

# KPA

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## Court ruling on stringers could have major impact

By **KIMBERLY K. GREENE**  
KPA General Counsel  
Dinsmore & Shohl

Are there any KPA member newspapers out there who haven't used freelance writers or photographers from time to time? If so, don't bother reading any further. This information's not for you.

If you do use stringers — or have in the past — read on. The United States Supreme Court has just issued a decision which may have a significant impact on your newspaper.

Bottom line — the Supreme Court has held in *New York Times Co., Inc., et al. v. Tasini, et al.* (decided on June 25) that, unless there's a specific written contract to the contrary, a news-

paper may not republish a freelancer's articles online without further compensation to the freelancer.

In *Tasini*, six freelance writers brought a copyright infringement lawsuit against several publishers and electronic database publishers. The freelancers had sold articles for publication to the *New York Times*, *Sports Illustrated* and *Newsday* (the "publishers"). Each edition of the newspaper or magazine is considered a collective work, for copyright purposes ("collective works"). The publishers then authorized republication of their editions or collective works, including the freelancers' articles, by NEXIS, an electronic database operated by defendant LEXIS/NEXIS (formerly Mead Data Central

Corporation), and other electronic databases (the "databases").

The freelancers claimed this was an unauthorized use of their articles. The print publishers, on the other hand, argued that they owned the copyright in their respective collective works, and that republication on the electronic databases was nothing but a revision of the collective work, permitted by the Copyright Act.

The Supreme Court agreed with the freelancers. The database republication was not a revision of the collective work. One of the primary reasons given by the Supreme Court for its ruling was that the freelancers' articles are independently searchable on the electronic data-

See **RULING**, page 9



Walter Anderson, chairman of *Parade Magazine*, was the keynote speaker at the 2001 KPA Summer Convention in Northern Kentucky. The meeting was a joint one, with our counterparts from the Tennessee Press Association.

## KPA, KNNIE partner in statewide literacy project

What do a boy, his dog, a really big pickle and a newspaper have in common? All are at the heart of the Kentucky Network for Newspaper in Education's new statewide literacy project — and your newspaper can be a part of the action.

The project, never attempted in any other state, will have newspapers publishing and readers reading the same chapter story during the same time frame.

Already, 23 newspapers across the state, dailies and weeklies, have signed up to participate,

according to KNNIE chairperson and KPA Circulation Division chairperson Kriss Johnson.

"Luke in a Really Big Pickle," is an adorable seven-week chapter story geared for elementary children, their families and teachers. It was written by Kentucky authors Marcia Thornton Jones and Debbie Dadey, both from Henderson, and illustrated by the Lexington Herald-Leader's nationally syndicated artist, Chris Ware.

See **LITERACY**, page 5

## Jessamine Journal sold to Schurz group

The *Jessamine Journal* has been purchased by Advocate Communications Inc., a subsidiary of Schurz Communications headquartered in South Bend, Ind. Advocate Communications also publishes the *Danville Advocate-Messenger*.

See **SCHURZ**, page 11

## Boot Camp a go this time

By **Lisa Carnahan**  
KPA Member Services Director

This one's a go. The 2001 Journalism Boot Camp will get underway in a couple of weeks, filled to capacity...actually, past capacity.

KPA had originally set a cap of 20 participants at the request of the instructor, but 23 participants are expected for the three-week course that begins July 16 at Georgetown College.

Boot camp instructor Jim St. Clair, head of the journalism department at Indiana University Southeast, agreed for the additional participants. Several other interested candidates have been placed on a waiting list for the next boot camp.

The camp was proposed last year and a three-week course was scheduled but canceled due to a drop in the number of partici-

See **BOOT CAMP**, page 12

### What's Ahead

July 16-August 3: KPA Journalism Boot Camp, Georgetown College

### Inside

•Pg. 2: People, Papers in the News

•Pg. 3: Cutbacks could silence community voices at some papers

•Pg. 8: Whispering magistrates violated state's Open Meeting Law

•Pg. 10: A good story is more than listing of 'stuff'

# Kentucky people, papers in the news

## Neikirk, Hassert take Post editor promotions

Mark Neikirk has been named managing editor of The Cincinnati Post and The Kentucky Post.



NEIKIRK

Dan Hassert, an assistant city editor at the Cincinnati office of The Kentucky Post, was promoted to assistant managing editor of The Kentucky Post. He replaces Neikirk.



HASSETT

Neikirk's appointment to the newspaper's No. 2

position was effective June 1.

Neikirk, 46, joined The Post in 1979 as a reporter. He became night city editor at The Kentucky Post in 1985, then state editor and city editor. His primary responsibility since becoming an assistant managing editor in 1996 has been daily oversight of the Kentucky staff in Covington.

A 1977 graduate of the University of Kentucky with a degree in American history, Neikirk's interest in journalism began at his high school newspaper, the Lafayette Times, in Lexington.

Hassert, 35, a Covington native, began writing for the Post in 1989. He will direct the newspaper's Kentucky newsroom.

The Post recently announced plans to move additional reporters

and resources to its Covington office.

## Alexieff hired as editor in Bowling Green

Mike Alexieff, former city editor at the Owensboro Messenger-Inquirer, has been hired as the managing editor of the Bowling Green Daily News.



ALEXIEFF

A graduate of the University of Texas at Austin, Alexieff has worked at semi-weekly newspapers in Texas and at dailies in Arizona and Texas. He came to Kentucky and the M-I in 1997.

One of the immediate changes Alexieff announced was the addition of a sports section front on three days.

The move, which brings the paper to four sections on Wednesdays, Thursdays and Fridays, will allow for expanded sports coverage and color sports photos.

## Vance retires, Peterson named as replacement at Woodford Sun

Henry Moss Vance, managing editor of The Woodford Sun since 1964 and news editor prior to that, has retired.

Vance is the second long-standing member of the newspaper's staff to retire this year. R. Haywood Alves, former advertising manager, retired in January. A reception for both men was held at the newspaper offices in June 15.

Publisher Ben Chandler named Stephen Peterson, who has worked at the paper for nine years as a reporter and photographer, as Vance's successor.

Vance, 73, has resided in Woodford County since he was an infant. He plans to remain on the newspaper's board of directors and officers and contribute to the newspaper on a part-time basis. He served in the U.S. Army and graduated from the University of Kentucky in 1953 with a degree in radio arts.

During the 1950s, Vance was a radio announcer for WVLK (then in Versailles) and WEKY in Richmond and a television producer/director for WHAS-TV in Louisville.

He joined the newspaper's staff in 1960 as news editor then left in 1963 for a short stint as the personnel administrator for Texas Instruments. He returned to The Woodford Sun in 1964 as managing editor.

Vance has been active in civic

affairs in Woodford County, including the United Way and Rotary Club. He is a member of St. John's Episcopal Church.

Peterson, 46, is a native of Fayette County. He received a journalism degree from the University of Kentucky in 1988. He joined the staff of the then-Georgetown News and Times in 1989 and left a year later to pursue a career as a freelance writer.

After a brief stint at the Corbin Times-Tribune, Peterson joined the staff of The Woodford Sun in 1991.

## Mulcahy named interim editor in Shelbyville

Newspaper veteran James Mulcahy has been hired as interim editor of the Shelbyville Sentinel-News.

Mulcahy, who has worked for several Kentucky papers including the Clay City Times, The Bourbon Times, Maysville Ledger-Independent, and the Jessamine Journal, is filling in for Kelly Menser.

Menser recently graduated from the University of Louisville Law School and is working at the LaGrange public defender's office for 10 weeks this summer.

## Kehl hired as sports writer at Henry County

Brian Kehl is the new sports reporter at the Henry County Local.

A recent graduate of the University of Louisville, Kehl began working part-time at the newspaper during his last semester of college. He received his bachelor's degree in humanities.

