

# KPA

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## Kentucky Press

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## AccessKPA.com a hit with papers

By LISA CARNAHAN  
KPA News Bureau

AccessKPA.com, the follow-up to KPA's bulletin board system CommonNet, is getting a warm welcome from Kentucky newspapers. Already, nearly 120 of the 150 papers in the state have asked for and receive access to the site.

One reason for the high use is its simplicity. With CommonNet, papers had to dial into a modem at the Central Office, but now our newspapers can get the same kind of information off the internet. AccessKPA.com is also secure: it's password protected and newspapers have to sign up to receive permission to access the site.

The sign up is done the first time a newspaper accesses the site and that's forwarded to our office

for approval. Once the sign up is approved, the newspaper has access to the site.

Right now, AccessKPA.com is limited only to Kentucky newspapers but it will eventually include Indiana newspapers as part of our agreement with the Hoosier State Press Association for us to operate the Indiana Newspaper Advertising Network. While the news releases may not be of interest to the Indiana newspapers, giving them access to the site allows us to send display ads electronically to newspapers in both states.

"CommonNet was one of the more successful bulletin board systems operated by state press associations and now AccessKPA.com is following suit," said KPA Executive

See ACCESSKPA, page 7

## Scripps purchases Gleaner, Advocate

By LIBBY L. KEELING  
Gleaner staff

Media giant E.W. Scripps Co. acquired The Henderson Gleaner on Nov. 1, making the newspaper a division of the Evansville Courier & Press.

Scripps, which has owned the Courier for 14 years, announced its intention Oct. 5 to purchase the Henderson newspaper from Belo Corp., pending government approval.

Terms of the sale, which include the Union County Advocate and Audubon Printers, were not disclosed.

"(The Gleaner) will be a division of the Courier & Press, and it will be Henderson's newspaper. We

think, in just about every way the markets are measured, Henderson County is linked with the Evansville market," said Vince Vawter, president and publisher of the Courier & Press.

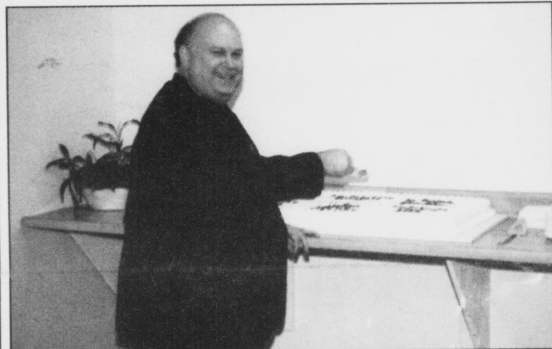
"I think the Courier & Press and The Gleaner now can serve the market better."

The Gleaner, however, is to retain its independent editorial voice and focus on the Tri-county area. It will also continue to be printed in Henderson.

"It's been around 115 years. We see all of the awards it's won. I think it can only be classified as a true community newspaper. That's what we think it ought to be, and

See GLEANER, page 6

## 100th Anniversary marked



David Greer, publisher of The Kentucky Standard, Bardstown, cut a cake during an open house Nov. 1 in honor of the 100th anniversary of the newspaper. The newspaper has marked the milestone with a year-long celebration and activities that included a weekly series, examining decade by decade the most important events in Nelson County history, and a pictorial history book that was recently released. The newspaper plans a commemorative issue on Dec. 15, the exact date of The Standard's 100th anniversary.

## Nominations being accepted for Hall of Fame, Owens award

Nominations are currently being accepted by the University of Kentucky Journalism Alumni Association for inductees into the Kentucky Journalism Hall of Fame.

The Hall of Fame recognizes individuals who have made significant contributions to journalism. Selection is from persons, living or deceased, who are Kentucky natives or have spent a substantial part of their journalism careers in

Kentucky.

The deadline for nominations is Jan. 3, 2001. Further information may be obtained by writing the School of Journalism and Telecommunications, 107 Grehan Building, University of Kentucky, Lexington, Ky. 40506-0042, or by calling (859) 257-1730.

Nominations for the Lewis E. Owens are also being accepted by

See NOMINATIONS, page 10

### What's Ahead

Jan. 18-19: 2001 Winter Convention, Galt House East, Louisville

#### Inside

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# Kentucky people, papers in the news

## Herald-Leader promotes Luecke, Caulkins

The Lexington Herald-Leader has promoted two executives to senior vice president.

Pam Luecke, editor and vice president, has been named editor and senior vice president.

Ann Caulkins, vice president of advertising, has been named senior vice president for sales and marketing.



LUECKE



CAULKINS

Luecke worked as an editor at The Courier-Journal and the Hartford (Conn.) Courant before becoming the Herald-Leader's editorial page editor in 1995. She became editor in 1996.

Caulkins, who grew up in Louisiana, was retail advertising director of the Fort Worth (Texas) Star-Telegram before she was named Herald-Leader advertising director in 1997.

She is now responsible for promotion and creative services, market research, advertising and circulation. A new advertising director will be named and will report to her.

Caulkins was honored in 1999 with the Excellence Award in advertising given annually by Knight Ridder, which owns the Herald-Leader.

## Salysville paper sold

David L. Prater has purchased the Salysville Independent from Tim and Carol Bostic, who have owned and operated the paper since 1972, when they bought it from Sandy Valley Press.

Tim Bostic, who had held the title of editor and publisher, will continue to serve as the publication's editor. Prater, who said he holds a sentimental attachment to the paper, has said he plans to work with the Bostics to improve it.

Prater attended Eastern Kentucky University and served one term on the Salysville City Council. His grandfather was once editor and part owner of the paper.

University, has taken a position at the Tampa Tribune in Tampa, Fla.

Originally from Mt. Sterling, Back completed internships at the Lexington Herald-Leader, The Oregonian in Portland, Ore., The Columbus Dispatch in Ohio and The Herald-Dispatch in Huntington, W. Va.

Back, who also served as co-editor of WKU's College Heights Herald, will cover education for the Tampa Tribune.

## Simpson joins staff at Kentucky Standard

Nathan Simpson has joined the staff of The Kentucky Standard as a graphic designer.

Simpson, 21, has previously worked as a member of the Louisville sales team at the Landmark Communications corporate office. He also spent time working for Louisville Homes Magazine, which is also owned by Landmark.

Simpson holds a degree in graphic design from Louisville Tech.

## Berry hired at Cadiz

Tom Berry has been hired as a reporter at The Cadiz Record. He most recently worked for the Kentucky New Era in Hopkinsville. He holds a bachelor's degree in print journalism from Austin Peay State University and an associate's degree from Hopkinsville Community College.

Berry, who is also an editorial cartoonist, worked for the International Paper Co. and served in the U.S. Navy before beginning a career in newspapers.

## Collins takes top post at Hazard Herald

Rod Collins has been appointed publisher of the Hazard Herald. He will also continue to act as publisher of The Floyd County Times, a position he has held since last year. He replaces Hazard Herald Publisher Mike Rindahl, who said he is leaving the paper to pursue other opportunities.

"I have wrestled for months with my decision to resign as publisher of the Hazard Herald," Rindahl said. "But I feel this is one of those opportunities one shouldn't pass up."

Both papers, which are owned by Community Newspaper Holdings, Inc, will remain independent.

## Kentucky native takes job at Tampa Tribune

Shannon Back, a 2000 graduate of Western Kentucky

See PEOPLE, page 10

**The Kentucky Press**

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## Former guard convicted in fire at Herald-Leader

By PATRICIA LYNCH KIMBRO  
Herald-Leader staff writer

After 20 minutes of deliberations on Oct. 9, a Fayette County Circuit jury convicted a former security guard of third-degree arson for a fire at the Lexington Herald-Leader in February.

Jeffrey Scott Kelso, 27, a former volunteer fireman who said he'd never fought a fire, testified he took a cigarette lighter and held it up to a frayed edge on a roll of newsprint. Kelso said he did this twice before the fire actually started. Damage from the blaze and water was put at \$100,000.

Kelso said curiosity and stupidity led him to see what would hap-

pen if he held the lighter to the corner of a waxed wrapper that had come loose from one of the newsprint rolls. The paper is stored in the warehouse area on the first floor of the Herald-Leader at 100 Midland Avenue.

Connie Carter, a contracted cleaning employee, testified that she was taking a break when she spotted Kelso moving his arm up and down around the newsprint.

Defense attorney Alicia Sneed argued that although Kelso started the fire, he never fled the building. Instead he called 911 to report the fire as the 50 employees working that evening evacuated.

## Regs govern employment advertising

Two Kentucky Administrative Regulations govern the posting, distribution and advertising of employment opportunities in Kentucky.

Based on requests from individual newspapers for employment advertising specifics, KPA is making both administrative regulations available through The Kentucky Press.

For more information on employment advertising and the expected requirements of newspapers in publishing such ads, contact Joseph Brown at the Kentucky Human Rights Commission, (502) 595-4024.

### 104 KAR 1:010. Posting, distribution and availability of notices and pamphlets.

**NECESSITY, FUNCTION, AND CONFORMITY:** This administrative regulation is necessary to establish requirements for persons defined in KRS 344.010, 344.030, 344.130 and 344.367, to post, distribute and make available notices and pamphlets.

