager of the Pikeville paper. Below (l-r), Celia McDonald, a past president of KPA, Dorothy Abernathy, publisher of The Oldham Era and 1995 KPA president, and Steve Bernard, advertising director for The Courier Journal of Louisville get together for a visit.



# Dedicated to the people they serve

**Editor's Note:** Our series of profiles of Kentucky Press Association-member newspapers continues.

By Becky L. Meadows  
Ky. Press Editor

## Providence Journal-Enterprise

One day an elderly man in Providence disappeared.

Had he just wondered off? No, probably not; he didn't have Alzheimers or any other mind-altering disease.

Was he the victim of foul play? Nobody knew, but Charlie Hust of the Providence Journal-Enterprise went right to work.

It's in times like this that weekly newspapers around the state often rise to the occasion, getting the word out to residents of their communities that one of their neighbors is in trouble.

Hust got the word out, but some of the area TV stations beat the weekly paper.

"Everybody knew about it," Hust said. "We just have to go into more detail. We're not going to beat anybody with a scoop or anything."

But that's where the newspaper comes in. Hust can tell residents about the elderly man's family. He has time to talk to friends and relatives to see if the man would have left for a specific reason.

As of the day this article was written, the man had not been found.

The job of reporting on the day-to-day affairs of Providence is in the lap of Charlie Hust and his father, Edd, who

bought the newspaper 31 years ago.

According to the Hust's, it's not all that difficult deciding what hometown people like to read. They like to read about each other, so the paper prints a lot of "so-and-so visited so-and-so" articles. They also take a lot of pictures of local residents to run in the paper.

"I think there's a need for that," Hust said. "Everything's gotten so fast-paced."

Edd Hust bought the paper after working a number of years for his uncle, who owned the Sebree Banner.

"I felt I had a better future owning my own paper than working for someone else," he said.

So Edd bought the Providence Journal-Enterprise in 1969. It was paid for in 1974, he said.

Purchasing the paper meant he had put down his roots in Providence, a town in Webster County. Charlie Hust describes Webster County as "typical."

There isn't a lot of retail business in Providence. Evansville, Ind., is only 57 miles away, and it has two shopping malls.

"Shopping malls have killed towns like Providence," Edd said.

The people of Providence, however, are not like they are often portrayed in the media, Charlie said.

"When a TV station comes down here, they always find someone with three teeth in their head who can't make complete sentences, and interviews them," he said with a laugh.

Most of the people farm or work in coal mines.

"We know what people are inter-

## Where They're Located....



"They've always been family owned, and I hope they always will be," she said.

## Union County Advocate

ested in," Charlie said. "Anybody can put out a paper, but is it what people will read? That's the deal."

## Sebree Banner/Sturgis News

Betty Catlett didn't give up. When times got tough after her husband died and she was left alone to face the challenge of putting out a newspaper, she could have rolled up the carpet right there and sold her papers.

She didn't. It's not in her personality to give up.

Her late husband, Reginald, and she bought the Sebree Banner March 1, 1962. They went to downtown Sebree to look over the newspaper office.

"I've never seen so much nasty equipment, and newspapers were stacked up in a corner, and Reginald said to me, 'Oh Betty, this is just what I've always wanted,'" she said with a laugh.

The newspaper had 450 circulation then. It has 4,000 now.

They struggled to pay their bills and those of the newspaper the first few years. Luckily they had several children to help out.

They immediately became part of a community that took them in almost immediately, she said.

"We concentrate on everything local and county-wide," she said. "We're still just a country week newspaper."

Like a lot of other weekly papers in the state, Catlett runs the "who's visited whom" stories because she said people like to read them. She also covers the local schools and county and city governments.

She won't keep anyone's name out of the local court news. Just ask her son, Scott, who got a speeding ticket once. She even ran his name in the court news.

"We don't omit any names," she said. "You either run all of them or none of them."

Sebree, also in Webster County, is also made up of a lot of coal miners and farmers. Vacant storefronts dot the downtown landscape. The economy is a little slow, but most residents have kept their chins up, including Catlett, who had a very good year advertising last year.

Her son, Tony, still works at the Sebree paper and also at the Sturgis News, a neighboring weekly paper Catlett also owns. She has owned the Sturgis paper 11 years.

Her son, Steve, used to be editor of the Sturgis paper until he got tired of journalism. Now, Tony helps out.

Sometimes it takes tragedy to put a news-paper's name in everybody's mind.

If the Union County Advocate sounds familiar to you, tragedy may be the reason. Janace Waller, who was general manager of the newspaper, was recently killed in a car crash in France. Her husband was also killed in the wreck.

Now her former office sits to the left of the newspaper's front door, the lights turned off. Her desk sits in the same place it always did, as does her other office furniture.

**'It can be clannish at times, but I think it's the greatest place on earth.'**

-Barbara Starkey

"It's supposed to be my office now, but I don't want it," Barbara Starkey, current general manager of the Walt-Dear owned newspaper, said. "I think we'll just turn it into a sitting room for guests."

The newspaper has sprang back from the unfortunate event, however, and continues to bring news to residents of Morganfield and Union County.

The staff writes a lot of feature stories about local residents, Starkey said. Also, to help promote the paper's image in the community, Starkey is a member of a lot of local clubs and groups, and the newspaper often helps sponsor festivals.

Perhaps the most famous festival in Union County is the "Little Sturgis Rally." Once per year, the little community is bombarded with bikers--yes, actual Harley Davidson folks.

"I think of Hells Angels when I think of bikers, but they're really super nice," Starkey said.

Although the annual festivals lead to increased ad revenue for the newspaper, most of the paper's ad sales come from Henderson and Webster counties. Some sales come from Illinois.

As far as Morganfield goes, most of the businesses advertise in the newspaper, Starkey said.

The county has a high unemployment rate, which sometimes leaves the paper and residents scratching their heads for solutions, but so far everybody has survived.

"It can be clannish at times, but I think it's the greatest place on earth," Starkey said.

## The People Behind the Papers



The staff of the Providence Journal-Enterprise includes (bottom, l-r) Robyn Vaughn and Charlie Hust; (top, l-r) Robyn Dunn, Maggie Utley, Morgan McKinley and Edd Hust.



The staff of the Union County Advocate includes (front, l-r) Vicki Bickett, Lisa Turner, Linda Robison, Malinda Buckman, Becky Greenwell; (back, l-r) Michael Banks, Barbara Starkey, and Emily Stoll.

# Meet the Leaders

Every organization needs someone to lead it in the right direction, to help it see where it needs to go in the future. The Board of Directors serves that function for the Kentucky Press Association/Kentucky Press Service. The people on the following pages are the brains behind KPA/KPS, including what services the organizations provide to Kentucky newspapers. We'd like to introduce you to the leaders of KPA/KPS, and help you learn a little about who they are.

## PRESIDENT

**Dorothy Abernathy**

**Publisher,  
The Oldham Era,  
The Trimble  
Banner**



**Professional Experience:** 24 years experience in newspaper industry, all with Landmark Community Newspapers Inc. Has worked for: The Jefferson Reporter; and The Lebanon Enterprise; Landmark Central Office. Also experience in broadcast journalism.

**Education:** Has taken college courses. Also attended American Press Institute, The Right Way to Manage for Continuous Improvement, and other seminars.

**Clubs & Activities:** Oldham County Chamber of Commerce; South Oldham Rotary Club; United Way; Literacy Council; and other boards.