While attending U of L, Kehl wrote for the Louisville Cardinal newspaper and freelanced for Offbeat magazine. He's also worked as a reporter for EarthSave magazine, Bride and Groom magazine and as a clerk in the Courier-Journal sports department.

## Williams hired as staff writer at Murray

Brandi Williams has been hired as a staff writer for The Murray Ledger & Times. A native of Bells, Tenn., Williams is a 2000 graduate of Murray State University. While attending MSU, she worked at the Murray State News, the college newspaper, and completed an internship at the Benton Tribune.

Williams previously worked at the Madisonville Messenger as a general assignment reporter.

See PEOPLE, page 10

## The Kentucky Press

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## Help wanted ad decline driving papers woes

(AP) — A steep decline in help-wanted ads is at the heart of disappointing financial conditions at newspapers across the country, media executives said June 19 and 20.

Bearing the brunt of the slump are large national newspapers and larger regional newspapers where help-wanted ads have dropped the most, media executives said during the second and third days of a midyear industry review sponsored by Gannett Co., the nation's No. 1 newspaper publisher.

High newsprint costs are now easing, but the windfall won't be enough to offset the advertising drop-off, executives said.

Gauging whether the advertising picture will stabilize or improve is difficult because the decline happened much more rapidly in the first half of this year than it did during the 1990-91 recession, said Gary L. Watson, president of Gannett's newspaper division.

Some of the recent cutback-related news announced by newspapers include:

•Dow Jones & Co.

A continued decline in advertising and other revenues will prompt Dow Jones & Co. to slash costs for the second time this year.

The cutbacks will include more staff reductions, including layoffs for the first time at The Wall Street Journal.

Earlier this year, Dow Jones made cuts totaling \$120 million annually. The company has already laid off 202 employees and has eliminated about 350 job openings. That accounted for about 6 percent of its previous employee base.

None of the layoffs so far have come at Dow Jones' flagship publication, The Wall Street Journal. But Paul E. Steiger, the newspaper's managing editor, told senior editors on June 23 that between 10 and 20 editorial staffers would be terminated, according to company spokesman Dick Tofel.

At a recent investor conference, Dow Jones chairman and chief executive Peter Kann said advertising lineage at The Wall Street Journal fell 34 percent from the beginning of the year through May.

•New York Times Co.

The New York Times Co. will cut up to 9 percent of its work force this year as it copes with declining advertising revenue, but the company said it still expects to meet Wall Street earnings expectations for both the coming quar-

See DECLINE, page 12

## Will community voices be lost in cutbacks?

### Pressing Issues

By Randy Hines and Jerry Hilliard



The story dominating news about newspapers is the economy. Citing advertising revenue declines and newsprint increases, individual newspapers and media groups are looking for ways to slash expenditures.

Staff cutbacks and hiring freezes have become the norm across the country at both small and large papers.

At The Kansas City Star, for example, publisher Arthur Brisbane sent a notice to employees the first week of May informing them of 125 job eliminations.

"We're working through the various functions and departments ... and when we're able to complete that, we'll have a clearer idea of where the reductions will happen," Brisbane said.

The Star is one of 32 dailies owned by Knight Ridder, the country's second-largest newspaper group. All of them will be facing similar fates.

Consider what has been going on at The Star's sister publication, the Akron Beacon Journal.

In an article in Cleveland Scene titled "Slouching Toward Mediocrity," editor Pete Kotz writes: "But these days, The Beacon's glow has faded. In recent months, the paper dumped its Sunday magazine and 'News & Views' section. It's cut back on resources, barred certain sports beat reporters from covering their teams' away games, and eliminated suburban bureaus."

Especially disturbing about The Star and the Beacon Journal situations is that the cutbacks entail more than pink slips. Even more alarming is the fact that both dailies are silencing their community voices

by eliminating or decreasing the size of editorial sections.

As noted above, Akron readers no longer receive Sunday's popular "News and Views" section.

Ohio native Michael J. Murphy, longtime op-ed editor of the Orlando Sentinel, expressed his concern about eliminating such a key section of Akron's Sunday paper with a press run over 200,000.

"I'm heartbroken — particularly when I see that the 'News and Views' section has been deleted from the Sunday lineup. I grew up with my family subscribing to the Canton Repository. And when I was 12 or 13, when I discovered the Beacon, it really ignited my passion for journalism.

"In the years after I started reading the Beacon, I came to appreciate 'John S. Knight's Notebook' and the Beacon's editorials and coverage."

A similar fate may be in store for The Kansas City Star readers. Remember the publisher's memo said the paper was looking through various departments to see what could be eliminated.

Recently a focus group looked at a slimmed-down version of the paper that combined the "A" and metro sections. Participants liked some things about the change, but they said they had serious misgivings about others. Among their favorites no longer available was a page of editorials expunged to save four pages of newsprint. Will the paper listen to those focus group readers or listen to the bottom line?

These are just two examples of what's taking place across the country. Will your newspaper sacrifice its voice in the community in exchange for saving a page of newsprint?

*(Hines teaches journalism and advises The Periscope at Shorter College in Rome, Ga. Hilliard coordinates the journalism sequence at East Tennessee State University in Johnson City. Please send comments to them at randyhinesapr@yahoo.com. We would love to hear your suggestions for future topics.)*

## Newspaper credibility handbook available from ASNE

After discussing credibility for four years, members of the American Society of Newspaper Editors in Reston, Va., released a 193-page spiral-bound book that brings the issue home to every newsroom.

The Newspaper Credibility Handbook, prepared by ASNE's 2000 Ethics & Values Committee, comes out of its Journalism Credibility Project, funded by the Robert R. McCormick Tribune

Foundation.

"If newspapers want to preserve and improve upon the trust readers have in us, we must constantly be mindful of such vital issues as accuracy, fairness and values," says Peter Bhatia, chairman of the committee and executive editor of The Oregonian in Portland. He adds that the handbook gives editors and journalists "essential tools to ensure that we do better."

The book has four sections: reader connections, community connections, accuracy, and ethics.

It includes tools and strategies for implementing change. The handbook also features interviews with editors and strategies for conducting newsroom training.

The book costs \$15 plus \$5 shipping and handling. For copies, contact Cristal Williams, project director, by e-mail, [cwilliams@asne.org](mailto:cwilliams@asne.org); or phone, (703) 453-1138.

## The Job Shop



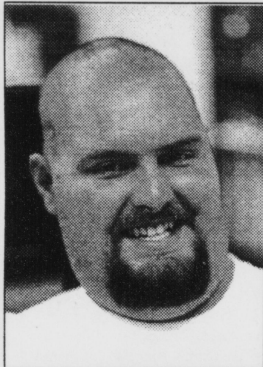
Take advantage of KPA's "Job Shop." List your newspaper's job opening for just \$10. Or, if you are a newspaper professional seeking new opportunities, send us that information. Call 800-264-5721 or e-mail [lcarnahan@kypress.com](mailto:lcarnahan@kypress.com)

### Managing Editor

The Richmond Register, a 7-day daily in Richmond, Ky., is searching for a managing editor. We're looking for an energetic leader with superb coaching skills and a proven track record of managing seasoned veterans and young journalists. Exceptional organizational and inspirational abilities (motivating beat reporters, editors and photographers on enterprise projects) are a must. He or she needs to have a

commitment to being our readers' irreplaceable news source, a soon to be head-turning redesign and supportive management have us well-equipped for continued success in the highest traditions of community newspaper. Richmond is located in Madison County, 20 miles south of Lexington, Ky., and is the fastest growing county in Kentucky. Send resume to Rochelle Stidham, publisher, The Richmond Register, 380 Big Hill Ave., P.O. Box 99, Richmond, Ky. 40475. Phone (859) 623-1669.

## Somerset sports editor doesn't let handicap slow him down



By TRICIA BRAY  
Commonwealth Journal  
Staff Writer

He attends ball games, interviews coaches and players, writes stories and lays out a sports section for a daily newspaper.