#### Section 1. Equal Employment Opportunity Notices

(1) An employer, employment agency, licensing agency and labor organization, shall post and maintain at its establishment equal employment opportunity notices.

(2) Equal employment opportunity notices shall be posted and shall be readily apparent to an employee and applicant for employment. They shall be posted:

- (a) In easily-accessible and well-lighted places; and
- (b) At or near each location where the employee's services are performed.

(3) A Labor organization shall post "equal employment opportunity" notices in easily-accessible and well-lighted places. The notices shall be readily apparent to member and an applicant for membership.

#### Section 2. Public Accommodations - Welcome Notice

(1) An owner, lessee, proprietor, or manager of a place of public accommodation, resort, or amusement, shall post and maintain at a place of public accommodation, resort or amusement welcome notices.

(2) Public accommodation welcome notices shall be posted where

See EMPLOYMENT, page 6

## Grayson J-E employees rise to the occasion when office threatened by fire that killed one

On Sept. 9, employees of the Grayson Journal-Enquirer were faced with a tough question: Do we stay or do we go?

The building that houses the newspaper, which is located in Grayson, was threatened by a fire two doors down.

Unbeknownst to the GJE staffers, a man had already died in the fire. Jeremy Marcum, 20, died of smoke inhalation, according to investigators.

Ad rep Bonnie Pence found out about the fire as she drove through town. She immediately paged GJE Managing Editor Jason Hart.

"I had left my scanner at the office, as the company police scanner was out of commission, so I was unaware of the fire," Hart said. "I'm just glad Bonnie spotted it."

Pence opened the office to find that there was no smoke in the building yet. She helped other bystanders carry merchandise from Grayson Sporting Goods to that store's warehouse up the street.

Pence also allowed others to use her cell phone to make emergency calls.

"I really think Bonnie should be commended for her actions," Hart said. "She really rose to the occasion."

When Hart arrived, he found a scene of chaos.

"The whole block was closed off, so I had to talk my way past the fireman," Hart said. "I used my press ID, and they let me in."

Pence and her daughter Michelle were busy helping carry merchandise to safety. "I just started taking photos of everything," Hart said. "There was a whole crowd of people helping carry stuff out of Grayson Sporting Goods and into their warehouse. I saw Bonnie working like crazy to help them carry stuff."

Pence said the experience clarified the meaning of 'community' for her.

"We were working at the time on a 'Pride' edition, highlighting the good qualities of our community," Pence said. "Seeing all those people working together to help their neighbor really brought home that sense of pride in our community. I got a little choked up, to be honest."

Pence and Hart kept an eye on the spreading fire, discussing whether they should start moving out computers.

Office Manager Mara Harlow arrived later with her daughter Melissa, and her daughter's boyfriend, Dale Marshall, in tow.

As the fire spread and firefighters started limiting access to the GJE building, the decision was made.

**"We were working at the time on a 'Pride' edition, highlighting the good qualities of our community...Seeing all those people working together to help their neighbor really brought home that sense of pride in our community. I got a little choked up, to be honest."**

**Bonnie Pence**

Grayson Journal-Enquirer ad rep

"We started carrying out computer equipment, ad schedules, our cash box, all of it," Hart said. "The people that work here absolutely did an outstanding job in getting our stuff out."

A couple of tense moments punctuated the chaos. The first came when Marshall was backing his pickup down the blocked-off street to load up computers. He was stopped and ordered out of the area to make room for an aerial truck that was en route to the fire.

"Dale and I talked the firefighters into giving us five minutes, and they let him in," Hart said. "They said if we weren't out in five, they would arrest us and tow his truck. Needless to say, we hurried."

Another tense moment came when Hart slipped under a 'fire line' tape and was threatened with arrest again. "I had set my camera down on my desk to help load," Hart said. "I asked a fire fighter if I could go back in and he gave me permission, but I guess the cop didn't hear him."

Hart said the police officer told him to 'get out or get arrested.' The matter was quickly straightened out and Hart was allowed to retrieve the camera. "I'm just glad the cops and firefighters know me, and that I know them," Hart said. "I couldn't stand the thought of losing that camera and the pictures of the fire, and then having to explain those losses to my boss!"

Computers and other equipment were loaded into vehicles belonging to Pence, Hart, and Marshall.

The GJE building was not damaged, so staffers brought the computers and other equipment back that weekend and set them up. Except for a lingering smoky smell, the building was untouched by the fire.

"We were fortunate," Hart said. "We are lucky that Bonnie spotted the fire, that we have great employees, friends, and family who helped. The people I work with deserve a huge pat on the back, as do all the people who helped us."

## Murray State News picked as Pacemaker finalist

For the fourth consecutive year, The Murray State News has been recognized as one of the best collegiate newspapers in the country.

The student staff has been notified that the newspaper is once again a finalist for the national Pacemaker award.

The Murray State News is among 24 non-daily finalists for the 2000 Pacemaker Award.

Ten of the 24 finalists will be named Pacemakers at the National College Media Convention Nov. 12 in Washington, D.C.

The Associated Collegiate Press and the Newspaper Association of America Foundation sponsor the Pacemaker Award. Judges for this

year's competition were from The Washington Post.

The newspaper was named a national winner in 1998 and 1999.

The Murray State News is one of only two Kentucky newspapers to be named finalists.

The College Heights Herald, the student newspaper at Western Kentucky University, is a finalist and also a Pacemaker recipient in 1999.

Jennifer Sacharnoski, a senior print journalism major from Louisville, was editor in chief from fall 1998 to spring 2000, the period of the 1999 Pacemaker award and the 2000 Pacemaker finalist.

Serving as editor in chief this

year is Jason Yates, a senior print journalism major from Fulton.

"Our staff of writers, editors, cartoonists, designers, copy editors, photographers and advertising representatives work hard week after week to produce a quality newspaper," adviser Joe Hedges said. "To be named a Pacemaker finalist for four consecutive years is a tribute to our students."

"This recognition puts Murray State in an elite group of journalism programs in the Commonwealth and the country. I am proud of our students, our journalism program and Murray State for its support of our efforts to provide students an environment of excellence."

## Many design errors aren't - they're editing errors

### Design is Everything

By Edward F. Henninger



Often the mistakes readers see on our pages are the result of poor editing, not poor designing. So even though we commit occasional design sins, the root cause often is the sin of not editing or planning well.

Here are some examples — and perhaps some solutions:

• **Problem:** The small headline. Especially in weeklies and small dailies, it's not unusual to see the lead headline on the front page in 36 point, perhaps as small as 30 point. This occurs because the editor writes a particular headline and then just sizes it to fit. And if the headline typeface is wide (such as new Century Schoolbook), the problem is compounded.

• **Solution:** Set the size of the headline first, then write the headline to fit.

If you need more space to tell what the story is about, add a drop headline.

The lead headline on page 1 of a broadsheet ought to be no smaller than 48 point — and I often recommend 60 point.

• **Problem:** Squeezing or downsizing text type. Editors will occasionally take liberties with the scale or size of text so they can make the story fit — especially if they've been given a story that's longer than they expected.

• **Solution:** Edit. There's no story that can't be cut. Even if deadline pressures seem insurmountable, we owe it to readers to give them a story that's physically readable.

Readers understand that we have space limitations and would rather have a shorter story than one they can't read because the text is too small. Let's remember that we are editors first. And there's nothing illegal, immoral or fattening about instructing our reporters to write to fit.

• **Problem:** The bogus visual element. Our story is short, so we'll

insert a photo, a pull quote or a graphic element (sometimes even a piece of awful clip art!) to help make the story fill. Because this is an afterthought, often the visual element will have only a weak link to the story.

• **Solution:** Have a better idea from the outset just how long the story is going to be. Plan better for where you're going to place the story on the page. If you're still caught, make sure you use an element that applies to the particular story. For example, if your story is about pool safety in the city, it's better to run a map locating city pools than clip art of a swimmer. If you can't find a suitable visual element, just try another deck of headline or insert a drophead. If all else fails, look for ways to grow another element adjacent to the story, such as a photo or another story — or place the problem story somewhere else on the page. And you could always bring another story onto the page.

• **Problem:** The jump that's too short. Because our story comes up short, we have only two or three inches of text to place on the jump page. Short jumps frustrate readers, who go to the jump page expecting to find enough material there to make the trip worthwhile.

• **Solution:** Edit the story in the front. One less jump is one less bother for readers.

• **Problem:** No dominant visual element on the page. The stories run too long and we may not want to jump, so we fail to edit. Instead, we run the story in its entirety and squeeze what should be a three-column photo into a two-column hole. The photo was planned as your dominant element. At three columns wide, it would have been eight inches deep. But by placing it in a two-column hole, it's now only a tad more than five inches deep — hardly enough to lead the page.

• **Solution:** Trim the stories. Perhaps move a story to another page. Use fewer visual elements in the body of the page, allowing the key element some size and room. Here's a tip: always place the dominant visual element first and con-

See DESIGN, page 11

## Practical tools serve as guide for ethics...even on deadline

You spent some time thinking or talking about ethics this week. Maybe it was the call from a mother, pleading to keep her son's name out of the DUI listings. Or you were trying to decide how to obtain an incident report that the sheriff didn't want to release.