**Years on KPA/KPS Board:** 10

**Goals for KPA/KPS:** To assist KPA/KPS to continue to move forward in technology pertinent to newspaper industry. To coordinate training and programs that would be beneficial to members. To encourage members and staffs to become active and participate in programs available.

## PAST PRESIDENT

**Steve Lowery**



**Publisher,  
The Kentucky Standard,  
Bardstown**

**Professional Experience:** Has worked for Landmark Community Newspapers for 19 years. Papers include: Central Ky. News Journal; The Lebanon Enterprise; The Ky. Standard.

**Education:** BA, Murray State University.

**Clubs & Activities:** Chairman, KPA Open Meetings/Open Records Task Force; created Leadership Bardstown/Nelson County development program.

**Years on KPA/KPS Board:** 5

**Goals for KPA/KPS:** Continuing to develop KPS business to \$3 million in next 3 years; defining KPA agenda in advance of General Assembly in 1996; develop new products & services for members.

## PRESIDENT-ELECT

**John Del Santo**



**Publisher,  
Ashland Daily  
Independent**

**Professional Experience:** Joined Times Herald Record, Middletown, NY as apprentice pressman, 1965. Later became asst. to publisher. Gen. Manager, Pocono Record, Stroudsburg, Pa.

**Education:** Orange County Community College; American Press Institute.

**Clubs & Activities:** Tri-State Hospice; Boyd/Greenup County United Way; Boyd/Greenup County Economic Development Corp.

**Years on KPA/KPS Board:** 8

**Goals for KPA/KPS:** To ensure continued successful growth of KPA/KPS, and continue exploring ways to better serve members.

## VICE PRESIDENT

**Gene Clabes**



**Publisher,  
Recorder Newspapers**

**Professional Experience:** Henderson Gleaner; The Evansville (Ind.) Courier; The Evansville Press; started the Recorder Newspapers in 1987.

**Education:** BA, University of Kentucky

**Clubs & Activities:** Rotary Club

**Years on KPA/KPS Board:** 3

**Goals for KPA/KPS:** To help broaden the scope of KPA/KPS to give the association a stronger voice statewide, which will better serve the member newspapers.

## TREASURER

**Marty Backus**



**Publisher,  
Appalachian News-  
Express, Pikeville**

**Professional Experience:** Publisher, Floyd County Times; Coal Valley News, Madison, W.V.; Ad Manager, Appalachian News Express.

**Education:** W. Va. Wesleyan College, Washington Hall Jr. College.

**Clubs & Activities:** President, Pike County Chamber of Commerce; President-Elect, Pikeville Rotary Club; Ky. United Way; Pike County YMCA.

**Years on KPA/KPS Board:** 3

**Goals for KPA/KPS:** Update Publishers' Handbook; help rebuild Circulation Division; ensure KPA serves needs of all papers; expand seminars to other areas of state.

# The people behind the dreams...the KPA/KPS Board of Directors



**William Mitchell**  
Editor & Publisher,  
The Fulton Leader

**Professional Experience:** Radio Station WKWS-FM, Production Manager, Asst. Publisher, Editor & Publisher, Fulton Daily Leader.  
**Education:** BS, Murray State University.  
**Clubs & Activities:** Business & Industry Council, Committee Member, Fulton Co. Area Vocational Center, Twin Cities Leadership Institute, 2nd High Sunday School Teacher.  
**Years on KPA/KPS Board:** 3  
**Goals for KPA/KPS:** Increase member services, help KPA to continue to be a leader among the county's press associations.



**Jed Dillingham**  
Editor & Co-Publisher,  
Dowson Springs Progress

**Professional Experience:** Reporter, editor, co-publisher, Dowson Springs Progress.  
**Education:** BA, Western Kentucky University, graduate courses, Ball State University.  
**Clubs & Activities:** Avid UK, basketball and football fan, also horse racing fan.  
**Years on KPA/KPS Board:** 10  
**Goals for KPA/KPS:** To ensure continued financial strength of KPA/KPS, provide more member services, continue KPA/KPS strong support of freedom of the press.



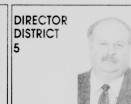
**Teresa Revlett**  
General Manager,  
McLean County News

**Professional Experience:** Ad sales, advertising director, general manager, McLean County News.  
**Education:** Attended Brescia College, Owensboro.  
**Clubs & Activities:** Green River Private Industry Council, Plant Director, McLean County Chamber of Commerce.  
**Years on KPA/KPS Board:** 4  
**Goals for KPA/KPS:** To provide network of exchange opportunities for all member newspapers. A goal was 100 percent membership, and that was realized in 1994.



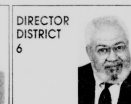
**Charles Portmann**  
Editor,  
Franklin Favorite

**Professional Experience:** Sports editor, editor, Franklin Favorite. Has been editor 10 years.  
**Education:** Attended Brescia College, Owensboro.  
**Clubs & Activities:** Green River Private Industry Council, Franklin Lions Club, Chamber of Commerce, Habitat for Humanity, United Way.  
**Years on KPA/KPS Board:** 4  
**Goals for KPA/KPS:** To see KPA/KPS continue to use progressive in use of technology, and aggressive in ad sales, would not be afraid to experiment with new ideas.



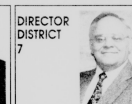
**David Greer**  
Editor,  
Elizabethtown News-Enterprise

**Professional Experience:** The Special County Journal-Editor, Democrat, Rockport, Ind., Editor, The Kentucky Standard, some broadcast journalism.  
**Education:** Attended Butler University, Indianapolis.  
**Clubs & Activities:** Rotary Club, Leadership Elizabethtown alumnae, Former Kentuckiana Communicators board member.  
**Years on KPA/KPS Board:** 0  
**Goals for KPA/KPS:** To continue KPA's efforts to open government by strengthening open meetings/open records laws.



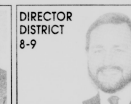
**Merv Aubespain**  
Associate Editor for  
Development,  
Louisville Courier-Journal

**Professional Experience:** Joined Courier-Journal in 1967, Associate Editor, 1985; special assistant, exec. editor, Courier-Journal.  
**Education:** Columbia University, N.Y., minority journals program, BA, Tuskegee University, Ala.  
**Clubs & Activities:** Past president, National Assoc. of Black Journalists, American Society of Newspaper Editors, Founder, Louisville Assoc. of Black Communicators.  
**Years on KPA/KPS Board:** 3  
**Goals for KPA/KPS:** To see programs more relative to members' needs; to see KPA help train student journalists.



**Ed Ashcraft**  
Publisher,  
Owenton News-Herald

**Professional Experience:** Publisher, The News-Herald, since 1982.  
**Education:** Attended University of Kentucky.  
**Clubs & Activities:** Rotary Club, Chamber of Commerce, Owen Academic Foundation, Owen Industrial Foundation.  
**Years on KPA/KPS Board:** 0  
**Goals for KPA/KPS:** To keep KPA/KPS a strong, functioning support organization for Ky. newspapers.



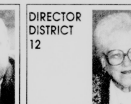
**Ken Metz**  
Managing Editor,  
Bath County News-Outlook

**Professional Experience:** Bath County News-Outlook.  
**Education:** BA, Morehead State University.  
**Clubs & Activities:** Past president, Owingville Lions Club, Owingville Bath County Chamber of Commerce, Ky. Weekly Newspaper Assoc.  
**Years on KPA/KPS Board:** 10  
**Goals for KPA/KPS:** To push KPA/KPS into 21st century with more services for members, help lay groundwork for nation's most comprehensive computer bulletin board system, help KPA/KPS serve weekly members more.