He expresses his opinions in a weekly column, and flashes a friendly smile and words of encouragement to his co-workers.

He can make someone feel at ease in a matter of minutes. But no matter how well a person gets to know him, there's always more to discover.

"After a week with Jason, you don't even see the wheelchair," said Commonwealth Journal managing editor Jeff Neal.

That's right. The outgoing, ever-in-motion, diehard University of Tennessee fan is a quadriplegic.

Jones has been the Commonwealth Journal's sports editor for nearly a year now, proving that his "handicap" can't stand in the way of his progress.

Jones was injured 11 years ago during a high jump competition at Trinity Springs Park in Somerset. Jones won, but he landed head first after his winning jump. Jones says his head stuck in the landing mat "like a lawn dart." As his body flipped over his head, the bones in his neck were crushed.

After an ambulance rushed him to the local hospital, he was flown to the University of Kentucky Medical Center where he was placed in traction.

He spent three weeks in intensive care on a bed that rotated him at a 45 degree angle all the time.

He soon learned he wouldn't walk again, but he did regain his sense of feeling.

After a summer of rehabilitation, Jones was able to return to Pulaski County High School for his junior and senior years. He went on to attend and graduate from college — a noble accomplishment for most young men, but a major step for Jones.

"Going to college, graduating, getting a job and doing something you like to do — that's just normal for most people, but for me, that's a really big deal," he says. "Somebody that's not in a situation like mine takes those little things like that for granted."

At 15, Jones learned a lesson some people never learn — that life, canno always be perfect. He has used his positiveness to overcome weaknesses which could have tied him down.

"When I got hurt, my life changed drastically, but my focus really didn't," Jones says. "If anything, I became more focused."

One thing he focused on was not feeling sorry for himself. He may be permanently seated, but his life is not standing still.

"Sitting around was never really an option for me," he says. "Once I realized I was going to be alive several years down the road, I knew I had to go and live. Living is not sitting around doing nothing. Living is jumping in the fire and doing it."

Jones wrote for Eastern Kentucky University's newspaper while he was a student there. Eventually, he was asked to be the paper's sports editor.

After he graduated from college, he learned the Commonwealth Journal in his hometown of Somerset was looking for a sports editor.

Did he worry that his limitations may affect his chances of being hired?

"No, because I'd done it before," he says. "If there was a way to get to the newsroom and do the things I needed to do, then I knew I could do it. There was never a doubt."

Jones navigates his own wheelchair by moving his head around a panel on the back of the chair. He types with the help of a "Headmaster" — a headset which sends signals to a box on the computer.

Neal had confidence in Jones from the start.

"We talked for 30 minutes and I had no doubt that he was the right person for the job," Neal says. "His section is growing, and I believe it will continue to grow. He has turned into a great sports editor."

See EDITOR, page 12

## Quality newspaper design usually done by trained 'designers'

### Design is Everything

By Edward F. Henninger



Want to guarantee weak design at your newspaper? Start by failing to hire someone who knows anything about design.

When you're searching for someone to fill a slot in your newsroom, most often you go out looking for another reporter. Occasionally, you'll search for a photographer. After all, photography is a specialty.

But design is a specialty, too. And the last time you went looking specifically for a designer was...?

If you want good reporting, you look for a good reporter. If you want good editing, you look for a good editor. If you want good photography, you look for a good photographer. If you want good design, you look for a good...editor.

Yes, I appreciate that you have limits. You can only have a news staff so large and run a successful newspaper. You feel that you can't afford to pay someone just to design pages.

But I'm not suggesting that a designer is someone who just designs pages. A good designer should possess good editing skills: he or she needs to know how to massage copy and to make your stories part of a package. A good designer should be a good organizer, knowing how to plan a page, a package or a series. A

good designer, in brief, can bring your newspaper a better sense of organization, planning and timing.

Many of you, I'm sure, agree with that. But many of you still go out and look for a reporter every time your newsroom needs a new person. Perhaps you do this in the hope that the person you hire might just grow into a seasoned reporter. Who then will become a good editor. Who then will become a good designer.

Good luck. Yes, it does happen occasionally. But when it does, it really is just luck.

Reporting and editing require mostly left-brain, linear-thinking skills. These are linked to what I call "if-thens."

If...someone is murdered in your town...then there has to be a suspect.

If...there is a suspect...then the law will pursue that suspect.

If...the suspect is arrested...then charges will be brought.

If...charges are brought...then there will be a prosecution.

...And so it continues for the duration of the story.

Design skills are much more right-brain and holistic. The designer must see and work with the relationship between physical elements on the page. The designer often must be able to

visualize those elements — because the stories may not have been written yet; the photos may not have been shot yet. All of this takes a strong ability to ignore the "if-then" and work with the "why not?" Yes, even in design there are immutable principles. But once those principles are satisfied, design becomes much more subjective than reporting or editing.

Asking a reporter or an editor who is

trained in left-brain thinking to turn magically into a right-brain-thinking designer is unfair to the reporter, the editor, the newspaper and the reader. The journey to good design can take years for many. Some give it their best but never quite make it. Still others become so

frustrated with the process that they give up. And that surrender is characterized by design that becomes mediocre or, worse, overdone.

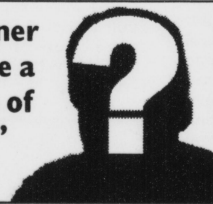
There's not one publisher I know who would hire a reporter or editor or photographer who's had no training. Yet we often expect the untrained to do page design.

It's up to you. Get a designer with experience. Get training for the inexperienced.

Or maybe get lucky.

(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.)

A good designer needs to have a strong sense of "why not?"



## A good anti-virus program well worth the investment

### Dr. Tech Hotline

By Tim Jones  
Parts-Plus



With every upgrade of software, you can expect some adjustments and sometimes difficulties. A recent problem that has occurred with Mac OS 9.1 is that Microsoft Office 98 is crashing. There does not seem to be any clear answer to this except upgrade office.

Other issues that have come up this month have been the Auto-Start Worm. It will slow down powermacs. It can be easily cured with either Wormfood or Wormscanner. Either can be downloaded free from internet sites. You can find help at [www.macvirus.com](http://www.macvirus.com).

While virus problems are not rampant among Macs, it is wise to keep an up to date virus program available. Norton Anti-Virus is a good one.

Has your monitor been calibrated? I will not try to explain it in this column, but if you are having problems with color photos printing in the right colors, then you may need calibration. Call me and I can help with this problem.

Have summer thunderstorms caused you trouble? Lightning strikes can be destructive to com-

**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**

puter components. The most common problem is modem failure on Macs or Windows computers. Another problem that can occur is power supply damage by lightening surges. Ethernet cards and hubs can also be affected.

While nothing will protect equipment from a direct hit, there are some devices and procedures that will help. Surge protectors will help protect power supply issues. Protectors for modem lines will help. There are also surge suppressors for ethernet connections. If you have warning and enough time, the best protection is to unplug powercords, modem lines and ethernet connections. Macs with built-in Ethernet ports need a total logic board replacement to fix a failed ethernet port.

The cost is in the \$500 range or more!

Call me with questions, Monday through Friday, 8:00 am to 6:00 pm.

be seen by all Kentucky public schools, libraries and many private schools.

Commitments from newspapers are needed immediately.

"Because a lot of the extra frills still depend on funding, KNNIE is looking for a statewide sponsor," said Johnson. "Funding is needed to pay the costs for the author and illustrator expenses, T-shirts, and to help create a 'blank book' for Kentucky readers to attach each chapter into as the story is published each week. The book can be a keepsake for the project and can also be used by classroom teachers.

"We're hoping to talk with book stores and other major chains this summer," said Johnson. "The more newspapers who sign up to participate, the more interest we'll get from sponsors."