Maybe it was that picture of the fatal wreck at the edge of town — was it too graphic to run across four columns of Page 1? Other staff members may have been involved. Or maybe it was just you, staring at the mirror early in the morning. It is not likely that you were in an ethics class or at an ethics conference.

Because I teach a media ethics course, I spent a couple of hours filling out two surveys this week.

They came from colleagues at other universities who are doing research about ethics education.

In different ways, both asked "Is formal education in media ethics making any difference?"

My Answer: Books and magazine articles are abundant, and more journalism students are taking ethics classes. Working journalists are more conscious of the ethical dimensions of their work, ethics decisions more visible than they have ever been before, and professionals have become much more willing to critique each other's ethics in public.

Yet in the newsroom, doing ethics is still a scramble, not a thoughtful process. Most ethics discussions are still made reflexively and reactively, responding quickly to specific situations.

Few reporters and editors spend much time thinking about how they make their ethics calls, although more attention to the process would produce more rational and defensible decisions and less second-guessing after the paper comes out.

By concentrating on ethics in the classroom three times a week for 15 weeks I can acquaint students with Aristotle, Confucius and the Utilitarian philosophers, as well as with ways of approaching ethics. They begin to see how this leads directly to better decisions on handling a sensitive interview or a bloody photograph — as well as

why it was wrong for the Los Angeles Times to enter into that Staples Center agreement. It's much harder for a reporter working on deadline to learn to appreciate that approach.

But never mind Aristotle. Journalists who care about improving the quality of ethics decisions can find excellent, accessible tools literally at their fingertips. Here are four:

1) Think-tanks: The Poynter Institute in St. Petersburg, FL, offers a half dozen intensive short-courses in ethics topics for editors and reporters (details online at [www.poynter.org](http://www.poynter.org)).

The American Press Institute ([www.newspaper.org](http://www.newspaper.org)) has no specific ethics course, but weaves ethics into its programs for newspaper executives, including one for weekly newspaper managers.

2) The Society of Professional Journalists ethics handbook: I've praised this book, "Doing Ethics in Journalism, A Handbook with Case Studies," for its questions, cases, and excerpts from newspapers' ethics guidelines. It should be on every editor's desk.

3) Ethics online discussion group: You can sign up by going to [spj.org/ethics/sources.htm](http://spj.org/ethics/sources.htm). The thoughtful, spirited back-and-forth debates and discussions will help you think about your own ethics dilemmas. And by subscribing to the list, you can ask your own questions and get a flock of replies within a day or two.

4) Brill's Content: You're probably already familiar with Quill, Columbia Journalism Review, and American Journalism Review, all of which offer intelligent discussions of ethics almost every month. But I turn first to Steven Brill's lively, irreverent magazine, Brill's Content. Take a look at the web version at [www.brillcontent.com](http://www.brillcontent.com), then get your own subscription.

(Author: Garrett Ray, former editor of the Littleton (CO) Independent, teaches journalism at the Colorado State University. He can be reached at the Department of Journalism and Technical Communications, CSU, Fort Collins, CO 80523, or [gray@vines.colostate.edu](mailto:gray@vines.colostate.edu).)



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revenue for your paper!

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## Technology Today

### Adobe Photoshop seminar well worth the effort, cost

#### Dr. Tech Hotline

By Tim Jones  
Parts-Plus



I am sorry if you tried to call my 800 phone number the first 12 days of October and could not get through. When our area code changed, this caused a problem for the phone system.

I was in contact with MCI from the beginning. Some were telling me it was ready to work. Others were saying it would never work. Some support people did not know what to do. Finally on October 12 a technical support person got it fixed in about five minutes. Now the 800 number works and rings to my cell phone as it did before. Please use it any time you have a question.

I often get mail offering Adobe Photoshop training in the \$400 price range and seriously considered making such an investment for the sake of many of the Photoshop related questions. The KPA sponsored Photoshop class in Georgetown on October 26 and 27 answered this need for me and about 40 others who attended.

Russell Viers from Kansas City presented Photoshop geared for the newspaper. This class dealt with the full version of Photoshop 5.5. The LE or limited versions do not support most of the functions he taught. Some of the topics covered included percentage to scan the original photo, layers, channels and monitor calibration.

Monitor calibration will solve many of the problems that you have with printed photos being darker than desired. If you have the full version of Photoshop without training, you may be missing a number of time saving features.

On Saturday, Russell taught a one day class on Adobe Indesign. This software is being recommended by several experts as the publishing tool of the future. After

#### Hotline Numbers

1-800-484-1181 code:7076  
859-314-5146  
859-623-3880  
859-624-3767  
e-mail: tjones9692@aol.com  
FAX: 859-624-9893

attending this class I have to agree that it supersedes Pagemaker and Quark Xpress. My advise to the decision makers is learn all you can about InDesign. Your people will be asking for it! I really appreciate KPA providing these classes at a reduced cost.

Recently, I had the opportunity to experiment with a Sony Spressa CD Writer. The model number is CRX1600L-A2. The attractive features of this model are the firewire interface and writing speed. It can create a Compact Disk in about 8 minutes. This model is easy to connect and load software. My first attempts to create both a music CD and a data CD were successful.

However, my next three attempts failed therefore ruining three blank disks. At that point I printed out the PDF manual and started reading. CD recording has a several more options than just copying files to a Zip or hard drive. The software, "Discribe" supplied with the Sony CDR is not as intuitive as I would like but reading directions clears up the mysteries.

I tried Adaptec's "Toast 4.1.1" and it also works well with this drive. With whatever CD Recorder you use, I would recommend something you Mac users usually do not do: Read directions first!

Another CD Writer that gets a lot of attention is the Iomega Zip CDR. This one is a little slower than the Sony unit and operates on USB. The price of the Zip CDR is lower than the Sony. The value of CD writing is to create archives and backup of your weekly work.

### Printing on the road ...delivered as promised

By Kevin Slimp  
UT/TPA Institute  
of Newspaper  
Technology



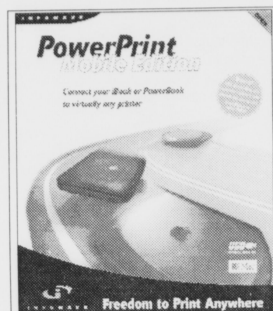
Bill Will, staff member of the Washington Newspaper Publishers Association emailed this morning with a good question. He wanted to know if the recent session of the Institute of Newspaper Technology had caused me to skip my column this month or if he had just missed it. You have a keen eye, Bill. I thought I might sneak through November without writing a column, but you're too quick for me.

So I begin my day by looking around my office at the new toys, I mean products, which I've received from vendors over the past few weeks for review. I stopped looking when I came upon PowerPrint, a new hardware/software solution by Strydent Software.

Strydent Software, formerly Infowave's Imaging Division, has released a product which will be of interest to users on the go. You might remember Infowave. They've released several versions of StyleScript, a program which provides non-Postscript printers (most inkjets and inexpensive laser printers fit in this category) the ability to print genuine level 3 Postscript.

In a nutshell this means that your \$199 inkjet printer can print at pretty much the same quality as the \$1600 Postscript inkjet back in the composition room. Infowave also produced a hardware/software solution called PowerPrint over the years which allows Macintosh computers to print to most PC-compatible printers. The newest version of this is the PowerPrint Mobile Edition, created for folks who need the ability to print while they're out of the office using a Powerbook (Mac laptop) or iBook computer.

When I opened the box I immediately saw five items: a "Quick-Start Guide," a CD, a blue crossover ethernet cable, a retractable phone cord (think of the retractable measuring tape in your toolbox and you've got the idea), and a USB-to-Parallel converter cable. The idea is this: the PowerPrint Mobile Edition is supposed to allow mac users to connect their Powerbooks to just



PowerPrint Mobile Edition is supposed to allow Mac users to connect their Powerbooks to just about any printer while out of the office.

about any printer (and most printers are not Mac-compatible) while out of the office.

I tested the product by going over to another office in our building and asking if I could hook my new USB-to-Parallel cable up to their Epson 660, an inkjet printer which was purchased a few months ago for less than \$100 at an office supply store. I had already installed the PowerPrint software in my computer (which took less than two minutes). After connecting to the printer, I started up my computer and selected the Epson 660 icon from the Chooser (it was installed with the PowerPrint software). Sure enough, it worked. I printed a full-color EPS file from Pagemaker while connected to this PC-compatible printer. Using PowerPrint is nearly as straightforward as printing to a native Mac printer.

PowerPrint has drivers that work with almost any parallel port (PC) printer. Brands supported include, but are not limited to, Hewlett-Packard, Epson, Canon, Lexmark, Okidata, and Xerox. The software works with most inkjet, laser and dot-matrix printers. The \$99 price tag seems extremely fair, especially considering the extra cables and accessories that are included with the product. Strydent's website includes more information at [www.strydent.com](http://www.strydent.com).

**AdBuilder to Release Creator 6**  
We held our fall session of the Institute of Newspaper Technology last week at the University of Tennessee School of Journalism. The program was phenomenal  
**See PRINTING, page 11**

### Looking for an employee?

Check out [www.kypress.com](http://www.kypress.com) for the latest resumes or to post available jobs at your newspaper.