**Marty Backus**  
Publisher,  
Appalachian News-Express, Pikeville

**Professional Experience:** See bio on P.



**Louise Hatmaker**  
Public Relations  
Director,  
Jackson Times

**Professional Experience:** Owned Beckville Enterprise, Jackson Times, for 30 years.  
**Education:** Attended Cumberland College.  
**Clubs & Activities:** Board of Trustees, Lees College, Board member, Kentucky River Medical Center, Board member, Natural Bridge Park Assoc.  
**Years on KPA/KPS Board:** 17  
**Goals for KPA/KPS:** To see KPA/KPS advance as far as possible with new technology, provide as many services as possible for members.



**Glenn Gray**  
Vice President of  
Publications,  
Manchester  
Enterprises Inc.

**Professional Experience:** Publisher of Manchester Enterprise since 1983. Has been in the newspaper business since 1978.  
**Education:** Double major in Business and Education, MA in Math.  
**Clubs & Activities:** Kiwanis Club, Little League Assoc., Director of Little League, Ky. High School Athletic Association basketball official.  
**Years on KPA/KPS Board:** 7  
**Goals for KPA/KPS:** To put KPA/KPS more in touch with what member newspapers need.



**Stuart Simpson**  
Publisher,  
Pulaski Week

**Professional Experience:** Reared in newspaper family, grandfather started Wayne County Outlook, started Pulaski Week in 1987.  
**Education:** BA, University of Kentucky.  
**Clubs & Activities:** Little League, Cub Scouts, various school activities with son, Will.  
**Years on KPA/KPS Board:** 4  
**Goals for KPA/KPS:** To keep continued focus and support relevant to programs and services for weekly and locally owned newspapers.



**Tom Caudill**  
Asst. Managing Editor  
for Local News,  
Lexington Herald-Leader

**Professional Experience:** 14 years of Herald-Leader, Bowling Green Daily News, Henderson Observer, copy editor, The Charlotte Observer, N.C.  
**Education:** BA, Western Kentucky University.  
**Clubs & Activities:** Sierra Club, member of advisory board for journalism dept., WKU, hiking, reading contemporary fiction.  
**Years on KPA/KPS Board:** 0  
**Goals for KPA/KPS:** To learn as much as possible from other members of KPA/KPS, to focus on issues relevant to working journalists.



**Guy Hatfield**  
Publisher,  
Citizen Voice &  
Times, Irvine, & Clay  
City Times

**Professional Experience:** Started The Citizen Voice, purchased Irvine Times-Herald and merged, President, Kentucky Weekly Newspaper Assoc.  
**Education:** Eastern Kentucky University, some graduate courses.  
**Clubs & Activities:** NNA Member Services Committee, American Press Institute, Nikon School of Photography.  
**Years on KPA/KPS Board:** 14  
**Goals for KPA/KPS:** To improve quality service to Ky. newspapers in all areas, to ensure interests of weekly papers are well-represented, to honor former journalists.



**Russ Powell**  
Editor,  
Ashland Daily  
Independent

**Professional Experience:** The Daily Independent, The Danville Advocate, The Harrodsburg Leader.  
**Education:** BA, Centre College, Danville.  
**Clubs & Activities:** American Society of Newspaper Editors, Ky. Associated Press Editors Assoc., Geiger Easter Seal Speech & Hearing Center, Ky. Easter Seal Society, Friends of NET, KET Foundation.  
**Years on KPA/KPS Board:** 4  
**Goals for KPA/KPS:** To provide more training opportunities for newspaper staffs, to improve KPA/KPS's visibility, stature in state.



**Chip Hutcheson**  
Publisher,  
Princeton Times-Leader

**Professional Experience:** The Kentucky Kennel, Kentucky New Era, publisher, The Princeton Leader.  
**Education:** BA, University of Kentucky.  
**Clubs & Activities:** Callwell County High Parent/Guardian Organization, CCHS Tiger Take-down Club (wrestling boosters), CCHS High School Restructuring Committee.  
**Years on KPA/KPS Board:** 0  
**Goals for KPA/KPS:** To determine how KPA/KPS can help papers by providing information on technology, to learn how KPA/KPS operates, to learn what other papers expect from KPA/KPS.



**Jerry Lyles**  
Publisher,  
Benton Tribune-Courier

**Professional Experience:** Ad Sales Rep, Ad Manager, General Manager, Publisher, Benton Tribune Courier.  
**Education:** BS, Paducah Community College, Murray State University, Western Kentucky University.  
**Clubs & Activities:** Marshall County Recycling Task Force, D.A.R.E. member, board member, Kentuckiana Crime Stoppers.  
**Years on KPA/KPS Board:** 6  
**Goals for KPA/KPS:** To continue to improve member services, to be the best state press association in the country.



**Jay Frizzo**  
General Manager,  
The Paducah Sun

**Professional Experience:** St. Charles Journal, Division General Manager, Suburban Journals of Greater St. Louis, Canon City Daily Record, Longmont Daily Times-Call.  
**Education:** BA, Kansas State University, M.B.A., Lindenwood College.  
**Clubs & Activities:** McCracken County United Way board member.  
**Years on KPA/KPS Board:** 0  
**Goals for KPA/KPS:** To help newspapers communicate better with each other, to help papers devise innovative circulation and readership ideas.



**Bob Adams**  
Director of Student  
Publications, Western  
Kentucky University

**Professional Experience:** Cumberland Times, Crossville, Tenn., Cumberland County News, Edinburg Herald-News, Citizen Statesman, Celina, Tenn., North Warren Observer, Smith Grove, Ky., Bowling Green Daily News.  
**Education:** BA, MA, Western Kentucky University, courses at Ball State University.  
**Clubs & Activities:** College Media Adviser, Inc., SPJ, Society of Newspaper Design.  
**Years on KPA/KPS Board:** 0  
**Goals for KPA/KPS:** To be an effective conduit between papers and associate members, continued emphasis on OIM/OR legislation.



**David T. Thompson**  
EXECUTIVE  
DIRECTOR

**Professional Experience:** Lexington Herald-Leader, Ky. Dept. of Public Information, UK Information Services, KET, Publisher, Georgetown News & Times.  
**Education:** BA, University of Kentucky.  
**Clubs and Activities:** Newspaper Assoc., Manager, Kentucky Society of Assoc. Executives.  
**What goals do you have for KPA/KPS?** One was met when all Kentucky papers became association members; to continue the status that KPA has in the press association world, to keep our newspapers at front of the industry.



**CHAIRMAN**

**NEWS-EDITORIAL DIVISION**



**John Nelson**

**Editor & Publisher, Pulaski Week**

**Professional Experience:** Editor, Citizen Voice & Times, Pulaski Week  
**Education:** BA Journalism, ECU  
**Clubs & Activities:** President, Somerset-Pulaski County Chamber of Commerce; Golf; Reading; Writing; College Basketball.  
**Years on KPA/KPS Board:** 1  
**Goals for KPA/KPS:** To make available a forum for discussion among professionals regarding status, changes in news writing and editorial techniques and philosophies.

**JOURNALISM EDUCATION REPRESENTATIVE**



**Ron Wolfe**

**Department Chairman, Eastern Kentucky University**

**Professional Experience:** High School Teacher, newspaper adviser; Director of Alumni Relations, ECU; Professor, Journalism Dept., ECU.  
**Education:** BA, ECU; MA, Ohio University; PhD, UK.  
**Clubs & Activities:** SPJ; Kiwanis Club; Habitat for Humanity.  
**Years on KPA/KPS Board:** 0  
**Goals for KPA/KPS:** To represent the views of higher education and to promote newspaper readers at every level of education.