Deadline to sign up to participate in the literacy project is July 13. Kentucky newspapers that sign up by this date will have their logo included on the back page of keepsake book.

For more information, contact Kriss Johnson, educational outreach manager at the Lexington Herald-Leader, (859) 231-3353.

## Literacy

Continued from page 1

This story was written just for newspaper publication and can't be found in any other form.

Papers that participate will publish the first chapter of this seven-week story during the week of Sept. 10. The papers will continue to run one chapter a week until the conclusion of the story in October.

Newspapers pick the day of the week they publish the chapter, each of which is about 1,000 words and includes an illustration. The papers are encouraged to search out local sponsorship and run local contests.

There is no charge to KPA member papers. As a sponsor, KPA has agreed to pay the publishing rights for "Luke in a Really Big Pickle" story for any Kentucky newspaper who joins the project. All you have to do is provide the space.

KET is a partner in the project, too. Plans are being made to do two 15-minute satellite taping sessions, one with the authors and one with the illustrator. These sessions can

## Key to customer service: Be willing to paint the frog

### Ad-libs®

By John Foust  
Raleigh, N.C.



When it comes to customer service, it's hard to beat what happened to my Aunt Jo when she and Uncle Bobby stopped to browse at a craft fair.

She pointed to a homemade, wire sculpture of a frog. It was painted bright red.

"I collect frog art," she said to the proprietor, "and I wonder if you have one like this in green."

He held it up, examined it carefully and said, "I think so." Then picking up a paper sack, he stepped to the door of the tent. "I'll be right back."

They heard the unmistakable spray of an aerosol can and, a few seconds later, he re-entered the tent holding a green frog at the end of a green-tipped string. Handing it over, he winked, "Better hold it by the string for a little while."

"That was terrific customer service," Jo said later. "The frog was only five dollars, and I probably would have bought it anyway. But he made sure I got what I wanted."

That vendor would have been right at home with Nordstrom, the retailer with the world-famous customer service. Their employee handbook has only 78 words. That handbook states their number one

goal as "provide outstanding customer service" and their only rule as "use good judgement in all situations." That's it. No thick manuals, no complicated chain of command. Just the succinct requirement to provide "outstanding customer service" by using "good judgement."

Competition for customers increases the need for customer service. If you don't take care of your customers, they will take their business somewhere else. It's a modern version of Darwin's survival of the fittest. Paint the frog and win.

I once heard about an ad manager who dealt with a complaint about a wrong phone number in a quarter-page ad by issuing a credit for only the tiny amount of space which was occupied by the typo. Although it was clearly the newspaper's mistake, the tight-fisted manager wouldn't consider any other solution. A few days later, when told that the advertiser was cutting his newspaper budget in half, the manager said, "He's just being difficult."

Some "good judgement," huh? The newspaper prints the wrong phone number, essentially rendering an ad ineffective. The advertiser gives the ad manager a chance to make the newspaper a hero. And the manager blows the opportunity, loses a big chunk of business and somehow manages to blame the advertiser.

He could have learned a lesson  
See CUSTOMER, page 11

## "If my ads don't work, I'm pulling out of the newspaper."

Uh-oh.

Today's advertisers are demanding results. For newspapers, this means that selling ad space is not enough. Those ads have to work.

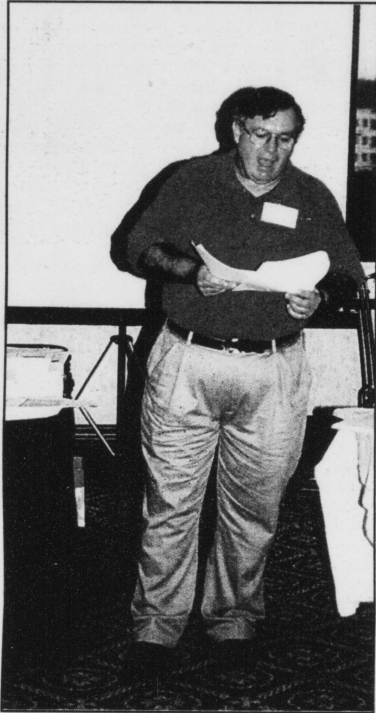


The right training program can make a big difference. John Foust has helped thousands of newspaper professionals learn how to create ads that get big results.

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# KPA/TPA Summer Convention... combination of fun & learning



Ron Crouch, director of the Kentucky State Data Center, presented a session on the new Census figures for Kentucky and Tennessee.



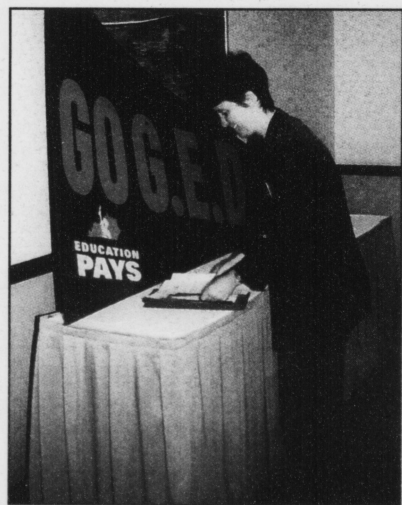
Vickey Williams, editorial director for CNHI, presented a lively session on ethics.



Lexington Herald-Leader intern coordinator Chris Poore, left, talked with Cincinnati and Kentucky Post Managing Editor Mark Neikirk (center) and AP Capitol Bureau Chief Mark Chellgren during the opening reception at the Newport Aquarium.



KPA President and Publisher of the Appalachian News-Express Marty Backus enjoyed the aquarium with wife Judy, the paper's office manager, and his ad manager, Teresa Branham.



Mary O'Doherty, Guthrie-Mayes, spoke with editors about a G.E.D. campaign. O'Doherty is a former editor at the Lexington Herald-Leader.



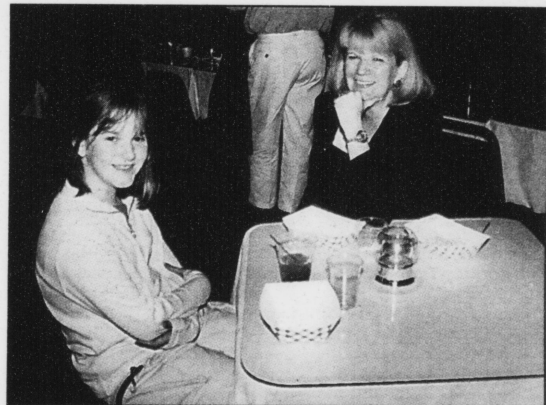
Newspaper operations consultant Ken Bronson packed the room for both of his sessions: "Motivating Your Ad Sales Staff" and "How to Make Your Newspaper Exciting, Compelling and Unpredictable."



District 4 Boardmember Charlie Portmann, wife Penny and daughter Brooke, warmed up with some hot chocolate during the "Moonlight Cruise on the Ohio" after the awards banquet. Portmann is editor of the Franklin Favorite.



Georgetown News-Graphic Publisher Mike Scogin (left) and KPA President and Appalachian News-Express Publisher Marty Backus talked during the awards banquet reception. Both papers are owned by Lancaster Newspapers, Inc.



KPA Circulation Division Chairperson Kris Johnson enjoyed the cruise with her daughter, Kat. Johnson is the educational outreach manager at the Lexington Herald-Leader.



A group of Kentucky and Tennessee newspaper representatives presented a session on switching to the 50-inch web. They were assisted by Dave Gray, director of the Society of News Design. Left to right: Mike Pirtle, The Daily News, Murfreesboro, Tenn.; Larry Smith, The LaFollette Press, LaFollette, Tenn.; Rick Millians, The Kentucky Post; Gray; and David Greer, The Kentucky Standard.

## LEGAL NEWS & VIEWS

# State Journal sues KSU over billing records denial

By CHARLES PEARL  
State Journal Staff Writer

The State Journal has filed a lawsuit seeking records from Kentucky State University that the newspaper claims have been illegally withheld under the state Open Records Act.