(Click on Members' Area, then Job and Resume Bank. You can post your Help Wanted under the Job Bank, or see current resumes under Job Bank.)



# Gleaner

Continued from page 1

that's what it will be," Vawter said.

Publishers on both sides of the river envision the Evansville and Henderson newspapers maintaining independent news products while forming a variety of cooperative arrangements designed to benefit customers and the bottom line.

"I think that's how we built our business, and that's how I see us continuing to build our business, with a strong local news product," Gleaner publisher Steve Austin said.

"I think in all purchases and mergers of this type — and we see it often anymore — that there will be opportunity for consolidation and efficiencies inside a combined company, and I think many of those things will take place over time."

Possible synergies may lead to a Monday paper for Gleaner subscribers, improved Internet services, Evansville-Henderson advertising packages, some news collaboration and cooperative processing of accounting and circulation data.

"There will be consolidation and some synergies put in place and that will have some impact on the total number of employees at both locations, but we haven't determined any specifics on that," Austin said.

The Gleaner employs roughly 70 people, has a daily circulation of about 11,000 and Sunday circula-

tion of around 13,000.

"I don't anticipate large reductions, just because we hope to increase business," Vawter said. "But having said that, there are certain jobs which are duplicated in the administrative and in other departments where it's only going to make sense to try and see what savings can come about from that."

If reductions in staff do occur, Austin said former Gleaner employees could be given preferred status when applying for other jobs at the Courier or, possibly, at The Gleaner's former sister paper, the Owensboro Messenger-Inquirer.

Belo is also in the process of selling the Messenger-Inquirer, its daily newspaper in Bryan-College Station, Texas, and other former assets of The Henderson Gleaner Inc., including the McLean County News, Eddyville Herald-Ledger, Cadiz Record, Benton Tribune-Courier, Franklin Favorite, WFKN radio in Franklin and the Portland (Tenn.) Leader.

Belo purchased The Gleaner for an undisclosed price in 1997, ending 42 years of ownership by the Dear family.

"The Advocate stays with The Gleaner and is part of the deal," Austin noted. "They will continue to provide a tremendous newspaper to Union County."

Little change is anticipated at the Advocate, Vawter said, while increased business is anticipated at Audubon Printers.

"We think Audubon Printers and the products they have with their ad specialty items are a good

**"I wish circumstances would have made it much longer," said Burl Osborne, president of Belo's Publishing Division, on the sale of the Henderson paper. "I think The Gleaner is a wonderful institution. It has always served Henderson well and will continue to do that."**

market for Scripps," he said. "We will be aggressively pursuing that."

Employee benefits are expected to be very similar to those currently available through Belo and at the Courier (daily circulation 70,942; Sunday 103,105) through Scripps.

"Scripps is a very solid, publicly owned company that traditionally has had a good wage and benefit package for its employees at all locations," Austin said.

E.W. Scripps, headquartered in Cincinnati, is a diverse media concern operating 20 daily newspapers, 10 broadcast television stations, three cable networks, the Scripps Howard News Service, United Media licensing and syndication and 31 websites.

Its largest papers include the Denver Rocky Mountain News, the Commercial Appeal in Memphis and the Knoxville News-Sentinel.

The Gleaner will be its smallest daily holding.

The company — named for founding father Edward W. Scripps — is the eighth largest newspaper publisher in the nation and has 1.4 million daily subscribers, 1.6 million on Sunday.

Scripps Co. is traded on the

New York Stock Exchange under the symbol SSP.

Its 1999 revenues exceeded \$1.5 billion, with approximately 60 percent coming from its newspaper holdings.

Belo — also one of the nation's largest television broadcasting and newspaper publishing companies — owned The Gleaner for about three years before deciding to sell.

"I wish circumstances would have made it much longer," said Burl Osborne, president of Belo's Publishing Division. "I think The Gleaner is a wonderful institution. It has always served Henderson well and will continue to do that."

The company has chosen to focus its attention on high-growth metro areas in the Pacific Northwest, Texas, Arizona, Rhode Island and California.

Belo expects to clear at least \$110 million after taxes from the sale of The Gleaner properties, the Messenger-Inquirer and the Bryan-College Station paper. It hopes to use that cash to repurchase company stock.

Osborne said an announcement on the sale of other Belo properties on the market is anticipated before the end of the year.

# Employment

Continued from page 3

they may be readily observed by those seeking or granting any of the accommodations, advantages, facilities, or privileges of places of public accommodations, resort or amusement.

### Section 3. Equal Housing Opportunity Notices

(1) A person or business entity engaged in a real estate or real estate-related transaction shall post and maintain at each location where services are regularly performed, the equal housing opportunity notices.

(2) Equal housing opportunity notices shall be posted at each location where services are regularly performed, in an easily-accessible and well-lighted place. The notice shall be readily apparent to a person seeking services.

### Section 4. Fair Housing Law Pamphlets

A person or entity engaged in real estate or real estate-related transactions shall provide to owners and customers at the time of sale, purchase, rental, insuring or

financing of real property, a copy of the pamphlet "What Kentucky's Fair Housing Law Means".

### 104 KAR 1:040. Guidelines for advertising employment or licensing opportunities

NECESSITY, FUNCTION, AND CONFORMITY: This administrative regulation establishes the procedures to be used by an employer, licensing agency, labor organization or employment agency in advertising for jobs or licensing opportunities.

Section 1. Definition. Bona fide occupational qualification is defined in 42 USC 2000e-2(e) and 29 USC 623(f).

### Section 2. Help Wanted Notices or Advertisements

(1) An advertisement or notice shall utilize a neutral job qualification, title, term, phrase or description unless a person's sex, religion, age between forty (40) and seventy (70), or national origin is deemed by the commission to be a bona fide occupational qualification.

(2) Employers shall, if possible, utilize gender neutral position titles and job descriptions selected from the commission's listing of "Gender Neutral Employee Advertisement" or "Gender Neutral

Employment Terminology."

### Section 3. Bona-fide Occupational Qualification

(1) An employer, labor organization, licensing agency, or employment agency shall have the burden of establishing with the commission that either sex, religion, age between forty (40) and seventy (70), or national origin is a bona fide occupational qualification.

(2) A sex or gender-based bona fide occupational qualification shall:

- (a) Be necessary for reasons of personal modesty or privacy; and
- (b) Comply with EEOC "Guidelines on Job Opportunity Advertising on the Basis of Sex".

### Section 4

(1) A person who intends to publish, print, circulate, or display a job advertisement may request the commission to determine whether sex, religion, age between forty (40) and seventy (70), or national origin is a bona fide occupational qualification for the job to be advertised.

(2)(a) Within three (3) work-days of receipt of the request, the commission shall:

- 1. Make a determination in writing; and
- 2. Forward its written determination.

(b) The determination of the commission shall be based on:

- 1. The specific job;
- 2. Whether the qualification is reasonably necessary to the normal operation of the business; and
- 3. Any other pertinent factors.

### Section 5

Newspapers and other publications which print employment advertisements shall be encouraged by the commission to:

- (a) Maintain lists of gender-neutral terms; and
- (b) Instruct their employees to advise advertisers of gender neutral job qualifications, titles and descriptions.

### Section 6

(1) In a conciliation agreement or order, the commission may include a provision requiring the respondent to use the term "equal opportunity employer", or a substantially similar term, in a notice or advertisement of employment or licensing opportunity.

(2) Persons advertising for employment opportunities shall be encouraged by the commission to use the terms specified in subsection (1) of this section in a notice or advertisement.

## AD SENSE

### AccessKPA

Continued from page 1

Director David T. Thompson. "We hope eventually all of our newspapers will ask for access."

AccessKPA.com was developed by Network WCS in Evansville.

"Joey Randolph, who was with the Princeton Times Leader, knew what we did with CommonNet and offered to do the same with Network WCS," said Thompson. "The company has developed websites for several newspapers, primarily in Western Kentucky."

Although news releases are being added to AccessKPA.com, the focus has been on getting ads transferred.

"We're ready to start getting news releases and stories from the KPA News Bureau so that we can involve advertising and editorial staffs in the site. The next thing we want to develop are some specific file folders for companies, state agencies and others who distribute news releases to a lot of newspapers," explained Thompson. "With accesskpa.com, those companies will be able to do it a lot faster and cheaper than mailing or faxing releases to newspapers."

Through AccessKPA.com, newspapers have the ability to send news stories and photographs to other newspapers. This could be used if a high school team is playing on the other end of Kentucky and the local newspaper can't send a reporter. With Accesskpa.com, the newspaper can find a newspaper in that part of the state that will be covering the game, and arrange for that newspaper to send stories and photographs. The site could also be of value for sister publications that wish to share information.

There are five main areas to AccessKPA.com: Ad System, Press Releases, Member Newspaper Articles, KPA News Bureau, and Members' Section.

The Ad System is the electronic way to receive display advertising from KPS.

Press Releases - This section includes items that have been given to KPA to distribute to all newspapers. Only KPA/KPS staff can place press releases in this section.

Member Newspaper Articles - This area is where articles submitted by newspapers can be viewed.

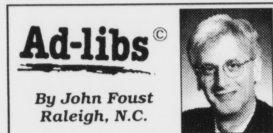
News Bureau - This section is identical to the Press Release section except it will contain articles and photographs generated by the News Bureau.