**CHAIRMAN**

**CIRCULATION DIVISION**



**Todd Rainwater**

**General Manager, Appalachian News-Express, Pikeville**

**Professional Experience:** Circulation Manager, The Hopewell News, Hopewell, Va.; Circulation Manager, The Bastrop Daily Enterprise, Bastrop, La.; Ad Rep/Circulation Manager, The McDuffie Progress, Thomson, Ga.  
**Education:** Attended John Tyler Community College.  
**Clubs & Activities:** Vice Chairman, Model City Day Care Inc.  
**Years on KPA/KPS Board:** 0  
**Goals for KPA/KPS:** To reorganize the Circulation Division of KPA.

**KPA/KPS Central Office Staff**



**GLORIA DAVIS**  
Advertising Director



**REBA LEWIS**  
Research/Marketing



**BONNIE HOWARD**  
Business Manager



**BUFFY JOHNSON**  
Bookkeeping Asst.



**BECKY L. MEADOWS**  
News Bureau Director



**SUE CAMMACK**  
Secretary



**RACHEL MCCARTY**  
Clipping Supervisor



**LINDA SLEMP**  
Clipping Dept.



**CAROL PAYTON**  
Clipping Dept.



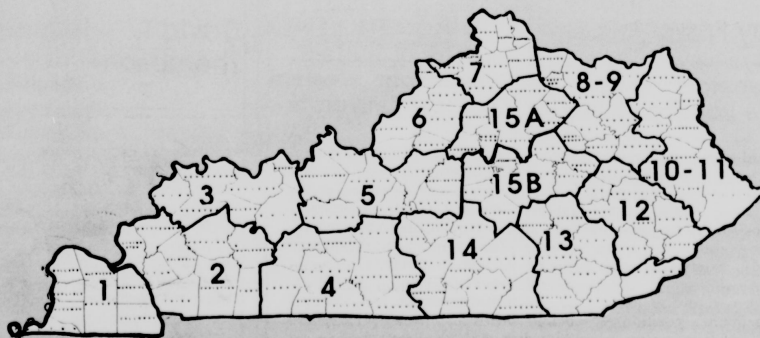
**HOLLY STIGERS**  
Clipping Dept.



**NANCY PEYTON**  
Clipping/Mail Clerk

**Who represents me?**

Just refer to this map of KPA districts to find out





## Around Town: Circulation News

# Court: Cities can regulate color, style of newsracks

From Publishers' Auxiliary

CORAL GABLES, Fla.--A potentially harmful newsrack decision that gives a town excessive regulatory power here has pushed media companies into the fray to help overturn the ruling.

A three-judge panel on the 11th Circuit Court of Appeals ruled at the end of December that the city of Coral Gables has the right to regulate the color and size of newspaper vending machines, and to regulate the size of print and restrict advertising on them. Exito, a Spanish-language newspaper, had sought to overturn a U.S. District Court's ruling which invalidated one of the provisions of the city's ordinance, but left the others in place. That one provision will force the weekly to repaint its deep-purple newsracks to match the color of the other newsracks in town.

The National Newspaper Association, Gannett Company newspapers,

Knight-Ridder, the Tribune Company newspapers and others are joining in an amicus brief on behalf of the Tribune Company's Exito and an independent publication, New Times, to petition the full court for a rehearing.

"Community newspapers, as a part of their community service orientation, take care to make their newsracks attractive as well as effective," said Tonda F. Rush, NNA president and CEO. "The point of this case is that a local government--or any government for that matter--may not subjectively ban a newspaper because it doesn't like the color of its flag or its newsbox. If government had that broad subjective power, it would be very easy to use it against newspapers it simply didn't like or didn't agree with, but could ban under the pretext of eliminating an ugly rack."

Alice Neff Lucan, an attorney who is organizing the media companies for the brief, said the Coral Gables decision, if upheld, could have the same broad-reaching impact as the Kash

Enterprises Inc. vs. City of Los Angeles decision of 1977. Many municipalities used the Kash decision to write their own ordinances. The Kash decision guarded against "undue burden" on distribution. Lucan is also NNA's libel counsel.

Lucan said the appellate panel did not give close enough consideration to the rules when making law affecting the First Amendment. "You have to look carefully at all the facts," she explained. "This court didn't do that."

Originally, Exito and New Times were relatively new publications in the Coral Gables area that relied heavily on the distinct color of their newsracks. In response to the new vending machines, Coral Gables passed a strict ordinance, regulating the style and color of newsracks. New Times filed a suit in state court and Gold Coast Publications Inc., the parent company of Exito, filed a suit in federal court. Eventually New Times joined Exito in its suit before the U.S. District Court.

The Kentucky Press is actively seeking **GUEST WRITERS** to write articles for specific pages, such as **WRITING NEWS AD NEWS CIRCULATION NEWS DESIGN NEWS** and others. If you're interested, please give us a call at (800) 264-5721.

## The Buck Stops Here: Ad News



# HUD memo clarifies policies

The following is a Memorandum dated January 9, 1995, issued by the U.S. Department of Housing and Urban Development and shared with the State Press Associations via the National Newspaper Association. It has been retyped exactly as received by facsimile machine by the Kentucky Press Association on January 18, 1995, at 10:04 p.m.

MEMORANDUM FOR: FHEO Office Directors, Enforcement Directors, Staff, Office of Investigations, Field Assistant General Counsel

FROM: Roberta Achtenberg, Assistant Secretary for Fair Housing and Equal Opportunity, E

SUBJECT: Guidance Regarding Advertisements Under Section 804 (c) of the Fair Housing Act

The purpose of this memorandum is to provide guidance on the procedures for the acceptance and investigation of allegations of discrimination

under Section 804 (c) of the Fair Housing Act (the Act) involving the publication of real estate advertisements.

Recently, the number of inquiries involving whether or not potential violations of the Act occur through use of certain words or phrases has increased, and these issues cannot, in some situations, be answered by referring to decided cases alone. In some circumstances, the Advertising Guidelines, published at 24 C.F.R. Part 109, have been interpreted (usually by persons outside of HUD) to extend the liability for advertisements to circumstances which are unreasonable.

This guidance is meant to advise you of the Department's position on several of these issues.

Previous guidance already requires that Intake staff review a potential complaint, gather preliminary information to ascertain whether the complaint states a claim under the Act, and consult with counsel on any legally questionable matters before the complaint is filed. Likewise, jurisdictional issues such as standing and timeliness should

also be established prior to filing.

This memorandum does not address fair housing issues associated with the publication of advertisements containing human models, and does not address 804 (c) liability for making discriminatory statements.

If the Advertising Guidelines, this memorandum, or a judicial decision clearly indicate that the language used in the advertisement is a potential violation of Section 804 (c) and the criteria for establishing jurisdiction are met, the complaint should be filed and processed. Any complaint concerning an advertisement which requires an assessment of whether the usage of particular words or phrases in context is discriminatory, requires the approval of Headquarters FHEO before a complaint is filed. If the advertisement appears to be discriminatory, but the Advertising Guidelines, this memorandum, or a judicial decision do not explicitly address the language in question, supervisory staff must also obtain approval of Headquarters FHEO

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**GENERATOR**  
**SAVER**  
**MAKER**

Metro Creative Graphics, Inc.