The suit seeks a ruling enforcing a state attorney general's March 28 order that KSU provide to the newspaper its attorney billing records and to produce them within three business days.

The suit filed in Franklin County Circuit Court also seeks The State Journal's court costs and attorney fees. It also asks for a fine of \$25 for each day KSU has denied the newspaper its right to inspect and copy the attorney billing records, from Jan. 16 until the public records are fully produced.

According to the complaint, State Journal Staff Writer Beth Crace submitted an open records request to KSU Jan. 10 for "all pay-

ments, contracts and invoices to the law firm Wyatt, Tarrant & Combs and attorney Jim Newberry, Johnson, Judy, True and Guarnieri, attorney Thomas F. Clay or any other firm or attorney representing the Board of Regents of President George Reid from July 1998 until present."

KSU failed to respond to Crace's request within the three business day time limit imposed by state law. The State Journal filed an appeal Jan. 17 with the attorney general.

Other claims in the suit include:

•The State Journal received a deficient response from KSU Feb. 5. "KSU did not release all the requested attorney billing records in its possession," the suit claims. "Specifically, it withheld documents that it produced in response to a similar request on June 15, 2000."

•After the newspaper contacted the attorney general about the Open Records Act violation, the attorney general sent a letter Feb. 7 to Melanie Halliday, open records coordinator at

KSU, asking her to explain why KSU failed to produce the records and to justify why some items were redacted (blacked out) in the records that were produced by KSU.

•Halliday, in a Feb. 14 letter to the attorney general, said she couldn't explain why more records were produced in response to The State Journal's June 15, 2000, request, as opposed to Crace's Jan. 10, 2001, request.

•In response to The State Journal's appeal, the attorney general issued an opinion March 28 finding KSU in violation of the Open Records Act and concluding that KSU's response to Crace's Jan. 10 request was deficient.

KSU had 30 days to appeal the attorney general's decision but did not, the suit claims.

The suit says that KSU "willfully withheld, and continues to willfully withhold, the requested public records" and "has demonstrated a complete disregard for the attorney general's decision and its obligations under Kentucky law."

## AG: Whispering magistrates violated Open Meetings Law

By MARK R. CHELLGREN  
Associated Press Writer

Whispering by Taylor County magistrates at a fiscal court meeting effectively denied adequate access to the public and violated state law, according to an attorney general's opinion.

"Because a quorum of the members were present and public business was being discussed, the meeting was required to (be) 'open to the public at all times' and not interrupted by whispered discussions to which the public was effectively denied access," Assistant Attorney General Amye Bensenhaver said in the ruling.

Judge-Executive Eddie Rogers and Taylor County Attorney Craig Cox said the discussions were intended only for magistrates to educate themselves on specific items relating to the budget that was on the agenda.

The issue was raised by staff members of the Central Kentucky News-Journal, who complained that magistrates were trying to skirt the Open Meetings Law by conducting their discussions of the budget out of earshot of people in attendance.

Rogers said the discussions were similar to conversations that take place among members of the General Assembly during legislative sessions on the floor of the House or Senate.

"The standard you now seek to impose, that every utterance or discussion between members must

be shared for all to hear, is simply not practical or the law," Rogers said.

"There simply is no requirement for every thought, or every discussion falling under the protection of (the Open Meetings Law) to be written, recorded or publicly expressed," Rogers said.

Bensenhaver said the decision does not attempt to direct that everything said during a public meeting must be for all to hear. She noted that asking for a glass or water or some assistance from a staff member were obviously not for public consumption.

"Nevertheless, these communications remain the exception rather than the rule and the public agency must avoid any whispered, inaudible or closed discussion of the public's business, including discussion among members of the fiscal court of the terms and provisions of the county's proposed budget," Bensenhaver said.

"No doubt some intrusions on the concept of open government are more offensive than others, but we find that the language of the Open Meetings Act, and its underlying intent, support a strict prohibition on any whispered discussions of public business at a public meeting."

Opinions of the attorney general's office carry the force of law on subjects relating to the Open Meetings Law and Open Records Law.

## Tennessee Supreme Court OKs legislators' closed-door meetings

The Tennessee Supreme Court refused on March 19 to hear arguments related to the right of the Tennessee General Assembly to hold closed door meetings.

This allows an earlier ruling by a court of appeals to stand, meaning lawmakers can continue to meet privately as they see fit.

This was challenged in a lawsuit filed June 30, 2000 by Mark A. Mayhew, a law student and former news producer, and joined by a number of news organizations.

The first decision, by Davidson County Circuit Judge Hamilton Gayden, ruled that the legislature was required to hold open meetings on the budget.

This was appealed to the court of appeals where on

January 11 the court ruled the Open Meetings Act, or Sunshine Law, does not apply to the legislature and that the body can set its own rules.

The original suit claimed that the state's \$18.5 billion budget that was to take effect July 1, 2000 should be voided because it was formed during meetings to which the public was barred.

Some other parties to the suit, including Tennessee Press Association, said they did not seek voiding of the budget, but that future budget deliberations take place openly.

Afterward, some legislators said they would seek legislation or a constitutional amendment to make open meetings mandatory.

(Reprinted from the June Tennessee Press newsletter.)

Got legal questions about a story or ad? Call the KPA FOI Hotline!

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# Ruling

Continued from page 1

base. They do not appear to users within the context of the original periodical edition.

That is, when a user conducts a search of the database's thousands or millions of files containing individual articles from the thousands of collective works contained in the database (that is, not just your newspaper's collective work), the searched-for article will appear as a separate item within the search result. The article will appear to the user without any of the graphics or formatting that appeared in the original print publication. Nor will the user see other articles which appeared on the same page as the searched-for article or contiguous pages.

The Court, therefore, held that the publishers and databases had infringed the copyrights of the freelance authors by including their articles in the electronic database without their permission.

The Supreme Court opinion focused on republication of the articles in an electronic database operated by an independent organization, such as LEXIS/NEXIS. Therefore, this decision is pertinent to any KPA member newspaper which has agreements with LEXIS/NEXIS or another company operating a computerized database. But even those of you who do not have arrangements with any electronic database company need to take note. Although the Court was not explicit, it appears that the same decision applies to any electronic version of your newspaper — including your own website — if a user is able to search for and retrieve an individual article.

This case did not present the scenario of a newspaper's own website containing today's paper and archived editions, but the Supreme Court said: "We would reach the same conclusion if the Times sent intact newspapers to the Electronic Publishers." In other words, it is the fact that a user retrieving an article would get the article completely out of its original context that is key to the Court's decision. That means, if your website has a search function that enables readers to locate a particular article without having to scroll through the entire newspaper online — or if the newspaper's electronic edition has an archive database — this ruling applies to you.

## What are your options?

Use freelancers? You could, of course, decline to use freelance writers or photographers in the future. That would be one way of solving your problem prospectively, but you still have to deal with the freelance articles already on your website (more on that in a minute).

Have a website? In the alterna-

tive, you could decline to have a website. This option is not very attractive to many newspapers who see electronic publishing as a necessity for their future survival.

## Written agreements

If you determine that you are going to have both a website on which you publish your newspapers and archive prior editions and you are going to use — or have in the past used — freelance writers, your third option is to have written contracts with the freelancers. As the Supreme Court noted in a footnote in *Tasini*, "it bears reminder here and throughout that these Publishers and all others can protect their interest by private contractual arrangements."

Some of the print publishers in the *Tasini* case had agreements with the freelancers, but they were not specific enough to deal with this situation. Unfortunately, that has been the case too often in the newspaper industry. But you can avoid the problem in the future.