Members' Section - In this section, there are four separate areas: add a new article, modify/delete article, update organization information/password, and update keywords. Here, newspapers can add articles, change previous articles they've submitted, update information submitted when they first signed up for the site and finally, add or delete keywords that the system looks for when a new article is entered into the system.

Newspapers who haven't signed up yet can go to the site, hit CANCEL when the first form comes up on the screen and then fill out the information form. The newspaper then hits SUBMIT, the form is sent to our office and once we verify the application comes from a Kentucky newspaper, it will be approved and the newspaper will have access.

Any Kentucky newspaper wanting more information about accesskpa.com should contact David Spencer, New Media Administrator at (800) 264-5721, or at dspencer@kypres.com.

## Say it succinctly and your chance for a sale goes up



Recently, I ran across some interesting numbers. The Pythagorean theorem has 24 words; the Lord's Prayer, 66 words; Archimedes' Principle, 67 words; the Ten Commandments, 179 words; Lincoln's Gettysburg Address, 268 words; and the Declaration of Independence, 1,300 words.

What about today's important documents? Well, the US Government's regulations on the sale of cabbage has an unwieldy 26,911 words. (And I'll bet the rough draft was even longer.)

Less is more. Especially when it comes to word count.

To communicate effectively, we must be succinct. Now that's a term you don't hear very often these days. Look it up and you'll find it defined as "close-fitting" or "compressed into a narrow compass." In a communication context, this means getting rid of excess baggage.

Thomas Jefferson once noted, "The most valuable of all talents is that of never using two words when one will do."

Without question, he followed his own advice when he wrote the Declaration of Independence. He knew how to make every word count.

We all know salespeople who take forever to make their points. They ramble in a dozen different directions, before finally getting around to what they should have said in the first place. The more they talk, the less likely a sale becomes. They remind me of a sign which used to hang in the office of

one of my clients: "Samson killed ten thousand Philistines with the jawbone of an ass. Twenty thousand sales are killed every day with the same weapon."

Today's consumers are faced with information overload. That's why the best advertising messages are expressed succinctly.

Just do it (Nike).  
Diamonds are forever (DeBeers).

Get Met; it pays (insurance).

These slogans break through the clutter with rare clarity and simplicity. And at the same time, they communicate the heart and soul of their companies' business philosophies.

The business world cries out for succinctness. I once heard that Henry Kissinger would ask people to write their idea on the back of a business card. If they couldn't do it, he figured they hadn't thought it through. True or not, it makes a great story. Then there was the college basketball coach who returned long letters unread, with a note, "Please condense to one page." Perhaps following that lead, some companies have stopped ordering second sheets of letterhead stationery. They want their people to tighten up their writing - and limit letters to one page.

Fiction writers often say they're writing a novel because they don't have time to write a short story. Being succinct is not easy. But it's worth the effort.

Today's business people are too busy to sit through long, wandering sales pitches. They welcome presentations which are relevant and to the point.

Sharp salespeople evaluate the standard explanations they use every day. Then they look for more

See SUCCINCTLY, page 12

## NAA: Slight declines in readership, circulation offset by other gains

Despite slight declines reflected in recent circulation and readership reports, newspapers are experiencing increased attention to their online sites. This trend occurs as reader satisfaction with content and advertising found in the print product grows.

Below are analysis and reports including readership and circulation trends, online newspaper strength, and media usage, as reported by the Newspaper Association of America.

### Readership and Circulation

Newspapers and other traditional media continue to feel the impact of emerging media, as the latest Competitive Media Index showed audiences for print and

broadcast media declined slightly or just held steady. Newspaper readership fell slightly, according to the Fall 2000 CMI, an analysis by NAA of top-50 market data from Scarborough Research. Daily readership was down to 55.1 percent from 56.2 percent in the spring, and Sunday declined to 65.1 percent from 66.2 percent in the spring.

The Fall 2000 CMI also showed that the average half-hour of prime-time broadcast television barely remained steady, gaining slightly to 38.1 percent from 37.8 percent in the spring, while the average half-hour of prime-time cable performed about the same, up to 12.2 percent from 12 percent in

See READERSHIP, page 12

## Video workshop can help your staff create better ads



At last... a program that is tailor-made for newspapers! *Basics of Layout and Copy* is getting rave reviews from publishers and ad managers coast-to-coast.

It's a workshop, not a lecture. Your staff will be involved from the start—working on layouts, getting ad ideas and writing more effective headlines.

Find out how to train your staff the quick and easy way. Write today for free brochure.

John Foust Advertising Seminars  
PO Box 10861, Raleigh, NC 27605, ☎ (919) 834-2056  
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## LEGAL NEWS & VIEWS

# AG: Dept. of Corrections violated open records law

By KIM GREENE  
KPA General Counsel  
Dinsmore & Shohl



As we move further and further into the computer age, access to government information ought to be quicker and cheaper. Government has moved a long way toward computerizing its information and it now has databases which are nothing more than ongoing compilations of information from government documents which have always been seen as public records. But we are finding that governmental agencies are fighting to withhold the release of such databases, and their reasons are not clear. There may be a sincere belief that the public is not entitled to this information, but bureaucratic intransigence can never be fully discounted.

It appears that we may be winning this battle. The Attorney General recently confirmed that records cannot be treated differently under the Kentucky Open Records Act simply because they are in computerized form. On November 4, 1999, The Daily News Publishing Co, Inc. of Memphis, Tennessee submitted a request pursuant to the Kentucky Open Records Act for computerized criminal record data from the Kentucky Department of Corrections. The Daily News requested the following information pertaining to "felony dispositions going back as far as [the Department of Corrections had] computerized data":

- Case Number
  - County/Jurisdiction/Location
  - Defendant Name (First, Middle, Last)
  - Defendant Date of Birth
  - Defendant Race/Sex
  - Date (or Date Range) of Sentence
  - Crime/Offense and/or Code Section under which Sentenced
  - Sentence/Fine/Time to be Served
- The Daily News also requested updates of this information on a monthly basis.

The Daily News received monthly updates in January, February, March, April, and May of this year upon payment.

However, in a letter dated July 20, 2000, an attorney for the Department of Corrections, refused to provide the monthly update, asserting that the "public records" do not include records "which are not related to functions, activities, programs or operations of the public agency."

(One has to wonder why any agency would collect and compile information not related to its functions.)

The Department also claimed that it was exempt from complying with the request because it was part of the Justice Cabinet, and it claimed the release of the information would invade the privacy of the inmates.

The Daily News retained counsel, and Jon Fleischaker and Kenyon Meyer appealed the denial to the Attorney General.

On October 31, 2000, the Attorney General held that the Department of Corrections had vio-

lated the Open Records Act by failing to provide the computerized information.

The Attorney General rejected each of the grounds on which the Department of Corrections relied. First, the Attorney General held that the computer records requested by the Daily News clearly fall within the definition of "public record." KRS 61.870(2) defines "public record" as "documentation regardless of physical form or characteristics, which are prepared, owned, used, in the possession of or retained by a public agency."

This portion of KRS 61.870(2) does not limit the definition of "public record" to records that relate to functions, activities, programs, or operations of the public agency as the Department of Corrections maintained.

In any event, the Attorney General noted that the information sought by the Daily News, information pertaining to inmates, clearly related to the functions of the Department of Corrections. As the Attorney General held,

Critical to an assessment of the Department in the discharge of its duty to manage penal, reform, and correctional institutions, and to supervise probation and parole, is the ability to look behind the institutional walls at the individuals who comprise the inmate population, and to determine their names, ages, races, and genders, as well as the nature of the offense for which they were sentenced, the date of their sentencing, and the sentence imposed.

See CORRECTIONS, page 9

## AG Opinions

### The Daily Independent/Lawrence County and Greenup County Sheriff's Departments

The Attorney General last month issued two separate opinions stating that the Lawrence County and Greenup County sheriff's departments violated the Open Records Act in denying requests filed by Ashland Daily Independent reporter Tom Lewis.

In July, Lewis had asked both departments for "the number of cellular telephones owned, leased or rented by the ... sheriff's office, a list of the people who carry or use those telephones, and copies of each bill received for those telephones since July 1, 1998." He also asked the departments to issue a statement of the purpose for the phones.

Lawrence County Sheriff Bobby J. Workman denied the request, arguing that the purpose of the phones and the bills related to them were exempt under KRS 61.878 (a) and (g).

He said that any phones held by the office were used "by staff of said office."

Assistant Lawrence County Attorney Everett Kenneth Preston II elaborated to the AG that the phones were exempt because they

were "continuously used to coordinate crime-fighting efforts. As a result of the phones being used in this manner, the phone numbers of informants, victims of crime, and alleged criminal defendants are logged on the billing of the phones."

Neither the Greenup County Sheriff's Department nor the Greenup County Attorney's office responded to Lewis' request or to the Attorney General's notification that the department could respond to his subsequent appeal.

The Attorney General issued an opinion stating that Lawrence County's arguments were unconvincing.

"This office has long recognized that records documenting the use of public equipment at public expense are generally subject to public inspection," Assistant AG Amye Bensenhaver wrote.