800-223-1600

Call for free spec ad sample kit!

Continued on Page 15



## A View from the Hill: College News

# WKU grad wins Emmy for Holocaust film

By Jim Highland  
Western Kentucky University

*We had a short circuit last evening, and on top of that the guns kept banging away all the time. I still haven't got over my fear of everything connected with the shooting. I creep into Daddy's bed every night for comfort. —Anne Frank, March 10, 1943*

There was little comfort for the young girl and other members of her family who would spend two years hiding in an attic above her father's office in the Netherlands only to be found by the Nazis and taken to a concentration camp.

Anne died of typhus, and while some have forgotten what happened to her and millions of other Jews, their plight was brought to life in a new and dramatic way by Western Kentucky University journalism graduate Al Tompkins, WSMV news director at Nashville.

Tompkins was the writer and producer of a three-part documentary called "The Diary," which focused on Anne and others who died at the hands of the Nazis.

But perhaps equally important, it centered on survivors of the concentration camps, the tools of torture and mass murder, the lessons learned from the Holocaust and lessons to be learned about racism and intolerance in metropolitan Davidson County, Tenn.

For his work Tompkins won a national Emmy award presented in September during the news and public affairs Emmy awards ceremony in New York.

The project began when a WSMV

public affairs outreach coordinator tossed a press release on Tompkins' desk announcing that community leaders planned to bring an exhibit about the Holocaust and Anne's diary to the Tennessee State Museum in Nashville.

He said he was becoming more involved in management at the station, and "I thought at the time this may be the last major project I have a chance to produce."

"I really wanted to do this as a gift back to the community," he said. "It was one of those things that strikes you in the head like a 2x4."

Tompkins and a videographer traveled to St. Paul, Minn., where the exhibit was on display to shoot videotape of the haunting pictures coming to Nashville.

"Be prepared for the eyes," he wrote in the documentary. "They are asking what did we do to deserve to be hated."

It was the eyes of Anne, members of her family and others who died which make up the most powerful images of the documentary. Those black and white images were blended with newsreel films from the concentration camps and interviews of camp survivors.

"She was killed, killed because she was Jewish," Tompkins wrote. "She is the symbol for a million-and-a-half children who perished...."

"Bad things happen to good people all the time," Tompkins said. "What we learned through this young girl is that if it can happen to her it can happen to anyone."

*North Amsterdam was very heavily bombed on Sunday. The destruction seems to be terrible. Whole streets lie in ruins. It will take a long time before the people are*

*dug out.... Anne Frank, Nov. 8, 1943.*

Tompkins explained to his viewers that Anne's diary was given to her by her father, and she called the diary Kitty. She kept Kitty with her and wrote in it while she and her family waited for the Allies to win the war.

She talked about the plight of the Jewish people; yet she spoke with hope about the future and the future of the world.

*I still believe people are really good at heart. I think it will come to right. This cruelty too will end, and peace and tranquility will return again. In the meantime, I just uphold my ideals, and perhaps the time will come when I will carry them out. Anne Frank, July 15, 1944.*

Rosemary May, a concentration camp survivor, sat in a Nashville synagogue, her face illuminated by the glow from a candle. She helped unpack the boxes for the exhibit, the uniforms, gas canisters and other instruments of death used at the camps.

"I want to spit on it," she said, talking about the jacket of an SS officer worn at one of the camps. "I am just not lowering myself right now to do it."

The Nazis cut the prisoners' hair and used it for mattresses, and after the prisoners were killed, other inmates dug the gold and silver from the people who had been murdered, she said. The bodies were then stacked and burned or buried.

In her hands she held a small tin cup, and explained that "lunch and dinner consisted of rotten cabbage and rotten potatoes, and a few bugs thrown in for good measure. Once a month we had meat, which was horse meat."

Then there was the soap made from

the bodies of dead prisoners. "If you can think of anything inhuman being done to human beings, more so," she said.

The documentary pointed to a letter received in March 1993 at the Anne Frank Center in Amsterdam from a group of 12-year-old students from Bosnia.

*We wait spring. War is here. We want peace. Nobody hears us. We are a corner of the world. We haven't water, electric and heating. We bare it.*

*But we can't fear hate and evil. War is hate and evil. We are 12 years old. We can't influence politics and war. We didn't live to see peace.*

The letter was written by students in March 1993. Their village was bombed in June. They have not been heard from again.

The documentary was aired the week before the exhibit opened in Nashville, and 30,000 school children and 50,000 others saw it between Oct. 14 and Nov. 9, 1993.

The Emmy was only one of the awards Tompkins won this year. The same documentary garnered Headliner and Gabriel awards, a National Council of Christians and Jews award and a National Education Association award for excellence in broadcast journalism.

Projects like this are something "that we give back to the community, a gift of great value," he said. "It tells the viewer, 'This is worth talking about.' It's not about ratings or money."

"We are saying to those who watch us that you are with us every night," he said, "and we are willing to live up to that trust."

# EKU student paper wins national award

From Eastern Kentucky University

For many years the young journalists at The Eastern Progress have felt the pressure to perform, and perform well.

The awards that decorate the walls of the student-produced campus weekly at Eastern Kentucky University testify to a tradition rivaled by few collegiate publications, and drive each year's new staff to reach new heights.

This year's staff has an extra challenge to come up with an encore. Last November, the Progress was one of five non-daily college newspapers to be named a Pacemaker winner at the National College Media Convention in New Orleans.

Simply put, The Progress, a finalist in the competition five times since 1987 and a winner in 1990, was judged to be

one of the top five non-daily college newspapers in the country.

The past year also brought national notoriety to the paper's faculty adviser, Dr. Elizabeth "Libby" Fraas. The veteran educator was named the 1993 Outstanding Campus Chapter Adviser by the Society of Professional Journalists.

Sara Stone, national vice president for campus chapter affairs for the SPJ, said she "can't think of anyone more deserving. Everyone on the board agrees that (Fraas) has been the driving force behind the ECU chapter and the epitome of what all advisers should be like."

Fraas, who joined the ECU faculty in 1977, has advised the campus SPJ chapter since it was founded in 1983. The organization includes both print and broadcast journalists.

Judges for the Pacemaker competition, co-sponsored by the Associated Collegiate Press and the Newspaper Association of America, were from the Los Angeles Times, the Minneapolis Tribune, the Philadelphia Inquirer and the New Orleans Times-Picayune.

The judges critiqued four issues (not of the newspaper's choosing) of each competing newspaper. The entries were judged on a variety of factors, including content, design, editing, news judgment and photography.

Other winners in the non-daily division were college newspapers from Auburn, Carnegie Mellon, Tulane and St. Louis University. The campus newspapers at Murray State University and Western Kentucky University also made the top 20.

"That speaks well of the quality of journalism in this state," Fraas said,

"and we're honored to have made the final cut. These other programs drive us to perform well, and we appreciate the fact that they were recognized, too."

"We're not afraid to experiment and develop new classes," said Dr. Ron Wolfe, chairman of ECU's Department of Mass Communications and the new higher education representative on the Kentucky Press Association's Board of Directors. "You've got to be willing to go where the information highway takes you."

Fraas said the Lexington Herald-Leader and Landmark Community Newspapers Inc. have been helpful in giving Eastern students an early start through summer internships and part-time jobs.

"When we send people out, they're ready to go to work," Wolfe said.