There are two possible approaches to the contracts. One would be to agree with your freelancer that the freelancer's contributions to the newspaper are works-for-hire. To accomplish this, the work must have been specifically commissioned by the publisher, and the written agreement must specify that the material submitted is a contribution to a collective work and will be considered a work made for hire.

Sample language: (Freelancer) acknowledges that the material submitted constitutes a contribution to a collective work and will be considered to be a work made for hire within the meaning of Sections 101 and 201(b) of the U.S. Copyright Act.

Sometimes freelance writers are reluctant to enter into work-for-hire agreements. Once they do that, the newspaper owns the copyright to the piece for all purposes. Freelancers often want to retain their copyrights and only grant the newspaper certain limited rights to use the piece. That would mean that the freelancer could use the piece again, publishing it as many times as she can find other willing buyers.

In those cases where a freelancer is unwilling to sign a work for hire agreement, an alternative is an agreement which uses a "grant of rights" clause which expressly lists electronic republishing rights among those rights granted to the newspaper. A "grant of rights" clause enumerates the specific rights granted by the freelancer to the publisher.

The publisher may only use the freelancer's piece as specifically authorized in the agreement; otherwise, the publisher is at risk of infringing the freelancer's copyright. While the "grants of rights" clause can be all-inclusive or very narrow, it needs to be very clear about the intent of the parties.

The following language is a full transfer of all ownership rights to the publisher:

Sample language: By entering into this agreement (freelancer) irrevocably assigns and transfers exclusively to (publisher) all rights, including all copyrights and all extensions and renewals in the materials submitted by (freelancer).

The practical ramifications of this transfer are much the same as a work-for-hire agreement — the freelancer no longer has any right to use the piece, unless she gets your permission. If that arrangement is not agreeable, a grant of nonexclusive and limited rights to the publisher will also work. In this case though, the language you use becomes crucial.

Sample language: (Freelancer) authorizes (publisher) to edit, use, reproduce, transmit, display, publish, post, download, upload, prepare derivative works of, including or combining with other works, and otherwise utilize and exploit the material (freelancer) produces and submits, as well as the title and format of any such submission, in any and all versions of publisher's publication and in any medium now or hereafter known. Such media include, but are not limited to, print, broadcast, cable, wire, wireless, computer, telecommunication, satellite communication, video, sound recording, motion picture, audiovisual, public performance, electronic databases, the Internet, the World Wide Web, computer networks and any and all other electronic media.

Review existing agreements. The first thing you should do is pull all of your freelancers' contracts from your files and review them. Look to see if the contracts are still current or have expired. Look for the above language. (Of course, there is other language your agreements should contain, to deal with other aspects of the arrangement.)

If you do not have substantially the above language in your contracts, you should move quickly to enter into new agreements which clearly specify either the work for hire arrangements or the explicit grant of the right to redistribute the freelance piece through any form of electronic publication. Unless and until you have solid agreements, the cautious approach will be to delete the freelancers' work from the editions you place on your website.

## Freelancer pieces in your archives

What, though, do you do about the water which has already flowed under the proverbial bridge?

If you do not have existing contracts with the strong language we've discussed in place for the entire period of time you have published your newspaper electronically, then you should attempt to get after-the-fact authorization from

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those freelancers to use their pieces in all subsequent versions of your newspaper regardless of the medium.

If that's not possible, you should consider removing the contributions of those freelancers from your website (and any other electronic database). For any newspaper which has had a website for any length of time, this is a daunting task, but an important one.

## Potential damages

Even that may not be enough. Because you had the freelancers' articles or photos on your website without the benefit of contracts which gave you the right to do so, you have violated the freelancers' copyrights. If the freelancers have registered their work with the Copyright Office and is successful in an infringement suit against you, you could be required to pay statutory damages ranging from \$750-\$30,000 per infringing piece.

## A national organizing effort

According to the Newspaper Association of America (NAA), the National Writers Union (NWU) is urging its members not to sign individual agreements with publishers. Instead the NWU wants to negotiate collective licensing agreements with the NWU-run Publication Rights Clearinghouse. That would give the NWU the right to negotiate licensing agreements with publishers on behalf of the freelancers. That would likely result in higher fees for publishers than if you contract directly with individual freelancers.

## If you are sued

The NAA says it is looking at logical next steps — perhaps legislative initiatives — on this issue. Meanwhile, if you receive a challenge or a threat of litigation over the prior publication be sure to give notice to your liability insurance carrier. Particularly if you have advertising injury coverage, it is likely to cover your defense costs of any such challenge. Other types of coverage may, as well. You're best off asking.

In the meantime, as you are going through the process of making sure your "house is in order," you are welcome to call the Hotline with questions about this.

## People

Continued from page 2

### Powers joins newsroom at Salyersville paper

Jacinda Griffiths Powers has been hired at the Salyersville Independent as a staff writer.

A native of Williamsburg, Powers is a recent graduate of Cumberland College with a bachelor's degree in communication arts. She worked for a year and a half at the Corbin Times-Tribune as a contributing writer.

### Glasgow website gets new look

The Glasgow Daily Times' online edition, [www.glasgowdailytimes.com](http://www.glasgowdailytimes.com), took on a new look in June. The changes include "greater depth coverage of items that did not appear in the printed version of the Daily Times," according to the newspaper.

Since the website's debut, activity to the site has grown tremendously. In May, over 101,000 users visited the site. In conjunction with the changes, veteran Daily News reporter Tammy Hensley has been named New Media Director and will be responsible for the daily operation and content of the site.

Hensley has worked at the newspaper for seven years, covering the police/courts beat, agriculture, health, education and government.

### Spencer Magnet awards scholarship

The Spencer Magnet awarded its second annual \$500 Brock Journalism Scholarship recently at the Spencer County High School awards program. The recipient was Amanda Redmon.

The award, initiated in 2000 to celebrate the contributions of former Magnet owners Claude and Dolly Brock to journalism in Spencer County. The award is presented annually to the graduating senior who has "shown outstanding journalistic integrity and talent." Among other criteria, applicants must submit letters of recommendation and express a desire to pursue a career in journalism.

### Lown returns as editor at West Kentucky News

Connee Smith Lown has resumed her position as editor of The West Kentucky News, a position she left in 1993.

During her absence from the paper, Lown ran an in-home cosmetic business and also worked four years for Four Rivers

Behavioral Health in residential care and alcohol/drug rehab. She also served three years as an instructor at Franklin Business College.

A native of Ballard County, Lown is an education and English graduate of Southwestern Oklahoma State University.

### Supplee, Baldi hired at Carrollton paper

Brittany Supplee has been hired at the Carrollton News-Democrat as a reporter/photographer. She's been employed by the newspaper's parent company LCNI, for a year, working at the Owenton News-Herald as a reporter.

Liz Baldi has joined the staff as a reporter. She is a senior at the University of Louisville and graduates in December with a degree in communication. She is currently the managing editor of The Louisville Cardinal.

### Shepherdsville paper launches website

The Shepherdsville Pioneer News recently launched its website, [www.pioneernews.net](http://www.pioneernews.net). The website will be updated twice a week with stories from the newspaper's news and sports pages, obituaries and classifieds. The site also provides links to current weather information, stock market updates and national news.

### Kentucky Standard beefs up web presence

The Kentucky Standard, Bardstown, announced recently it was expanding its news coverage from three days a week to five through the paper's Internet website, [www.kystandard.com](http://www.kystandard.com).

Several new features were also added to the site that was launched in 1997, including a Monday through Friday 4 p.m. local news update, local time and temperature, detailed local weather information, breaking local news bulletins, article search, a poll, links to national news, horoscopes, television listings and children's games.

### Sister Cities' delegates work at Morehead News

Morehead's Sister Cities partnership with Ballymena, Northern Ireland resulted in 21 young people visiting the area, two of whom are working at The Morehead News.

John McKendry, 19, and Mickey Gallimore, 23, both have some editorial experience, working at weekly newspapers in Ireland. The delegates hope to gain experience in computers, from the hospital and other businesses. Morehead became a sister city with Ballymena in 1999.