She listed several examples where telephone and computer records had been made public. And she cited a previous opinion in which the AG had found that, as a general rule, the telephone numbers of individuals who have conversations with employees of public agencies are not exempt.

See AG, page 9

## Ohio high court orders police to release disciplinary records

COLUMBUS, Ohio (AP) -- The Columbus police department must give officers' disciplinary records to a newspaper that sued for access, and the local Fraternal Order of Police cannot be involved in the lawsuit, the Ohio Supreme Court decided Sept. 20.

"The court confirmed what we knew and what we suspect the FOP knew -- that these are clearly public records," said Benjamin Marrison, editor of The Columbus Dispatch. "Ohio law is very clear on what constitutes a public record, and a union contract cannot supersede state law."

The Dispatch Printing Co., the newspaper's parent company, sued the city in June 1999. The newspaper wanted an index of citizen complaints against police and

**"The court confirmed what we knew and what we suspect the FOP knew -- that these are clearly public records."**

**Benjamin Marrison**  
editor, The Columbus Dispatch

an electronic database of police disciplinary cases, records that might be related to a Justice Department investigation into alleged civil rights violations by police.

The city refused to turn over the records, saying the documents weren't available to the public because they should have been shredded under a collective bargaining agreement.

See COURT, page 9

Got legal questions about  
a story or ad?  
Call the KPA FOI Hotline  
(502) 540-2300



# A reporter's 'Cheat Sheet' - Tips to good writing

*(Editor's note: Ken McManus, former night city editor and copy editor at the Paducah Sun, shared these writing tips recently at the West Kentucky Press Association's meeting at Kentucky Dam Village.)*

• **affect/effect**

Affect is the verb; effect is the noun, unless you effect (bring about) changes.

I'm not sure how winning the beauty pageant will affect her.

Passing that law may have far-reaching effects.

• **anxious/eager**

Eager is a positive mindset. Anxious implies apprehension or even fear.

• **between/among**

Between is used for two people or things.

Among is used for three or more.

• **can/may**

Can is the ability, knowledge or

capacity to do something. May is the permission, even seemingly remote, to do it.

Chris can play the violin or the cello.

Tickets may be bought starting Tuesday.

• **compare to/compare with**

Compare to means liken to (a similarity exists or is implied)

As a hitter, John likes to compare himself to George Brett.

Compare with means contrasted with (an examination of similarities and differences)

There were five homicides in the county in 1993, compared with two in 1992.

• **compose/comprise**

Elements compose the whole.

Fifty states compose this nation.

The whole comprises (or frames or embraces) the parts.

The panel comprises fundamentalist Christians as well as Jews

and atheists.

Note: In passive voice, a group or whole is composed of its elements. It is difficult to use comprise correctly in passive voice.

• **continual/continuous**

continual means again and again and again.

Why are you making continual demands on my time?

Continuous means one uninterrupted sequence.

• **convince/persuade**

You may convince or convince that, but you may not convince to. You persuade to a course of action.

You'll never convince me of that fact.

OK, you've convinced me (that) I was wrong.

It didn't take much to persuade me to go to Opryland.

• **different from/different than**

Use different from with a noun or pronoun.

This argument is different from the one you gave me yesterday.

Use different than with a clause.

The university is different than it was even two years ago.

• **each other/one another**

Each other is used for two people or things.

One another is used for three or more.

Bob and Maggie liked each other from the first day they met.

Jim, Joan and Carol wrote one another all summer long.

• **either/or, neither/nor**

Watch the form of the verb! It is governed in number and person of the closest subject.

Jack and Jill want to see the movie, but neither wants to go with Bob.

Either she or I am going to hit the next person who says that.

See TIPS, page 11

## Court

Continued from page 8

gaining agreement with the union. The agreement requires the city to destroy public documents on regular schedule.

Chief Justice Thomas Moyer wrote in the 4-3 majority opinion that "even if a public record was scheduled for disposal but was not destroyed, it remains a public record kept by a government agency and is subject to the terms" of Ohio's public records law.

In barring the police union from being part of the lawsuit, Moyer wrote that because state law overrides the bargaining agreement, the union had no "legally protectable" interest in the case.

Two other justices agreed the records are public but also said the union should have a voice in the lawsuit.

"The whole case revolves around whether the FOP can stop the release of the public records based upon its collective bargaining agreement with the city," Justice Paul Pfeifer wrote in a separate opinion. "The FOP should have been a part of the determination and allowed to intervene."

The minority justices said the case should have been returned to the Franklin County Common Pleas Court because it erred in not ruling on the union's request to intervene.

"The case was over before the FOP even had a chance to present its case — we've said that all along," said James Phillips, a union attorney. "We look to the dissent for some solace. But, you know, it's not enough."

## Corrections

Continued from page 8

The Attorney General reiterated that computer records in the possession of the Department of Corrections fall within the definition of "public record." The Attorney General recognized that computer records in the possession of public agencies are subject to the same analyses under the Open Records Act as any other record. A public agency cannot withhold information simply because it is on a computer.

The Attorney General also rejected the Department of Correction's position that the privacy exemption in KRS 61.878(1)(a) supported the denial of the request. The Attorney General held that inmates have reduced expectations of privacy in information related to them. Against this diminished expectation of privacy, the Attorney General balanced the "public interest in determining how effectively the Department is responding to the demands of this diverse inmate population." The Attorney General found in favor of disclosure and stated that "access to records reflecting this diversity is a precondition to meaningfully assessing the Department's response thereto."

Finally, the Attorney General rejected the Department of Corrections' argument that it was exempt from complying with the request because it was part of the Justice Cabinet. This argument was based on a highly technical reading of the state statute calling for a centralized collection of criminal history records by the Justice Cabinet, an argument the Attorney

### Hotline Attorneys

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General rejected. The Attorney General found that the Department of corrections was a "criminal justice agency" as defined by law and was required to release this information.

The law specifically requires that information acquired by criminal justice agencies, such as the state police or your local sheriff, is open to public review and inspection, and the Attorney General properly found that the Department of Corrections, through it the state police, is a criminal justice agency which must release this information.

There are other open records disputes about access to databases going on in Kentucky. The Courier-Journal is suing the City of Louisville for its refusal to release databases dealing with police discipline. That lawsuit is far from over, but the Attorney General has struck a blow for public access to government information by his ruling against the Department of Corrections. Justice sometimes does prevail!

If you have any questions about matters covered by the KPA's Legal Hotline (access to public records and meetings, prepublication review, defamation, invasion of privacy), don't hesitate to call your Hotline attorneys.

## AG

Continued from page 8

In cases where the numbers are exempt, the public agency must bear the burden of proving why, and remove only the exempted material, not the entire record.

Thus, Bensenhaver wrote, the Lawrence County Sheriff's Department could redact only the telephone numbers of informants, victims of crime and alleged criminal defendants.

"Simply stated, a generic determination that a telephone records of employees of the ... department are excluded from the Open Records Act does not satisfy the requirements of the act," she wrote. "These employees must be held to the same standard of public accountability in the use of publicly funded cellular telephones as members of the Kentucky General Assembly and public employees as a whole."

The AG stated that Greenup County's failure to respond to Lewis' request within three business days constituted a violation of the Open Records Act and said both sheriff's offices should release the records requested.

Bensenhaver noted that Lewis had in some portions of his request asked for information, such as the number of telephones held by the departments, rather than records. Because the AG has opined that agencies do not have to do research or compile information, she wrote that the public is entitled only to inspect records (such as inventory documents) and from them glean the needed information.

## Nominations

Continued from page 1

the Lexington Herald-Leader.

Presented annually by the Herald-Leader, the award recognizes outstanding community service by a Kentucky newspaper person or staff.

The award was originally established in memory of Edwards M. Templin, promotion director of the Lexington Herald-Leader and president-elect of the Kentucky Press Association when he died in 1967. It was renamed in 1997 to honor and memorialize Lewis Owens for his

many years of service to community and service organizations and to Kentucky newspaper's industry.

A list of previous recipients is published in the KPA Yearbook and Directory.

The award will be presented in January at the 2001 Kentucky Press Association Winter Convention at the Galt House East in Louisville. The deadline for nominations is Friday, Dec. 1.

If you wish to nominate someone for this award, contact KPA for a nomination form, complete the form and mail before Friday, Dec. 1, to: Tom Caudill, Lexington Herald-Leader, 100 Midland Avenue, Lexington, KY 40508

## People

Continued from page 2

### Kentucky newspapers honored by AP

Five Kentucky newspapers received dual honors from the Associated Press for outstanding contributions to the AP report.

The Bowling Green Daily News, Lexington Herald-Leader, The Courier-Journal, Owensboro Messenger Inquirer and The Paducah Sun received news and photo citations at the Associated Press Managing Editors' association annual conference in San Antonio.

News citations were presented to The Kentucky Post in Covington and The Advocate-Messenger in Danville. Photo citations were presented to the Ashland Daily Independent, the Elizabethtown News-Enterprise and the Henderson Gleaner.

### Oliver joins office staff at Berea Citizen

Frances Oliver has been hired as an administrative assistant at the Berea Citizen.

Oliver comes to the Berea paper from Richmond, Va., where she worked in bookkeeping. Previously she worked at the Richmond Register in the classified advertising department.