## The Final Word: Writing News

# Presenting the 'facts' by fax

Princeton Times Leader finds daily fax newsletter successful in information world

From The Times Leader, Princeton

The Times Leader of Princeton is published twice a week—but about 85 businesses and individuals are receiving news five days a week from the paper.

A fax newsletter that began in November has proven to be extremely successful from a public relations standpoint.

Times Leader and Kentucky Press Association Board Member Chip Hutcheson said he had some reservations about the newsletter at the beginning, but has no regrets about the single page sheet that features local news, world/national news briefs, sports, local obituaries, weather and a calendar of events.

"FaxNews" was the brainchild of the paper's systems manager, Joey Randolph, who handled all the set-up for the newsletter.

First, several members of the paper's staff began calling local busi-

### The Times Leader is called 'the news source of Caldwell County.'

nesses to ask them for their fax numbers. A request for fax numbers was included in several issues of the paper.

Randolph input the fax information into the database. Each day Randolph, who is also the paper's sports editor, checks with members of the editorial staff to see what news items they have for the newsletter. He edits all materials submitted, and obtains world/national and sports briefs from America Online, then activates the calling system that automatically dials each fax number.

While there was concern that the newsletter might "scoop" the regular issues of the paper, that hasn't materialized. For space reasons, items published in the FaxNews are summaries, leaving full details to stories in the regular papers.

"We call our paper 'the news source of Caldwell County,' and I believe the newsletter helps us fulfill that label," Hutcheson said. "We try to start sending the newsletter between 9 and 9:30 each morning Monday through Friday, after collecting news on events that may have happened overnight, and several times we've had information on events that happened that morning—things that wouldn't appear in daily papers until the next day."

"One morning in December a wrestler for the local high school team had a wreck about 7:45 on his way to leave for a match with the team. We had information on that wreck in the newsletter that morning."

On another occasion, a local school board member who is the center of a controversy regarding the state's anti-nepotism provision of the Kentucky

Education Reform Act, announced one morning that he would appeal a Kentucky Court of Appeals ruling which said he is serving improperly on the board.

Rather than sending that out with the regular newsletter, The Times Leader prepared a "special edition"—a one-page issue that was sent out that afternoon detailing statements made by the board member that morning.

The paper has two advertising blocks at the bottom of the sheet, selling the space by the week or month. A discounted price is offered to businesses which agree to a month on the newsletter.

It has also opened up other avenues of revenue. One business had the paper fax a Christmas card to all customers who receive the newsletter.

Several other newspapers across the state, including Pulaski Week of Somerset, are also sending out fax newsletters.

## The Right To Know: Legalese



# Gorman busy with OR/OM decisions

**Editor's Note: The following stories are from a series by the Bowling Green Daily News about the Kentucky Open Records/Open Meetings Law.**

If it wasn't for Kentucky's Open Records and Open Meetings Act, Attorney General Chris Gorman's office would be far less busy.

Requests for opinions regarding the laws arrive daily. The office typically gets eight such requests a week, but it's not unusual for 10 or more to come in.

"We write about 2,000 opinions a year," Gorman said. "Obviously a lot of them pertain to local governments, and a lot of those pertain to open records."

Unlike all other attorney general opinions, those regarding open records can have the force of law. Because of that, Civil Division Director Ross Carter said the staff tries to mix studious, careful review with expedition, and the last draft of each opinion moves across Gorman's desk for final examination.

"We've devoted some more staff

resources to it," Carter said. "Generally, we try to get them out in 30 days."

A majority of requests come from the news media, while others come from private citizens or prison inmates.

Gorman said his administration has sought to respect the public's right to know. Loosely translated, he said that means if the law doesn't specifically say something is closed, it's open.

"Our philosophy has been that unless it is absolutely unambiguous, we make an exception," he said. "That has remedied many of the problems that may have existed before."

But Carter said problems still arise when the right to know conflicts with a person's right to privacy.

That was the case earlier this year when a Bardstown newspaper inquired about the availability of 911 phone call recordings. The Kentucky Standard sought the opinion after its publisher was denied access to transcripts of 911 phone calls and daily logs of calls made to 911. The newspaper argued that the public should know how dispatchers, whose salaries are paid by taxpayers, respond to emergency calls.

In denying the request, an assistant Nelson County attorney cited a 1990 attorney general's opinion saying that "disclosure of a complainant's identity...would be an unwarranted invasion of personal privacy which is not outweighed by the public's right to governmental information."

But Gorman said his office returned to its principle that records are open unless they are specifically exempt under statutes. The attorney general's opinion on the Bardstown matter, which Gorman views as a landmark in his administration, says that law enforcement agencies may withhold items of information "in order to protect a police officer or an informant" and must justify those refusals with specificity.

No such justification was given to The Kentucky Standard, Gorman ruled. According to the opinion, dispatch records generally fall under the same laws as other police documents and 911 logs should therefore be open. But the Nelson County Dispatch Center was given authority to withhold portions of the log with "particularized

justification."

Privacy is at the heart of many open records requests, but it's far from the only issue those seeking opinions raise. Another sticking point involves the question of when documents are no longer in the draft, or working, form. Inactive documents are protected under the law.

And, "the most rapidly growing category is computer files," Carter said. "We are beginning to see a few of those."

As a rule, Carter said the law applies to computer files just as it does to papers but the attorney general's office has yet to establish a backlog of opinions on computerized records.

Despite the high volume of clarification requests his office gets, Gorman said he's satisfied with the content of the Open Records and Open Meetings laws. He said a task force of state legislators and Kentucky Press Association representatives reviewed the law earlier this year.

"I think there was pretty much agreement that the law that was passed (originally) was in the best interests of openness," he said.



## In Your Headlines: Newspaper News

### Movers & Shakers

Who Went Where & What's Going On

#### Shindlbower new M-E at London paper

Darrell Hathcock, editor and general manager of The Sentinel-Echo, announced that John Shindlbower was promoted to managing editor for the newspaper.

Shindlbower is responsible for all parts of news gathering and production by the news department for the Monday, Wednesday and Friday editions.

Shindlbower will also supervise reporting by other members of Sentinel news staff that includes: Sue Minton, lifestyles editor; Jim McAlister, sports editor; and Eddie Arnold, government reporter.

#### Hamilton moves to Carlisle Mercury

Kim Hamilton has been named

managing editor of The Carlisle Mercury. She replaces Leigh Stone, who has been promoted to site manager of the newspaper.

Hamilton came to Carlisle from The Morehead News, which is also owned by Park Newspapers.

Hamilton left the News in 1993 to pursue an additional degree in journalism to compliment her associate degree earned in 1989.

Jason Hart, former manager of The Mercury, left the newspaper to take a position at Park Newspapers of Morehead.

#### Patrick new editor of Jessamine Journal

Randy Patrick, a former reporter for The Richmond Register, has been named editor of The Jessamine Journal.

He replaces Patti Clark, who left the paper in December.

### Memories

#### Former Big Sandy News M-E dies

Former Big Sandy News Managing Editor Eugene "Gene" L. Marvin Jr. died of a sudden illness at his Ashland home December 26, 1994. He was 63.

Marvin began working at The Big Sandy News in Sept. 1974, and remained at that position for almost 15 years before he resigned in 1989.

He began work at the Ashland Daily Independent in 1960, where he was named to the publication's regional news staff in 1972.

In March, 1974, he left the Independent to publish his own weekly, The Boyd County Press-Observer. He lasted there only three months.