## A story should be more than just listing of 'stuff'

### Coach's corner

By Jim Stasiowski



The obituary should have touched me, but it didn't.

It was about Patricia, dead at 76, a legend in her community. She had spent vast amounts of her time saving the lives of dogs and cats, raising money for the local chapter of the Humane Society, creating public fuses to dramatize how poorly people treat their pets.

Almost every paragraph overflowed with Patricia's deeds. She seemed tireless, she was everywhere, she did all the work for no pay.

And yet, the obituary was as cold as a schnauzer's nose.

It was an example of how we writers and editors miscalculate, how we rely on the conventional wisdom, which is always wrong.

The conventional wisdom preaches that actions speak louder than words.

What a bunch of bunk. Actions show, but words explain.

Oh, I'm completely in favor of action. If he had not used Patricia's actions, the reporter would have given readers no chance to see the good she had done.

But by leaving out the words, the explanations of her actions, the reporter prevented me from appreciating Patricia's whole story.

Something motivated her, something prodded her to crusade so valiantly. Maybe she lost a puppy when she was little. Maybe she once watched a neighbor kick a sad-eyed dog. Maybe she grew up hating pets, then inherited Snoopy when a close friend died, and she fell hopelessly in love with him. The reporter didn't get

any of that.

His list of her accomplishments was impressive; his lack of explanation drained the humanity from what should have been a fascinating story.

He used two paragraphs of quotations from a source who worked shoulder-to-shoulder with Patricia. One paragraph was the co-worker's long explanation of the technicalities of a project Patricia created; the second was the co-worker's revelation that Patricia spent a lot of her own money of the animals.

The reporter fell into what I call the stuff-story trap.

In the vocabulary of the reporter, two crucial five-letter words start with the letters "st": "stuff" and "story." The distinction between those last three letters makes all the difference.

When the obituary writer saw how many facts existed about Patricia's life, his eyes probably bulged from his head. He had enough stuff, he realized, for 1,000 inches of obituary.

But that was his mistake: He concluded that, with all that stuff, he had no problems.

He forgot he had to tell a story. He had to show me not just what Patricia did, but what went on in her life that made her do what she did. Without such an explanation, her deeds were just things, like the random items in her purse or the varieties of soup in her cupboard.

A few weeks ago, a reporter called me with panic in her voice. She had researched and researched a big project and had written six sidebars for it, but she had two problems. First, her editor was asking for extensive revisions of the sidebars. Second, she didn't know how to write the main story.

She had tons of action, lots of anecdotal stuff, she said, but she didn't have the connections, she didn't have the explanations to

See STUFF, page 11

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## Stuff

Continued from page 10

glue her anecdotes together. She had done all her interviewing with a broad idea in mind, but as she interviewed, she very seldom thought about the story she was going to have to tell.

So she had enough notebook material to pave over the Great Lakes, but she didn't have enough story to explain what she had uncovered.

As we talked, she came up with what she wanted the main story to say. And, although she had done scores of interviews, she realized she had to go back and re-interview some sources to try to get them to draw the conclusions that would make her research worthwhile.

When reporters go to a meeting, a speech, an interview, they too often think in terms of volume: "Do I have enough stuff to fill that 12-inch or 15-inch hole the editor has? Do I have enough stuff for that three-part series?"

Stuff, stuff. Ask not what your stuff can do for you, ask what you can do with that stuff. Remember, nobody saves dogs just so she'll have a list for her obituary. Something more profound drove her, something made her deeds make sense.

Remember also: You can get by with a list of stuff because your editor, tortured by a deadline, will use whatever you come up with to fill those unforgiving 15 inches of white space. But the difference between stuff and story is the difference between good enough and glory.

**THE FINAL WORD:** Some usages simply sound wrong.

I cringe every time I hear or read the phrase "fellow countryman," in the context that two people from the same country appear in the same story. Let's say Robert Johnson and John Robertson, both Canadians, are tied for the lead of a golf tournament.

"Johnson and his fellow countryman, Robertson, shot 64s, two shots better than the third-place golfer," the sentence will read.

"Fellow" is wasted there. A "countryman" is "a person of one's own country." The addition of "fellow" is a sure sign the reporter didn't check the dictionary.

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

## Are we losing \$\$ to online sites? Not yet

### Interactive Insider

By Peter M. Zollman



Newspapers say they're not losing classified advertising to interactive media — at least not yet.

That's the conclusion of two new research studies, one from "Classified Intelligence" and one from the World Association of Newspapers. They provide a startling counterpoint to the claims by Internet prognosticators like Forrester Research and Jupiter Media Metrix, which have projected significant losses by newspapers to online services.

The first study comes from "Classified Intelligence", which is affiliated with the Advanced Interactive Media Group, my consulting group. This paid report (\$295) includes the results of a survey of print classified advertising executives at more than 60 daily newspapers in the United States.

The key finding: Newspapers say development of online employment advertising services has actually increased print advertising revenue or has had no impact, rather than decreasing it.

Twenty-two percent of the newspapers surveyed said their print advertising went up as a

"Twenty-two percent of the newspapers surveyed said their print advertising went up as a result of their online employment sales efforts, and another two-thirds of the respondents said it had no noticeable impact."

### Classified Intelligence

An AIM Group report

result of their online employment sales efforts, and another two-thirds of the respondents said it had no noticeable impact. Only 6 percent said they noticed a negative impact as a result of their online employment advertising sales.

The interviews also gathered information about rates for newspaper online employment services; the specific services offered by various newspapers, vendors used and other topics.

The report also includes sections on broadcasters' print and on-air recruitment offerings; a case study of an employment site developed by a group of Pennysaver publications that is generating millions of dollars in revenue annually; a look at current trends and statistics in print and online employment advertising; information on vendors providing online employment services to media companies; a statistical review of the world's leading online employment site, and other sections.

Despite the newspapers' comments, however, the report paints a disturbing long-term picture for print employment advertising revenue — the most profitable category at major papers, and a significant revenue-producer in most smaller markets as well.

"Newspapers are deluding themselves," the report states. "Print employment advertising profits at daily newspapers will probably never again be as strong as they were in 2000. Rate pressure, new technologies, lower barriers to entry and changing demographics are all making it easier for other media companies and dot-coms to steadily increase their market share in this segment, which just a few years ago was owned outright by the newspaper industry."

(The report is available for \$295 from the AIM Group. See the Website, [www.aimgroup.com/reports](http://www.aimgroup.com/reports), for details, or e-mail: [info@classified-intelligence.com](mailto:info@classified-intelligence.com).)

See ONLINE, page 12

## 'Shade tolerance card' will help papers manage print quality

In order to help newspapers to provide their readers with a high quality, visually consistent printed product, the Newspaper Association of America has created a newsprint shade tolerance card for use by newspaper production professionals.

The card, developed by NAA's Joint Technical Newsprint Steering Committee Group, was introduced at NEXPO@2001, NAA's annual technology exposition and conference, held June 16-19 in New Orleans.

"The look and feel of the newspaper is a large part of what connects readers to the paper," said

Tom Croteau, NAA senior vice president of technology. "This shade tolerance card will help production staff check the uniformity of the appearance of the paper so they can have greater control over the finished product."

Designed as a visual assessment tool to be used under lighting conditions specified on the card, it will help to maintain newsprint consistency despite differing machines, mills or suppliers.

The card will be available soon. Information about NAA can be found at the Association's World Wide Web site on the Internet ([www.naa.org](http://www.naa.org)).

## Schurz

Continued from page 1

The Jessamine Journal, now in its 129th year, was purchased by Republic Newspapers, Inc., based in Knoxville, in 1990 from Ed Easterly III's Jessamine Publishing Co. Republic owns papers in Tennessee, North

Carolina and Florida. The Jessamine Journal was its only Kentucky operation.