### Kentucky New Era makes staff changes

Several staff changes were announced recently at the Kentucky New Era in Hopkinsville.

Michael Finch is the papers' new sports editor. A native of Hopkinsville, he's a 1998 graduate of Western Kentucky University. He comes to the New Era from the Leader-News, a weekly paper in Central City. Previously, he worked for the Todd County

Standard in Elkton and the Western Kentucky University Sports Information Department.

Finch, 24, succeeds Joe Wilson who has joined the paper's copy desk. Wilson came to the New Era in 1994 as assistant sports editor. He became sports editor in 1996. As a member of the copy desk team, Wilson will design sports and news pages, edit stories and write sports columns and assist in sports coverage.

Wilson, 33, is a 1991 graduate of Austin Peay State University in Clarksville, Tenn. A Howell native, Wilson worked at Hopkinsville area radio stations before coming to the New Era.

Joining the newspaper's reporting staff are Sam Ezell, Melony Leazer and Jennifer Shemwell.

Ezell, 64, began working on the paper's copy desk in June and was moved to a staff writer's position in October. He's served as editor, managing editor and sports editor of daily and weekly papers in Huntsville, Ala., his hometown of Selma, Ala., Natchez, Miss., Bogalusa, La., Winnsboro, La., Tucumcari, N.M., Merced, Calif., and Lemoore, Calif.

A 1993 graduate of Western Kentucky University, Leazer previously worked as a news reporter for WHOP radio and the Hopkinsville area weekly paper, Our City. She's also worked for the Clarksville Leaf-Chronicle in Clarksville, Tenn., and radio stations in both Cadiz and Clarksville.

Shemwell, 22, is a print journalism and equine science graduate of Murray State University. In college, she worked for the Murray State News, served as public relations director for the Murray State Rodeo Team.

Curtis, 25, has worked for the New Era since 1996. She first worked in the paper's composing room and later moved to the editorial department as a page designer on the copy desk. She's a 1993 graduate of Trigg County High School.

## Reporters need to spend more time thinking

### Coach's corner

By Jim Stasiowski



My writing has suffered since my wife and I bought a dishwasher.

Until about three years ago, I did the dishes. Every morning, as my wife, Sharon, ate her breakfast, I washed the dishes and stared at the white kitchen cabinet in front of me.

And I thought.

All kinds of thoughts darted in and out of my head, like ghosts playing tag in a schoolyard. Unless my wife interrupted to say something, I was in a fantasy world, allowing my brain to free-associate, allowing thoughts ranging from goofy to lugubrious to live a temporary life.

Sometimes, one would hang around. I'd try to develop it, I'd see where it was going, how far I could take it. Maybe I could write about it in my column, or maybe I could use it to help a struggling writer focus on a better way to tell a story.

Then we bought a dishwasher. My hands no longer shrivel and flake, I have more time to do other things, but I miss that half-hour of pure thinking.

Reporters spend too much time interviewing and writing, and not enough time thinking. When I tell a reporter, "You should have done such-and-such to make this story better," the reporter's reflex is, "But I didn't have time to think of that."

I realize time is the enemy of every single attempt to do anything well. But I also think we use time as the universal excuse, and we fail to make use of the time we do have.

For instance, I tell writers to spend one hour per week teaching themselves to write better. Clip from the paper a story you struggled with. Cut it into three-paragraph sections. Paste each section

in the middle of a clean white sheet of paper.

Pen in hand, go through the story. Circle the good parts, and think: "How did I do this so well? What went through my head when I wrote this? How did I get such good information?" Write notes to yourself on the paper. Remind yourself of how you did the good things.

Similarly, put big X's through the bad stuff. Again, think: "Where did I go wrong here? How could I have done this better. What pressures was I feeling to put this weak stuff in the story? Could I have chosen better words to make my point more clearly?"

Waaaaaaaahhhhh!!!! I hear a chorus of writers crying out that they have no time for such things. And I do not believe them.

I know they don't have time to do such things at work. But I refuse to accept that a professional writer cannot carve from his or her leisure time one hour to work on improving.

I tell writers to rehearse before interviews. I don't believe in writing out questions, but I do believe in reviewing how a source probably will respond to the difficult moments in an interview. I tell writers to expect evasions and to find ways to steer sources back to the issue.

Waaaaaaaahhhhh!!!! Writers are too busy to rehearse.

But you drive to work each day. Turn off the radio. Go through an entire interview in your head, or even say it out loud. Play both roles. Be the dogged interviewer and the wily source. Practice ways to cut off a source's escape routes. Try techniques and questions that seem off the wall. If you say something silly, so what? The driver of the car next to yours can't hear you.

I tell writers they too often crowd their stories with disjointed information instead of crafting

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## Meetings

Continued from page 10

paragraphs and sentences that build to climaxes. When you're telling a story, think four or five paragraphs ahead. Think of how you want this section of the story to end, with this sharp quotation or that surprising fact. Write sentences that build to that climax.

Wa a a a a a h h h h h!!!!  
There's so much turmoil in the newsroom, there's so much deadline pressure, who has time to think?

Most excellent writers have written huge blocks of their stories in the shower. (Showering every day helps.) Instead of being tied to a notebook the way a reporter at a computer terminal is, the showering reporter has only the memory to work from. The memory will sift through the clutter of the notebook and come up with only the most important items.

Writers lament that their editors give them no criticism.

Boo-hoo, boo-hoo!!! (Editors cry differently from reporters.) Editors are too busy with too many details, too many complications, too many newsroom distractions.

Editors, take a reporter to lunch. Over tuna sandwiches, talk about his or her weaknesses and strengths. The goal of such coaching is to keep the writer thinking, to make the writer know that, at all times, someone is paying close attention to every story.

If all else fails, writers, move in with your brother-in-law, Ralph, the dropout who works nights in the 7-Eleven. His apartment doesn't have a dishwasher.

**THE FINAL WORD:** I once wrote a column accusing reporters and editors of foolishly assuming readers understand the terms hospitals use to classify patients' conditions. We assume readers know what we mean when we write a patient is in "critical" condition, "serious" condition, etc.

A story in The Washington Post's Health section of Sept. 26 confirmed my fears. A writer said she was watching TV news with three doctors in her family, and when a report of an accident included such terms, the three doctors were unsure of their meanings.

I reiterate my recommendation from the earlier column. We should press hospitals to answer this yes-or-no question: "Are the injuries life-threatening?" That is the information readers are interested in.

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

## Tips

Continued from page 9

### • expect/anticipate

The difference is that anticipate adds an element of preparation, even if only a mindset, to mere expecting.

I expect to be finished with this research next week.

The auditorium staff anticipated more than 6,000 for the concert and set up more chairs.

Jill has been anticipating my marriage proposal all day.

### • farther/further

Farther is used for literal, physical distance.

I don't know ho much farther I can walk.

Further is used for everything else. Keith refused to discuss the matter further.

Let's take your argument one step further.

### • take place/occur

Take place is used for a planned event.

Occur is used for no planning, by chance.

This is where the tribute to Muhammad Ali took place.

This is the place where the accident occurred. Happen can be used under either circumstances.

### • that/which

Clauses introduced by that are essential to the sense of the sentence.

The river that flows past Paducah is the Ohio.

Clauses introduced by which (and set off by commas) contain information that can be left out without changing the sense of the sentence.

The Ohio River, which flows past Paducah, is muddy. Tip: If using that sounds right, use

that.

Note: Which is used as the object of a preposition.

The chair on which Ann sat was 300 years old.

### • who/whom

Who is used in the nominative case (grammatical equivalent of I, he, she, we, they, etc.)

The umpire who George said missed the call turned out to be right. (Grammatically, he missed the call; so, "who" is correct. "George said" parenthetical.)

Whom is used in the objective case (grammatical equivalent of me, him, her, us, them, etc.)

The umpire whom the announcers called incompetent turned out to be right. (Grammatically, the announcers called him incompetent; so, "whom" is correct.)

(McManus is now a writing coach at The China Daily in Hong Kong.)

## Printing

Continued from page 5

with participants attending from 19 states and Canada. Most attendees indicate their favorite aspect of the program is rubbing elbows with true gurus in our industry. Among our instructors was Joe Schorr, coauthor of Mac Tips & Tricks and resident genius at Extensis (creativepro.com), who was on hand to teach us about the latest tools available to the newspaper professional to enhance layout and design. Also on hand was Ron Davis, resident guru at AdBuilder (a division of Multi-Ad). Ron covered several topics but I was most interested in his preview of Creator 6.

While still months away from release, it was interesting to see what Multi-ad (it will take me a while to get used to calling them AdBuilder) has in store.

The Creator line has been available since 1989. According to Ron the most solid version of the program has been Creator 4.0.

"While sparingly featured," said Davis, "it is rock solid and widely touted by daily and weekly newspapers alike as the fastest layout software for producing advertising."

The low point in Creator's life had to be the first release of Creator2 (not to be confused with Creator). Creator2 provided a wealth of new features over creator as well as a much-improved interface. Basing the program on the since-defunct Apple GX engine proved costly for Multi-ad as Creator2, in its early versions, caused system problems and slow screen redraws. Fortunately, with Creator 6, Multi-ad has started over with all new code and has assembled what appears to be a superior product.