A 1983 graduate of Eastern Kentucky University, Patrick worked for the Citizen Voice & Times of Irvine and the Mt. Sterling Advocate before joining the Register in 1986.

#### Gregory writing for Wayne County Outlook

Mitchell Gregory is the newest addition to the Wayne County Outlook staff.

He writes news and feature stories about people and events in and around

Wayne County. For the past five months he has been a student at Western Kentucky University, where he was majoring in history.

He has lived in Monticello all his life.

#### Vaughn rejoins Journal-Enterprise staff

Robin Vaughn has rejoined the ranks of Journal-Enterprise staff members.

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## 2¢ Worth: Our Views To You

# Debunking KPA convention myths

### By the Way

By Becky L. Meadows  
News Bureau  
Director



There was Lucy, Becky and Lisa from Cynthia.

There was Roger Givens from Morgantown, and Clay Scott from Edmonton, and Louise Hatmaker from Jackson.

Ah, Louise. Yes, Louise is definitely one of the most colorful characters the Kentucky Press Association has ever seen, I would say.

There were many other faces and names, much too many to mention here, but they all had one thing in common: They all attended the KPA Winter Convention in Louisville.

Some journeyed from the far realms of the state, including Jerry Lyles from Benton and Marty Backus from Pikeville. Some journeyed from far-

ther than that.

Why? Why would people like Jerry and Marty travel hours to attend a convention?

Perhaps they had heard about a Kentucky newspaper that was recently fined by HUD because of wording in a real estate classified ad, and they didn't want that to happen to their newspapers.

Or perhaps they had heard about the recent trend by OSHA to inspect newspaper offices, and levy huge fines for violations.

Or perhaps they had heard about the Americans with Disabilities Act, and wondered how it affected them, and if they were in compliance.

Or perhaps they had heard the bar at the Hurstbourne Hotel was excellent.

That's a distinct possibility.

All of the above may be true, but I think the real reason newspaper people from all over the state journey to KPA conventions is to renew old acquaintances.

That's one of the main reasons I look forward to conventions. I like getting with people from other papers-- people I deal with almost every day--

and finding out what they're like as people.

So, for those of you out there who haven't made a KPA convention for a while, here's some myths I'm going to debunk:

1. *KPA Conventions are for old fuddy-duddies.*

That's not true. I, for one, am not an old fuddy duddy. Neither are most of the people who attend the conventions. Do old fuddy duddies stay up 'til all hours of the night, talking and debating journalism, or teasing each other?

2. *KPA Conventions are just an excuse to spend money and party.*

Not true, and I hope that doesn't scare you away even more. KPA Conventions are filled with educational seminars on topics such those mentioned before. In addition, this past winter convention was held in conjunction with the Kentucky News Photographers Association, and featured some great sessions on photography. There's something for everyone to learn at our conventions.

3. *KPA Conventions are too costly for me.*

It could cost you MORE not to attend conventions. With sessions on

topics such as OSHA and fair housing laws, the fines you could face are much worse than the cost to attend conventions. Besides, who can put a dollar value on education?

4. *If I go to KPA conventions, I'll have to associate with the KPA/KPS Central Office staff.*

Well, you've got me there. Yes, chances are you will have to associate with some of us at least some of the time. We're a pretty fun, friendly bunch, and we probably won't let you get away until after you've chatted with us a while.

On the bright side, we're the people you deal with every day. You need to see what we look like so you can draw our pictures, hang them on your wall and throw darts at them.

5. *I've blown all my chances to attend a KPA convention.*

Wrong again. Make your plans now to attend KPA's summer convention, which will be held in Gatlinburg, Tenn. Call the office at (800) 264-5721 for more information.

By the way--If you don't come to conventions, I'll have to keep writing columns like this.

Which is worse?

## A Last Glance....



Eastern Progress Sports Editor Mary Ann Lawrence, a sophomore journalism major from Carlisle, makes a last-minute check over a recent issue. The newspaper won a national Pacemaker Award in 1994. Photo by Tim Webb.

## HUD memo clarifies what officials watch for in violations

**Continued from Page 11**  
before the complaint is filed. Potential complaints regarding advertisements which do not meet the above descriptions should not be filed.

Where there is a question about whether a particular real estate advertising complaint should be filed, relevant information regarding the factual and/or legal issues involved in the complaint should be gathered, and counsel should be consulted prior to contacting the potential respondent publisher. The matter should then be referred to the Office of Investigations for review. Such referral may take the form of a short memo, reciting the applicable advertisement language, and any factual or legal analysis which is appropriate.

Section 804 (c) of the Act prohibits the making, printing and publishing of advertisements which state a preference, limitation or discrimination on the basis of race, color, religion, sex, handicap, familial status, or national origin. The prohibition applies to publishers, such as newspapers and directories, as well as to persons and entities who place real estate advertisements. It also applies to advertisements where the underlying property may be exempt from the provision of the Act, but where the advertisement itself violates the Act. See 42 U.S.C. 3603 (b).

Publishers and advertisers are responsible under the Act for making, printing, or publishing an advertisement that violates the Act on its face. Thus, they should not publish or cause to be published an advertisement that on its face expresses a preference, limitation or discrimination on the basis of race, color, religion, sex, handicap, familial status, or national origin. To the extent that either the Advertising Guidelines or the case law do not state that particular terms or phrases (or closely comparable terms) may violate

the Act, a publisher is not liable under the Act for advertisements which, in the context of the usage in a particular advertisement, might indicate a preference, limitation or discrimination, but where such a preference is not readily apparent to an ordinary reader. Therefore, complaints will not be accepted against publishers concerning advertisements where the language might or might not be viewed as being used in a discriminatory context.

For example, Intake staff should not accept a complaint against a newspaper for running an advertisement which included the phrase female roommate wanted because the advertisement does not indicate whether the requirements for the shared living exception have been met. Publishers can rely on the representations of the individual placing the ad that shared living arrangements apply to the property in question. Persons placing such advertisements, however, are responsible for satisfying the conditions for the exemption. Thus, an ad for a female roommate could result in liability for the person placing the ad if the housing being advertised is actually a separate dwelling unit without shared living spaces. See 24 CFR 109.20.

Similarly, Intake staff should not file a familial status complaint against a publisher of an advertisement if the advertisement indicates on its face that it is housing for older persons. While an owner-respondent may be held responsible for running an advertisement indicating an exclusion of families with children if his or her property does not meet the "housing for older persons" exemption, a publisher is entitled to rely on the owner's assurance that the property is exempt.

The following is policy guidance on certain advertising issues which have arisen recently. We are currently

reviewing past guidance from this office and from the Office of General Counsel and will update our guidance as appropriate.

1. Race, color, national origin. Real estate advertisements should state no discriminatory preference or limitation on account of race, color, or national origin. Use of words describing the housing, the current or potential residents, or the neighbors or neighborhood in racial or ethnic terms (i.e., white family home, no Irish) will create liability under this section.

However, advertisements which are facially neutral will not create liability. Thus, complaints over use of phrases such as master bedroom, rare find, or desirable neighborhood should not be filed.

2. Religion. Advertisements should not contain an explicit preference, limitation or discrimination on account of religion (i.e., no Jews, Christian home). Advertisements which use the legal name of an entity which contains a religious reference (for example, Roselawn Catholic Home), or those which contain a religious symbol, (such as a cross), standing alone, may indicate a religious preference. However, if such an advertisement includes a disclaimer (such as the statement "This Home does not discriminate on the basis of race, color, religion, national origin, sex, handicap or familial status") it will not violate the Act. Advertisements containing descriptions of properties (apartment complex with chapel), or services (kosher meals available) do not on their face state a preference for persons likely to make use of those facilities, and are not violations of the Act.