Schurz Communications is a family-owned multi-media company with newspapers, radio and television stations, cable television systems and Internet companies in California, Arizona, Missouri, Kentucky, Indiana, Georgia, Florida, Pennsylvania, Maryland and Virginia.

## Customer

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from the ad manager who handled a similar mistake by running a corrected version at no charge and adding free spot color. "It was the right thing to do," she explained. "We take care of our clients. Sure, it was a problem, but it was also an opportunity to show that advertiser how important he is to us."

Problems and opportunities. As many philosophers have said, there's not much difference between the two.

That's especially true in customer service. As long as you're willing to paint the frog.

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# Boot camp

Continued from page 1

pants just prior to the scheduled start. Several changes were made to the format — changes that proved favorable to many of those interested.

One major change is that attendees this year were given the option of either staying on campus or commuting daily to the sessions. Last year, it was a requirement that those attending stay on campus at Midway College. Several newspapers indicated they had employees who would have benefited from the boot camp training but who found it unfeasible to stay away from home

for an extended period of time.

Another change is the cost. This year's boot camp fee is \$995 for those staying on campus and \$595 for commuters. The \$995 fee includes lodging in a local motel, three meals a day, all materials and handouts for the training and computer use. The commuter fee includes a continental breakfast and lunch each day, materials, handouts and computer use.

The boot camp concept is the brain child of KPA Vice-President David Greer, publisher of The Kentucky Standard in Bardstown. The training, dubbed a "boot camp" because of the intensive training over a relatively short period, is designed to provide additional training for inexperienced newspaper employees or allow newspa-

pers to hire a person from the community who has potential, but no journalism background.

The boot camp will run Monday through Friday, July 16 to August 3. Class times each day will be from 9 a.m. to 12:15 p.m., 1 p.m. to 4:15 p.m., and attendees can meet individually with St. Clair from 4-6 p.m. daily.

On Thursday, July 26, all participants will cover the Scott County Fiscal Court's regular meeting and write a story.

St. Clair's career in journalism began as a sports writer for his hometown newspaper. While in the Army, he worked as a reporter for the Army Signal Corps and upon leaving the service, worked as a reporter and editor for the Bedford Times-Mail. He's worked for busi-

ness publications in Louisville and has co-authored two books and a number of screenplays.

Kentucky journalists and First Amendment attorneys will also serve as guest instructors throughout the camp.

Topics St. Clair and the guest presenters plan on covering during the three weeks include: Understanding and Writing News, Spelling, Punctuation and Grammar, Conforming to Associated Press Style, Brainstorming Story Assignments, Meeting Stories, Feature Stories and Photojournalism.

St. Clair plans for the class to produce a "Boot Camp Newspaper" during the final days of the session.

# Editor

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Commonwealth Journal publisher David Thornberry was prepared to purchase a special work station and several other handicap-compatible items in order to make Jones comfortable at the newspaper, but he was pleasantly surprised to learn that most of those expenses weren't necessary.

Jones came with much of his own equipment.

"We've made very small concessions to pull Jason in — and we

have received great results," Thornberry says. "The fear of potential complications sometimes disallows newspapers from pursuing people with specific challenges."

Thornberry believes many companies miss opportunities by not hiring individuals with physical challenges. He says every employee has personal situations and challenges to overcome — even being a parent can interfere with a person's employment at times.

"Flexibility is quintessential to operating in the new millennium," Thornberry says. "Our focus at the Commonwealth Journal is to hire the best people and then fit the job

to the people."

Jones saw the position as an opportunity to become involved in the community.

"It made me feel really good to have purpose," he says. "I like my role in the community. I think I've gotten a lot better name over the last couple months. I think I've earned some respect and have really learned to respect some people that I probably wouldn't have otherwise."

Don't call Jason a hero for his accomplishments.

"I really don't like to be defined as somebody that's doing something that special," he says. "It's not easy, but I think sometimes you just have

to do what you can in life. You have to go on and get past bad things that happen to you. I just try to live a normal life. I don't try to live an extraordinary life. I don't think what I do is special. I think what I do is normal."

He can't move. He can't fix his own breakfast. He can't scratch his own nose.

"But I have a lot of good things," he says. "Sometimes I don't see them until I step back, but I do have a lot of good things, and I'm really happy with my life right now."

So far, Jones has already gone farther in his chair than many will ever go on their feet.

# Decline

Continued from page 3

ter and the year.

In a statement released June 18, the company, which announced in April it would start reducing its staff of 14,000 workers, said a drop in advertising revenue will cause its fiscal 2001 revenue to fall short of levels from last year.

Russell T. Lewis, president and chief executive, said the company has moved to counter the revenue decline by increasing circulation prices, cutting back on newsprint use and phasing out part of its Internet operations. It also plans to cut its work force by roughly 1,200 workers, though the company did not provide an exact figure.

Milwaukee Journal Sentinel The Milwaukee Journal Sentinel will cut about 33 jobs, or 2.4 percent of its full-time work force, the newspaper's publisher announced.

The jobs being eliminated span several departments, including marketing services and online production, with about half in building services and circulation, Journal Sentinel Inc. told employees June 20.

Employment classified advertising is expected to bring in about \$38 million in revenue this year, down from \$51.7 million in 2000, said Keith Spore, the firm's president and publisher. That decrease is the chief factor behind a projected drop-off in operating earnings from about \$41 million last year to about \$31.6 million in 2001, the company said.

Journal Sentinel Inc. said it had already started eliminating jobs, largely through attrition, as operating profits entered a downward trend last year. Since May 1999 it has cut 127 full-time positions.

• Boston Globe

Nearly 200 employees of The Boston Globe have accepted the paper's voluntary buyout offers, enough "to put aside the possibility of layoffs," Publisher Richard H. Gilman says.

The buyouts were offered as part of cost-cutting program announced in April by the Globe's parent company, The New York Times Co. The Globe had allowed for layoffs if it failed to reach staffing goals after the buyouts.

The Globe said 193 employees from departments including editorial, advertising, circulation and production accepted the buyouts.

# Online

Continued from page 11

The other study, for the World Association of Newspapers, will be released at the World Newspaper Congress and World Editors Forum in Hong Kong. The research was done by Innovation International Media Consulting Group; a preview was issued recently by WAN.

"For the foreseeable future, print classified will remain a mainstay of the newspapers' business and should not be neglected as management shifts attention to the Internet," WAN said in its preview.

The research covered newspapers in 10 countries, all of them selling classifieds on the Internet.

"None of them reports that the print business has suffered as a result," said Timothy Balding, WAN director-general. "These experiences contradict some predictions that newspapers would have to 'kiss their classifieds goodbye,'" Balding said.

"Newspapers are optimistic about the future of Web and print classifieds — they believe the combination clearly produces added value for customers."

The WAN classifieds study will

be included in the group's annual "Innovations in Newspapers" report. This year's report will include information on media convergence; newspaper management of Web sites; news agencies in the digital world, and other topics.

The AIM Group has just released a free report about newspaper online archive sales — including several steps newspapers can take to tap the untapped value of their text and photo archives.

It reviews the prices U.S. newspapers are charging for archive access, and presents a short case study of one mid-sized newspaper that is generating more than \$100,000 annually in archive sales. The report is available for download from [www.aimgroup.com/reports](http://www.aimgroup.com/reports).

(Peter M. Zollman is founding principal of the Advanced Interactive Media Group, L.L.C., and Classified Intelligence, L.L.C., consulting groups that work with media companies to help develop profitable interactive-media services. Their newest programs, "Web Revenue Infusions" and "Online Classified Tune-Ups," focus on bringing in additional dollars through improved products, sales training, and print-and-Web strategic cooperation. Zollman can be reached at: [pzollman@aimgroup.com](mailto:pzollman@aimgroup.com), (407) 788-2780.)