Available on both the Mac and PC platforms, Creator 6 allows for:

- direct open and conversion on both platforms of previous Creator files (version 3.7 and higher) and all Creator2 files.

- speed. Creator 6 launches, opens documents, scrolls and zooms up to ten times faster than any previous version of Creator or Creator2.

- a new text editing palette

that provides access to all character formatting such as Style, Scale, Outline, Shadow and more.

- exporting PDF and JPEG (as well as EPS and other file types) directly.

- new vector drawing tools which work similar to those in Adobe Illustrator.

I just received an email from a publisher in West Virginia who said he purchased over \$35,000 worth of software and hardware after attending the Institute two years ago (based on recommendations he received while there) and hasn't regretted spending a penny of it. I guess he'll be spending a few pennies more when Creator 6 is released. Look for a release in January or February.

You can find more information concerning the program at [www.creator2.com](http://www.creator2.com) or learn how you can become a beta tester at [www.creatorprototype.multi-ad.com](http://www.creatorprototype.multi-ad.com).

(Slimp is the director of the UT/TPA Institute of Newspaper Technology and the Newspaper Training Network. He can be contacted by email at [tnks@icx.net](mailto:tnks@icx.net).)

## Design

Continued from page 4

sider everything else secondary and changeable.

- Problem: The key visual element on the page is too large. This often occurs because stories run short. So we oversize the visual to fill the leftover space. Now we have a graphic or photo that's just too large for the information it contains.

- Solution: There may be too few elements on the page. Bring in

another story, perhaps a secondary visual element. If your three column by eight inch photo is now four columns by more than 10.5 inches, it's probably much bigger than it ought to be.

- Problem: "Pulling" a photo or art element. This occurs, for example, when an editor uses pagination software to stretch a one-column photo into an adjacent column. The story is too short, but the editor realizes that the type can be forced to fill by stretching the photo into another column. This practice can distort the significance of the visual

element by giving it more impact than it should have.

- Solution: Add more to the story, add a line or so of drophead, add a pullout.

Our editing errors often graduate into design errors if we're not wary. But those of us who are more careful as editors stand a good chance of being better designers.

(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](mailto:go2omnia@aol.com))

# Stidham, Sawyers promoted by CNHI

Community Newspaper Holdings Inc., has promoted two Southeastern Kentucky publishers, Willie Sawyers and Rochelle Stidham. Stidham has been named publisher of the Richmond Register and Sawyers will be over operations at the London Sentinel-Echo and the Corbin Times-Tribune.



Stidham



Sawyers

Stidham served as publisher of the Corbin daily since 1996. She came to the newspaper in 1991 as advertising manager. She's been actively involved in civic affairs while at Corbin and helped spearhead the paper's support of the Empty Stomach Fund to build new playground equipment in Corbin.

Sawyers, returns to the Times-Tribune, where he began his newspaper career in 1980. He became general manager of The Whitley Republican in 1984, and as an offshoot of his work in Williamsburg, he helped establish Corbin This Week, a weekly which later became The News-Journal.

In 1989, Sawyers began his own newspaper, The Laurel News-Leader, which he sold to CNHI in 1998, and merged the operation with The Sentinel-Echo, where he became publisher.

## Succinctly

Continued from page 7

succinct ways to say the same things. This does not mean giving less information. It simply means using fewer words to convey that information. And by using fewer words, they have more impact.

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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, contact: John Foust, PO Box 10861, Raleigh, NC 27605, E-mail: jfoust@mindspring.com, Phone 919-834-2056.)

## Readership

Continued from page 7

the spring. The average quarter-hour of radio morning drive slipped from 23.4 percent in the spring to 23.1 percent in the latest CMI.

"This research confirms what we've all know for some time — that there are simply more media choices out there," said John F. Sturm, NAA president and CEO. "Fortunately, newspapers have made considerable progress developing their online products, particularly in dominating the local-news franchise. Our expectations are that this multi-media offering makes the overall newspaper package an unbeatable combination."

Newspaper circulation also showed a small decrease according to the latest Fas-Fax report from the Audit Bureau of Circulations for the period ending Sept. 30, 2000.

According to an NAA analysis of ABC numbers, daily circulation fell 0.41 percent from the year before. Sunday circulation was down 0.71 percent for the same time frame. (Circulation analysis is

limited to newspapers reporting circulation to ABC in both periods ending Sept. 30, 1999 and 2000.)

The 785 newspapers reporting daily figures showed an overall drop from 49,683,076 to 49,476,970 for the yearlong period ending Sept. 30, 2000.

On Sunday, the 617 newspapers reporting showed a decrease from

56,007,112 to 55,611,227 for a total loss of 0.71 percent for the year ending Sept. 30, 2000.

### Online Newspaper Performance

A report from Greenwich, Conn.-based NFO Ad:Impact shows that newspaper online sites are among the most visited and recognized local-oriented destinations.

The study found that 66 percent of all online consumers, on average, were aware of online newspaper Web sites, compared to only 34 percent who were aware of local, competitive city-guide sites. Further, more of these consumers visited the newspaper sites; 48 percent had ever visited the local newspaper site, on average, while only 16 percent had visited the local city guide site.

In addition, from a projected total population perspective for the markets surveyed, NFO Ad:Impact estimated that nearly 5 million online users visited the newspaper sites over the past 30 days, nearly two times as many as the combined traffic of the local city guides.

### Newspaper Usage and Satisfaction

A new NAA media usage study shows that people are finding great utility and showing confidence in newspapers' printed products, according to the early topline results from "Leveraging Newspaper Assets: A Study of Changing American Media Usage

Patterns." The complete report is expected later this year.

The study found that despite a decline in readership since the last report in 1997, overall satisfaction with newspapers did not drop. In fact, satisfaction with the weekday paper was up slightly, as two-thirds of respondents expressed satisfaction with their Sunday (68 percent) and weekday (63 percent) newspapers.

More people also continue to find newspapers highly believable, accurate and fair. Respondents who view newspapers as scoring extremely or very well for credibility jumped from 53 percent in 1997 to 58 percent in the new report. Newspapers scored particularly well for believability (62 percent) and accuracy (60 percent).

### Methodologies

The CMI is based on audience research data collected by Scarborough Research, New York City, to which NAA subscribes. Scarborough, a leading media/market research firm, measures 64 DMAs (including the top 50), which encompass approximately 75 percent of the continental U.S. population 18 years or older. Scarborough collects data via telephone interview and a mailed consumer survey booklet and seven-day TV diary. Scarborough collected fieldwork for the current release from February 1999 through March 2000.

## Deaths

### George Hackett

George Hackett, an Associated Press newsman who chronicled Kentucky for most of six decades, died Nov. 6 after a brief illness. He was 82.

He had undergone major abdominal surgery in early September.

Hackett started his AP career in 1944 as a wirephoto operator, and later held a number of supervisory positions including news editor. He most recently was bureau enterprise editor.

"George Hackett arguably wrote more stories read by more people than any other journalist in Kentucky," said Ed Staats, Hackett's 13th bureau chief during his years as a wire service reporter.

"Hackett, as he was known by everyone, also was a voracious reader and book reviewer whose reviews were distributed nationally by the AP."

Through his long years of service to the news agency, all in the Louisville bureau, Mr. Hackett rose to become the fifth longest-serving employee in the AP's global staff of more than 3,500.

"George trained a generation of young AP writers and editors, and

he was the real stability on the staff of the AP news organization in Kentucky for longer than I have been in the craft," said David Hawpe, editorial director of The Courier-Journal in Louisville.

"He was a gentle, kind, thoughtful, funny human being. And a superb, spare writer," said Hawpe.

Hackett was a native of Louisville and attended St. Xavier High School. He then went to business school, served 18 months in the Army and attended the University of Louisville.

He is survived by his wife, Mickey, a renowned artist whose watercolor paintings have been popular sellers in much of the Midwest. There will be no funeral service.

### Judy Magee Stone

Judy Magee Stone, long-time West Kentucky newspaper publisher, died Oct. 23 at Parkview Nursing Home in Paducah. She was 79.

Stone was the former publisher of The Advance-Yeoman in Wickliffe, The Livingston Ledger in Smithland, The Hickman County Gazette in Clinton and the West

Kentucky News in Paducah. She began her publishing career in 1946 when she and her first husband, Pat Magee, bought the Weekly Advance in LaCenter.

In 1947, they bought the Ballard Yeoman at Wickliffe and eventually merged the publications to form the Advance-Yeoman. She published four newspapers until her retirement in 1991.

Stone also published her first book in 1970, a history of Ballard County men who fought in the Civil War. Other books on area histories followed. She worked with her second husband, Larry Stone, to publish a book of his humorous columns, Mulebergers. The column has appeared in the Central City Times-Argus since 1946. Stone served as editor of the paper until his death in 1993.

Stone's survivors include a daughter, Ava Siener, Paducah; two sons, Mike Magee, Frankfurt, and Gross Magee, Mayfield; four stepsons, Larry Stone Jr., Rancho Palos Verdes, Calif., Lee Stone, Ocean Springs, Miss., Joe Stone, Santa Rosa, Calif., and Mark Stone, Central City; four stepgrandchildren and three stepgreat-grandchildren.