The use of secularized terms or symbols relating to religious holidays such as Santa Claus, Easter Bunny, or St. Valentine's Day images, or phrases such as "Merry Christmas", "Happy

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## Movers & Shakers

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She began her new job as Journal-Enterprise News Editor in mid-January.

She worked at the Providence newspaper from Sept. 1993-June 1994 in various capacities, and as a staff writer.

## Johnson new ad manager for Richmond Register

A Richmond native returned home to become the new advertising manager for The Richmond Register.

Paula Johnson moved back to Richmond from Raleigh, N.C., where she was account services administrator for the North Carolina Press Association. She acted as a liaison between the NCPA and all 225 newspapers in North Carolina.

Johnson replaces Sandy Belli, who is leaving to become advertising director at the Portsmouth (Ohio) Daily Times.

Easter", or the like does not constitute a violation of the Act.

3. Sex. Advertisements for single family dwellings or separate units in a multi-family dwelling should contain no explicit preference, limitation or discrimination based on sex. Use of the term master bedroom does not constitute a violation of either the sex discrimination provisions or the race discrimination provisions. Terms such as "mother-in-law suite" and "bachelor apartment" are commonly used physical descriptions of housing units and do not violate the Act.

4. Handicap. Real estate advertisements should not contain explicit exclusions, limitations, or other indications of discrimination based on handicap (i.e., no wheelchairs). Advertisements containing descriptions of properties (great view, fourth-floor walk-up, walk-in closets), services or facilities (jogging trails), or neighborhoods (walk to bus-stop) do not violate the Act. Advertisements describing the conduct required of residents ("non-smoking", "sober") do not violate the Act. Advertisements containing descriptions of accessibility features are lawful (wheelchair ramp).

5. Familial status. Advertisements may not state an explicit preference, limitation or discrimination based on familial status. Advertisements may not contain limitations on the number or ages of children, or state a preference for adults, couples or singles. Advertisements describing the properties (two bedroom, cozy, family room), services and facilities (no bicycles allowed) or neighborhoods (quiet streets) are not facially discriminatory and do not violate the Act.

Please contact Sara K. Pratt, Director, Office of Investigations or Susan Forward, Deputy Assistant Secretary for Enforcement and Investigations, for further information.

# Newspaper staff names Ron Daley 'Man of the Year'

By Karen Jones Calhoun  
Troublesome Creek Times, Hindman

Each January, our editor reviews the previous year's events and consults with others to select an individual who has made the most positive contribution to Knott County—the Times' Person of the Year.

This year is a little different, because, completely without our editor's knowledge, the staff of the Times (at the initiation of our advertising manager) is changing our front page in secret, after Ron has gone home. We think our readers will agree that, for 1995, Ron Daley is the most logical choice for "Man of the Year."

The difficult times Ron faced in 1994 would have caused some men to become bitter and angry. Instead, our editor responded with patience and courage. In addition to giving his wife, Amy, the support she needed during her illness (as well as being there for his two sons), he still found time to give to his work and in community service.

Originally from North Dakota, Ron is the son of Floyd and Merle Daley.

Ron and Amy Daley became Knott Countians in 1975. They came here as employees of Alice Lloyd College; Ron was a teacher and director of the Appalachian Learning Laboratory. In 1980, the Daleys, with friends Mike and Frieda Mullins, left ALC and started the Troublesome Creek Times.

In the years since, Ron Daley has been Knott County's most visible volunteer. Any effort to promote the community has listed Daley among its leaders.

The Troublesome Creek Times became an award-winning newspaper under Ron's leadership. It has also been the editor's goal to make the paper truly "the voice of Knott County"—a vehicle to promote the positive aspects of the area as well as point out the negative and call for improvement.

His list of community and business involvements could alone be enough to warrant Ron's selection as Man of the Year. However, Ron Daley's most impressive accomplishments this year were in quite another arena.

In May 1994, Ron and Amy learned that they must face their final battle in

Amy's six-year struggle with cancer.

Amy's response to cancer and the difficult treatments to combat it was ever-increasing cheerfulness and sweetness. Ron was her support system throughout her illness. In the first few years, Ron and Amy fought for a cure, and Amy's recovery was more than even her doctors expected. Ron was an encouragement in each step of the aggressive treatment Amy chose to attack the cancer.

Following the final recurrence of the disease, Ron swallowed his own pain and fear to make the time remaining as fulfilling as possible for Amy. For Amy, he smiled through tears. The man who had always been dedicated to his work became even more devoted to his wife, doing anything and everything he could to make her happy. He leaned on God for strength, and he gave strength to Amy.

The lives of Ron and Amy Daley have been inspirational to Knott Countians in 1994. Ron made Amy proud, and all of us at the Times, along with our readers and friends, are proud to honor Ron Daley as Man of the Year.

## KPA Photo Exhibit now available for display

If you went to the Trade Show area at the Kentucky Press Association Winter Convention, you probably took a minute to look at the 25 or so framed photographs that were part of the KPA Photo Exhibit.

The photographs included a dazzling picture of the implosion of the old Brown & Williamson building in downtown Louisville, as well as an interesting portrait of two statues facing each other.

Talents of photographers from all across the state were displayed by the exhibit, which was on show for two days during the convention.

The exhibit is now available to KPA member newspapers throughout 1995 for display at local shows, fairs and public or college/university libraries.

If you're interested in using the exhibit for local display, please call Sue Cammack at (800) 264-5721. There is no charge other than paying shipping fees.

## Newspapers beat radio, TV

Continued from Page 1  
limits imposed by election reform," said David T. Thompson, executive director of the Kentucky Press Association.

"In years past, we have seen many political advertising dollars leave the state. Historically, Cincinnati, Huntington and Evansville television pulled advertising revenue away from Kentucky. With spending limits now in place, candidates will likely rely more heavily on local media to carry their messages," Thompson said. "Results of this poll indicate newspaper is a candidate's best bet for communicating with the voters."

More than three-fourths of voters say newspaper advertising is better for political candidates because it gives them a chance to address the issues in more detail.

According to Dave Woolverton, assistant professor of mass communications at Eastern Kentucky University, survey results indicate voters are interested in advertising which gets to the heart of the issues.

"The survey findings could be a reflection of the fact that people know television advertising is often criticized for being image advertising rather than issue advertising," Woolverton said. "Television ads place more emphasis on the personality of the politician running, rather than the issues."

The poll was conducted by Preston Research Group, a Lexington-based opinion research firm. The sample of 803 adult Kentuckians was selected at random. The sample size indicates a sampling error of 3.5 percentage points plus or minus, at the 95 percent confidence level.

## Ad reporting regs same for Lt. Gov., Gov.

Continued from Page 1  
Confusing, yes; but that's the determination of the Kentucky Registry of Election Finance after the potential scenario was presented.

KPA officials discussed the far-fetched idea after an inquiry from a Kentucky newspaper.

After consideration, the registry felt it was possible someone might particularly like the lieutenant governor nominee and want to get that name

before the voters. Considering it a case of free speech, the registry determined it could not stop an advertisement featuring a lieutenant governor nominee but will require the reporting forms be sent to the registry as if the ad was placed for the slate-governor and lieutenant governor.

If you have questions about this decision, call David T. Thompson or Gloria Davis at (800) 264-5721.

## CLASSIFIEDS

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